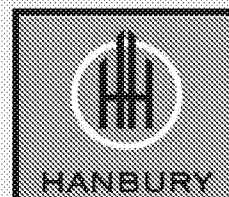


RAPLEYS

Planning, Retail and Economic Benefits Statement incorporating
Statement of Community Involvement
Hanbury (PM) Ltd

PHASE 1A, OLDLANDS FARM BUSINESS PARK, STEYNING WAY, BOGNOR REGIS, PO22 9NN

November 2019
Our Ref: 19/00822



55 Spring Gardens, Manchester, M2 2BY
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This report has been prepared within the quality system operated at Rapleys LLP according to British Standard ISO 9001:2008.

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Design and Access Statement Version 2

FOR AND ON BEHALF OF RAPLEYS LLP

November 2019

1 INTRODUCTION

- 1.1 This Planning and Retail Statement has been prepared by Rapleys LLP on behalf of Hanbury (PM) Ltd and is submitted in support of a detailed application for the erection of a limited assortment discount foodstore and associated access, parking and landscaping works at Oldlands Farm, Steyning Way, Bognor Regis PO22 9NN. The location of the application site can be seen at Appendix 1.
- 1.2 The site currently benefits from a hybrid planning permission (Ref: BE/61/13) for “1: Full planning application for Access road and Flood compensation area. 2: Outline planning application for 33,116 sq. m of mixed commercial and industrial uses, comprising A1, A3, A5, B1, B2 and B8, with associated works and landscaping”, which was granted in March 2014. Furthermore, the applicant submitted a Section 73 application (s.73) (Ref. BE/114/17/PL) to vary Conditions 4 (Quantum of Floorspace), 43 (Number of non bulky food goods units) and 47 (Sale of Goods) imposed under the outline element of the hybrid planning permission BE/61/13 which was approved on 14 February 2018. Condition 1 of BE/114/17/PL specifically allows for 1,325 sq.m of ‘discount convenience retail’ floorspace (net sales area) within Phase 1. Thus the principle of development for a discount convenience retail store has already been established on the site, underpinned by accompanying retail evidence.
- 1.3 In March 2017 a subsequent Reserved Matters (Ref. BE/4/17/RES) approval was approved for the appearance, landscaping, layout and scale together with the masterplan, parameter plans and Design Code. The approved development included two car showrooms, one large retail unit for A1 Bulky Goods and three smaller units for B8 Warehouse and Distribution use with ancillary trade counter. All relevant pre-commencement conditions have been discharged in relation to both the outline element of planning application BE/61/13 and reserved matters application BE/4/17. The commencement of the planning permission has therefore been confirmed via the associated earthworks on site and construction of the site access.
- 1.4 This application is submitted in full, as the siting of the proposed foodstore is different to that previously approved. As a consequence and notwithstanding the principle of development has already been established, this Statement addresses the planning and retail issues affecting the site through the consideration and assessment of the proposal against key national and local planning policies, principally retail impact and sequential assessment set out at paragraphs 26 and 24 of the NPPF respectively. It also provides evidence of the unique nature of the Lidl discount operations and their complementary role to mainstream convenience retailers, by identifying relevant appeal decisions.
- 1.5 This Statement should be read in conjunction with the documentation submitted in support of this application submission, namely:-
- Application Plans, prepared by One Design Architectural Services
 - 191118-18179 AD 100 Rev B - Location Plan
 - 191118-18179 AD 110 Rev C - Proposed Site Plan
 - 190719-18179 AD 111 - Proposed Building Plan
 - 190719-18179 AD 113 - Proposed Elevations
 - 190719-18179 AD 112 - Proposed Roof Plan
 - 191118-18179 AD 114 Rev C - Proposed Boundary Treatments
 - 191118-18179 AD 115 Rev C - Proposed Site Finishes

- Landscape Proposals, prepared by One Design Architectural Services
 - Drawing ref. 18179 AD116 - Proposed Landscape Design and Specification
- Design and Access Statement, prepared by Rapleys LLP
- Ground Investigation Letter and accompanying reports, prepared by Hydrock
- Two Stage Archaeology Report, prepared by Development Archaeology Services Ltd
- Ecology Assessment, prepared by Ecology Solutions Ltd
- Flood Risk Assessment, prepared by MJA
- Drainage Strategy, prepared by Ramboll
- Drainage Specification, prepared by Ramboll
- Transport Assessment and Travel Plan, prepared by MJA Consulting
- Lighting Proposal, prepared by Philips

- 1.6 The submission documents conclude that the proposed development is acceptable and should be supported in planning terms. Therefore, planning permission should be granted without delay.
- 1.7 This Statement provides an overview of the development site, the proposal, the pre-application consultation undertaken and an assessment of the proposed development in the context of national and local level planning policy and key planning considerations.
- 1.8 Against this background, the content of this Statement has been set out as follows:-
1. Introduction;
 2. Application Site and Surroundings;
 3. Planning History;
 4. Pre-application Consultation;
 5. Application Proposal;
 6. The Lidl Retail Operation;
 7. Planning Policy Context;
 8. Retail Assessment;
 9. Planning Assessment; and
 10. Summary and Conclusions.

2 APPLICATION SITE AND SURROUNDINGS

THE SITE

- 2.1 The site is located within Arun District on the northern periphery of Bognor Regis and within the built up boundary of the town. It is situated to the south of Bognor Regis Northern Relief Road (BRNRR) and east of Shripney Road (A29).
- 2.2 The site is clear and has been brought up to the required level as a result of previously cut and fill earth works required as a result of the nearby Flood Compensation Area. Formerly, the site consisted of open arable farmland. There are no existing buildings on the site.
- 2.3 The influence of the site upon the wider character area is restricted through the low lying topography and limited intervening vegetation. The site is predominantly experienced from the A29 and the adjacent Rolls Royce buildings, where it is viewed in the context of the urban fringe of Bognor Regis.
- 2.4 There are no physical, visual, historical or cultural links with any Protected Landscapes, Scheduled Ancient Monuments, Listed Buildings, Conservation Areas or Historic Parks and Gardens.

TOPOGRAPHY

- 2.5 The topography of the site consists of 0.5 m to 1.1 m of made ground underlain by river and marine deposits with a chalk base at depths between 2.7 m and 15 m below ground level.
- 2.6 The site is relatively level and is low lying, located in an area with a high water table.

ACCESS

- 2.7 The site access is from the recently constructed A29 Shripney Road / Rowan Way roundabout which lies at the western end of the Bognor Regis Northern Relief Road (BRNRR). The A29 dual carriageway runs north to Shripney, Westergate, Barnham and the A27, and south providing access to Bognor Regis Town Centre. Full details of the proposed access are set out in the accompanying Transport Statement prepared by MJA.

SURROUNDINGS

- 2.8 The site is located within the South Coast Plain, a broad swathe of low lying land that is crossed by meandering rivers.

To the north

- 2.9 Immediately to the north of the site is the BRNRR. The BRNRR arcs northeast and crosses the railway track, segregating the site from the fields to the north. The area to the north of the BRNRR and south of Shripney village forms part of the Flood Compensation Area identified by Arun District Council.
- 2.10 The open arable fields of Oldlands Farm continue north, towards the eastern outskirts of Shripney village, approximately 0.5km northwest of the site and straddle the A29.
- 2.11 Further north are the villages of Woodgate (2.3km), Westergate (3.7km), Eastergate (3.8km) and Barnham (3.2km).

To the east

- 2.12 Immediately to the east of the site are two industrial / warehouse units that are occupied by Rolls Royce Technology and Logistics Centre and were delivered as part of the wider Hybrid planning permission. These buildings lie adjacent to the Barnham/Bognor Regis railway line to the east. Immediately beyond the railway is open farmland, the former LEC

airfield and Lidsey Rife network, which is allocated as a Strategic Employment site and Biodiversity Opportunity Area.

- 2.13 The remainder of open land towards the village of Felpham (1.2km) includes Bognor Regis Golf Course, smaller fields and school playing fields.

To the west

- 2.14 The western perimeter of the site is contained by the A29; beyond this the site is a continuation of arable land allocated for Strategic Employment use that is bounded by the A29 Shripney Road. The north-western corner of the site is bound by the BRNRR.

- 2.15 Beyond the A29 is a touring caravan park and existing open space.

To the south

- 2.16 To the south lies a track which serves the Oldlands Farm buildings which are partially derelict, and adjacent No1 and 2 Oldland Cottages, all of which lies within the applicants control. Beyond this is the Southern Cross Industrial Estate containing large industrial warehouses, buildings, offices and a fast food restaurant.

- 2.17 Beyond the Southern Cross Industrial Estate the railway crosses in a diagonal direction northwest to southwest, acting as a definite boundary between industrial development of Bognor Regis and open farm land to the east.

- 2.18 South west of the A29/Rowan Way roundabout is the Bognor Regis Retail Park, that consists of several retail units, fast food restaurants and car parking.

- 2.19 Within the wider area south of the site includes South Bersted Industrial Estate, residential development of Whitfield Close and Bognor Regis railway station.

3 PLANNING HISTORY

THE SITE

- 3.1 The Local Planning Authority's online planning register dates back to 1969 when an application was permitted for a change of use of land from agricultural to industrial purposes (LPA Ref: BE/18/69). A decision notice is not available, but it does not appear that this permission was implemented.
- 3.2 In March 2014, planning permission was granted for a "Hybrid Application. 1: Full planning application for Access road and Flood compensation area. 2: Outline planning application for 33,116 sq. m of mixed commercial and industrial uses, comprising A1, A3, A5, B1, B2 and B8, with associated works and landscaping" (Ref: BE/61/13). The outline element of the planning application includes the site alongside a wider site area which also includes land to the east, north and north east. Rapleys refers to this permission as the 'original hybrid permission' throughout this statement.
- 3.3 The decision notice for this application has two schedules of conditions, one for the 'full' element and one for the 'outline' element. All of the pre-commencement conditions relating to both the 'outline' and 'full' element of the original permission have been discharged, and the planning permission has been implemented.
- 3.4 In March 2017, the approval of Reserved Matters (BE/4/17/RES) for the application site was granted for the appearance, landscaping, layout and scale together with the masterplan, parameter plans and Design Code. The approved development included two car showrooms, one large retail unit for A1 Bulky Goods and three smaller units for B8 Warehouse and Distribution use with ancillary trade counter.
- 3.5 Furthermore, the applicant submitted a Section 73 application (s.73) (Ref. BE/114/17/PL) to vary Conditions 4 (Quantum of Floorspace), 43 (Number of non bulky food goods units) and 47 (Sale of Goods) imposed under the outline element of the hybrid planning permission BE/61/13 which was approved on 14 February 2018. Condition 1 of BE/114/17/PL specifically allows for 1,325 sq.m of 'discount convenience retail' floorspace (net sales area) as part of the overall quantum of development permitted under Phase 1A. Thus the principle of development for a discount convenience retail store has already been established on the site, underpinned by accompanying retail evidence.

ADJOINING LAND TO THE EAST

- 3.6 Of relevance, is Full planning permission (Ref: BE/73/14/PL) which was granted in August 2014 for two detached industrial/distribution units on land broadly consistent with phases 1B and 1C (as annotated on the phasing plan of the hybrid planning application). It is understood that the amount of floorspace consented by this permission is circa 38,000 sq. m (GIA) for use classes B1(c), B2 and B8.
- 3.7 Pre-commencement conditions have been discharged relative to this separate planning permission, and this proposal has now been implemented and built out. Furthermore there has been recent advertisement consent applications (Ref: BE/106/15/PL and BE/107/15/A) related to the Rolls Royce Technology and Logistics centre.

LAND TO THE NORTH AND NORTH-EAST

- 3.8 A hybrid application for Oldlands Farm Phase 2 (Ref: AL/58/15/OUT) was granted in April 2016 for 1: Full planning application for earth works to facilitate flood compensation area and 2: Outline application (all matters reserved) for up to 20,453 sq. m of B2 General Industrial floorspace together with B8 Warehousing and Distribution floorspace. The site is located to the north and north east of the application site.

- 3.9 A Section 73 planning application AL/57/16/PL was submitted in May 2016 seeking to vary planning conditions 11, 12 and 37 of AL/58/15/OUT. This was approved on 9 September 2016. An application for all remaining reserved matters AL/44/18/RE5 was then submitted to the Council in April 2018 and was then approved on 13 December 2018. Furthermore, approval of details reserved by condition 19 (parameter plan & design code) under AL/58/15/OUT was approved on 13 December 2018.

LAND AT SALT BOX, LAND OFF ROWAN WAY BERSTED, PO22 9NW

- 3.10 Hybrid planning permission (Ref. BE/102/17/OUT) was permitted on 22nd December 2017 comprising: i. outline application for development of employment units, warehouse, hotel, 2 no. drive thru units, public house, gym plus engineering works, landscaping and associated works and ii. full application for a warehouse (Class B8), fuel island, car parking, access roads with new entrance from Shripney Road plus engineering works, open space, landscaping and associated works. The site is located on the western side of the A29 Shripney Road / Rowan Way roundabout approximately 150m to the west of the site.

- 3.11 A further hybrid planning application (BE/135/18/PL) for Land at Salt Box was submitted in December 2018 and was recently approved at the November 2019 meeting of Arun District Council's Development Control Committee. This application involves a broadly similar mix of development to the extant planning permission. However the some of the 'enabling development' elements (formerly a public house and gym) have been replaced with an A1 discount foodstore (proposed to be occupied by Aldi) and a car dealership. For completeness, the description of development states:

"Hybrid application comprising of outline application for the principle of employment uses B1-B8. Full application for Class B8 warehouse with fuel island & car parking (Unit 2), 2 No. Class B1/B8 employment units with associated parking & servicing (Units 6 & 7), Class A1 retail food store with car parking & servicing (Unit 8), 2 No. drive thru units with car parking & servicing (Units 4 & 5), car showroom, workshops (including MOT testing), vehicle storage, external display areas, service areas & parking (Unit 9) together with access roads, associated ground & engineering works, landscaping & ancillary works. This application affects the character & appearance of the Shripney Conservation Area & a Public Right of Way."

- 3.12 The decision notice for planning application was issued on 7 November 2019, following the committee meeting.

4 PRE-APPLICATION CONSULTATION

4.1 The National Planning Policy Framework (February 2019) (NPPF) identifies that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. It is explained that good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

4.2 The Council's Statement of Community Involvement (SCI) (November 2018) encourages wider involvement of the community and stakeholders at an early stage in the development management process if of benefit to the public, local groups and organisations, developers and local authorities.

4.3 In accordance with the Government's Localism Agenda, national and local consultation requirements, the applicant has previously undertaken pre-application consultation with Arun District Council, the local Ward Councillors, Leader of the Council, Members of the Planning Committee and local residents. This consultation process has helped to inform the proposed development.

ARUN DISTRICT COUNCIL

4.4 Rapleys have been in liaison with Arun District Council's Planning Department through the determination of the previous Section 73 application as well as leading up to this detailed planning application.

4.5 The extent of the sequential assessment was originally scoped with the previous Case Officer, Mr Innes, in an email dated 10 August 2017 which confirmed the following:

"With regard to sequential. This is the suggested wording I have been asked to provide.

Although a site assessment has been submitted examining the suitability of available sites in Bognor Regis town centre, the applicant is encouraged to look at site nearer to the main residential development sites in the west of the district allocated in the emerging Local Plan. This includes, Pagham, Barnham, Eastergate and Westergate where significant residential development is likely to take place in the near future. It is also noted that you state there are no potential sites in the town centre.

The Hothampton site also refers to the Sir Richard Hotham Project. It should be noted that the Council own these sites and the Sir Richard Hotham Project have not submitted these applications with the encouragement of the Council. The Council are actively encouraging the redevelopment of these sites and consider that they are available. Therefore you will need to review this aspect of your sequential approach prior to submitting any application."

4.6 The sequential sites assessed as part of the s.73 application were confirmed within the Case Officers Report as being:

'Vacant units within those defined centres within the catchment area including:

- Bognor Regis Town Centre;*
- Barnham Village Centre;*
- Felpham Local Centre;*
- Middleton-on-Sea Local Centre;*
- Yapton Local Centre;*
- Various Retail Parks at South Bersted*

Sites identified as development opportunities:

- *The Regis Centre, and*
- *Hothampton Car Park.'*

- 4.7 Since that advice was received, the planning application BE/102/17/OUT (Land at Saltbox, Rowan Way, Bersted) has been submitted which includes the provision of a discount retail food store. Consequently, we have also had regard to the sequential assessment undertaken for that application which is discussed in further detail in Section 7.

STATEMENT OF COMMUNITY INVOLVEMENT

- 4.8 The applicant previously undertook public consultation with the local community for a proposed Lidl foodstore and The Range retail unit in late 2017 and early 2018. This comprised:
- The delivery of 2,991 leaflets to surrounding residential addresses inviting people to attend a public exhibition and providing a response card where people could share their thoughts on the proposal;
 - The delivery of a briefing and invite letter for the public exhibition to local Ward Councillors outlining the proposals;
 - A webpage giving further details about the proposal and inviting feedback was set up on Rapleys website, and
 - A public exhibition was held on Wednesday 10 January 2018 at Bersted Park Community Centre, Lakeland Avenue, Bognor Regis PO21 5FF.
- 4.9 Appendix 2 sets out the detailed results of the 2017/ 2018 consultation. Whilst the Range no longer forms part of the development proposal, the responses are still entirely relevant to the current planning application, given that it specifically is concerned with the provision of a discount foodstore for occupation by Lidl.
- 4.10 Overall, the 2017/2018 consultation exercise demonstrated the high level of support the local community has for the proposed development at Phase 1A Oldlands Farm. As shown above, 86% of responses support the vision for Oldlands Farm with an overwhelming 90% of respondents considering the proposal appropriate for Phase 1A.
- 4.11 Similarly there is a clear support for the relocation and retention of the Lidl store at Oldlands Farm, with the provision of a purpose built retail unit.
- 4.12 Some responses did indicate that there is currently a problem with traffic in the area and that the proposal should incorporate measures to calm this and make it safer for foot traffic accessing the site. However, it should be noted that the Transport Statement submitted with this current planning application demonstrates that the latest trip generation forecasts for the Phase 1A proposals will be in line with the extant trip generation for the wider Oldlands Farm proposal. Consequently, the traffic impact on the highway network will be negligible.
- 4.13 Further consultation is being undertaken with local residents comprising:
- A substantial letter and leaflet drop to 38,898 properties across Bognor Regis
 - Creation of a GoPetition page providing details about the scheme and welcoming feedback;
 - A dedicated webpage showcasing the proposals and inviting feedback; and
 - Liaison with Bersted Parish Council.

-
- 4.14 This will ensure high levels of public awareness of the proposal. Responses will be compiled in due course and feedback presented to the Council during the consideration of the planning application.

