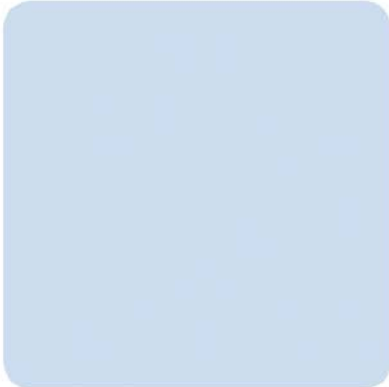
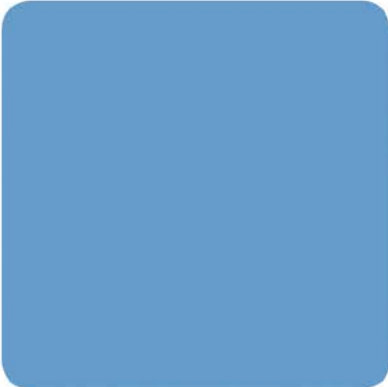




Retail Statement

Proposed Retail & Residential Development at 75 Cardiff Road, Dinas Powys

Prepared on behalf of Merthyr Self Storage



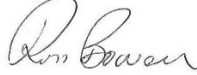


Date: November 2017
Our Ref: JPW1182
RPS
Park House
Greyfriars Road
Cardiff
CF10 3AF
Tel: (0)2920 668 662
Fax: (0)0920 668 622
Email: rpsca@rpsgroup.com



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Quality Management


Prepared by:	Abigail James	
Prepared by:	Chris Tookey	
Authorised by:	Ross Bowen	
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 20 Western Avenue, Milton Park, Abingdon, Oxfordshire, OX14 4SH
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Amendment Record

Revision No.	Date	Reason for Change	Authors Initials

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1 Introduction

Scope and Purpose

- 1.1 This application involves the redevelopment of land at 75 Cardiff Road in Dinas Powys to provide a Class A1 retail unit. It is an amendment to a previous application (ref. 2017/00396/FULL) that was refused permission 30th June 2017.
- 1.2 This retail statement seeks to address one of the reasons for refusal of the previous application, by assessing the proposal against the retail policy tests of need, the sequential approach and impact.

The Previous Application

- 1.3 Planning application ref. 2017/00396/FULL proposed a two-storey building. The ground floor level of the building was to provide a Class A1 shop unit with a net sales area of circa 184sq m. The first floor would have comprised 94sq m of storage space for the shop unit together with two self-contained residential apartments. The application was submitted on 5th April 2017 and refused under delegated powers on 30th June. The reasons for refusal were:
 1. The lack of adequate on-site servicing arrangements for the proposed retail use would exacerbate existing traffic congestion and on-street parking problems on the local highway network to the detriment of highway safety, contrary to Policies MD2 (6) - Design of New Development and MD5 (6) - Development within Settlement Boundaries of the Vale of Glamorgan Council Local Development Plan 2011-2026.
 2. The proposal represents an unneighbourly form of development that will have an adverse impact on the residential amenities of both the existing occupiers in the area, and the future occupiers of the proposed flats, resulting from the overshadowing and overbearing impact on neighbouring occupiers and lack of amenity space provision for the proposed flats, and in the absence of sufficient information in relation to potential noise nuisance generated by the proposal. The proposal is therefore contrary to Policies MD2 (8 & 9) - Design of New Development, MD5 (6) - Development within Settlement Boundaries, and MD7 (4)-Environmental Protection of the Vale of Glamorgan Council Local Development Plan 2011-2026, along with the Supplementary Planning Guidance on Amenity Standards and national guidance contained in Planning Policy Wales.
 3. In the absence of the applicant agreeing to make the necessary financial contribution towards off-site affordable housing provision within the Vale, the proposed development would fail to make adequate provision to meet affordable housing need, contrary to Policies SP4 - Affordable Housing Provision, MD1 - Location of New Development, MG4 - Affordable Housing and MD4 - Community Infrastructure and Planning Obligations of the Vale of Glamorgan Local Development Plan 2011-2026 and national guidance contained in TAN 2 (Planning and Affordable Housing) and Planning Policy Wales (Edition 9, 2016).
 4. Insufficient information has been submitted to enable the Local Planning Authority to fully assess the likely impact of the proposal on the existing retail centres in Dinas Powys contrary to MG13-Edge and Out of Town Retailing Areas, and Strategic Policy

SP6 of the Vale of Glamorgan Council Local Development Plan 2011-2026; and national guidance contained in TAN 4 (Retailing and Town Centres) and Planning Policy Wales (Edition 9, 2016).

- 1.4 The current application now proposes a solus retail unit and this Retail Statement addresses the previous reason for refusal No. 4.

2 The Application Site and the Proposed Development

Site Description

- 2.1 The application site comprises an existing single storey building with a flat roof and basement. It was formerly used as a health centre but is currently vacant. The building is located at the junction of Orchard Crescent and the A4055 Cardiff Road, which is the main arterial route running through Dinas Powys. It is within the settlement boundary as defined in the Local Development Plan, and is approximately 75m walking distance from the Cardiff Road Local Centre.
- 2.2 The site currently has a vehicular access onto Cardiff Road, and a pedestrian access onto Orchard Crescent. Hardstanding providing parking for four cars is provided at the front of the site.

