

DS/3998/01(25Nov2013)Bognor

Arun District Council
Bognor Regis Town Hall
Clarence Road
Bognor Regis
West Sussex
PO21 1LD

25 November 2013

Dear Sir / Madam

PLANNING APPLICATION FOR THE CHANGE OF USE OF GROUND FLOOR FROM MOTOR VEHICLE SALES & SERVICING/REPAIRS (SUI GENERIS) TO A1 (SHOPS) FOOD RETAIL AT NYETIMBER MAZDA 33 CHICHESTER ROAD, BOGNOR REGIS, PO21 2XH (REF: BR/249/13)

Introduction

We write to address a number of issues raised by consultation responses received from local residents in respect of planning application reference BR/249/13.

In summary, residents' comments covered the following matters:

- Principle of development – Questions regarding the need for another food store in Bognor Regis.
- Highways - Concerns regarding the impact on the local highway network and availability of car parking space, including servicing arrangements.
- Environmental - Noise created by deliveries and late night opening hours. Perceived risk of crime and vandalism and associated impact on amenity of local residents.

Morrisons have been liaising with the applicant to carefully consider the above matters and we would like to provide the following response in order to address the issues which have been raised during the consultation process.

Principle of Development

The planning application seeks the proposed change of use of 33 Chichester Road from Motor Vehicle Sales and Servicing Repairs (Sui Generis) to Retail (A1 Use). The end user will be Morrisons, operating a 309 sq. m. Gross 'M Local' Convenience store from the unit.



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It is considered that the proposed development will compliment the existing convenience retail offer in Bognor Regis, by aiming to provide a "top up" shopping facility for fresh food and every day groceries.

We understand that the principle of development is considered acceptable to the Local Planning Authority and we are pleased that the Local Planning Authority is minded to recommend the application for approval at planning committee on 18 December 2013.

'M Local' Format

The 'M Local' format is a new brand and fresh concept. It incorporates our historical supermarket experience into an innovative model, which aims to use their unique supply chain model to deliver fresh food, at affordable prices. By way of a summary, the proposed store will include:

- Fresh crusty bread and Croissants
- Food to go – from bacon rolls to pies, pastries and sandwiches
- Everything you need for dinner
- Excellent range of baked goods
- Fresh meat and fish
- Good variety of fresh fruit, vegetables and salad
- Chilled wine and beer
- Great range of everyday essentials

We are already operating M Locals in Worthing, Brighton and Littlehampton.

On average, we create 20 full and part time employment opportunities per M Local store. It is anticipated that a maximum of between 5 and 8 staff would be working at any one time.

Highways

West Sussex County Council Highways Authority (WSCC) has confirmed it has no objection to the proposed development. The applicant is continuing to liaise with WSCC to ensure it has all the required information before finalising its recommendation to the Local Planning Authority, including further details regarding likely traffic generation and parking requirements for the proposed M Local store.

As part of this process, we have instructed Chris Smith at Transport Potential to use Trip Rate Information Computer System (TRICS) database information to independently predict the parking demand at the proposed Bognor Regis store. This has then been compared with the data collected at the existing 'M' Local Stores in Ilkley (602 sq. m. Gross) and Wilmslow (482 sq. m. Gross).

Typically at a convenience store the average duration of stay is 15 min or less due to the nature of 'top up' retail. Customers generally visit as they need to collect items and browsing is kept to a minimum as there is a limited product range, compared to a full format shop. In addition, the opening of new convenience store serves an existing demand, it does not generate new trips or a new demand, it redistributes trips reducing trip lengths and increasing convenience.

Convenience stores have a lower car dependence as the loads carried are generally smaller consisting of basket shops, which can be carried home. As such the mode split at existing stores is recorded as 57.5% pedestrian, 2.9% cyclist, 2.9% public transport, 18.2% multi occupancy vehicle and 18.7% single occupancy vehicle. As many of the car journeys will be pass-by or diverted trips this is a highly sustainable proposal in terms of travel.