5 APPLICATION PROPOSAL

- 5.1 Full planning permission is sought for the erection of a discount convenience retail food store measuring 2,159 sq. m GIA (with a net sales area of 1,410 sq. m) (Class A1) and associated parking, landscaping and other associated works.
- 5.2 The operator of the discount food store is confirmed as Lidl, and the store will have a net sales area for the store is 1,410 sq. m, of which 1,128 sq. m (80% of the net floor space) will be for convenience goods sales. A figure of 282 sq. m (20% of the net floor space) will be for comparison goods sales. This is considered to represent a robust gross/net breakdown for undertaking a retail assessment.
- 5.3 To the south of the food store is a 630 sq.m drainage attenuation balancing pond which is enclosed by proposed fencing.
- 5.4 To understand how the proposal relates to the approved Section 73 planning permission and the increase in floorspace which has led to this detailed application, a summary of the approved floorspace against the proposed floorspace areas is provided in Table 1 below:

Table 1: Comparison of proposed retail floorspace with approved space (net sales sq. m)

	Section73 Approved Floorspace Areas (Class A1 only)	Current Application Proposal	Difference
Lidl foodstore	1,325 sq. m	1,410 sq. m (including 20% comparison)	+85 sq. m

- 5.5 As is evident from Table 1, the total net sales of the proposed discount foodstore is a modest 85 sq. m greater than that already approved under Section 73 application BE/114/17/PL.
- 5.6 Vehicular customer access to the site will be taken from the existing junction off the internal estate road from the A29/A259 roundabout junction. The car park, which is contiguous with the store, will provide parking for a total of 149 customers, including 10 disabled parking spaces, 11 parent and child spaces and two electric vehicle charging spaces in front of the Lidl store. Cycle parking is also located along the side elevation of the store adjacent to the estate road.
- 5.7 A separate delivery vehicle access is proposed further along the existing estate road which will enable delivery vehicles to drive into food store's service yard and reverse into the docking leveller bay which is located to the east of the store.
- 5.8 The Design and Access Statement accompanying this application provides an appraisal of the aesthetic appearance of the proposal and takes into consideration the existing site influences which have informed the design process. The design of the proposal aims to reflect and complement the visual character of the surrounding area.

6 THE LIDL OPERATION

- 6.1 This section provides an overview of the Lidl retail operation, including the position of the company within the UK retail market and its key trading characteristics.

POSITION WITHIN THE UK MARKET

- 6.2 Lidl and Schwarz Grocery Wholesale was founded in Germany in the 1930s, since then the company has diversified into hypermarkets under the trading name 'Kaufland' and discount food stores known as 'Lidl'. Today the Schwarz Group is one of the largest grocery retailers in Europe.

- 6.3 The first Lidl stores opened in Germany in 1973 and by the 1980s Lidl had become a household name. In the early 1990s Lidl began to expand throughout Europe and now has more than 11,000 stores in 28 countries. Lidl commenced trading in the UK in November 1994 and since that date has grown to become a substantial presence in the convenience retail market, with over 760 stores currently trading nationwide. The latest data from Research from Kantar World panel (12 weeks to October 2019) identifies that Lidl has a 6% share of the grocery market.

DISCOUNT FORMAT

- 6.4 The Lidl retail philosophy is centred on simplicity and maximum efficiency at every stage of the business, from supplier to customer, enabling the company to sell high quality own brand products at the lowest prices. It is this format that has resulted in Lidl being classified by retail research company Verdict as a 'deep' or 'hard' discounter.

- 6.5 The "deep discount" sector principally includes Lidl and Aldi.¹ 'Deep discounters' concentrate on selling a limited range of primarily own brand goods at extremely competitive prices. These retailers are therefore distinct from the other 'mainstream' convenience retailers such as Tesco, Asda, Sainsbury's and Morrisons in terms of the 'offer' provided to shoppers.

- 6.6 Lidl is able to offer high quality products at low prices due to extensive bulk purchasing. This enables the company to achieve significant economies of scale that can then be passed on to the customer in the form of highly competitive prices. Other factors that enable Lidl to offer consistently low prices include the format of its stores and the approach taken to the display and sale of products.

- 6.7 As a consequence of the above factors, Lidl provides a distinct offer to the main convenience retailers, which was recognised by the Competition Commission in its 2008 'Grocery Market Investigation'. The Glossary to the investigation report refers to Lidl as 'Limited Assortment Discounter' or 'LAD', which is defined as:

"Limited Assortment Discounters (i.e. grocery retailers offering noticeably lower prices than a conventional supermarket but which stock a limited range of products)."

- 6.8 Further reference is made to LAD stores at paragraph 3.3, page 30 of the investigation:

"Limited Assortment Discounters (LADs) carry a limited range of grocery products and base their retail offer on selling these products at very competitive prices. The three major

¹ Netto sold its store portfolio in the UK in 2010. A joint venture with JS Sainsbury's was also attempted, though this also ended in 2016.

LADs in the UK are Aldi, Lidl and Netto. Each of Aldi, Lidl and Netto carries in the region of 1,000 to 1,500 product lines in stores ranging from 500 to 1,500 sq. m (Stores of a similar size operated by a large grocery retailer generally carry around 10,000 - 15,000 products.)"

- 6.9 Paragraph 4.80, page 70 of the investigation goes on to state that due to the limited number of products carried by LADs they are not close substitutes for other food stores of a comparable size (i.e. they are different):

"The limited number of products carried by LADs stores means that these stores are not close substitutes for similarly-sized stores operated by CGL (Co-op), M&S, Sainsbury's, Somerfield and Tesco. In particular, we note that Aldi, Lidl and Netto stores typically sell fewer than 1,000 products. In comparison, large grocery retailers generally sell around 5,000 to 10,000 products in stores in the same size range as those operated by LADs (i.e. 500 to 1,400 sq m). The results of our entry analysis also show that Aldi, Lidl and Netto stores are not close substitutes for the stores of large grocery retailers".

- 6.10 The findings of the Competition Commission's 2008 investigation therefore confirmed that Lidl does provide a different offer to the main food retailers. This position is now widely recognised and accepted.

LIMITED PRODUCT RANGE

- 6.11 Aside from the difference in pricing from the main convenience retailers, another characteristic of the Lidl business model, as already highlighted in the Competition Commission's findings above, is that Lidl carry a comparatively limited range of primarily own brand products (approximately 90% of all products in store).

- 6.12 The majority of Lidl product lines consist of basic convenience goods sourced from the UK and Europe, with a few recognised brands sold, in addition to a limited range of fresh fruit and vegetables and also pre-packed meats and frozen food stuffs. Lidl aims to keep the shopping experience simple for its customers and operates a 'no frills' policy by avoiding unnecessary packaging and presentation, including a basic store fit-out, all of which contributes to keeping the cost of products low.

- 6.13 Non-food items are limited to around 20% of floorspace in store. The non-food offer is mainly focused on household cleaning and health and beauty products. Lidl stores do receive a twice weekly delivery of non-food 'specials', which can range from garden equipment and small items of furniture to flat screen TVs. These are also sourced on a pan European scale at competitive prices. These items are provided on a 'when it's gone, it's gone' basis and owing to the limited and constantly changing offer, the potential for impact upon other retailers is negligible.

NOT THE 'FULL' RETAIL OFFER

- 6.14 Lidl stores also differ from other convenience retailers by not offering any of the following products or services:

- | | |
|-------------------------------|------------------------|
| • Fresh meat counter | • Dry-cleaning service |
| • Fresh fish counter | • Post Office services |
| • Delicatessen/cheese counter | • Photographic shop |
| • Hot food counter | • Mobile phone shop |
| • Pharmacy | • Café/restaurant |

- 6.15 Lidl does not offer any of the above products/services because these do not fit with the company's retail concept and business model. Lidl has a successful, proven format that works, and there is no intention to change it. The introduction of any of the above could have an adverse impact on the prices offered to customers.

- 6.16 As a consequence of the Lidl business model, its customers tend to purchase part of their main grocery shop (i.e. basic staples) in store, taking advantage of the low prices, but then visit other retailers to purchase luxury food or more specialist items. This, combined with the fact that Lidl does not offer the products and services listed above that are found in many of the main convenience retailers as well as smaller local independents, means that its stores complement existing retail provision, while providing additional opportunity and choice for shoppers.

SHORTER TRADING HOURS

- 6.17 The standard opening hours for Lidl stores are also more limited than the main convenience retailers, as well as smaller independent convenience retailers. Lidl stores are typically open between 08:00 - 22:00 Monday to Saturday and 10:00 - 16:00 on Sunday, however this application seeks opening hours over a slightly wider 'core period' to provide some operational flexibility. The times sought therefore are: 0700 - 2300 Monday to Saturday (and Bank Holidays) and 1000 - 1700 on Sunday.
- 6.18 Nevertheless, the standard opening hours of Lidl stores are more limited than some other retailers such as the 24 hour operations of some large convenience superstores and the long trading hours of local convenience retailers. Therefore this again underlines the point that Lidl's discount convenience operation is complementary to other convenience retailers.

STORE FORMAT

- 6.19 Lidl has an established store format that is integral to the success of its business model. The minimum store size that is required by Lidl for its operational requirements is circa 2,200 sq. m Gross External Area. This equates to a minimum net sales area of approximately 1,200 sq. m Gross Internal Area. There are a number of reasons why this size of store is required.
- 6.20 Lidl stores stock a limited number of products compared to other retailers, as space is required in the sale area for non-food specials, which can be bulky items. Furthermore, the market position of Lidl as a 'deep discounter' is dictated by its ability to cut costs throughout the business. In order to do so, all products are displayed from the original pallets or boxes on/in which they were delivered to the store. This minimises the costs associated with manual handling by removing the need to break pallets down and stack them on shelves. A significantly smaller sales area would therefore reduce the number of products that could be displayed.
- 6.21 A single level store of 2,200 sq. m Gross External Area allows for pallets to be easily moved directly from the delivery bay and placed in the sales area. This cannot be achieved in the same way in smaller stores, resulting in the need to break pallets down and stack more products on shelves, which consequently increases staff costs. This therefore makes it more difficult for Lidl to pass cost savings on to its customers, thereby impacting on its ability to deliver the benefits of discount retailing.
- 6.22 In addition, the standard store format has been purposefully designed in order to provide mobility impaired customers, the elderly and those with small children, space to move through the store easily. Also by placing bulky products on the sales floor, Lidl ensure easy access to these items for all customers.
- 6.23 It has been recognised by the Secretary of State and planning inspectors that a single level retail operation is essential to the Lidl business model and that consequently 'disaggregation' (breaking stores down into convenience and comparison elements) cannot be achieved without losing the benefits of the discount format. In this respect, in relation to a Lidl scheme in Oxford (APP/G3110/A/04/1171310L05/1195688) the Inspector noted (paragraph 82) that:

"The fact that Lidl only sell a limited range of goods means there is no realistic scope for disaggregation. Lidl stores cannot be broken down into constituent parts..."

LOCAL CATCHMENT

- 6.24 Lidl stores serve a relatively compact catchment area and are intended to provide a local shopping facility. The locational strategy of Lidl is for stores in urban areas, to serve an area that typically equates to a 0-5 minute drive-time of the site. Because of its limited offer, people do not tend to travel long distances to shop at Lidl.
- 6.25 As stated above, many customers use Lidl stores to purchase part of their main grocery shop (i.e. basic staples), often on foot, taking advantage of the low prices, but then visit other retailers to purchase luxury food or more specialist items that are not offered at Lidl (e.g. fresh fish). In addition, many Lidl customers also continue to visit smaller independent convenience stores close to their homes for top-up/basket shopping (i.e. buying a pint of milk or a loaf of bread) as well as to use services that are not provided by Lidl (e.g. dry cleaning, Post Office etc).

EMPLOYMENT OPPORTUNITIES

- 6.26 The proposed Lidl store will employ up to 40 full-time equivalent (FTE) staff in store (comprising a mixture of full-time and part-time positions) but including all staff from the existing Peel Centre store.
- 6.27 Lidl has a policy of employing local people from all backgrounds to work in their stores. This allows for a short commute to work and for staff to potentially work at short notice. The company is an equal opportunities employer with a strong social inclusion policy. The following extract is taken from Lidl's employee handbook, which sets out the company's equal opportunities stance:
- "Lidl is an equal opportunities employer. We wish to ensure that employees are treated, trained and promoted, and job Applicants are selected on the basis of their respective skills, talents, performance and experience, without reference to their sex, marital status, race, colour, nationality, ethnic origin or disability. Whilst the company strives to realise these principles, it is your responsibility to ensure that they are applied in practice. We will not tolerate any form of harassment and we will seek to ensure that your working environment is free from prejudice. Harassment at work is unlawful."*
- 6.28 Lidl offer many different career paths and opportunities within the retail sector. These include managerial and administrative positions in addition to positions such as store assistants and cashiers. The company also runs comprehensive management development and training programmes, enhancing skills of staff and maximising staff retention.
- 6.29 When setting up a new store, Lidl would bring in a manager from another store that ideally has links with the area. This is vital to provide the necessary experience and leadership during the training period of the new store staff. It is then the responsibility of the store manager and district manager to recruit and train the necessary numbers of staff prior to store opening. New employees are recruited from the local community using a variety of methods, including local newspaper advertisements, Job Centre advertisements and open days.

DELIVERIES

- 6.30 Lidl products are purchased throughout Europe and then packaged and distributed directly to the relevant Regional Distribution Centre (RDC), of which there are currently 13 in the UK, for onward distribution to its stores across the UK.

6.31 Lidl are mindful of the need to minimise any disturbance to neighbouring occupiers and landowners. To assist in achieving this, each store has only two or three dedicated deliveries per day. This provides all the necessary products for the store, including frozen and chilled goods, which are carried using individual temperature controlled units that can be loaded on to the vehicle. This ensures minimum disruption by removing the need for noisy air conditioning units on the vehicle.

6.32 During deliveries, it is company policy that vehicle engines are switched off to reduce noise and disturbance. New stores (such as that proposed) also feature graded ramps in the delivery bay and manual dock levellers, negating the need for noisy scissor or tail lifts. The total unloading time for deliveries is approximately 15 minutes.

SUSTAINABILITY MEASURES

6.33 Lidl implement a variety of measures to minimise the environmental impact of its stores and to contribute toward sustainability objectives, including:

- Limiting deliveries to typically two per day. Delivery vehicles are also used to remove waste from the store on their return journey to the RDC where the waste/recyclable material is sorted and managed centrally. This also helps to reduce vehicle trips and emissions.
- Lidl demonstrate a sector leading recycling and waste to landfill reduction by recycling all paper/cardboard and plastic waste produced by the store. This means that over 90% of all waste produced in store is recycled.
- Lidl stores include highly efficient condensing boilers, which recover waste heat from the combustion process. All heating is regulated by sensors.
- Lidl stores use a manual dock leveller for deliveries, reducing noise emissions and energy use.
- All Lidl stores are fitted with a 'Building Management System' incorporating movement sensors, Lux meters and thermostatic controls. This ensures that the back of house areas of the store are only lit when people are using them, that external lighting is only used when required and that the temperatures of the various areas within store are maintained at the correct levels. Energy efficient LED lighting is used and lighting within the sales area is cutback to one third before and after trading hours.
- Water consumption is carefully monitored and flow control devices and water meters are fitted in all stores.
- Car park lighting is designed in accordance with Lidl's 'Dark Sky' policy with light fittings carefully specified in order to keep light spill beyond the site boundary to a minimum, with Lux and timer controls fitted.
- Provision of Photovoltaic Panels on the roof which provide up to a third of the store's annual electricity requirement.
- Provision of two Electric Vehicle Charging spaces.

6.34 Lidl also produce and implement Travel Plans to promote sustainable transport choices. A Travel Plan has been submitted as part of this planning application.

-
- 6.35 Lidl communicate to staff and customers on a continual basis and encourage all stakeholders to implement environmentally friendly practices where possible.

SECURE BY DESIGN AND THE EQUALITY ACT 2010

- 6.36 Lidl design their stores and sites to minimise anti-social behaviour and crime. Lidl provide open and well-lit schemes to deter criminal activity. Lidl will, if required, fit CCTV internally and/or externally to ensure the safety of staff, customers and property.
- 6.37 Lidl provides its customers with disabled car parking spaces that comply with the latest equalities legislation, ensuring infirm or wheelchair bound customers can manoeuvre as simply as possible. Lidl car parks are designed with the customer in mind to ensure that cars can pass easily into and around the car park. Disabled and parent and child spaces are positioned near the store entrance, in order to provide shorter walking distances from cars to the store.

SUMMARY

- 6.38 The key trading characteristics that distinguish Lidl from the mainstream convenience retailers and smaller independent retailers are therefore as follows:
- Restricted number of product lines
- 6.39 Lidl is not a one stop shop and sells a limited range of predominantly own brand goods, with customers visiting other stores for branded or luxury goods.
- Not the full retail offer
- 6.40 Lidl does not provide the full retail offer. A limited range of comparison goods are sold and the constantly changing nature of 'non-food specials' ensures that any impact of other retailers is not constant and is limited. Lidl stores do not offer the range of services provided by the mainstream food retailers or smaller independent stores.
- Small store size and localised catchment
- 6.41 Lidl stores do not draw customers from a wide area.
- Shorter trading hours
- 6.42 Lidl stores are not open 'all hours' and are complementary with mainstream food retailers and local convenience stores.
- 6.43 The above factors ensure that the trading impacts of new Lidl stores on existing retailers and centres are limited.

7 PLANNING POLICY CONTEXT

- 7.1 This section provides a summary of relevant policy context in relation to Arun District Council's adopted and emerging Local Plan policies as well as other material considerations including national planning policy.

THE STATUTORY DEVELOPMENT PLAN

- 7.2 Section 38(6) of the Planning and Compulsory Act 2004 (the Act) requires that planning decisions must be taken in accordance with the Development Plan unless material considerations indicate otherwise. The National Planning Policy Framework (NPPF) provides up to date Government policy for decision taking and plan-making, consistent with the Act. It places the presumption in favour of sustainable development at its heart and advises local planning authorities that in relation to decision-taking this means:

- Approving development proposals that accord with the development plan without delay; and which accord with the development plan; and
- Where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or specific policies in the Framework indicate that development should be restricted (NPPF Paragraph 14).

- 7.3 Accordingly, the starting point for consideration of this application must be the Development Plan, the status of its policies as well as any other material considerations which should be taken into account.

