



Planning and Retail Statement

Proposed Lidl Foodstore, North Stoneham, Chestnut Avenue/ Stoneham Lane, Eastleigh, SO50 9HT

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Ref. SP22-1047

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Documents

Document 1:	Site Location Plan
Document 2:	Outline Planning Permission Ref. 0/15/76023
Document 3:	Reserved Matters Permission Ref. 18/84537
Document 4:	Expected Catchment of Proposed Store
Document 5:	Sequential Test Appraisal Sheets
Document 6:	Population and Expenditure (Tables 1-4)
Document 7:	Retail Impact Base (Tables 6-11)
Document 8:	Turnover of Proposed Store (Table 5)
Document 9:	Retail Impact (Table 12)

Executive Summary

This planning application submitted on behalf of Lidl Great Britain Limited (Lidl GB) proposes the construction of a new discount foodstore, highway works, car parking, servicing, and landscaping on land forming part of the approved local centre for the North Stoneham new community. The proposed foodstore, to be occupied by Lidl, would have a total gross internal floorspace of c.1,987m² (c.21,388ft²) and a sales area of c.1,210m² (c.13,024ft²). Car parking for 88 vehicles, together with cycle parking provision and motorcycle bays are also proposed together with extensive areas of landscaping and re-planting.

In order for the redevelopment to be realised, the removal of a single tree subject to a Tree Preservation Order (TPO) is sought. An existing 225mm diameter foul sewer runs across the site and requires diversion to facilitate the development. Diversion of the sewer would not be possible if the existing TPO'd tree was to remain in situ. Further, the location of the TPO'd tree also precludes the delivery of the proposed cycleway. However, comprehensive tree replanting is proposed with a full landscaping strategy forming an integral part of the planning submission.

The application site forms part of a wider development site (c.85 ha) granted outline planning approval by Eastleigh Borough Council (EBC) in January 2016 (Ref. O/15/76023). This allowed for 1,100 dwellings, a care home, new local centre including primary school, pre-school, community building, offices, and public open space on land south of Chestnut Avenue, Stoneham Lane, Eastleigh.

A Reserved Matters application (Ref. RM/18/84537) for appearance, landscaping, layout, and scale (pursuant to outline planning permission O/15/76023) of the local centre including the retail units, café, gymnasium, community centre, nursery, offices and 26 no. age restricted flats was approved in March 2019. This planning permission is extant with several components of the local centre having been constructed.

The proposal will, in effect, deliver the retail component of the consented local centre. It will provide the food anchor to the local centre principally serving a relatively localised catchment.

The application is accompanied by a full set of detailed drawings and supporting documents that seek to justify the proposal. In terms of retail policy, both national and local, this report demonstrates that:

- i. There is no sequentially preferable site to which the application proposals could otherwise locate even when regard is had to the need to show flexibility.
- ii. The proposal will not lead to an unacceptable impact on any defined centre including Eastleigh Town Centre.

Accordingly, consistent with paragraph 91 of the NPPF, in retail planning policy terms, planning consent should be granted.

Acknowledging the importance of the existing North Stoneham Local Centre, the proposals take the form of a non-standard Lidl design to ensure that the store complements the established local centre and its wider design ethos.

The proposed Lidl store would be the company's second representation within the Eastleigh Borough complementing the existing (recently refurbished) town centre store (Coles Close). It would provide approximately 40 jobs primarily for local people and represents a multi-million pound investment by Lidl.

The proposal is sustainable economic development which accords with the guidance of the NPPF. It will deliver the retail component of the approved local centre for Stoneham at a location which benefits from a favourable retail planning permission. It is, as such, a proposal that has very significant benefits and which is wholly deserving of planning consent.

1. Introduction

1.1 This Planning and Retail Statement ('PRS') has been prepared by Simply Planning Limited (SPL), on behalf of Lidl Great Britain Limited (Lidl GB), and in support of a full planning application to provide a new Lidl foodstore at North Stoneham, Chestnut Avenue/Stoneham Lane, Eastleigh, SO50 9HT. A site location plan is provided at **Document 1**.

1.2 The development provides a new Lidl foodstore totalling c. 1,987 m²(GIA) with a net internal sales area of c. 1,210m², together with parking for 88 vehicles. The full description of development is as follows:

"Erection of retail foodstore (Class E) with associated car parking, access, landscaping and engineering works."

1.3 The application proposals contribute towards improving consumer choice, competition, and accessibility to retail services within the identified catchment. The proposals are in accordance with the Government's agenda for delivering sustainable growth and will result in significant job creating development upon a logical development site for food retail purposes.

1.4 The success of this planning application is, therefore, paramount if the development and its wider economic benefits are to be realised. Such benefits include:

- A multi-million-pound investment in Eastleigh Borough and the new Stoneham community.
- The creation of up to 40 full and part time new jobs primarily for local residents.
- The sustainable development of a logical food retail site serving the retail needs of the new Stoneham community and immediate residential catchment.
- Economic and job creating development on site which, despite benefitting from a favourable planning permission for retail purposes, has remained undeveloped.
- Increased sustainable food shopping patterns.
- A reduction in the travel costs of residents accessing comparable discounted food retailing within the identified catchment.
- Choice, competition, and price competitiveness in food shopping for local residents.

1.5 In the context of this initial overview, it is relevant that:

- Lidl is contractually committed to the scheme. They have every intention of delivering the proposal following a successful planning application.
- Despite a favourable planning permission for a Local Centre at this location, commercial interest has not materialised. The application proposal's retail uses represent the most realistic prospect of delivering economic development at this location.
- Lidl have been seeking additional representation within the Borough of Eastleigh, to complement their existing portfolio, for many years. This is the only site that they have identified, that is genuinely available, and which is capable of providing a store that meets their operational needs.
- Lidl remain committed to their existing stores within the Eastleigh Borough (Eastleigh Town Centre, Coles Close). This is evident from the recent refurbishment programme completed for this store.

- The proposal is grounded in commercial reality, fully costed and deliverable. If awarded consent by the end of 2022, the store can be constructed and trading in 2023.
- The scheme is fully funded which, in the current retail and economic climate, should not be underestimated.
- The proposal can act as a catalyst for further investment at the Stoneham community. It may serve to attract people and complementary businesses alike to this location bringing inevitable economic spin offs.

- 1.6 This supporting Planning Statement focuses on the general planning and retail policy issues associated with the development. It is intended to assist Eastleigh Borough Council (EBC) in its determination of the planning application. It has been prepared against the relevant provisions of the Statutory Development Plan, together with other material guidance, including the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG). In retail terms the application site is considered out-of-centre (despite benefiting from an existing planning permission for retail purposes in the form of a local centre). The NPPF (paragraphs 87 and 88) state that a sequential test should be applied where 'town centre' uses (such as retail) are proposed outside existing centres. The matter of the sequential test is addressed within Section 5. The impact of the proposal on trading patterns and the vitality and viability of designated centres (i.e., the Retail Impact Assessment) is also considered.
- 1.7 The PRS seeks to evaluate the proposal against national and local planning policies and considers the justification and implications of the proposed development. It explains the background to the scheme and justifies why planning consent ought to be granted. It is supported by the following suite of technical documents:

Document Title	Author
Design and Access Statement	One Design
Surface and Foul Water Drainage Technical Note	Mayer Brown
Noise Impact Assessment	Acoustic Consultants Ltd
Air Quality Technical Note	RPS
Ecological Walkover Appraisal	RPS
Tree Survey and Arboricultural Impact Assessment	RPS
Transport Assessment and Travel Plan	Mayer Brown
Sustainability Statement	DDA Ltd
Archaeological Desk Based Assessment	RPS
Lighting Assessment	DDA Ltd/Signify
Sewer and Utility Assessment	Poole Dick
Statement of Community Involvement	Simply Planning Limited
Landscaping Details & Management Plan	RPS
Photomontages/CGI	One Design
Supporting Planning Statement	SPL
Heritage Assessment	RPS

Document Title	Author
Geo-Environmental Desk Study and Geo-Environmental Investigation Report	Obsidian Geo-Consulting

- 1.8 There is, clearly, a host of technical information associated with the application site and past permissions. Where necessary, the above technical submission draws upon this background information.
- 1.9 A full comprehensive architectural drawing package also forms part of the submission. This includes the following drawings:

Drawing No.	Title	Scale
AD-100	Site Location Plan	1:1250 @A3
AD-101	Existing Site Plan	1:500 @A1
AD-110	Proposed Site Plan	1:200 @A1
AD-111	Proposed Floor Plans	1:100 @A1
AD-112	Proposed Roof Plan	1:100 @A1
AD-113	Proposed Elevations	1:100 @A1
AD-114	Proposed Boundary Treatments	1:200 @A1
AD-115	Proposed Site Finishes	1:200 @A1
AD-117	Proposed Site Plan (Easement)	1:200 @A1
AD-118	Proposed Site Plan Topo Overlay	1:200 @A1
700-B	Proposed Site Levels	1:200 @A1

- 1.10 The above documents should be read alongside this PRS. Together, they set the context in which the application proposals should be considered.
- 1.11 The application proposals represent a unique opportunity for the Stoneham community. They provide a hugely important food anchor for the local centre and, in turn, deliver tangible investment and job creating development. As we go on to show, the application site is the only realistic site capable of accommodating such investment. In these unprecedentedly challenging times, with the cost-of-living crisis continuing to escalate, the investment of Lidl, should not be underestimated.
- 1.12 The proposals also have overwhelming public support. This is demonstrated through the accompanying Statement of Community Involvement (SCI), which shows over 80% of respondents to the consultation exercise are in support of the proposal. As there are no technical, or amenity issues, raised by the proposal, the scheme is wholly deserving of planning consent.
- 1.13 In terms of the remaining structure of this report:
- **Section 2:** explains the factual background to the proposal, including describing the site and surrounding area and relevant planning history.
 - **Section 3:** explains Lidl's retail offer.
 - **Section 4:** considers the applicable planning policy context at the national, strategic, and local level.

- **Section 5:** considers retail matters, namely the sequential approach and impact on trading patterns.
- **Section 6:** provides an overview of the main planning considerations including the principle of development.
- **Section 7:** summarises the planning balance associated with the scheme and provides our conclusions.

2. Factual Background

Site and Surrounding Area

- 2.1 The application site comprises part of the wider North Stoneham Park (NSP) development. The eastern boundary of the site is formed by Stoneham Lane whilst Highwood Avenue forms the southern boundary. The application site sits to the immediate south of Stoneham Park Academy. Whieldon Way forms the western boundary to the site which provides the main access to the Local Centre including the primary school, retail units, over 55 residential accommodation, community centre and nursery. The application site totals c.1.78 acres (0.72ha).
- 2.2 In retail policy terms the application site is considered out-of-centre, despite forming part of the approved North Stoneham Local Centre. The majority of the local centre has been built out.
- 2.3 The application site has been cleared and largely comprises bare ground/gravel hardstanding with scattered areas of occasional ruderal vegetation. The site is undeveloped and is of limited amenity value with no existing buildings or other notable features. The site is visible from the new Stoneham Lane roundabout forming a key gateway entrance to the NSP development.
- 2.4 In terms of flood risk, the site is located in Flood Zone 1 and is not at risk of flooding from any source.
- 2.5 The application site is not subject to any site-specific policy designations, other than it is identified as forming part of the main built-up area.
- 2.6 The main site constraint concerns the presence of a single tree, protected by a Tree Preservation Order (TPO). This tree is located in the north-western corner of the site.
- 2.7 There are two statutory designated sites within 2km of the application boundary, the River Itchen Site of Special Scientific Interest (SSSI) and Special Area of Conservation (SAC). Both are located approximately 1.8km south-east of the application site.

Planning History

- 2.8 There is significant and recent planning history associated with the application site. This is summarised below.

North Stoneham Park

- 2.9 Outline planning permission (Ref. O/15/76023) for the new North Stoneham Park community, extending from Chestnut Avenue in the north to land south of the M27 was granted by Eastleigh Borough Council on the 8th January 2016.
- 2.10 A copy of the outline planning permission (Ref. O/15/76023) is provided at **Document 2**. An associated and extensive S106 legal agreement was completed and provides obligations upon the developers and local authorities for the delivery of facilities and infrastructure to serve the new community.
- 2.11 The outline planning permission prescribed the following land uses 1,100 dwellings, 3,200m² care home, 1.3-hectare local centre site (to include indicative floor areas of 2,700m² Class B1 employment/1,700m² retail and other Class A2-5 uses)/450m² day nursery/1400m² school and 788m² community building. A sports hub building was proposed on land south of the M27.
- 2.12 A non-material amendment to the outline permission was agreed by the Council on 19th January 2017. This allowed flexibility on the phasing and submission of details for discharge of condition by phase. A deed of

variation to the Section 106 Agreement was completed on the 4th May 2017. This varied the trigger dates for a number of planning obligations and secured a new phasing strategy.