Proposed Development

- 2.3 The application seeks full planning permission for the demolition of the existing vacant building and the construction of a new retail unit of 354sq m gross area.
- 2.4 The proposed building will be two storey's high with a flat roof, sited towards the rear of the plot, close to the boundaries with 77 Cardiff Road and 22 Orchard Crescent. The ground floor level of the building will provide a net sales area of 212sq m, with 142sq m of storage space at first floor level. A lift is proposed to link the two floors and off-street parking will be provided for 8 cars at the front of the building fronting on to Cardiff Road.
- 2.5 The building will have a contemporary design and it is intended that the shop unit will be occupied by a food retailer, which will provide increased choice and competition for local residents.

3 Planning Policy Context

Planning Policy Wales

- 3.1 The 9th edition of Planning Policy Wales (PPW) was issued in November 2016. It emphasises that sustainability is at the heart of government guidance. This includes promoting sustainable patterns of development, for example by using previously developed land, locating development so that it can be well serviced by existing infrastructure, maintaining and improving the vitality and viability of town, district and local centres, and by minimising the need to travel.
- 3.2 PPW advises that the planning system provides for a '*presumption in favour of sustainable development to ensure social, economic and environmental issues are balanced and integrated at the same time by the decision-taker when ... preparing a development plan... and in taking decisions on individual planning applications*'. (Para 4.2.2). It also states that '*The planning system should be efficient, effective and simple in operation. It is not the function of the planning system to interfere with or inhibit competition between users and investors in land or to regulate development for other than land use planning reasons.*' (Para 1.2.3)
- 3.3 Section 7 of PPW sets out the approach that local planning authorities should take to 'economic development'. It states:
- 3.4 '*For planning purposes the Welsh Government defines economic development as development of land for activities that generate wealth, jobs and incomes. Economic land uses include the traditional employment land uses (offices, research and development, industry and warehousing) as well as uses such as retail, tourism and public services*'. (Para 7.1.1).
- 3.5 New job creation is a key consideration and in this case and a small sized food store typically creates in the region of 20 jobs.
- 3.6 Section 10 provides more specific advice on retailing and emphasises that the overall objective is to promote strong, healthy town centres, recognising that town centres are at the heart of communities. Other objectives include to '*secure accessible, efficient, competitive and innovative retail provision for all communities in Wales, in both urban and rural areas*' and '*promote established town, district, local and village centres as the most appropriate locations for retailing, leisure and other complementary functions*'.
- 3.7 Local authorities are advised in paragraph 10.3.1 to consider the following issues when considering planning applications for retail proposals, including redevelopment, extensions or the variations of conditions:
- Compatibility with any community or up-to-date development plan strategy;
 - Need for the development/extension, unless the proposal is for a site within a defined centre or one allocated in an up-to-date development plan;
 - The sequential approach to site selection;
 - Impact on existing centres;
 - If redevelopment is involved, whether it involves a net gain in floor space and whether or not it is like for like in terms of comparison or convenience;
 - The rate of take-up of allocations in any adopted development plan;
 - Accessibility by a variety of modes of travel;

- Any improvements to public transport;
 - The impact on overall travel patterns; and
 - The best use of land close to any transport hub, in terms of density and mixed use.
- 3.8 Paragraph 10.3.3 advises that where need is a consideration, precedence should be accorded to establishing quantitative need. It will be for the decision-maker to determine and justify the weight to be given to any qualitative assessment. Qualitative need remains a material consideration and we consider both qualitative and quantitative need factors later in this report.
- 3.9 Paragraph 10.3.3 goes on to advise that regeneration and additional employment benefits are not considered qualitative need factors in retail policy terms, although they may be material considerations in making a decision on a planning application. This has been emphasised in Section 7 of PPW and TAN23.
- 3.10 PPW further explains at paragraph 10.3.4 that developers should be able to demonstrate that all potential town centre options, and then edge of centre options, have been thoroughly assessed using the sequential approach before out-of-centre sites are considered for key town centre uses. The onus of proof is placed on the developer but it states that ‘this approach requires flexibility and realism from local planning authorities, developers and retailers. We consider the sequential approach in detail in a later section of this report.

Technical Advice Notes

- 3.11 The Welsh Government has provided additional guidance in the form of Technical Advice Notes, with TAN 4, published in November 2016, relating to retailing and town centres. Paragraph 2 sets out the Welsh Government’s objectives in respect of retail and commercial centres, which are:
- 1) Promote viable urban and rural retail and commercial centres, as the most sustainable locations to live, work, shop, socialise and conduct business.
 - 2) Sustain and enhance retail and commercial centres vibrancy, vitality and attractiveness.
 - 3) Improve access to, and within, retail and commercial centres by all modes of transport, especially walking, cycling and public transport.
- 3.12 In relation to Objective 1, paragraph 2.1 of the TAN acknowledges the ‘town centres first’ approach required by PPW where centres should be the focal point for shopping, leisure and tourism, local services and business/employment opportunities. This approach ensures, through policy and decision making, that centres should be the first choice location in assessing the most appropriate places for a wide variety of developments. The co-location of these uses and their high levels of accessibility by a range of transport options are what makes them sustainable locations.
- 3.13 Section 6 of the guidance addresses the tests of retail need, with the primary requirement being to demonstrate a quantitative need with qualitative need being a secondary consideration.
- 3.14 The requirement to consider need for a development is not relevant for retail proposals within a defined retail and commercial centre in a development plan, however it is required for any application in an edge-of-centre or out-of-centre location which is not in accordance with an adopted development plan. Since the application site is some 75m from the edge of the Cardiff Road Local Centre it constitutes an edge-of-centre location in policy terms.

