

**Units D1 and D2, Arun Retail Park, Bognor Regis
Planning and Retail Statement**

On behalf of BBC Pension Trust Ltd c/o Orchard Street Investment
Management

NTH/JCW/RHTU/J6462 – 24 March 2014
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1 Introduction

- 1.1 This Planning and Retail Statement has been prepared in support of a planning application for the introduction of mezzanine floorspace and a small extension to Unit D2, the introduction of mezzanine storage floorspace at Unit D1, alterations to the range of permitted goods to allow the sale of fashion clothing and footwear at Unit D2 and food at Unit D1 at Arun Retail Park, along with façade alterations to both units. This is to allow occupation of Unit D2 by fashion retailer Next and occupation of Unit D1 by Marks and Spencer Simply Food.
- 1.2 Section 2 describes the site and the surrounding area.
- 1.3 Section 3 summarises the relevant planning history.
- 1.4 Section 4 describes the proposed development.
- 1.5 Section 5 summarises the relevant planning policy that should be applied in considering applications for retail development.
- 1.6 Section 6 contains a health check of Bognor Regis Town Centre, considering its vitality and viability in accordance with the relevant criteria in the NPPF.
- 1.7 Section 7 summarises the results of a sequential assessment.
- 1.8 Section 8 examines the potential effect of the retail development on existing town and local centres.
- 1.9 Section 9 summarises the other planning considerations.
- 1.10 Section 10 sets out our conclusions on the overall acceptability of the proposal.

2 Site and surrounding area

- 2.1 The site for the proposed development is Units D1 and D2, Arun Retail Park. A site plan is enclosed in Appendix 1.
- 2.2 Unit D1 was previously occupied by Comet and is now vacant, providing 953.0 sq. m GEA of retail floorspace on a single floor and 438.2 sq. m GEA of existing mezzanine floorspace.
- 2.3 Unit D2 is an end terrace retail park unit, providing 717.7 sq. m GEA of retail floorspace on a single floor. The unit is currently occupied by Kwik-Fit, which is planning to vacate the premises to an alternate site within Bognor Regis.
- 2.4 The total existing floorspace GEA of Units D1 and D2 is 2,108.9 sq. m GEA.
- 2.5 There are seven retail units that make up Arun Retail Park, the others being Pizza Hut, Burger King, B&Q, Pets at Home, Carpet Right and previously Comet. The freehold of Arun Retail Park is owned by BBC Pension Trust Ltd c/o Orchard Street Investment Management.
- 2.6 The wider area is characterised by a mix of larger scale uses on either side of the A29. These include Matalan, Dreams, Fitness First and Lidl on Peel Retail Park/Bognor Regis Retail Park.
- 2.7 A new, modern and large Sainsbury's has recently opened, directly opposite Arun Retail Park, on the other side of Shripney Road (A29). This has significantly changed the character of the area, improving the appearance and modernising the retail offer. The Sainsbury's site was previously a fridge factory that had been vacant for many years.
- 2.8 Arun Retail Park is located approximately 1.8km north of Bognor Regis town centre.

3 Site History

- 3.1 Arun Retail Park was originally granted outline planning permission for retail warehouse development of 80,000 sq. ft. together with a garden centre of 10,000 sq. ft. in November 1988 (ref: BE/169/88).
- 3.2 Condition No. 4 provides clear guidance on the restrictions to be applied to the sale of goods. Condition 4 states that:

“With the exception of the garden centre which shall be used only for that purpose, no retail unit or sub-division thereof shall be less than 10,000 sq. ft. gross, and the goods sold shall be restricted to DIY suppliers, electrical goods, gardening requirements, floor coverings, household hardware, furniture and car accessories or any other such use as the local planning authority shall agree in writing.”
- 3.3 It should be noted that this permission included Units D1 and D2 at this time.
- 3.4 The principle of changing the use of the Kwik-Fit unit (Unit D2) from sui generis to Class A1 was accepted on 15 February 2007. Planning permission (ref: BE/137/06) was gained for “change of use of Unit E from use for retail sale of motor spaces and MOT testing and servicing facilities to retail (Class A1) use.”
- 3.5 The planning permission was renewed on 6 January 2010 for “renewal of unimplemented planning permission BE/137/06 for change of use of unit E from use for retail sale of motor spares and MOT testing and servicing facilities to retail (Class A1) use” (ref: BE/108/09).
- 3.6 This planning permission has not yet been implemented.

4 Proposal

4.1 Planning permission is sought for the introduction of an additional 177.1 sq. m GEA at ground floor level at Unit D2 and the introduction of 820.7 sq. m GEA of mezzanine floorspace. At Unit D1, it is proposed to introduce additional mezzanine floorspace of 47.7 sq. m GEA which will be for non-trading and a small ground floor extension of 13.3 sq. m GEA. It is proposed to change the use of Unit D2 to permit Class A1 retail, including clothing and food sales. Associated facade works to both Units D1 and D2 are also proposed.

4.2 Planning permission is sought for:

“The introduction of new mezzanine floorspace of 485.9 sq. m GEA (as a replacement of the existing mezzanine of 438.2 sq. m GEA) within Unit D1 and a small extension of 13.3 sq. m GEA at ground floor level, the use of Unit D1 for food and drink sales without complying with condition 4 of planning permission BE/169/88, new shopfront and other façade works, tenant plant enclosure and other associated works.

The change of use of Unit D2 from sui generis to Class A1 retail use including for clothes sales and an ancillary cafe, a side extension of 177.1 sq. m GEA and an 820.7 sq. m GEA mezzanine floorspace to Unit D2, façade works and other associated works at Arun Retail Park.”

4.3 The existing and proposed floorspace within Units D1 and D2 is as follows:

Reference	Existing sq. m GEA	Proposed sq. m GEA	Difference GEA
Unit D1 Ground Floor	953.0	966.3	+13.3
Unit D1 Mezz	438.2	485.9	+47.7
Unit D2 Ground Floor	717.7	894.8	+177.1
Unit D2 Mezz	0	820.7	+820.7
Total	2,108.9	3,167.7	+1,058.8

Table 4.1

Proposed Use

4.4 The proposed development seeks a change of use of Unit D2 from sui generis to Class

A1. It is also proposed to introduce 820.7 sq. m of mezzanine floorspace at Unit D2 and an additional 47.7 sq. m GEA of mezzanine floorspace at Unit D1, replacing the existing mezzanine floorspace. It is also proposed to install a side extension to Unit D2, amounting to 177.1 sq. m GEA of additional floorspace at ground floor level. Façade works to both Unit D1 and D2 are also proposed.

4.5 Within Unit D1, the proposed mezzanine would be a replacement for the existing mezzanine with a small addition. It is understood that the mezzanine should be able to be provided without the need for planning permission on the basis that replacement of the existing floorspace, if carried out as part of a single operation, would not require planning permission, while the subsequent addition of less than 200 sq. m would also not require permission.

4.6 Unit D2 would be used for Class A1 retail including the sale of clothes, footwear and accessories (as well as other ancillary goods) to allow Next to trade from the premises. Unit D1 would be used for Class A1 retail including the sale of food (as well as ancillary goods) to allow M&S Simply Food to trade from the premises. It is therefore proposed that the units would be subject to the following conditions.

4.7 In respect of Unit D1 (M&S Simply Food):

“The goods sold from D1 shall be restricted to:-

- **DIY supplies;**
- **electrical goods, gardening requirements;**
- **floor coverings;**
- **household hardware;**
- **furniture;**
- **car accessories;**
- **food and drink (including ancillary goods thereto and an ancillary café/coffee shop);**
- **Any other such uses the local planning authority shall agree in writing.**

4.8 In respect of Unit D2 (Next):

“The goods sold from Units D2 shall be restricted to:-

- **DIY supplies;**
- **Electrical goods;**

- Gardening requirements;
- Floor coverings;
- Household hardware;
- Furniture and accessories;
- Car accessories;
- Clothing, footwear and accessories;
- An ancillary café/coffee shop (up to 140sqm);
- Any such other uses as the local planning authority shall agree in writing.

Additionally, up to 20% of gross floorspace of Unit D2 may additionally be used for the sale of luggage, leather goods, cards, gifts (including food and/or drink gifts), jewellery, cosmetics, stationary (including diaries and calendars), games and sports equipment, cosmetics, toiletries, perfumes, fragrances and skincare products, watches, calculators, sunglasses, toys and games, electronic goods, compact disks, DVDs, fabric and textiles, and seasonal products.”

- 4.9 Unit D2 is currently occupied by Kwik-fit, which is intending to relocate its operation to alternate premises elsewhere in the District. The applicant has been investigating potential alternative occupiers over the past 12 months. Given the restrictive nature of the current lawful use for the unit, there is no demand from operators that would be able to work within the current sui generis permission or the relatively Class A1 permission that already exists. BBC Pension Trust Limited's agents have reviewed the current market conditions and there appears to be strong demand from retail warehouse operators, subject to some adjustment to the goods restrictions on the unit to reflect modern trading practices. BBC Pension Trust Limited are therefore seeking the change of use of the unit in order to re-establish its original retail use to that granted under planning permission reference BE/169/88.
- 4.10 It is proposed to introduce additional mezzanine floorspace in order to better respond to requirements of prospective tenants. This is as a result of Kwik-fit vacating the existing unit and the introduction of a new retail tenant.
- 4.11 The existing MOT bays associated with the existing Kwik-fit unit (Unit D2) will be brought into the main parking provision at Arun Retail Park.
- 4.12 Unit D1 was previously occupied by Comet. It has been vacant since Comet went into

administration in November 2012. The unit has been marketed for the last 12 months. Given the restrictive nature of the current lawful use for the unit, there is no demand from operators that would be able to work within the current permission. BBC Pension Trust Limited is therefore seeking to widen the goods restrictions on the unit to allow it to be brought back into use.

- 4.13 The proposed new retail tenant is Next for Unit D2 and Marks and Spencer Simply Food for Unit D1. The proposed Next and Marks and Spencer Simply Food stores will provide a distinctive and high quality retail offer for the wider Bognor Regis area.
- 4.14 The proposed development will allow for significant investment into a tired and dated retail park. The new, modern and high quality Next and Marks and Spencer Simply Food units will be a gateway site for a new and improved retail park, creating a greater amount of interest in the site. The proposed development will hopefully act as a catalyst for further development in the retail park in the future, improving the retail offer and the aesthetic appearance of the area for the long term future.
- 4.15 The proposals will also contribute to improving the character of this key approach to Bognor Regis, replacing units that currently appear tired and dated. Taken alongside the new Sainsbury's opposite, the proposed development would contribute to establishing a modern and attractive gateway to the town.

5 National and Local Planning Policy

National Planning Policy Framework

- 5.1 The March 2012 National Planning Policy Framework sets out the Government's vision for sustainable development. It replaces the suite of Planning Policy Statements and Planning Policy Guidance that previously set out planning policy at a national level.
- 5.2 The NPPF is emphatic in its support for sustainable economic development, and is clear that supporting economic growth is one of the three key roles of the planning system (paragraph 7).
- 5.3 Paragraph 14 provides that development proposals that accord with the development plan, or where the development plan is out of date, indeterminate or silent, should be granted planning permission, unless the adverse impact of doing so would significantly outweigh the benefits or where specific policies in the NPPF indicate that development should be restricted
- 5.4 The NPPF requires planning decisions to underpin twelve core principles. These include **“proactively driv[ing] and support[ing] sustainable economic development”**. Paragraph 19 goes on to state that:
- “The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.”**
- 5.5 Section 2 of the NPPF seeks to promote “positive, competitive” town centre environments and to direct retail development to town centres in the first instance. It does recognise that, where retail development cannot be accommodated within existing centres or in edge of centre locations, policies should be set for meeting identified needs in other accessible locations that are well connected to the town centre (paragraph 23).
- 5.6 Paragraph 24 states that:

“Local planning authorities should apply a sequential test to planning

applications for main town centre uses that are not in an existing centre and are not in accordance with an up-to-date Local Plan. They should require applications for main town centre uses to be located in town centres, then in edge of centre locations and only if suitable sites are not available should 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 the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale.”

- 5.7 Paragraph 26 also requires an impact assessment, to consider the effect of proposed out of centre development on town centre vitality and viability, and existing, committed and planned investment if the development is above a proportionate floorspace threshold (or 2,500sqm if no local threshold is set).
- 5.8 Planning applications should be refused where the sequential test is not satisfied or where it is likely to have a “significant adverse impact” on either town centre vitality and viability, or existing, committed or planned investment.
- 5.9 The National Planning Practice Guidance recognises that developments of less than 2,500sqm will not be required undertake an impact assessment unless a lower threshold has been set locally (Paragraph 17). Paragraph 16 also requires that the “impact test should be undertaken in a proportionate and locally appropriate way, drawing on existing information where possible.”

Local Planning Policy

- 5.10 Local planning policy is contained within the saved policies of the Arun District Council Local Plan 2003-2011. The Arun District Council Local Plan predates the publication of the NPPF. Its retail planning policies should therefore be considered in the light of this more recent government guidance.
- 5.11 Policy DEV26 states the following:

“The District Council will seek to maintain the existing hierarchy of retail centres within Arun. Retail development which accords with this objective will be permitted provided that:

- i. It is of a high standard of design, materials and layout, and has due regard to the character of the site and its surroundings;
- ii. It is easily accessible by public transport;
- iii. It includes provision for access by cycle and on foot;
- iv. It includes appropriate provision to enable access for people with disabilities; and
- v. The design incorporates crime prevention measures.

5.12 Policy DEV27 of the Local Plan states the following:

“Proposals outside the Principal Shopping Areas, as defined on the Proposals Map, for non-food retail and food retail, including extensions, will be permitted provided that:

- i. The proposal does not adversely affect the vitality and viability of the Principal Shopping Areas and local shopping areas, either as an individual development or cumulatively with similar existing or proposed developments;
- ii. It is easily accessible by the highway network and public transport;
- iii. It includes provision for access by cycle and on foot;
- iv. It includes appropriate provision to enable access for people with disabilities.

Applications for major development will need to be accompanied by a full assessment of the potential impact on town centres and nearby centres. Applicants proposing retail development on out of centre sites will need to demonstrate that no suitable site can be found, firstly within the existing town centre or, secondly, on the edge of the centre.

Applicants will also be required to demonstrate that there is a need for additional facilities.

Where these criteria are satisfied and permission is granted it will be made subject to planning condition or legal agreement, as appropriate, to:

- a) Restrict the range of products sold, and
- b) Restrict the units' size to a minimum of 1,000m² (10,764 ft²) with no further sub-division allowed.”

5.13 This policy outlines the criteria applicable to the assessment of proposals for retail development on sites outside the city centre and the area immediately adjacent to the city centre.

5.14 Arun District Council is currently in the process of preparing a new Local Plan. The draft new Local Plan strategic objective for retail is to:

“Create vibrant, attractive, safe and accessible towns and villages that build upon their unique characters to provide a wide range of uses and which are a focus for quality shopping, entertainment, leisure, tourism and cultural activities.”

5.15 Policy SP9 of the draft new Local Plan sets Bognor Regis and Littlehampton as the district’s town centres, and as the main focus for major retail, leisure, commercial, office, tourism, cultural, community and residential development.

5.16 Policy DM8 of the draft new Local Plan states that proposals outside the Town Centres and Local Service Centres, as defined on the Policies Map, for non-food retail and food retail, including extensions, will be permitted provided that:

1. **“The proposal meets the impact tests of the NPPF;**
2. **It is easily accessible by the highway network and public transport;**
3. **It includes provision for access by cycle and on foot;**
4. **It includes appropriate provision to enable access for people with disabilities.**

Applicants proposing retail development on out of centre sites will demonstrate that no suitable site can be found, firstly within the existing town centre or, secondly, on the edge of the centre.

Where these criteria are satisfied and permission is granted it will be made subject to planning condition or legal agreement, as appropriate, to restrict the range of products sold.”

5.17 Bognor Regis town centre is an important and the largest settlement and retail centre in the district. The town is a popular tourist and holiday destination.

5.18 The primary retail frontage designated in Arun District Council’s proposals map is at London Road, which is pedestrianized, together with The Arcade, a covered arcade

linking the High Street to the sea front.

- 5.19 The secondary retail frontage designated on the proposals map is focused along the High Street (to the junction with Lyon Street and Queensway), the northern section of London Road and Queensway.

6 Bognor Regis Town Centre

Introduction

- 6.1 This section considers the health of Bognor Regis Town Centre. It is restricted to the consideration of retail uses.

- 6.2 The town centre serves its own population and that of the surrounding villages and small towns. The town centre serves as the higher order shopping centre within Arun District Council. Bognor Regis is located approximately 8 miles (12.8 km) south east of Chichester and 16 miles (25km) east of Portsmouth. The retail centre is located to the south of the town towards the sea front. The primary retail frontage is at London Road, which is pedestrianized, and the Arcade shopping parade which is located to the south of the 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.

- 6.3 The town centre has good accessibility by public transport, with a main line railway station in close walking distance to the main shopping centre. It also sits at the centre of the local bus network.

- 6.4 The town centre is the largest and most attractive shopping centre in the district. The town centre shopping is focused around the pedestrianized London Road and towards the seafront along the High Street. The seafront and the high quality shopping environment mean that Bognor Regis is an attractive shopping and leisure destination. The mix of retail uses is good and orientated towards comparison and services uses. Bognor Regis benefits from a lower than average level of vacant units which illustrates the strong vitality and viability of the town centre.

- 6.5 According to the Arun District Retail Study 2013 (April 2013), Bognor Regis has an absence of modern floorspace, including an anchor store and higher quality fashion/clothing retailers remains an underlying weakness of the retail offer (paragraph 4.28, page 30).

- 6.6 Gerald Eve undertook a town centre survey in September 2013. At the time of the survey, the town centre appeared busy with strong pedestrian footfall. The general environmental quality was good, particularly in the pedestrianized portion of London Road and towards

the sea front and the linking streets. The environmental quality was generally good although the sense of place gradually declines at the outer ends of the principal streets.

- 6.7 The town centre has one covered shopping precincts, the Arcade which connects the High Street with Belmont Street, which provides small-scale local retail units and has a somewhat secondary character, to London Road which remains the town's primary shopping frontage.

Composition of retail sector

- 6.8 Bognor Regis town centre was surveyed by Experian Goad in May 2011 and April 2012.
- 6.9 The May 2011 Goad report, Appendix 2, identified 262 shop units in convenience, comparison or service use or vacant. Table 4.1 demonstrates the distribution of these units across these sectors.

Type	Units	% of total units	Average UK %
Convenience	18	6.87	8.51
Comparison	107	40.84	41.28
Service	95	36.26	35.42
Vacant	36	13.74	13.66

Table 6.1: Composition of Bognor Regis Town Centre, May 2011 (Source: Goad Centre Report)

- 6.10 The April 2012 Goad Report, Appendix 3, identified 259 shop units in convenience, comparison or service use or vacant. Table 4.2 demonstrates the distribution of these units across these sectors:

Type	Units	% of total units	Average UK %
Convenience	18	6.95	8.74
Comparison	109	42.08	41.17
Service	97	37.45	36.36

Vacant	29	11.20	12.57
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Table 6.2: Composition of Bognor Regis Town Centre, April 2012 (Source: Goad Centre Report)

- 6.11 Tables 4.1 and 4.2 demonstrate that Bognor Regis town centre had a significantly lower proportion of units in use for convenience (food) sales than comparison sales in both 2011 and 2012. In April 2012, the percentage of convenience units is lower than the UK average, whilst the percentage of comparison units is higher than the UK average. This reflects the relative strength of Bognor Regis as a retail centre, but also its mixed role, catering for low order comparison, service and some convenience needs.
- 6.12 According to the 2012 Goad report, the comparison sector represents 42.08% of Bognor Regis town centre's outlets, which is approximately 1% higher than the UK average.

Multiple representation and retailer demand

- 6.13 The Experian Goad Centre April 2012 Report identifies major retailers present in the city centre, as shown in Table 4.3 below.

Major Retailer	Outlets
Argos	0
BhS	0
Boots The Chemist	1
Burton	1
Carphone Warehouse	1
Clarks	1
Clintons	1
Debenhams	0
Dorothy Perkins	1
H & M	0
HMV	0
House of Fraser	0

John Lewis	0
Marks and Spencer	0
New Look	1
Next	0
O2	1
Phones 4 U	1
Primark	0
River Island	0
Sainsbury's	0
Superdrug	1
TK Maxx	0
Tesco	1
Topman	0
Topshop	0
Vodafone	1
Waitrose	0
Waterstones	0
WH Smith	1
Wilkinsons	1

Table 6.3: Multiple retailers represented in Bognor Regis

- 6.14 This represents 14 of the 31 major retailers listed by Goad. This figure was the same in May 2011.
- 6.15 The key convenience retailers represented within the town centre are Morrison's, Iceland and a Tesco Express. Outside of the town centre, there is a Tesco and Sainsbury's in close proximity to the application site on Shripney Road.

