

Emma Sheppard
Arun District Council
Civic Centre
Maltravers Road
Littlehampton
BN17 5LF



Sent by email: emma.sheppard@arun.gov.uk

16 October 2025

Dear Ms Sheppard

PROPOSED DEVELOPMENT ON LAND AT NORWAY LANE BY HALLWAY PROPERTIES LTD

PLANNING APPLICATION REFERENCE LU/93/25/PL

STATEMENT OF SUPPORT BY GREGGS

We refer to the above proposal and can confirm our strong support for the planning application made by Hallways Properties Limited for a retail, leisure and food & beverage scheme at the proposed Watersmead Retail Park. The following letter outlines our commitment to the proposal and our operation to inform your consideration of the planning application.

We are entering into a commercial agreement with Hallways Properties Limited to operate a new Greggs from the scheme which we hope will open in 2027. Should Planning Permission be granted, the store would operate on a 10 year lease.

Founded over 85 years ago, Greggs PLC is the UK's leading bakery food-on-the-go retailer, trading from over 2,600 locations with over 33,000 employees nationally. The company is headquartered in Gosforth, Newcastle-on-Tyne, and while originally starting out as a high street chain, we now have a strong presence in the convenience and drive-thru markets.

In 2021, we identified four key growth drivers which have become the focus of our strategy to reach our full potential, which includes:

- **Growing the Greggs estate:** Through new shop openings, relocations and the next generation of shop refits, our ambition is to reach significantly more than 3,000 shops.
- **Extending trade into the evening:** Through extending our trading hours, exciting new additions to our menu and leveraging our existing customer channels, we are able to compete more effectively for food-on-the-go sales in the evening.
- **Digital channels:** Through our digital channels, including delivery and Click + Collect, we are able to compete more effectively at all times of day.
- **Broadening customer appeal and driving loyalty:** Through timely, effective customer communication via our new Greggs App, website, social media and CRM system, we can communicate with our customers and be a brand considered by more people when they need food-on-the-go.



The site is positioned in an ideal location for us as it will allow us to serve customers and visitors to the proposed retail and leisure uses, as well as the nearby Travelodge Hotel. The building will also have both indoor and outdoor seating areas to provide Watersmead Retail Park's users with a valuable amenity area to relax. We see the location as having significant potential for linked trips with wider facilities, and its location is likely to principally serve users of the nearby facilities and pass-by trips from the highways network.

The proposed Greggs bakery will offer the following baked and convenience goods, including:

- Bread;
- Savoury pastries;
- Cakes;
- Sandwiches;
- Soups;
- Salads;
- Pasta;
- Snacks;
- Hot Wraps;
- Confectionery;
- Hot and cold drinks; and
- Other ancillary items.

We can confirm that our existing stores in Littlehampton Town Centre and Rustington will remain open, with the intention to continue to trade at each site to serve the different markets they operate within. The store will employ the equivalent of 7 full-time staff members, comprising a mix of full time and part time employees. This will increase our employees in the Arun District area to over 60 with our stores in Littlehampton and Rustington. Like our existing shops, the employees will be recruited from the local community.

We hope this letter is of use in the assessment of this proposal, and we would be happy to discuss further if required.

Yours sincerely

M Bell
Regional Property Manager
Greggs PLC





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[REDACTED]

[REDACTED]

Arun District Council, Civic Centre, Maltravers Rd
Littlehampton, West Sussex, BN17 5LF
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Our priorities...

 Improving the wellbeing of Arun	 Delivering the right homes in the right places	 Supporting our environment to support us	 Fulfilling Arun's economic potential	 
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From: Emma Sheppard <Emma.Sheppard@arun.gov.uk>
Sent: 29 October 2025 08:58
To: Planning.Responses <Planning.Responses@arun.gov.uk>
Cc: Matthew Morris [REDACTED] David Easton <David.Easton@arun.gov.uk>
Subject: LU/93/25/PL

Good morning,

Please can this letter be uploaded to the above application.

Kind regards

Emma

Emma Sheppard BA (Hons) MRTPI
Principal Planning Officer
Planning Services









E: emma.sheppard@arun.gov.uk

Working days Tuesday-Friday

Arun District Council, Civic Centre, Maltravers Rd, Littlehampton, West Sussex, BN17 5LF
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Note: I occasionally send emails outside of working hours. If this arrives outside your normal working hours, please do not feel compelled to respond immediately.

Sent: 28 October 2025 21:11

To: Emma Sheppard <Emma.Sheppard@arun.gov.uk>

Subject: Littlehampton Body Shop - Watershed Drive, Wick, West Sussex, BN17 6LS PLANNING APPLICATION REFERENCE LU/93/25/PL

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Good Morning Emma

Re: Littlehampton Body Shop - Watershed Drive, Wick, West Sussex, BN17 6LS PLANNING APPLICATION REFERENCE LU/93/25/PL

Please see attached.

If you have any queries, please do not hesitate to contact me.

Kind Regards

Matt

M Bell

Regional Property Manager
Greggs PLC