- 3.15 Section 7 relates to the sequential test, which seeks to locate development within existing defined centres, followed by edge-of-centre locations, with a preference for brown field sites, and only then out-of-centre locations. A requirement of the sequential approach is that sites should be suitable and available. Paragraph 7.5 states that developers and retailers are expected to be flexible and innovative about format, design and scale and the amount of car parking required, tailoring these to local circumstances. In terms of 'availability', paragraph 7.6 says that identified sites should be capable of being brought forward within the development plan period.
- 3.16 In relation to impact assessments, paragraph 8.2 says that these should be undertaken for retail applications of 2500sq m or more gross floorspace; the gross area of the proposed shop unit is only 310sq m which is well below this threshold, however the Local Development Plan includes a policy requiring need and impact assessments for all retail development.

Local Development Plan

- 3.17 The relevant development plan comprises the Vale of Glamorgan Adopted Local Development Plan 2011-2016 (adopted June 2017). The Proposals Map identifies the site as being within the settlement boundary for Dinas Powys but not allocated for any specific uses.
- 3.18 The LDP Strategy comprises four key elements, of which one is to promote development opportunities in Barry and the South East Zone, which paragraph 5.4 says includes Dinas Powys; paragraph 5.6 elaborates by saying that, *inter alia*, the Strategy seeks to promote new retail opportunities within the South East Zone. Paragraph 5.14 includes the settlement hierarchy and identifies Dinas Powys as a third tier Primary Settlement. Paragraph 5.23 sets out the area objectives, which for the primary settlements includes safeguarding and improving [our emphasis] existing key local services and facilities.
- 3.19 Policy SP6 seeks to ensure the continued vitality and viability of the Vale of Glamorgan's town and district centres by making provision for an additional 2329sq m of comparison retail space and 3495sq m of convenience. These larger centres comprise Barry, Penarth, Cowbridge and Llantwit Major rather than Dinas Powys; the supporting text to the policy notes that the 3495sq m of new convenience space is taken up by development to be provided at Barry Waterfront (the now completed Asda store). However Policy SP6 also says that *"In addition, opportunities for the effective use of vacant floorspace and refurbishment of properties will be maximised, alongside measures to improve public realm and access"*.
- 3.20 Policy MG12 sets out the hierarchy of retail centres, which in Dinas Powys includes two Local Centres (Cardiff Road and Dinas Powys Village) and two Neighbourhood Centres (Camms Corner and Castle Court/The Parade).
- 3.21 Policy MG13 relates Edge and Out of Town Retailing Areas and states that proposals for new retail development on edge or out-of-town locations will only be permitted where:
- "1. It can be demonstrated that there is an additional need for the proposal which cannot be provided within an existing town or district retail centre; and*
 - 2. The proposal would not, either individually or cumulatively with other recent or proposed developments, have an unacceptable impact on the trade, turnover, vitality and viability of the town, district, local or neighbourhood centres."*
- 3.22 Paragraph 6.72 states that new retail development outside the existing centres will also have to demonstrate that they have satisfied the sequential test set out in PPW.

4 Retail Policy Issues

Need

- 4.1 Paragraph 10.2.9 of PPW states that in deciding whether to approve planning applications for retail uses local planning authorities should in the first instance consider whether there is a need for additional retail provision. Such need can be quantitative, to address a quantifiable unmet demand, or qualitative, which can refer to issues such as the standard of existing retail provision. Preference should be given to establishing a quantitative need.

Quantitative Need

- 4.2 An assessment of quantitative need or capacity requires an evaluation of the available retail expenditure within a defined catchment area to support existing and committed retail floorspace.
- 4.3 In considering the previous application the officer's delegated report, in assessing the retail element, made reference to the 'Vale of Glamorgan LDP Retail Planning Study' produced for the Council by CACI (October 2011), which provides an analysis of the capacity for additional retail floorspace across the Vale of Glamorgan; we understand that this is still the most up to date capacity assessment the Council has. The officer's report stated that the CACI study identified only 214sq m of headroom capacity in Dinas Powys between 2017 and 2026 and said that this had been taken up by the Tesco Express in The Parade; copies of Figs 31.3 and 32.2 from the CACI study were included in the report, detailing the capacity at 2017 and 2026. The reference to the Tesco having taken up the identified capacity suggests that the officer was assessing the application on the basis that the proposed shop was intended for food retail/convenience goods. He concluded that *"Thus it is considered that the Council's retail evidence indicates that there is no need for the proposed retail floorspace in Dinas Powys"*. However that conclusion was based on an error, because while the shop unit was apparently assumed to be intended for convenience goods, the capacity figures quoted relate to comparison goods.
- 4.4 An examination of the CACI study shows that the capacity figures that the officer's report utilised, including Figs 31.3 and 32.2, relate to comparison goods, so they are not relevant when considering a proposal for convenience retail: as previously mentioned in paragraph 2.5 above, the proposed shop is intended for a food retailer. The conclusion that the CACI study demonstrates no need for additional floorspace in Dinas Powys is therefore incorrect. What is apparent from a reading of the CACI report is that it does not provide a basis for an assessment of the need for, or impact from, additional convenience retail in Dinas Powys. That is because in relation to convenience capacity the study does not include any figures specifically for Dinas Powys, but restricts itself to a broader assessment of larger areas – Dinas Powys lies within the Penarth study area, which paragraph 1.14 of the CACI study notes is losing 31% (£29m) of its resident spend on convenience goods to Cardiff and Barry. That in itself is suggestive of a need for improved retail provision.
- 4.5 Notwithstanding the above, we have undertaken our own broad-brush capacity assessment for Dinas Powys, and this is detailed in the statistical tables enclosed at **Appendix 1**. Our analysis has adopted as its study area the Dinas Powys electoral ward, which is detailed on the plan at **Appendix 2**; while this extends beyond the built up area of Dinas Powys, the outlying areas have a minimal population and the estimated population and expenditure therefore approximates to the town.