Vacancy rates

- 6.16 The 2012 Goad centre report identified 29 vacant units within the town centre, equating to a vacancy rate of 11.20% by unit. This is lower than the UK national average of 12.57%.
- 6.17 The 2011 Goad centre report identified 36 vacant units within the town centre, equating to a vacancy rate of 13.74% by unit. This illustrates that the number of vacant units decreased from 2011 to 2012, from 36 to 29, despite continuing economic uncertainty.
- 6.18 The vacancy rate is just below the UK average. The data collected shows that vacancy rates in the city centre are unstable. Gerald Eve's survey in August 2013 showed 25 vacant units in Bognor Regis town centre. Four units recorded as empty by Goad in April 2012 appeared to have been occupied by the time of the Gerald Eve survey in August 2013.
- 6.19 Collectively this demonstrates that Bognor Regis town centre is continuing to perform well and retains a modest comparison goods offer despite the relative shortage of available modern and large retail units. Bognor Regis performs a mixed role catering for low order comparison, service and some convenience needs and the retail representation is consistent with its function.

Summary

- 6.20 Despite the downturn in economy and its effect on consumer spending since 2008 Bognor Regis town centre remains in reasonable, and improving, health. Notwithstanding this, the town centre has vacancy rates below the UK average and appears to be a well-used comparison and service shopping destination, with a more limited convenience function.
- 6.21 It has a good quality environment, particularly around London Road as the central core and the surrounding streets. It has good accessibility both by private car and by public transport including bus and rail connections.

7 Sequential Assessment

- 7.1 This section considers the applicability of the sequential test as required by Paragraph 24 of the NPPF, and by Policy DEV27 of the Local Plan.
- 7.2 This section assesses the availability of other alternative sites for the proposed development in the context of the sequential approach.
- 7.3 We have also had regard to the detailed guidance on the application of the sequential test set out in Section 6 of the Practice Guidance to PPS4.
- 7.4 Paragraph 6.36 of the Practice Guidance states that National Policy requires those promoting development, where it is argued that no other sequentially preferable sites are appropriate, to demonstrate why such sites are not practical alternatives in terms of their availability, suitability and viability.
- 7.5 Paragraph 6.37 states that these are defined as:
- Availability – where the sites are available now or likely to become available for development within a reasonable period of time (determined on the merits of a particular case).
 - Suitability – with due regard to the requirements to demonstrate flexibility, where the sites are suitable to accommodate the need or demand which the proposal is intended to meet;
 - Viability – whether there is a reasonable prospect that development will occur on the site at a particular point in time.
- 7.6 To ensure that an up to date picture of availability in Bognor Regis town centre was obtained a town centre survey was undertaken in August 2013, to identify all vacant units and other potential sites. We have also considered below other potential edge-of-centre and out-of-centre sites that are listed as being available on the EGI website.
- 7.7 The vacant Class A1 units identified in Bognor Regis are listed in the table below:

Address	Square metres
5 Norfolk Street	20
3 Norfolk Street	20

16 The Arcade	20
8 The Arcade	30
Station Road	40
4A Waterloo Square	40
Lyon Street West	40
70 London Road	40
3-5 York Road	40
10 Station Road	60
2 Linden Road	70
25 Queensway	70
63 London Road	70
5 Water Tower Buildings	70
19 Lennox Street	80
23 Queensway	80
78 London Road	80
Station Road	90
63 High Street	90
84 London Road	110
29 Station Road	120
3 London Road	130
Sussex Street	130
10A-10B The Arcade	130
35-37 Queensway	150
21 Queensway	170
31-33 Queensway	170
7-11 York Road	180
69 High Street	190
62 High Street	190
71A High Street	210
52A High Street	220
Waterloo Square	260

19 High Street	270
49 High Street	290
46-48 High Street	290
4 Waterloo Square	350

(Table 7.1: Goad Network)

7.8 The available sites in the edge of and out of centre listed on EGI are listed in Table 7.2 below:

Address	Square metres
70/70a Aldwick Road, Bognor Regis	52
Retail Premises, Wish Field Drive, Felpham	265
112 Felpham Road, Bognor Regis	134
Durlston Parade, Durlston Drive, Bognor Regis	132

(Table 7.2: EGI results)

7.9 The following sites have been considered in the sequential assessment:

1. Vacant units in town centre;
2. The Regis site;
3. The Hothamton car park site;
4. Littlehampton
5. Other edge or out of centre sites.

7.10 Where relevant, each site is then considered against the following criteria:

- Site description and size;
- Capacity to accommodate all or part of the floorspace;
- Suitability;
- Viability; and
- Availability.

- 7.11 The search was carried out within the Bognor Regis conurbation only as this is the market that the proposed occupants wish to serve. Littlehampton, as the other higher order town centre within the district, is effectively a separate catchment. As described in more detail at paragraphs 8.4 and 8.8 below, Next consider that Littlehampton lies within the broad catchment of a comparable store at Shoreham and M&S consider Littlehampton to be a separate catchment area outside the 10 minute drive time from Bognor Regis.
- 7.12 In considering the suitability of the site for the proposed development regard has been had to the judgement of the Supreme Court in the Tesco Stores Limited v Dundee City Council case ([2012] UKSC 13) (enclosed at Appendix 4). In this case the Court concluded that the proper interpretation of planning policy is a matter of law, not planning judgement. In considering a policy requiring the consideration of sequentially preferable suitable sites contained in a Scottish Structure Plan that is almost identical to that in the English NPPF, the Court concluded that the requirement is to consider whether there are any suitable sites for the development proposed by the developer in or on the edge of the town centre.
- 7.13 Lord Hope stated at paragraph 37 of the Judgement that:
- “It is the proposal for which the developer seeks permission that has to be considered when the question is asked whether no suitable site is available within or on the edge of the town centre.”**
- 7.14 Lord Hope goes on to state at paragraph 38 that **“these criteria are designed for use in the real world in which developers wish to operate, not some artificial world in which they have no interest doing so.”**
- 7.15 Lord Reed acknowledges at paragraph 28 the need for retailers to be flexible by, amongst other things **“consider[ing] the scope for accommodating the proposed development in a different built form, and where appropriate adjusting or sub-dividing large proposals, in order that their scale may fit better with existing development in the town centre”** but confirms and restates previous case law that **“to refuse an out-of-centre planning consent on the ground that an admittedly smaller site is available within the town centre may be to take an entirely inappropriate business decision on behalf of the developer.”**

Criteria for the Sequential Assessment

- 7.16 In respect of Unit D1 (M&S Simply Food), the proposed development would result a unit with a ground floor, available for trading, of 966 sq. m GEA plus a 486 sq. m mezzanine ancillary/storage area.
- 7.17 Simply Food is looking to deliver a larger format stores that would typically be found on a retail park of this nature. M&S are not looking to deliver a smaller unit that would typically be found within a train station or petrol station and operated on a franchise basis. The two types of store are different, complementary, business formats for Marks and Spencer and in this location the business seeks to provide a larger format store providing a much wider range of goods than would be offered in a small franchised store.
- 7.18 The Operator's Statement included in the application, regarding M&S, confirms that c 1,400sqm gross floorspace is required to accommodate the current M&S Simply Food concept, although there are still some stores that are the results of legacy formats not now being deployed. Additionally, the Statement explains the importance of close proximity to surface level car parking as being key to a successful store. Even though the basket size of M&S Simply Food customers is smaller than for more conventional supermarket retailers, customers still require access to parking so they can transport a range of products away easily by car.
- 7.19 In respect of D2 (Next), the proposed development would result in the introduction of 177sq. m. of additional ground floor space and a further 820.7 sq. m. of mezzanine floorspace, to create a unit 996.3sq.m. GEA larger.
- 7.20 The proposed retailer in D2, Next, would not take a new town centre unit with below 600 sq. m of trading space. The two existing Next units in Chichester for example are older format legacy stores and Next would not take the units on now in their existing format. Next are currently under-spaced in Chichester and would ideally like to take more space in Chichester town centre itself. Next's business model and requirements has evolved since the smaller stores at Chichester were secured.
- 7.21 In the context of the above, we have excluded from consideration existing vacant units that provide, or could provide, less than 600 sq. m of gross floorspace in total, on the basis that they are too small for either one of the retail operations for which planning permission is sought and indeed provide less than half the space that would be created in either of the two units at Arun Retail Park, making disaggregation of the sales floorspace

proposed to operate from different locations impossible. These vacant units could not be reasonably and viably altered to provide the level of floorspace sought by Next and M&S Simply Food.

- 7.22 A location plan of the sites considered in the sequential assessment is enclosed in Appendix 5.

1. Vacant units in the town centre

- 7.23 During the town centre survey conducted in August 2013, five vacant units were identified at the southern end of Waterloo Square. Waterloo Square is located at the western end of the town centre with the High Street to the north and the Esplanade to the south. This is at the furthest point from the focal point of the town centre.
- 7.24 According to Goad, none of the vacant units are in Class A1 use. The units range from 40 sq. m to 360 sq. m in size and would require redevelopment to accommodate the type of retailer proposed, to create attractive shop frontages and rationalised floor levels. The units are therefore not currently suited to retail use without achieving planning permission for a change of use, and without subdivision and redevelopment as part of a larger comprehensive development. The existing buildings are not well suited to a retail use and are dilapidated and unattractive. The unsuitable size notwithstanding, the building would not be suitable for retail occupiers such as Next without substantial redevelopment. M&S Simply Food require a single sales floor and so these sites could not be made suitable as they could not accommodate a floor of sufficient size.
- 7.25 Furthermore, Next prefers to be located on a site that can attract elongated trade rather than the 9am-5pm trade times of a town centre. The location of the proposed development opposite a Sainsbury's superstore means that there will be a high proportion of customers shopping before and after work on weekdays. The sites at Waterloo Square would not attract provide Next with elongated trade as this part of Bognor Regis would be very quiet by the early evening.
- 7.26 Given the costs associated with redeveloping these units, if these were considered by the Council to be sequentially preferable it is more likely that potential tenants would take the existing units in their current configuration (providing an equivalent amount of space) in preference to redeveloping this site.

- 7.27 This site is therefore both unsuitable in its present form and, because of the costs associated with redevelopment, unlikely to be viable for occupation by either Next or M&S Simply Food.
- 7.28 During the town centre survey conducted in August 2013, two vacant units were identified on the High Street. 49 High Street (290 sq. m) and 46-48 High Street (290 sq. m) are located towards the western end of the High Street away from the core central shopping street at London Road.
- 7.29 High Street is not as primary as a shopping area as the pedestrianized London Road. Next would generally require units within the functional primary shopping area. This location would not be suitable for M&S Simply Food as it would not provide the necessary combination of prominence, location and proximity to other retailers to create the critical mass of attraction necessary for a successful store.
- 7.30 Both High Street sites would require development to accommodate the type of retailers proposed, to create attractive shop frontages and rationalised floor levels. It is also not known the extent to which the sites are available for development.
- 7.31 As stated above, Next prefers to be located on a site that can attract elongated trade rather than the 9am-5pm trade times of a town centre. The location of the proposed development opposite a Sainsbury's superstore means that there will be a high proportion of customers shopping before and after work on weekdays. The sites on the High Street would not attract provide Next with elongated trade as this part of Bognor Regis would be quiet by the early evening.

2. The Regis Site

- 7.32 The Regis site has been selected by Arun District Council as a development opportunity and the Council has been working with St. Modwen as a development partner since 2006. St. Modwen and Arun District Council have put forward their development proposals for the site at public consultation events.
- 7.33 The proposals provided by St. Modwen illustrate the development partners' intentions of transforming the Regis site with an improved Alexandra Theatre, new restaurants and cafes, a hotel, cinema and residential units. It therefore seems that the site will be a multi-leisure complex rather than a shopping destination per se. As a result, the identified retailers for Arun Retail Park would not be attracted to be located away from the primary

retail frontage of the town centre.

- 7.34 In addition, the site would require substantial renovation and disaggregation to create a modern suitable unit of the right size and shape for the proposed retailer and at significant cost. It is also not certain how long the process would take or when the site would become available.

3. The Hothampton car park site

- 7.35 The Hothampton site is a site of 0.8 hectares and is located at the western end of the town centre and is currently an open car park.
- 7.36 The Hothampton site has been selected by Arun District Council as a development opportunity and the Council has been working with St. Modwen as a development partner since 2006. St. Modwen and Arun District Council have put forward their development proposals for the site at public consultation events.
- 7.37 St. Modwen and Arun District Council have suggested that the Hothampton site would be a residential-led development, with commercial/leisure uses at ground floor level. At this stage, it is not clear how the site would be subdivided and what the size of the new units will be. Recent committee reports suggest that the ground floor level may contain limited provision for convenience retail.
- 7.38 The development agreement with St Modwen has been long-standing and, to date, no planning application has been submitted for the proposals which are therefore assumed to remain at an embryonic stage. There is no publicly available information of which we are aware that shows the level and type of commercial or retail provision, against which Next and/or M&S could be assessed for suitability.
- 7.39 We note that the Council has recently resolved to renew the development agreement, subject to a condition that a planning application is submitted by the end of 2014. Assuming a planning application is submitted in Q3/Q4 2014, and allowing for a six month determination period and two year build period, any replacement development is unlikely to be available until at least 2017, although there is no certainty that any development that received permission would be built out in accordance with this timescale.

- 7.40 The proposed development, based on the limited information available, is not anticipated to contain space suitable for a comparison retailer such as Next. There is no evidence to suggest that the convenience space proposed would be suitable for M&S Simply Food. Additionally, there is no certainty of delivery given the early stages of the proposal.

4. Littlehampton

- 7.41 It is considered by Next that Littlehampton has an insufficient resident population to justify the addition of a Next store in its town centre as there would not be a sufficient passing trade for the store. Furthermore, the Next store at Holmbush Centre Retail Park in Shoreham-by-Sea is 3,320 sq. m is considered to be located too close to Littlehampton to justify or provide a need for a Next store to be located in Littlehampton town centre.
- 7.42 M&S would see Littlehampton as a separate catchment area with a Simply Food store there unable to meet the needs of the Bognor catchment area which the proposed development seeks to address.
- 7.43 Finally, the nature of the town centre units, and the structure of Littlehampton town centre means that the existing units are unsuitably small in size for Next and for the larger format M&S Simply Food and would not provide the elongated trade that both of the retailers desire.

5. Other edge or out of centre sites

- 7.44 We have considered other potential edge-of-centre and out-of-centre sites that are listed on the EGI website as being reported available and vacant by local agents.
- 7.45 The sites listed are provided in Table 7.2 above.
- 7.46 The sites listed as being available would be unsuitable for the proposed development. The sites are unsuitable in terms of size as all are considered to be too small for the proposed Next and M&S Simply Food stores. Although there is some limited on-street/layby car parking in some cases, such as Durlston Parade, there is generally very limited convenient car parking that M&S Simply Food's format requires.
- 7.47 The sites listed are also unsuitable in terms of their location. Their locations are not in prime locations that would attract a large amount of passing trade. Both Next and M&S

Simply Food prefer to be located on a site that can attract elongated trade. The location of the proposed development opposite a Sainsbury's superstore means that there will be a high proportion of customers shopping before and after work on weekdays. The sites listed on EGI as being available would not attract a large proportion of trade or provide Next and M&S Simply Food with elongated trade.

Conclusion

The conclusions of the sequential assessment are summarised below.

1. Vacant units in the town centre

- Too small
- No elongated trade
- Sites would require substantial redevelopment
- Some unavailable – timeframe for delivery unknown and uncertain
- Higher rents

2. The Regis site

- Unit would require redevelopment
- Higher rents
- Location suitable
- Unavailable – timeframe for delivery unknown and uncertain

3. The Hothampton car park site

- Suitable size but higher rents
- Location suitable
- Unavailable – timeframe for delivery unknown and uncertain

4. Littlehampton

- Too small sites.
- No elongated trade.
- Too close to Shoreham-by-Sea large Next store.
- In a different M&S Simply Food catchment area.

5. Other edge or out of centre sites

- Too small
- Sites would require redevelopment to accommodate the type of retailer proposed.
- Location unsuitable – would not attract large amount of trade

- No elongated trade.

7.48 No sequentially preferable sites that are reasonably available, viable and suitable, with the capacity to accommodate the proposed development even were it to reduce its floorspace requirements, have been identified.

8 Effect of proposal

- 8.1 The NPPF does not require full retail impact assessments to be undertaken for retail developments that are less than 2,500 sq. m. in size. In completing this assessment regard has also been had to the fact that there will be a change to the range of goods that can be sold from the 717sqm already existing in Unit D2 (Kwik Fit/Next) and 953sqm existing in Unit D1 (Comet/M&S).
- 8.2 In doing so regard has been had the impacts identified at paragraph 26 of the NPPF. It is considered that this assessment also meets the requirements of Policy DEV27(i) of the Local Plan, which requires an assessment of the impact of the proposal the vitality and viability of local centres. Policy DEV27(i) also requires an assessment of need, reflecting Government policy at the time of the adoption of the plan. The requirement for need to be demonstrated has now been removed and this element of the policy is therefore inconsistent with the NPPF. Where “relevant policies are out of date” Paragraph 14 of the NPPF requires that proposals be considered against the policies in the Framework.

Paragraph 26 of the NPPF

The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area

- 8.3 It is not considered that the proposed development will have a materially significant impact on the vitality and viability of Bognor Regis town centre or Littlehampton town centre.
- 8.4 We do not consider that Littlehampton Town Centre will be materially affected by the proposed development. In respect of Next, this is because, firstly, most of Littlehampton is already likely to be within the broad catchment area of a comparable Next store at Shoreham. Consequently locally arising expenditure from Littlehampton and the surrounding area is unlikely to be diverted to the new store from the town centre (although it may be directed away from the Shoreham Next).
- 8.5 Secondly, Littlehampton has a very limited fashion retail function at present. This is illustrated by the results of the 2013 NEMS telephone survey, which indicated that only 2.7% of respondents in the western part of the district (for who Littlehampton is the closest higher order centre) identified Littlehampton as the source of their last purchase of

clothing or footwear (Page 14, Appendix C to 2013 Retail Study). Even for residents within Littlehampton itself only 8% identified Littlehampton as the source of their most recent clothes purchase.

- 8.6 Chichester (32.5%) and Worthing (16.2%) were the two sources of recent clothes purchases most recently cited by respondents in the east of the District, in and around Littlehampton.
- 8.7 This indicates the limited role of Littlehampton in fashion retail and its comparative insignificance when compared to the attraction of higher-order centres outside of the District. In view of this the new proposed Next unit is unlikely to cause direct competition or significant trade draw away from Littlehampton, as there is limited existing clothes expenditure in those areas in any case.
- 8.8 Turning to Marks and Spencer Simply Food, as described above these stores play a top-up, rather than main food shopping, role, characterised by an emphasis on quality/premium products and a relatively limited product range, compared with a full service supermarket. Consequently, their catchment area is generally relatively limited to about a 10 minute drive time. This would include most of Bognor Regis but would not extend to Littlehampton which is some 15 to 20 minutes' drive from the application site, which is likely to be too far to travel for the type of top-up convenience shopping that the unit will serve.
- 8.9 The potential impact on Bognor Regis town centre has been assessed in more detail, given its closer proximity to the site and the larger proportion of clothing and fashion spend in Bognor Regis. The town centre is within the catchment area of the proposed M&S Simply Food.
- 8.10 The potential impact of the proposed additional clothes floorspace is considered first.
- 8.11 In general terms, the latest Goad Centre Report indicates that Bognor Regis currently provides 19,528 sq. m (gross) comparison retail area (Appendix 3). Of this space, 5,026sqm (gross) is reported to be in use for clothing and footwear sales. With the exception of women's clothing, both the amount of floorspace and the number of individual shops is well below the national average for the proportion of units/space in use for fashion sales. This indicates that fashion sales are proportionately less important to the

makeup of Bognor Regis town centre.

8.12 This is borne out when the trading patterns for clothing and footwear, identified in the 2013 Retail Study, are examined. As noted above in general terms, there is a strong trend of expenditure leaking outside the District, which is particularly pronounced when clothing and footwear sales are considered specifically. The population of wards on the west side of the River Arun show a very strong trend of relying on Chichester as their main source of clothes shopping. Worthing, in fact, shows a comparable draw on wards to the west of the Arun.