- 2.13 In May 2017, planning permission (Ref. R/17/79882) was awarded for the first phase of the new community at a site south of Chestnut Avenue and west of Stoneham Lane. The first phase commenced on site in Autumn 2017 and totalled 560 homes. The application site adjoined the areas approved at outline stage for the new local centre, primary school, offices, and a landmark building to the south of the proposed new Avenue Park. The intention was that these areas would be subject to separate reserved matters submissions.
- 2.14 Reserved matters consent (Ref. R/17/81168) was approved on the 20th October 2017 for what was, in effect, Stage 2 of development on the wider site. It comprised a further 514 new dwellings in parcels 1A, 3A and 5A, public open space, associated access roads, drainage, car parking, refuse storage and boundary treatments.
- 2.15 Full planning permission (Ref. F/17/81165) was approved on the 29th March 2018 for Stage 3 of development comprising 39 dwellings within parcel 5A (additional to the 1,100 allowed under the outline permission), public open space, landscaping, boundary treatments, roads and footways, drainage and other supporting works.
- 2.16 Full permission (Ref. F/17/81167) was also approved on the 29th March 2018 for Stage 4 of development. This comprised 18 dwellings (additional to the 1,100 allowed under the outline permission).
- 2.17 Planning application (Ref. DC/17/80834) sought to discharge a number of planning conditions pursuant to the original outline approval. In the context of the application proposals, this included approval of a detailed design document. Commenting on the overall design ethos envisaged for the new local centre, the design code remarked the following:

“Acting as the community and employment zone of the development, this character area is typical of mixed-use accommodation to provide a vibrant gateway to the southern edge of the site from Stoneham Lane.”

- 2.18 The document viewed the character of the Local Centre as comprising a number of elements including:
- The potential to provide a gateway into the site from Stoneham Lane.
 - The need to provide a range of alternative uses with appropriate servicing and amenity.
 - The opportunity to relate to public buildings with the new park area.
 - The need to have regard to existing landscape and heritage assets within the site including Stoneham Gate.
 - The need to ensure that uses are economically viable and are sustainable (our underlining).
- 2.19 The area designated for the Local Centre, through the outline planning application, was located on two parcels of land referred to in the approved outline Design and Access Statement and Development Brief (DAB) as parcels 1C and 1D, in the south-eastern corner of the new community, immediately west of Stoneham Lane.
- 2.20 A Reserved Matters application (Ref. RM/18/84537) for appearance, landscaping, layout, and scale (pursuant to outline planning permission Ref. O/15/76023) of the local centre including the retail units, café, gymnasium, community centre, nursery, offices and 26no. age restricted flats was approved on 14th March 2019. A copy of the Reserved Matters approval has been provided at **Document 3**.
- 2.21 Notable, planning conditions, attached to the Reserved Matters consent, included the following:

- **Condition No. 9** – No deliveries to Buildings A or D shall take place between the hours of 08.30 to 09.15 and 15.00 to 16.00 on any day on which the adjoining school is operational and no deliveries to any of the buildings A, B or D shall take place outside of the hours 07.00-23.00 on any day except in the case of deliveries of newspapers and associated goods in the same delivery vehicle to Building A, which shall not take place outside the hours of 06.00 hours to 23.00 hours.
- **Condition No. 10** – The retail units shall not open for business outside the hours of 06.00-23.00 on any day.
- **Condition No. 19** – The uses permitted within Building B shall be limited to those contained within Use Classes A1, A2, A3, A5, B1a, C2 and D1 of the Town and Country Planning (Use Classes Order) 1987 (as amended). Any Class A5 uses within Building B shall not operate outside of the hours 07.00 to 20.00 on any day.

2.22 A copy of the approved Reserved Matters Layout Plan is shown below:



2.23 The application site for the proposed Lidl foodstore relates to the parcel of land occupied by Proposed Building A. Building A was originally shown as an inverse L-shape and comprised a 1.5 storey convenience store and café and a new road junction: alongside a row of 4 smaller retail units on the return with first floor gymnasium above. In total, it comprised the following:

- 370m² commercial unit (e.g., a local supermarket at ground floor), with associated 'back-of-house' accommodation and service yard to the rear.
- 147m² ground floor café.
- 3 x Commercial Units at ground floor level (Unit 1, 122m², Unit 2, 85m² and Unit 3, 144m²)
- 640m² gymnasium at first floor level (a separate application for a NMA was made to vary Condition No. 41 of the outline planning permission).
- 56 car parking spaces for the commercial units and 22 car parking spaces for the gym (78 total).

- 2.24 A total of 868m² of A1 (now Use Class E) retail floorspace was permitted as part of the local centre (excluding the gym). There were no restrictive goods conditions imposed on the Reserved Matters approval (Ref. RM/18/84537). Accordingly, all of the consented floorspace (within the individually approved units) could be utilised for food retail purposes. This sets an important context against which the application proposals should be considered.

Other Applications

- 2.25 Proposals for the primary school were subject to a full planning application by Hampshire County Council (Ref. HCC/2018/0802). This application sought approval for the development of a 1.5 form entry primary school consisting of a two-storey building with single storey kitchen/plant room attached, a grass sports pitch and hard courts in addition to staff car parking. The application was approved in December 2018.
- 2.26 New sports facilities at Trojans and Hardmoor Sports Grounds in Stoneham Lane were granted outline approval by neighbouring Test Valley Borough Council (15/00118/OUTS) on the 2nd June 2015. This included proposed improvements to Stoneham Lane.
- 2.27 Associated highway improvements located within Eastleigh Borough, required to serve Trojans and Hardmoor Sports Ground proposals, were granted by EBC on the 20th April 2015 (Ref. O/15/75843).
- 2.28 The highway improvements for Stoneham Lane were subsequently incorporated into the outline approval for the overall development (Ref. O/15/76023), extending to land south of the M27 and towards Southampton City.

Conclusions on Planning History

- 2.29 It is clear that the application site has always been envisaged for retail purposes to form a key part of the approved Local Centre. Reserved Matters approval (RM/18/84537) permitted a theoretical total of c. 868m² of A1 retail floorspace at this location. This included a local supermarket (c.370m²). Whilst parts of the Local Centre (including Community Centre and additional age-restricted residential accommodation) have come forward, the retail component of the centre has failed to materialise. The application proposals provide an opportunity to realise investment at this location by delivering the food retail anchor to the local centre.

The Application Proposals

- 2.30 The application proposals seek full planning permission for a c. 1,210m² (net sales) Lidl foodstore (plus warehouse and ancillary floorspace including staff welfare facilities, offices and back of house accommodation etc), alongside a new vehicle access from Whieldon Way. The proposals will deliver a total of 88 car parking spaces, inclusive of 5 designated disabled, 8 parent and child and 2 electric vehicle (EV charging spaces).
- 2.31 The proposed store has been positioned on the northern boundary of the site which, owing to the tapering of the application site, is the most logical and efficient orientation. It also allows for the store to be set back from the highway. The main customer entrance lobby is to be located on the south-eastern corner of the building. Pedestrian access will be afforded from both the local centre via a dedicated pedestrian crossing link incorporating tactile paving and a raised section of carriageway, together with a dedicated pedestrian and cycle link from Stoneham Lane which continues along the northern boundary of the store. The southern part of the site will provide customer car parking.
- 2.32 Servicing and deliveries are to take place on the western boundary of the site adjacent to the shared access road.

- 2.33 The development will provide a new vehicle crossing arrangement from Whieldon Way to the west to give priority to pedestrians crossing the vehicular site access, with give way/priority markings placed at the back of the footway. The vehicle crossover arrangement will be utilised for all vehicles accessing the site; customers, staff and delivery vehicles.
- 2.34 As the current raised section of carriageway on Whieldon Way terminates midway across the proposed vehicle crossover, it is proposed that the existing raised carriageway is extended around 10m to the north, along the whole width of the proposed access and to provide a raised crossing point between the existing local centre to the west and a proposed 3m shared footway/cycleway along the western boundary of the foodstore.
- 2.35 As part of the extension of the raised section of carriageway on Whieldon Way, and provision of a raised crossing point, a new section of 3m shared footway/cycleway will be provided on the eastern side of Whieldon Way. This will connect the crossing point and pedestrian/cycle link with the western local centre area.
- 2.36 The eastern shared footway/cycle link will link to a new cycle link running along the northern edge of the application site, between Whieldon Way and Stoneham Lane to the east via a stair link with bicycle track. A further shared pedestrian/cycle route is provided along the eastern boundary of the building. This will form a direct link between the store entrance and northern cycle link.
- 2.37 The detailed design philosophy underpinning the proposed layout and design is explained, in greater detail, within the accompanying Design and Access Statement, prepared by One Design. The layout and design has been informed through an appropriate analysis and appreciation of the site's context and individual characteristics, together with the operational needs of the retailer. The proposals take the form of a non-standard Lidl elevational design acknowledging to the high-quality design ethos established across the wider Stoneham development.
- 2.38 The development will result in the loss of 1no. TPO'd Tree. This is located on the north-western boundary of the site. The loss of the TPO'd tree, whilst regrettable, is necessary to accommodate the realignment of an existing sewer which represents a significant constraint to development. The site affords significant opportunity for landscape enhancement as part of the application proposals. A detailed landscape strategy has been provided as part of the application submission which has been informed by the need to provide for suitable tree reprovion. Other than the existing TPO'd tree, the site is devoid of any ecological or landscape merit and appears to have been used as a construction compound for several years. The proposed landscape strategy not only replaces, but increases significantly, the amenity and arboricultural value of the site.

3. The Lidl Business Model

- 3.1 This section of the statement provides an overview of the Lidl retail operation, including position of the company within the UK retail market, alongside its distinguishable trading characteristics.

Position within the Market

- 3.2 Lidl and Schwarz Grocery Wholesale was founded in Germany in the 1930's. Since this time, the company has diversified into hypermarkets under the trading name 'Kaufland' and discount foodstores known as Lidl. Today the Schwarz Group is one of the largest grocery retailers in Europe.
- 3.3 The first Lidl stores opened in Germany in 1973. By the 1980s, Lidl had become a household name. In the early 1990s, Lidl began to expand throughout Europe and now has over 12,000 stores in over 30 countries.
- 3.4 Lidl commenced trading in the UK in November 1994. Since that time the retailer has grown to become a substantial presence in the convenience retail market. Research from Kantar (2022) suggests Lidl has a 7% share of the UK grocery market and is the UK's sixth largest supermarket group.
- 3.5 The increasing popularity of the discount retailers is well-known. Indeed, Lidl is firmly established in the UK. Its market share is increasing, and the Company is continuing to invest in the expansion of its store network through a planned programme of growth.

Discount Market

- 3.6 The Lidl philosophy is centred on simplicity and maximum efficiency at every stage of the business, from supplier to customer. This enables the company to sell high quality own branded products at the lowest possible prices. It is this format that has resulted in Lidl being classified by retail research company Verdict (now Global Data) as a 'deep' or 'hard' discounter.
- 3.7 'Deep discounters' concentrate on selling a limited range of primarily own branded goods at extremely competitive prices. They are distinct from the mainstream convenience retailers such as Tesco, Asda, Sainsbury's and Morrisons.
- 3.8 Lidl can offer high quality products at low prices due to extensive bulk purchasing. This enables the company to achieve significant economies of scale. Other factors that enable Lidl to offer consistently low prices include the format of its stores and the approach taken to both the display and sale of products.
- 3.9 The fact that Lidl provides a distinct offer to the main convenience retailers was recognised by the Competition Commission in its 2008 'Grocery Market Investigation'. The Glossary to the Investigation Report refers to Lidl as a 'Limited Assortment Discounter', or 'LAD'. This is defined as:

"Limited Assortment Discounters (i.e., grocery retailers offering noticeably lower prices than a conventional supermarket, but which stock a limited range of products)."