- 7.4 The current development plan covering the site comprises:

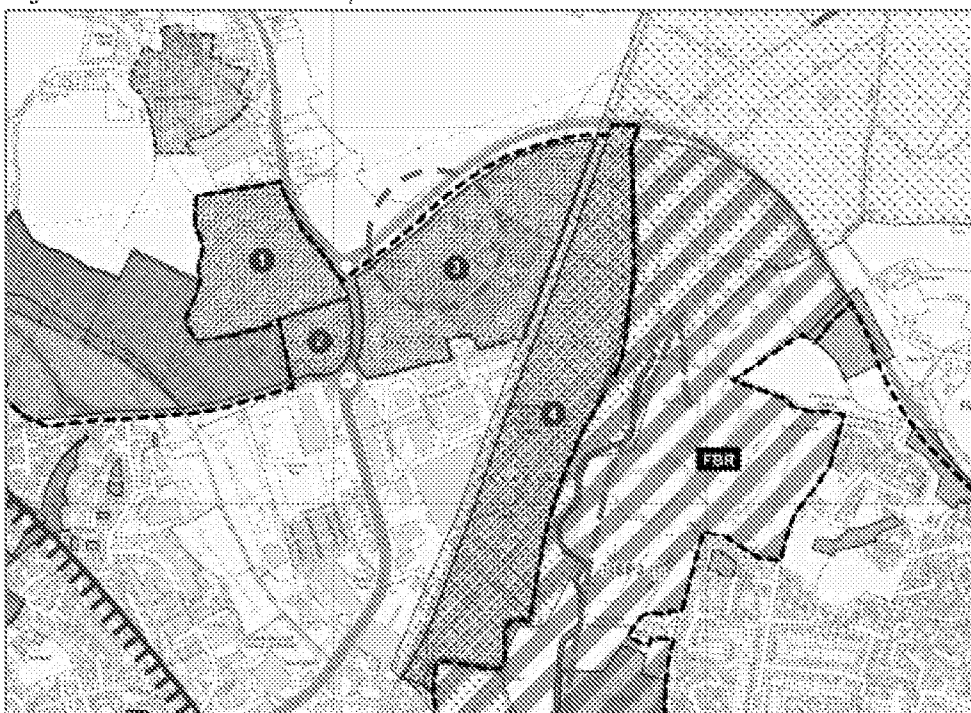
- Arun Local Plan 2011-2021 (Adopted in July 2018); and
- Bersted Neighbourhood Plan 2014-2029 ('Made' on 5 November 2014).

Arun Local Plan (ALP)

- 7.5 The ALP is the recently adopted District Wide Local Plan for ADC's area outside of the South Downs National Park. It sets out ADC's strategic approach to accommodating development across the District, strategic site allocations and a suite of themed development control policies to guide development proposals as well as to ensure appropriate environmental protection.

- 7.6 The associated policies map with the ALP (see figure 2 below) identifies that the site to be within the 'Built-up Area Boundary' of Bognor Regis (represented by the thick dotted black line). The site is also shown adjacent to the 'Strategic Employment Allocations' of Oldlands Farm (number 3) and 'Saltbox' (number 2). No other designations are shown to be covering the site.

Figure 1: Extract from Policies Map from ALP



7.7 Relevant ALP policies are therefore:

7.8 Policy SD SP1a: Strategic Approach: Sustainable growth which supports the main coastal towns of Bognor Regis and Littlehampton and ensures appropriate development and control of development outside of these settlements.

7.9 Policy SD SP2: Built-up Area Boundary - Development should be focussed in the defined main towns and villages in the District.

7.10 Policy EMP SP3: Strategic Employment Land Allocations - Identifies the Strategic Employment Allocations which should provide significant new employment opportunities. Site number 3 'Oldlands Farm' is listed as having a gross site area of 23.8ha.

7.11 Policy EMP DM2: Enterprise Bognor Regis - Constitutes sites 1-4 of the Strategic Land Allocations to promote economic growth in Bognor Regis and the wider Coastal West Sussex sub-region. A phased mix of B1, B2 and B8 uses will be supported subject to a range of criteria including suitable access/ junction upgrades, sustainable drainage, no net loss of biodiversity and flood mitigation.

7.12 Criterion (h) of Policy EMP DM2 states that '*Development proposals incorporating retail, leisure or office development should demonstrate that the proposal satisfies the sequential test and impact test in accordance with national planning policy*'. The supporting text to criteria (i-j) recognises that in order to attract new employment investment that the provision of non B-class employment development could be appropriate to support sustainable and viable employment development. The inclusion of such non B-class uses will be permitted subject to the following conditions:

i. Compatibility with the predominant use of the site for B-class employment uses;

j. Be of a scale and nature that would not undermine the Plan policies designed to encourage regeneration of Bognor Regis town centre or impact significantly on Chichester City Centre;

- 7.13 k. Be of a scale and nature so as not to generate levels of traffic, cause environmental impacts or involve noise sensitive uses that adversely affect the operations of B-class employment uses on the site;
- 7.14 **Policy RET DM1: Retail Development** - Town Centre uses should be accommodated in town centres. Proposals for Town Centre uses outside of a defined centre must meet the NPPF's sequential and impact tests and proposals should be easily accessible by a range of transport modes. A local impact assessment threshold of 1,000 sq.m applies for office, retail and leisure developments outside of defined Town Centres.
- 7.15 **Policies D SP1: Design and D DM1: Aspects of Form and Quality** - All development proposals should seek to make efficient use of land but reflect the characteristics of the site and local area in their layout, landscaping, density, mix, scale, massing, character, materials, finish and architectural details.
- 7.16 **Policies ECC SP1: Adapting to Climate Change and ECC SP2: Energy and Climate Change Mitigation** - Development should be appropriately designed to adapt to impacts arising from climate change including flood risk, drainage systems and resilience of buildings.
- 7.17 All new residential and commercial development to be energy efficient and to include a range of measures to support a low carbon environment. Major developments should achieve 10% of predicted energy requirements on-site from renewable or low carbon sources.
- 7.18 **Policy T SP1: Transport and Development** - Ensure that all new development provides safe access to the highway network, contributes to highway improvements, promotes sustainable transport, is in line with strategic growth for the District and protects committed and planned new road schemes.
- 7.19 **Policy T DM1: Sustainable Travel and Public Rights of Way** - New development should be accessible by non-car modes of transport and ensure ease of movement including safe pedestrian and cycle access. Current West Sussex County Council guidance on parking standards (March 2019), advises the following:

Use	Car spaces (max.)	Cycle spaces (min.)
A1 Shops	1 per 14m ²	1 per 100m ² - staff 1 per 100m ² - visitor

- 7.20 **Policy T SP3: Safeguarding the Main Road Network** - Protection of committed schemes, safeguarding the routes of indicative schemes including improvements to A259 and A29 realignments.
- 7.21 **Policy ENV DM5: Development and Biodiversity** - Development schemes shall seek to achieve a net gain in biodiversity.
- 7.22 **Policy W SP1: Water** - Supports development with water efficiency measures and the incorporation of Sustainable Drainage Systems.
- 7.23 **Policy W DM3: Sustainable Urban Drainage Systems** - Development must identify opportunities to incorporate a range of Sustainable Urban Drainage Systems (SUDS), appropriate to the size of development, at an early stage of the design process.

7.24 Policy QE DM2: Light Pollution - Planning permission for proposals which involve outdoor lighting must be accompanied by a lighting scheme prepared according to the latest national design guidance and relevant British Standards publications.

7.25 Policy INF SP1: Infrastructure Provision and Implementation - Proposals should provide or contribute necessary infrastructure to mitigate the development. This may include direct on-site provision and also off-site improvements to be secured by obligation.

OTHER MATERIAL CONSIDERATIONS

7.26 The Material Considerations for this application are set out below.

The extant Hybrid Planning Permission (Ref. BE/61/13)

7.27 The extant Hybrid Planning Permission for the site provides consent for 33,116 sq. m of mixed commercial and industrial uses, comprising A1, A3, A5, B1, B2 and B8 uses. This permission has been implemented with the delivery of the B2 and B8 uses in the form of the adjacent Rolls Royce buildings and the fulfilment of the Full component of the permission to deliver the access road and Flood Compensation area.

7.28 The Phase 1A element as part of the Reserved Matters planning application (approved in March 2017) for A1 Retail, Car Showrooms and B8 with ancillary Trade Counter in March 2017 has been commenced through the provision of the site access.

The recent Section 73 Planning Permission

7.29 As outlined under the planning history, in terms of the quantum of retail floorspace the s.73 permission allows for the following under Condition 1:

- A1 Discount Convenience Retail 1,325 square metres net sales
- A1 Bulky Goods Retail 3,041 square metres net sales including mezzanine floors

7.30 Furthermore, the extant permission also includes provision for up to 1,858sqm of car sales floorspace (sui generis) and 1858sqm of trade counter uses (B8 with ancillary sales).

7.31 It should also be noted that Condition 2 sets out the range of goods that can also be sold from the site. These include:

- Convenience goods;
- Seasonal goods;
- DIY and/or garden goods;
- Household furniture, furnishings and textiles;
- Kitchen furniture and kitchenware;
- Electronic goods;
- Carpets, wall and floor coverings;
- Automotive accessories and bicycles;
- Leisure goods;
- Camping goods;
- Pets and pet supplies;
- Office furniture and supplies; and

- Arts and craft materials and supplies

7.32 The extant planning permission is consistent with the principle of the proposal set out as part of this planning application. As this planning permission has commenced, it is a fall back position which is a material consideration which should be afforded significant weight in the determination of this planning application.

The Arun Retail Study 2016 Update (DPDS, November 2016)

7.33 The 2016 Update was prepared to assess the likely implication for emerging retail policies in light of uplifted housing provision figures.

7.34 The mixed employment and retail park development at Oldlands Farm is identified as a 'new commitment' since the previous 2013 Study and was undertaken and is included within Table 3. Table 4 anticipates the turnover of the Oldlands Farm commitment for comparison bulky goods to be £10.92m. DPDS note that overall the residential commitments since 2013 add over £100m turnover to the floorspace capacity of the District.

Convenience Floorspace

7.35 Section 3 of the Update demonstrates that based on new population forecasts the baseline convenience floorspace requirements for Bognor Regis increases from a negative requirement identified in the 2013 Study to a requirement of 143 sq. m net in 2016, rising to 603 sq. m net in 2021, 1,057 sq. m net in 2026, and 1,463 sq. m net by 2031.

7.36 Paragraph 3.10 identifies that there is scope for a new medium sized foodstore under all the housing scenarios by 2031, however this need does not arise until the mid 2020's. At this point in time, DPDS recognise that a store of about 2,000 sq. m net convenience goods would support a net sales floorspace of about 2,700 sq., allowing for comparison goods and would suggest a building between 2,400-4,500 sq. m gross external.

7.37 DPDS acknowledge that the main four grocery retailers (Tesco, Sainsbury, Asda and Morrison) are not building food stores of this type at present and the only companies developing new stores are Aldi and Lidl. Furthermore, whilst there is no quantitative capacity except in Bognor Regis, DPDS comment that it is desirable that people should have easy access to local convenience shopping because it can reduce the need for and length of, car journeys and because local centres provide a sense of place and community. It was noted that there is little commercial demand for new large food stores at present, but there is significant demand still for local "convenience" stores, in the right location.

THE NATIONAL PLANNING POLICY FRAMEWORK (NPPF) AND NATIONAL PLANNING PRACTICE GUIDANCE (PPG)

7.38 The national tier of planning policy is set out within the National Planning Policy Framework (2019) (NPPF) which is supplemented by the Planning Practice Guidance (PPG) which is updated on a regular basis.

The Presumption in Favour of Sustainable Development

7.39 At the heart of the NPPF is a presumption in favour of sustainable development. For decision-taking this means:

- Approving development proposals that accord with an up to date Development Plan without delay, or;
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:

- the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or;
- any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

Planning Conditions and Obligations

7.40 Paragraph 56 of the NPPF identifies that planning obligations should only be sought where they meet all of the following tests:

- Necessary to make the development acceptable in planning terms;
- Directly related to the development; and
- Fairly and reasonably related in scale and kind to the development.

7.41 Where up-to-date policies have set out the contributions expected from development, planning applications that comply with them should be assumed to be viable. It is up to the applicant to demonstrate whether particular circumstances justify the need for a viability assessment at the application stage. The weight to be given to a viability assessment is a matter for the decision maker, having regard to all the circumstances in the case, including whether the plan and the viability evidence underpinning it is up to date, and any change in site circumstances since the plan was brought into force (Paragraph 57).

7.42 Paragraph 54 states that Local planning authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions or planning obligations, with planning obligations only expected to be used where it is not possible to address unacceptable impacts through a planning condition.

7.43 Paragraph 55 states that planning conditions should be kept to a minimum and only imposed where they are necessary, relevant to planning and to the development permitted, enforceable, precise and reasonable in all other respects. Furthermore, conditions that are required to be discharged before development commences should be avoided, unless there is a clear justification.

7.44 The NPPG on the use of planning conditions sets out the expectations on use of conditions on planning decisions including:

- Why and how planning conditions are imposed;
- The application of the condition tests set out within the NPPF;
- The approach that should be taken when imposing conditions;
- Conditions relating to time limits; and
- Discharging and modifying conditions once planning permission is granted.

Building a Strong, Competitive Economy

7.45 Paragraph 80 confirms that planning policies should help create conditions in which business can invest, expand and adapt. Furthermore, significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development

Ensuring the Vitality of Town Centres

7.46 Paragraph 85 of the NPPF advises that local planning authorities should recognise town centres (including local centres) as the heart of their communities and pursue policies to

support their viability and vitality. Furthermore, where suitable and viable town centre sites are not available for main town centre uses planning policies should, allocate appropriate edge of centre sites. Where enough edge of centre sites cannot be identified, then other accessible locations, well connected to the town centre should be identified.

7.47 At paragraph 86, it is confirmed that local planning authorities should apply a sequential test to planning applications for retail uses that are not in an existing centre and are not in accordance with an up-to-date local plan. The sequential test will require development for main town centre uses to be located in town centres, followed by edge-of-centre locations and only if suitable sites are not available will out-of-centre sites be considered. When considering edge-of-centre and out-of-centre proposals, preference should be given to accessible sites that are well connected to a centre.

7.48 Paragraph 89 states that when assessing applications for retail development falling outside of town centres and which is not in accordance with up-to-date local plan, an assessment of impact will be required if the development floorspace exceeds a locally set threshold (or the default threshold of 2,500 sq. metres).

7.49 Paragraph 90 makes clear that where an application fails either the sequential or impact tests, it should be refused.

Promoting Healthy Communities

7.50 Paragraph 91 confirms that planning policies and decisions should aim to achieve healthy, inclusive and safe places which:

- Promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other.
- Are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion.
- Enable and support health lifestyles, especially where this would address identified local health and well-being needs.

7.51 Paragraph 92 states that in order to provide the social, recreational and cultural facilities and services the community needs, planning decisions should:

- Plan positively for the provision and use of shared spaces, community facilities and other local services to enhance the sustainability of communities and residential environments;
- Take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community;
- Guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the communities ability to meet day to day needs; and
- Ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.

7.52 Furthermore, planning decisions should aim to achieve safe and accessible environments where crime and disorder (and the fear of crime) do not undermine the quality of life or community cohesion. Local authorities should encourage safe and accessible developments which contain clear and legible pedestrian routes and high quality public space that encourages the active and continual use of public areas.

Promoting Sustainable Transport

7.53 Paragraph 104 of the NPPF advises that local planning authorities should support schemes that:

- support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities;
- be prepared with the active involvement of local highways authorities, other transport infrastructure providers and operators and neighbouring councils, so that strategies and investments for supporting sustainable transport and development patterns are aligned; and,
- provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans).

7.54 Paragraph 111 confirms that all developments that generate a significant amount of movement should be supported by a Transport Statement or Transport Assessment.

Requiring Good Design

7.55 The NPPF (at paragraph 124) states that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is encouraged as a key aspect of sustainable development. Effective engagement between applicants, communities, local planning authorities and other interests throughout the process to be clear about the design expectations is stated as essential for achieving this..

7.56 The NPPF identifies (at paragraph 127) that local planning policies and decisions should aim to ensure that developments:

- Will function well and add to the overall quality of the area, not just for short term, but over the lifetime of the development;
- Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses and support local facilities and transport networks;
- Respond to local character and history and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;
- Create places that are safe, inclusive and accessible and which promote health and well being;
- Create safe and accessible environments without crime and disorder, and the fear of crime, and do not undermine quality of life or community cohesion, and
- Are visually attractive as a result of good architecture and appropriate landscaping.

7.57 The NPPF directs local planning authorities (at paragraph 131) to afford great weight to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.

7.58 The NPPG in respect of design sets out the following:

- The importance of good design;
- The planning objectives good design can help achieve;
- Guidance on well-designed places;
- Guidance on how buildings and the spaces between them should be considered;
- The planning process and tools which can be utilised to achieve good design; and

- Design issues which relate to particular types of development.
- 7.59 The NPPG confirms that good design should:
- Ensure that development can deliver a wide range of planning objectives;
 - Enhance the quality buildings and spaces, by considering amongst other things form and function; efficiency and effectiveness and their impact on well being;
 - Address the need for different uses sympathetically (paragraph ref: 26-002-20140306).
- 7.60 Although design is only part of the planning process it can affect a range of economic, social and environmental objectives beyond the requirement for good design in its own right. Planning decisions should seek to ensure the physical environment supports these objectives
- Flood Risk and Drainage
- Meeting the Challenge of Climate Change
- 7.61 Paragraph 163 advises that, when determining planning applications, local planning authorities should ensure flood risk is not increased elsewhere and where appropriate, applications should be supported by a site-specific flood-risk assessment. Development should only be allowed in areas at risk of flooding where, in the light of this assessment (and the sequential and exception tests, as applicable) it can be demonstrated that:
- within the site, the most vulnerable development is located in areas of lowest flood risk, unless there are overriding reasons to prefer a different location;
 - the development is appropriated flood resistant and resilient;
 - it incorporates sustainable drainage systems, unless there is clear evidence that this would be inappropriate;
 - any residual risk can be safely managed; and,
 - safe access and escape routes are included where appropriate, as part of an agreed emergency plan.
- Conserving and Enhancing the Natural Environment
- 7.62 Paragraph 170 advises that the planning decisions should contribute to and enhance the natural and local environment by, inter alia, protecting and enhancing valued landscapes and sites of biodiversity, recognising the intrinsic character and beauty of the countryside and remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.
- 7.63 Paragraph 180 confirms that planning decisions should also ensure that new development is appropriate for its locations taking into account the likely effects of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development.
- 7.64 Paragraph 183 states that the focus of planning policies and decisions should be on whether proposed development is an acceptable use of land, rather than the control of processes or emissions. Planning decisions should assume that these regimes will operate effectively.
- SUMMARY
- 7.65 From the forgoing commentary, the following conclusions are reached:

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- The site is allocated for employment and commercial uses within the adopted Development Plan with the emerging Local Plan identifying Phase 1 of the Oldlands Farm to be completed by 2019;
 - There is an extant planning permission for mixed use development on Phase 1A, including comparison retail use;
 - The recent Section 73 permission already supports a discount convenience retailer on the application site; and
 - Local plan policies allows for new retail floorspace in out of centre locations subject to satisfying both the sequential and impact tests.

8 RETAIL ASSESSMENT

8.1 This section sets out the applicant's approach to the retail policy tests, (sequential and impact assessments) having regard to the out of centre location of the application site.

8.2 This assessment has had regard to the consideration of the recent Section 73 planning application as well as the recently approved Land at Saltbox application, which includes the provision of discount convenience retail floorspace. It provides a robust and considered assessment of the retail policy issues which is proportionate assessment of impact, having regard to both national and locally derived threshold areas, in emerging policy.

SEQUENTIAL SITE ASSESSMENT

8.3 Paragraphs 86 and 87 of the NPPF require LPAs to apply the sequential test to planning applications for main town centre uses that are not in existing centres or in accordance with an up to date development plan.