8.13 Table 9.1, below, shows the destination of clothing and footwear expenditure from the wards to the west of the River Arun (zones 1-8 in the 2013 Study). This has been calculated by applying the percentage breakdown of destinations for clothing expenditure for Zones 1-8 reported in Table 6 of the 2013 Study to the total clothing expenditure of those zones reported in Table 3e. The total and percentage of total clothing expenditure from Zones 1-8 received by each destination is then reported

Destination	Clothing Expenditure (£m)	Percentage of total clothing expenditure
Chichester City Centre	£21.91	43%
Bognor TC	£12.11	24%
Internet	£4.03	8%
Portsmouth	£3.34	7%
Elsewhere	£2.96	6%
Worthing Town Centre	£1.53	3%
Brighton	£1.12	2%
Littlehampton	£0.60	1%
Rustington	£0.42	1%
Sainsbury's, Bognor	£0.74	1%
Tesco, Bognor	£0.40	1%
BR Retail Park/Matalan	£0.40	1%
Tesco, Littlehampton	£0.26	1%
Chichester Other	£0.45	1%
Holmbush/Shoreham	£0.38	1%

Arundel	£0.18	0%
Asda, Ferring	£0.22	0%
Elsewhere, Arun	£0.08	0%
Worthing Other	£0.00	0%
Total	£51.13	100%

Table 9.1 – Destination of clothing and footwear expenditure arising from western Arun, 2012

- 8.14 Table 9.1 illustrates that almost half of clothing expenditure (44%) is directed to Chichester town centre and Chichester retail parks. Overall, 70% of expenditure leaks out of the District, to Chichester, Worthing, other regional centres, or the internet. Only 24% of expenditure from this area is retained by Bognor town centre, illustrating its limited strength in clothes retail.
- 8.15 This is supported by our qualitative assessment of the fashion retail market in Bognor Regis, which suggests that the limited provision of clothing retail is medium and lower value. Likewise, the limited number of national multiples represented in Bognor Regis (Burton, Dorothy Perkins and New Look) is generally lower and medium value offers.
- 8.16 In qualitative terms, therefore, Bognor Regis has a demonstrably limited fashion retail offer, in terms of both overall size and market coverage. As a result of that weakness, the vast majority of spending on clothing and footwear from its natural catchment area actually goes elsewhere. Consequently, the introduction of a Next unit at Arun Retail Park is unlikely to cause materially significant harm to the centre overall because of the limited existing role of fashion retail at present.
- 8.17 In order to quantify the potential effect on trading patterns, given the unusual pattern of fashion expenditure within the District, we have modelled the effect on Bognor Regis town centre of the new Next unit opening.
- 8.18 We have:
1. Sought to establish the expenditure that the proposed unit is likely to attract, and then
 2. Consider from which locations and stores, within the catchment area, that expenditure

is likely to be diverted from.

- 8.19 The proposed Next unit will be 1714sqm GEA overall but it will require relatively extensive back of house, storage and ancillary space. We therefore assume that 60% of this area could form the net sales area, for the purposes of this report. This creates a potential net sales area of 1,028sqm. This is consistent with Next's average company NSA: GEA ratio.
- 8.20 We have assumed that the Next unit trades successfully at the published national sales density for Next Fashion retail of £4,876/sq. m (net)¹ and then distributed the residual clothing expenditure on the basis of the clothing expenditure patterns identified in Table 6 of the 2013 Study. Tables setting out our calculations are included in Appendix 6.
- 8.21 As it is impossible to know with any certainty from which parts of the District the unit will draw its expenditure we have modelled two scenarios.
- 8.22 **Scenario 1** assumes that the unit draws 85% of its expenditure from the wards to the west of the Arun (Zones 1-8), with the remaining 15% coming from wards to the east of the Arun. This is based on professional judgement, noting that 81% of Bognor Regis town centre's expenditure is from Zones 1-8, whilst the Matalan at Bognor Regis Retail Park draws 92% of its expenditure from Zones 1-8.
- 8.23 In terms of potential impact on Bognor Regis Town Centre, Scenario 1 is, therefore, a worst case scenario as the town centre currently enjoys a comparatively high share of expenditure from these zones (although still second to that of Chichester).
- 8.24 **Scenario 2** instead assumes that the unit draws expenditure from across the District, including wards to the east of the Arun. The consequential impact on Bognor Regis is therefore reduced as the unit would, in this scenario, divert a wider pool of expenditure thus lessening the effect on any one centre.
- 8.25 In both cases it is assumed that each retail destination experiences the same proportion of trade draw to support the new unit retail and that residual trading patterns, once this expenditure is reallocated, then remain the same. In other words, the available pool of

¹ Sales density for Next Fashion taken from Retail Rankings 2012 (Year 10/11). Updated to 2012 prices using comparison growth rates in Table 4b of Retail Planner Briefing Note 10.1. We have assumed that Next will operate with a net sales area to gross area of 60%, in accordance with its company average.

expenditure arising is reduced to take account of Next's turnover, and then distributed in accordance with existing trading patterns.

- 8.26 Table 8.2, overleaf, sets out the current expenditure per destination, the expenditure per destination following Next opening, and the net change, for Scenario 1. Table 8.3 provides the same information for Scenario 2. 2012 prices are used for ease of comparison with the 2012 Study.

Destination	Clothing Expenditure Pre Next (£m)	Clothing Expenditure Post Next (£m)	Change (£m)
Arundel	£0.36	£0.34	-£0.02
Bognor TC	£14.94	£13.91	-£1.03
Littlehampton	£2.86	£2.79	-£0.07
Rustington	£2.97	£2.92	-£0.06
Sainsbury's, Bognor	£0.74	£0.67	-£0.06
Tesco, Bognor	£0.43	£0.39	-£0.03
BR Retail Park/Matalan	£0.44	£0.41	-£0.03
Tesco, Littlehampton	£1.16	£1.13	-£0.03
Asda, Ferring	£4.08	£4.03	-£0.05
Elsewhere, Arun	£0.08	£0.07	-£0.01
Chi CC	£30.95	£29.05	-£1.90
Chi Other	£0.45	£0.41	-£0.04
Worthing TC	£38.64	£38.20	-£0.44
Worthing Other	£3.04	£3.02	-£0.03
Holmbush/Shoreham	£4.62	£4.55	-£0.07
Brighton	£8.12	£7.97	-£0.15
Portsmouth	£5.59	£5.29	-£0.30
Elsewhere	£10.74	£10.43	-£0.31
Internet	£11.64	£11.24	-£0.40
Next		£5.01	
Total	£141.85	£141.85	

Table 8.2 – Clothing Expenditure by Destination, pre- and post- Next (Scenario 1)

Destination	Clothing Expenditure Pre Next (£m)	Clothing Expenditure Post Next (£m)	Change (£m)
Arundel	£0.36	£0.35	-£0.01
Bognor TC	£14.94	£14.42	-£0.53
Littlehampton	£2.86	£2.76	-£0.10
Rustington	£2.97	£2.87	-£0.11
Sainsbury's, Bognor	£0.74	£0.71	-£0.03
Tesco, Bognor	£0.43	£0.41	-£0.02
BR Retail Park/Matalan	£0.44	£0.42	-£0.02
Tesco, Littlehampton	£1.16	£1.12	-£0.04
Asda, Ferring	£4.08	£3.93	-£0.14
Elsewhere, Arun	£0.08	£0.08	£0.00
Chi CC	£30.95	£29.86	-£1.10
Chi Other	£0.45	£0.43	-£0.02
Worthing TC	£38.64	£37.27	-£1.37
Worthing Other	£3.04	£2.93	-£0.11
Holmbush/Shoreham	£4.62	£4.46	-£0.16
Brighton	£8.12	£7.83	-£0.29
Portsmouth	£5.59	£5.39	-£0.20
Elsewhere	£10.74	£10.36	-£0.38
Internet	£11.64	£11.23	-£0.41
Next		£5.01	£5.01
Total	£141.85	£141.85	

Table 8.3 – Clothing Expenditure by Destination, pre- and post- Next (Scenario 2)

- 8.27 Tables 8.2 and 8.3 illustrate that potential trade draw from Bognor Regis town centre could be in the region of £530,000-£1.03m. This equates to between 0.9% and 1.7% of the £58,960,000 of comparison goods expenditure in Bognor Regis overall.
- 8.28 It is not possible to further quantify either the extent to which the unit will attract expenditure from east of the Arun, or whether some retail destinations will experience higher levels of trade diversion. In terms of attracting expenditure from east of the Arun,

we anticipate that in reality trade diversion is likely to fall between the estimates in Scenarios 1 and 2, as the Next unit may well attract some spending from the east of the district that currently leaks to Worthing/Shoreham, as it will be a similar distance from Littlehampton as Worthing, and closer than Shoreham, and some shoppers may choose to travel to the site instead.

- 8.29 Equally it is not possible to establish with any degree of certainty whether in fact some destinations will experience higher level of expenditure diversion than others. This is why this assessment assumes that an equal proportion of expenditure will be diverted from all existing destinations. In practice we anticipate that this approach may moderately understate the level of diversion from Chichester as this is the nearest destination that has a relatively wider mid and higher range fashion market that would be comparable with the Next offer (including the existing Next units at East Street and the Corn Exchange, Chichester).
- 8.30 There are other secondary factors that indicate the assessment provided above may, in practice, overstate the potential impact on Bognor Regis. These are:
1. The 2013 Report specifically excludes tourist expenditure within the town centre (paragraph 5.55). Bognor Regis has a significant role as a tourist centre. Tourist spending will widen the pool of expenditure available to support the town centre, further reducing extent of trade draw caused by the Next unit in percentage terms.
 2. Average, UK wide, sales Next Fashion sales density figures have been used to establish the turnover of the proposed development. Next advise that in practice densities decline as store size increases and that the sales density of this unit is likely to be well below the company average. As a result the extent of overall expenditure diversion is likely to be over-stated.
 3. 663sqm of the 1414sqm of fashion retail floorspace assessed will be mezzanine floorspace which generally trades at a significantly lower density than ground floor space. For robustness, no allowance for this has been included.
 4. Some space within the next Unit (up to 20%) may be used for sales of other types of goods (gifts, stationary, luggage, electronic items) rather than purely for fashion sales (as reflected in the proposed restrictions set out in the condition above). This would further reduce the effect on clothing sales.
 5. Some sales from Next are likely to be made to shoppers from outside the District, either visitors or those travelling from nearby areas in adjacent districts. Again, no

allowance for this has been made.

6. This assessment is a point in time (2012). It does not, therefore, allow for the effects in expenditure growth over the next five years which will further mitigate any potential limited effect on the town centre.

- 8.31 The proposed development will lead to additional employment generation and improve the range of clothing and other goods for sale within Bognor Regis, so improving consumer choice and reducing the need to travel to other centres to access a wider range of provision. The NPPF recognises that local consumer choice can be considered as part of the wider impact of proposals.
- 8.32 The results of the assessment undertaken suggest that, in absolute terms, the largest trade draw to Next is likely to be from Chichester. We do not consider that this would be sufficient to cause significant adverse impacts on Chichester City Centre. We note that the 2010 Chichester Retail Study Update, completed by DTZ, whilst now somewhat dated, concluded that, even allowing for a new supermarket both at Bognor Regis (Sainsbury's) and in Chichester City Centre considerable capacity for additional comparison floorspace would remain in Chichester (Table 4.2). Indeed, given the historic environment in Chichester this is identified as a challenge and the report accepts that it may not be feasible to accommodate all the additional capacity within Chichester City Centre (paragraph 4.30).
- 8.33 Given that some of this comparison demand arises from spending from Arun District there may, therefore, be advantages in meeting it within Bognor Regis, as part of the wider regeneration of the Shripney Road, rather than in further out of centre development in Chichester District.
- 8.34 To assess the potential effect of the proposed M&S Simply Food we have adopted a similar approach. We have:
 1. Sought to establish the expenditure that the proposed unit is likely to attract, and then
 2. Consider from which locations and stores, within the catchment area, that expenditure is likely to be diverted from.
- 8.35 Although the proposed M&S Simply Food will be 1,452sqm GEA overall, 486sqm of this will be a back of house mezzanine which will not be traded. M&S advise that 780sqm of

net sales area will be provided. Of this a small proportion, c.19m, may be used for ancillary non-food sales and potentially up to 111sqm may be used as ancillary café although no decision on whether to include the cafeteria has yet been taken. The impact has been tested on the basis of a convenience turnover of the M&S store assuming the whole of the net sales area is used for convenience goods. This would overstate likely turnover levels, and therefore impact, because of the small element of non-food sales area, and if a café is installed in lieu of some convenience floorspace, this would further reduce convenience turnover.

- 8.36 Verdict's Food and Grocery publication suggests M&S Simply Food trade at an average density of £10,928/sq. m net. Assuming that the proposed unit achieves the M&S Simply Food average density the proposed development would have a turnover of approximately £8.5m per year.
- 8.37 Expenditure at the proposed M&S Simply Food is likely to be drawn from a 10 minute drive time catchment area. In practice this is likely to extend to the whole Bognor Regis urban area, and to the north towards the A27. This broadly corresponds to Zones 1-6, plus Zone 8, in the Retail Study. The convenience expenditure arising from this catchment area, in 2012 prices, is £138.6m (Appendix 7, Table 2).
- 8.38 The addition of an M&S Simply Food is therefore likely to divert only approximately 5.2% of trade, assuming it was to trade at the average turnover.
- 8.39 Table 8.4, below, lists the convenience stores receiving the highest levels of expenditure from the M&S catchment area. Only the largest ten are shown, for brevity. A full list is contained in Appendix 7, Table 2. Table 8.4 illustrates that the majority of convenience expenditure within the catchment area is to convenience stores outside of the town centre. Of the £139m of convenience expenditure arising from the catchment area, Table 8.4 demonstrates that only £22m is spent within Bognor Regis town centre.

Store	Expenditure from Zones 1-6, 8 (2012, £m)
Tesco, Shripney Road, Bognor Regis	37.3
Sainsbury's, Bognor Regis	22.79

Morrison's, Bedford Way, Bognor Regis	16
Tesco, Broadpiece, Littlehampton	9.89
Sainsbury's, Westhampnett, Chichester	6.79
Internet / online	4.65
Co-op, Rose Green Road, Bognor Regis	3.55
Local shops, Bognor Regis	2.931
Lidl, Peel centre, Shripney, Bognor Regis	2.74
Waitrose, Ravenna, Chichester	2.7
Iceland, Queensway, Bognor Regis	2.48
(Others)	26.83
Total	138.6

Table 8.4 - Retail Expenditure Destinations, Zones 1-6, 8.
(Bognor Regis Town Centre stores marked in bold)

- 8.40 This is not dissimilar to the extent of expenditure diverted to outside the district, particularly to Chichester, at c £18.23m.²
- 8.41 Although the proposed M&S Simply Food will generally play a top-up than main shopping role, it nevertheless represents a widening in the range of food products on sale rather than a conventional top-up convenience offer. Its range emphasises premium and quality products as well as a wider selection of ready prepared food. It is therefore unlikely to directly replace existing conventional top-up convenience. Instead, it is more likely to capture expenditure that would otherwise have been directed towards the larger supermarkets on their premium ranges, as these are the sort of products that M&S Simply Food is orientated towards stocking. It is unlikely to significantly change the distribution of top-up spending, on basic convenience products, to Bognor Regis' network of

² Appendix 7, Table 2, Sum of Sainsbury's, Westhampnett, Chichester, Internet, Waitrose Chichester, Tesco Fisbbourne Road, Chichester, and Marks and Spencer Chichester.

convenience stores in local and neighbourhood centres as the Simply Food offer is not principally designed to provide basic convenience top-up. Customers, who usually frequent local stores for top-up shopping of basic goods such as bread, milk, cereal, etc., are unlikely to travel further to M&S Simply Food in preference to these stores as the basic convenience offer is limited.

- 8.42 It is likely that M&S Simply Food would compete very strongly with the premium end of the range of other foodstores. Given the immediate proximity of the Tesco and Sainsbury's, it is considered likely that a considerable amount of expenditure will be drawn from these stores, as M&S Simply Food will provide an attractive alternative offer to their premium and ready-made product lines whilst catering for people who have already travelled to this broad location.
- 8.43 Considerably expenditure is also likely to be diverted from the Chichester Marks and Spencer, to which M&S Simply Food would have a similar offer. M&S has already noted considerable inflows to this store from Bognor Regis. It is likely that a significant amount of the inflows from Bognor Regis will be diverted to the Shripney Road store. M&S's retained planning consultants, Nathaniel Lichfield & Partners, estimate that the trade diversion from the Chichester store could equate to c. 10% of turnover.
- 8.44 Chichester Sainsbury's and Waitrose may also some experience some trade diversion.
- 8.45 Therefore, it is considered that the impact on other stores with more limited premium ranges such as Iceland, local shops and Morrison's is likely to be lower.
- 8.46 The effect on the Bognor Regis town centre main food stores, particularly Morrison's and Iceland, is additionally likely to be less pronounced as these stores cater to those who have already chosen to shop in the town centre rather than on Shripney Road, perhaps because of improved accessibility, ease of access from home or places of work, or because these stores allow for convenience shopping as part of linked trips.
- 8.47 In terms of trade draw, we have therefore assumed that half the expenditure will be drawn from the existing Shripney Road superstores, Tesco and Sainsbury's and 10% will be drawn from Chichester M&S. A further 15% of expenditure is assumed to be diverted from other convenience expenditure outside the catchment area in locations likely to be comparable with the M&S Simply Food offer (specifically, the Chichester Waitrose and

Sainsbury's).

8.48 The remaining 25% of expenditure is assumed to be diverted from other convenience shops across the district. This is based on the comparable nature of the offer of these shops, their location, and professional judgement. As with Next, the pool of available expenditure is reduced to account for 25% of M&S Simply Foods' turnover and then redistributed to the existing shops in accordance with existing trade patterns.

8.49 Table 8.5, below, sets out the overall trade draw from these stores on this basis. The full calculations are provided in Appendix 7 Tables 4a-4d.

Shop	Food Expenditure pre-M&S (£m)	Trade Draw to M&S (£m)	Food Expenditure post-M&S (£m)	%age reduction
Tesco, Shripney Road, Bognor Regis	37.89	-2.65	35.24	6.98%
Sainsbury's, Bognor Regis	25.04	-1.62	23.42	6.46%
Sainsbury's, Westhampnett, Chichester	10.87	-0.91	9.96	8.42%
Waitrose, Ravenna, Chichester	3.83	-0.36	3.47	9.50%
Marks and Spencer, East Street, Chichester	2.16	-0.85	1.31	39.46%
Morrison's, Bedford Way, Bognor Regis	16.74	-0.51	16.23	3.03%
Tesco, Broadpiece, Littlehampton	44.38	-0.31	44.07	0.71%
Internet / online	13.30	-0.15	13.15	1.11%
Co-op, Rose Green Road, Bognor Regis	3.56	-0.11	3.45	3.16%
Local shops, Bognor Regis	3.45	-0.09	3.36	2.69%
Lidl, Peel centre, Shripney, Bognor Regis	2.87	-0.09	2.78	3.02%
Iceland, Queensway, Bognor Regis	2.54	-0.08	2.46	3.09%
Waitrose, Avon Road, Littlehampton	11.93	-0.06	11.87	0.47%

Table 8.7 - Food Expenditure by Destination, pre- and post- Next
(Bognor Regis town centre stores marked in bold)

- 8.50 Table 8.7 illustrates that, in the scenario assessed, approximately £0.79m of food expenditure would be diverted from Bognor Regis town centre, out of the c. £22m currently spent there. This is a reduction of approximately 3.6%, although the effect on local stores would be lower. It is not considered that this would be a materially significant detrimental effect on the food retail element of Bognor Regis as a whole. The effect on individual food stores within the town centre is estimated to range between 2.3% and 2.6%.
- 8.51 This is in the context of the proportionately small role of food retail in Bognor Regis Town Centre, of c. £22m, compared with £58.95m of other comparison expenditure. The diversion of some £0.79m, in this context, is therefore unlikely to have a material significantly effect on the town centre's overall function.
- 8.52 As with the scenarios outlined in respect of Next, the estimate of trade draw and effect provided in respect of M&S Simply Food is likely to be a worst case assumption for the following reasons:
1. A limited proportion of the expenditure at the store will be from outside the catchment area, as a result of linked trips to other units on the park (i.e. those from wider afield visiting the retail park and taking the opportunity to visit M&S whilst there);
 2. As noted above, we are assuming that M&S Simply Foods trades at its usual average sales density. In reality, all food stores within the District are noted by the Retail Report (Appendix Di, Table 12) as trading below their average sales densities;
 3. This assessment is a point in time (2012). It does not, therefore, allow for the effects in expenditure growth over the next five years which will further mitigate any potential limited effect on the town centre.
- 8.53 In view of these factors we consider that the likely impact of the proposed development on the health, vitality and viability of Bognor Regis town centre is likely to be limited. The development will not have the "significant adverse" impact referred to at Paragraph 27 of the NPPF, either on the centre as a whole or on either the comparison retail sector or food

sales.