- 3.10 Further reference is made to LAD stores at paragraph 3.3 (Page 30) of the investigation:

"Limited Assortment Discounters carry a limited range of grocery products and base their retail offer on selling those products at very competitive prices. The three major LADs in the UK are Aldi, Lidl and Netto. Each...carries in the region of 1,000 to 1,400 product lines in stores ranging from 500m² to 1,400m² (stores of a similar size operated by a large grocery retailer generally carry about 5,000 products). Aldi, in large part, carries own label goods while both Lidl and Netto carry larger volumes of branded goods".

- 3.11 Paragraph 4.80 (page 70) of the investigation goes on to say that due to the limited number of products

carried by LADs they are not close substitutes for other foodstores of a comparable size (i.e., they are different):

“The limited number of products carried by LADs stores mean that these stores are not close substitutes for similarly-sized stores operated by CGL (Co-Op), M&S, Sainsbury’s, Somerfield and Tesco. In particular, we note that Aldi, Lidl and Netto stores typically sell fewer than 1,000 products. In comparison, large grocery retailers generally sell around 5,000 to 10,000 products in stores in the same size range as those operated by LADs (i.e., 500 to 1,400m²). The results of our entry analysis also show that Aldi, Lidl and Netto stores are not close substitutes for the stores of large grocery retailers”.

- 3.12 The findings of the Competition Commission’s 2008 investigation confirm that Lidl operates a business model which sets it apart from other main food retailers (with the exception of Aldi). This distinction is highly relevant to the consideration of its foodstore proposals against the well-established retail policy tests (i.e., sequential and retail impact).
- 3.13 Whilst this report is now over 10 years old, its description of the LAD business model remains sound, albeit Netto no longer trades in the UK (sold their portfolio to Asda); the size of Lidl and Aldi stores has increased to some extent; and the number of product lines sold has also increased. Nonetheless, the strong points of differentiation between the LAD operators, the main grocers (Tesco, Asda, Sainsbury’s, Waitrose and Morrisons) and general convenience stores continues to remain clear and identifiable.
- 3.14 The Commission, Inspectors and Secretary of State have expressly recognised that LAD foodstores offer benefits of quality and value. Lidl sells a limited number of product lines, and all its business practices are aimed at driving down cost so that it can continue to provide exceptional value for money. Lidl currently sell c. 3,000 product lines, whereas the main grocers (including Tesco) will sell upwards of 20,000 and as many as 40,000, or more, within larger stores. Furthermore, the number of value lines that such retailers’ stock is limited.

Product Range and Pricing Structure

- 3.15 A further key characteristic of the Lidl business model, as highlighted within the Competition Commission’s findings, is that Lidl carry a limited range of primarily own brand products.
- 3.16 Lidl aim to keep the shopping experience as simple as possible for its customers. Lidl operates a ‘no frills’ policy by avoiding unnecessary packaging and presentation, including adopting an efficient store fit-out. Again, such measures assist in keeping the cost of products low.
- 3.17 Non-food items are also limited to around 20% of floorspace. The non-food offer is predominately focused on household cleaning and health and beauty products, for example. Lidl stores do receive a twice weekly delivery of non-food ‘specials’, which can range from garden equipment and small items of furniture to flat screen TVs. These are sourced on a large scale and at competitive prices. Such items are provided on a ‘when it’s gone, it’s gone’ basis and, owing to the limited and constantly changing offer, the potential for impact upon comparison retailers is negligible. Put simply, there is no standard, or constant, comparison goods range offered in store.
- 3.18 Lidl’s offer is based on providing a limited range of high-quality products at very attractive prices. The limited number of lines, which are significantly less than other mainstream retailers, ensures the lowest possible operating costs. It includes:
- A quality range of fresh and frozen pre-packaged meat;
 - Own-brand dry groceries and frozen goods;

- Tertiary branded wines and spirits;
- A quality range of loose and pre-packed fruit and vegetable lines; and
- A basic range of non-food household items and twice-weekly (non-food) specials.

3.19 Lidl's retail offer is also noticeably distinct from the large retailers by not offering the following:

- Butchers counter
- Pharmacy
- Fishmonger
- Dry-cleaning services
- Post Office service
- Financial products
- Photography processing
- Cafe/Restaurant
- Cigarettes and tobacco products

3.20 The above product ranges and services do not fit with their core retail concept. This is one further way in which Lidl differs from mainstream and more traditional town centre retailers. The larger food retailers have all been through a considerable process of diversification over the past decade or so. Many provide the above services as a 'one stop' destination for their customers. Lidl have always operated as a complementary retailer, with a significant proportion of their customers choosing to visit other retailers to fulfil their retail shopping needs. Put simply, the general overlap with conventional supermarkets and town centres is limited.

3.21 As a consequence of the Lidl business model, its customers tend to purchase part of their main grocery shop (i.e., basic staples) in store, taking advantage of the low prices, but then visit other retailers in order to purchase more specialist items. This, combined with the fact that Lidl do not offer the products and services listed above, means that Lidl stores largely complement existing retail provision.

3.22 Customers also no longer assume that the quality of the goods sold by LAD operators must be low to achieve cheap prices. Indeed, Lidl is able to offer very competitive prices whilst keeping the quality of its goods extremely high. In their report on the UK Food and Grocery Market (July 2018) Global Data acknowledge that 'Lidl has put significant effort into deconstructing the stereotypical view of low quality at discounters'. Lidl achieves high quality, yet low prices, through a combination of factors, including:

- Tremendous buying power as a result of the scale of its operations across Europe.
- A concentration of own brands which avoids passing on the cost of brand name marketing to the customer.
- Stocking a much more limited product range than others, concentrating on goods that form a very high proportion of the weekly food shopping needs of most households.
- Efficient operating systems.
- Simple product display and stock handling procedures.

- 3.23 Accordingly, in terms of public awareness and perceptions, Lidl stores are very popular, not only with those on a limited income but also, increasingly, with the higher social groupings. In short, more affluent shoppers have realised that the quality of retail offer available is superior in many cases to the larger grocery retailers and much cheaper. As a result, many now combine a trip to Lidl as part of their regular food shop at the larger mainstream stores.
- 3.24 Lidl operate on lower margins than the major food store operators and are able to pass on the savings to their customers, which instils loyalty and a return to store mind set.
- 3.25 The Lidl business model inevitably has consequences for the design and layout of stores. The size and configuration must be compatible with Lidl's efficient delivery and stock handling and ability to stock the standard product lines in sufficient depth to meet customer needs and minimise costs. This inevitably places restrictions on the ability of the business model to be 'flexible' in terms of store format. This has implications in terms of the sequential approach – an observation that has been accepted by Local Planning Authorities, Planning Inspectors and the Secretary of State in both application and appeal decisions across England.

Trading Hours

- 3.26 The typical trading hours for Lidl stores are also (generally) more limited than the main convenience retailers. Lidl trade for a core period of between 07.00 – 22.00 Monday to Saturday (inclusive of Bank Holidays). Sunday trading is restricted by the Sunday Trading Act 1994 which limits stores over 280m² to 6 continual hours only, between 10.00 and 18.00. Lidl will normally trade either between 10.00-16.00 hours or 11.00-17.00 on a Sunday.

Store Format

- 3.27 Lidl has an established store format which is integral to the success of its business model. For example, the preferred store size required by Lidl for its operational requirements is c.2,275m² gross internal area (GIA). The size of the proposed store for Stoneham is c.1,987m² gross internal area (GIA) which falls below (c.13%) Lidl's standard operating format.
- 3.28 A single level store is fundamental to the retailer. It allows for pallets to be easily moved directly from the delivery bay onto the sales area. Such operational efficiencies cannot be achieved in the same way in smaller or multi-level stores, resulting in the need to break pallets down and stack products directly onto the shelves. This increases staff costs and ultimately prices. Put simply, any compromise on the operational efficiencies of a Lidl store means it is increasingly difficult for Lidl to pass resultant cost savings to their customers.
- 3.29 In addition, Lidl's store format has been purposefully designed to provide mobility impaired customers, the elderly and those with small children, sufficient circulation space to move around the store. By placing bulky products on the sales floor, Lidl ensure easy access to these items for all customers.
- 3.30 With regard to store format, it has been recognised by the Secretary of State and Planning Inspectors that a single level retail operation is essential to the Lidl business model and that, consequently, 'disaggregation' (breaking stores down into convenience and comparison elements) cannot be achieved without the benefits of the discount format being lost. In this respect, in relation to a Lidl scheme in Oxford (APP/G3110/A/04/1171310L05/1195688), the Inspector noted (paragraph 82) the following:

"The fact that Lidl only sell a limited range of goods means there is no realistic scope for disaggregation. Lidl stores cannot be broken down into constituent parts..."

- 3.31 This is an important consideration in the context of the application proposals and application of the sequential test.

Local Catchment

- 3.32 The locational strategy for Lidl is for siting stores within urban areas. Lidl, as with other Limited Assortment Discount (LAD) stores, trade from a localised catchment particularly within urban areas of dense population – such as the application site.
- 3.33 A 4-to-5-minute drive-time is typical for a store's primary trading catchment. Due to the limited range of goods offered, many customers will use the stores for staple products (often by basket shop only) and do not travel significant distances to shop. This means that stores rely on convenient, visible, and accessible locations.
- 3.34 Put simply, many customers use Lidl stores in order to purchase part of their main food grocery shop (i.e., basic staples), taking advantage of the low prices but proceed to visit other retailers to purchase more specialist items. In addition, many Lidl customers also continue to visit smaller independent convenience stores closer to their home for top-up/basket shopping (i.e., buying a pint of milk or a loaf of bread), alongside using services that are not provided by Lidl (e.g., dry cleaning, Post Office, etc.).

Employment Opportunities

- 3.35 The proposed store is likely to provide up to 40 new full time equivalent job opportunities.
- 3.36 Lidl have a policy of employing local people from all backgrounds and is an equal opportunities employer with a strong social inclusion policy.
- 3.37 Lidl offer many different career paths and opportunities for wider progression. These include managerial and administrative positions, in addition to positions such as store assistants and cashiers. The company also runs comprehensive management development and training programmes, enhancing the skills of staff and maximising staff retention.
- 3.38 In terms of employment when setting up a new store, Lidl tend to bring in a manager from another store that already has links with that area. This is vital to provide the necessary experience and leadership during the training period of the new store staff. It is then the responsibility of the store manager and area manager to recruit and train the necessary numbers of staff, prior to the store opening. Staff are recruited from the local community using a variety of methods, including local newspaper advertisements, Job Centre advertisements and open days.
- 3.39 An important part of the job creating benefits of the proposal is also the quality of the employment 'offer'.
- 3.40 Lidl invest heavily in the training and continued development of their staff. They encourage and train individuals, giving them the opportunity to work in different parts of the business and to gain important new skills. Lidl also have a dedicated in-house training department who work on nationwide training initiatives to facilitate easier access for individuals to access their specific training requirements.
- 3.41 Furthermore, in recent years, Lidl's 48-week undergraduate placement programme was a finalist in the NCNE National Placement and Internship awards. Lidl also rank highly in the Times top 100 graduate employers.
- 3.42 In addition, Lidl was one of the first retailers to pledge the new living wage rate in 2019, increasing the pay of more than 17,000 employees. In November 2021, Lidl announced further pay rises placing it as one of the UK's highest-paying supermarket.
- 3.43 Lidl's loyalty to staff is one of the retailer's most recognisable qualities. There are excellent opportunities for progression within the business and highly competitive employment packages available. Team rewards and employee discount incentives are also offered to staff. Lidl encourage enrichment on all levels, personal and

professional and, in this regard, introduced a sabbatical scheme allowing staff to take up to 3 months off to pursue individual interests. Such flexibility is unrivalled in the retail sector.

- 3.44 Lidl also have a policy of employing locally to ensure each store reflects the local area/identity. The value of the employment opportunities generated should not be underestimated. They are real jobs with genuine opportunities for progression and which will be made available to the local population. The level of job creation is significant and there would be a tangible positive impact on local employment as a result.