8.4 The National Planning Practice Guidance 'Ensuring the vitality of town centres' provides guidance on the application and interpretation of the sequential test. This includes the importance for scoping the remit of the sequential (and impact) assessment, for agreement between the applicant and local planning authority (ref: ID 2b-015-20140306).

8.5 This assessment has had full regard to this guidance and is based on a scope agreed with the Council. It also assesses the sequential sites identified within the Arun Retail Study 2016 Update.

8.6 Paragraphs 010 and 011 of the Planning Practice Guidance contain a checklist of considerations for the sequential test. The concluding third bullet is clear: if there are no suitable sites in sequentially preferable locations then the sequential test is passed. Suitable sites must be sites that are available and appropriate for the given proposal. Appropriate sites include available sites that can accommodate the proposal with regard to flexibility being applied to the proposal concerned.

Flexibility

8.7 In identifying potential alternative sites, case law dictates a need to be flexible in considering matters such as scale and format of the development proposed.

8.8 In interpreting the need for flexibility, the Supreme Court in *Tesco Stores Ltd v Dundee City Council* [2012] UKSC 13 held that in defining the term 'suitable', reference should be made to the design of the developer's proposal subject to the demonstration of flexibility and realism. It was held that the issue of suitability must be directed at the developer's proposals and not to some alternative scheme which might be suggested by the Local Planning Authority.

8.9 The principles underpinning the suitability of an alternative site was also discussed in the case of *R (on the application of Zurich Assurance Ltd T/A Threadneedle Property Investment v North Lincolnshire Council* [2012], concerning the issue of flexibility and disaggregation. It related to a challenge by the owners of a town centre shopping centre in Scunthorpe over the decision of the Council to grant planning permission for a new M&S store and whether, in coming to the decision, the Council came to the wrong decision by the accepting that flexibility had been demonstrated such that M&S could not disaggregate their food and non-food elements (in that one of these trading elements could have been accommodated in a vacant town centre store). Mr Justice Hinkinbottom concluded:

'Working in the real world, the committee were entitled (and indeed bound) to take into account the evidence that any arrangement in which Marks and Spencer used the TJ Hughes unit (the only available unit in Scunthorpe town centre) would not be commercially viable,

and that, because of the lack of viability, Marks and Spencer would not locate to Scunthorpe town centre in the event that this Application for the site was refused. On the basis of that evidence, in the committee's view, the applicant has demonstrated flexibility in terms of the sequential approach so far as the possible disaggregation of the Marks and Spencers' operation was concerned. They were entitled to come to that conclusion on that evidence.'

- 8.10 The above judgements have been built upon in two subsequent appeal decisions at Sheffield (APP/J4423/A/13/2189893) and Stoke-on-Trent (APP/M3455/A/13/2195541). In the Sheffield Decision, the Inspector stated,

'In considering the issue of suitability I have had regard to a ruling of the Supreme Court [Dundee] which indicates, amongst other matters, that what needs to be established is whether an alternative site is suitable for the development proposed, not whether the proposed development can be altered or reduced so that it can be made fit for purpose.'

- 8.11 This was built upon further in the Stoke decision, where, at paragraph 12, the Inspector stated:

'...taking account also of the 2012 judgement in Tesco Store Limited v Dundee City Council, although an application is expected to demonstrate flexibility in assessing alternative sites, there is no unequivocal requirement to reduce the size of a proposed development to fit a particular site.'

- 8.12 Thus the test must be applied on the basis of the development as a whole. There is no requirement in the NPPF to disaggregate the proposed development. In this case, the proposed development is a single discount foodstore with associated parking and landscaping. Therefore disaggregation would be inappropriate.

- 8.13 This approach is also consistent with Rushden Lakes and the conclusions drawn in respect of flexibility, which was before the Secretary of State in that case.

Availability

- 8.14 The judgement *Aldergate Properties Ltd v Mansfield District Council* [2016] is also relevant. In that judgement the High Court concluded:

- In interpreting paragraph 24 of the NPPF 'suitable' and 'available' generally mean 'suitable' and 'available' for the broad type of development which is proposed in the application by approximate size, type and range of goods. This incorporates flexibility by generally excluding the identity and personal or corporate attitudes of an individual retailer.
- The area and sites covered in undertaking the sequential test should not vary from retailer to retailer.
- 'Suitable' and 'available' should be read together and not in isolation.
- The competitive or corporate requirements of a particular retailer are not relevant when assessing which sites should be included or excluded from a sequential assessment.

- 8.15 The conclusions of Justice Ouseley in the Mansfield Case have also been taken into account here, in the consideration of retailer specific requirements.

- 8.16 Lidl has been identified as the occupier of the store, however, in accordance with the principles set out in Mansfield, it is the broad form of development proposed - i.e. a limited assort discount foodstore - which has been considered in applying the sequential test and not the specific corporate identity of the proposed operator.

- 8.17 Another key point is an alternative site has to be 'reasonably available', that is likely to become available within a similar timeframe to the proposed development. In this case, subject to planning, the development is intended to commence in 2020 with completion in 2021.

Suitability

- 8.18 The principal issue is whether there are any suitable sites in established centres that are available now. Provided that an element of flexibility is exercised on issues such as format and scale, any potential sequential sites should be considered only in terms of whether they could accommodate application proposal.

- 8.19 The Supreme Court case, involving Tesco and Dundee Council (March 2012), considered the issue and definition of 'suitability', and the degree to which an application should demonstrate flexibility. The judgement concluded that that:

- The natural reading of each policy is that the word suitable, in the first criteria, refers to the suitability of sites for the proposed development (Rapleys Emphasis) - it is the proposed development that will only be acceptable if no suitable site is available more centrally (paragraph 25), and
- The application of the sequential approach requires flexibility and realism from developers and retailers, as well as planning authorities (paragraph 28).

- 8.20 As such, when determining what constitutes a suitable site, regard has to be given to the need that the proposal is intending to serve. The UK High Court Decision involving Warners Retail and Cotswold District Council (July 2014), confirms that the Dundee decision also applies in England.

- 8.21 The application of the sequential approach to site selection, including the consideration of sites that may be considered suitable and available, must also have regard to the market which the proposal intends to serve, which is typically based on a drive time catchment area.

Catchment Area for the Sequential Assessment

- 8.22 Consistent with the Section 73 planning application, the catchment area of the proposal in relation to the sequential test is based on an off-peak 10 minute drive time area. This extent was agreed previously with the Council's retail consultants, reflecting the relatively localised catchment area typical of a discount convenience retailer.

Approach to the Area of Search

- 8.23 Typically, any centre located within the catchment area of a proposed store should be assessed for sequentially preferable sites. However, limited assortment discount retailers tends to serve a relatively compact catchment area that provides a local shopping facility. In this case, a catchment based on a 10 minute drive time is considered to be very robust. In many cases, Lidl usually adopts a 5 minute drive time catchment area, which is has been accepted by a large number of planning authorities.

- 8.24 Drawing on the previous approach under the Section 73 planning application, the applicant has undertaken a robust sequential site assessment appropriate to the proposal's catchment area and the following local centres have been assessed for the purposes of the sequential site assessment:

- Vacant units within those defined Centres within the agreed catchment area including:
 - Bognor Regis Town Centre;

- Sites within Arun District that are identified as development opportunities in the Development Plan, including:
 - The Regis Centre, and
 - Hothampton Car Park.

8.25 This approach is also consistent with planning application BE/135/18/PL (Salt Box) which is directly applicable in relation to the retail assessment.

Operational and Commercial Requirements

8.26 When addressing the sequential approach, both the applicant and Local Planning Authority must adopt realism and only consider sites which are 'suitable' for the development proposed by the applicant.

8.27 In this case the sequential test needs to consider the trading requirements of a limited assortment discount convenience retailer which has the following requirements when determining whether a site(s) or premise(s), are suitable or viable:

- A minimum site area of 0.6ha to accommodate a discount foodstore and associated warehousing, car parking and servicing requirements.
- A site that can allow for the safe manoeuvring of customer vehicles and delivery vehicles on site.
- A prominent site with the ability to attract passing trade.
- A site that is easily accessible by a choice of means of transport.
- A site that is able to offer benefits to its customers, including adjacent surface level car parking, so that customers can easily transfer goods to their vehicles.
- Provision of a dedicated service area to the rear of the store, including ability to accommodate HGV's.
- A single storey, open and unrestricted sales floor area, which benefits from a level/flat topography, or which has the ability to be developed as such.

8.28 It has been accepted by the Secretary of State and Planning Inspectors that a single level retail operation is essential to this type of business model. Furthermore, the size of a proposed store and accordingly its site area is predicated on the ability for a store to provide its full range of products that provide enhanced consumer choice and provision in terms of goods and price.

Vacant units within Bognor Regis Town Centre

8.29 A Health Check Analysis (Appendix 6) of Bognor Regis Town Centre was undertaken in May 2017. Whilst there were a number of Town Centre Vacancies within the core retail area, the majority of these were small scale high street units that would not be capable of delivering the floor space requirements of the proposal. In addition, none of the sites would be able to accommodate the servicing and associated parking requirements.

The Regis Centre

8.30 The Regis Centre is located within Bognor Regis Town Centre and comprises the Alexandra Theatre and the Regis Brewers Fayre public house. The site measures 1.65ha. The site has been a long-term development proposal and has been subject to a development agreement with the Council and St Modwen. Given the site's proximity to the primary shopping area it represents a sequential site for new retail uses.

- 8.31 The most recent application (Ref. BR/156/16/PL) covering the site (as part of a wider development) was submitted by St Modwen to the Council in June 2016. This sought to provide 6,358 sq. m of commercial space (including leisure facilities) for mixed development, 64 room hotel, and 192 apartments with car parking. The scheme would also redevelop the existing Esplanade Theatre site to provide a 200 cover Destination Restaurant and the relocation & upgrade of the existing skate park to adjacent to the Pier. 3 new kiosks along the Promenade would be provided for retail, toilets & showers. The planning application was refused on 1st February 2017 on the grounds of insufficient parking provision and insufficient design excellence in the context of the town's regeneration. However, the decision was appealed by the applicant and the appeal allowed on the 5 July 2018.
- 8.32 It is evident that the proposed redevelopment will be orientated towards delivering a high quality living experience combining work, shopping, leisure and eating/dining. The plans submitted to date focus on providing small scale kiosk-style retail units suitable for independent high street occupiers. Having analysed the space available within the planned development, it is concluded that none of them are suitable. As such, the site is discounted in sequential terms as it is not considered suitable or available now for the development proposed.
- 8.33 The Case Officer's Report associated with the Section 73 application confirms that the site is discounted as it is not considered suitable for a large format discount food store, nor is the site considered available at the time of assessment for the development proposed. We note that this conclusion has also similarly been reached in relation to the consideration of the Saltbox Application. We note that the site is not actively marketed and we reaffirm the aforementioned that the site is subject to a development agreement between the Council and St Modwen for its redevelopment.
- 8.34 For the aforementioned reasons, we therefore conclude that the site is not suitable or available for the proposed development.

Hothampton Car Park

- 8.35 Hothampton Car Park is located to the west of Bognor Regis Town Centre's primary shopping area and adjacent to the shopping parade on Queensway. The Council's retail policy advisors (GL Hearn) in respect of the Saltbox planning application identify the site as an edge of centre site. The site is approximately 0.6 hectares in area with approximately 200 spaces and is owned by Arun District Council.
- 8.36 Immediately to the north and west of the site is the shopping parade on Queensway, the Fitzleet Estate tower block is located to the south east, the health centre is located immediately to the south and the Lamb Inn and terraced residential properties are located to the west. Currently, vehicular access is to the north of the site onto Queensway.
- 8.37 The site has no specific policy designations on the Arun District Local Plan Policies Map. The site has been a long-term development proposal and has been subject to a development agreement with the Council and St Modwen, in conjunction with the Regis Centre.
- 8.38 As noted above, planning application BR/156/16/PL also covered this site provides a 1,100 seat theatre, with a 48 bed hotel & conference facilities on the car park site, alongside the provision of 2 retail units facing onto the Queensway and the relocation of then children's play area.
- 8.39 Notwithstanding the existing use as a busy town centre car park, it is evident that the proposed redevelopment will be orientated towards delivering a high quality leisure use facility to complement the development at the Regis Centre. The plans submitted to date focus on providing small scale retail units suitable for high street occupiers. Having analysed the space available within the planned development, it is concluded that the site would not

be able to accommodate the development proposed due to its small size and access difficulties from the surrounding residential streets. The site is further constrained by the residential properties within the Fitzleet Estate tower block immediately adjacent to the car park. This point is reinforced by GL Hearn's audit of the Saltbox planning application whether they state that the Hothampton Car Park site would be 'highly unlikely to accommodate the Aldi in isolation.'

8.40 We note that the site is not actively marketed and that this site is similarly subject to the same development agreement between the Council and St Modwen, and is there not available within a reasonable timeframe.

8.41 In light of the above, Hothampton Car Park is not considered to be a suitable or available for the development proposed.

Commitments within the Council's 2016 Retail Study

8.42 There are no planned commitments which could provide a sequentially preferable alternative.

8.43 Also of relevance is that the application site itself is a recognised commitment within the Retail Study Update.

Summary

8.44 As set out above, a sequential site assessment has been undertaken, giving considerations to alternative sites either within or on the edge of Bognor Regis Town Centre.

8.45 The sequential site assessment provides evidence that there are no alternative, sequentially preferable sites to accommodate the proposed development. This application therefore fully complies with the NPPF requirement for a sequential site assessment and is considered to pass the sequential test.

RETAIL IMPACT ASSESSMENT

8.46 The NPPF advises that retail proposals outside an existing centre should be assessed according to their impact (if any) on existing centres. Impact assessments should be provided for all proposals over 2,500 sq. m when the proposal is not located within an existing centre and not in accordance with an up to date Development Plan. However Policy RET DM1 of the Arun Local Plan establishes a local impact threshold of 1,000 sq.m in relation to out-of-centre proposals in relation to a defined Town Centre. As the proposal involves more than 1,000 sq.m of retail floorspace, then an impact assessment is required.

8.47 The NPPG advises that the impact test should be '...undertaken in a proportionate and locally appropriate way, drawing on existing information where possible', and also seeks agreement of the scope of key impacts for assessment between applicants and local planning authorities (ref: ID 2b-015-20140306). As discussed, Rapleys has previously sought to agree the retail scope with the Council which is the basis for this planning application.

8.48 Two material planning considerations related to the retail impact assessment are that:

- The existing Lidl retail store within the Peel Centre will be relocated to the proposed development and therefore the net uplift in retail sales floorspace will only be 483 sq.m
- The Section 73 planning permission already supports 1,325 sq.m of net sales floorspace for a discount foodstore (see Table 2 below). The net sales area of the proposed development and is therefore only 85 sq.m more than the approved position.

Table 2: Comparison of proposed retail floorspace with approved floorspace (net sales sq. m)

	Section 73 Approved Floorspace Areas (Class A1 only)	Current Application Proposal	Difference
Lidl foodstore	1,325 sq. m	1,410 sq. m (including 20% comparison)	+85 sq. m

8.49 Accordingly, a detailed retail impact assessment has been provided in accordance with the requirements of Policy RET DM1 of the Arun Local Plan.

8.50 In regard to retail impact, paragraph 89 of the NPPF states that in justifying proposals for edge or out of centre retail development the following should be considered:

1. The impact of the proposal on existing committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
2. The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).

8.51 We consider these in turn below.

1. The impact of the proposal on existing committed and planned public and private investment in a centre or centres in the catchment area of the proposal

8.52 The defined centres encompassed within the catchment area for the site are listed below.

- Bognor Regis Town Centre;
- Various Retail Parks at South Berstead;
- Barnham Village Centre including the Windmill Shopping Village;
- Felpham Village Centre;
- Middleton-on-Sea Village Centre;
- Yapton Village Centre.

8.53 From a review of the Arun Local Plan, Bersted Neighbourhood Plan and other evidence base documents, we are not aware of any existing, committed or planned public investments within the adopted Local Plan that would be adversely impacted by the proposed Lidl store.

8.54 It is acknowledged that there are two planned proposals located within Bognor Regis at the time of the application's submission, the proposals at the Regis Centre and Hothampton Car Park. As stated above, within the Sequential Assessment, both proposals are a joint venture for St Modwen who aim to regenerate Bognor Regis Town Centre with a Residential and Leisure led scheme.

8.55 The only retail type uses that have been proposed are of a small scale nature and are likely to be occupied by those catering towards the leisure / tourism trade. Therefore, it cannot be considered that there are any proposals on which the application would have a significant adverse impact. This conclusion has been accepted by the Council's retail advisors, GL Hearn, in relation to the consideration of the Saltbox planning application

8.56 On the basis of the above, the development is therefore, considered to be fully compliant with this criterion of the NPPF retail impact test.

2. The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme)

- 8.57 The approved Section 73 application has demonstrated that the impact of the proposed Lidl store is acceptable in impact terms. We re-state that the net uplift in sales floorspace from the current Lidl store at the Peel Centre, is only 483 sq.m. As also set out in Table 2, the difference between the approved discount food net sales retail floorspace and the application proposal, is only an additional 85 sq.m (net sales).
- 8.58 The Council's approval of the Saltbox planning application concluded that the proposed discount foodstore - based on a cumulative assessment with the Phase 1A discount foodstore (adopting a 1,325 sq.m net sales area) - would not lead to a significant adverse impact on Bognor Regis town centre. Therefore the difference of an additional 85 sq.m of sales floorspace is negligible in practical terms and the same conclusion should logically be drawn.
- 8.59 Notwithstanding this position, and to provide robust justification, we provide a proportionate retail assessment to assess the proposal in accordance with the retail policy requirements at a national and local level.
- 8.60 We accordingly detail this below with cross-reference to the retail impact tables shown in Appendix 5.

Population Forecast

- 8.61 Table 1 of Appendix 5 sets out the population figures for the 10 minute drive time catchment area which the store will serve. This figure is derived from the reviewed Experian drive time catchment data and the latest Experian population and expenditure data based on 2018 estimates.

Expenditure

- 8.62 Table 2 sets out the convenience expenditure per capita which is available within the catchment area. This has been derived from the Experian Micromarketer at a 2018 base year. This figure is then projected forward utilising the appropriate levels of growth from the Experian Retail Planner Briefing Note 16 (December 2018) and accounts for Special Form of Trade. This approach has been repeated for the purposes of calculating the comparison expenditure per capita.
- 8.63 Figures are provided for 2018 (base year for population and expenditure data), 2019 (the base the design year assumes that planning permission for the development will be obtained in 2020 with completion of the development in 2021 and that the proposal will have achieved a mature pattern of trading. This design year complies with national planning policy and practice guidance.
- 8.64 Table 3a sets out the available convenience expenditure within the catchment area, calculated via the figures set out in Table 1 and 2a. Whilst Table 3b sets out the available comparison expenditure within the catchment area, calculated via the figures in Table 1 and 2b.
- 8.65 Table 3a identifies that £145.4m is available in convenience goods expenditure in 2024 which is followed by an available comparison goods expenditure of £263.3m as identified in Table 3b.

