RELAND

Land at Upper Rissington

Retail Assessment

August 2008

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RETAIL ASSESSMENT

In respect of

UPPER RISSINGTON
GLOUCESTERSHIRE

On behalf of

RELAND LTD

CgMs Ref: 6911

Date: March 2008

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1.0 INTRODUCTION

1.1 This assessment is prepared in support of the proposals for new retail provision alongside the proposed housing development at Upper Rissington.

1.2 The Local Plan retail policies allow for commercial development, including shopping, within villages where it is appropriate in terms of use, size, scale and function. Information on the retail proposals is, therefore, set out in this report and the scheme is assessed against the planning policy framework. The scale of the retail development is assessed relative to the existing position and the growth in population and expenditure which would arise from the proposed housing.

1.3 The assessment demonstrates that the proposals are of an appropriate scale for the size of the settlement as proposed and would reduce mileage by providing local facilities for residents.

2.0 THE SHOPPING PROPOSALS

2.1 The proposals for Upper Rissington include the development of a new village centre. This will provide a focus for local people with community facilities, shopping and services. The location of the proposed village centre is shown on the Masterplan. It is sited to be readily accessible to all residents on foot and also to continue to provide for passing traffic. The key elements of the village centre will be:

- Community Centre
- Children's play area
- Village pub
- Convenience store
- Shops and café
- Healthcare facilities

2.2 The village centre is proposed to be adjacent to employment uses. It is also close to the north/south road linking Rissington to Stow-on-the-Wold. Bus stops for services running through the village are proposed to be established adjacent to the new centre.

2.3 The proposals include a replacement Co-op convenience store of 381 sq.m. (4,100 sq. ft.). The existing Co-op at Sopwith Road is some 220 sq.m (2,370 sq. ft.).

2.4 The proposals also include 10 unit shops of just under 100 sq.m. each (total 1,000 sq.m.). These units are proposed to be occupied by local shops and services such as newsagents, post office, hairdressers and café.

3.0 PLANNING POLICY

PPS 6

3.1 The PPS6 sets out the following key planning objectives:

- Promoting vitality and viability of town centres;
- Enhancing consumer choice;
- Improving accessibility;
- Encouraging investment in disadvantaged areas;
- Delivering more sustainable patterns of development; and
- Promoting high quality and inclusive design.

3.2 Section 3 of the guidance sets out the considerations which should be taken into account by local planning authorities in their determination of planning applications for proposals for town centre uses. In assessing the proposed development, paragraph 3.4 states that applicants are required to demonstrate:

- The need for the development;
- That the development is of an appropriate scale;
- That there are no more central sites for the development;
- That there are no unacceptable impacts on existing centres; and
- That the location is accessible.

3.3 Need assessments which accompany retail development proposals are required to focus on quantitative need. It is acknowledged, however, that qualitative need considerations should be considered and their importance will vary on a case by case basis.

Cotswold District Local Plan 2001 - 2011

3.4 The Local Plan recognises the importance of providing local shops and facilities for settlements throughout the district. Cirencester is identified as the main retail centre and there are nine other Principal Settlements. Appropriate facilities are, however encouraged in all settlements. At paragraph 3.5.12 the Plan states that:

> "Services and facilities provided at a convenient, local scale in other settlements in the district are also important in helping social inclusion and achieving more sustainable settlements. They help to meet everyday needs and reduce the need and distance for people to travel to reach essential services. The protection of existing post offices, village shops, public houses and other retail facilities is vital to the future sustainability of many small settlements. These facilities are an essential element of the local economy and, especially in the more remote rural areas, of great importance socially."

3.3 Policy 25 includes the following:

> "Other settlements
>
> 6. Proposals for commercial developments within villages not defined as Principal Settlements will be permitted if:
>
>   a) They are appropriate in terms of use, size, scale and function;
>
>   b) They would enhance its viability and help to meet the needs of the local community;
>
>   c) They are easily and conveniently accessible to the local community, and would reduce the need and distance for local people to travel."

3.4 The Council has commissioned a retail study from GVA Grimley and this was published in June 2007. It recognises the role of smaller centres but does not comment on these centres in any detail. At paragraph 4.8, it states that:

"In addition to Cirencester and the nine principal settlements, there are numerous other smaller settlements and centres that provide services and facilities at a convenience and local scale. As acknowledged by the adopted Local Plan, these are also important in helping social inclusion and achieving more sustainable settlements. These smaller centres help to meet everyday needs and reduce the need and distance for people to travel to reach essential services, but there are too many of varying characteristics for them to be considered as part of this retail study."

