

Application for change of class of business use from existing class A1 to class D1

24 Felpham Road Felpham West Sussex PO22 7AZ

24 Felpham Rd is located at the southerly point of Felpham road and away from the main run of retail shops which feature more prominently towards the northern end of Felpham road.

Felpham road is a secondary parade and has a concentration of approx fifty mixed class units.

The area has reasonable traffic flow but poor foot fall.

Including the application site, there are five shops (10%) in this parade that are currently vacant.

The application site has had two other businesses open and close in recent years.

24 Felpham road remains empty and has been marketed by local agents

Parsons Son & Basley.

In my opinion the application site has been marketed at a fair price and advertised via the internet, visually in the agent's window and also by way of advertisements displayed in the windows of 24 Felpham road.

I am told by the agent that there have been no other parties interested.

Having spoken to the other local traders within the immediate vicinity, it is clear that business is challenging in what continues to be difficult economic times.

- The Pet shop owner tells me he survives largely due to ensuring that his offers are advertised on the internet, he attempts to ensure his pricing is the cheapest locally advertised.
Without this route to market his business would not survive if he was dependent on just the passing trade alone.
He has customers travelling from as far afield as Petworth to purchase at his shop due to the keen advertised pricing.
In previous years the Pet shop also occupied 24 Felpham Road but later decided to vacate to a single dwelling to save on operating costs in what continues to be difficult trading times.
- Noggins Home Brew shop is a specialist shop selling home brewing products.
The shop is servicing specific end user who also travel from outside the village.
- Five Star taxis is a call control centre for this local taxi company and attracts almost minimal passing trade.
- The shops opposite are selling fast food servicing lunch and evening trade, predominantly closed for a majority of working day.
- A local Convenience store who opens throughout the day selling a range of papers, magazines and convenience products.

- Bathroom store.
- Another Bathroom store opposite now selling mobility scooters as an alternative and much needed revenue stream?

I have been a resident in Felpham for over thirty years and have been working as a chartered physiotherapist for the last ten years.

I have an existing portfolio of clients that I will bring to my business.

I estimate that my business would ensure an additional 40-50 visits per week to the area and feel that this would be a great benefit to the local parade.

I have met with Felpham Parish Council to discuss my intention to progress with a business at 24 Felpham road.

My proposal was met with positive interest and comments and a belief that it would bring essential and necessary revenue to a vacant premises and a village shopping parade with too many empty shops.

The shop fit would be to a high standard and would be a considerable investment with every intention to make this a long term business venture.

The business has the Potential to initially employ at least one other person on a part time basis and long term on a full time basis creating employment in the local community.

The business would still have a retail presence as I would still need to be selling a wide range of physiotherapy / sports injury / post trauma supports/ braces and medical products to compliment the therapy side of my business.

Plans are underway to introduce the business to the employees at the nearby Butlins holiday park. A local presence would greatly facilitate this offering and would draw more passing trade to other local businesses within the village.

A floor plan has been submitted at the advise of your planning department.

The existing plan can also be taken as the proposed plan as no changes are intended.