Turnover of the Proposal

- 8.66 Table 4a sets out turnover assumptions for the existing Lidl store. A comparison has been provided between the benchmark turnover identified in Mintel against an implied benchmark turnover based on the 2018 Household Survey undertaken in 2018 in support of the Saltbox planning application.

Turnover of the Proposal in 2018

- 8.67 In breaking this down to the specific turnover of the existing convenience floorspace in the base year, Table 4a shows that using the Mintel benchmark turnover is £7.2m compared to the 2018 survey derived turnover of £11.4m. It should be noted that the implied survey derived sales density figure is notably in excess of the actual trading turnover of the existing Lidl store and reflects the limitations of household surveys which typically over-represent discount food retailers.
- 8.68 In relation to existing comparison goods turnover of the existing store, the Mintel benchmark turnover, equates to £1.8m however the 2018 survey derived figure equates to £2.8m.
- 8.69 Table 4b sets out the turnover of the proposed store at 2018 and similarly includes a comparison between the benchmark turnover based on Mintel data and the implied turnover based on the 2018 survey derived figure.
- 8.70 The convenience retail turnover of the proposed store is £10.9m based on the Mintel benchmark turnover compared to £17.27m utilising the implied survey derived sales per sq.m figure. As reflected above, the survey derived convenience retail turnover of the existing foodstore is, in reality, overestimated. Utilising the same implied survey derived sales density continues this overestimate of the actual trading position. Nevertheless in this case, it is recognised that for purposes of consistency with the turnover of other existing destinations, it remains appropriate that the assessment is informed by the survey derived figure.
- 8.71 The comparison retail turnover of the proposed store is £2.7m based on the Mintel benchmark turnover compared to £4.3m utilising the implied survey derived sales per sq.m figure. This implied survey derived figure is similarly in excess of the likely comparison trading position of the proposed store.
- 8.72 It cannot be assumed that the proposed foodstore will trade at the same implied survey derived figures as the existing foodstore. This is because the additional sales floorspace will not solely comprise the stocking of additional products. Indeed, the additional floorspace will provide more spacious accommodation and a fuller complement of in-store facilities to improve the trading environment, compared to the existing Peel Centre store.
- 8.73 On this basis and as set out in Table 4b, we have applied a 20% discount to the survey derived turnover figures. This equates to a convenience retail turnover of the proposed store of £13.8m and a comparison retail turnover of £3.5m. This equates to a total proposed store turnover of £17.3m. We remain of the view that this turnover will be in excess of the actual likely trading position of the store. On this basis, we consider this figure represents a very robust estimation of the proposed turnover of the store, which is well above company average benchmark levels.

Turnover of the Proposal in the Design Year (2024)

- 8.74 Projecting the above calculations forward to 2024, Table 5a identifies the convenience retail turnover of the existing Lidl foodstore. Table 5a includes a comparison between the benchmark turnover and implied survey derived turnover. This identifies that at 2024 the

existing Lidl store would attract 5.0% of the available convenience expenditure in the catchment based on the benchmark figure compared to 7.9% based on the survey derived figure.

- 8.75 Table 5b repeats the process for the proposed Lidl foodstore, including the discounted survey derived convenience retail turnover figure at 2024. This discounted turnover figure equates to 9.6% (or £14.0m) of the total available expenditure within the catchment. This leaves a £131.4m of available convenience retail expenditure from within the catchment area, still going to other convenience retailers both within and outside of the defined retail centres.
- 8.76 Whilst the store will not draw 100% of its trade from within the catchment area alone (inflow from outside the catchment will also make up a proportion of its turnover), this exercise does demonstrate that in the event that all of the stores trade comes from within the catchment area, it could easily be supported with £131.4m of convenience retail expenditure still being available.
- 8.77 Table 5c provides a similar analysis to Table 5b but in relation to the comparison retail turnover of the proposed foodstore versus available comparison retail expenditure within the catchment. Taking the discounted turnover figure at 2024, this equates to £4.0m (or 1.5%) of the total available comparison retail expenditure from within the catchment area. Consequently £259.3m of available comparison retail expenditure will still be flowing to other comparison retailers both within and outside of the defined retail centres.

Trade Diversion to the Proposed Development

- 8.78 Tables 6a and 6b provide a summary of the anticipated convenience retail trade diversion from existing destinations to the proposed development. Table 6a covers the solus impact of the proposal in isolation and Table 6b reflects a cumulative assessment including the approved Aldi discount foodstore as part of the Saltbox planning application.
- 8.79 In undertaking the assessment, we have had regard to existing convenience retail destinations within and around the 10 minute drive time catchment area, the 'like trades with like' principle and the updated shopping patterns set out in the 2018 household survey accompanying the Saltbox planning application.
- 8.80 In relation to the cumulative assessment, we have utilised the trade diversion figures identified by Mango Planning in their December 2018 retail statement accompanying the Saltbox planning application. It should also be noted Mango's retail assessment also took into account the Section 73 planning permission for a 1,325 sq.m discount foodstore at Oldlands Farm.
- 8.81 At the outset, we highlight a number of common themes to both assessments contained in Tables 6a and 6b:
- A significant part of the trade diversion to the proposed store will come from the existing Lidl foodstore which will close when the proposed store is opened (£11.5m at 2024); and
 - The vast majority of trade diversion will occur from existing out of centre locations, with very limited trade diversion from convenience retail destinations within defined town centres.

Solus Impact

- 8.82 As Table 6a identifies, the forecast solus impact of the proposal on Bognor Regis Town Centre is 0.25% (£0.075m), which principally comprises trade diversion from Morrisons (£0.065m). This is a very limited level of trade diversion, reflecting the fact that there is an

established Lidl store in close proximity to application site. Thus the expenditure flows have already been established, and any uplift in the net sales floorspace will have an almost negligible impact on convenience retail destinations within Bognor Regis Town Centre.

8.83 In relation to other defined centres the forecast solus impact is as follows:

- Aldwick Local Centre - 0.1%
- North Bersted - 0.1%

8.84 In both cases, this represents a minimal level of convenience retail impact, reflecting the limited convenience offer available in these centres, which typically serve a very localised need.

8.85 As is evident from Table 6a, 89.5% of the store's convenience turnover will flow from existing out of centre locations close to Bognor Regis. As noted above, the vast majority of this turnover (83.2% or £11.5m) will be from the existing Lidl foodstore at the Peel Centre. However, there will also be a limited level of trade diversion (£0.6m) from the Tesco Superstore (0.89%), Sainsbury's, Shripney Road (0.49% / £0.2m) and M&S Foodhall (1.32% / £0.08m) respectively. Whilst these out of centre destinations are not afforded policy protection, the forecast level of trade diversion will, in any case, be minimal.

8.86 An 'inflow' allowance of 10% to the proposed Lidl store - comprising expenditure flowing to the proposal from residents beyond the catchment area - has been assumed. Inflow expenditure typically forms a proportion of the turnover of the store, such as workers or visitors in Bognor Regis. For consistency, an inflow allowance has also been assumed for the other convenience retail destinations shown in Table 6a.

Cumulative Impact

8.87 Table 6b identifies the cumulative convenience retail impacts associated with the application proposal and the proposed Aldi discount foodstore proposed as part of the approved Saltbox planning application. As noted above, a cumulative assessment has already been undertaken as part of the consideration of the Saltbox planning application, reflecting the Section 73 planning permission for 1,325 sq.m discount convenience floorspace (net sales). The only principal difference with our assessment relates to the fact that the net sales area of the proposed discount foodstore under this planning application is now 1,410 sq.m - a small increase of 85 sq.m.

8.88 The forecast cumulative impact of the proposal on Bognor Regis Town Centre is 3.94% (£1.2m). Aldi, Saltbox comprises 94% of this additional cumulative trade diversion, which principally falls on Morrisons, however the store will continue to have post-impact turnover of £25m and it is not considered that this level of trade diversion will threaten the viability of the store. The forecast trade diversion to other convenience retail destinations in Bognor Regis Town Centre, are identical to that forecast under the solus assessment and are thus very modest in nature.

8.89 On this basis, we consider that the forecast 3.94% impact on Bognor Regis Town Centre will not be significantly adverse. Indeed, this is a position the Council has already accepted in approving the Saltbox planning application, as the proposed Aldi foodstore constitutes the vast majority of the cumulative trade diversion.

8.90 In relation to other defined centres, the cumulative assessment doesn't alter the forecast impacts which remain as follows:

- Aldwick Local Centre - 0.1%
- North Bersted - 0.1%

- 8.91 Similar to the conclusions of the solus assessment, this represents a minimal level of convenience retail impact, reflecting the limited convenience offer available in these centres, which typically serve a very localised need.

As is evident from Table 6b, the vast majority of the trade diverted to the Oldlands Farm and Saltbox proposals will arise from out of centre locations in Bognor Regis. Whilst the proposed Lidl foodstore primarily diverts from the existing Peel Centre Store, the principal trade diversions to Aldi, Saltbox are from Tesco (£4.2m), Lidl, Oldlands Farm (£3.5m) and Sainsbury's (£3.4m). Whilst these destinations are not afforded policy protection, the forecast cumulative level of trade diversion is unlikely to threaten the viability of these existing stores given their healthy trading position informed by the 2018 household survey.

As under the solus impact assessment, an 'inflow' allowance of 10% to the proposed Lidl store and Aldi, Saltbox commitment has been assumed, alongside all other existing convenience destinations

- 8.92 We emphasise that the retail assessment underpinning the consideration of the proposed Aldi store at Saltbox, has already undertaken a cumulative assessment which includes the proposed Lidl discount foodstore at Oldlands Farm as a commitment. Therefore the Council (and its retail advisors) has already accepted that the cumulative impact of both discount foodstores will not be significantly adverse on any defined centre within the catchment area. As set out above, the current application proposal only results in an additional 85 sq.m of net sales floorspace, which is a minimal difference and doesn't alter this conclusion.

HEALTHCHECK ASSESSMENT

- 8.93 The NPPG advises that a judgement as to whether the likely adverse impacts are significant can only be reached in the context of an understanding of local circumstances. Subsequently, a health check has been undertaken in respect of Bognor Regis town centre.

Bognor Regis

- 8.94 The health check undertaken in respect of Bognor Regis concluded that the centre is considered to be healthy with regard to indicators of vitality and viability. See Appendix 6 for the full Town Centre Health Check.
- 8.95 Bognor Regis has a large town centre, much of which has either been pedestrianised or made pedestrian-friendly. Since the end of World War Two the town has been subject to some piece-meal commercial redevelopment, notably in the early 1960s when a new shopping parade on Queensway, a health centre and a high-rise block of flats were built on land just north-west of the High Street. In the three decades between 1950 and 1980 much residential development took place to the west and north of the town, since then mostly in-fill development has taken place, predominantly redeveloping land on brownfield sites that had formerly been used for commercial business.
- 8.96 At the time of the health check, vacancy levels within the centre currently sit at 8.4% which remains below the national average (11%).
- 8.97 In terms of food/convenience retailing within the centre, the proportion of convenience retail units is significantly lower than comparison provision. Extending to 6.2 % of the total units. The town centre is anchored by a Morrisons superstore with Tesco Express and Iceland also present.
- 8.98 Comparison goods retailers represent 33% of the units within the centre. Whilst the centre has a reasonable range of comparison goods outlets, the sector is dominated by independents with some national multiple retailers present including Boots, WH Smith, Carphone Warehouse, Wilkinsons, New Look, Sports Direct, Peacocks and Superdrug.

8.99 There is also a high proportion of service uses across the financial and business, leisure and retail service sectors.

8.100 Given the current health and trading position of Bognor Regis, it is not considered that the proposed Lidl discount foodstore will have any significant adverse impacts on the centre on either a solus or cumulative basis. As set out, the centre is deemed to be relatively healthy with regards to the indicators of vitality and viability. This conclusion has also been recently accepted by the Council (and their retail advisors) through the consideration of the Saltbox planning application.

Summary

8.101 Rapleys have undertaken a proportionate retail assessment to demonstrate that the proposed Lidl discount foodstore will not result in a significant adverse impact on defined centres within the catchment area.

8.102 This assessment builds on the assessment undertaken in support of the Section 73 application on Phase 1A, Oldlands Farm which already supports 1,325 sq.m of discount convenience retail floorspace. Furthermore the Council (and its retail advisors) has already accepted that the cumulative impact of the Aldi, Saltbox and Lidl, Oldlands farm discount foodstores, will not be significantly adverse on any defined centre within the catchment area. The current application proposal only results in an additional 85 sq.m of net sales floorspace, which is a minimal difference and doesn't alter this conclusion.

8.103 It is also important to recognise that the current Lidl foodstore at the Peel Centre will relocate to the application site. The net uplift in in sales floorspace is therefore only 483 sq.m and this existing shopping patterns of a Lidl store trading in this location has already been established.

8.104 Consequently our assessment therefore confirms that the application proposal (solus and cumulatively) will not have a significant adverse impact on the vitality and viability of Bognor Regis town centre or any other centre within the catchment area. The application proposal therefore fully addresses the impact test, in compliance with local and national planning policy.

9 PLANNING ASSESSMENT

- 9.1 This section considers the merits of the proposal with regards to the relevant national and local policy considerations identified in Section 6 and any other material considerations.

DEVELOPMENT PLAN

- 9.2 The planning system operates on the basis that planning applications should be determined in accordance with the provision of the Development Plan, unless material considerations indicate otherwise. In this case, the saved policies of the Arun Local Plan (2018) and Bersted Neighbourhood Plan (2014-2029) form the Development Plan.

- 9.3 The relevant policies, arising from these documents, have been set out within Section 5 of this statement. Essentially, it should be acknowledged that these policies provide for the objective assessment of the proposals, subject to a series of stated criteria. The following evidence demonstrates that there is no significant adverse impact arising from the proposed development and that the proposal fully accords with the Development Plan. Other material considerations, set out within this section of the Statement reinforce the justification for the grant of planning permission.

PRINCIPLE OF DEVELOPMENT

- 9.4 The development seeks to establish detailed planning permission for the erection 1,410 sq.m net sales discount foodstore for occupation by with associated works at Oldlands Farm, Steyning Way, Bognor Regis PO22 9NN.

- 9.5 Whilst the site forms part of a wider employment area under saved Policy Site 5 for employment/commercial uses, the principle of selling convenience and bulky retail goods from the site has already been established by the hybrid (Ref. BE/61/13) and the Section 73 application (Ref. BE/114/17/PL).

- 9.6 Specifically, Condition 1 of the Section 73 application allows for an A1 discount convenience retailer with a total net sales area of 1,325 sq m (including 20% comparison goods), and A1 bulky retail of 3,041 sq. m net sales including mezzanine floors.

- 9.7 Therefore, the principle of retail for convenience and bulky retail goods floorspace more widely, is already established and is a clear consideration in determining this application. Attention is drawn to the findings relative to retail policy tests below.

RETAIL POLICY TESTS

- 9.8 As the site is located in an out of centre location, there are two main retail policy issues to address as part of the development proposal relating to the sequential test and retail impact assessment.

- 9.9 Section 8 of this Statement sets out in detail the findings of the sequential test and retail impact assessment in accordance with the requirements of paragraphs 88 and 89 of the national planning guidance and relevant emerging local plan policy. As outlined, a thorough sequential site assessment has been undertaken, giving considerations to alternative sites either within Bognor Town Centre or within local centres surrounding the town.

- 9.10 The sequential site assessment provides evidence that there are no alternative, sequentially preferable sites for the development proposed. Notwithstanding there are no sequentially preferable sites, the application site is an existing retail commitment by virtue of the hybrid and subsequent permissions, most recently the Section 73 application. In this case, the sequential test has been applied in accordance with paragraphs 88 and 89 of the NPPF. No suitable and available alternatives have been identified and, therefore, the sequential test is passed.

- 9.11 In considering impact of the proposal on existing, committed and planned public and private in a centre or centres within the catchment area of the proposal, the applicant is aware of the two planned proposals located within Bognor Regis at the time of the application submission, the proposals at the Regis Centre and Hothampton Car Park. As stated above, within the Sequential Assessment, both proposals are a joint venture for St Modwen who aims to regenerate Bognor Regis Town Centre with a Residential and Leisure led scheme.
- 9.12 The only retail type uses that have been proposed are of a small scale nature and are likely to be occupied by those catering towards the leisure / tourism trade. Therefore, it cannot be considered that there are any investment proposals on which the application would impact upon. On the basis of the above, the development is therefore, considered to be fully compliant with this criterion of the NPPF retail impact test.
- 9.13 In considering the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area up to five years from the time the application is made, it is important to remember that a discount foodstore (up to 1,325 net sales area) on Oldlands Farm is already a commitment.
- 9.14 The applicant has undertaken a proportionate and appropriate retail impact assessment. The impact assessment has had regard to the Council's recent approval of the Land at Saltbox planning application which involves a new discount foodstore in that location. This demonstrates that the proposal will not lead to a significant adverse impact on Bognor Regis Town centre or any other defined centre within the catchment.
- 9.15 It is therefore concluded that the second element of the retail impact assessment is passed in accordance with national policy and local policy requirements set out in local plan policies RET SP1 and Policy RET DM1.

ECONOMIC BENEFITS

- 9.16 The economic role is one of the three dimensions for achieving sustainable development. In these terms, the economic role of sustainable development is to contribute to building a strong, responsive and competitive economy. The economic benefits of the proposal will include:
- The proposal will support 40 local full time equivalent jobs
 - Result in a multi-million pound investment on the will generate £1.9m per annum in wages for local people
- 9.17 Although it is acknowledged that many of the employees at the existing Lidl store are likely to continue working for the new store, the increase in floorspace will result in the demand for an increase in employees. The number of jobs created by both stores is a material benefit. A range of jobs will be provided from management and supervisor staff level to clerical, administrative and service positions. Retail jobs are socially inclusive by providing the range of jobs in both full and part-time positions.
- 9.18 In considering the economic benefits of the proposal against the objectives of national and local policy, specifically Saved Policy Site 5 and emerging Policy EMP DM2, it is evident that the proposal accords with the employment allocation for the site and that there are clear economic benefits that should be afforded significant weight in the determination of the application.

CONTAMINATED LAND

- 9.19 The Council will be aware that there has been an extensive amount of information already considered as part of previous applications for the site as part of the original hybrid permission and subsequent discharge of conditions applications. In this case, attention is drawn to planning permission BE/85/15/DOC where the Council has already discharged

Conditions 7 (Remediation Strategy, Desk Study and Site Investigation), 8 (Contamination Verification) and 9 (Contamination not previously identified) in July 2015.

9.20 In addition to the above, the site has already been cleared and earthworks have already been undertaken to level the site as part of works undertaken for the nearby Flood Compensation Area which falls outside of this application.

9.21 A summary letter has been prepared by Haydock which explains the current position in this regard.

ARCHAEOLOGY

9.22 Development Archaeology Services Ltd (DAS) has prepared a summary report of the results of a two stage archaeological evaluation in respect of the site. In undertaking the evaluation of the site, DAS have divided the site into two areas, area 1a which reflects the norther area of the site and area 1b. The archaeological evaluation has been undertaken in two phases with the preliminarily investigation being undertake in April 2015 and the second phase of investigation in December 2017.