- 8.54 Indeed, it could potentially lead to some improvements. Firstly, it would lead to some expenditure that currently leaks out of the District being spent more locally, supporting local jobs and employment. The Statement by M&S estimates that the M&S unit is likely to support around 31 full-time equivalent jobs.
- 8.55 Secondly, providing an M&S Simply Food in this location would improve the range of consumer choice and shopping facilities available to consumers within the district. It would reduce the need for them to travel and reducing the need to travel to more distant centres to access similar facilities. The NPPF recognises that local consumer choice can be considered as part of the wider impact of proposals.
- 8.56 Collectively, M&S and Next would provide an offer that is not currently available within the district. By changing perceptions of the availability of a wider range of retailing facilities in Bognor Regis, the proposed development could encourage linked trips to the town centre and retail park instead of trips to Chichester or further afield.

Impact of the proposal on existing, committed and planning public and private investment in a centre or centres in the catchment area of the proposal

- 8.57 Three potential development sites that could accommodate retail or retail type uses are identified within the 2013 Retail Report. This is consistent with our own understanding of development opportunities within Bognor Regis. These are the Hothampton Site, the Regis Centre, and the “Retail Quarter”. The Regis Centre and Hothampton Site are subject to a development agreement with St Modwen, which the Council is due to consider extending on 6 November 2013.
- 8.58 The Council consulted on proposals for the Regis and Hothampton sites in November/December 2012. The proposals consulted on did not include retail provision on the Regis site. Six to eight café/restaurant units were proposed, alongside a hotel, cinema, apartments and improvements to the theatre. The proposed development would not therefore have any direct effect on the deliverability of the Regis redevelopment.
- 8.59 A residential led mixed use development comprising 200 apartments and active ground floor uses, potentially including shops, on the ground floor was proposed for the

Hothamton site.³ The 2013 Report, which post-dates the consultation, indicates that the level of retail floorspace is likely to be based around meeting local needs only as the proposal will be residential led. The development is clearly not therefore reliant on large-scale investment in comparison floorspace. The Next proposal would not, therefore, have a direct effect on the deliverability of the Hothamton regeneration. Likewise, M&S Simply Food, whilst providing a form of convenience top-up offer, as described above, is not designed to cater for immediate local needs and would not be a suitable format for a convenience store in this location. Due to M&S Simply Food's limited range of goods and its premium offer, it is not well placed to meet all local needs.

- 8.60 The 2013 report also makes reference to the "Retail Quarter" site, including the Morrison's store, shops on the western side of London Road, on the northern side of the High Street, and the eastern side of Queensway. Council officers, in pre-application discussions, have also indicated that they wish the impact of the proposed development on this scheme to be considered.

- 8.61 Although planning permission exists for an enlargement of the Morrison's store (reference BR/366/10) the retail report acknowledges that there is no indication that Morrison's is seeking to implement this. It also recognises that significant land assembly challenges remain. The Inspector's Report on the LEC Refrigeration site (Sainsbury's, Shripney Road) also confirmed that the site is not available in its entirety and that it was not possible to demonstrate that its redevelopment is viable. The permission will expire in May 2014 and we are not aware of any proposals to implement and complete it.

- 8.62 There are therefore no "existing, committed and planned" public or private sector investment proposals for this site that have a realistic prospect of success in the short to medium term. Viability and site assembly are by far the more pressing challenges for this site. The proposed Next development would not cause any materially significant change to the prospect of development on this site. Whilst M&S Simply Food would, potentially, draw a limited amount of trade that would potentially support this proposal, given the uncertainty over the delivery of the proposals this cannot be given significant weight.

- 8.63 Council officers have requested, in pre-application discussions, consideration of the effect

³ Report to Bognor Regis Regeneration Sub-committee, 26 February 2013, Section 2.2

of the proposed development on application BE/61/13, for:

“1: Full planning application for Access and road and Flood compensation area. 2: Outline application for 33116 sq. m of mixed commercial and industrial uses, comprising A1, A3, A5, B1, B2 and B8, with associated works and landscaping.”

- 8.64 The NPPF is clear that the impact on planned investment only needs to be considered in respect of sites **within centres** within the catchment area. There is therefore no requirement arising from the NPPF to assess the impact of the proposals on other out of centre retail development, such as that proposed at Oldlands Farm. Nor is there any requirement for such an assessment in Saved Policies DEV26 and DEV27 of the Arun District Local Plan.

Conclusion

- 8.65 The additional floorspace proposed is below the 2,500sqm threshold at which the NPPF generally requires impact assessments to be undertaken. An impact assessment, as requested by officers, has been completed of the proposals overall, based on the Council's 2013 Retail Study
- 8.66 This demonstrates that:
- Bognor Regis has a relatively limited fashion and clothing retail offer;
 - Arun District, and the wards to the west of the River Arun, consequently have very considerable leakage of fashion expenditure (70%), outside of the district;
 - The effect of the proposed Next unit would be to recapture an element of this expenditure within the district.
 - The effect of the proposed M&S Simply Food unit on Bognor Regis town centre is likely to be limited, as it is more likely to draw trade from other supermarkets, particularly those in immediate proximity to it and with comparable premium and ready to eat product lines.
 - The M&S Simply Food is unlikely to significantly affect conventional top-up convenience retailers because its product lines are orientated towards the premium and ready to eat sectors of the market.
 - The extent of likely trade diversion from Bognor Regis town centre, as opposed to reducing leakage, is unlikely to be of a scale that would be capable of having a materially significant impact on the overall vitality and viability of the town centre.

- There are no investment proposals that would be directly affected or prejudiced as a result of the proposed development. The Regis and Hothamton sites are leisure and residential led, respectively. There are no proposals for the Retail Quarter that are likely to be feasible in the short to medium term that could be prejudiced by the Next or M&S Simply Food proposals.

8.67 It is therefore considered that the proposed development will not have an impact of such significance, in terms of paragraph 26 of the NPPF, that planning permission should be refused.

9 Planning Assessment / other planning issues

Transport

- 9.1 Arun Retail Park currently has 288 car parking spaces. The construction of the extension to Unit D2 will sit in an area of parking currently utilised by the car maintenance tenant for customer parking. It is proposed that these existing spaces are removed and the area landscaped. This results in a total loss of 13 car parking spaces.
- 9.2 No cycle parking spaces are currently provided within Arun Retail Park. The pedestrian footpath along Shripney Way also doubles as a dedicated cycle route along the dual carriageway, providing links to the wider Bognor Regis area.
- 9.3 Policies DEV26 and DEV27 of the Local Plan have been considered whilst preparing these proposals. The policies state that retail development will need to include provision for access by cycle and by foot, and will need to be easily accessible by public transport and the highway network.
- 9.4 At present, the only cycle parking is available close to the A3 drive through unit within the site. As part of this application, it is proposed to provide a total of 62 covered and secured cycle parking spaces split between the public areas and the rear service yard for the use of customers and staff.
- 9.5 Servicing will continue from the existing service yard that is located to the rear of the units.
- 9.6 A trip generation exercise detailed in the Transport Statement prepared by TTP Consulting illustrated that the proposed non-food retail unit would generate approximately 19 additional two-way vehicle movements during the weekday PM peak hour and an additional 38 two-way movements during the Saturday network peak hour. Therefore, given the volume of additional trips the proposed non-food retail unit is forecast to generate, it is not predicted that any material impact would occur on the local highway network as a result of the development proposals.
- 9.7 In addition, the work undertaken to ascertain the car parks existing capacity and capacity with the non-food retail unit in place demonstrates that the existing car park has the available capacity to accommodate the development proposal; even with the non-food retail unit in place there would still be approximately 42% of total car parking spaces

available in the busiest Saturday peak hour.

- 9.8 The Transport Assessment prepared by TTP Consulting concludes that the proposed development could be successfully accommodated by the local transport network and the existing public transport facilities, and that there is no material reason in transport or highway terms preventing the granting of planning permission for the additional retail floorspace.

Design

- 9.9 Planning permission is sought for the introduction of an additional 177.1 sq. m GEA at ground floor level at Unit D2 and the introduction of 820.7 sq. m GEA of mezzanine floorspace. At Unit D1, it is proposed to introduce additional mezzanine floorspace of 47.7 sq. m GEA which will be for non-trading and a small ground floor extension of 13.3 sq. m GEA. It is proposed to change the use of both units to permit Class A1 retail, including clothing and food sales. Associated facade works to both Units D1 and D2 are also proposed.
- 9.10 The appearance of the existing retail park is typical of first generation retail parks of its type. The retail terrace itself is formed of three main buildings, each subdivided into individual units. The unit's structural frame is expressed in the design and columns are located externally of the main building envelope. Behind the columns the main elevation consists of a brickwork section at low level with profiled metal cladding above.
- 9.11 The building is in need of improvement and modernisation is required in order to bring it up to the standard expected and required of today's modern retailer and retain the building's value to its owner.
- 9.12 The site layout will be retained through the refurbishments of the two retail units. Newly formed entrances will be located within the eastern elevation of the building facing into the car park. It is proposed to increase the presence of Unit D2 by introducing glazing along the southern façade which will provide prominence along the A29 Shripney Way.
- 9.13 The proposed façade refurbishment works bring a new modern aesthetic to the park. The proposed approach seeks to remove the existing brickwork and cladding and replace it with a similar palette of materials in a more contemporary style. Some influence has been taken from the adjacent Sainsbury's foodstore on the opposite side of the A29 Shripney

Way.

- 9.14 It is proposed to introduce full height glazing from ground to a new high level canopy, providing high visibility into the units and allowing the activity within the unit to be a draw to vehicles and pedestrians passing by.
- 9.15 The new façade treatment and high level canopy has been designed in such a way that the same principle can be replicated to the other adjacent units as and when this is possible.
- 9.16 The proposed works will be of a high standard of design and in line with the owner's aim to improve the quality of the facilities provided at Arun Retail Park, modernising the existing ageing retail park and enabling the owner's to attract modern commercial retailers.
- 9.17 Further detail can be found in the Design and Access Statement prepared by Urban Edge Architecture submitted as part of this application.

Flood Risk

- 9.18 The National Planning Policy Framework states that a site-specific flood risk assessment is required for proposals of 1 hectare or greater. The site falls within flood zone 3.
- 9.19 On the basis that the proposed development will increase the built area slightly, a flood risk assessment has been carried out by Environ and is submitted as part of this application.
- 9.20 According to information provided by the Environment Agency and Local Planning Authority, there are no records of flooding from groundwater, surface water, sewers or artificial water bodies close to the Site and the Site is considered to be a low risk from these sources.
- 9.21 The additional mezzanine floorspace will not increase the site's vulnerability to flooding or the risk of flooding elsewhere.
- 9.22 The proposed development is considered appropriate within Flood Zones 1, 2 and 3a.

10 Conclusion

- 10.1 Planning permission is sought for the introduction of an additional 177.1 sq. m GEA at ground floor level at Unit D2 and the introduction of 820.7 sq. m GEA of mezzanine floorspace. At Unit D1, it is proposed to introduce additional mezzanine floorspace of 47.7 sq. m GEA which will be for non-trading and a small ground floor extension of 13.3 sq. m GEA. It is proposed to change the use of both units to permit Class A1 retail, including clothing and food sales. Associated facade works to both Units D1 and D2 are also proposed.
- 10.2 This section considers the proposed development against the policies outlined in the NPPF, in the light of the conclusions reached on the sequential assessment and our assessment of the proposal's effect on Bognor Regis town centre.
- 10.3 Paragraph 26 of the NPPF indicates that planning permission should be refused where the applicant has not demonstrated compliance with the sequential approach or where there is clear evidence that the proposal is likely to lead to significant adverse impacts.
- 10.4 Sequentially preferable sites for the proposed development have been assessed through an approach that complies with the requirements of the NPPF. No sequentially preferable site has been found that meet the tests of viability, availability and suitability. There are no suitable and viable alternative sites for the proposed development.
- 10.5 The additional floorspace has been considered against the relevant policies in the NPPF. The proposed additional floorspace will not have a significant adverse impact on Bognor Regis town centre, due to the strong performance of the former and the very different market, function and offer of the retail park.
- 10.6 The proposals will provide units that are attractive and valuable additions to the shopping offer. The contemporary design proposed will enhance the appearance of the retail park.
- 10.7 We consider that the proposed development complies with the NPPF, the relevant planning policies set out in the Arun Local Plan, and other relevant planning policy and guidance, and will make a positive contribution to Bognor Regis overall. We consider that planning permission should be granted accordingly.

Appendix 1

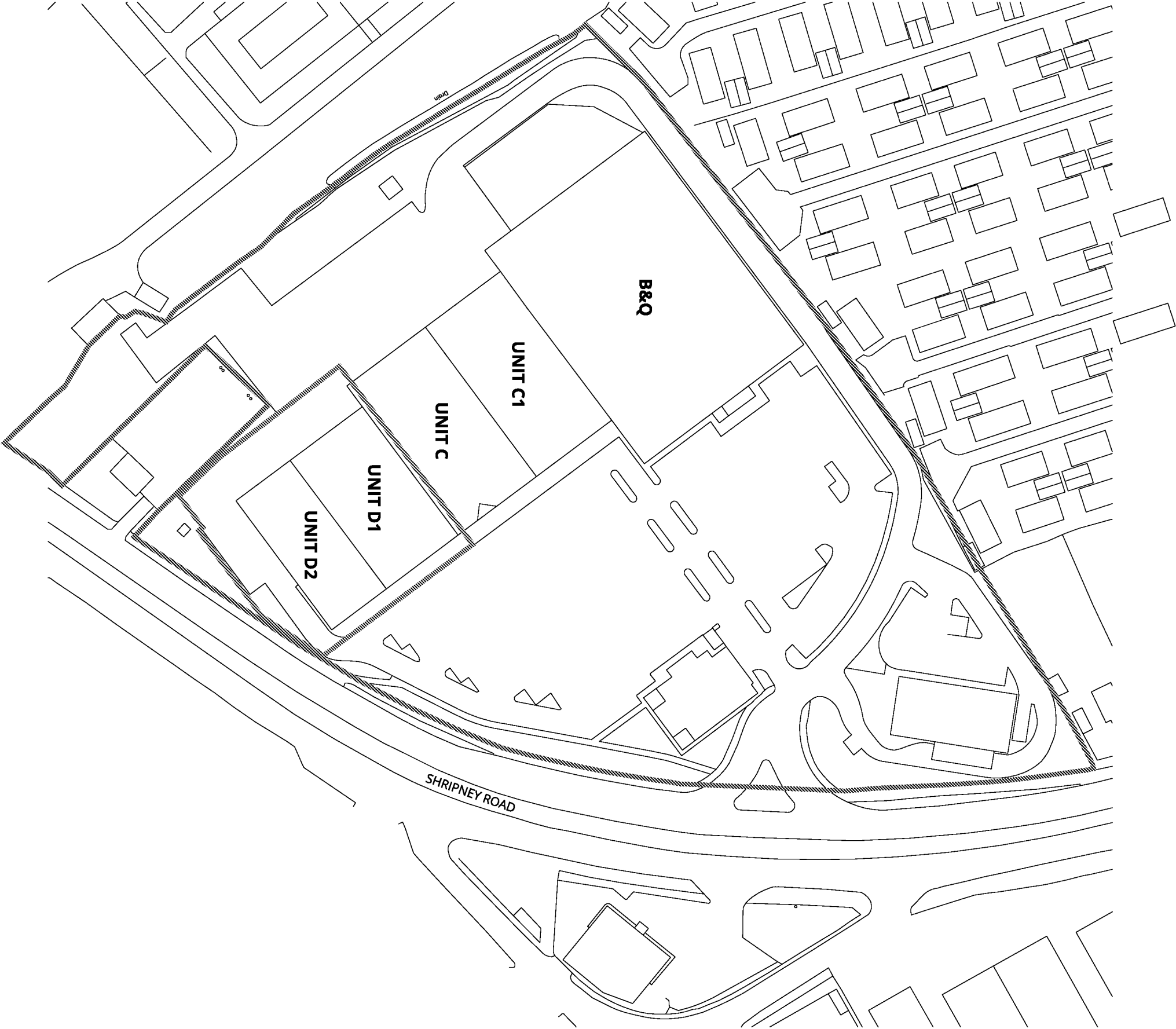
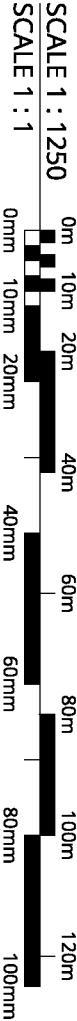
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For information only DO NOT SCALE

SITE ADDRESS:
Arun Retail Park
Shripney Road
Bognor Regis
PO22 9LJ

LEGEND:		APPLICATION BOUNDARIES
		LAND WITHIN
		APPLICANTS OWNERSHIP



Revision	Description	Date
----------	-------------	------



Client
BBC PENSION
TRUST LIMITED

Project
ARUN RETAIL PARK
BOGNOR REGIS
UNITS D1 & D2

Drawing
SITE LOCATION PLAN

Scale	1:1250 @ A3	Drawn	DH
Date	AUG 2013		
Project No. Drawing No.	URB AR [08] 00 01	Revision	D00

Appendix 2

Bognor Regis

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floor space, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of

a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre). The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.

The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial/Business Services and Vacancy sectors.

Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make up a local population, using Mosaic, the world's leading geo-demographic classification system.

Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:

- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a bird's-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing

you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at

<http://www.goadnetwork.co.uk/>

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner which allows clients to run comparisons of neighbouring locations.

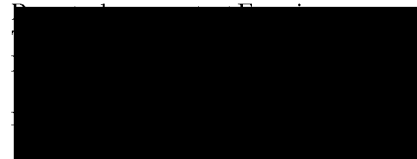
Demographics Online

DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

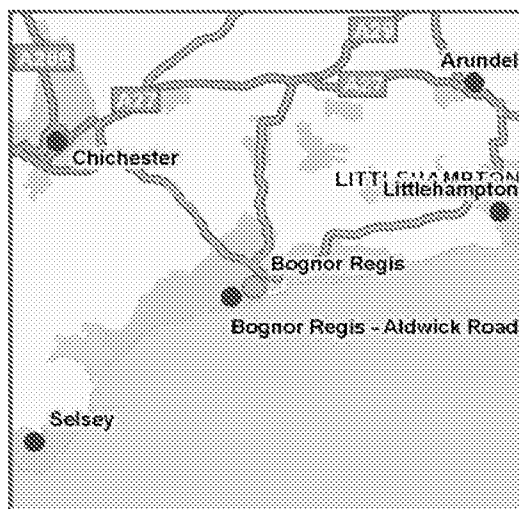
Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database, Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: fascia, address, floor space and co-ordinates.

