
PLANNING STATEMENT


Ms Holly Ross

Home Address
9 Telgarth Road
Ferring
BN12 5PX

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Planning Department
Arun District Council

I am submitting this Planning Statement to accompany our application for a Legal Development Certificate PP-06821039

My fiancé Rob Brown and I are local business owners with 1 retail outlet in Goring-by-sea, we also live in Ferring with our young family. Our shop is currently called Shoreline Pet Supplies and we have been trading since 2008. Despite the economic climate we have remained a popular local shop and we are well supported by a fantastic customer base.

We made the decision to expand and we were delighted when a new property was built in Ferring as it was our own home village. The property at 52-56 Ferring Street BN12 5JP is a mix of commercial and residential units. The original plan by EB Developments was for the ground floor to be 3 separate units however we felt that the ground floor in its entirety would be a better fit for our business.

The unit was granted A1 usage within the application FG/206/16/PL

We are currently in the process of re-branding our business from Shoreline Pet Supplies to Browns Natural Pet Store. We are driving our business down a health conscious and eco friendly route as we have seen a large trend in our current business towards owners wanting to know the ingredients in their pets food come from an authentic source and eliminating processed products. We are heavily focused on pet nutrition, training and education. Not forgetting the pride we take in high level customer service, which is often forgotten in this day and age.

Along with this we aim to offer a dog spa service, either a wash and dry after a day at the beach or up the Sussex Downs or a full groom treatment for a dog that requires a breed specific cut.

We feel that this would be a welcome service for Ferring and not only have we researched the market - we already have many customers that live in Ferring that already visit our current shop in Goring and have established a large local footprint and they have been extremely encouraging. We also have an extensive home delivery route serving dozens of loyal customers in Ferring and

surrounding areas and our next investment is going to be an electric van so we can offer quiet eco friendly home delivery. This may at a later date extend to collecting a customers dog for a spa treatment so they don't need to travel to the parade.

We address the issue of noise in terms of barking and we would acknowledge any concerns but we must stress we are creating a calm environment with the emphasis on the dog. We are not going to be a dog kennels or a doggy day care, we will simply be caring for 1 dog at a time with a high quality service. The Dog Spa room will take up less than 10% of the store and will have brand new ventilation system and double glazed window and door to the rest of the shop. Every dog will be under control by a fully trained member of staff. Our experience over the last 10 years of owning Shoreline Pet Supplies is that excessive barking of dogs is little to none. Problem barking normally occurs in a stressful or exited multi dog environment which just would not be the case here. The Spa would only be open normal shop times and not unsociable hours. These hours are specified in our 999 year lease.

As local residents ourselves we share a frustration with local parking from time to time however, we believe the benefits outweigh the risks as our store will be part of the community - as we are - and will bring knowledge, experience and support to families with pets. We will ask all our staff to park considerately and off site and because we have a local warehouse we don't envisage any need for large lorries to deliver to Ferring Street and cause congestion.

We feel that by having the spa we will be able to have the opportunity to look after a dog inside and out with total wellbeing from puppy to adulthood.

Following phone calls by me and our architect Geoffrey Fry to the Planning Office it was recommended and agreed because we wish to use the granted A1 retail use for 90% of our business that a Legal Development Certificate is the best way forward for us as a business rather than a change of usage via a planning application.