Servicing

- 3.45 Mindful of minimising disturbance to any neighbouring landowners each Lidl store typically has only 2-3 deliveries a day for all its products, including ambient, fresh, frozen, and chilled goods. Total unloading time is generally around 45 minutes.
- 3.46 Deliveries and servicing within this particular location will require further careful consideration owing to the proximity of the adjacent school and coordinated appropriately.
- 3.47 New stores also feature graded ramps in the delivery bay and manual dock levellers, negating the need for noisy scissor or tail lifts.
- 3.48 On the issue of waste, Lidl recycle their packaging material, with their merchandising and display formats being specifically designed to facilitate this.
- 3.49 Lidl implement a variety of measures to minimise the environmental impact of its stores and to contribute towards wider sustainability objectives. These include for example:
- A commitment to renewable energy including installation of photovoltaic panels (where appropriate).
 - Limiting deliveries per day. Delivery vehicles are used to remove waste from the store on their return journey to the distribution centre where the waste/recyclable material is sorted and managed carefully. This helps to reduce vehicle trips and emissions.
 - Lidl leads the sector in terms of recycling and waste to landfill reduction by recycling all paper/cardboard and plastic waste produced by the store.
 - Lidl stores use a manual dock leveller for deliveries, reducing noise emissions and energy use.
 - All Lidl stores are fitted with a 'Building Management System' incorporating movement sensors, Lux metres and thermostatic controls. This ensures that the back of house areas of the store are only lit when people are using them and that external lighting is only used when required, and that the temperatures of the various areas within the store are maintained at the correct levels. Energy efficient LED lighting is used and lighting within the sales area is cutback to one third (before and after trading hours).
 - Water consumption is also carefully monitored, and flow control devices and water metres are fitted in all stores (including mixer taps, dual flush toilets, flow metres and leak detection).
 - Car park lighting is designed with light fittings carefully specified to keep light spill to an absolute minimum.
- 3.50 With regards to sustainability, the proposals have been designed to achieve a BREEAM 'Excellent' rating and are accompanied by a Sustainability and BREEAM Pre-Assessment, prepared by DDA Ltd.

- 3.51 Lidl also produce and implement Travel Plans, as a means of promoting sustainable transport choices. A Travel Plan has been prepared by Mayer Brown and is submitted in support of the application.

Secure by Design and the Disability Discrimination Act

- 3.52 Lidl design their stores and sites to minimise anti-social behaviour and crime. They provide open and well-lit schemes to deter criminal activity. Lidl also install CCTV to ensure the safety of staff, customers and property as standard.
- 3.53 Lidl provides its customers with disabled car parking spaces that comply with the latest DDA Regulations, ensuring mobility impaired, or wheelchair bound customers, can safely and conveniently manoeuvre throughout the site. Lidl car parks are firmly designed with the customer in mind to ensure that cars can pass easily into and around the car park. Disabled and parent and child spaces are also positioned near to the store entrance. Car parking bays and access roads are also larger than standard, as a further means of increasing convenience for customers.

Summary

- 3.54 Overall, the key trading characteristics which distinguish Lidl from its mainstream convenience competitors and smaller independent retailers can be summarised as follows:
1. **A restricted number of product lines** – Lidl is not a one stop shop. It sells a limited range of predominately own branded goods, with customers seen to visit other stores (including town centres and independents) for a wider choice of branded goods and products.
 2. **A complementary retail offer** – Lidl provides a complementary retail offer. A limited range of comparison goods are also sold. The constantly changing nature of ‘non-food specials’ ensures that any impact on other retailers is not constant and is, indeed, limited. Nor do Lidl offer the range of services as provided by the mainstream retailers.
 3. **Small store size and localised catchment** – Lidl stores do not draw customers from a wide area. Their stores are intended to serve a localised catchment, particularly within densely populated urban areas.
 4. **Uniform layouts** – Lidl require standard internal layouts to ensure compatibility with Lidl’s efficient delivery and stock handling procedures and ability to stock the standard product lines to meet customer needs and minimise costs.
- 3.55 Collectively, the above help to ensure the trading impacts of a new Lidl store, upon both existing retailers and centres is limited.

4. Planning Policy Context

Introduction

- 4.1 This section of the report considers national and local planning policies of relevance to the application.
- 4.2 Section 70(2) of the Town and Country Planning Act 1990 and Section 38 (6) of the Planning and Compulsory Purchase Act 2004 state that when determining a planning application, regard is to be had to the Development Plan and that determination shall be made in accordance with the Development Plan, unless material considerations indicate otherwise. The Development Plan for the application site comprises the Eastleigh Borough Local Plan 2016 – 2036 (April 2022).
- 4.3 The National Planning Policy Framework (NPPF) and practice guidance is also an important material consideration.

National Planning Policy Framework (NPPF)

- 4.4 The revised National Planning Policy Framework was published in July 2021. It sets out the Government's planning policies for England and how these are expected to be applied. The document carries significant weight in the decision-making process.
- 4.5 The NPPF retains the 'presumption in favour of sustainable development', yet adopts (Paragraph 11) the revised wording:

"Plans and decisions should apply a presumption in favour of sustainable development.

For decision-taking this means:

- c) *approving development proposals that accord with an up-to-date Development Plan without delay; or*
- d) *where there are no relevant Development Plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:*
- i) *the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*
- ii) *any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole."*
- 4.6 Paragraph 8 of the NPPF states that achieving sustainable development means that the planning system has three overarching objectives:
- a) *"an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*
- b) *a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and*
- c) *an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources*

prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”

- 4.7 The application proposals perform an important social and economic role. They result in economic and job creating development on a site previously considered suitable for food retail development. They will deliver an enhanced and additional food retail offer at the heart of the Local Centre for Stoneham. This, in turn, will enable more sustainable and efficient shopping trips and deliver net additional employment benefits for the Borough. The proposals represent a multi-million pound investment in the locality on a site which, despite benefitting from a favourable planning permission for a local centre, has struggled to generate commercial interest. Such key benefits cannot be underestimated. They receive strong support within the NPPF.
- 4.8 In accordance with the NPPF planning consent should only be refused if the impacts of the development significantly and demonstrably outweigh its benefits (our emphasis). There are no impacts of such weight that would warrant refusing consent. As we go on to show, it is a scheme which accords with the relevant policies of the Development Plan.
- 4.9 Paragraph 81 of the NPPF acknowledges that planning policies and decisions should help create the conditions in which businesses can invest, expand, and adapt. Significant weight should be placed on the need to support economic growth and productively. Paragraph 83 of the NPPF comments that planning policies and decisions should recognise and address the specific locational requirements of different sectors. The application site is a logical development site for a food retail proposition, recognised through the relevant planning history. Supporting and facilitating economic development assumes further importance, in this unprecedented and highly challenging economic climate.
- 4.10 The retail policies of the NPPF are included at Chapter 7. These include the requirements to undertake a sequential test and, above a certain trigger threshold, a Retail Impact Assessment (RIA).
- 4.11 Paragraph 87 of the NPPF confirms that Local Authorities should apply a ‘sequential test’ to planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up-to-date Local Plan.
- 4.12 Such proposals are required to be located in town centres, then edge-of-centre locations, and only if suitable sites are not available should out-of-centre sites be considered. The NPPF advises that in considering edge and out-of-centre sites, preference should be given to sites that are accessible and well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored.
- 4.13 Town centres are defined in the NPPF (Annex 2: Glossary):
- “Area defined on the Local Authority’s Policies Map, including the primary shopping area and areas predominately occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are defined in the Development Plan, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.”*
- 4.14 The Local Centre at Stoneham does not benefit from a retail allocation within the Development Plan and is considered out-of-centre. On that basis, a full sequential approach has been undertaken and is provided at Section 5.
- 4.15 Paragraph 90 of the NPPF confirms that when assessing retail proposals outside town centres, local planning authorities should require an impact assessment, if the development is over a proportionate, locally set

floorspace threshold. If there is no threshold, the NPPF confirms the default threshold is 2,500m² (gross). The Eastleigh Borough Local Plan (April) adopts a locally set threshold for Eastleigh of 350m² or greater.

4.16 Paragraph 90 of the NPPF outlines that an assessment, when required, should include a consideration of:

- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).

4.17 Paragraph 91 of the NPPF is clear that, in instances where an application fails to satisfy the sequential test or is likely to have a significant adverse impact on one, or more, of the considerations in paragraph 90, it should be refused. An Assessment of retail impact is provided at Section 5.

4.18 In retail terms, the application proposals are in accordance with the broad objectives of the NPPF. We say this for the following reasons:

- The proposal delivers sustainable economic development on a site previously identified for retail purposes, of direct benefit to local residents.
- The proposal provides sustainable economic development on a logical retail location and within a wider area that is to benefit from significant population growth.
- The proposals provide an anchor to a previously approved local centre, fully consistent with the local retail 'offer'.
- The proposals bring forward sustainable economic development, on a site which has no ecological or economic value.
- The proposals will create in the region of 40 full and part time net additional jobs for Eastleigh – the majority of which will be taken by the local population.
- The proposals may act as a catalyst for further investment at this location which could, for example, take the form of complementary retail uses occupying adjacent vacant units.
- The proposals are accessible by both public and private transport (as evidenced within the submitted Transport Assessment, prepared by Mayer Brown).
- The proposals will result in efficiency and sustainability gains by delivering a form of discounted food retail in a manner which complements existing retail provision in the catchment.
- The application site is not subject to any site-specific policy designations within the adopted Development Plan which would preclude its delivery for food retail purposes, subject to satisfying the key retail policy tests (i.e. sequential and impact).

Practice Guidance

4.19 The Government's Practice Guidance (2016: Updated June 2021) accompanies the updated NPPF. It includes tailored guidance relating to Town Centres and Retail.

4.20 Paragraph 009 defines the purpose of the sequential test as follows:

"The sequential test guides main town centre uses towards town centre locations first, then, if no town centre

locations are available, to edge of centre locations, and, if neither town centre locations nor edge of centre locations are available, to out of centre locations (with preference for accessible sites which are well connected to the town centre). It supports the viability and vitality of town centres by placing existing town centres foremost in both plan-making and decision-taking."

4.21 Paragraph 011 notes that it is for the applicant to demonstrate compliance with the sequential test (and failure to undertake a sequential assessment could in itself constitute a reason for refusing permission). Further and, wherever possible, the local planning authority is expected to support the applicant in undertaking the sequential test, including sharing any relevant information. The application of the sequential test needs to be proportionate and appropriate for the proposal.

4.22 Paragraph 014 of the Practice Guidance concerns retail impact. It states that:

"The purpose of the test is to consider the impact over time of certain out of centre and edge of centre proposals on town centre vitality/viability and investment. The test relates to retail and leisure developments (not all main town centre uses) which are not in accordance with up-to-date plan policies and which would be located outside existing town centres. It is important that the impact is assessed in relation to all town centres that may be affected, which are not necessarily just those closest to the proposal and may be in neighbouring authority areas."

4.23 Paragraph 017 notes that:

"the impact test will need to be undertaken in a proportionate and locally appropriate way, drawing on existing information where possible."

4.24 Paragraph 018 acknowledges that the following steps should be taken in applying the impact test:

- Establish the state of existing centres and the nature of current shopping patterns (base year).
- Determine the appropriate time frame for assessing impact, focusing on impact in the first five years, as this is when most of the impact will occur.
- Examine the 'no development' scenario (which should not necessarily be based on the assumption that all centres are likely to benefit from expenditure growth in convenience and comparison goods and reflect both changes in the market or role of centres, as well as changes in the environment such as new infrastructure).
- Assess the proposal's turnover and trade draw (drawing on information from comparable schemes, the operators benchmark turnover of convenience and comparison goods, and carefully considering likely catchments and trade draw).
- Consider a range of plausible scenarios in assessing the impact of the proposal on existing centres and facilities (which may require breaking the study area down into a series of zones to gain a finer-grain analysis of anticipated impact).
- Set out the likely impact of the proposal clearly, along with any associated assumptions or reasoning, including in respect of quantitative and qualitative issues.
- Any conclusions should be proportionate: for example, it may be sufficient to give a broad indication of the proportion of the proposal's trade draw likely to be derived from different centres and facilities in the catchment area and the likely consequences for the vitality and viability of existing town centres.

4.25 The guidance is clear that a judgement as to whether the likely adverse impacts are significant can only be reached in light of local circumstances and *"where evidence shows that there would be no likely significant impact on a town centre from an edge of centre or out of centre proposal, the local planning authority must*

then consider all other material considerations in determining the application, as it would for any other development.”

4.26 The advice of the Practice Guidance is important in the context of the application proposals. Namely:

- There are no site-specific designations applicable to the application site.
- The site has been acknowledged as being suitable for retail purposes, forming part of the approved North Stoneham Local Centre.
- The location of the application site is critical to the operational and market requirements of the proposal. Put simply, it is a proposal which needs to be located at this particular site to serve the intended and expanding catchment of the Stoneham community.
- The site provides direct access to and visual prominence from the highway network.
- The site forms part of the ‘heart’ of the local centre. It is an obvious location for an anchor food retailer.
- There is synergy and co-locating benefits between the proposal and adjoining uses/occupiers.
- In terms of application of the sequential test, locating the development at another location (i.e. within Eastleigh) would not meet the operational needs of the end-user (falling outside the intended catchment) and, in commercial terms, would prove unviable.