- 4.6 Our **Table 1** details the resident population within the town, which is 7315 at 2017 rising to 7355 in 2022. A report detailing the per capita spending generated within the study area was commissioned from Experian, which showed that spending on convenience goods was £2181 per person in 2015 (in 2015 prices). Projecting that forward using the forecast growth rates in Experian's 'Retail Planner Briefing Note 14' and applying the results to the resident population, shows that the convenience goods spending generated by Dinas Powys residents is currently £15.8m, which is forecast to shrink slightly to £15.6m by 2022 – this reduction in spending results from the minimal growth in convenience spending and the increased proportion of purchases carried out through mail order and the internet.
- 4.7 **Table 2** provides our estimate of the turnover of existing convenience floorspace within Dinas Powys, within the four defined centres. The individual shops were identified by site visits and each unit's gross floor area was measured off Promap digital mapping. We have applied a uniform 80% net to gross ratio across the board to estimate each unit's sales floorspace (except for the Tesco Express whose sales floorspace has been taken from the officer's report for the previous application). In the absence of any data on the actual turnover levels we have applied notional sales densities to each unit equivalent to the operator's company average derived from Global Data/Verdict and Retail Rankings. These have been projected forward to 2022 using Experian's forecast growth rates for convenience retail sales densities from 'Retail Planner Briefing Note 14'.
- 4.8 From Table 2 it can be seen that the total turnover of the existing floorspace in Dinas Powys is £7.1m at 2017 and £7m at 2022.
- 4.9 **Table 3** compares the available expenditure generated in the area to the turnover of the existing floorspace – we have taken a robust approach and assumed that all the turnover of the existing shops is locally derived, where as in practice a small amount (notably the PFS forecourt shop) will be inflow from people living outside Dinas Powys. It can be seen that the existing stores market share of local spending is only 45% and that nearly £9m of expenditure is leaking away to other centres. That supports the CACI study's estimate of leakage from the wider Penarth study area. Such a significant level of expenditure leakage is evidence of a quantitative need for additional floorspace within Dinas Powys.

Qualitative Need

- 4.10 The current policy stance being adopted by the Welsh Government is that quantitative need is the most important consideration. That said, the issue of qualitative need is a material consideration that also falls to be addressed as part of the justification for this proposed development. PPW advises that qualitative considerations refer to issues such as the standard of existing provision in terms of the latest formats, range and mix of goods, distribution of retail provision and accessibility. Paragraph 10.2.10 of PPW also says that qualitative need may be an important consideration where, *inter alia*, it:
- is highly accessible by walking, cycling or public transport;
 - contributes to a substantial reduction in car journeys;
 - assists in the alleviation of over-trading of, or traffic congestion surrounding, existing local comparable stores;

- addresses locally defined deficiencies in provision in terms of quality and quantity, including that which would serve new residential developments.
- 4.11 It is evident from the capacity study that there is a qualitative need for an additional foodstore store within Dinas Powys to assist in trying to recapture some of the expenditure currently leaking out of the area to other stores further away, while at the same time provide improved choice to residents in the area. The desirability of arresting expenditure leakage has long been accepted as constituting a valid qualitative need: as far back as 2003 in a called-in application by J Sainsbury Developments Ltd at Bell Green, London (ref. APP/C5690/V/02/1097666). The Inspector concluded that there was a qualitative need for the catchment area to improve its offer, since *“the current qualitative offer within the catchment is poor in terms of its range and choice”*. The Secretary of State subsequently agreed, stating *“he accepts the desirability of arresting the leak of trade to other shopping destinations can constitute qualitative need, and he agrees with the Inspector that in this case there is a need for further floorspace arising from sustainability issues and the desirability of arresting the leak of trade to other shopping destinations outside the Borough and retaining expenditure within the catchment area”*.
- 4.12 The above stance was reaffirmed in another call-in decision in 2003 (applications at Westwood, Margate, Kent; refs. APP/Z2260/V/02/1087775; 1087782; 1087784; & 1107728), where the Secretary of State agreed that *“given the evidence of trade leakage outside the area, there is an element of qualitative need to improve the [bulky goods] retail offer in Thanet”*.
- 4.13 The small foodstore proposed on the application site will provide increased choice and competition and an opportunity to claw back some of the local expenditure that is currently leaking out of Dinas Powys. Improved local shopping provision will allow a concomitant reduction in the need to travel.

Conclusion on Need

- 4.14 In conclusion evidence suggests there is a demonstrable quantitative and qualitative need for the proposed development, to address the identified expenditure leakage from Dinas Powys and to provide improved choice and competition for local residents.

Sequential Test

- 4.15 The application site is edge-of-centre in policy terms, being some 75m from the edge of the Cardiff Road Local Centre. Accordingly, under the sequential approach to site selection there is a requirement to demonstrate that there are no alternative sites available within any of the four defined centres in Dinas Powys. To that end we have surveyed each centre and have not been able to identify any potential sites save the former Spar unit at No. 11 The Parade.
- 4.16 To be considered a viable alternative to the application site any land must be both suitable and available. In terms of suitability there is a requirement for the developer/retailer to be flexible on issues such as scale and format, in order to ensure that consideration is given to the possibility of fitting the development into more central sites by reducing the footprint of the application. However in the case of the current application there is little scope for further flexibility given that the retail unit's back of house storage is already located at first floor level. For ease of servicing retailers generally prefer their operation to be all on a single ground floor level, however the proposed store will be multi-level with goods brought to the site and then transported up to the

upper storage area via the lift. This design has been adopted in order to reduce the footprint of the development.