For further details on these products or if you have any queries regarding your Goad Centre



Bognor Regis



Survey Date: 17-May-11

Closest Centres	Distance (km)
Bognor Regis - Aldwick Road	0.9
Chichester	9.3
Littlehampton	9.7
Selsey	10.1
Arundel	11.4

Key Retail Indicators

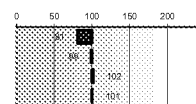
Total Outlets	262
Total Floorspace (sq ft)	463,200
Vacant Outlets	Count 36 % 13.74 % UK 13.66 Index 101
Vacant Floorspace (sq ft)	43,400 9.37 12.10 77
Multiple Outlets	87 33.21 29.38 113
Comparison Outlets	107 40.84 41.28 99

Major Retailers

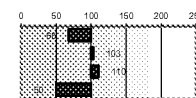
Argos	0	Next	0
BHS	0	O2	1
Boots The Chemist	1	Phones 4 U	1
Burton	1	Primark	0
Carphone Warehouse	1	River Island	0
Clarks	1	Sainsburys	0
Clintons	1	Superdrug	1
Debenhams	0	T K Maxx	0
Dorothy Perkins	1	Tesco	1
H & M	0	Topman	0
H M V	0	Topshop	0
House of Fraser	0	Vodafone	1
John Lewis	0	Waitrose	0
Marks & Spencer	0	Waterstones	0
New Look	1	WHSmith	1
		Wilkinsons	1

Retail Composition

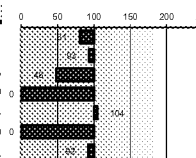
Retail Trade Group	Outlets Number	%	% UK	Index
Convenience	18	6.87	8.51	81
Comparison	107	40.84	41.28	99
Service	95	36.26	35.42	102
Vacant	36	13.74	13.66	101



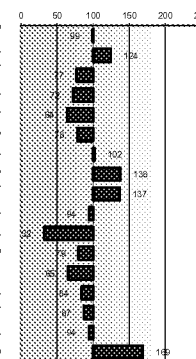
Multiple Retailers by Trade Group	Outlets Number	%	% UK	Index
Convenience	7	8.05	11.82	68
Comparison	48	55.17	53.58	103
Service	31	35.63	32.31	110
Miscellaneous	1	1.15	2.28	50



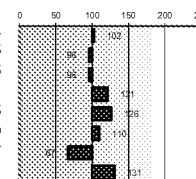
Retail Category	Outlets Number	%	% UK	Index
Convenience	18	6.87	8.51	81
Bakers	5	1.91	2.04	93
Butchers	1	0.38	0.79	48
Greengrocers & fishmongers	0	0.00	0.60	0
Groceries & frozen foods	8	3.05	2.92	104
Off licences & home brew	0	0.00	0.50	0
CTN & convenience	4	1.53	1.66	92



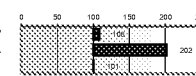
Comparison	107	40.84	41.28	99
Footwear & repairs	6	2.29	1.84	124
Mens, boys wear	2	0.76	0.99	77
Womens, girls & childrens clothing	7	2.67	3.73	72
Mixed & general clothing	7	2.67	4.18	64
Furniture, carpets, textiles	7	2.67	3.43	78
Books, arts/crafts, stationers/copy	12	4.58	4.51	102
Elec. home ent, phones & video	14	5.34	3.88	138
DIY, hardware & household goods	9	3.44	2.52	137
Gifts, china, glass & leather goods	4	1.53	1.62	94
Cars, motor cycles & accessories	1	0.38	1.18	32
Chemists, toiletries & opticians	8	3.05	3.84	79
Variety, department & catalogue	1	0.38	0.59	65
Florists & gardens	2	0.76	0.91	84
Sports, toys, cycles & hobbies	5	1.91	2.19	87
Jewellers, clocks & repairs	5	1.91	2.02	94
Charity, pets & other comparison	17	6.49	3.84	169



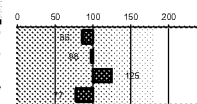
Service	95	36.26	35.42	102
Restaurants, cafes, fast food	40	15.27	15.96	96
Hairdressing, beauty & health	22	8.40	8.76	96
Launderettes & dry cleaners	3	1.15	0.94	121
Travel agents	4	1.53	1.21	126
Banks & financial services	12	4.58	4.17	110
Building societies	1	0.38	0.57	67
Estate agents & auctioneers	13	4.96	3.80	131



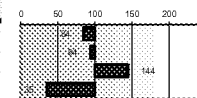
Miscellaneous	42	16.03	14.80	108
Employment, careers, POs & info	6	2.29	1.13	202
Vacant	36	13.74	13.66	101



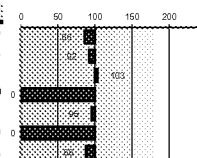
Floorspace	sq.ft	sq.m	%	% UK	Index
Convenience	68,000	6,317	14.68	17.09	86
Comparison	210,300	19,538	45.40	46.37	98
Service	135,300	12,570	29.21	23.43	125
Vacant	43,400	4,032	9.37	12.10	77



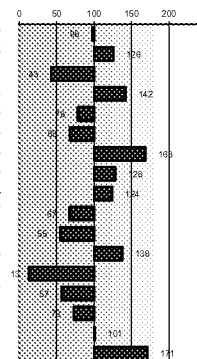
Multiple Retailers by Trade Group	Floorspace sq.ft	sq.m	%	% UK	Index
Convenience	54,800	5,091	21.00	24.96	84
Comparison	135,800	12,616	52.05	55.38	94
Service	69,100	6,420	26.49	18.34	144
Miscellaneous	1,200	111	0.46	1.31	35



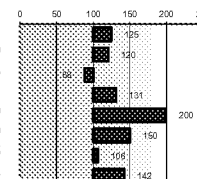
Retail Category	Floorspace sq.ft	sq.m	%	% UK	Index
Convenience	68,000	6,317	14.68	17.09	86
Bakers	4,400	409	0.95	1.03	92
Butchers	2,000	186	0.43	0.42	103
Greengrocers & fishmongers	0	0	0.00	1.26	0
Groceries & frozen foods	55,200	5,128	11.92	12.50	95
Off licences & home brew	0	0	0.00	0.31	0
CTN & convenience	6,400	595	1.38	1.57	88



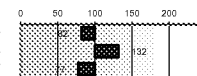
Comparison	210,300	19,538	45.40	46.37	98
Footwear & repairs	7,600	706	1.64	1.31	126
Mens, boys wear	1,700	158	0.37	0.85	43
Womens, girls & childrens clothing	23,600	2,193	5.09	3.59	142
Mixed & general clothing	23,500	2,183	5.07	6.47	78
Furniture, carpets, textiles	12,200	1,133	2.63	3.87	68
Books, arts/crafts, stationers/copy	25,500	2,369	5.51	3.28	168
Elec. home ent, phones & video	18,100	1,682	3.91	3.05	128
DIY, hardware & household goods	27,500	2,555	5.94	4.78	124
Gifts, china, glass & leather goods	2,700	251	0.58	0.86	67
Cars, motor cycles & accessories	4,600	427	0.99	1.81	55
Chemists, toiletries & opticians	24,700	2,295	5.33	3.88	138
Variety, department & catalogue	3,800	353	0.82	6.20	13
Florists & gardens	1,100	102	0.24	0.42	57
Sports, toys, cycles & hobbies	8,200	762	1.77	2.42	73
Jewellers, clocks & repairs	4,300	399	0.93	0.92	101
Charity, pets & other comparison	21,200	1,970	4.58	2.67	171



Service	135,300	12,570	29.21	23.43	125
Restaurants, cafes, fast food	62,200	5,779	13.43	11.15	120
Hairdressing, beauty & health	17,000	1,579	3.67	4.16	88
Launderettes & dry cleaners	2,600	242	0.56	0.43	131
Travel agents	6,700	622	1.45	0.72	200
Banks & financial services	30,700	2,852	6.63	4.41	150
Building societies	2,300	214	0.50	0.47	106
Estate agents & auctioneers	13,800	1,282	2.98	2.09	142



Miscellaneous	49,600	4,608	10.71	13.12	82
Employment, careers, POs & info	6,200	576	1.34	1.02	132
Vacant	43,400	4,032	9.37	12.10	77



For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 966 5003 or E-mail: goad.sales@uk.experian.com



Appendix 3

Bognor Regis

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. However, if the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floor space, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of

a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre). The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.

The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial/Business Services and Vacancy sectors.

Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make up a local population, using Mosaic, the world's leading geo-demographic classification system.

Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:

- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a bird's-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing

you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at

<http://www.goadnetwork.co.uk/>

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

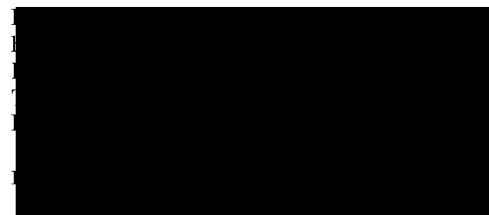
Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner which allows clients to run comparisons of neighbouring locations.

Demographics Online

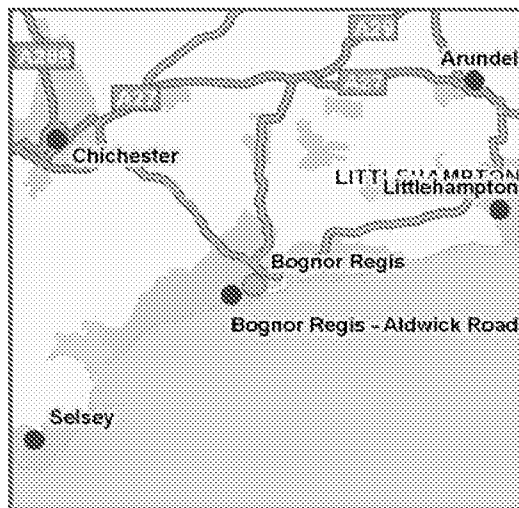
DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database, Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: fascia, address, floor space and co-ordinates.



Bognor Regis



Survey Date: 18-Apr-12

Closest Centres	Distance (km)
Bognor Regis - Aldwick Road	0.9
Chichester	9.3
Littlehampton	9.7
Selsey	10.1
Arundel	11.4

Key Retail Indicators

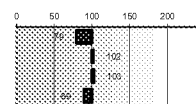
Total Outlets	259
Total Floorspace (sq ft)	458,200
Vacant Outlets	Count 29 % 11.20 % UK 12.57 Index 89
Vacant Floorspace (sq ft)	36,200 7.90 10.64 74
Multiple Outlets	88 33.98 29.30 116
Comparison Outlets	109 42.08 41.17 102

Major Retailers

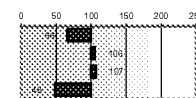
Argos	0	Next	0
BHS	0	O2	1
Boots The Chemist	1	Phones 4 U	1
Burton	1	Primark	0
Carphone Warehouse	1	River Island	0
Clarks	1	Sainsburys	0
Clintons	1	Superdrug	1
Debenhams	0	T K Maxx	0
Dorothy Perkins	1	Tesco	1
H & M	0	Topman	0
H M V	0	Topshop	0
House of Fraser	0	Vodafone	1
John Lewis	0	Waitrose	0
Marks & Spencer	0	Waterstones	0
New Look	1	WHSmith	1
		Wilkinsons	1

Retail Composition

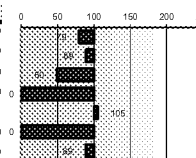
Retail Trade Group	Outlets Number	%	% UK	Index
Convenience	18	6.95	8.74	79
Comparison	109	42.08	41.17	102
Service	97	37.45	36.36	103
Vacant	29	11.20	12.57	89



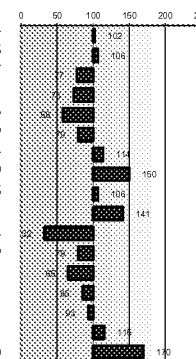
Multiple Retailers by Trade Group	Outlets Number	%	% UK	Index
Convenience	7	7.95	11.98	66
Comparison	49	55.68	52.77	106
Service	31	35.23	32.88	107
Miscellaneous	1	1.14	2.36	48



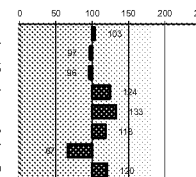
Retail Category	Outlets Number	%	% UK	Index
Convenience	18	6.95	8.74	79
Bakers	5	1.93	2.16	89
Butchers	1	0.39	0.78	50
Greengrocers & fishmongers	0	0.00	0.62	0
Groceries & frozen foods	8	3.09	2.94	105
Off licences & home brew	0	0.00	0.51	0
CTN & convenience	4	1.54	1.74	89



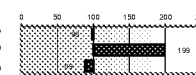
Comparison	109	42.08	41.17	102
Footwear & repairs	5	1.93	1.82	106
Mens, boys wear	2	0.77	1.00	77
Womens, girls & childrens clothing	7	2.70	3.71	73
Mixed & general clothing	6	2.32	3.99	58
Furniture, carpets, textiles	7	2.70	3.42	79
Books, arts/crafts, stationers/copy	13	5.02	4.42	114
Elec. home ent, phones & video	15	5.79	3.87	150
DIY, hardware & household goods	7	2.70	2.54	106
Gifts, china, glass & leather goods	6	2.32	1.64	141
Cars, motor cycles & accessories	1	0.39	1.19	32
Chemists, toiletries & opticians	8	3.09	3.89	79
Variety, department & catalogue	1	0.39	0.59	65
Florists & gardens	2	0.77	0.90	85
Sports, toys, cycles & hobbies	5	1.93	2.08	93
Jewellers, clocks & repairs	6	2.32	2.01	115
Charity, pets & other comparison	18	6.95	4.09	170



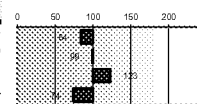
Service	97	37.45	36.36	103
Restaurants, cafes, fast food	41	15.83	16.35	97
Hairdressing, beauty & health	23	8.88	9.24	96
Launderettes & dry cleaners	3	1.16	0.93	124
Travel agents	4	1.54	1.16	133
Banks & financial services	13	5.02	4.25	118
Building societies	1	0.39	0.58	67
Estate agents & auctioneers	12	4.63	3.85	120



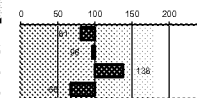
Miscellaneous	35	13.51	13.73	98
Employment, careers, POs & info	6	2.32	1.17	199
Vacant	29	11.20	12.57	89



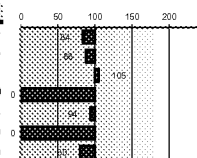
Floorspace	sq.ft	sq.m	%	% UK	Index
Convenience	68,000	6,317	14.84	17.68	84
Comparison	210,200	19,528	45.88	46.33	99
Service	136,400	12,672	29.77	24.30	123
Vacant	36,200	3,363	7.90	10.64	74



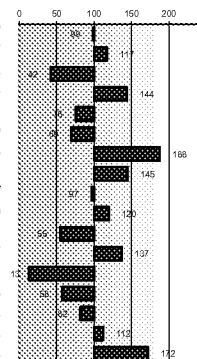
Multiple Retailers by Trade Group	Floorspace sq.ft	sq.m	%	% UK	Index
Convenience	54,800	5,091	20.61	25.39	81
Comparison	139,600	12,969	52.50	54.43	96
Service	69,100	6,420	25.99	18.85	138
Miscellaneous	2,400	223	0.90	1.34	68



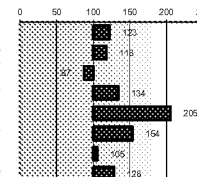
Retail Category	Floorspace sq.ft	sq.m	%	% UK	Index
Convenience	68,000	6,317	14.84	17.68	84
Bakers	4,400	409	0.96	1.09	88
Butchers	2,000	186	0.44	0.42	105
Greengrocers & fishmongers	0	0	0.00	1.30	0
Groceries & frozen foods	55,200	5,128	12.05	12.81	94
Off licences & home brew	0	0	0.00	0.31	0
CTN & convenience	6,400	595	1.40	1.75	80



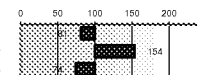
Comparison	210,200	19,528	45.88	46.33	99
Footwear & repairs	7,000	650	1.53	1.31	117
Mens, boys wear	1,700	158	0.37	0.88	42
Womens, girls & childrens clothing	23,600	2,193	5.15	3.58	144
Mixed & general clothing	21,800	2,025	4.76	6.31	75
Furniture, carpets, textiles	12,200	1,133	2.66	3.83	69
Books, arts/crafts, stationers/copy	27,500	2,555	6.00	3.20	188
Elec. home ent, phones & video	19,900	1,849	4.34	3.00	145
DIY, hardware & household goods	21,700	2,016	4.74	4.91	97
Gifts, china, glass & leather goods	4,800	446	1.05	0.88	120
Cars, motor cycles & accessories	4,600	427	1.00	1.83	55
Chemists, toiletries & opticians	24,700	2,295	5.39	3.93	137
Variety, department & catalogue	3,800	353	0.83	6.21	13
Florists & gardens	1,100	102	0.24	0.42	58
Sports, toys, cycles & hobbies	8,500	790	1.86	2.26	82
Jewellers, clocks & repairs	4,700	437	1.03	0.92	112
Charity, pets & other comparison	22,600	2,100	4.93	2.87	172



Service	136,400	12,672	29.77	24.30	123
Restaurants, cafes, fast food	63,200	5,871	13.79	11.67	118
Hairdressing, beauty & health	17,700	1,644	3.86	4.44	87
Launderettes & dry cleaners	2,600	242	0.57	0.42	134
Travel agents	6,700	622	1.46	0.71	205
Banks & financial services	31,400	2,917	6.85	4.45	154
Building societies	2,300	214	0.50	0.48	105
Estate agents & auctioneers	12,500	1,161	2.73	2.13	128



Miscellaneous	43,600	4,051	9.52	11.69	81
Employment, careers, POs & info	7,400	687	1.62	1.05	154
Vacant	36,200	3,363	7.90	10.64	74



For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 968 5003 or E-mail: goad.sales@uk.experian.com

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understanding or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and

15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

Appendix 4



Hilary Term
[2012] UKSC 13
On appeal from: [2011] CSIH 9

JUDGMENT

Tesco Stores Limited (Appellants) v Dundee City Council (Respondents) (Scotland)

before

**Lord Hope, Deputy President
Lord Brown
Lord Kerr
Lord Dyson
Lord Reed**

JUDGMENT GIVEN ON

21 March 2012

Heard on 15 and 16 February 2012

Appellants

Martin Kingston QC
Jane Munro
(Instructed by Semple
Fraser LLP)

Respondents

Douglas Armstrong QC
James Findlay QC
(Instructed by Gillespie
Macandrew LLP)

*Interveners (Asda Stores
Limited and MacDonald
Estates Group PLC)*
Malcolm Thomson QC
Kenny McBrearty
(Instructed by Brodies
LLP)

LORD REED (with whom Lord Brown, Lord Kerr and Lord Dyson agree)

1. If you drive into Dundee from the west along the A90 (T), you will pass on your left a large industrial site. It was formerly occupied by NCR, one of Dundee's largest employers, but its factory complex closed some years ago and the site has lain derelict ever since. In 2009 Asda Stores Ltd and MacDonald Estates Group plc, the interveners in the present appeal, applied for planning permission to develop a superstore there. Dundee City Council, the respondents, concluded that a decision to grant planning permission would not be in accordance with the development plan, but was nevertheless justified by other material considerations. Their decision to grant the application is challenged in these proceedings by Tesco Stores Ltd, the appellants, on the basis that the respondents proceeded on a misunderstanding of one of the policies in the development plan: a misunderstanding which, it is argued, vitiated their assessment of whether a departure from the plan was justified. In particular, it is argued that the respondents misunderstood a requirement, in the policies concerned with out of centre retailing, that it must be established that no suitable site is available, in the first instance, within and thereafter on the edge of city, town or district centres.

The legislation

2. Section 37(2) of the Town and Country Planning (Scotland) Act 1997, as in force at the time of the relevant decision, provides:

“In dealing with [an application for planning permission] the authority shall have regard to the provisions of the development plan, so far as material to the application, and to any other material considerations.”

Section 25 provides:

“Where, in making any determination under the planning Acts, regard is to be had to the development plan, the determination is, unless material considerations indicate otherwise –

(a) to be made in accordance with that plan...”

The development plan

3. The development plan in the present case is an “old development plan” within the meaning of paragraph 1 of Schedule 1 to the 1997 Act. As such, it is defined by section 24 of the 1997 Act, as that section applied before the coming into force of section 2 of the Planning Etc. (Scotland) Act 2006, as including the approved structure plan and the adopted or approved local plan. The relevant structure plan in the present case is the Dundee and Angus Structure Plan, which became operative in 2002, at a time when the NCR plant remained in operation. As is explained in the introduction to the structure plan, its purpose is to provide a long term vision for the area and to set out the broad land use planning strategy guiding development and change. It includes a number of strategic planning policies. It sets the context for local plans, which translate the strategy into greater detail. Its preparation took account of national planning policy guidelines.

4. The structure plan includes a chapter on town centres and retailing. The introduction explains that the relevant Government guidance is contained in National Planning Policy Guidance 8, *Town Centres and Retailing* (revised 1998). I note that that document (NPPG 8) was replaced in 2006 by *Scottish Planning Policy: Town Centres and Retailing* (SPP 8), which was in force at the time of the decision under challenge, and which was itself replaced in 2010 by *Scottish Planning Policy* (SPP). The relevant sections of all three documents are in generally similar terms. The structure plan continues, at para 5.2:

“A fundamental principle of NPPG 8 is that of the sequential approach to site selection for new retail developments ... On this basis, town centres should be the first choice for such developments, followed by edge of centre sites and, only after this, out of centre sites which are currently or potentially accessible by different means of transport.”

In relation to out of centre developments, that approach is reflected in Town Centres and Retailing Policy 4: Out of Centre Retailing:

“In keeping with the sequential approach to site selection for new retail developments, proposals for new or expanded out of centre retail developments in excess of 1000 sq m gross will only be acceptable where it can be established that:

- no suitable site is available, in the first instance, within and thereafter on the edge of city, town or district centres;
- individually or cumulatively it would not prejudice the vitality and viability of existing city, town or district centres;
- the proposal would address a deficiency in shopping provision which cannot be met within or on the edge of the above centres;
- the site is readily accessible by modes of transport other than the car;
- the proposal is consistent with other Structure Plan policies.”