Development Plan

4.27 The Statutory Development Plan for the application site comprises the Eastleigh Borough Local Plan (April 2022).

4.28 The application site is unallocated within the Eastleigh Borough Local Plan.

4.29 Strategic Policy S1 (Delivering Sustainable Development) states that to be sustainable, new development in the Borough should:

- a. Meet community needs without compromising the identity of the Borough or its individual settlements, or the ability of future generations to meet their own needs;
- b. Enhance social equality by ensuring equal and easy access to a range of community facilities and services;
- c. Maintain and help to grow a high-performing local economy;
- d. Have regard to the potential impacts of climate change, and the need to limit greenhouse gas emissions;
- e. Minimise the need to travel longer distances;
- f. Avoid impacts on the Hamble and Itchen catchments and associated flora and fauna species by preserving water quality and flows from development and safeguarding potential yield of local water resources;
- g. Seek opportunities to optimise density of new development and redevelopments;
- h. Use resources wisely and minimise the generation of waste;
- i. Maintain local environmental quality, including avoiding damage to, and where possible enhancing, the existing valued urban and rural environments in the Borough and heritage assets;

- j. Have regard to the purposes of the South Downs National Park;
- k. Maintain, enhance, extend and connect the natural habitats within and landscape value of the Borough, extending natural habitats into new and existing developments to achieve environmental net gain.

4.30 When considering development proposals, the Council are to take a positive approach reflecting the presumption in favour of sustainable development enshrined in the NPPF.

4.31 The Borough's Settlement Hierarchy is set out in Table 1 of the Adopted Plan (replicated below). It is the main consideration when considering the overall spatial distribution of new development and the appropriate scale of development. The settlement hierarchy is based on the facilities that already exist in local communities (not those that are proposed or coming forward). It identifies both the most sustainable locations i.e., those which have the most employment, local services, and amenities and where the need to travel is therefore reduced; and highlights areas where such facilities are needed and could be provided through sufficient development.

TABLE 1: Existing Settlement Hierarchy

Existing Settlement Hierarchy Level	Settlement
1	Eastleigh
2	Chandler's Ford
	Hedge End
3	Bishopstoke
	Botley
	Bursledon
	Fair Oak
	Hamble
	Netley Abbey
	West End
4	Allbrook
	Boorley Green*
	Butlocks Heath
	Horton Heath*
	* Development planned or under construction in these centres includes services and infrastructure that will affect the position in the settlement hierarchy when delivered.

4.32 Paragraph 4.7 of the Local Plan acknowledges that most towns and villages in the Borough have a reasonable range of facilities, however, some have more than others. They have been classified into a settlement hierarchy based on whether the following services are available:

- Shops (convenience goods) and post office;
- Leisure and community facilities;

- Education facilities;
- Health care facilities (doctors, dentists, pharmacies);
- Local employment (proximity of employment areas);
- Public transport.

4.33 Such classifications are important in the context of the application proposals. Once fully developed, the Local Centre will contain shops, community facilities and education facilities in a highly sustainable location (evidenced within TA). Planning permission has also been forthcoming for office development in the immediate locality. It is clear that the immediate area can, and is, beginning to function as a centre.

4.34 The supporting text (paragraph 4.8) acknowledges that the settlement hierarchy reflects the level of existing services and facilities within settlements and that this will change over time in recognition to developments either planned or under construction.

4.35 The application site does not fall within an identified settlement set out under Table 1 of the Eastleigh Borough Local Plan.

4.36 Strategic Policy S2 (Approach to New Development) states that the Council will promote the delivery, over the plan period (2016-2036), of a minimum of 14,580 new dwellings, 103,500m² of new employment development (of which 56,800m² will be E(g)(i)/(ii) development) together with related transport infrastructure, open space, sports facilities, and other community facilities (our underlining).

4.37 The urban edge as set out on the policies map defines the main built-up areas within which there is a presumption in favour of locating new development.

4.38 Strategic Policy S3 (Location of New Housing) states that the Borough Council will focus as much new housing as possible within existing urban areas. Land south of Chestnut Avenue, Eastleigh at Stoneham Park (of which the application site falls within) is identified as a strategic site with planning permission for 1,150 new dwellings.

4.39 Strategic Policy S10 (Community Facilities) states that the Borough Council will work with Hampshire County Council, the health authorities, emergency services, town and parish Council's, faith groups and voluntary groups to ensure the adequate provision of facilities to serve the Borough's communities. In association with new residential development, a range of community infrastructure is to be sought ensuring the sustainability of new development. Supporting paragraph 4.55 notes, in particular, the following:

"Also in association with the new developments the Borough Council will seek to secure the provision of new multi-purpose community halls and/or improvements to existing halls and where feasible, local shops. The intention is that these should be grouped with the new schools to form new local centres within each new community."

4.40 The application proposals will deliver the retail element of the approved Local Centre at North Stoneham, providing a commercially realistic alternative to a local shop.

4.41 Strategic Policy S11 (Transport Infrastructure) acknowledges that the Council will work with the highway authorities, Solent Transport, transport operators, funding bodies and developers to minimise transport emissions, pollution and congestion by:

a. Ensuring new developments:

i. Encourage walking, cycling and the use of public transport; and

ii. Minimise congestion and support safety on the highway network;

As informed by appropriate transport assessments; and

b. Safeguarding the routes and securing the funding to deliver new and improved transport infrastructure.

- 4.42 Strategic Policy S12 (Strategic Footpath, cycleway and bridleway links) notes that the Borough Council, in partnership with the Highway Authority, will seek to create new, and improved existing footpath, cycle and bridleway links throughout the Borough connecting identified key destinations. Eastleigh to Southampton via Stoneham Lane is identified as a new and strategic footpath/cycleway/bridleway route. The policy also stipulates that new development should integrate with existing routes and public rights of way and, wherever possible, maintain, protect, and enhance their function.
- 4.43 The development management policies are set out from Chapter 5 of the Local Plan.
- 4.44 Policy DM1 (General Criteria for new development) states that all new development should not have an unacceptable impact on, and where possible should enhance:
- i. Residential amenities of both new and existing residents; the character and appearance of urban areas, the countryside and the coast;
 - ii. Biodiversity (avoiding significant adverse impacts); and
 - iii. The significance of heritage assets.
- 4.45 Developments should make efficient use of the site and take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood and be compatible with adjoining uses and being well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining buildings, spaces and views.
- 4.46 Development should not involve the loss of or damage to trees, woodland, hedgerows, ponds, priority habitats or other landscape features of value to the character of the area, or appearance or biodiversity unless they can be replaced with features of equivalent or enhanced value. Schemes are expected to include a landscape scheme.
- 4.47 Policy DM2 (Environmentally Sustainable Development) promotes environmentally sustainable development based upon BREEAM 'excellent' (or 'very good' plus 'passivhaus' certification) including a 15% improvement in predicted carbon emissions, compared with the building regulations current at the time, through low or zero carbon energy generation on site or in a Borough location agreed by the council. In addition, where practical and viable, development should incorporate other identified sustainable measures.
- 4.48 Policy DM3 (Adaptation to climate change) requires all development to be designed to adapt to the predicted climate change impacts for the Borough. This includes, for example, reducing the potential impacts of surface water flooding through use of sustainable drainage systems, new development adopting a cooling strategy and designed to reduce water demand.
- 4.49 Policy DM5 (Managing Flood Risk) stipulates that development will only be permitted in the areas at risk of flooding, as identified on the Environment Agency's most recent flood maps and the Council's Strategic Flood Risk Assessment provided that it meets the sequential and exception test (where required) as outlined in Government guidance; a site-specific flood risk assessment demonstrates that the development, including the access, will be safe without increasing flooding elsewhere, and where possible, will reduce flood risk overall; the scheme incorporates flood protection, flood resilience and resistance measures; appropriate flood warning and evacuation plans are in place; and new site drainage systems are designed taking into

account events which exceed the normal design standard. Development should not increase flooding elsewhere and Sustainable Drainage Systems (SuDs) must be designed in accordance with Policy DM6.

4.50 Policy DM8 (Pollution) states that development will not be permitted if it is likely to cause loss of amenity or impact on public health or other unacceptable environmental impacts through:

- Air pollution;
- Pollution of surface, underground, coastal waters or other watercourses;
- Noise or vibration;
- Light intrusion;
- Land contamination.

4.51 Policy DM9 (Public Utilities and communications) notes that new development will only be permitted if the essential utilities infrastructure including communications infrastructure required to serve it are available. In instances where off-site utilities infrastructure is not adequate, developers will be required to contribute to the costs of new off-site provision.

4.52 Policy DM11 (Nature Conservation) states that in determining planning applications, the Borough Council will seek opportunities to create, or enhance, habitats and features of nature conservation interest, and have regard to the need to protect, and opportunities to enhance the Priority Biodiversity Areas.

4.53 Policy DM13 (Transport) states that all new development must have safe and convenient access to the highway network and make provision for access to, and by, other transport modes including public transport and cycle and pedestrian routes as appropriate. All new development will be assessed to establish whether it should contribute to off-site improvements to transport infrastructure in accordance with Hampshire County Council's Transport Contributions Policy, to the extent that these are necessitated by the development and proportionate to the scale of the proposal. Development proposals that generate vehicle movements likely to have an adverse impact on traffic conditions, beyond the immediate vicinity of the development site, must be subject to a Transport Assessment and will be required to incorporate and implement appropriate mitigation measures. New development intended to serve or accommodate large numbers of people will only be permitted in locations that as well as having adequate road access, or will have as a result of the development, are or can be served by means of transport other than the private car.

4.54 Policy DM14 (Car Parking) states that for out-of-centre development proposals, parking needs will be assessed based on the impacts of the development on neighbouring town, district or local centres or a neighbourhood parade.

4.55 The retail policies are provided from paragraph 5.109 of the Local Plan. The introductory paragraph notes:

"The Borough contains one main town centre at Eastleigh, two district centres at Chandler's Ford and Hedge End and a number of smaller local centres and shopping parades. The distribution of these centres across the Borough provides reasonably easy access to shopping facilities for the majority of residents thus providing a valued local amenity which helps to limit the need to travel."

4.56 This goes to the heart of what the application proposals are seeking to achieve. They will facilitate sustainable shopping trips limiting the need for existing and future residents of the New Stoneham community to travel.

4.57 The Local Plan identifies a hierarchy of local centres for the purposes of retail development. The hierarchy is based on existing provision in each centre with Eastleigh town centre at the top of the local hierarchy. At

the bottom of the hierarchy, neighbourhood parades generally contain a few shops to serve the local neighbourhood. New local centres are to be established within the larger development sites, prescribed within the site-specific policies at Chapter 6 of the Local Plan.

- 4.58 Policy DM21 (New Retail Development) promotes development in the defined centres. Outside these areas retail development is only to be permitted in accordance with the sequential test. Proposed development outside defined centres should be located within the Urban Edge as defined on the policies map. Developments must not by itself, or cumulatively with other proposals, have a significant adverse impact on any existing or proposed centre. The policy requires submission of a Retail Impact Assessment for proposals equal to or greater than 350m² of net additional floorspace.
- 4.59 Paragraph 5.112 states that the Borough seeks to focus retail activity within the defined town, district, and local centres in the Borough. It acknowledges that the Eastleigh Retail and Leisure Needs Assessment (Carter Jonas) identified a limited need for additional convenience goods in the two district centres, local centres, and the remainder of the Borough.

Supplementary Planning Documents

- 4.60 The Trees and Development Supplementary Planning Document was adopted in April 2022. It sets out EBC's approach to trees and development. The SPD is a material consideration in the determination of planning applications.
- 4.61 The Council will assess planning applications that impact trees from the context of the existing site. Within applications there must be a presumption in favour of retaining existing trees. The Council expect applications to demonstrate that tree retention has been fully considered as part of the planning process. Only where there is exceptional justification will tree removals be considered. In such cases where tree removals are unavoidable and considered justified, the Council will expect applicants to submit proposals for the addition of new trees, as per the Tree Replacement Policy. This is considered within the Landscape Statement prepared by RPS but, in short, the proposals offer 21 new mature tree planting which will enhance the wider setting of the development as well as those of the neighbouring community facilities.