9.23 Prior to archaeological evaluation being undertaken it was considered that the site had potential to contain archaeology as follows:

- Moderate potential for archaeology from pre-historic period;
- Highest potential for discovery of finds from the Bronze Age and Iron Age periods, and
- Moderate to low potential for Roman period archaeology.

9.24 The distribution of survey trenches with Area 1a (northern part of the site) represents a sample of 7% of the site area and was recorded as having low to very low archaeological potential for periods detailed above. Whilst Area 1b survey samples represent 13% of the site area. Finds from linear and pits all suggest features are restricted to a Bronze age / Middle Bronze Age date. The general characteristics of features suggest evidence records activity rather than occupation within the site area during this period.

9.25 The investigation within both areas confirms probable Middle Bronze Age activity within the proposed development area. It is considered that the relatively high sample / investigation areas undertaken during this evaluation, particularly with Area 1b, suggest any additional investigation would have a moderate to low potential for further enhancing our understanding of the archaeological potential within the proposed development area.

9.26 It is therefore considered that no further evaluation is required necessary and that the proposal will not result in the loss of any archaeology of interest.

ECOLOGY

9.27 An Ecological Assessment (June 2019) including a Phase 1 walkover survey was carried out by Ecology Solutions in March 2019. Habitats recorded on site include lime stabilised surface, disturbed ground, hardstanding which are considered to be of negligible ecological value and tree planting along the southern an eastern boundaries of the site which are to be considered of very low ecological value.

9.28 There are no notable or protected species present within the site. Therefore there will be no impact to habitats or species, and as a result no specific mitigation is required necessary.

FLOOD RISK

9.29 The planning application is supported by a Flood Risk Assessment (MJA Consulting, July 2013) which was prepared in support of the original hybrid planning application. When the

FRA was written the site was considered to be located in Flood Zones 1, 2 and 3. There were no other sources of flooding were identified on or within the vicinity of the site including from groundwater, tidal, overland runoff (pluvial), artificial sources and flooding from overloaded existing and proposed sewer networks.

9.30 However, since the original FRA was undertaken the proposed Flood Compensation Area has been delivered which means the areas previously shown to be within flood zones 2 and 3 has now been reduced by relocating the floodplain to adjacent land which is outside of this application boundary. Currently existing runoff from the site discharges to the adjacent Oldlands Farm Ditch.

9.31 It is considered that through the existing Flood Compensation Area and the proposed drainage solution set out below that the proposal would not result in an unacceptable risk of flooding in accordance with the requirements of national policy and local plan policies ECC SP2 and W DM3.

DRAINAGE

9.32 The Drainage Strategy (Ramboll) which confirms that:

- The surface water network for the discount foodstore, car park and service area is designed to convey and store surface water from the site for a 1 in 100-year storm plus a 40% allowance for climate change.
- An individual drainage network will be provided for the unit and its surrounding areas before out-falling to the attenuation pond.
- The greenfield run-off rate is limited to 3.8l/s and is maintained through the use of an attenuation pond and hydrobrake flow restriction system.
- The foul water network uses a gravity-based system connecting to the foul drainage network located within the existing private estate road and will be directed to the pumping station.
- Fuel separators will be used to treat against any contaminants picked up within surface water run-off from the car park areas.

9.33 The Drainage Strategy is accompanied by Drainage Layout Plan (Dwg No. 1620003993-RAM-0500-01A-DR-CR-20001 Rev. P04). The accompanying drainage details therefore ensure compliance with local plan policy W DM3.

HIGHWAYS

9.34 The Transport Statement (MJA Consulting) demonstrates that the latest trip generation forecasts for the Phase 1A proposals will be in line with the extant trip generation for the wider Oldlands Farm proposal. Consequently, the traffic impact on the highway network will be negligible.

9.35 MJA also identify that traffic counts indicate that background traffic flows have not increased to the level previously forecast, The A29 Shripney Road and BNRR roundabout will operate satisfactorily with all Oldlands Farm development added to the highway network.

9.36 It is therefore concluded that the Phase 1A development will not have a detrimental traffic impact on the local highway network.

DESIGN

9.37 The layout of the site is shown on the Proposed Site Plan (Dwg No. 191118-18179 AD 110 Rev. C). The customer entrance to the foodstore is provided to the north western corner.

To the rear of the store is a proposed drainage balancing pond, to the north and north west car parking extends around the front of the store. A separate access is taken from the internal road for delivery vehicles to the south east, with as dedicated loading bay and turning area.

- 9.38 Vehicular customer access to the site will be taken from the existing junction off the internal estate road from the A29/A259 roundabout junction. On entering the site, there will be 149 customer car parking spaces, including 10 disabled spaces and 11 parent and child spaces and two electric vehicle charging spaces. 24 cycle parking spaces are located to the west of the proposed store.
- 9.39 The design, layout and appearance of the development proposal have been informed by a review of the context of the surrounding area, the previous proposed site layout approved under the latest Reserved Matters permission and through the previous public consultation exercise to ensure the store design is appropriate to the site's setting, the shape of the site and physical forms of neighbouring land uses.
- 9.40 It is considered that the design approach taken, offers a high quality design solution to provide retail floorspace, whilst meeting Lidl's operational requirements and customer expectations, in accordance with relevant policy requirements. Further details relating to design are set out in the accompanying Design and Access Statement.

LIGHTING

- 9.41 A car park lighting design has been prepared by Philips. The location of the 6m lighting columns are shown in Proposed Lighting Layout Plan (Dwg No. 0400369828-DWG 01). The lighting units are to be of low energy, using highly efficient LED lights. The car park is lit to 10-15lux. Luminaires around the building perimeter and loading bay are mounted at 3.25m with either a 5 or 10 degree tilt.
- 9.42 The Lighting Layout Plan shows that light spill from the site will be minimal with low level surface illuminance surrounding the initial perimeter of the site which does not affect any residential properties due to the location of the site in a commercial area.

SUSTAINABILITY

- 9.43 Lidl undertake a variety of sustainability measures as standard procedure in the operation of their stores. The measures minimise the environmental impact of the store and are set out within Section 6 of this statement.
- 9.44 Lidl stores are designed, built and operated to industry leading standards and the company is constantly looking for new and creative ways of reducing energy consumptions and emissions.
- 9.45 The proposed store will incorporate 1,029.5 sq.m of photo-voltaic panels on the roof which is calculated to yield 915kWh of electricity generation, avoiding 45,655kg of Co2 emissions per annum, exceeding the 10% policy requirement of the predicted energy usage to be provided via renewable energy sources. Furthermore, as shown in the accompanying site plan, the proposed car park layout incorporates two electric vehicle parking spaces.
- 9.46 The proposal has excellent sustainability credentials, limiting carbon dioxide emissions with the objective to be resilient towards climate change through its choice of a sustainable location and the use of innovative design. Therefore the proposal is fully in compliance with local plan policies ECC SP1: Adapting to Climate Change and ECC SP2: Energy and Climate Change Mitigation.

10 SUMMARY AND CONCLUSIONS

10.1 This Statement has assessed the proposed development against the NPPF and relevant policies contained within the Development Plan. It is concluded that the proposal is in accordance with national policy and the Development Plan. The proposal will not have a significant adverse impact on any defined centre within the catchment area. Similarly, there are no sequentially preferable locations which are available or suitable for the development proposal.

10.2 The development proposals constitute sustainable development for the following reasons:

- The principle of development has already been established via the hybrid and subsequent Section 73 planning permission which allows the sale of 1,325 sq. m of convenience floorspace (including 20% comparison) and more widely 3,041 sq. m of bulky goods retail, and is a recognised commitment in retail policy terms.
- The Section 73 permission enables the relocation of Lidl from their existing store in close proximity to the site. The existing store is constrained and the proposal would enable the retention of Lidl in the locality, retaining existing employment opportunities, providing new employment and providing choice and competition in the grocery market. The 85 sq.m uplift in net sales area is minimal.
- The Sequential Assessment undertaken of Bognor Regis and the surrounding local centres within the catchment area reveals that there are no sequentially preferable sites that could accommodate the requirements of the proposal as a whole.
- The Retail Impact Assessment undertaken demonstrates the additional proposed bulky goods floorspace would not have a significant adverse impact on Bognor Regis Town Centre or any of the surrounding local centres within the catchment area.
- The scheme will assist in supporting the wider delivery of the Oldlands Farm strategic employment allocation, in support of Arun District Council's economic objectives.
- The proposal utilises the existing approved internal access and will not have a detrimental traffic impact on the local highway network.
- The onsite drainage solution provides for 1 in 100 year plus 40% climate change events which means that adequate drainage capacity will be delivered as part of the development.
- The proposed buildings provide a clean and contemporary design that will be complementary to the visual character of the surrounding area, and
- New improved landscaping will be provided within the site providing an improved level of visual amenity.

10.3 Overall, the proposed scheme adopts the principles of sustainable development, in relation to social, economic and environmental factors. The proposals accord with the emphasis of national policy contained within the NPPF, which confirms a presumption in favour of sustainable development.

10.4 In these terms, it has been demonstrated that the proposal complies with relevant policy as set out within the NPPF and the Development Plan. Therefore, the application should be supported.

Appendix 1

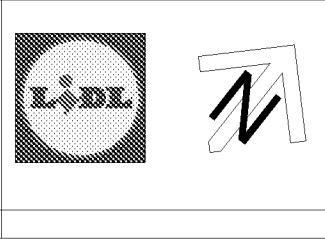
SITE LOCATION PLAN





IMPORTANT INFORMATION
Dimensions to be confirmed on site prior to start of works and ODAS to be informed of discrepancies immediately. No dimensions to be scaled from this drawing.
All materials and works are to be carried out in accordance with current British Standards, Planning Approval, current Building Regulations and Codes of Practice.
Party Wall Act - Notices under the Party Wall Act are to be served by the property owner or appointed third party, by property owner.
ARUN DISTRICT COUNCIL BE 12/2019/001 Regulations apply to all construction works to be carried out and apply to designers, contractors and the client. As such all parties have duties under these regulations.

Notes



Rev	Date	Description	Revised By	Checked By
B	23.10.19	UPDATED AS PER CLIENT REQUEST	EB	
A	23.10.19	UPDATED IN LINE WITH LEGAL DRAWINGS	EB	

Client:
LIDL GREAT BRITAIN LTD.
FOXES PARK, BROWNHILL,
SOUTHAMPTON, SO16 QAW
Project Name:
BOGNOR REGIS
OLDLANDS FARM
Drawing Title:
LOCATION PLAN
Drawing Status: PLANNING

Project No: 18179
Drawing No: AD 100_REV B
Drawn By: LMC
Checked By: -
Date: JULY 2019
Scale @ A3: 1:1250



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Appendix 2

SUMMARY OF COMMENTS & RESPONSES FROM 2018 CONSULTATION

SUMMARY OF COMMENTS AND RESPONSES FROM 2018 CONSULTATION

Engagement with Local Councillors

- 1.1 In accordance with the recommendations set out in Arun District Council's SCI, Planning Members, Ward Councillors, Leader of the Council and Councillor Bowers were sent a briefing and invite letter for the public exhibition held on the 10 January 2018. A copy of one of the Members Briefings and Invite letter is enclosed at Appendix 2.

Engagement with The Local Community

- 1.2 Hanbury undertook consultation with the local community within which the application is proposed. This community consultation comprised:
- The delivery of 2,991 leaflets to surrounding residential addresses inviting people to attend a public exhibition and providing a response card where people could share their thoughts on the proposal.
 - A webpage giving further details about the proposal and inviting feedback was set up on Rapleys website.
 - A go GoPetition page was set up to collect signatures in support of the proposal which has had 157 views and at present has a total of 2 signatures: <https://www.gopetition.com/petitions/support-oldlands-farm-phase-1a-lidl-and-the-range.html>
 - A public exhibition was held on Wednesday 10 January 2018 at Bersted Park Community Centre, Lakeland Avenue, Bognor Regis PO21 5FF. Attendees had the opportunity to complete a feedback form.
- 1.3 In accordance with Arun District Council's SCI, the above methods of consultation are considered appropriate given the nature and scale of the proposal. The range of methods used ensured an inclusive approach to community engagement, the findings of which are presented in the section below. It should be noted that at the time of the consultation, the proposal was to also have The Range in addition to a proposed Lidl discount foodstore which is reflected in Question 3. However The Range no longer forms part of the development proposals.

2 COMMENTS AND RESPONSES FROM CONSULTATION

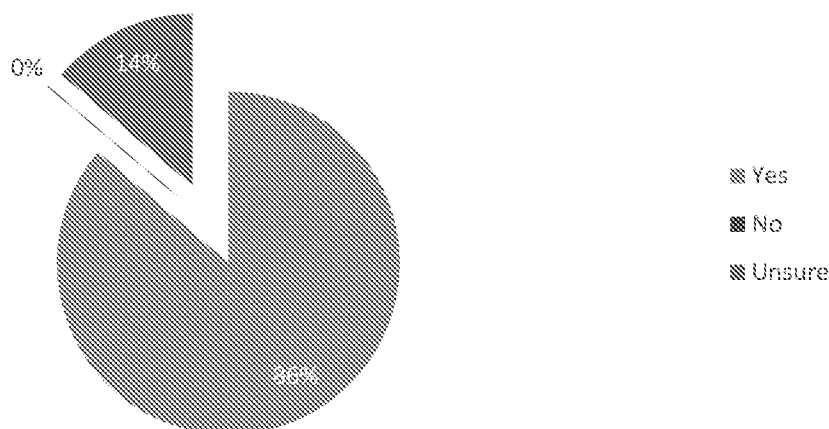
2.1 This section provides a summary of the comments and responses received from the public consultation event.

2.2 A total of 64 residents attended the event and 28 feedback forms were collected. These response forms asked 6 questions relating to the proposed development.

OUTCOME OF THE RESPONSES RECIEVED

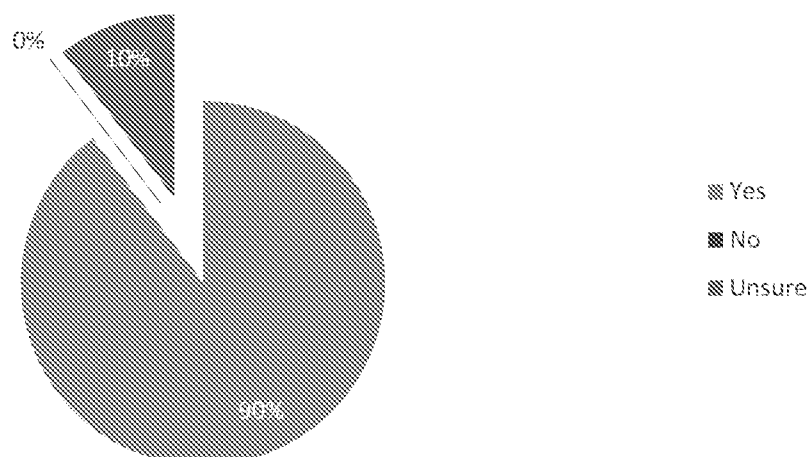
2.3 Attendees were asked whether they supported the following vision. The results were positive with 86% (26) of the responses supporting the vision with only 14% (3) being unsure and 0% saying they didn't support the vision.

Question 1: The overall vision for Oldlands Farm is to create an employment area which will provide jobs and supporting infrastructure for the local and wider area. Do you support this vision?



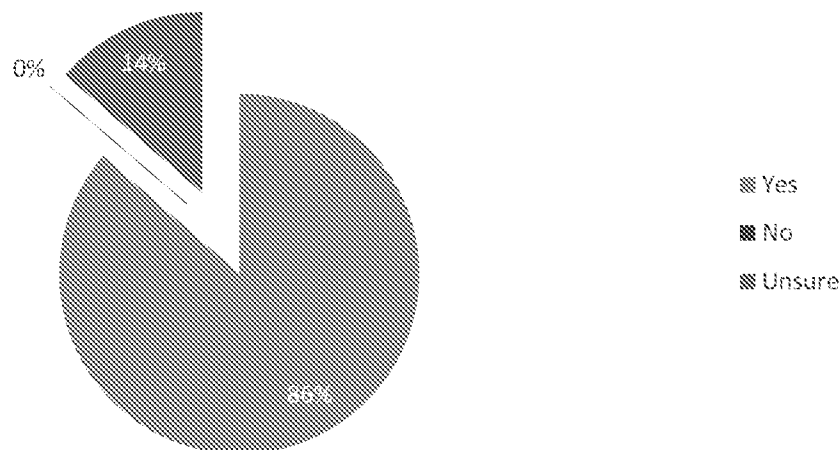
2.4 Attendees were asked if they considered the proposal to represent an appropriate use for Phase 1A of the development. The results were positive with 90% (25) of attendance saying they did consider the proposal appropriate, only 10% (4) said they were unsure and none said that they felt it wasn't appropriate.

Question 2: Do you consider the proposal represents an appropriate use for Phase 1A of the Development?



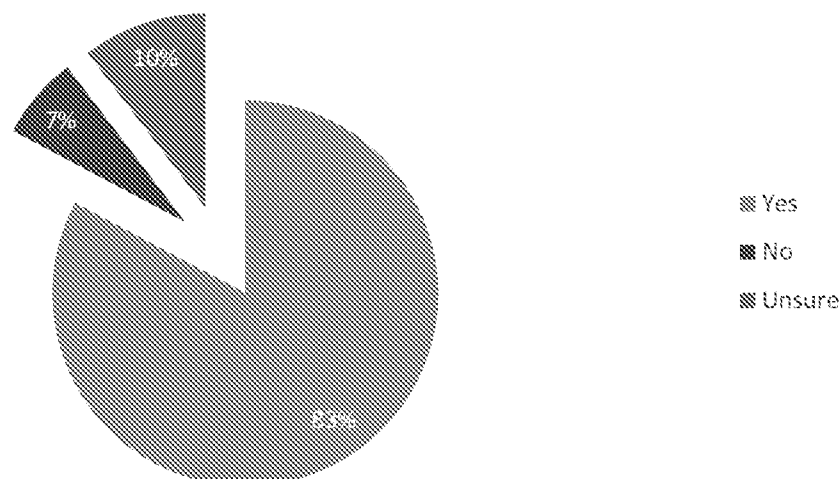
- 2.5 The attendees were asked if they considered The Range to be a positive addition to the Bognor Regis retail offer. The results showed a positive reaction towards the proposal with 86% (25) of attendees considering the proposal to be a positive addition, only 14% (4) was unsure and no one said that they did not think that it would be a positive addition.

Question 3: Do you consider The Range would be a positive addition to the Bognor Regis retail offer?



- 2.6 The attendees were asked if they would welcome a larger Lidl store within Bognor Regis, 86% (24) said they would welcome it, 10% (3) were unsure and only 7% (2) said they would not.