The proposed development is for a 309 sq. m. (Gross) convenience store to serve as a 'top up' shopping facility. The opening hours are likely to be between 0700 – 2300, with typical deliveries to an M Local being from a 7.5 tonne vehicle with between three and five deliveries per day. The deliveries include direct supplies of bread, milk and newspapers etc to fulfil the offer outlined above.

In summary, the supporting evidence demonstrates that parking demand is predicted to be satisfied with over 100% additional capacity at peak times and should demand exceed this level off-site parking on either Hilsboro Road or Town Cross Road would cause no harm.

Environment

This planning application seeks confirmation that the proposed A1 use is acceptable. A separate application will be submitted to Arun District Council in due course to obtain the necessary consent for external plant and equipment and any required external alterations to the building.

As such, the Local Planning Authority would be satisfied that matters regarding noise from plant and equipment can be addressed as part of a future application for external amendments to the building. This application will include a noise assessment, which is currently being prepared by the applicant.

Morrisons operate M Locals nationwide and as a company we have various systems in place to ensure that there will be no detrimental impact on the amenity of adjacent residents. In addition, all our stores incorporate the appropriate measures in order to manage risks of crime and anti-social behaviour.

Wm Morrison Supermarkets Plc

In a wider context, Morrisons is the fourth largest supermarket chain in the UK. We are Yorkshire based with our main headquarters in Bradford. We employ in excess of 130,000 people (in a variety of skills and trades ranging from those supported by the Company's portfolio of stores to HQ administration and support) and have an annual turnover in the last financial year of over £15 billion.

Already in 2013, Morrisons have been awarded Meat and Fish Retailer of the Year for the second year running, as well as Fresh Produce Retailer of the Year and Most Sustainable Retailer. Morrisons was also awarded the Grocer's 'Employer of the Year' honour for the fourth year running, in recognition of our policy of ensuring that employees are given the time, qualifications and support they need to grow and develop their skills. Examples include:

- As part of Morrisons' "shop-floor to top-floor" career pathway, potential managers are offered the opportunity to complete a Level 3 Advanced Apprenticeship in Retail Management
- We are developing a Level 4 Apprenticeship (equivalent to a foundation degree) for Senior Managers at store level, who have been identified as potential future leaders.
- We also run a programme for graduates and school leavers in conjunction with the University of Bradford, offering students the chance to earn a competitive salary while receiving vocational training.

The retail sector provides excellent entry level positions for those joining the workforce or returning to work after a long period of unemployment. It helps to engage groups that face particular barriers to



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accessing employment opportunities including low income families; minority and ethnic groups; single parents; those on incapacity benefits; students; and mature non-claimants (including those of retirement age who wish to remain active).

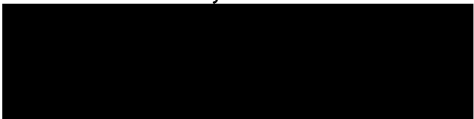
Morrisons aims to offer outstanding value for money and customer service in a modern and pleasant shopping environment. We offer one of the most comprehensive ranges of fresh food and groceries in the UK and are the only British supermarket to have its own food processing sites, abattoirs and even a farm. Morrisons are unique in that we source and process most of the fresh food that we sell through our own manufacturing facilities, giving close control over provenance and quality. We make almost a quarter of the food we sell in store, giving us unrivalled control over the supply chain. Morrisons employs expert livestock buyers to pick animals straight from the farmer and is committed to supporting British farming, and all Morrisons-branded fresh meat and everything on our butchers' counters is 100% British.

Conclusion

We understand that the principle of development is considered acceptable to the Local Planning Authority and we are pleased that the Local Planning Authority is minded to recommend the application for approval at planning committee on 18 December 2013.

Morrisons and the applicant have been working pro-actively with Arun District Council and West Sussex County Council in order to address matters raised through the consultation process. We trust this letter provides clarification on certain issues highlighted in the consultation responses.

Yours faithfully


David Bevan
Development Executive
For and on behalf of Wm Morrison Supermarkets PLC