

Sandra Edwards

From: Amanda Scholes on behalf of Planning.Responses
Sent: 24 May 2018 10:20
To: Planning Scanning
Subject: FW: Bairds Farm

CM/4/18/CLP

From: Sandra Edwards **On Behalf Of** Planning Scanning
Sent: 23 May 2018 11:28
To: Planning.Responses
Subject: RE: Bairds Farm

[REDACTED]

From: Amanda Scholes **On Behalf Of** Planning.Responses
Sent: 23 May 2018 10:45
To: Planning Scanning
Subject: FW: Bairds Farm

From: Anita Gardner
Sent: 22 May 2018 14:08
To: Planning.Responses
Subject: FW: Bairds Farm

Please can this be added as additional information from agent

Anita Gardner | Principal Planner, Directorate of Place, Arun District Council | Location: First Floor, Arun Civic Centre, Maltravers Road, Littlehampton, BN17 5LF
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Visit Arun's web site at www.arun.gov.uk



Save the environment - think before you print.

From: [REDACTED]
Sent: 22 May 2018 13:51
To: Anita Gardner
Subject: Bairds Farm

Dear Anita,

I refer to our recent conversation and thought I should send you some supplementary information on what an integral part of household spending is on Pets, which in the OFS report falls into recreation and culture, the second highest expenditure of a household budget.

There are almost as many pets in the UK as there Are human beings. Please pass this info also to your team leader.

