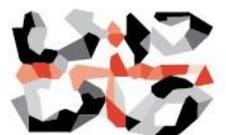
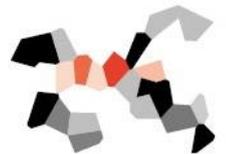
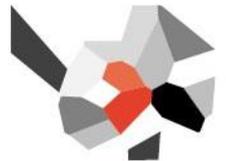
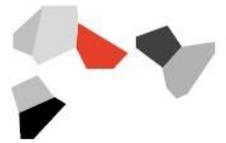


WED 402

**Report on Food Shopping
Requirements**

Charfield, South Gloucestershire

**On behalf of South Gloucestershire
Council**



February 2017

C10278



Report on Food Shopping Requirements

Charfield, South Gloucestershire

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Letter from Richard Holmes Property Consultant Ltd 25th November

1.0 Background

- 1.1 This report has been prepared by DPDS on instruction from South Gloucestershire Council and considers the shopping requirements at Charfield in the context of planning permissions/applications for housing and possible major housing development in the village.
- 1.2 We are advised that there are planning permissions for 160 houses and the Council is considering an application for a further 120. The West of England Joint Spatial Plan (JSP) team has published a document for public consultation entitled “Towards the Emerging Spatial Strategy”. The Council is fully aware of the document and we will not describe its contents, but one of the suggested housing locations is the village of Charfield where the construction of a further 1000 houses is suggested in addition to existing permitted/applied for housing, in association with various transport improvements including the possible re-opening of the station. The Council wishes to be informed on whether provision should be made for additional; shopping to serve the enlarged population that would result from the permissions and application, and for the enlarged village if the proposal for 1000 houses goes ahead.
- 1.3 There are in our view good reasons for seeking to ensure appropriate local retail provision in general. Local shops can help foster a sense of community and belonging, acting as an informal meeting place for residents. They can reduce the need for travel, particularly by car and reduce green house gas emissions, and they provide shopping facilities for people without access to a car. While it would be easy to make such provision a planning requirement, this does not guarantee that it will, or can be provided and the Council wished the commercial feasibility of such provision to be assessed. We have therefore obtained a market viability assessment from a chartered surveyor (RHPC) who specialises in the retail sector. His report is included as an appendix.
- 1.4 As RHPC notes in its market commentary in general there is now reasonable commercial demand for local convenience shops, but small local centres remain fragile, retailers are very selective and location is very important. Pass-by trade is essential to the success of centres.
- 1.5 This report first analyses the convenience goods retail provision in the area in the context of the existing population and the increase expected from recent housing proposals. To a considerable extent these are processes which a retailer will go through in considering sites in this location and there is significant overlap between our assessment and that of RHPC. We then consider the requirements arising from a further 1000 houses if the JSP adopts this proposal.

2.0 Capacity

Existing Conditions

Charfield

- 2.1 The village itself has a population of 2260 in 2011. The additional population resulting from the housing permissions would, if permission is granted for the undetermined application, be about 670 giving a total population of 2932. It is one of the larger villages in the area.
- 2.2 Until recently there were three shops in the village, but the separate post office on the main road has closed and the post office relocated to the Costcutter store on Manor Lane. This has a gross floorspace of about 150 sq m with about 100 sq m of net sales. There is also a garage with a small shop, but we estimate the current net retail sales floorspace in the village as between 100 sq m and 150 sq m.

Surrounding Villages

- 2.3 The provision in surrounding villages is as follows

Table 1 Local Settlements and Existing Provision

Settlement	Distance from Charfield & drive time	2011 Population	Existing convenience stores
Failfield	3.1 miles - 8 minutes	271	Falfield Stores and Post Office
Cromhall (Bibstone and Townwell)	2.1 miles - 5 minutes	416	Cromhall Village Shop & Post Office (volunteer run)
Tytherington	5.6 miles – 12 minutes	428	Tytherington Village Shop
Wickwar	3.4 miles – 8 minutes	1621	Wickwar Post Office Stores
Other – Tortworth Estate	1.7 miles – 4 minutes		Tortworth Court Estate Shop (very limited goods)

- 2.5 With the exception of Wickwar, the villages are generally small and are unlikely to support more floorspace than there is at present. There is certainly no scope for shops in these villages to accommodate expenditure from Charfield residents to any significant extent.
- 2.6 We do not consider that a new shop in Charfield is likely to attract significant levels of custom from these. Residents from Tytherington are likely to look to Thornbury for any convenience shopping not catered for in the existing store. Similarly, while Wickwar looks under-shopped for its size, Wickwar residents would continue to look to the large food store at Yate for additional needs. Failfield is about equidistant to Thornbury and Charfield and residents are more likely to use what would remain significantly larger stores in Thornbury for local shopping. Retail

provision in Cromhall is provided by volunteer support and is clearly limited, presumably in terms of opening hours at least and a small shop in Charfield could attract some trade from the village, but is unlikely to be given to significant weight in a commercial decision. We have therefore made no allowance for trade from surrounding villages in our assessment.