4.0 EXISTING SHOPPING FACILITIES

Shopping Trends

4.1 Retailing is recognised as a dynamic and innovative industry, constantly changing to meet new demands and market conditions.

4.2 A significant trend in convenience goods shopping in recent times has been the growth of local convenience stores. The main foodstore operators, Tesco, Sainsbury, Asda and Morrisons, have continued to increase their market share and this has partly been achieved through new store formats, in particular the smaller convenience stores such as Sainsbury Metro and Tesco Express. The Co-op has always had a strong local focus, not having moved into the superstore formats to a large extent, and the business has placed considerable emphasis on developing its smaller formats.

4.3 The previous distinction between bulk food shopping trips and top-up shopping trips has become increasingly blurred as these smaller foodstores have been developed to meet the needs of local communities. Supply chains have become more sophisticated allowing product mix to reflect local demand and enable more fresh produce to be provided. The expectations of shoppers and the type of products they seek have similarly evolved with wider ranges of products now being available in the smaller stores.

4.4 This trend in food retailing has, in part, been in response to the changes in Government retail policy, set out in PPS6, which has encouraged development within existing centres at a scale appropriate to meet the needs of that centre's catchment area.

4.5 Independent shops have generally done less well in the main shopping centres where operating costs are high, but still represent the large majority of traders in district and local centres. Multiple retailers have a particularly low level of representation in neighbourhood centres and local shopping parades although again the convenience stores often provide an anchor for such centres.

4.6 The mix of uses in the centres has changed to reflect spending patterns with a growth in service uses such as health and beauty and in catering uses such as cafes, bars, restaurants and take aways.

Shopping Facilities in the Area

4.7 The key characteristics of Upper Rissington from a retail perspective are its residential area with limited services and facilities and its extensive business park (which includes ‘First Place’, a children’s nursery) which draws employees and visitors from a wide area. Some of those employees and visitors will use local shops at lunchtime or on their way to and from work. The employment area, therefore, increases Upper Rissington’s effective local population. There are also nearby small settlements with little or no retail facilities of their own and for which, the existing Co-op in Upper Rissington is an important local facility.

4.8 The retail provision in Upper Rissington is limited to the Co-op Community store and a hair dresser (‘Essence’) in the Business Park. The Co-op has an irregular shaped sales area with narrow aisles and limited food ranges but includes some fresh meat, fruit and vegetables. It has 8 car parking spaces and some on street parking.

4.9 The main towns around are Burford, Stow-on-the-Wold and Bourton-on-the-Water. They are attractive Cotswolds towns and tourism is an important part of their local economies.

4.10 Burford lies some 11km (7 miles) to the south east. The High Street contains a Budgen foodstore and a small number of convenience goods shops including a delicatessen, confectioners and butchers. It is also has a significant element of high class clothing shops, art galleries and antiques shops which would not normally be found in a town of this size but are sustained by its reputation, environment and the flow of tourists. As a shopping centre for day to day needs it is adequate for the town but has limitations in serving a wider area because of the limited on-street parking, which is in high demand, and the small range of shops directed at meeting the needs of residents. Off-street car parking is some distance from the shops.

4.11 Bourton-on-the-Water lies some 4.5km (3 miles) to the west. It is also a major tourist destination. It has a central Somerfield store of approximately 200 sq.m net and some convenience goods shops including a newsagent, bakers and butchers. However, a large proportion of the shops are cafes and tourist gift shops. On-street parking is limited and off centre parking is expensive for a centre with this level of day-to-day retail offer and is located some distance from the shopping area reflecting its principal role in providing for tourists.

4.12 There is a Co-op Village store to the north of the town centre at Station Road of approximately 540 sq.m net, which can accommodate some bulk food shopping trips as it carries a reasonable range of products and has trolleys and free surface level car parking.

4.13 Stow-on-the-Wold is approximately 6km (4 miles) to the north. It is also a tourist destination but has a higher proportion of shops to serve the local community than Bourton. In the market square there is a small Co-op Community store meeting demand from walk-in trade. The size of that store is such that it can only stock limited ranges of goods and it does not have its own car park. Convenience goods shops include a butchers, delicatessen, health food shop, organic produce shop, bakers and a specialist grocer.

4.14 The main food store in Stow is Tesco at Fosse Way (A429) to the north of the town centre. This is a reasonably large supermarket of approximately 1,600 sq.m net with a full range of convenience goods and a free surface level car park. It is located out of centre and is the principal food store in the area.

5.0 POPULATION AND EXPENDITURE

5.1 In this section, we set out the existing and anticipated population and expenditure levels within the catchment area. This forms the basis of the retail analysis in the following section.