5. The relevant local plan is the Dundee Local Plan, which came into operation in 2005, prior to the closure of the NCR plant. Like the structure plan, it notes that national planning policy guidance emphasises the need to protect and enhance the vitality and viability of town centres. It continues, at para 52.2:

“As part of this approach planning authorities should adopt a sequential approach to new shopping developments with first preference being town centres, which in Dundee’s case are the City centre and the District Centres.”

That approach is reflected in Policy 45: Location of New Retail Developments:

“The City Centre and District Centres will be the locations of first choice for new or expanded retail developments not already identified in the Local Plan. Proposals for retail developments outwith these locations will only be acceptable where it can be established that:

- a) no suitable site is available, in the first instance, within and thereafter on the edge of the City Centre or District Centres; and

- b) individually or cumulatively it would not prejudice the vitality and viability of the City Centre or District Centres; and
- c) the proposal would address a deficiency in shopping provision which cannot be met within or on the edge of these centres; and
- d) the site is readily accessible by modes of transport other than the car; and
- e) the proposal is consistent with other Local Plan policies.”

6. It is also relevant to note the guidance given in NPPG 8, as revised in 1998, to which the retailing sections of the structure plan and the local plan referred. Under the heading “Sequential Approach”, the guidance stated:

“12. Planning authorities and developers should adopt a sequential approach to selecting sites for new retail, commercial leisure developments and other key town centre uses ... First preference should be for town centre sites, where sites or buildings suitable for conversion are available, followed by edge-of-centre sites, and only then by out-of-centre sites in locations that are, or can be made easily accessible by a choice of means of transport ...

13. In support of town centres as the first choice, the Government recognises that the application of the sequential approach requires flexibility and realism from developers and retailers as well as planning authorities. In preparing their proposals developers and retailers should have regard to the format, design, scale of the development, and the amount of car parking in relation to the circumstances of the particular town centre. In addition they should also address the need to identify and assemble sites which can meet not only their requirements, but in a manner sympathetic to the town setting. As part of such an approach, they should consider the scope for accommodating the proposed development in a different built form, and where appropriate adjusting or sub-dividing large proposals, in order that their scale might offer a better fit with existing development in the town centre ...

14. Planning authorities should also be responsive to the needs of retailers and other town centre businesses. In consultation with the private sector, they should assist in identifying sites in the town

centre which could be suitable and viable, for example, in terms of size and siting for the proposed use, and are likely to become available in a reasonable time ...

15. Only if it can be demonstrated that all town centre options have been thoroughly addressed and a view taken on availability, should less central sites in out-of-centre locations be considered for key town centre uses. Where development proposals in such locations fall outwith the development plan framework, it is for developers to demonstrate that town centre and edge-of-centre options have been thoroughly assessed. Even where a developer, as part of a sequential approach, demonstrates an out-of-centre location to be the most appropriate, the impact on the vitality and viability of existing centres still has to be shown to be acceptable ...”

The consideration of the application

7. The interveners’ application was for planning permission to develop a foodstore, café and petrol filling station, with associated car parking, landscaping and infrastructure, including access roads. The proposals also involved improvements to the junction with the A90 (T), the upgrading of a pedestrian underpass, the provision of footpaths and cycle ways, and improvements to adjacent roadways. A significant proportion of the former NCR site lay outside the application site. It was envisaged that vehicular access to this land could be achieved using one of the proposed access roads.

8. In his report to the respondents, the Director of City Development advised that the application was contrary to certain aspects of the employment and retailing policies of the development plan. In relation to the employment policies, in particular, the proposal was contrary to policies which required the respondents to safeguard the NCR site for business use. The Director considered however that the application site was unlikely to be re-developed for business uses in the short term, and that its re-development as proposed would improve the development prospects of the remainder of the NCR site. In addition, the infrastructure improvements would provide improved access which would benefit all businesses in an adjacent industrial estate.

9. In relation to the retailing policies, the Director considered the application in the light of the criteria in Retailing Policy 4 of the structure plan. In relation to the first criterion he stated:

“It must be demonstrated, in the first instance, that no suitable site is available for the development either within the city/district centres or, thereafter on the edge of these centres ... While noting that the Lochee District Centre lies within the primary catchment area for the proposal, [the retail statement submitted on behalf of the interveners] examines the potential site opportunities in and on the edge of that centre and also at the Hilltown and Perth Road District Centres. The applicants conclude that there are no sites or premises available in or on the edge of existing centres capable of accommodating the development under consideration. Taking account of the applicant’s argument it is accepted that at present there is no suitable site available to accommodate the proposed development.”

In relation to the remaining criteria, the Director concluded that the proposed development was likely to have a detrimental effect on the vitality and viability of Lochee District Centre, and was therefore in conflict with the second criterion. The potential impact on Lochee could however be minimised by attaching conditions to any permission granted so as to restrict the size of the store, limit the type of goods for sale and prohibit the provision of concessionary units. The proposal was also considered to be in conflict with the third criterion: there was no deficiency in shopping provision which the proposal would address. The fourth criterion, concerned with accessibility by modes of transport other than the car, was considered to be met. Similar conclusions were reached in relation to the corresponding criteria in Policy 45 of the local plan.

10. In view of the conflict with the employment and retailing policies, the Director considered that the proposal did not fully comply with the provisions of the development plan. He identified however two other material considerations of particular significance. First, the proposed development would bring economic benefits to the city. The closure of the NCR factory had been a major blow to the economy, but the re-development of the application site would create more jobs than had been lost when the factory finally closed. The creation of additional employment opportunities within the city was considered to be a strong material consideration. Secondly, the development would also provide a number of planning benefits. There would be improvements to the strategic road network which would assist in the free flow of traffic along the A90 (T). The development would also assist in the re-development of the whole of the former NCR site through the provision of enhanced road access and the clearance of buildings from the site. The access improvements would also assist in the development of an economic development area to the west. These benefits were considered to be another strong material consideration.

11. The Director concluded that the proposal was not in accordance with the development plan, particularly with regard to the employment and retailing

policies. There were however other material considerations of sufficient weight to justify setting aside those policies and offering support for the development, subject to suitable conditions. He accordingly recommended that consent should be granted, subject to specified conditions.

12. The application was considered by the respondents' entire council sitting as the respondents' Development Quality Committee. After hearing submissions on behalf of the interveners and also on behalf of the appellants, the respondents decided to follow the Director's recommendation. The reasons which they gave for their decision repeated the Director's conclusions:

“It is concluded that the proposal does not undermine the core land use and environmental strategies of the development plan. The planning and economic benefits that would accrue from the proposed development would be important to the future development and viability of the city as a regional centre. These benefits are considered to be of a significant weight and sufficient to set aside the relevant provisions of the development plan.”

The present proceedings

13. The submissions on behalf of the appellants focused primarily upon an alleged error of interpretation of the first criterion in Retailing Policy 4 of the structure plan, and of the equivalent criterion in Policy 45 of the local plan. If there was a dispute about the meaning of a development plan policy which the planning authority was bound to take into account, it was for the court to determine what the words were capable of meaning. If the planning authority attached a meaning to the words which they were not properly capable of bearing, then it made an error of law, and failed properly to understand the policy. In the present case, the Director had interpreted “suitable” as meaning “suitable for the development proposed by the applicant”; and the respondents had proceeded on the same basis. That was not however a tenable meaning. Properly interpreted, “suitable” meant “suitable for meeting identified deficiencies in retail provision in the area”. Since no such deficiency had been identified, it followed on a proper interpretation of the plan that the first criterion did not require to be considered: it was inappropriate to undertake the sequential approach. The Director's report had however implied that the first criterion was satisfied, and that the proposal was to that extent in conformity with the sequential approach. The respondents had proceeded on that erroneous basis. They had thus failed to identify correctly the extent of the conflict between the proposal and the development plan. In consequence, their assessment of whether other material considerations justified a departure from the plan was inherently flawed.

14. The respondents had compounded their error, it was submitted, by treating the proposed development as definitive when assessing whether a “suitable” site was available. That approach permitted developers to drive a coach and horses through the sequential approach: they could render the policy nugatory by the simple expedient of putting forward proposals which were so large that they could only be accommodated outside town and district centres. In the present case, there was a site available in Lochee which was suitable for food retailing and which was sequentially preferable to the application site. The Lochee site had been considered as part of the assessment of the proposal, but had been found to be unsuitable because it could not accommodate the scale of development to which the interveners aspired.

15. In response, counsel for the respondents submitted that it was for the planning authority to interpret the relevant policy, exercising its planning judgment. Counsel accepted that, if there was a dispute about the meaning of the words in a policy document, it was for the court to determine as a matter of law what the words were capable of meaning. The planning authority would only make an error of law if it attached a meaning to the words which they were not capable of bearing. In the present case, the relevant policies required all the specified criteria to be satisfied. The respondents had proceeded on the basis that the proposal failed to accord with the second and third criteria. In those circumstances, the respondents had correctly concluded that the proposal was contrary to the policies in question. How the proposal had been assessed against the first criterion was immaterial.

16. So far as concerned the assessment of “suitable” sites, the interveners’ retail statement reflected a degree of flexibility. There had been a consideration of all sites of at least 2.5 ha, whereas the application site extended to 6.68 ha. The interveners had also examined sites which could accommodate only food retailing, whereas their application had been for both food and non-food retailing. The Lochee site extended to only 1.45 ha, and could accommodate a store of only half the size proposed. It also had inadequate car parking. The Director, and the respondents, had accepted that it was not a suitable site for these reasons.

Discussion

17. It has long been established that a planning authority must proceed upon a proper understanding of the development plan: see, for example, *Gransden & Co Ltd v Secretary of State for the Environment* (1985) 54 P & CR 86, 94 per Woolf J, affd (1986) 54 P & CR 361; *Horsham DC v Secretary of State for the Environment* (1991) 63 P & CR 219, 225-226 per Nolan LJ. The need for a proper understanding follows, in the first place, from the fact that the planning authority is required by statute to have regard to the provisions of the development plan: it

cannot have regard to the provisions of the plan if it fails to understand them. It also follows from the legal status given to the development plan by section 25 of the 1997 Act. The effect of the predecessor of section 25, namely section 18A of the Town and Country (Planning) Scotland Act 1972 (as inserted by section 58 of the Planning and Compensation Act 1991), was considered by the House of Lords in the case of *City of Edinburgh Council v Secretary of State for Scotland* 1998 SC (HL) 33, [1997] 1 WLR 1447. It is sufficient for present purposes to cite a passage from the speech of Lord Clyde, with which the other members of the House expressed their agreement. At p 44, 1459, his Lordship observed:

“In the practical application of sec 18A it will obviously be necessary for the decision-maker to consider the development plan, identify any provisions in it which are relevant to the question before him and make a proper interpretation of them. His decision will be open to challenge if he fails to have regard to a policy in the development plan which is relevant to the application or fails properly to interpret it.”

18. In the present case, the planning authority was required by section 25 to consider whether the proposed development was in accordance with the development plan and, if not, whether material considerations justified departing from the plan. In order to carry out that exercise, the planning authority required to proceed on the basis of what Lord Clyde described as “a proper interpretation” of the relevant provisions of the plan. We were however referred by counsel to a number of judicial dicta which were said to support the proposition that the meaning of the development plan was a matter to be determined by the planning authority: the court, it was submitted, had no role in determining the meaning of the plan unless the view taken by the planning authority could be characterised as perverse or irrational. That submission, if correct, would deprive sections 25 and 37(2) of the 1997 Act of much of their effect, and would drain the need for a “proper interpretation” of the plan of much of its meaning and purpose. It would also make little practical sense. The development plan is a carefully drafted and considered statement of policy, published in order to inform the public of the approach which will be followed by planning authorities in decision-making unless there is good reason to depart from it. It is intended to guide the behaviour of developers and planning authorities. As in other areas of administrative law, the policies which it sets out are designed to secure consistency and direction in the exercise of discretionary powers, while allowing a measure of flexibility to be retained. Those considerations point away from the view that the meaning of the plan is in principle a matter which each planning authority is entitled to determine from time to time as it pleases, within the limits of rationality. On the contrary, these considerations suggest that in principle, in this area of public administration as in others (as discussed, for example, in *R (Raissi) v Secretary of State for the Home Department* [2008] QB 836), policy statements should be interpreted

objectively in accordance with the language used, read as always in its proper context.

19. That is not to say that such statements should be construed as if they were statutory or contractual provisions. Although a development plan has a legal status and legal effects, it is not analogous in its nature or purpose to a statute or a contract. As has often been observed, development plans are full of broad statements of policy, many of which may be mutually irreconcilable, so that in a particular case one must give way to another. In addition, many of the provisions of development plans are framed in language whose application to a given set of facts requires the exercise of judgment. Such matters fall within the jurisdiction of planning authorities, and their exercise of their judgment can only be challenged on the ground that it is irrational or perverse (*Tesco Stores Ltd v Secretary of State for the Environment* [1995] 1 WLR 759, 780 per Lord Hoffmann). Nevertheless, planning authorities do not live in the world of Humpty Dumpty: they cannot make the development plan mean whatever they would like it to mean.

20. The principal authority referred to in relation to this matter was the judgment of Brooke LJ in *R v Derbyshire County Council, Ex p Woods* [1997] JPL 958 at 967. Properly understood, however, what was said there is not inconsistent with the approach which I have described. In the passage in question, Brooke LJ stated:

“If there is a dispute about the meaning of the words included in a policy document which a planning authority is bound to take into account, it is of course for the court to determine as a matter of law what the words are capable of meaning. If the decision maker attaches a meaning to the words they are not properly capable of bearing, then it will have made an error of law, and it will have failed properly to understand the policy.”

By way of illustration, Brooke LJ referred to the earlier case of *Northavon DC v Secretary of State for the Environment* [1993] JPL 761, which concerned a policy applicable to “institutions standing in extensive grounds”. As was observed, the words spoke for themselves, but their application to particular factual situations would often be a matter of judgment for the planning authority. That exercise of judgment would only be susceptible to review in the event that it was unreasonable. The latter case might be contrasted with the case of *R (Heath and Hampstead Society) v Camden LBC* [2008] 2 P & CR 233, where a planning authority’s decision that a replacement dwelling was not “materially larger” than its predecessor, within the meaning of a policy, was vitiated by its failure to understand the policy correctly: read in its context, the phrase “materially larger” referred to the size of the new building compared with its predecessor, rather than

requiring a broader comparison of their relative impact, as the planning authority had supposed. Similarly in *City of Edinburgh Council v Scottish Ministers* 2001 SC 957 the reporter's decision that a licensed restaurant constituted "similar licensed premises" to a public house, within the meaning of a policy, was vitiated by her misunderstanding of the policy: the context was one in which a distinction was drawn between public houses, wine bars and the like, on the one hand, and restaurants, on the other.

21. A provision in the development plan which requires an assessment of whether a site is "suitable" for a particular purpose calls for judgment in its application. But the question whether such a provision is concerned with suitability for one purpose or another is not a question of planning judgment: it is a question of textual interpretation, which can only be answered by construing the language used in its context. In the present case, in particular, the question whether the word "suitable", in the policies in question, means "suitable for the development proposed by the applicant", or "suitable for meeting identified deficiencies in retail provision in the area", is not a question which can be answered by the exercise of planning judgment: it is a logically prior question as to the issue to which planning judgment requires to be directed.

22. It is of course true, as counsel for the respondents submitted, that a planning authority might misconstrue part of a policy but nevertheless reach the same conclusion, on the question whether the proposal was in accordance with the policy, as it would have reached if it had construed the policy correctly. That is not however a complete answer to a challenge to the planning authority's decision. An error in relation to one part of a policy might affect the overall conclusion as to whether a proposal was in accordance with the development plan even if the question whether the proposal was in conformity with the policy would have been answered in the same way. The policy criteria with which the proposal was considered to be incompatible might, for example, be of less weight than the criteria which were mistakenly thought to be fulfilled. Equally, a planning authority might misconstrue part of a policy but nevertheless reach the same conclusion as it would otherwise have reached on the question whether the proposal was in accordance with the development plan. Again, however, that is not a complete answer. Where it is concluded that the proposal is not in accordance with the development plan, it is necessary to understand the nature and extent of the departure from the plan which the grant of consent would involve in order to consider on a proper basis whether such a departure is justified by other material considerations.

23. In the present case, the Lord Ordinary rejected the appellants' submissions on the basis that the interpretation of planning policy was always primarily a matter for the planning authority, whose assessment could be challenged only on the basis of unreasonableness: there was, in particular, more than one way in

which the sequential approach could reasonably be applied ([2010] CSOH 128, para 23). For the reasons I have explained, that approach does not correctly reflect the role which the court has to play in the determination of the meaning of the development plan. A different approach was adopted by the Second Division: since, it was said, the proposal was in head-on conflict with the retail and employment policies of the development plan, and the sequential approach offered no justification for it, a challenge based upon an alleged misapplication of the sequential approach was entirely beside the point (2011 SC 457, [2011] CSIH 9, para 38). For the reasons I have explained, however, even where a proposal is plainly in breach of policy and contrary to the development plan, a failure properly to understand the policy in question may result in a failure to appreciate the full extent or significance of the departure from the development plan which the grant of consent would involve, and may consequently vitiate the planning authority's determination. Whether there has in fact been a misunderstanding of the policy, and whether any such misunderstanding may have led to a flawed decision, has therefore to be considered.

24. I turn then to the question whether the respondents misconstrued the policies in question in the present case. As I have explained, the appellants' primary contention is that the word "suitable", in the first criterion of Retailing Policy 4 of the structure plan and the corresponding Policy 45 of the local plan, means "suitable for meeting identified deficiencies in retail provision in the area", whereas the respondents proceeded on the basis of the construction placed upon the word by the Director of City Development, namely "suitable for the development proposed by the applicant". I accept, subject to a qualification which I shall shortly explain, that the Director and the respondents proceeded on the latter basis. Subject to that qualification, it appears to me that they were correct to do so, for the following reasons.

25. First, that interpretation appears to me to be the natural reading of the policies in question. They have been set out in paras 4 and 5 above. Read short, Retailing Policy 4 of the structure plan states that proposals for new or expanded out of centre retail developments will only be acceptable where it can be established that a number of criteria are satisfied, the first of which is that "no suitable site is available" in a sequentially preferable location. Policy 45 of the local plan is expressed in slightly different language, but it was not suggested that the differences were of any significance in the present context. The natural reading of each policy is that the word "suitable", in the first criterion, refers to the suitability of sites for the proposed development: it is the proposed development which will only be acceptable at an out of centre location if no suitable site is available more centrally. That first reason for accepting the respondents' interpretation of the policy does not permit of further elaboration.

26. Secondly, the interpretation favoured by the appellants appears to me to conflate the first and third criteria of the policies in question. The first criterion concerns the availability of a “suitable” site in a sequentially preferable location. The third criterion is that the proposal would address a deficiency in shopping provision which cannot be met in a sequentially preferable location. If “suitable” meant “suitable for meeting identified deficiencies in retail provision”, as the appellants contend, then there would be no distinction between those two criteria, and no purpose in their both being included.

27. Thirdly, since it is apparent from the structure and local plans that the policies in question were intended to implement the guidance given in NPPG 8 in relation to the sequential approach, that guidance forms part of the relevant context to which regard can be had when interpreting the policies. The material parts of the guidance are set out in para 6 above. They provide further support for the respondents’ interpretation of the policies. Paragraph 13 refers to the need to identify sites which can meet the requirements of developers and retailers, and to the scope for accommodating the proposed development. Paragraph 14 advises planning authorities to assist the private sector in identifying sites which could be suitable for the proposed use. Throughout the relevant section of the guidance, the focus is upon the availability of sites which might accommodate the proposed development and the requirements of the developer, rather than upon addressing an identified deficiency in shopping provision. The latter is of course also relevant to retailing policy, but it is not the issue with which the specific question of the suitability of sites is concerned.