2.7 The calculation of floorspace requirements is made in Table 2 below. The first column shows the position of the existing

Table 2 – Floorspace Requirements

	Existing + Permissions and application	Additional in JSP	Total
Additional dwellings		1,000	
Average household size		2.4	
Population	2932	2,400	5332
Convenience expenditure per head p a	£2,300	£2,300	
Total expenditure	£6.74m	£5.52m	£12.26m
Local expenditure – 30%	£2.02m (£39,000 per week)	£1.66m (£32,000 per week)	£3.69m
Sales density (£/sq m)	£4.500	£4,500	
Sales floorspace	450 sq m	368 sq m	818 sq m
Less existing	125 sq m (approx)		125 sq m
Additional	375		693 sq m

2.7 The B4058 through the village carries reasonable levels of local traffic and would provide an opportunity for pass-by turnover. This is generally regarded as a significant source of trade. However, our assessment set out above does not take account of the top-up trade from residents lost as pass-by trade elsewhere so no specific allowance has been made. However, the B4058 is a busy road linking Wotton under Edge with the M5 and there is local employment at the Renishaw Campuses at Charfield and Wotton under Edge so the figures can be regarded as conservative.

2.8 With current commitments/applications there will a need for about 450sq m of convenience goods net sales floorspace. We have estimated the current floorspace at a maximum of about 150 sq m which would leave a need for a further 300 sq m plus of floorspace. Commercially any retailer is likely to want to maximise the floorspace within the restrictions of Sunday opening (a maximum of about 280 sq m. Our figures should not be used with undue precision and we

conclude that there is capacity for such a store in the village. This corroborates the existing retail interest identified by RHPC.

- 2.9 A store with 280 sq m net sales area would typically have about 400 – 500 sq m gross floorspace. In our view the village is of sufficient size to support one or two small units for retail services such as hairdressing and hot food take-away. A development on this scale would require a site of between 0.25 and 0.30 ha depending on size and shape allowing for adequate car parking and servicing. Such a store should be central to the village and as noted it is important commercially that it is located on the main road with good roadside prominence.

The JSP Requirement

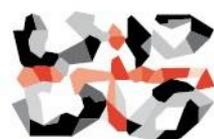
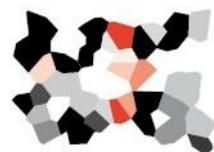
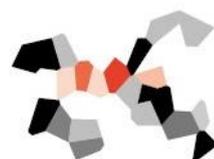
- 2.10 The addition of another 1000 houses would give rise to a need for a similar amount of floorspace again. As a stand alone shop or local centre, this would only be viable towards the end of the construction period. This would be relatively easy to plan given the certainty of a single large development but more difficult if the housing is spread around a number of separately owned sites. An alternative would be to plan for a larger, centrally located retail unit. RHPC see this as commercially viable development with approximately 600 sq m gross. A single, larger store would be able to offer a wider range of goods than two smaller ones and would reduce the need to travel to larger stores more. It would also help to integrate the additional housing into the village better. A single local centre catering for both commitments/application and the additional JSP housing would require a site of about 0.5 ha. It is unlikely that a retailer would want to trade from the larger store from the outset and a phased retail development might be preferable allowing for later expansion.

3.0 Conclusions & Recommendations

- 3.1 We conclude that there is a need to provide for more local shopping in the village in the context of the existing residents and the current housing proposals in the village. Most food shopping clearly takes place outside the village and will continue to do so, to some extent in Wotton-under-Edge, but mostly, we suspect, at Yate. However, we conclude that there is a need for additional convenience floorspace in the village for day to day shopping and that an additional shop with net sales floorspace of around 280 sq m is required at present. As noted by RHPC, location and a roadside presence would be important in a commercially viable proposal.
- 3.2 There is a further need to ensure additional retail development for food shopping in any major housing release. There would in our view be some advantages in planning for a single centre in the heart of the village. If the reopening of the station is pursued as policy, there would be strong commercial and public interest in locating any local centre near the station.
- 3.3 In all instances, provided the site within the village has sufficient roadside presence and is centrally located, there would be every chance of commercial interest in a convenience store in the village. There is known retail interest at present and the prospect of additional housing on the proposed scale could only increase this.

Recommendations

- 3.4 For the reasons set out above, we recommend that prior to adoption of the New Local Plan or any policy detail in the JSP, applications on land within Charfield should have regard to the existing (with recent approved and under construction applications) and future need for additional convenience retail in Charfield. Applications on land in suitable locations (centrally located with main road access and space for suitable servicing and parking, as set at 3.1) should have regard to the existing and future need to provide for further convenience retail and opportunities taken to either directly provide suitable space for the development, and in all circumstances avoid sterilising or losing such land to other uses such as housing.
- 3.5 To meet this need, we recommend that any store should have a minimum gross floorspace of 500 sq m. To allow for car parking and servicing, this is likely to require a site of 0.25 – 0.30 ha, or 0.5ha if allowance is made for future expansion.
- 3.6 There is, in our view, also a need for an upper size limit to give guidance on what might comprise a local centre, and to guard against retail development which would be more appropriately located in a town centre (although the likelihood of this in Charfield is, in our view, low). To provide sufficient flexibility we would recommend a maximum size of 900 sq m gross external for any unit and a restriction on any A1 use to convenience goods sales only.
- 3.7 Given the current level of provision, we consider that the inadequacy of retail provision is a material consideration in determining planning applications, and recommend that the Council should seek to negotiate additional retail provision in determining any current applications for residential development in the village.



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