- 4.17 Similarly, in considering whether a site is 'suitable' under the sequential approach, it has been established in case law that the requirement is for sites capable of accommodating the development that is being proposed by the applicant. This was made clear in the judgment of the Supreme Court in Tesco Stores Limited (Appellants) v Dundee City Council (Respondents) (Scotland) [2012] UKSC 13, where at paragraph 37 of the judgment Lord Hope stated:

"It is the proposal for which the developer seeks permission that has to be considered when the question is asked whether no suitable site is available within or on the edge of the town centre."

Lord Hope added at paragraph 38 of the judgement (ibid)

"These [sequential test] criteria are designed for use in the real world in which developers wish to operate, not some artificial world in which they have no interest doing so."

- 4.18 This judgement makes it clear that the application of the sequential test ought to centre on the nature of the development proposed and not on a hypothetical scenario of disaggregated floorspace for which there is no identified interest.
- 4.19 In terms of the vacant Spar in The Parade, this is a two-storey unit at the end of the parade of shops and we have measured its ground floor footprint at 299sq m, which is similar to the ground floor of the proposed store. However the proposed development incorporates dedicated offsite parking (8 spaces) which the former Spar unit cannot provide, and the vacant unit is also dated and unable to provide the modern contemporary retail unit that is proposed on the application site. Overall the unit does not appear to be suitable to accommodate the proposed development.
- 4.20 In terms of availability, the Spar closed in September 2012 and has remained vacant since then. It was marketed for sale on a long leasehold and was purchased but has yet to be re-occupied. From speaking to the agent who acted for the purchaser, the new owner had plans to convert the unit to a mixed use include Class A3. That has yet to come forward but it is telling that the property has not been put back onto the market. It therefore does not appear to be available in retail policy terms.
- 4.21 In light of the above the suitability of this site appears to be marginal, but in any event it is not available and so must be dismissed as a sequentially alternative site.
- 4.22 Since no other sites/properties have been identified we have concluded that the application site can be considered acceptable under the sequential test.

Retail Impact

- 4.23 This section considers the trading effects likely to arise as a consequence of the proposed development, and evaluates the significance of any impact on designated centres.
- 4.24 It is intended that the proposed store will be occupied by a small food/convenience store and to that end our trade draw assumptions have had regard to the national change that is occurring in shopping habits where the public have started to move away from carrying out a large main food shop in larger superstores, to instead making smaller purchases in smaller shops more often.
- 4.25 In determining which centres should be assessed our study area, and the catchment for the proposed store, comprises the settlement of Dinas Powys, which includes the two local centres

of Dinas Powys Village and Cardiff Road, and two neighbourhood centres at Camms Corner and Castle Court/The Parade.

- 4.26 The starting point in determining the significance of any impact is to evaluate the current health of the centre. This is important as a modest impact on a vulnerable centre could have a significant impact in contrast to a larger monetary impact on a more vital and vibrant centre. As background to the LDP a review of the Local and Neighbourhood Centres was undertaken by the Council in 2015, to update previous surveys carried out in 2013, and the key findings in respect of the four Dinas Powys centres are summarised below.

Dinas Powys Village Local Centre

- 4.27 Dinas Powys Village is located in the town's historic core and is a well-established retail centre accessible to a large residential catchment. In 2013 the centre contained a range of A1, A2 and A3 uses including a newsagent, clothing shop, florist and health & beauty shop, together with a high proportion of service uses including public houses, banks, betting offices, hairdressers and take-aways. 2013-2015 there was evidence of a general decrease in the proportion of Class A units, however that was balanced by a growth in the number of service uses that maintained the centre's vitality and viability. An earlier 1997 survey showed a number of vacant units however these had been occupied by 2013 reflecting the popularity of the centre. From our 2017 site survey the centre continues to have no vacant units and there is also no foodstore against which the proposed development would directly compete. The breakdown of uses as at November 2017 is:

Land use	Amount		GOAD UK Average
Class A1 (Shops)	4	30%	49.2%
Class A2 (Financial and Professional Services) and Miscellaneous	3	23%	21.6%
Class A3 (Food and Drink)	6	46%	16.9%
Vacant	0	0	12.3%
Total	13	100%	100%

Cardiff Road Local Centre

- 4.28 This centre is located on the A4055 just 75m south of the application site. The review conducted by the Council notes that while this centre serves the population within Dinas Powys its location on a major commuter route means it benefits from high numbers of passing trade. It is relatively small but contains a Nisa convenience store, which after the Tesco Express at The Parade is the largest foodstore in Dinas Powys. Some further convenience provision is also available within a small Spar shop on the Texaco petrol station. The remaining offer is largely in the service sector, including take-aways, estate agents, a veterinary surgery, chiropractor and a pharmacy. The Council's surveys indicate that the centre exhibits a consistent level of occupation with no vacant units. Our own 20-17 survey showed the following mix of uses:

Land use	Amount		GOAD UK Average
Class A1 (Shops)	3	37.5 %	49.2%
Class A2 (Financial and Professional Services) and Miscellaneous	3	37.5 %	21.6%
Class A3 (Food and Drink)	2	25%	16.9%
Vacant	0	0	12.3%
Total	8	100%	100%