Evidence Base

- 4.62 As part of the evidence base informing the Local Plan, EBC produced a Retail Study, the 'Retail and Leisure Needs Assessment 2017' (RLNA), prepared by Carter Jonas.
- 4.63 In relation to Eastleigh Town Centre, the 2017 study shows it to be 'performing well'. Its key strengths include good accessibility and pedestrian flows; the Swan Centre provides a comparison goods anchor; vacancies are low with no particular concentrations; a strong independent retail and service offer; an attractive and pleasant environment and BID designation. The only key weaknesses are cost of parking, whilst improvements could include a more diverse range of retailers, enhance the leisure/night-time economy, retain/enhance the market, and encourage longer dwell times, through greater integration of leisure uses.
- 4.64 The study includes a quantitative assessment of the 'need' for new retail floorspace in order to inform the preparation of the new Local Plan. However, there is no requirement to demonstrate 'need' in a development management scenario.
- 4.65 The assessment shows that after taking account of planned convenience floorspace in Eastleigh town centre and surrounding out-of-centre locations (including a new local centre) there is no forecast capacity to support new convenience floorspace.
- 4.66 However, paragraph 10.25 of the study notes the following:

“Retail floorspace is also identified as part of new local centres planned to serve two strategic housing sites in the Borough: including sites in Eastleigh (North Stoneham Lane/Chestnut Avenue, planning ref: O/15/760023) and Botley (Land at Boorley Green, Winchester Road, planning ref: O/12/71514). Outline permission was granted for residential-led schemes for both sites and it is assumed that the planned retail floorspace for both local centres will serve convenience retail needs.”

- 4.67 The Retail and Leisure Needs Assessment caveats its floorspace needs assessment heavily throughout the report that, although the forecasts are considered to be robust and draw on the most up to date survey evidence and research, it is advised that forecasts beyond five years should be treated with caution. This is because (paragraph 13.3) the retail sector is dynamic and the various assumptions and forecasts which underpin the assessment are subject to year-on-year changes.
- 4.68 Accordingly, a Retail Provision Background Paper was produced by the LPA in June 2018. This notes at paragraph 5 that there have been huge changes in the retail sector nationally in the 12 months, prior to the Retail Study having been undertaken including an increase in competition for the big 4 supermarkets from German bulk discount competitors.
- 4.69 In view of rapid changes to the retail sector and uncertainty it adds weight to the RLNA 2017 caveat that the longer term (beyond 5 years) floorspace need forecasts should be treated with even more caution than might normally have been the case. While there is a requirement to plan for longer term needs, this has to be balanced against making provision for retail space now which proves to be not needed.
- 4.70 The RLNA also provides further justification regarding a local (floorspace-based) impact threshold. Concerns were expressed (13.46) regarding the dynamic growth in smaller convenience stores and their potential impact on the vitality and viability of identified centres. This, as the report notes, will particularly be the case where smaller centres and villages are dependant on smaller supermarkets and convenience (‘top-up’) stores to anchor their retail offer and generate footfall and linked trips/expenditure to the benefit of other shops, services and facilities.

Conclusions on Planning Policy

- 4.71 The proposed development is considered to adhere to the policies of the statutory Development Plan. We say this for the following reasons:
- The application site falls within the defined urban area of Eastleigh in a location where development is to be focused.
 - The site is not subject to any site-specific policy designations.
 - Development policies actively encourage the effective use of land within the urban area.
 - The application site is a logical site for food retail provision. It forms an important anchor to the new Stoneham community.
 - The proposals are considered to meet a recognised need for additional convenience retail provision at a site-specific location.
 - The proposals are wholly consistent with the immediate area and assimilate with the wider local centre.
 - The application site benefits from excellent accessibility to the strategic road network.
 - The proposals will not, in any way, have a significant impact upon any defined centres owing to the limited catchment and commitment of the applicant to their existing stores. The need is entirely site specific to the Stoneham area and expanding population growth.

- The proposals have clear qualitative benefits for the local population and Eastleigh generally.
- The proposals deliver clear economic benefit to Eastleigh, by way of additional job creating development.
- The proposals are wholly appropriate for the site and have no detriment by way of residential amenity.
- The proposed scale of development is entirely appropriate for the specific location and intended catchment.
- The suitability of this particular location for retail purposes is acknowledged through the relevant planning history. A retail proposal, of the form proposed, is the most realistic prospect of realising economic and job creating development at this location supporting the local centre.
- The application proposals will have no detrimental impact on the local highway network with traffic movements imperceptible when compared to the consented position.
- The proposals give rise to no residential amenity concerns.
- The proposals are appropriate from a flood risk perspective and can result in biodiversity and landscape enhancements to the site.
- The proposals meet policies relating to sustainability and efficiency of resources and have been designed to meet BREEAM 'Excellent'.

4.72 Subject to demonstrating compliance with the established retail tests; namely sequential and retail impact, the proposals are acceptable, in principle, from a planning policy perspective.

5. Retail Matters

- 5.1 In this section of the statement, we consider the retail matters associated with the application proposals, namely the sequential approach and retail impact considerations.

Sequential Test

- 5.2 Both national and local planning policies on retail development mandate a sequential approach to site selection, whereby the first preference should be locations within town centres, followed by sites on the edge of a centre and only then out-of-centre sites at accessible locations.

- 5.3 The sequential approach to site selection for main town centre uses is set out at paragraphs 87 and 88 of the NPPF (2021). This states the following:

“87. Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.

88. When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored.”

- 5.4 The application site is out-of-centre. It is, therefore, necessary to demonstrate that there are no sequentially preferable sites (i.e., town centre or edge of centre sites) to which the proposal, or a flexible format of it, could locate. That said, it is highly relevant that the application site forms an integral part of the identified local centre for Stoneham.
- 5.5 The meaning of the sequential test is a matter of law, whilst its application is a matter of planning judgement. It is, therefore, necessary to understand what the sequential test means and what is required for a site to be considered ‘suitable’ for the purposes of the NPPF’s sequential test. The Courts have decided that the sequential test ultimately seeks to determine whether the application (i.e., what is proposed) can be accommodated on a sequentially preferable site. The test includes the requirement to demonstrate flexibility on issues such as format and scale; ‘suitable’ and ‘available’ means suitable and available for the broad type of development that is proposed in respect of the approximate (rather than precisely the) size, type and range of goods that are to be proposed.
- 5.6 The NPPF (paragraph 87) refers to ‘available’ sites. A change from the previous NPPF (2012) is the reference to sites that are expected to be available in ‘a reasonable period of time’. A reasonable period of time has not been specified, yet it seems likely a site would need to be available within a similar (if not exactly the same) period of time when compared with the application proposals (in this case a vacant and cleared development site within the defined urban area and which the applicant has a contractual agreement on).
- 5.7 Confirmation on how the sequential test should be used in decision taking is set out at Paragraph 11 of Planning Practice Guidance (PPG) the ‘Town Centres and Retail’ Section. This provides a checklist of the considerations which should be taken into account in determining whether a proposal complies with the sequential test as follows:
- With due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal would be located in an edge of

centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre. It is important to set out any associated reasoning clearly.

- is there scope for flexibility in the format and/or scale of the proposal? It is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal.
- if there are no suitable sequentially preferable locations, the sequential test is passed.

5.8 The PPG also advises that the use of the sequential test should recognise that certain main town uses have particular market and locational requirements which mean that they may only be accommodated in specific locations. Robust justification will be required where this is the case and land ownership does not provide such justification.

The Sequential Approach to Site Selection

5.9 In assessing potential sites there is a requirement for them to be both suitable and available, and for both developer and planning authorities to demonstrate flexibility on issues such as scale and format.

5.10 The purpose of searching for alternative sites is to ensure that the identified need (which can be both quantitative or qualitative) is met in the most appropriate location, and a number of High Court judgements over the years have established that suitability of potential sites needs to be judged having regard to the nature of the need (See *R v Cambridge City Council ex parte Warner Village Cinemas Ltd* (2000) and *JJ Gallagher Ltd v SSL, DTR and Gateshead MBC* (2002)).

5.11 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 broad type of development that is being proposed by the applicant. This was made clear in the High Court judgement of *Aldergate Properties Ltd v Mansfield District Council* (2016) and the judgement of the Supreme Court in *Tesco Stores Limited (Appellants) v Dundee City Council (Respondents)* (Scotland) [2012] UKSC where at paragraph 37 of the judgement 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."

5.12 In this instance the need is for a new foodstore to serve primarily the New Stoneham Park Community. This is a key consideration in terms of the sequential test.

5.13 While policy requires development/retailers to be flexible when assessing alternative sites under the sequential approach, there is no longer a requirement to consider the disaggregation of floorspace where the development would be split onto separate sites: this has been confirmed in a number of appeal/call-in decisions, including *Rushden Lakes* in Northamptonshire (PINS ref. APP/G2815/V/12/2190175 and *Cribbs Causeway* in South Gloucestershire (APP/P0119/V/17/3170627), as well as the judgement of the Court of Appeal in *Warners Retail (Moreton) Ltd v Cotswold District Council* (2016).

5.14 Whilst no indication as to what degree of flexibility is required is contained within the NPPF, or the Practice Guidance (other than 'format and scale'), the 'Rushden Lakes' Secretary of State ('SoS') Call-in decision (which post-dates the original publication) has clarified the position, with the Inspector (Paragraph 8.49) highlighting that 'flexibility' concerns matters including 'flexibility in a business model, use of multi-level stores, flexible car parking requirements or arrangement, innovative servicing solutions and a willingness to depart from standard formats'. In Paragraph 15 of the decision letter, the SoS agrees with the Inspector that these are issues of key relevance in demonstrating flexibility.

- 5.15 The Supreme Court in *Tesco Stores v Dundee City Council* ((2012) UKSC 13)) (Dundee Judgement) confirmed that provided the applicant has demonstrated flexibility with regard to format and scale, the question is whether the alternative site is suitable for the proposed development, not whether the proposed development could be altered, or reduced, so that it can be made to fit an alternative site.
- 5.16 The Judgement also clarified that:
- “The criteria are designed for use in the real world in which developers wish to operate, not some artificial world in which they have no wish in doing so.”*
- 5.17 The High Court Judgement (*Threadneedle Property Investments and Simons Developments Ltd v North Lincolnshire Council* [CO/4764/2012]) also considered the Supreme Court interpretation and confirmed the need to take account of the operator’s commercial requirements, and the need to work in the real world. In the case considered by the High Court, the Court came to the view that ‘operator specifics’ are relevant in applying the sequential test.
- 5.18 These rulings are clear that there must be realism applied to the sequential test, having regard to the business model of the applicant, commercial realities, and business decisions. Whilst retailers are expected to demonstrate reasonable flexibility, these appeal decisions do underline the need for decisions to be based in a real-world scenario.
- 5.19 The ‘Mansfield Judgement’ (*Aldergate v Mansfield District Council & Anor* [2016]) has further clarified that the sequential test should be considered on the basis of the broad type and format of the proposed land use, allowing for appropriate flexibility in respect of format and scale.
- 5.20 It affirms that in applying the sequential test, the decision maker will generally be required to consider the type and format of the proposed development rather than the requirements of a specific named operator.
- 5.21 Accordingly, sites covered by the sequential test search should not vary from applicant to applicant according to their identity, but from application to application based on their content.
- 5.22 Against this background, the parameters of the sequential test should be established having regard to the broad type and format of the proposed land use, allowing for appropriate flexibility in respect of format and scale and taking into account the commercial realities of the business model.
- 5.23 A developer’s own intentions may be considered and have a bearing – for instance when considering what demand is intended to meet. However, the sequential approach should not become a self-fulfilling activity divorced from public interest.
- 5.24 Overall, whilst it is necessary for applicants to demonstrate ‘flexibility’ on issues such as format and scale when applying the sequential test, it is clear that under the NPPF there is no requirement to consider ‘disaggregation’, nor to explore changes that would materially alter the application proposal such that it no longer meets commercial requirements (i.e., a material reduction in size). These matters have been considered as part of a Call-in decision which post-dates the publication of the NPPF and in which the SoS agreed with the appointed Planning Inspector on the interpretation of each of these matters.

The Applicant’s Business Model

- 5.25 As we have shown, Lidl is defined by the Competition Commission (2008) as a Limited Assortment Discounter (LAD).
- 5.26 Delivering the LAD business model has particular consequences for the design and layout of Lidl’s stores along with their site requirements. A critical component of which is the size and configuration of a store

capable of supporting Lidl's stock handling procedures and the ability to stock its standard product lines in sufficient depth (minimising servicing costs and maintaining product availability).