Primary Catchment Area

5.2 We use a primary catchment area based on drive times from the site. The drive bands, population and expenditure data are commissioned from retail analysts Experian. Information has been obtained for a 0 – 5 minute drive band and a 5 – 10 minute drive band. The 5 – 10 minute band has been adjusted to exclude areas which are close to Bourton-on-the-Water, Stow-on-the-Wold and Burford. The area thus defined is shown on the plan in **Appendix 1**.

5.3 The 0 – 5 minute band includes all of Upper Rissington and the smaller settlements of Wyck Rissington, Little Rissington, part of Great Rissington, Church Westcote and Nether Westcote.

5.4 The Co-op at Upper Rissington is the main local convenience store for this area. In the 5 – 10 minute band, we would expect the Co-op to be a principal local shop but a higher proportion of trade will go to other shops and centres. The catchment area defined in this way is a tool for analysis. Plainly there will be expenditure flows into and out of this area. The Upper Rissington Business Park, in particular, attracts people into the area and increases the available local expenditure in the immediate area.

Base and Design Years

5.5 The analysis looks at expenditure and population changes over time. As a base line, the Experian information provides population data from the 2001 census and population estimates through to 2015. The Experian data does not include the population associated with the proposed scheme (approximately 916) and this is added to the population figures for 2015.

5.6 The assessment looks at the position at a base date of 2005, includes the figures for 2007 and projects the figures to 2015 by which time it is anticipated that the development would be in place and a trading pattern established. This projected date is further ahead than would often be used in a retail assessment but it is appropriate given the long lead-in time for a project of this scale and nature.

Population

5.7 The population figures from Experian are as follows:

DRIVE BAND	2001	2005	2007	2015
0 – 5	1,730	1,789	1,890	2,010
5 – 10	1,262	1,369	1,327	1,462
TOTAL	2,992	3,158	3,217	3,472

Expenditure

5.8 Expenditure estimates are given for convenience and comparison goods. For these purposes convenience goods comprise food and drink, tobacco, newspapers and periodicals and an element of non-durable household goods. All other retail goods are within the comparison goods category.

5.9 The rate of growth in convenience goods expenditure has been lower than for comparison goods and these trends are expected to continue. The Experian data suggests that expenditure per head in the catchment area is above the national average based on census socio-economic data.

5.10 The expenditure estimates are calculated by multiplying population by estimated expenditure per head. Allowance is made for non-retail sales which Experian expect to increase. Experian's projections are used for this. A growth rate of 0.8% per annum for convenience goods and 3.5% per annum for comparison goods is applied in accordance with Experian's forecasts and projections 2007-2016 (Retail Planner 5.1). The resulting expenditure is as follows:

DRIVE BAND	2005 £m	2007 £m	2015 £m
0 – 5 convenience	3.03	3.07	3.51
5 – 10 convenience	2.32	2.34	2.55
Total	**5.35**	**5.41**	**6.06**
0 – 5 comparison	5.10	5.40	7.52
5 – 10 comparison	3.90	4.11	5.47
Total	**9.00**	**9.51**	**12.99**
OVERALL TOTAL	**14.35**	**14.92**	**19.05**

5.11 From the above, it will be seen that growth in convenience goods expenditure in shops in the primary catchment area from 2005 to 2015 is £0.71m and in comparison goods £4.7m.

Additional Population and Expenditure

5.12 With the proposed development, the resident population of Upper Rissington is expected to increase by 916 (based on the number of proposed houses and the Cotswold average household size).

5.13 Adding this into the estimate for 2015 give the following population and expenditure figures:

DRIVE BAND	2015 Population
0 – 5	2,926
5 – 10	1,462
TOTAL	4,388

DRIVE BAND	2015 Expenditure £m
0 – 5 convenience	5.11
5 – 10 convenience	2.55
Total	**7.66**
0 – 5 comparison	10.95
5 – 10 comparison	5.47
Total	**16.42**
OVERALL TOTAL	**24.08**

6.0 RETAIL ANALYSIS

6.1 In this section we address retail need and the sequential approach and compare the anticipated turnover of the existing and proposed retail floorspace with the expenditure available in the catchment area. We begin the economic analysis by assessing the existing position and then consider the position at 2015 with the proposed development in place.

Existing Trading Position

6.2 The existing Co-op has a net sales areas of some 154 sq.m. At company average turnover levels, the turnover would be approximately £800,000. For the reasons given above, an element of that trade will be from beyond the principal catchment area. We assuming 85% of trade is from within the primary catchment and 15% comes from beyond. That seems a reasonable estimate having regard to the amount of employment floorspace in Upper Rissington which will, in part, attract employees from beyond the catchment. On this basis, the amount of local expenditure accommodated in this store would be £680,000 or 13% of available convenience expenditure. 87% of available convenience expenditure is, therefore, being spent outside this primary catchment.