Castle Court/The Parade Neighbourhood Centre

- 4.29 The Parade is located in the heart of Dinas Powys and comprises a single parade of shops with some associated off-street parking. The parade comprises two large units at either end (one occupied by Tesco and the other vacant but previously containing Spar), together with a McColls convenience store, two take-aways, greengrocer and a clothing/school uniform outlet. The Tesco unit was previously a public house which was converted to Class A1 retail under permitted development rights. The Council's review notes that the proximity of the Camms Corner Neighbourhood Centre to the south enhances the attractiveness of the centre and extends the range of retail provision. Our 2017 survey showed the following mix of uses:

Land use	Amount		GOAD UK Average
Class A1 (Shops)	4	57.1%	49.2%
Class A2 (Financial and Professional Services) and Miscellaneous	0	0%	21.6%
Class A3 (Food and Drink)	2	28%	16.9%
Vacant	1 (previously occupied by A1).	14%	12.3%
Total	7	100%	100%

- 4.30 The Council's conclusion that the proximity of the Camms Corner shops act to strengthen The Parade is an important one as we believe the same will hold true of the proposed development and the Cardiff Road Local Centre. Camms Corner is 104m walking distance from the edge of The Parade, whereas the application site is only 75m from the edge of the Cardiff Road centre. Adopting the Council's reasoning the proposed foodstore has the potential to strengthen the Cardiff Road centre.

Camms Corner Neighbourhood Centre

- 4.31 Camms Corner is located at the junction of Murch Road and Plas Essyllt, and the Council's 2015 review notes that it *"is in close proximity to and complements the Castle Court/Parade neighbourhood retail centre to the north"*. As noted above, the distance to The Parade is greater than that between the application site and the Cardiff Road centre.

- 4.32 The 2013 survey showed no vacancies in the centre and that remains the same today. Uses present comprise a post office, pharmacy, butcher, hairdresser, craft supplies and coffee bar, gift shop and ironing service. The breakdown of uses is currently:

Land Use	Amount		GOAD UK Average
Class A1 (Shops)	7	100%	49.2%
Class A2 (Financial and Professional Services) and Miscellaneous	0	0	21.6%
Class A3 (Food and Drink)	0	0	16.9%
Vacant	0	0	12.3%
Total	7	0	100%

- 4.33 In conclusion it is evident that none of the four centres within Dinas Powys is in a precarious state, with all exhibiting a good level of vitality and viability, with only a single vacant unit in all four centres combined (a vacancy rate of only 3%).

The Impact of the Proposed Development

- 4.34 Turning to our assessment of the impact of the proposed development, **Table 4** in Appendix 1 details the estimated turnover of the proposed development. Since the final operator is not yet known we have assumed a notional sales density equivalent to the average of the company average of Tesco, Sainsbury, Co-op, Spar, Londis, Budgens, Costcutter and Premier. Assuming 212sq m net sales area this provides a notional turnover of £1.7m at 2022.
- 4.35 **Table 5** then sets out the trade draw pattern of the store and its effect on the trading of existing shops. Given the substantial expenditure leakage that has been identified from Dinas Powys, and the trend away from shopping at larger stores towards more frequent trips to smaller shops, we have assumed that a significant proportion (£1.1m) will be derived from expenditure clawed back from outside Dinas Powys. After that the largest diversions are expected to be from the Tesco and Nisa stores, since those are the largest in the town and closest in size and format to the proposed development: £0.3m is expected to come from the Tesco Express resulting in an impact of -8.9%, and £0.1m from Nisa for an impact of -7.6%. All other shops are expected to have a notional trade diversion of £0.02m each and it can be seen from the table that all the impacts will be modest and not sufficient to cause any significant adverse effect on vitality or viability. The overall impacts on each of the four centres are all in the region of only 7%-8.5%. It should also be noted that our analysis makes no allowance for any of the proposed store's turnover being derived from inflow, despite the site being located on what the Council identify as a major commuter route.
- 4.36 Having regard to the above we believe that the proposed store should be considered acceptable in terms of its potential impact on existing shops.

5 Summary and Conclusions

- 5.1 This retail statement has been prepared by RPS Planning and Development on behalf of Merthyr Self Storage, to accompany a planning application for a 212sq m net sales Class A1 retail unit. With regard to the retail policy issues the pertinent facts are as follows.
- The application proposes the redevelopment of a brownfield site, and so accords with national policy of making best use of previously developed land.
 - The Council's own retail study (CACI, 2011) identifies significant leakage of convenience goods expenditure from the Penarth sub-area, which included Dinas Powys. Our own finer grain capacity assessment, which looks specifically at Dinas Powys, confirms that over £8m of local spending is leaking away from the town. Such a large level of leakage is indicative of a quantitative and qualitative need for improved shopping provision.
 - The application site is located on the edge of the Cardiff Road Local Centre. A search has failed to identify any alternative sites within any of the defined centres that are both suitable and available to accommodate the proposed development.
 - The expected turnover of the proposed store is modest and the anticipated trade draw pattern is not expected to result in any significant adverse impact on the existing stores/centres. The proximity of the proposal to the Cardiff Road Local Centre is also such that the new store is likely to strengthen the centre, allowing for linked shopping trips.
- 5.2 Having regard to the above conclusions, it can be seen that the proposed development will conform to both national and local planning policies. The new store will provide improved choice and competition, increasing the attractiveness of Dinas Powys and reducing the leakage of locally generated expenditure. That and the new jobs that will be created in the store suggest planning permission should be granted.

