

SUPPLEMENTARY RETAIL UPDATE

**PROPOSED COUNTRY STORE
& NORFOLK FOOD ACADEMY**

**LAND AT
WEYBOURNE ROAD
SHERINGHAM
(App. No. 2009/0777)**

(Applicant: Mr Hay-Smith)

PROPOSED FOOD STORE

**LAND AT
CROMER ROAD
SHERINGHAM
(App. No. 2009/0818)**

(Applicant: Tesco Stores Ltd)

**PREPARED ON BEHALF
OF**

NORTH NORFOLK DISTRICT COUNCIL

February 2010

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1.0 INTRODUCTION

- 1.1 Following the submission of our Retail Audits in November 2009 in respect of the two planning applications currently under consideration by North Norfolk District Council (the 'Council'), the Government on 29th December 2009 published Planning Policy Statement 4 '*Planning for Sustainable Economic Growth*' (PPS4). In addition it published '*Practice Guidance on need, impact and the sequential approach*⁴. PPS4 supersedes PPS6 '*Planning for Town Centres*' (and certain aspects of other Government policy including parts of PPG13 '*Transport*' and PPS7 '*Sustainable development in Rural Areas*').
- 1.2 Following publication of this guidance the Council invited both Applicants to submit additional information in support of their respective proposals. We have subsequently received from Alsop Verill on behalf of from Tesco Stores Ltd (App. No. 2009/0818 relating to land at Cromer Road, Sheringham) a 'PPS4 Assessment' dated 8th January 2010. Additionally we have received a Supplementary Statement ('SS') from Bidwells on behalf of Mr Hay-Smith (App. No. 2009/0777 relating to the Greenhouse Community Project (GCP) at Weybourne Road, Sheringham) entitled 'Observations on the implications of the publication of PPS4' dated January 2010. In addition a letter from Bidwells dated 4th February 2010 responds to various matters raised by the Council in respect of the financial linkage between the supermarket and the Food Academy together with the national and local need for the latter. We also note that each Applicant has taken the opportunity to comment on each others proposal. We make no comment on these observations unless they are considered to be directly relevant to our advice on retail matters to the Council.
- 1.3 The CPRE have also submitted observations on the PRS submitted by Alsop Verrill on behalf of Tesco Stores Ltd and our Retail Audit dated 23rd November 2009. Emails dated 25th and 27th January 2010 also contain further information in respect of the interpretation and application of PPS4. There are certain issues raised in these submissions which we believe require a response although we have refrained from undertaking a detailed rebuttal to all the points raised. Our comments are set out in Section 3.
- 1.4 The Council has asked us to consider the contents of all submissions and provide any additional advice in the context of PPS4 following the publication of the two Retail Audits in November 2009.
- 1.5 In addition Mr Hay-Smith has previously confirmed (and re-stated in the SS) that Waitrose are the preferred operator for the supermarket at Weybourne Road and we have provided our comments on this matter together with the ability to control the gross and net sales area within each supermarket, in Section 4.
- 1.6 Our overall conclusions in respect of PPS4 guidance are set out in Section 5.

¹ Paragraph 1.23 of the Practice Guidance states that it supports the implementation of national policy. However it does not constitute a statement of Government policy. Rather it is to be used as a guide to interpreting how policy should be applied.