Additional Convenience Floorspace

6.3 The proposals include a new Co-op store of 381 sq.m. gross. This would equate to some 300 sq.m. net. At company average turnover levels this would have a turnover of £1.58 million.

6.4 Of the ten individual retail units, we anticipate that no more than two would be occupied by convenience retailers. Potential occupiers might be a newsagent, perhaps selling some basic grocery items and another specialist food retailer such as a baker, delicatessen or farm shop type business. The remainder would be expected to be occupied by comparison goods shops and service uses, such as a hairdressers, café, take away food, medical or beauty therapy uses etc.

6.5 The unit shops have an average floorspace of just under 100 sq.m. each and we have, therefore, estimated possible convenience turnover on the basis of 198 sq.m. gross of convenience floorspace. That would represent approximately 158 sq.m. net. At the turnover levels generally achieved in such stores this floorspace would have an overall turnover of approximately £474,000 per annum.

Trading with the Development

6.6 The increase in convenience goods trade in the area would, therefore, be £1.25m (i.e. the Co-op increase in turnover plus the turnover of two unit shops). Maintaining the assumption that 85% of the turnover of these shops would be from within the primary catchment, the Co-op and unit shops would account for and an additional £1.07m of the convenience expenditure of the area. In the period 2005 to 2015, the increase in average convenience expenditure in that area would be £2.31m. The increased turnover would, therefore, be less than half of the growth in expenditure. There is, therefore, clearly capacity for this floorspace and it would meet a need more locally with benefits in terms of travel distance for such goods.

6.7 The proportion of expenditure attracted to the convenience shops in Upper Rissington would increase from 13% to 23%. Such an increase is to be expected because of the greater range of goods that would be available in the Co-op (its floor area would double) with a better shopping environment, together with the additional attraction of more convenience goods shops. This still represents a relatively small part of the available expenditure and approximately 77% of convenience goods expenditure would still be leaving this area and going to the surrounding towns and further afield. The proportion of trade from Upper Rissington itself leaving the catchment would be expected to be reduced by a greater degree because of the ease of access to the new shops for local people.

6.8 Continued outflow is to be expected because of the attraction of larger supermarkets and linked shopping trips for other purposes. The increase in scope for local shopping would, however, make a useful contribution to reducing the number of food shopping trips that need to be undertaken by car.

6.9 This demonstrates that the scale of the proposals is appropriate to the role and function of the centre as a village centre meeting local needs. It is, therefore, fully in accordance with the Council's retail policies.

Need and the Sequential Test

6.10 This analysis shows that there is a substantial outflow of expenditure from the area which will substantially continue whether or not this additional provision is made. The existing Co-op meets part of the need in a location which policy recognises as appropriate. The proposals will extend that local provision to reduce the outflow of expenditure and meet more of the retail needs locally. There is, therefore, a demonstrable need in quantitative terms in this location. There is also a substantial qualitative benefit in providing better facilities nearby.

6.11 Sequentially, the village centre is the most appropriate place to meet that need. Provision in any other location would increase journeys, contrary to National planning policy. The sequential test is, therefore, met.

Impact

6.12 The proposals will only accommodate part of the growth in expenditure in the primary catchment (less than half of the growth to 2015). There is, therefore, scope for shops in the surrounding towns to increase their turnover from this area and elsewhere. There will, therefore, be no detrimental impact on their trade and their turnovers will continue to grow. The nearby centres are, in any event, strong and would this proposal is too small to have any perceptible impact on their vitality and viability.

Comparison Goods

6.13 It is not necessary to address comparison goods expenditure in any detail. There are no comparison goods shops in the primary catchment at the moment so there is a 100% outflow of expenditure. We have shown that there is substantial growth in comparison goods expenditure expected to 2015 of over £7m. The turnover of unit shops in the new centre selling comparison goods would account for a very small element of that growth. There would, therefore, be no impact arising from additional comparison goods floorspace in this location. Indeed, it would reduce the outflow of expenditure and the number of journeys to some extent.

7.0 CONCLUSIONS

7.1 In the light of the above, we draw the following principal conclusions.

7.2 The scale of the proposals is appropriate to the size and role of a village centre and would help to meet part of the growth in expenditure on convenience goods in a location which is accessible to residents.

7.3 The provision of such small convenience shops and services in village settlements is recognised in the Cotswold Local Plan policies and is encouraged. The proposals are consistent with the Local Plan.

7.4 There would be no adverse impact on any other centre, need is demonstrated and the sequential test is satisfied. The proposals will make a useful contribution to meeting retail needs sustainably.

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