Merthyr Self Storage
Proposed Retail Unit at 75 Cardiff Road, Dinas Powys

Table 1: Available Convenience Goods Expenditure in Dinas Powys

	2011	2014	2017	2022	2025
Resident population	7811	7289	7315	7355	7373
Per capita expenditure (£)	-	-	2166	2127	2116
Available expenditure (£m)	-	-	15.8	15.6	15.6

Notes:

2011 resident population for Dinas Powys electoral ward is derived from 2011 Census.

2014 population is mid-2014 estimate from ONS.

Growth in population from 2014 to 2017, 2022 and 2025 assume growth rates for Vale of Glamorgan derived from StatWales 2014-based population projections by local authority.

Per capita spending on convenience goods is based on 2015 local estimate (£2181) for Dinas Powys derived from Experian, which has been projected forward using Experian's forecast growth in convenience sales (adjusted for non-store spending), derived from Figure 6 in their 'Retail Planning Briefing Note 14'.

Expressed in 2015 prices.

Merthyr Self Storage
Proposed Retail Unit at 75 Cardiff Road, Dinas Powys

Table 2: Turnover of Existing Convenience Floorspace in Dinas Powys

	Gross Floorspace (sq m)	Net Floorspace (sq m)	Convenience Floorspace (sq m)	Convenience Sales Density 2017 (£/sqm)	Convenience Turnover 2017 (£m)	Convenience Sales Density 2022 (£/sqm)	Convenience Turnover 2022 (£m)
The Village Stores, Dinas Powys Village	136	109	44	6500	0.3	6448	0.3
Dinas Powys PO, Dinas Powys Village	92	74	40	6500	0.3	6448	0.3
Sub-total Dinas Powys Village			84		0.5		0.5
Nisa, Cardiff Road	309	247	198	6401	1.3	6349	1.3
Spar, Texaco PFS, Cardiff Road	109	87	70	4645	0.3	4608	0.3
Sub-total Cardiff Road			268		1.6		1.6
Tesco Express, The Parade	-	314	251	11900	3.0	11805	3.0
Vacant former Spar, The Parade	299	239	239	4645	1.1	4608.3	1.1
McColls, The Parade	73	58	41	6531	0.3	6479	0.3
Valley View Fruit Stores, The Parade	67	54	54	6500	0.3	6448	0.3
Sub-total Castle Court/The Parade			585		4.7		4.7
Local shops Camms Corner	44	35	35	6500	0.2	6448	0.2
Sub-total Camms Corner			35		0.2		0.2
TOTAL			972		7.1		7.0

Notes:

Gross floorspace of individual units has been measured off Promap digital mapping. Net sales floorspace assumed to be 80% of gross area. Proportion of net areas given over to convenience goods are RPS estimates.

Convenience sales density for Tesco is the company average from Global Data 2017 (formerly Verdict Research), projected forward to 2022 using Experian's forecast changes in convenience sales densities from Fig4a in 'Retail Planner Briefing Note 14'.

Convenience sales densities for Nisa, Spar and McColls are the company averages from Retail Rankings, projected forward to 2022 using Experian's forecast changes in convenience sales densities.

Sales density for local shops is RPS estimate that roughly equates to the figure for other shops below 370sq m in the Penarth zone, from the 2011 CACI retail study, projected forward to 2022 using Experian's forecast growth.

For the sake of robustness we have assumed the former Spar unit in The Parade will be re-occupied by a convenience retailer trading at a similar level to Spar.

Expressed in 2015 prices.

Merthyr Self Storage
Proposed Retail Unit at 75 Cardiff Road, Dinas Powys

Table 3: Quantitative Capacity in Dinas Powys (Convenience Goods)

	2017	2011
Available convenience expenditure (£m)	15.8	15.6
Turnover of existing stores (£m)	7.1	7.0
Market share of existing stores (%)	44.7	44.7
Residual expenditure capacity (£m)	8.8	8.7

Notes:

Available convenience expenditure generated within Dinas Powys at 2017 and 2022 is taken from Table 1.

Turnover of existing floorspace at 2017 is taken from Table 2. For the sake of robustness we have assumed that all this is local spending and none of the stores turnovers are derived from shoppers living outside Dinas Powys.

Expressed in 2015 prices.

Merthyr Self Storage
Proposed Retail Unit at 75 Cardiff Road, Dinas Powys

Table 4: Turnover of the Proposed Development

Gross floorspace	(sq m)	354
Net sales area	(sq m)	212
Notional sales density 2022	(£/sq m)	7812
Turnover 2022	(£m)	1.7

Notes:

Notional sales density assumed for the proposed retail unit is the average of the company averages of Tesco, Sainsbury, Co-op, Spar, Londis, Budgens, Costcutter and Premier (derived from for Global Data/Verdict and Retail Rankings, converted to 2015 prices and projected forward to 2022 using Experian's forecast changes in convenience sales densities in Figure 4a of 'Retail Planner Briefing Note 14').

Expressed in 2015 prices.