5.27 The restriction that this place on the ability of Lidl to be 'flexible', in its format, is relevant to the application of the sequential test. This has been accepted by the Secretary of State and Inspectors through various appeal decisions.

5.28 For example, in relation to a proposal in the London Borough of Merton (2006), the Inspector concluded (and the Secretary of State agreed) that there '*are inherent characteristics of the Lidl business model that limit the scope for flexibility*'. Such characteristics were identified as:

- A store of a size that may accommodate all necessary functions that form the business model.
- The need for a high proportion of sales relative to storage space.
- A need to enable the efficient movement of palletized goods.
- The fact that Lidl stores concentrate on selling a limited range of predominately convenience goods (limiting the scope for disaggregation).

5.29 Furthermore, in relation to an appeal at Cowley Oxford (2005), the Inspector concluded that Lidl's requirement of a minimum size and gross store size to accommodate its business model was 'reasonable for the purposes of the sequential assessment'. In short, store layouts must be open plan, easily accessed and convenient.

5.30 The principles established by these decisions remain pertinent, whilst having regard to the increase in floorspace and number of product lines now sold since the Competition Commission's original report.

5.31 Lidl's trading format has evolved over time, with stores now providing more spacious circulation space and the provision of an improved offer, including an area for the sale of a limited range of fresh bakery goods, not sold in Lidl's smaller first generation stores.

5.32 Against the above legislative and policy background, a number of important attributes are required from any sequentially preferable site, in order to meet the business model of the applicant. Such attributes include:

- Prominent sites with main road frontage.
- A regular shaped site area (ensuring adequate product display space and transfer of products).
- Accessible sites with strong pedestrian and/or traffic flows.
- Sites that can deliver the following:
 - A customer-oriented layout with simple, straightforward access through broad and spacious car parks.
 - Car parks which are located close to the store and at ground level for ease of access.
 - Parking spaces which are generously designed and clearly marked.
 - Functional and attractive architecture.
 - Spacious sales areas with wide aisles for a more comfortable shopping experience.
 - Ample warehouse space to ensure constant product availability.

- Logical store layouts with simple merchandising, ensuring customers can find the same products in the same place in every store; and
- Proposals must be capable of being serviced by an HGV which can enter and leave the site in a forward gear.

- 5.33 The retail unit proposed in this application is c.1987m² (GIA) with a net sales area of c.1,210m². It will sell a reasonable range of fresh, pre-packaged, refrigerated and frozen convenience goods to meet a combination of main/staple and top-up food shopping needs. Given that the store is intended to function as a reasonably sized LAD foodstore, there is a need for customers to have easy access to car parking facilities.
- 5.34 It is usual that such facilities, for these sizes of store, are adjacent and at the same level to the store. Therefore, alternative sites should also have the ability to accommodate a reasonable level of easy access on-site car parking.
- 5.35 The proposal will serve a compact catchment area and must be located at a convenient, highly accessible and visible location to the Stoneham Community.
- 5.36 Lidl have two standard store formats. The proposed store is a slightly modified (smaller) version of their standard format, which would ordinarily require a minimum 0.84 hectare site and 120 parking spaces.
- 5.37 Site requirements are a function of LAD's approach to retailing, which is underpinned by simplicity, efficiency and standardisation. Value retailing and operational efficiency requires store design and site requirements to be as uniform as possible. One fundamental site requirement relates to the fact that LAD stores provide a limited assortment of goods and do not serve a destination 'one stop shop' location. As a result, sites are required to be highly accessible and visible. A main road frontage is a prerequisite.

Catchment Area and Centres Assessed

- 5.38 The NPPF and Planning Practice Guidance ('PPG') are silent on the appropriate area of search for sequentially preferable sites. However, a standard approach is to consider the extent of the catchment area likely to be served by the proposal and then to identify alternative sites, located within or on the edge of existing centres which serve an equivalent catchment, and which could accommodate the scale and form of development proposed.
- 5.39 In this instance, the scale and form of 'main town centre' use development proposed is a discount foodstore of c.1,987m² (GIA) with customer car parking (88 spaces), access road, servicing area and, associated hard and soft landscaping. The overall site area required to accommodate the Lidl foodstore is c.0.6 hectares (excluding part of the site required for the shared access and landscaping improvements).
- 5.40 The discount foodstore's limited size and offer provides a strong indication that its catchment area will not be extensive. Lidl trade from a very localised catchment area within urban areas of dense population.
- 5.41 The relatively small trading catchment is a product of a number of factors including the retail model of the company and what is known of its customer base and their shopping behaviour. Variation in the trading catchment may occur depending on factors such as the housing density level of the area, however, generally Lidl customers do not travel significant distances to shop.
- 5.42 As a result, Lidl's retail model relies on stores being in convenient, visible and accessible locations, such as alongside busy transport routes. As customers do not travel significant distances Lidl stores tend to serve almost an exclusively local need.
- 5.43 The primary catchment of the store is expected to lie within a 5 minute drive-time. It is shown on plan form

at **Document 4**. However, as previously noted, the proposed store will primarily serve the Stoneham community, where there is both a quantitative and qualitative need for additional food retail.

5.44 Based on this catchment, an appropriate area of search for sequential test purposes would include the centres of Eastleigh and Swaythling, together with the local/neighbourhood parades of Nightingale Avenue and Falkland Road. The catchment also includes both centres within and on the edge of the catchment for robustness. However, based on existing retail provision, it is expected that customers accessing the proposed store would predominately reside in the residential area of Stoneham. Whilst there is some overlap between existing trading catchments of Lidl, this is not unusual for new LAD foodstores and is likely to be minimal.

5.45 Accordingly, owing to the scale and nature of development, we consider that this area of search for the sequential test provides sufficient and reasonable flexibility for the assessment of the sequential approach.

5.46 In undertaking our sequential analysis, we have followed the advice of the NPPF Practice Guidance and paragraph 011:

“It is for the applicant to demonstrate compliance with the sequential test (and failure to undertake a sequential assessment could in itself constitute a reason for refusing permission). Wherever possible, the local planning authority should support the applicant in undertaking the sequential test, including sharing any relevant information. The application of the test should be proportionate and appropriate for the given proposal. Where appropriate, the potential suitability of alternative sites should be discussed between the developer and local planning authority at the earliest opportunity.”

5.47 We now go on to consider the sequential analysis below.

5.48 Detailed sequential test appraisals for each site considered below, appear at **Document 5**. Our appraisal considered the following sites that warranted consideration (identified from site visits and desk-top documentary research) ; namely:

Sequential Test Site/Status	Commentary	Conclusions
Eastleigh Town Centre		
Various Units, Swan Centre, Eastleigh	- Various vacant purpose built retail units (all located within the Swan Centre). - Range in size from 38m² to 661m². - No obvious opportunity to expand the floorspace. - Floorspace and servicing arrangements do not meet with Lidl’s operator requirements and do not benefit from own dedicated car parking.	Unsuitable for sequential test purposes.
Various Units, Market Street, Eastleigh	‘Typical’ vacant high street retail units. - Clearly of insufficient size to accommodate the application proposals, or a flexible form of them from both a physical and operational perspective.	Unsuitable
Formal Regal Building, Eastleigh	- Vacant retail unit within Eastleigh Town Centre. - Recent planning application for mixed use development. - Combined floorspace of c.990m². - Lack of dedicated car parking and servicing arrangement.	Unsuitable and Unavailable.
Vacant Units, Secondary Retail Zone (Eastleigh)	- Range of vacant units predominately located on High Street. ‘Typical’ high street retail units less than 100m² in floorspace. - Clearly of insufficient size to accommodate the application proposals, or a flexible form of them. Discounted on this basis.	Unsuitable.
Toynbee Road, Eastleigh (Edge of Centre)	- Vacant edge of centre site, formerly in industrial use. - Live application (F/21/89489) for residential purposes. - Allocated for mixed use development under previous Local Plan. - Allocation retained within adopted plan.	Unsuitable and unavailable.

Sequential Test Site/Status	Commentary	Conclusions
	▪ Secondary location that does not benefit from sufficient retail prominence. ▪ Amenity concerns from an operational perspective given location is, clearly, predominately residential in nature.	
Romsey Road Car Park, Eastleigh	▪ Town centre car park (in use). ▪ Too small to accommodate the application proposals, or a flexible form of them. ▪ Insufficient servicing and delivery arrangements owing to the existing one way arrangement.	Unsuitable and unavailable.
Chandlers Ford		
Vacant Units	▪ 'Typical' high street retail parade units. ▪ Clearly of insufficient size to accommodate the application proposals, or a flexible form of them.	Unsuitable.
King Rufus Pub & Grill (Edge of Chandlers Ford)	▪ Site is in use as a public house and of insufficient size to accommodate the application proposals or a flexible form of them.	Unsuitable and unavailable.
Nightingale Avenue, Eastleigh Parish Church (Edge of Local Centre)	▪ Active use as a church. ▪ Loss of community facility is resisted by local policy. ▪ Insufficient size to accommodate the application proposals or a flexible form of them.	Unsuitable and unavailable.
Swaythling		
Vacant Unit, 76 High Street	▪ Insufficient size to accommodate the application proposals or a flexible form of them. ▪ Lack of dedicated or public car parking and inadequate servicing arrangement.	Unsuitable.
McDonald's, 75-77 High Road	▪ Active use as a fast food restaurant. ▪ Insufficient size to accommodate the application proposals or a flexible form of them.	Unsuitable and unavailable.
Machine Mart, 516-518 Portswood Road	▪ Active use as a retail unit. ▪ Insufficient size to accommodate the application proposals or a flexible form of them. ▪ Insufficient parking spaces.	Unsuitable and unavailable.

5.49 No appropriate sequentially preferable sites were identified in the centres of Falkland Road or Nightingale Avenue.

5.50 Following a robust and proportionate sequential test assessment our conclusion is that no alternative sites are genuinely sequentially preferable. Each site fails for reasons including availability and suitability.

5.51 In summary, in the context of the sequential assessment, we conclude:

- The application site is, at present, considered an out-of-centre location. However, it connects well with and forms part of the New Stoneham Local Centre. It is within a highly accessible location.
- It is a logical site for an anchor discount foodstore being an integral part of the local centre and falling within the defined urban area.
- There are no site-specific designations that would preclude retail development at the application site, subject to compliance with the key retail tests of sequential and impact.

- There is a qualitative need for the development at the site specific level to serve the new and expanding residential community of Stoneham.
- We have carried out a proportionate sequential analysis to consider whether there are any more suitable sites within an appropriate catchment of the site. This includes the main centre of Eastleigh, alongside Chandlers Road, Swaythling and local and neighbourhood parades.
- Given the scale and nature of the development and expected catchment, the area of search is wholly appropriate for the application proposals.
- The need for the development is entirely specific to Stoneham and the immediate surrounding area.
- The application site is the only suitable site that Lidl have identified, that is genuinely available, and which can accommodate a store that meets their operational needs. That is the commercial reality.

Conclusions on Sequential Test

- 5.52 Our assessment has concluded that there are no sequentially preferable sites that are, in any way, capable of accommodating the proposed development, or a suitably flexible form of it.
- 5.53 Of the sites identified none are either genuinely suitable or, indeed available, for sequential test purposes.
- 5.54 Furthermore, all the vacant units within the respective centres are simply too small to accommodate the application proposal or a flexible format of them. Accordingly, there are no other sites which can be considered sequentially preferable.
- 5.55 In the absence of any alternative sites, the application site falling within the local centre for Stoneham must be considered acceptable under the sequential approach to site selection. Rather, for a site to be considered sequentially preferable it must be shown to exhibit the same characteristics of the application site (i.e. forming a food retail anchor of a consented local centre which has been partly developed and subject to significant population growth. The identified need (which is both quantitative and qualitative) can only be met in an appropriate location that best serves the Stoneham community.
- 5.56 The sequential test is passed, and planning consent can and should be granted to the proposal (in retail policy terms) subject to satisfaction of the impact test. We, therefore, go on to consider this in the next section of our report.