Kind regards

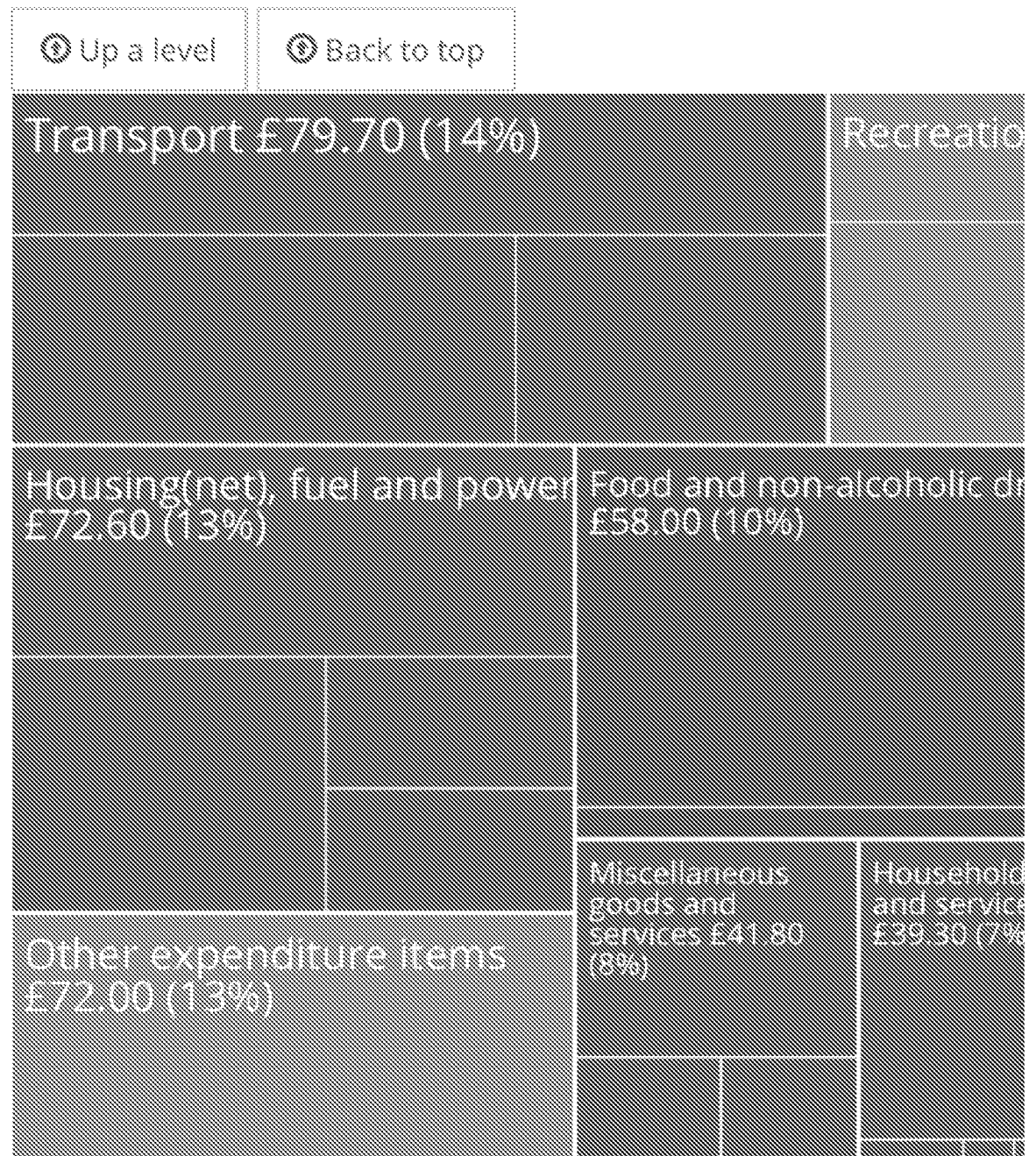
John Siese

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3. Household spending returned to pre-economic downturn levels

Figure 4: Household expenditure in the UK, financial year ending 2017

Total household spend: £554.20 per week.





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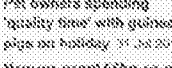
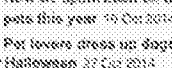
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Finance money

Gina Westbrook, director of strategy briefings at Euromonitor, said that the humanisation of pets is the force behind this trend.

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-  How we spent £8bn on our pets this year 19 Oct 2014
-  Pet lovers dress up dogs for Halloween 27 Oct 2014

"Pet owners are increasingly treating their cats, dogs and even small mammals like members of their family," Ms Westbrook said. "The opportunity to commercialise this trend into a vast range of goods and services – from dog beer to cat counselling, from pet weddings to "social networking" – is staggering for the company that can position itself to gain credibility among this growing demographic."

She outlined three types of cash-splashing pet owners. Mainstream humanisers, who account for about two thirds of pet owners, opt for reliable premium brands "that convey an indulgent feel". The 20pc to 30pc of pet owners who are so-called anti-humanisers choose smaller, ethical brands over large corporations and are most likely to put their pets on wild, raw or organic diets.

Extreme humanisers, who make up roughly 5pc of pet owners, tend to be high-spending urban-dwellers who value status, fashion and exclusivity and see their pet as a personal accessory or a substitute for a child.



By Lauren Davidson
2:11PM GMT 18 Jan 2015
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Britons' spending on pets will surpass \$7bn (£4.6bn) for the first time in 2015 as animal lovers spot their cuddly critters with quality diets, beauty treatments, exercise regimes and designer outfits.

Total spending on pet care in the UK is set to reach a record high of \$7.18bn this year, a 3pc increase on last year's \$6.92bn and a growth of 25pc since 2010.

Global spending on domestic animals will break through the \$100bn barrier for the first time, rising to \$103.8bn from \$88.3bn in 2014, according to Euromonitor data.

Of the near-\$7bn spent in 2014, UK consumers doled out \$5.57bn on pet food, which means that Britons spent almost \$1.5bn on non-edible gifts for their pets such as grooming treatments, holidays, day care, clothes and toys.

Gina Westbrook, director of strategy briefings at Euromonitor, said that the humanisation of pets is the force behind this trend.