28. I said earlier that it was necessary to qualify the statement that the Director and the respondents proceeded, and were correct to proceed, on the basis that “suitable” meant “suitable for the development proposed by the applicant”. As paragraph 13 of NPPG 8 makes clear, the application of the sequential approach requires flexibility and realism from developers and retailers as well as planning authorities. The need for flexibility and realism reflects an inbuilt difficulty about the sequential approach. On the one hand, the policy could be defeated by developers’ and retailers’ taking an inflexible approach to their requirements. On the other hand, as Sedley J remarked in *R v Teesside Development Corporation, Ex p William Morrison Supermarket plc and Redcar and Cleveland BC* [1998] JPL 23, 43, to refuse an out-of-centre planning consent on the ground that an admittedly smaller site is available within the town centre may be to take an entirely inappropriate business decision on behalf of the developer. The guidance seeks to address this problem. It advises that developers and retailers should have regard to the circumstances of the particular town centre when preparing their proposals, as regards the format, design and scale of the development. As part of such an approach, they are expected to consider the scope for accommodating the proposed development in a different built form, and where appropriate adjusting or sub-dividing large proposals, in order that their scale may fit better with existing

development in the town centre. The guidance also advises that planning authorities should be responsive to the needs of retailers. Where development proposals in out-of-centre locations fall outside the development plan framework, developers are expected to demonstrate that town centre and edge-of-centre options have been thoroughly assessed. That advice is not repeated in the structure plan or the local plan, but the same approach must be implicit: otherwise, the policies would in practice be inoperable.

29. It follows from the foregoing that it would be an over-simplification to say that the characteristics of the proposed development, such as its scale, are necessarily definitive for the purposes of the sequential test. That statement has to be qualified to the extent that the applicant is expected to have prepared his proposals in accordance with the recommended approach: he is, for example, expected to have had regard to the circumstances of the particular town centre, to have given consideration to the scope for accommodating the development in a different form, and to have thoroughly assessed sequentially preferable locations on that footing. Provided the applicant has done so, however, the question remains, as Lord Glennie observed in *Lidl UK GmbH v Scottish Ministers* [2006] CSOH 165, para 14, whether an alternative site is suitable for the proposed development, not whether the proposed development can be altered or reduced so that it can be made to fit an alternative site.

30. In the present case, it is apparent that a flexible approach was adopted. The interveners did not confine their assessment to sites which could accommodate the development in the precise form in which it had been designed, but examined sites which could accommodate a smaller development and a more restricted range of retailing. Even taking that approach, however, they did not regard the Lochee site vacated by the appellants as being suitable for their needs: it was far smaller than they required, and its car parking facilities were inadequate. In accepting that assessment, the respondents exercised their judgment as to how the policy should be applied to the facts: they did not proceed on an erroneous understanding of the policy.

31. Finally, I would observe that an error by the respondents in interpreting their policies would be material only if there was a real possibility that their determination might otherwise have been different. In the particular circumstances of the present case, I am not persuaded that there was any such possibility. The considerations in favour of the proposed development were very powerful. They were also specific to the particular development proposed: on the information before the respondents, there was no prospect of any other development of the application site, or of any development elsewhere which could deliver equivalent planning and economic benefits. Against that background, the argument that a different decision might have been taken if the respondents had been advised that

the first criterion in the policies in question did not arise, rather than that criterion had been met, appears to me to be implausible.

Conclusion

32. For these reasons, and those given by Lord Hope, with which I am in entire agreement, I would dismiss the appeal.

LORD HOPE

33. The question that lies at the heart of this case is whether the respondents acted unlawfully in their interpretation of the sequential approach which both the structure plan and the relevant local plan required them to adopt to new retail developments within their area. According to that approach, proposals for new or expanded out of centre developments of this kind are acceptable only where it can be established, among other things, that no suitable site is available, in the first instance, within and thereafter on the edge of city, town or district centres. Is the test as to whether no suitable site is available in these locations, when looked at sequentially, to be addressed by asking whether there is a site in each of them in turn which is suitable for the proposed development? Or does it direct attention to the question whether the proposed development could be altered or reduced so as to fit into a site which is available there as a location for this kind of development?

34. The sequential approach is described in National Planning Policy Guidance Policy 8, *Town Centres and Retailing*, para 5.2 as a fundamental principle of NPPG 8. In *R v Rochdale Metropolitan Borough Council, Ex p Milne*, 31 July 2000, not reported, paras 48-49, Sullivan J said that it was not unusual for development plan policies to pull in different directions and, having regard to what Lord Clyde said about the practical application of the statutory rule in *City of Edinburgh v Secretary of State for Scotland* 1998 SC (HL) 33 at p 44, that he regarded as untenable the proposition that if there was a breach of any one policy in a development plan a proposed development could not be said to be “in accordance with the plan”. In para 52 he said that the relative importance of a given policy to the overall objectives of the development plan was essentially a matter for the judgment of the local planning authority and that a legalistic approach to the interpretation of development plan policies was to be avoided.

35. I see no reason to question these propositions, to which Mr Kingston QC for the appellants drew our attention in his reply to Mr Armstrong’s submissions for the respondents. But I do not think that they are in point in this case. We are concerned here with a particular provision in the planning documents to which the

respondents are required to have regard by the statute. The meaning to be given to the crucial phrase is not a matter that can be left to the judgment of the planning authority. Nor, as the Lord Ordinary put it in his opinion at [2010] CSOH 128, para 23, is the interpretation of the policy which it sets out primarily a matter for the decision maker. As Mr Thomson for the interveners pointed out, the challenge to the respondents' decision to follow the Director's recommendation and approve the proposed development is not that it was *Wednesbury* unreasonable but that it was unlawful. I agree with Lord Reed that the issue is one of law, reading the words used objectively in their proper context.

36. In *Lidl UK GmbH v The Scottish Ministers* [2006] CSOH 165 the appellants appealed against a decision of the Scottish Ministers to refuse planning permission for a retail unit to be developed on a site outwith Irvine town centre. The relevant provision in the local plan required the sequential approach to be adopted to proposals for new retail development out with the town centre boundaries. Among the criteria that had to be satisfied was the requirement that no suitable sites were available, or could reasonably be made available, in or on the edge of existing town centres. In other words, town centre sites were to be considered first before edge of centre or out of town sites. The reporter held that the existing but soon to be vacated Lidl town centre site was suitable for the proposed development, although it was clear as a matter of fact that this site could not accommodate it. In para 13 Lord Glennie noted that counsel for the Scottish Ministers accepted that a site would be "suitable" in terms of the policy only if it was suitable for, or could accommodate, the development as proposed by the developer. In para 14 he said that the question was whether the alternative town centre site was suitable for the proposed development, not whether the proposed development could be altered or reduced so that it could fit in to it.

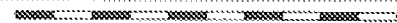
37. Mr Kingston submitted that Lord Glennie's approach would rob the sequential approach of all its force, and in the Inner House it was submitted that his decision proceeded on a concession by counsel which ought not to have been made: [2011] CSIH 9, 2011 SC 457, para 31. But I think that Lord Glennie's interpretation of the phrase was sound and that counsel was right to accept that it had the meaning which she was prepared to give to it. The wording of the relevant provision in the local plan in that case differed slightly from that with which we are concerned in this case, as it included the phrase "or can reasonably be made available". But the question to which it directs attention is the same. It is the proposal for which the developer seeks permission that has to be considered when the question is asked whether no suitable site is available within or on the edge of the town centre.

38. The context in which the word "suitable" appears supports this interpretation. It is identified by the opening words of the policy, which refer to "proposals for new or expanded out of centre retail developments" and then set out

the only circumstances in which developments outwith the specified locations will be acceptable. The words “the proposal” which appear in the third and fifth of the list of the criteria which must be satisfied serve to reinforce the point that the whole exercise is directed to what the developer is proposing, not some other proposal which the planning authority might seek to substitute for it which is for something less than that sought by the developer. It is worth noting too that the phrase “no suitable site is available” appears in Policy 46 of the local plan relating to commercial developments. Here too the context indicates that the issue of suitability is directed to the developer’s proposals, not some alternative scheme which might be suggested by the planning authority. I do not think that this is in the least surprising, as developments of this kind are generated by the developer’s assessment of the market that he seeks to serve. If they do not meet the sequential approach criteria, bearing in mind the need for flexibility and realism to which Lord Reed refers in para 28, above, they will be rejected. But these criteria are designed for use in the real world in which developers wish to operate, not some artificial world in which they have no interest doing so.

39. For these reasons which I add merely as a footnote I agree with Lord Reed, for all the reasons he gives, that this appeal should be dismissed. I would affirm the Second Division’s interlocutor.

Appendix 5



125 metres



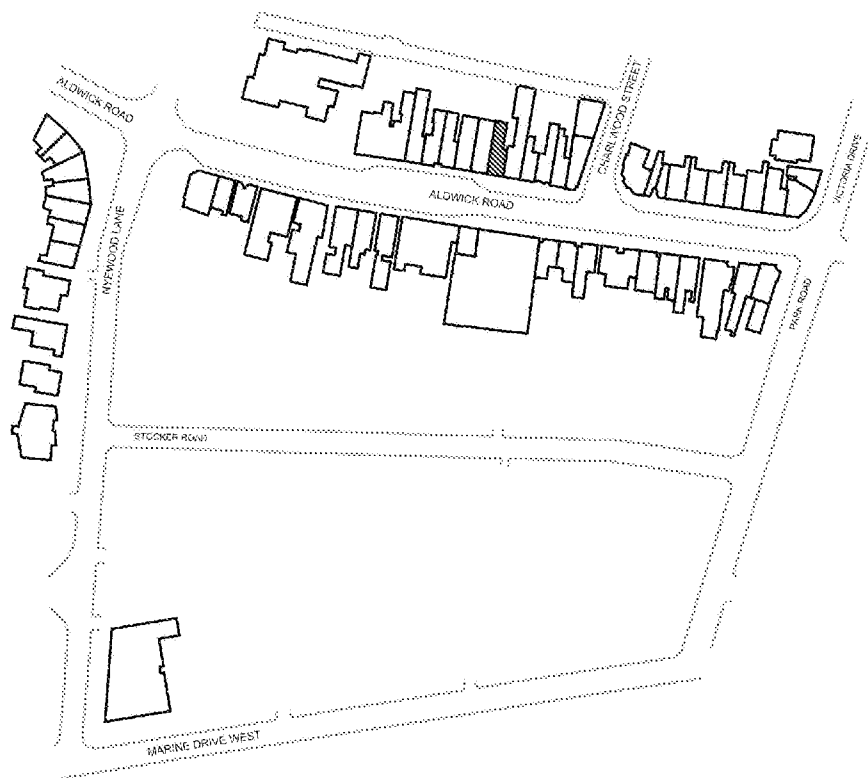
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Appendix 6

Appendix 6 - Clothing Expenditure

Table 1 Next Turnover

Gross External Area (sqm)	1716
NSA:GEA (Efficiency)	60%
Net Sales Area	1029.6
Next Average Turnover (£ / sqm)	£4,876.06
Estimated Turnover	£5,020,391.38

Table 2 Total West of Arun Clothing Expenditure (£m)

	1	2	3	4	5	6	7	8	Total (West of Arun)
Arundel	£0.00	£0.08	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.18
Bognor TC	£1.52	£2.09	£0.79	£3.82	£1.46	£1.12	£0.42	£0.90	£12.11
Littlehampton	£0.06	£0.00	£0.00	£0.00	£0.10	£0.06	£0.31	£0.08	£0.60
Rustington	£0.00	£0.00	£0.00	£0.19	£0.10	£0.00	£0.05	£0.08	£0.42
Sainsburys, Bognor	£0.06	£0.08	£0.18	£0.19	£0.10	£0.06	£0.00	£0.08	£0.74
Tesco, Bognor	£0.06	£0.00	£0.00	£0.19	£0.10	£0.00	£0.05	£0.00	£0.40
BR Retail Park/Matalan	£0.12	£0.00	£0.09	£0.19	£0.00	£0.00	£0.00	£0.00	£0.40
Tesco, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.10	£0.06	£0.10	£0.00	£0.26
Asda, Ferring	£0.06	£0.00	£0.00	£0.00	£0.00	£0.11	£0.05	£0.00	£0.22
Elsewhere, Arun	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Chi CC	£1.76	£2.09	£3.94	£4.91	£3.20	£1.39	£1.61	£3.02	£21.91
Chi Other	£0.00	£0.00	£0.09	£0.19	£0.00	£0.00	£0.00	£0.17	£0.45
Worthing TC	£0.06	£0.15	£0.18	£0.00	£0.49	£0.38	£0.21	£0.08	£1.53
Worthing Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Holmbush/Shoreham	£0.00	£0.00	£0.00	£0.19	£0.19	£0.00	£0.00	£0.00	£0.38
Brighton	£0.06	£0.00	£0.00	£0.55	£0.10	£0.16	£0.00	£0.25	£1.12
Portsmouth	£0.42	£0.37	£0.18	£1.45	£0.19	£0.06	£0.26	£0.41	£3.34
Elsewhere	£0.12	£0.37	£0.61	£0.36	£0.58	£0.27	£0.15	£0.49	£2.96
Internet	£0.24	£0.22	£0.52	£1.28	£0.49	£0.21	£0.57	£0.49	£4.03

Table 3 **Total East of Arun Clothing Expenditure (£m)**

	9	10	11	12	13	14	15	Total
Arundel	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
Bognor TC	£0.08	£0.17	£0.61	£0.00	£1.45	£0.37	£0.15	£2.84
Littlehampton	£0.06	£0.31	£0.00	£0.19	£1.45	£0.18	£0.08	£2.26
Rustington	£0.00	£0.09	£0.00	£0.19	£0.49	£1.48	£0.30	£2.55
Sainsburys, Bognor	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Bognor	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
BR Retail Park/Matalan	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
Tesco, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.72	£0.18	£0.00	£0.90
Asda, Ferring	£0.00	£0.00	£2.38	£0.19	£1.21	£0.00	£0.08	£3.86
Elsewhere, Arun	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chi CC	£1.43	£1.72	£1.17	£0.32	£2.17	£1.10	£1.13	£9.04
Chi Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Worthing TC	£0.06	£0.26	£21.31	£2.51	£6.52	£4.42	£2.04	£37.10
Worthing Other	£0.00	£0.00	£2.38	£0.06	£0.00	£0.37	£0.23	£3.04
Holmbush/Shoreham	£0.00	£0.00	£2.94	£0.06	£0.24	£0.55	£0.45	£4.24
Brighton	£0.03	£0.00	£4.15	£0.39	£1.21	£0.93	£0.30	£7.00
Portsmouth	£0.03	£0.13	£1.17	£0.06	£0.49	£0.37	£0.00	£2.25
Elsewhere	£0.11	£0.17	£5.32	£0.26	£0.49	£1.28	£0.15	£7.78
Internet	£0.25	£0.22	£1.77	£0.58	£1.68	£2.58	£0.53	£7.61

Table 4a **Next Trade Draw, Scenario 1 (85% of Next Expenditure arising West of Arun), £m**

	Total Clothing Expenditure (pre-Next) (Totals, Table 12, Appendix Dii) %age of Total Clothing Expenditure Total Clothing Expenditure (post-Next) Trade Diversion to Next			
Arundel	£0.18	0%	£0.17	-£0.02
Bognor TC	£12.11	24%	£11.10	-£1.01
Littlehampton	£0.60	1%	£0.55	-£0.05
Rustington	£0.42	1%	£0.39	-£0.04
Sainsburys, Bognor	£0.74	1%	£0.67	-£0.06
Tesco, Bognor	£0.40	1%	£0.37	-£0.03
BR Retail Park/Matalan	£0.40	1%	£0.36	-£0.03
Tesco, Littlehampton	£0.26	1%	£0.24	-£0.02
Asda, Ferring	£0.22	0%	£0.20	-£0.02
Elsewhere, Arun	£0.08	0%	£0.07	-£0.01
Chi CC	£21.91	43%	£20.08	-£1.83
Chi Other	£0.45	1%	£0.41	-£0.04
Worthing TC	£1.53	3%	£1.41	-£0.13
Worthing Other	£0.00	0%	£0.00	£0.00
Holmbush/Shoreham	£0.38	1%	£0.35	-£0.03
Brighton	£1.12	2%	£1.02	-£0.09
Portsmouth	£3.34	7%	£3.06	-£0.28
Elsewhere	£2.96	6%	£2.71	-£0.25
Internet	£4.03	8%	£3.69	-£0.34
Next	0		£4.27	
Total	£51.13		£51.13	-£4.27

Table 4b **Next Trade Draw, Scenario 1 (15% of Next Expenditure arising East of Arun), £m**

	Total Clothing Expenditure (pre-Next) (Totals, Table 12, Appendix Dii) %age of Total Clothing Expenditure Total Clothing Expenditure (post-Next) Trade Diversion to Next			
Arundel	£0.17	0%	£0.17	£0.00
Bognor TC	£2.84	3%	£2.81	-£0.02
Littlehampton	£2.26	2%	£2.24	-£0.02
Rustington	£2.55	3%	£2.53	-£0.02
Sainsburys, Bognor	£0.00	0%	£0.00	£0.00
Tesco, Bognor	£0.03	0%	£0.03	£0.00
BR Retail Park/Matalan	£0.04	0%	£0.04	£0.00
Tesco, Littlehampton	£0.90	1%	£0.90	-£0.01
Asda, Ferring	£3.86	4%	£3.83	-£0.03
Elsewhere, Arun	£0.00	0%	£0.00	£0.00
Chi CC	£9.04	10%	£8.96	-£0.08
Chi Other	£0.00	0%	£0.00	£0.00
Worthing TC	£37.10	41%	£36.80	-£0.31
Worthing Other	£3.04	3%	£3.02	-£0.03
Holmbush/Shoreham	£4.24	5%	£4.20	-£0.04
Brighton	£7.00	8%	£6.95	-£0.06
Portsmouth	£2.25	2%	£2.23	-£0.02
Elsewhere	£7.78	9%	£7.72	-£0.06
Internet	£7.61	8%	£7.55	-£0.06
Next	0		£0.75	
Total	£90.72		£90.72	-£0.75

Table 5 **Next Trade Draw, Scenario 1 (Totals, £m)**

	Total Clothing Expenditure (pre-Next) (Table 5a + 5b)	Total Clothing Expenditure (post-Next) (Table 5a + 5b)	Trade Diversion to Next
Arundel	£0.36	£0.34	-£0.02
Bognor TC	£14.94	£13.91	-£1.03
Littlehampton	£2.86	£2.79	-£0.07
Rustington	£2.97	£2.92	-£0.06
Sainsburys, Bognor	£0.74	£0.67	-£0.06
Tesco, Bognor	£0.43	£0.39	-£0.03
BR Retail Park/Matalan	£0.44	£0.41	-£0.03
Tesco, Littlehampton	£1.16	£1.13	-£0.03
Asda, Ferring	£4.08	£4.03	-£0.05
Elsewhere, Arun	£0.08	£0.07	-£0.01
Chi CC	£30.95	£29.05	-£1.90
Chi Other	£0.45	£0.41	-£0.04
Worthing TC	£38.64	£38.20	-£0.44
Worthing Other	£3.04	£3.02	-£0.03
Holmbush/Shoreham	£4.62	£4.55	-£0.07
Brighton	£8.12	£7.97	-£0.15
Portsmouth	£5.59	£5.29	-£0.30
Elsewhere	£10.74	£10.43	-£0.31
Internet	£11.64	£11.24	-£0.40
Next		£5.02	
Total	£141.85	£141.85	-£5.02

Table 6 **Next Trade Draw, Scenario 2 (Distribute Next spending evenly across District), £m**

	Total Clothing Expenditure (pre-Next) (Totals, Table 12, Appendix Dii) %age of Total Clothing Expenditure Total Clothing Expenditure (post-Next) Trade Diversion to Next			
Arundel	£0.36	0%	£0.35	-£0.01
Bognor TC	£14.94	11%	£14.42	-£0.53
Littlehampton	£2.86	2%	£2.76	-£0.10
Rustington	£2.97	2%	£2.87	-£0.11
Sainsburys, Bognor	£0.74	1%	£0.71	-£0.03
Tesco, Bognor	£0.43	0%	£0.41	-£0.02
BR Retail Park/Matalan	£0.44	0%	£0.42	-£0.02
Tesco, Littlehampton	£1.16	1%	£1.12	-£0.04
Asda, Ferring	£4.08	3%	£3.93	-£0.14
Elsewhere, Arun	£0.08	0%	£0.08	£0.00
Chi CC	£30.95	22%	£29.86	-£1.10
Chi Other	£0.45	0%	£0.43	-£0.02
Worthing TC	£38.64	27%	£37.27	-£1.37
Worthing Other	£3.04	2%	£2.93	-£0.11
Holmbush/Shoreham	£4.62	3%	£4.46	-£0.16
Brighton	£8.12	6%	£7.83	-£0.29
Portsmouth	£5.59	4%	£5.39	-£0.20
Elsewhere	£10.74	8%	£10.36	-£0.38
Internet	£11.64	8%	£11.23	-£0.41
Next	£0.00	0%	£5.02	£5.02
Total	£141.85		£141.85	