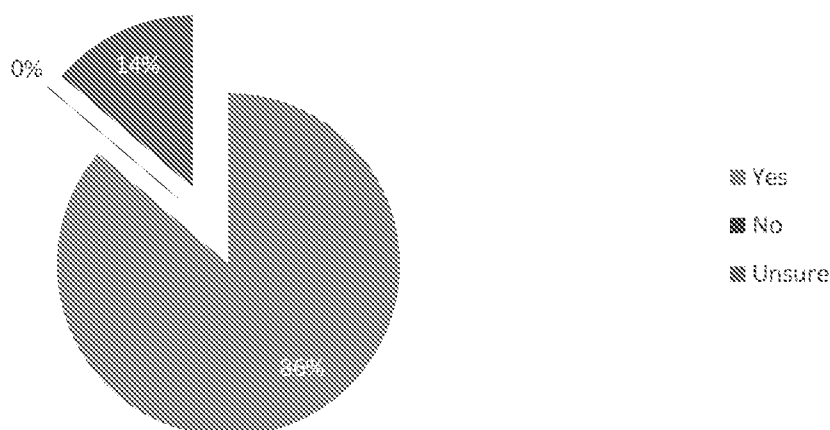
Question 4: Do you welcome a larger Lidl store within Bognor Regis?



- 2.7 The attendees were asked if they considered the investment at Phase 1A, Oldlands Farm would benefit the local community through providing training and employment

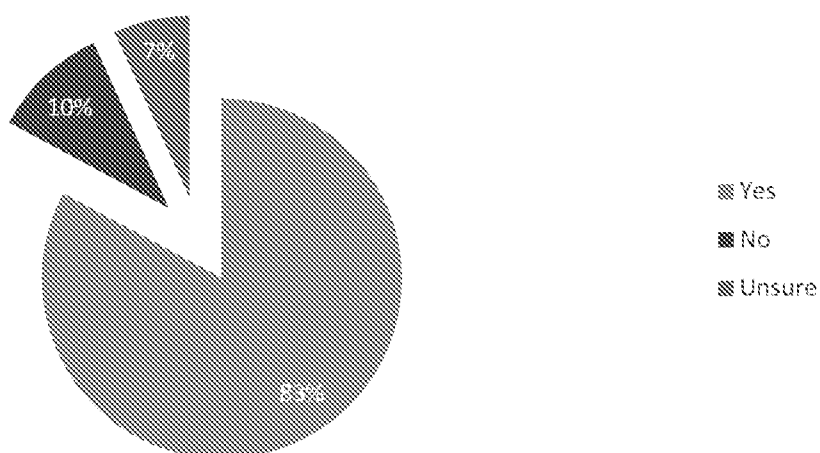
opportunities. 86% (25) said yes, 14% (4) said they were unsure and no one said that they did not think the investment at Phase 1A wouldn't be beneficial to the local community.

Question 5: Do you consider the investment at Phase 1A, Oldands Farm would benefit the local community through providing training and employment opportunities?



- 2.8 The attendees were asked if they considered the proposals design appropriate. Results were positive with 83% (24) saying they did consider the proposal appropriate, 7% (2) saying they were unsure and only 10% (3) said they did not consider the proposals design appropriate.

Question 6: Do you consider the proposed design to be appropriate?



ADDITIONAL COMMENTS

- 2.9 Respondents were also asked whether they had any additional comments to make on the proposals presented at the Consultation Event. Many comments were received the majority of which concerned access to the site, these have been summarised on the following page.

2.10 Summary of access concerns:

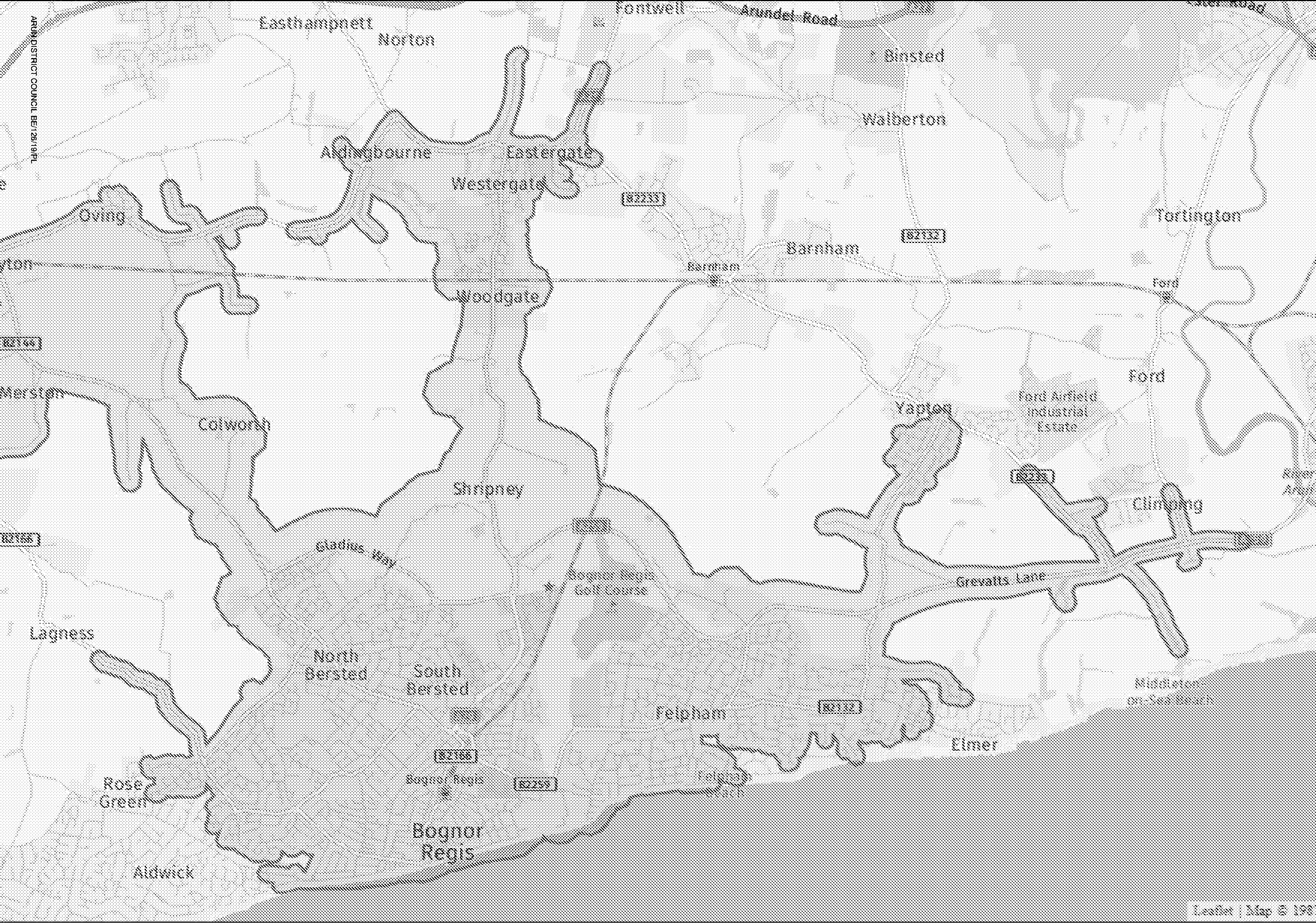
- The development might put a lot of pressure on the A29.
- There is not enough attention paid to foot traffic walking from one retail park to another.
- I travel to other towns to use this shop so it will be great to have one closer.
- The A29 roundabout at Oldlands is a death trap for people trying to walk from the outlets on either side of the roundabout.
- I hope the road at Lidl will be looked into.
- Agree with new proposed Lidl site on Relier Road needs to be examined to Relieve Rowan Way.
- The development is welcome -especially a bigger store.
- There should be better road markings at the entrance to the new site.
- Appropriate lighting and noise screening needs to be included within the scheme to prevent pollution for properties in Sack Lane and Shripney as the area is flat.

RESPONSE TO COMMUNITY ENGAGEMENT

- 2.11 Overall, the consultation exercise demonstrates the high level of support the local community has for the proposed development of a Lidl and The Range at Phase 1A Oldlands Farm. As shown above, 86% of responses support the vision for Oldlands Farm with an overwhelming 90% of respondents considering the proposal appropriate for Phase 1A.
- 2.12 Similarly there is a clear support for the addition of The Range in Bognor Regis and for a larger Lidl to be retained at Bognor Regis. Following the consultation event, there were a number of press releases issued in the local press that
- 2.13 Some responses did indicate that there is currently a problem with traffic in the area and that the proposal should incorporate measures to calm this and make it safer for foot traffic accessing the site. However, it should be noted that the Transport Statement submitted in support of the application demonstrates that the latest trip generation forecasts for the Phase 1A proposals will be in line with the extant trip generation for the wider Oldlands Farm proposal. Consequently, the traffic impact on the highway network will be negligible.
- 2.14 MJA also identify that traffic counts indicate that background traffic flows have not increased to the level previously forecast, The A29 Shripney Road and BNRR roundabout will operate satisfactorily with all Oldlands Farm development added to the highway network.
- 2.15 It is therefore concluded that the Phase 1A development will not have a detrimental traffic impact on the local highway network
- 2.16 There were also a few concerns in regard to mitigation to prevent pollutions such as light and noise which will be addressed with the Council during the determination of the application.

Appendix 4

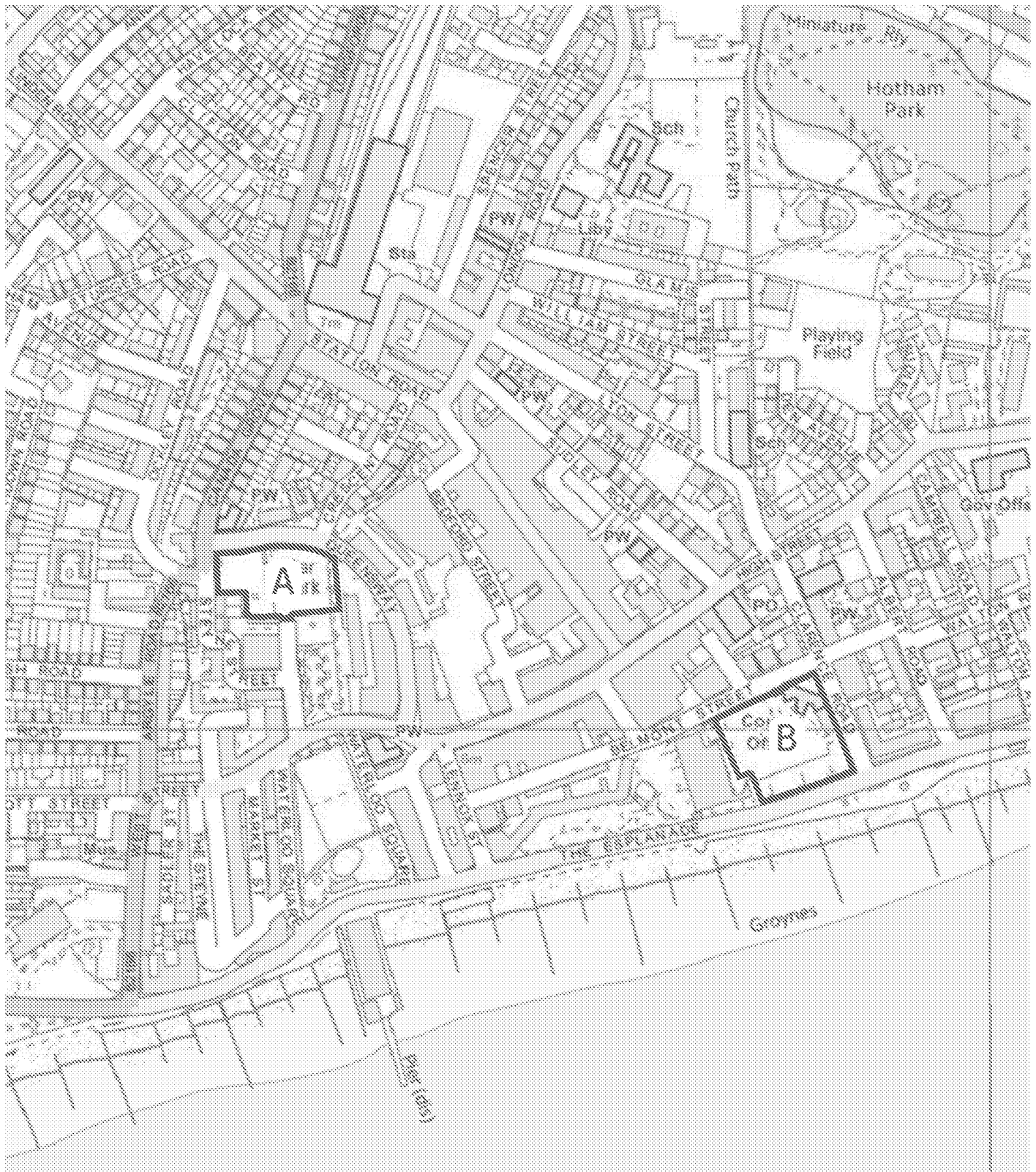
CATCHMENT AREA PLAN



ARUN DISTRICT COUNCIL BE/26/19/PL

Appendix 4

PLAN OF SITES CONSIDERED UNDER THE SEQUENTIAL TEST



SEQUENTIAL TEST SITES

Oldlands Farm
Steyling Way
BOGNOR REGIS



Scale @ A4 : 1:5000

Plan No. : 131/39/1_STS01

RAPLEYS

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LONDON
BIRMINGHAM
BRISTOL
EDINBURGH
HUNTINGDON
MANCHESTER

Appendix 5

RETAIL IMPACT ASSESSMENT TABLES

Table 1: Population Forecast for 10 Minute Drive Time Catchment

Study Area Zone	2018	2019	2020	2021	2022	2023	2024
Catchment Area	62,841	63,494	64,107	64,703	65,338	65,947	66,542
Total	62,841	63,494	64,107	64,703	65,338	65,947	66,542

Notes

Population Figures - ONS Based Population Projections (2018 Base Year)

Figures Provided by Experian

Table 2a: Convenience Expenditure Per Capita

Study Area Zone	2017	2018	2019	2020	2021	2022	2023	2024
Catchment Area	£2,123.70	£2,152	£2,178	£2,190	£2,190	£2,188	£2,186	£2,186

Table 2b: Comparison Expenditure Per Capita

Study Area Zone	2017	2018	2019	2020	2021	2022	2023	2024
Catchment Area	£3,332	£3,453	£3,511	£3,571	£3,644	£3,741	£3,846	£3,958

Notes

2017 Base Year Convenience Expenditure - Experian Micromarketer

Held at 2018 Prices

Assumptions Regarding Available Expenditure on Convenience Goods

	2017	2018	2019	2020	2021	2022	2023	2024
Growth in Expenditure	1.3	1	0.5	0.1	0.1	0.1	0.1	0.1

Assumptions Regarding Available Expenditure on Comparison Goods

	2017	2018	2019	2020	2021	2022	2023	2024
Growth in Expenditure	5.5	2.8	2.6	2.8	3.3	3.3	3.3	3.3
Non store spend	15.5	17	17.9	18.6	19.2	19.7	20.1	20.4

Notes

Growth Rates - Experian Retail Planner Briefing Note 16 (December 2018) - Figure 1a and 1b

SFT - Experian Retail Planner Briefing Note 16 (December 2018) - Appendix 3

Table 3a: Total Convenience Goods Expenditure

Study Area Zone	2018	2019	2020	2021	2022	2023	2024
Catchment Area	£135,206,622	£138,277,630	£140,371,775	£141,676,805	£142,932,770	£144,129,297	£145,429,689
Total	£135,206,622	£138,277,630	£140,371,775	£141,676,805	£142,932,770	£144,129,297	£145,429,689

Notes

Source - Rapleys LLP Tables 1 & 2

Table 3b: Total Comparison Goods Expenditure

Study Area Zone	2018	2019	2020	2021	2022	2023	2024
Catchment Area	£216,973,594	£222,922,888	£228,958,113	£235,806,119	£244,456,166	£253,607,305	£263,347,485
Total	£216,973,594	£222,922,888	£228,958,113	£235,806,119	£244,456,166	£253,607,305	£263,347,485

Notes

Source - Rapleys LLP Tables 1 & 2

Table 4a: Turnover of Existing Lidl Store

	Gross Floorspace (sq.m)	Total Net Sales Floorspace (sq.m)	Benchmark Turnover (£/sq.m)	Benchmark Store Turnover	Survey derived sales per sq.m (2018 HHS)	Survey Derived Turnover of Store (2018 HHS)	Difference between 2018 HHS and Benchmark Turnover
Convenience	-	742	£9,652	£7,161,784	£15,312	£11,414,295	£4,252,511
Comparison	-	185	£9,652	£1,785,620	£15,312	£2,779,853	£994,233
Total	1,289	927	-	£8,947,404	-	£14,194,148	£5,246,744

Notes

2018 prices

Benchmark Turnover - Sourced from Mintel Retail Rankings (2019) 2017/18 Figure

2018 HHS survey derived turnover figure sourced from Retail Statement supporting planning application BE/135/18/PL

Table 4b: Turnover of Proposed Lidl Store

	Gross Floorspace (sq.m)	Total Net Sales Floorspace (sq.m)	Benchmark Turnover (£/sq.m)	Benchmark Store Turnover	Implied Survey derived sales per sq.m (2018 HHS)	Implied Survey Derived Turnover of Store based on 2018 HHS	Difference between Implied 2018 HHS Turnover and Benchmark Turnover
Convenience	-	1128	£9,652	£10,887,456	£15,312	£17,271,843.30	£6,384,387
Comparison	-	282	£9,652	£2,721,864	£15,312	£4,317,960.83	£1,596,097
Total	2,159	1,410	-	£13,609,320	-	£21,589,804	£7,985,484

Notes

2018 Prices

Benchmark Turnover - Sourced from Mintel Retail Rankings (2017) 2015/16 Figure

2018 HHS survey derived turnover figure sourced from Retail Statement supporting planning application BE/135/18/PL

Table 5a: Turnover of Existing Store Compared to Available Convenience Expenditure within Catchment

	2018	2019	2020	2021	2022	2023	2024
Catchment Area Available Expenditure	£133,206,622	£138,277,630	£140,371,775	£141,676,805	£142,932,770	£144,129,297	£145,429,689
Convenience Turnover of the Existing Store based on 2018 HHS	£11,414,299	£11,380,092.31	£11,414,192.47	£11,368,536	£11,414,010	£11,499,666	£11,505,303
Percentage of Total Available Expenditure	8.44	8.23	8.13	8.02	7.98	7.95	7.91
Convenience Turnover of the Existing Store based on Benchmark Turnover	£7,161,784	£7,140,299	£7,161,720	£7,133,073	£7,161,605	£7,190,251	£7,219,012
Percentage of Total Available Expenditure	5.30	5.16	5.10	5.03	5.01	4.98	4.96
Expenditure Remaining based on 2018 HHS	£121,792,322	£126,897,538	£128,957,582	£130,308,269	£131,518,760	£132,629,631	£133,924,386
Expenditure Remaining based on Benchmark Turnover	£126,044,838	£131,137,331	£133,210,055	£134,543,732	£135,771,165	£136,939,046	£138,210,677
Difference between Benchmark Turnover and 2018 HHS Turnover	£4,252,516	£4,237,254	£4,252,473	£4,235,463	£4,252,405	£4,249,415	£4,286,492