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"Pet owners are increasingly treating their cats, dogs and even small mammals like

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The humanising of pets, and in particular dogs, is a fast growing trend in the UK and research by Mintel has revealed some interesting statistics which show that humanising pets is a key theme running through the pet care industry, with consumers making adjustments to their daily lives to accommodate pets as part of their families. For example:

- 31% of pet owners either have used or would be interested in trying restaurants with special pet menus.
- On average, British pet owners spend £34 on pet food and treats monthly. This expenditure on pet food could run at £405 a year.
- The demand for travelling with pets is high: almost four in 10 pet owners feel guilty leaving their pet behind when they go on holiday.
- A third of owners buy their pets a Christmas present.
- Over a quarter of pet owners admit they like to pamper their pets and women in particular find it hard to part by a new toy or a treat even if they did not plan on buying it (46%).
- Half of people who own dogs or cats are interested in monitoring their pets while they are out with half of pet owners aged 16-34 interested in pet TV to amuse pets.
- 7% of pet owners have bought clothing for their pets in the past 12 months.
- Companionship (97%) is the biggest reason for getting a pet, and this rises further to 99% amongst people living on their own.

Source: Mintel

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Pets in the mainstream: UK Household pet ownership falls to 59% in 2017, down from 68% in 2012

While pets may be man's best friend and 'four-foot' companions, it seems that birds are increasingly turning their backs on their furry friends. Indeed, Mintel's UK 2017 research on Britain's Pet Owners reveals that pet ownership has diminished by seven percentage points in five years, with just over half (59%) of UK households now cohabiting a pet, down from 66% in 2012.

While pets have long held a special place in the nation's hearts and homes, Mintel research reveals a decline in all types of ownership. Fish ownership has taken the biggest dive, down from 17% of households in 2012 to just 10% in 2017. Also "causing something of a squeak, small mammal" ownership has fallen from 10% in 2012 to 7% in 2017.

Although cats and dogs continue to battle it out as the nation's favourites, dogs remain man's best friend with 38% of men owning a dog, compared to 27% who own a cat. When it comes to women, cats have a lead over dogs at 35% ownership versus 29%.

Overall, it seems pet ownership is a family affair with 73% of households with children under the age of 18 cohabiting pets. However, ownership drops significantly among the older generation, falling to a low of 36% among the over-65s.

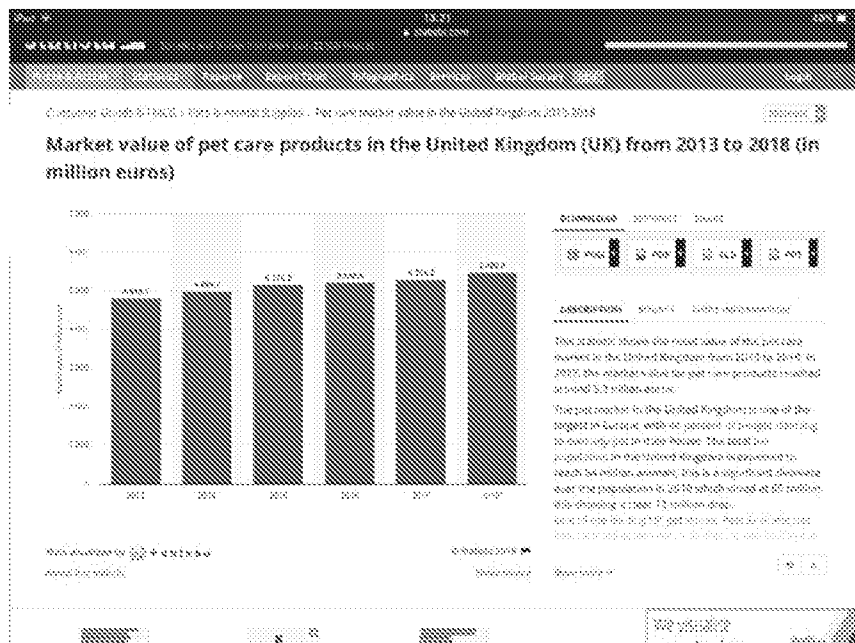
Simon Chilwell, Executive Director of Social & Lifestyle at Mintel said:

Berry for the best part, this website was created to improve your experience. We'll always strive to do with it, but you can't get it all. If you want, please share

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