Appendix 7

Appendix 7 - Food Expenditure

Table 1 **M&S Turnover**

Gross External Area (sqm)	1452
Non-trading mezzanine	486
Café	0
Net Sales Area	780
M&S SF Average Turnover (£ / sqm)	£10,928.00
Estimated Turnover	£8,523,840.00

Table 2 **Total Food Spending from M&S Catchment (Zones 1-6, 8) From Table 10, Appendix Di**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 8	Total (Zone 1-6,8)
Tesco, Shripney Road, Bognor Regis	£4.12	£5.28	£5.58	£16.30	£3.10	£0.22	£2.70	£37.30
Sainsbury's, Bognor Regis	£2.62	£3.26	£4.24	£5.95	£4.30	£0.83	£1.59	£22.79
Sainsbury's, Westthampnett, Chichester	£0.90	£0.15	£0.79	£0.77	£0.21	£1.04	£2.93	£6.79
Waitrose, Ravenna, Chichester	£0.15	£0.46	£0.96	£0.57	£0.00	£0.00	£0.56	£2.70
Marks and Spencer, East Street, Chichester	£0.00	£0.07	£0.48	£0.19	£0.29	£0.00	£0.65	£1.75
Morrisons, Bedford Way, Bognor Regis	£2.02	£1.90	£2.19	£6.86	£1.84	£0.95	£0.24	£16.00
Tesco, Broadpiece, Littlehampton		£0.00	£0.00	£0.00	£3.96	£4.02	£1.91	£9.89
Internet / online	£0.00	£0.31	£0.20	£0.77	£0.63	£0.88	£1.11	£4.65
Co-op, Rose Green Road, Bognor Regis	£0.81	£0.14	£2.24	£0.36	£0.00	£0.00	£0.00	£3.55
Local shops, Bognor Regis	£0.29	£0.75	£0.52	£0.94	£0.29	£0.06	£0.08	£2.93
Lidl, Peel centre, Shripney, Bognor Regis	£0.37	£0.87	£0.48	£0.96	£0.00	£0.06	£0.00	£2.74
Iceland, Queensway, Bognor Regis	£0.22	£0.31	£0.17	£0.95	£0.21	£0.06	£0.56	£2.48
Co-op, Hawthorne Road, Bognor Regis	£0.07	£0.14	£0.54	£1.70	£0.00	£0.00	£0.00	£2.45
Waitrose, Avon Road Littlehampton		£0.00	£0.00	£0.00	£1.15	£0.55	£0.08	£1.78
Asda, Ferring, West Worthing	£0.22	£0.46	£0.00	£0.96	£0.40	£0.11	£0.16	£2.31
Tesco Express, Felpham Way, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£1.72	£0.52	£0.00	£2.24
Tesco, Fishbourne Road, Chichester	£0.60	£0.22	£0.48	£0.00	£0.00	£0.00	£0.56	£1.86
Tesco Express, Aldwick Road, Bognor Regis	£0.07	£0.00	£0.52	£0.75	£0.00	£0.00	£0.08	£1.42
Co-op, Barnham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.38	£1.38
Tesco Express, Pagham Road, Bognor Regis	£1.10	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£1.36
Local shops, Middleton-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.38	£0.69	£0.00	£1.07
Local shops, Felpham	£0.00	£0.00	£0.00	£0.19	£0.67	£0.00	£0.00	£0.86
Sainsbury's, New Road, Rustington	£0.00	£0.00	£0.00	£0.38	£0.21	£0.00	£0.16	£0.75
One Stop, Elmer Road, Middleton-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.29	£0.35	£0.00	£0.64
Sainsbury's, High Street, Littlehampton	£0.00	£0.00	£0.00	£0.19	£0.21	£0.22	£0.00	£0.62
The Trading Post, Barnham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.56
Local shops, Chichester	£0.22	£0.00	£0.00	£0.00	£0.10	£0.00	£0.16	£0.48

Lidl, Littlehampton	£0.15	£0.00	£0.00	£0.00	£0.10	£0.06	£0.16	£0.47
Tesco Express, Chichester Road, South Bersted	£0.00	£0.14	£0.00	£0.19	£0.00	£0.06	£0.00	£0.39
Local shops, North Bersted	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Tesco Express, Station Road, Bognor Regis	£0.00	£0.14	£0.00	£0.19	£0.00	£0.00	£0.00	£0.33
Local shops, Eastergate	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32
Local shops, Rose Green	£0.15	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.32
Co-op, The Parade, Pagham	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29
One Stop, Hawthorn Road, Bognor Regis	£0.00	£0.07	£0.00	£0.19	£0.00	£0.00	£0.00	£0.26
Local shops, Pagham	£0.07	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.26
Co-op, Felpham Way, Felpham, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.19	£0.06	£0.00	£0.25
Co-op, Nyetimber Lane, Aldwick	£0.07	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.24
Morrisons, Lakesmere Road, Horndean	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.20
Local shops, Aldwick	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.17
Asda, Telford Drive, Cippenham, Slough, Berks	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.16
Asda, Larchwood Avenue, Bedhampton	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
Local shops, Elmer	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.12
Co-op, Main Road, Yapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.11
Waitrose, High Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10
Local shops, Balcombe	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10
Tesco Metro, London Road, Pulborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Local shops, Barnham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Local shops, Westergate	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Local shops, Woodgate	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Local shops, Yapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Lidl, Portfield Way, Chichester	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
One Stop, Durlston Drive, Bognor Regis	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Tesco Extra, Hazlewick Avenue, Crawley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.06
Tesco Metro, Tooley Street, Southwark	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.06
Local shops, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.06
Co-op, Wick Street, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, Churchill Parade, Rustington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, Goring Road, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Lyon Farm Retail Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, West Durrington, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, South Street, Chichester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Aldi, Carlton Terrace, Portslade, Brighton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asda, Speedfields Park, Newgate Lane, Fareham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Fareham Road, Wickham, Fareham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Ferring Street, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Manor Parade, Salvington Road, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Salvington Road, Durrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, The Boulevard, Nelson Road, Durrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, The Square, Angmering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00

Iceland, Surrey Street, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, North Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Marks and Spencer BP, Worthing Road, Rustington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Marks and Spencer, Montague Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Morrisons, Newland Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
One Stop, North Lane, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Spar, Goring Road, Goring-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Findon Road, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Finisterre Way, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Goring Way, Goring-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Littlehampton Road, Durrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Rectory Road, Salvington, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Sterling Parade, The Street, Rustington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Between Streets, Cobham, Surrey	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, West Street, East Grinstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Angmering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Arundel	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, East Preston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Findon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Goring-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Rustington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Sharpthorne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Slindon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Tarring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Walberton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Arundel	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Broadmark Lane, Rustington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Goring, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total	£138.65							

Table 3 **Origin of M&S Simply Food Expenditure**

	%age of M&S Expenditure	Expenditure
Group 1 - Shripney Road	50%	£4,261,920.00
Group 2 - Out of District Supermarkets	15%	£1,278,576.00
Group 3 - M&S Chichester	10%	£852,384.00
Group 4 - Others	25%	£2,130,960.00

Table 4a **Group 1**

	Total Food Expenditure (pre- Distribution of M&S) (Zone 1-6, 8)	Expenditure within Group	Total Food Expenditure (Post-M&S) (Zone 1-6, 8)	Trade Draw	Total Food Expenditure (pre- M&S) (District Wide)	Total Food Expenditure (Post-M&S) (District Wide)	%age Trade to M&S
Tesco, Shripney Road, Bognor Regis	£37.30	62%	£34.65	-£2.65	£37.89	£35.24	-6.98%
Sainsbury's, Bognor Regis	£22.79	38%	£21.17	-£1.62	£25.04	£23.42	-6.46%

Table 4b **Group 2**

	Total Food Expenditure (pre- Distribution of M&S) (Zone 1-6, 8)	Expenditure within Group	Total Food Expenditure (Post-M&S) (Zone 1-6, 8)	Trade Draw	Total Food Expenditure (pre- M&S) (District Wide)	Total Food Expenditure (Post-M&S) (District Wide)	%age Trade to M&S
Sainsbury's, Westthampnett, Chichester	£6.79	72%	£5.88	-£0.91	£10.87	£9.96	-8.42%
Waitrose, Ravenna, Chichester	£2.70	28%	£2.34	-£0.36	£3.83	£3.47	-9.50%

Table 4c **Group 3**

	Total Food Expenditure (pre- Distribution of M&S) (Zone 1-6, 8)	Expenditure within Group	Total Food Expenditure (Post-M&S) (Zone 1-6, 8)	Trade Draw	Total Food Expenditure (pre- M&S) (District Wide)	Total Food Expenditure (Post-M&S) (District Wide)	%age Trade to M&S
Marks and Spencer, East Street, Chichester	£1.75	100%	£0.90	-£0.85	£2.16	£1.31	-39.46%

Table 4d

Group 4

	Total Food Expenditure (pre- Distribution of M&S) (Zone 1-6, 8)	Expenditure within Group	Total Food Expenditure (Post-M&S) (Zone 1-6, 8)	Trade Draw	Total Food Expenditure (pre- M&S) (District Wide)	Total Food Expenditure (Post-M&S) (District Wide)	%age Trade to M&S
Morrisons, Bedford Way, Bognor Regis	£16.00	24%	£15.49	-£0.51	£16.74	£16.23	-3.03%
Tesco, Broadpiece, Littlehampton	£9.89	15%	£9.58	-£0.31	£44.38	£44.07	-0.71%
Internet / online	£4.65	7%	£4.50	-£0.15	£13.30	£13.15	-1.11%
Co-op, Rose Green Road, Bognor Regis	£3.55	5%	£3.44	-£0.11	£3.56	£3.45	-3.16%
Local shops, Bognor Regis	£2.93	4%	£2.84	-£0.09	£3.45	£3.36	-2.69%
Lidl, Peel centre, Shripney, Bognor Regis	£2.74	4%	£2.65	-£0.09	£2.87	£2.78	-3.02%
Iceland, Queensway, Bognor Regis	£2.48	4%	£2.40	-£0.08	£2.54	£2.46	-3.09%
Co-op, Hawthorne Road, Bognor Regis	£2.45	4%	£2.37	-£0.08	£2.49	£2.41	-3.11%
Waitrose, Avon Road Littlehampton	£1.78	3%	£1.72	-£0.06	£11.93	£11.87	-0.47%
Asda, Ferring, West Worthing	£2.31	3%	£2.24	-£0.07	£23.92	£23.85	-0.31%
Tesco Express, Felpham Way, Bognor Regis	£2.24	3%	£2.17	-£0.07	£2.24	£2.17	-3.17%
Tesco, Fishbourne Road, Chichester	£1.86	3%	£1.80	-£0.06	£2.18	£2.12	-2.70%
Tesco Express, Aldwick Road, Bognor Regis	£1.42	2%	£1.38	-£0.04	£1.42	£1.38	-3.17%
Co-op, Barnham	£1.38	2%	£1.34	-£0.04	£1.94	£1.90	-2.25%
Tesco Express, Pagham Road, Bognor Regis	£1.36	2%	£1.32	-£0.04	£1.36	£1.32	-3.17%
Local shops, Middleton-on-Sea	£1.07	2%	£1.04	-£0.03	£1.07	£1.04	-3.17%
Local shops, Felpham	£0.86	1%	£0.83	-£0.03	£0.86	£0.83	-3.17%
Sainsbury's, New Road, Rustington	£0.75	1%	£0.73	-£0.02	£33.35	£33.33	-0.07%
One Stop, Elmer Road, Middleton-on-Sea	£0.64	1%	£0.62	-£0.02	£0.63	£0.61	-3.22%
Sainsbury's, High Street, Littlehampton	£0.62	1%	£0.60	-£0.02	£4.31	£4.29	-0.46%
The Trading Post, Barnham	£0.56	1%	£0.54	-£0.02	£0.73	£0.71	-2.43%
Local shops, Chichester	£0.48	1%	£0.46	-£0.02	£0.70	£0.68	-2.17%
Lidl, Littlehampton	£0.47	1%	£0.46	-£0.01	£1.11	£1.10	-1.34%
Tesco Express, Chichester Road, South Bersted	£0.39	1%	£0.38	-£0.01	£0.38	£0.37	-3.25%
Local shops, North Bersted	£0.34	1%	£0.33	-£0.01	£0.34	£0.33	-3.17%
Tesco Express, Station Road, Bognor Regis	£0.33	0%	£0.32	-£0.01	£0.32	£0.31	-3.26%
Local shops, Eastergate	£0.32	0%	£0.31	-£0.01	£0.32	£0.31	-3.17%
Local shops, Rose Green	£0.32	0%	£0.31	-£0.01	£0.32	£0.31	-3.17%
Co-op, The Parade, Pagham	£0.29	0%	£0.28	-£0.01	£0.29	£0.28	-3.17%
One Stop, Hawthorn Road, Bognor Regis	£0.26	0%	£0.25	-£0.01	£0.26	£0.25	-3.17%
Local shops, Pagham	£0.26	0%	£0.25	-£0.01	£0.26	£0.25	-3.17%
Co-op, Felpham Way, Felpham, Bognor Regis	£0.25	0%	£0.24	-£0.01	£0.25	£0.24	-3.17%
Co-op, Nyetimber Lane, Aldwick	£0.24	0%	£0.23	-£0.01	£0.25	£0.24	-3.04%
Morrisons, Lakesmere Road, Horndean	£0.20	0%	£0.19	-£0.01	£0.20	£0.19	-3.17%
Local shops, Aldwick	£0.17	0%	£0.16	-£0.01	£0.17	£0.16	-3.17%
Asda, Telford Drive, Cippenham, Slough, Berksh	£0.16	0%	£0.15	-£0.01	£0.16	£0.15	-3.17%
Asda, Larchwood Avenue, Bedhampton	£0.15	0%	£0.15	£0.00	£0.15	£0.15	-3.17%
Local shops, Elmer	£0.12	0%	£0.12	£0.00	£0.12	£0.12	-3.17%

Co-op, Main Road, Yapton	£0.11	0%	£0.11	£0.00	£1.28	£1.28	-0.27%
Waitrose, High Street, Worthing	£0.10	0%	£0.10	£0.00	£8.53	£8.53	-0.04%
Local shops, Balcombe	£0.10	0%	£0.10	£0.00	£0.10	£0.10	-3.17%
Tesco Metro, London Road, Pulborough	£0.08	0%	£0.08	£0.00	£0.18	£0.18	-1.41%
Local shops, Barnham	£0.08	0%	£0.08	£0.00	£0.17	£0.17	-1.49%
Local shops, Westergate	£0.08	0%	£0.08	£0.00	£0.08	£0.08	-3.17%
Local shops, Woodgate	£0.08	0%	£0.08	£0.00	£0.08	£0.08	-3.17%
Local shops, Yapton	£0.08	0%	£0.08	£0.00	£0.51	£0.51	-0.50%
Lidl, Portfield Way, Chichester	£0.07	0%	£0.07	£0.00	£0.13	£0.13	-1.70%
One Stop, Durlston Drive, Bognor Regis	£0.07	0%	£0.07	£0.00	£0.07	£0.07	-3.17%
Tesco Extra, Hazlewick Avenue, Crawley	£0.06	0%	£0.06	£0.00	£0.06	£0.06	-3.17%
Tesco Metro, Tooley Street, Southwark	£0.06	0%	£0.06	£0.00	£0.06	£0.06	-3.17%
Local shops, Littlehampton	£0.06	0%	£0.06	£0.00	£0.53	£0.53	-0.36%
Co-op, Wick Street, Littlehampton	£0.00	0%	£0.00	£0.00	£1.34	£1.34	0.00%
Iceland, Churchill Parade, Rustington	£0.00	0%	£0.00	£0.00	£5.00	£5.00	0.00%
Iceland, Goring Road, Worthing	£0.00	0%	£0.00	£0.00	£3.40	£3.40	0.00%
Sainsbury's, Lyon Farm Retail Park, Worthing	£0.00	0%	£0.00	£0.00	£14.65	£14.65	0.00%
Tesco, West Durrington, Worthing	£0.00	0%	£0.00	£0.00	£58.02	£58.02	0.00%
Tesco, South Street, Chichester	£0.00	0%	£0.00	£0.00	£0.00	£0.00	0.00%
Aldi, Carlton Terrace, Portslnade, Brighton	£0.00	0%	£0.00	£0.00	£0.07	£0.07	0.00%
Asda, Speedfields Park, Newgate Lane, Fareham	£0.00	0%	£0.00	£0.00	£0.05	£0.05	0.00%
Co-op, Fareham Road, Wickham, Fareham	£0.00	0%	£0.00	£0.00	£0.07	£0.07	0.00%
Co-op, Ferring Street, Ferring	£0.00	0%	£0.00	£0.00	£1.08	£1.08	0.00%
Co-op, Manor Parade, Salvington Road, Worthing	£0.00	0%	£0.00	£0.00	£0.52	£0.52	0.00%
Co-op, Salvington Road, Durrington	£0.00	0%	£0.00	£0.00	£0.07	£0.07	0.00%
Co-op, The Boulevard, Nelson Road, Durrington	£0.00	0%	£0.00	£0.00	£0.52	£0.52	0.00%
Co-op, The Square, Angmering	£0.00	0%	£0.00	£0.00	£0.74	£0.74	0.00%
Iceland, Surrey Street, Littlehampton	£0.00	0%	£0.00	£0.00	£0.79	£0.79	0.00%
Lidl, North Street, Worthing	£0.00	0%	£0.00	£0.00	£1.10	£1.10	0.00%
Marks and Spencer BP, Worthing Road, Rustington	£0.00	0%	£0.00	£0.00	£0.08	£0.08	0.00%
Marks and Spencer, Montague Street, Worthing	£0.00	0%	£0.00	£0.00	£1.80	£1.80	0.00%
Morrisons, Newland Street, Worthing	£0.00	0%	£0.00	£0.00	£6.73	£6.73	0.00%
One Stop, North Lane, Littlehampton	£0.00	0%	£0.00	£0.00	£0.22	£0.22	0.00%
Spar, Goring Road, Goring-by-Sea	£0.00	0%	£0.00	£0.00	£0.52	£0.52	0.00%
Tesco Express, Findon Road, Worthing	£0.00	0%	£0.00	£0.00	£0.99	£0.99	0.00%
Tesco Express, Finisterre Way, Littlehampton	£0.00	0%	£0.00	£0.00	£1.56	£1.56	0.00%
Tesco Express, Goring Way, Goring-by-Sea	£0.00	0%	£0.00	£0.00	£1.70	£1.70	0.00%
Tesco Express, Littlehampton Road, Durrington	£0.00	0%	£0.00	£0.00	£1.04	£1.04	0.00%
Tesco Express, Rectory Road, Salvington, Worthing	£0.00	0%	£0.00	£0.00	£0.52	£0.52	0.00%
Tesco Express, Sterling Parade, The Street, Rustington	£0.00	0%	£0.00	£0.00	£1.38	£1.38	0.00%
Waitrose, Between Streets, Cobham, Surrey	£0.00	0%	£0.00	£0.00	£0.52	£0.52	0.00%
Waitrose, West Street, East Grinstead	£0.00	0%	£0.00	£0.00	£0.19	£0.19	0.00%
Local shops, Angmering	£0.00	0%	£0.00	£0.00	£0.33	£0.33	0.00%

Local shops, Arundel	£0.00	0%	£0.00	£0.00	£1.13	£1.13	0.00%
Local shops, East Preston	£0.00	0%	£0.00	£0.00	£0.66	£0.66	0.00%
Local shops, Ferring	£0.00	0%	£0.00	£0.00	£0.40	£0.40	0.00%
Local shops, Findon	£0.00	0%	£0.00	£0.00	£0.33	£0.33	0.00%
Local shops, Goring-by-Sea	£0.00	0%	£0.00	£0.00	£1.45	£1.45	0.00%
Local shops, Rustington	£0.00	0%	£0.00	£0.00	£2.04	£2.04	0.00%
Local shops, Sharpthorne	£0.00	0%	£0.00	£0.00	£0.42	£0.42	0.00%
Local shops, Slindon	£0.00	0%	£0.00	£0.00	£0.15	£0.15	0.00%
Local shops, Tarring	£0.00	0%	£0.00	£0.00	£1.62	£1.62	0.00%
Local shops, Walberton	£0.00	0%	£0.00	£0.00	£0.39	£0.39	0.00%
Local shops, Worthing	£0.00	0%	£0.00	£0.00	£3.21	£3.21	0.00%
Co-op, Arundel	£0.00	0%	£0.00	£0.00	£4.01	£4.01	0.00%
Co-op, Broadmark Lane, Rustington	£0.00	0%	£0.00	£0.00	£3.66	£3.66	0.00%
Co-op, Goring, Worthing	£0.00	0%	£0.00	£0.00	£8.50	£8.50	0.00%