Merthyr Self Storage
Proposed Retail Unit at 75 Cardiff Road, Dinas Powys

Table 5: Retail Impact

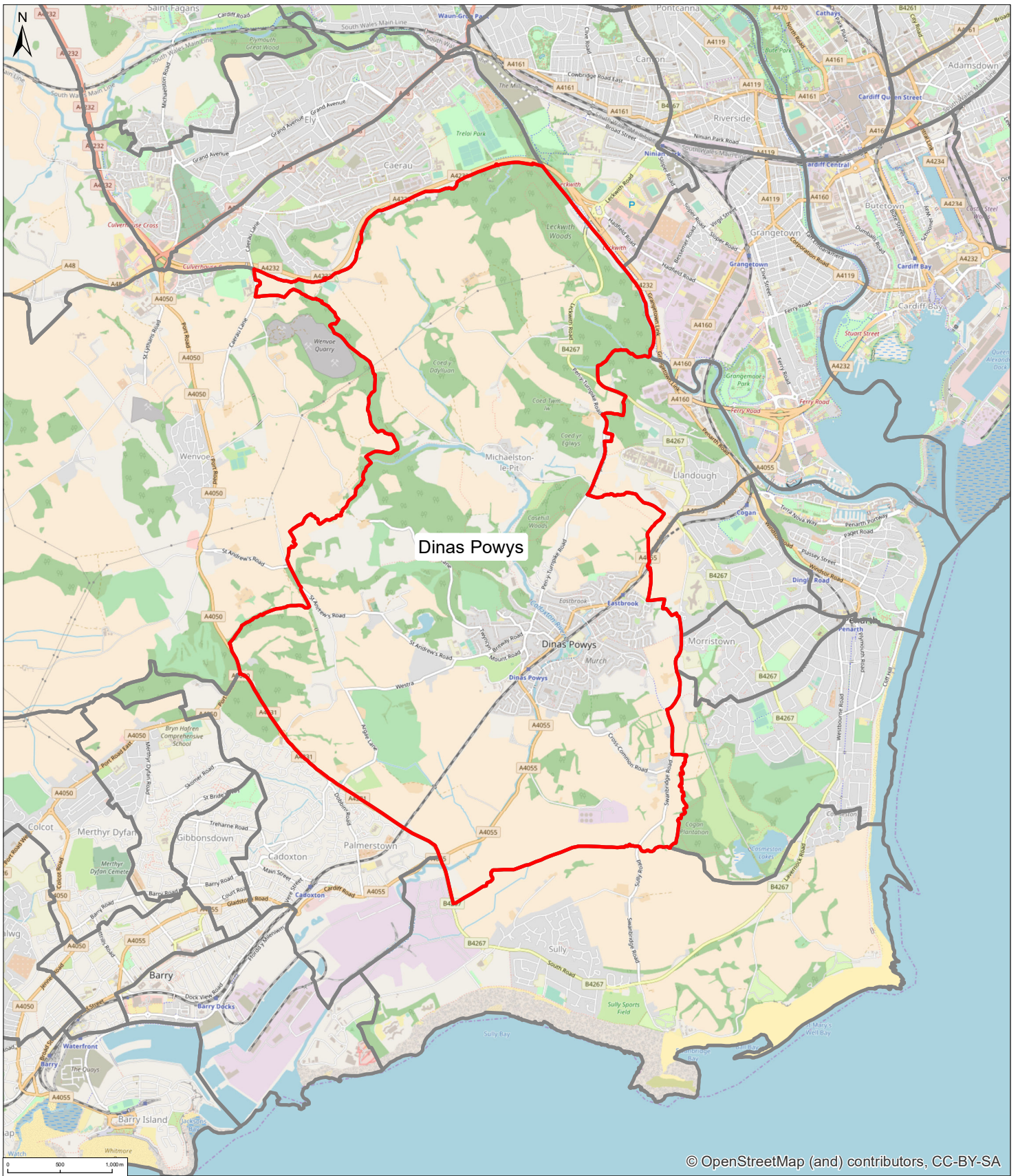
	Turnover 2017 (£m)	Turnover 2022 (£m)	Trade Diversion to Proposed Store (£m)	Resultant Turnover (£m)	Impact (%)
The Village Stores, Dinas Powys Village	0.3	0.3	0.02	0.3	-7.0
Dinas Powys PO, Dinas Powys Village	0.3	0.3	0.02	0.3	-7.5
Sub-total Dinas Powys Village	0.7	0.7	0.0	0.6	-7.3
Nisa, Cardiff Road	1.6	1.6	0.1	1.5	-7.6
Spar, Texaco PFS, Cardiff Road	0.4	0.4	0.02	0.4	-6.3
Sub-total Cardiff Road	2.0	2.0	0.1	1.8	-7.4
Tesco Express, The Parade	3.4	3.4	0.3	3.1	-8.9
McColls, The Parade	0.3	0.3	0.02	0.3	-7.4
Valley View Fruit Stores, The Parade	0.4	0.4	0.02	0.4	-5.9
Sub-total Castle Court/The Parade	4.2	4.1	0.4	3.8	-8.5
Local shops Camms Corner	0.3	0.3	0.02	0.3	-8.4
Sub-total Camms Corner	0.3	0.3	0.0	0.3	-8.4
Stores outside Dinas Powys			1.1		
TOTAL	7.1	7.0	1.7		

Notes:

Turnovers at 2017 and 2022 are derived from Table 2, but with the turnover of the vacant Spar in The Parade having been spread over the remaining stores in the town. 40% of its turnover has been apportioned to the Tesco, 30% to Nisa and 5% to each of the remaining shops.

Impact is the trade diversion expressed as a percentage of the pre-impact 2022 turnover.

Expressed in 2015 prices.



Dinas Powys

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Park House
 Greyfrains Road
 Cardiff
 CF10 3AF
 T: +44(0)29 2066 8662 E: rpsca@rpsgroup.com F: +44(0)29 2066 8622

Client **MERTHYR SELF STORAGE**

Project **75 CARDIFF ROAD, DINAS POWYS**

Title **WARD BOUNDARY**

Status	Drawn By	PM/Checked By
PRELIMINARY	GG	CT
Job Ref	Scale @ A4	Date Created
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Legend

Dinas Powys Ward Boundary

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