Notes

Implied Benchmark Turnover - Sourced from DPDS 2016 Update Table 12 Trading Performance of Main Foodstores

Benchmark Turnover - Sourced from Mintel Retail Rankings (2019) 2017/18 Figure

Adjusted for Density Growth - Experian Retail Planner Briefing Note 16 (December 2018) - Figure 3a

Catchment Area Available Expenditure - Rapleys LLP Table 3

Table 5b: Turnover of Proposed Store Compared to Available Convenience Expenditure within Catchment

	2018	2019	2020	2021	2022	2023	2024
Catchment Area Available Expenditure	£133,206,622	£138,277,630	£140,371,775	£141,676,805	£142,932,770	£144,129,297	£145,429,689
Convenience Turnover of the Proposed Store based on Implied 2018 HHS Turnover (Discounted)	£13,214,196.96	£13,272,454.37	£13,214,071.74	£13,858,415.45	£13,913,849.11	£13,969,504.51	£14,025,382.53
Percentage of Total Available Expenditure	10.29	10.03	9.49	9.78	9.73	9.69	9.64
Convenience Turnover of the Proposed Store based on Benchmark Turnover	£10,963,668	£10,930,777	£10,963,570	£10,919,715	£10,963,394	£11,037,248	£11,051,277
Percentage of Total Available Expenditure	8.11	7.90	7.81	7.71	7.67	7.64	7.60
Expenditure Remaining based on 2018 HHS Implied Turnover	£121,292,425	£124,405,176	£126,457,703	£127,818,389	£129,018,921	£130,159,793	£131,404,306
Expenditure Remaining based on Benchmark Turnover	£124,242,954	£127,346,853	£129,408,205	£130,757,090	£131,969,376	£133,122,050	£134,378,412
Difference between Implied 2018 HHS Turnover and Benchmark Turnover	£2,950,329	£2,941,677	£2,950,302	£2,938,700	£2,951,455	£2,962,257	£2,974,106

Notes

Implied 2018 HHS Turnover - Sourced from Retail Statement accompanying planning application BE/135/18/PL

Benchmark Turnover - Sourced from Mintel Retail Rankings (2019) 2017/18 Figure

Adjusted for Density Growth - Experian Retail Planner Briefing Note 16 (December 2018) - Figure 3a

Catchment Area Available Expenditure - Rapleys LLP Table 3

Table 6a: Solus Anticipated Trade Diversion to Proposed Development (Convenience Turnover)

Store / Centre	Turnover in 2019	2019 Turnover with 10% inflow	Turnover in 2024	2024 Turnover with 10% inflow	Trade Diversion to Lidl, Steyning Way	%	Post Impact Turnover £m	Impact %
Bognor Regis Town Centre	£26,280,323	£25,685,608	£27,006,242	£25,706,866	£75,732	0.28	£25,629,876	0.25
Town Express, 15 Station Road, Bognor Regis	£161,057	£177,167	£166,779	£182,451	£2,760	1.70	£180,691	1.36
Boamsey, 30 Bedford Street, Bognor Regis	£21,946,728	£21,663,405	£21,981,946	£20,169,140	£66,788	0.31	£20,095,358	0.25
Walsall, 55/54 High Street, Bognor Regis	£2,900,728	£1,747,996	£1,097,020	£1,863,772	£7,947	0.78	£1,755,136	0.26
Local Decca, Bognor Regis	£921,303	£992,112	£931,922	£1,027,327	£1,564	0.17	£1,025,763	0.15
Adelwick Local Centre	£1,105,927	£1,214,920	£1,148,180	£1,298,058	£1,254	0.11	£1,296,804	0.10
Town Express, 84 Adelwick Road, Bognor Regis	£1,105,927	£1,214,920	£1,148,180	£1,298,058	£1,254	0.11	£1,296,804	0.10
North Barched Local Centre	£1,599,836	£1,739,820	£1,658,820	£1,822,382	£1,950	0.11	£1,820,432	0.11
Town Express, 351 Chichester Road, Bognor Regis	£1,599,836	£1,739,820	£1,658,820	£1,822,382	£1,950	0.11	£1,820,432	0.11
Bognor Regis Out of Centre	£109,710,931	£120,882,024	£112,495,413	£124,659,133	£12,256,212	89.43	£112,362,321	9.91
Town Superstore, Steyning Road	£26,109,261	£40,205,040	£26,376,202	£43,046,069	£26,102	4.28	£40,045,060	0.89
WGS Foulsham, Bognor Regis Retail Park	£1,152,825	£2,066,215	£2,241,962	£2,870,439	£77,362	0.36	£2,793,077	1.32
Lidl, 16 The Pool Centre	£11,280,292	£12,016,088	£11,305,302	£12,056,022	£11,368,502	61.27	£0	160.28
Steinstarys, Steyning Road	£27,607,002	£41,609,002	£29,169,613	£43,066,313	£10,363	1.36	£40,066,213	0.49
Chichester Out of Centre	£1,632,048	£1,793,253	£1,689,975	£1,838,972	£0	0.00	£1,838,972	0.00
WGS Foulsham, Foulsham Retail Park	£826,361.26	£949,427.15	£856,105.64	£941,716.20	£0	0.00	£941,716	0.00
Lidl, Parkfield Way, Chichester	£305,287	£586,015	£537,169	£917,256	£0	0.00	£917,256	0.00
TOTAL					£1,381,742	10.00		
Net					£1,381,742	10		

Notes

Prices at 2018

Existing store turnovers derived from the 2018 HHS undertaken in support of planning application BE/135/18/PL

Table 6b. Anticipated Cumulative Trade Diversion of Proposed Development and Aldi, Selfbox (Convenience Turnover)

Store / Centre	Turnover in 2019	2019 Turnover with 10% Inflow	Turnover in 2024	2024 Turnover with 10% Inflow	Trade Diversion to Lidl, Steyning Way	Trade Diversion to Proposed Aldi, Saltbox	Post Impact Turnover £m (Solus)	Post Impact Turnover £m (Cumulative)	Solus Impact %	Cumulative Impact with Aldi, Saltbox %	
Bognor Regis Town Centre	£28,080,581	£28,888,888	£27,036,142	£28,758,868	£75,712	£1,035,130	£28,844,184	£28,217,864	0.25	4.94	
Donce Exports, 15 The Lion Road, Bognor Regis	£881,453	£177,155	£166,734	£781,485	£2,203	0	£799,946	£189,488	4.58	1.36	
Portsmouth, 46 Bedford Street, Bognor Regis	£22,565,775	£23,263,499	£23,791,548	£25,169,140	999,168	£1,095,790	£22,694,973	£25,232,888	0.25	4.94	
Robert, 10/11 High Street, Bognor Regis	£2,531,278	£2,547,446	£1,657,726	£1,451,225	£7,343	0	£2,695,136	£1,377,441	6.14	0.14	
Cocon Group, Bognor Regis	£981,511	£993,711	994,555	£1,087,427	91,584	0	£1,025,913	91,025,201	0.15	0.98	
Arundel Local Centre	£1,185,923	£1,216,520	£1,348,118	£1,279,898	£1,254	0	£1,288,444	£1,279,444	0.18	0.10	
Donce Exports, 17 Malvern Road, Bognor Regis	£1,185,421.11	0,236,730	£1,145,180.23	0,251,039.41	91,258	0	£1,258,444	91,258,444	0.18	0.94	
North Basset Local Centre	£1,593,236	£1,759,820	£1,856,820	£1,822,481	£1,950	0	£1,808,632	£1,820,111	0.11	0.11	
Donce Exports, 451 Oak Grove Road, Bognor Regis	£1,598,272	0,179,280	£1,056,406	0,882,280	0,159	0	0,836,772	0,825,332	0.15	0.11	
Bognor Regis Quayside Centre	£182,794,541	£188,882,004	£112,495,413	£154,659,133	£12,786,813	£11,174,604	£112,301,221	£189,428,218	0.91	18.96	
Donce Exports, Steyning Road	£55,391,449	£60,885,648	£86,278,914	99,446,007	£53,161	£1,568,017	£26,483,991	£16,315,867	0.89	2.50	
Red Foodhall, Bognor Regis Road East	£5,153,232	£5,059,124	£5,041,593	£5,059,469	£27,562	£5,66,237	£5,792,977	£5,558,429	1.22	0.28	
CoB, 18 The Bell Centre	£1,346,151	£1,258,605	£1,580,593	£1,555,025	£1,505,239	0	0	£1,559,586	190,386	98.59	98.59
Southcoast, Langney Road	£17,571,983	£16,669,802	£20,194,013	£19,099,504	£16,543	£1,042,736	£16,376,011	£19,212,120	0.49	0.24	
CoB, Sunningdale	0	0	£13,872,407	0	0	£1,511,030	£1,487,445	£16,548,422	0.08	28.40	
Chichester Out of Centre	£1,342,048	£1,794,281	£1,663,375	£1,856,197	0	0	£1,658,972	£1,858,972	0.00	0.00	
CoB Foodhall, Portford Retail Park	£36,761.05	£30,417.15	£858,07.54	£343,216.20	0	0	£343,216	£361,716	0.08	0.00	
CoB, Fortfield Way, Chichester	£865,123	£886,219	984,819	£917,286	0	0	£917,227	£917,226	0.00	0.00	
DeFoe					£1,461,748	£1,858,106					
Sum					£142,514	£2,113,546					

Notes
Prices at 2018
Existing store turnovers derived from the 2018 HHS undertaken in support of planning application BE/135/18/PL

Appendix 6

BOGNOR REGIS TOWN CENTRE HEALTH CHECK ASSESSMENT

APPENDIX 6: BOGNOR REGIS TOWN CENTRE HEALTH CHECK

Introduction

- 1.1 This Health Check Assessment provides an audit of the vitality and viability of Bognor Regis Town Centre. It is based on the key Health Check Indicators Assessment set out in the Planning Practice Guidance (Para. 005 Ref: 2b-005-20140306). Whilst these are not explicitly referenced in the NPPF, the practice guidance on impact and the sequential approach continues to apply.
- 1.2 This advises that the likely impact of new development needs to be examined against the current vitality and viability of existing centres based on a series of key indicators, and that the Health Check Assessment criteria continue to be applied as best practice.
- 1.3 The survey conducted for the present town centre health check was carried out with reference to Bognor Regis Town Centre, as set out on the emerging Arun District Council Local Plan Policy Map.
- 1.4 The following tasks were carried out to inform the assessment:
 - Site inspections and surveys of the town centre
 - Discussions with commercial agents active in the town
 - A review of published sources of commercial agency data (including focus, Novaloca and EGI).

Bognor Regis Town Centre

- 1.5 The largest settlement and retail centre in the district, Bognor Regis is located approximately 8 miles (12.8km) south east of Chichester and 16 miles (25km) east of Portsmouth. The town is a popular tourist and holiday destination, which includes a large Butlin's resort. In retail terms, the centre is located to the south of the town towards the seafront with the primary retail frontage at London Road (pedestrianised) together with The Arcade (to the south of High Street). The secondary retail frontage is focused along High Street (to the junction with Lyon Street and Queensway), the northern section of London Road, and Queensway. In addition, Lennox Street and Norfolk Street form part of the wider town centre and provide linkages to The Esplanade. A town market operates at Place St. Maur near the seafront every Saturday (March-December) together with Tuesday (April-October) and Thursday (May-October).

Diversity of Uses

- 1.6 The table below highlights the composition of Bognor Regis Town Centre, as assessed by Rapleys following a site visit carried out on Monday 15th May 2017.

Table 1: Bognor Regis Town Centre - Diversity of Uses

Unit Type	No of Units	% total of Units
Convenience	17	6.2%
Comparison	90	33%
Retail Services /Other	54	19.8%
Leisure	58	21.2%
Financial / Business Services	31	11.4%
Vacant	23	8.4%
Total	273	100%

- 1.7 The level of comparison retail uses accounts for 33% of total units in the centre (90 units). This is higher than the national average (41%). Provision is concentrated at London Road although the majority of units are relatively small with the three largest units occupied by Boots, Wilkinsons and New Look respectively. Respondents to the 2012 household survey from within the Bognor Regis zone identified that the majority (66%) considered the range and choice of comparison shops to be average to poor. The scope for a broader range of shops was identified by approximately 24% of respondents as a factor which would encourage greater use of the centre.
- 1.8 Units offering a service use totalled approximately 31.2% (85 units) of all units. The household survey results for the Bognor Regis zone confirm the choice and quality of service facilities to be considered good/very good (87%).

1.9 The High Street provides for a concentration of retail, business and leisure services including banks, building societies and estate agents. The survey confirms a limited mix of cafes and restaurants given its tourist role. Tourist related uses are concentrated at Norfolk Street and Lennox Street (e.g. takeaways, restaurants, pubs, amusement arcades) all close to the seafront. There is however evidence of the seasonal nature of demand associated with these uses. A cinema is located to the north west of the retail area at Linden Road/Canada Grove - located opposite the railway station.

1.10 The Health Check Analysis included as part of the Arun District Retail Study (2013) highlighted a need for more mid to upper market restaurants in the town and the survey undertaken by Rapleys in May 2017 confirms that this is still the case.

Proportion of Vacant Street Level Property

1.11 The overall level of vacant units was identified by Goad to be 8.4% - accounting for 23 units. This is below the national average of 10.3% (at August 2019). The majority of vacant units are generally small in size and in secondary locations, along Station Road and Norfolk Road. There were no vacant units along the primary shopping frontage of London Road; however there was a concentration of vacant units within The Arcade.

Retailer Representation and Intentions to Change Representations

1.12 In retailer representation terms, the town centre supports a good level of multiple outlets. The strength of the multiplier offer in Bognor Regis is confirmed by the presence of major retailers. Of the 32 major retailers surveyed, all occupy units along London Road including Boots, WH Smith, Carphone Warehouse, Wilkinsons, New Look, Sports Direct, Peacocks and Superdrug. Other national occupiers include M & Co, Clarks and Poundland. The Health Check Analysis included as part of the Arun District Retail Study (2013) highlighted a lack of department stores and retailers at the "higher" end of the market and this is still the case. There are many independent retailers within the town centre and these are principally focused at the secondary locations of Queensway, High Street and northern London Road towards the railway station.

Commercial Rents

1.13 Current commercial asking rents in the town centre typically range from between £14 to £17 per sq.ft dependent on site location.

Pedestrian Flows

1.14 The main shopping street at London Road is pedestrianised and our observations of the centre confirm this to be the focus for relatively high levels of pedestrian activity. Pedestrian access is also healthy along High Street and from the Morrisons store and associated car park which enable short linkages with the main shopping area.

Accessibility

1.15 The town centre benefits from good accessibility including bus and rail services. The rail station is located to the north west of London Road, within easy walking distance of the town centre. Regular services are available to Worthing, Portsmouth, Brighton, Littlehampton and London. The local bus network is considered extensive both in terms of service frequency and geographical area covered. The long distance service - the Coastliner (700) links Chichester and Portsmouth with stops at Bognor Regis, which typically runs from 6am to 11pm (Monday to Friday), with a 20 minute frequency between 10am and 4pm. This is less frequent at weekends but still a comprehensive service (at worst every 30 minutes on Sundays).

1.16 An extensive local bus service also operates based on the Star 1 (serving the north and east of the town - Bersted to Elmer) and Star 2 (serving the west, Rose Green -West Meads), and services 60 (west), 66/66a (north), 67 (east) which serve the immediate hinterland. With the exception of Star 1, services appear to be hourly, and do not run beyond 6.30pm with no Sunday service. The Star 1 service is more frequent and operates until circa 9pm although again no Sunday service is provided.

1.17 Road access to the town is good with the A29 providing access from the north, whilst the A259 provides access from the north-west and east. From the west, the B2166 provides access to the town centre.

1.18 Parking within the centre is considered good and includes three short stay car parks (Regis Centre - 175 spaces; Fitzleet - 343 spaces; Hothampton - 201 spaces) together with two long stay car parks (London Road and Lyon Street - 98 and 61 spaces respectively. A number of seasonal car parks (five in total at Hotham Park, Gloucester Road, The Rock Gardens,

West Park and Culver Road) extend the availability of parking. Disc parking is available at most of the car parks, which allow for two hours free parking at these locations (set on time of arrival). This initiative also operates in Littlehampton and Rustington with parking in designated areas. Discs (specific to each town) are purchased from local shops and offices and displayed in the front of vehicles. At the time of the site visit, both the Regis Centre and Hothampton car parks were reasonably busy.

- 1.19 Opportunities for cyclists are good (including cycle parking) whilst the pedestrian environment is generally good and linkages to the seafront are open and clear which provides the opportunity for visitors to link use of the town centre with the sea front. This confirms the importance of the Regis Centre (and its proposed regeneration plans) to the town centre including its role in helping to attract footfall and providing a destination facility that links between the seafront and the main shopping area. The ease of pedestrian movement around the centre is considered a major attribute of the centre, and at the time of the site visit there seemed to be recent pedestrian signage improvements.

Perception of safety and occurrence of crime

- 1.20 Bognor Regis falls within the remit of Sussex Police Force. National crime statistics (Police.UK) from October 2019 indicate that 119 crimes were reported within the Town Centre,. The overall reported crime figure has been relatively stable over recent years.

State of Town Centre Environmental Quality

- 1.21 Bognor Regis town centre is generally in a good state of repair, with only a small number of retail units showing obvious signs of disrepair. Local merchants maintain their shop windows with clear signage and decorative displays, often with a seasonal theme. The town lies within the Bognor Regis Conservation Area, which preserves and enhances the historic Victorian character of the town centre. Although varying in height, all the buildings are human-scale, and a variety of paint colours and attractive architectural features add interest.
- 1.22 The town centre environment and wider public realm is considered of a generally good standard particularly along the pedestrianised main shopping street whilst the overall environment is considered safe and clean. Our observations are of a well maintained centre with good levels of street furniture including seating, lighting and litter bins. There are also a number of seated areas serving restaurant/café uses along London Road which add to the vibrancy of the streetscene. There were also signs of recent public realm improvements directly outside of the railway station, providing a clean and welcoming entrance to the town. New investment, such as the proposals for the Regis Centre, provides a clear opportunity for Bognor Regis to enhance the wider town centre environment for residents and visitors alike.

Conclusion

- 1.23 In terms of the assessment criteria, Bognor Regis town centre is considered to be healthy with regard to indicators of vitality and viability, with a vacancy rate below the national average and strong evidence of local investment. The centre is easily accessed from the surrounding residential neighbourhoods by car or on foot, and is well-served by the local bus system. The centre benefits from a low crime rate and a historic seaside town environment that is welcoming and well-maintained.
- 1.24 Overall, Bognor Regis is an attractive town centre with a high quality shopping environment with a good range of independent shops whilst still retaining the presence of a number of multiple retailers.