Retail Impact

- 5.57 In this section we consider the matter of retail impact. The NPPF (2021) indicates that impact assessments are required for retail developments, located outside of town centres and which are not in accordance with an up to date development plan.
- 5.58 Paragraph 90 of the NPPF confirms that retail impact assessments are only required for developments of 2,500m² gross or more (unless there is a locally set lower threshold). The Eastleigh Borough Local Plan (April 2022) adopts a locally set threshold for Eastleigh of 350m² of net additional retail floorspace. As such, consistent with the adopted Development Plan, there is a requirement to undertake a Retail Impact Assessment (RIA).
- 5.59 The NPPF states that planning applications for town centre uses should be assessed against:
- The impact of the proposals on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and

- The impact of the proposals on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).

5.60 The key consideration is not whether there is an impact as a result of the development, but whether that impact is ‘significantly adverse’. Impacts will arise with all retail developments, but will not always be unacceptable, not least because development often enhances choice, competition, and innovation in the retail sector. It is, therefore, necessary to differentiate between those developments that will have an impact and those that will undermine the future vitality and viability of established centres (i.e., have a significant adverse impact).

5.61 If a proposed is likely to lead to a significant adverse impact, it should be refused. This is a high threshold.

5.62 In terms of the above tests, we are not aware of any committed or proposed investments within, or on the edge of the expected catchment, that could be detrimentally affected by a new Lidl store.

5.63 In terms of private investment nor are we aware of any proposals that could be jeopardised by the Lidl. There do not appear any private retail commitments within the catchment. We are aware of proposals outside the catchment (for example use of Unit 1, Hedge End Retail Park, as a foodstore, Planning Application Ref. F/21/91821); however, this site is out-of-centre and, therefore, not relevant to a consideration of impact on existing, committed, or planned investment in a defined centre or centres.

5.64 Furthermore, in considering retail ‘health’, it is important to note the following:

- Eastleigh Town Centre is the largest centre within the Borough.
- Eastleigh is regarded in the Eastleigh Borough Council Retail and Leisure Needs Assessment 2017 as a sub-regional shopping destination. It is the focus for a range of retail and leisure uses.
- Eastleigh Town Centre as defined on the Council’s Policies Map is formed by the Swan Shopping Centre and Blenheim Road on the southern boundary. There are residential and community uses immediately to the south. The western boundary is Desborough Road with predominately residential areas to the west. Romsey Road is the northern boundary of the town centre and incorporates the recreation ground and ‘The Point’ theatre. The northeast of the town centre is bound by the land between Twyford Road and the Romsey Railway line, including the existing Lidl Supermarket (recently subject to significant investment by the applicant) and the Plumb Centre site. The railway line forms the eastern boundary of the town centre.
- The diversity of uses in Eastleigh town centre is representative of its roles in the hierarchy, with a wide mix of retailers with representation from all goods categories, including comparison, convenience and service uses.
- According to the latest GOAD Category Report, Eastleigh is not reliant on convenience retailing. Out of a total of 108 multiple town centre outlets, just 8 (7.4%) fall within the convenience sector.
- The main food and convenience stores in the town comprise Tesco Metro in the Swan Centre, Sainsbury’s located on Leigh Road, which is the largest foodstore in the town, and Iceland on High Street. There is also an existing Lidl, located just north of the railway station on Coles Close, within the town centre boundary alongside an M&S food hall.
- The food convenience offer is disbursed throughout the centre, providing a good level of choice for customers.

- Comparison retail is very well provided within the centre with 48 multiple units (44%) falling within this category (GOAD: 2021).
- There is also a good level of leisure and retail services.
- Overall, Eastleigh Town Centre consists of a good mix of uses, diverse in nature, spread across the centre and reflective of a town centre serving the local population well.
- Vacancies are c.16% and Eastleigh is considered to be performing well. When considered against the total number of units within the town centre, the vacancy rate is relatively low.

5.65 As a discount orientated development, the turnover of the store will be modest (confirmed by Mintel Retail) and we consider that there are no grounds to suggest that the proposals could have any material impact on any other centres, such as Eastleigh. Lidl remain committed to their existing town centre store as evidenced by the completion of a recent programme of investment. .

5.66 The catchment is more than capable of accommodating a single discount foodstore – particularly one on a site that for all intents and purposes will function as a centre. Indeed, we would suggest that there is no better site to accommodate the application proposal. The store will consolidate and realise investment at North Stoneham Park providing improved consumer choice to both existing and future residents within the catchment. The application proposals will consolidate complementary retail activities on a logical site that will, in turn, result in more sustainable shopping trips for existing and future residents of the wider Stoneham community.

The Fall Back Position

5.67 Any consideration of the question of retail impact associated with the proposed Lidl needs to be seen in the context of the ‘fall-back’ position. Notably:

- In January 2016, outline planning permission (Ref. 0/15/76023) was approved. It allowed for a new local centre at this location.
- The 1.3 hectare local centre site included indicative floor areas of 2,700m², Class B1 employment/1,700m² retail and other Class A2-A5 uses/450m² day nursery/1,400m² school and a 788m² community building.
- In May 2017, planning permission (Ref. R/17/79882) was awarded for the first phase of the new community. The first phase commenced on site in Autumn 2017 and consisted of 560 new homes. The application site excluded the local centre.
- A Reserved Matters application (RM 18/84537) concerning appearance, landscaping, layout and scale (pursuant to outline planning permission (O/15/76023) of the local centre including the retail units, café and gymnasium, community centre, nursery, offices and 26 age restricted flats was approved in March 2019.
- The Reserved Matters application allowed for the following:
 - 370m² commercial unit (e.g. a local supermarket at ground floor), with associated ‘back-of-house’ accommodation and service yard to the rear.
 - 140m² ground floor café.
 - 3x commercial units a ground floor level (Unit 1: 122m², Unit 2: 85m² and Unit 3: 144m²).

- 640m² gymnasium at first floor level (a separate application for a NMA was made to vary Condition no. 41 of the outline planning permission).

- 5.68 Accordingly, excluding the gym, a total of c.868m² of 'theoretical' A1 (now Use Class E) retail floorspace has been permitted at this location forming part of the local centre. The permission has been implemented and is extant. However, market interest in, what is essentially, a speculative small-scale retail scheme has failed to materialise. It is clear that without a significant anchor tenant, such as the applicant, any form of convenience retail at this location is unlikely to be realised. This current proposal seeks to deliver the retail component of the consented local centre. There is no longer an intention that the retail component of the original outline consent will proceed as originally planned. The current Lidl scheme represents a replacement for the consented local centre retail floorspace. As outlined in Section 2, the proposed Lidl store will have a net sales area of 1,210m² - just 342m² larger than the total consented retail floorspace and 840m² larger than the consented convenience store.
- 5.69 Put another way, in the context of retail impact considerations, the Council have supported c.71% of the Lidl floorspace at this location. For the proposal to, therefore, be resisted on impact grounds it would be necessary to show that additional floorspace results in a significant adverse impact. That is not a credible proposition.
- 5.70 It is against this background that any question of retail impact from the proposed Lidl should be considered.
- 5.71 We now turn to consider the impact of the proposal upon the vitality and viability of identified centres.

Retail Impact Assessment

- 5.72 The Impact Assessment that we have set out below follows a widely accepted step-by-step methodology. It encompasses the following stages:
- iv. Define an appropriate catchment and study year;
 - v. Establish population and expenditure estimates for the catchment area at the base and study years.
 - vi. Establish the estimated turnover levels of existing centres within the catchment based on survey data.
 - vii. Consider the implications in shopping patterns likely to arise as a consequence of the proposal proceeding.
 - viii. Calculate the resulting impact on relevant centres; and
 - ix. Assess the implications of those predicted impacts on the vitality and viability of individual centres.
- 5.73 In considering how the impact test should be used in planning, the Planning Practice Guidance states that ***'the impact test should be undertaken in a proportionate and locally appropriate way drawing on existing information where possible'***. Consequently, in undertaking this retail analysis we have had regard to the Eastleigh Borough Council Retail and Leisure Needs Assessment (2017) (RLNA 2017), together with the data that underpinned it. In addition and, for robustness a new Household Survey has been commissioned by the applicant (June 2022 NEMS). This sought to update the original household survey which underpinned the RLNA 2017 and, in doing so, provides an accurate representation of shopping patterns within the catchment at the current time.
- 5.74 In addition, existing and recently approved retail planning applications have also been reviewed and provide important background documents in the context of retail impact and the trade diversions assumed by the consultants representing those applicants (see, for example, Planning Ref. F/19/87100 and F/21/91821).

The Study Area

- 5.75 The study area that we have adopted relates to Zones 1 (Eastleigh Central), Zone 2 (Bishopstoke), Zone 3 (Chandlers Ford and Hillingbury), Zone 4 (West End), Zone 9 (Portswood) and Zone 10 (Chilworth and North Baddesley), as derived from the RLNA: 2017.
- 5.76 Owing to the limited ‘pulling’ power of deep discount convenience retailing, it is reasonable to assume that the proposal will draw the majority of its trade from a 5-minute off-peak drive time. A copy of the drive-time plan is provided at **Document 4**.
- 5.77 We will assume that 100% of the turnover of the proposed floorspace will be derived from residents within a maximum 10-minute drive-time. In reality, only a very small proportion of the store’s turnover will be derived from people beyond the immediate catchment.
- 5.78 Owing to the expected catchment of the store, the study area places a particular focus on Zones 1 (Eastleigh Central), Zone 3 (Chandlers Ford) and Zone 9 (Portswood). We do not anticipate the store will draw significant trade from outside these zones and it is not proposed to distinguish between a primary and secondary catchment. Stoneham falls within Zone 1 (Eastleigh Central). **The Study Period**
- 5.79 The NPPF Practice Guidance relating to retail developments (paragraph 14) states that the purpose of the impact test is to consider the impact over time of certain out-of-centre and edge-of-centre proposals on town centre vitality/viability and investment.
- 5.80 In considering retail impact, the focus should be on the first 5 years. Further, the Planning Practice Guidance (paragraph 18) notes that the design year for impact testing will need to be selected to represent the year when the proposal has achieved a ‘mature’ trading pattern. This is usually taken as the second full calendar year of trading.
- 5.81 Given the proposed submission date, we propose 2022 is taken as the base date. The assessment will also forecast both the ‘baseline’ and ‘with development’ trading scenario at the ‘design year’ (2026). This will be taken to be the second full calendar year after trading commences. Adopting a design year of 2026 allows for the store to become operational and for trading patterns to settle down.

Socio Demographics

- 5.82 Population forecast data for the catchment (Zones 1, 2, 3, 4, 9 and 10) has been derived from Experian (May 2022). It is based on the study zones described within the RLNA: 2017. As the tables (Table 1) at **Document 6** show, the study area population is forecast to increase by 4,786 individuals (2.6% growth) between 2022 and 2026. This is considered robust for the assessment and, in our view, represents a conservative assessment. This is because in terms of housing provision, any planned housing (even if granted planning permission) is omitted from the population estimates, until the point at which the approved properties become habitable at the time the Office for National Statistics (ONS) release mid year estimates. It would be fair to suggest that these estimates do not have full regard to the total planned population growth associated with the new Stoneham community and from which the Lidl store is expected to draw the majority of its trade.

Available Expenditure

- 5.83 Expenditure per head estimates have also been obtained from Experian (May 2022 in 2020 Prices) (refer to Tables 2A – 2C at **Document 6**). These estimates are individual to the catchment. Experian forecast data has also been adopted as a method for predicting future expenditure growth applicable to the survey area.
- 5.84 The convenience expenditure data (Tables 2A – 2C) is summarised at Table 3 for each study zone that forms

part of the catchment. Total available convenience expenditure (2021 – 2026) both with SFT and excluding SFT for each study zone is presented within Table 4 (**Document 6**).

- 5.85 The estimates show that in 2022, the catchment population is expected to spend c.£478M (including SFT) on convenience goods per annum. By 2026, this increases to c.£489M (including SFT).

Turnover of Existing Facilities

- 5.86 The next stage of the analysis is to consider where residents of the respective catchment are currently undertaking their convenience goods shopping trips. To do this the applicants commissioned an updated household survey by NEMS Market Research. This replicates the household survey undertaken to support the Borough wide RLNA: 2017. However, it is focused on the catchment and, in particular, Zones 1, 2, 3, 4, 9 and 10. As part of the household survey and, consistent with the RLNA: 2017, residents were asked questions relating to their main and secondary food shopping, alongside their primary and secondary top-up food shopping destinations. Using this data, a series of base tables (Tables 6-11) have been produced and are shown at Document 7. These have helped to inform our retail analysis and market share assumptions (considered below).
- 5.87 Consistent with the RLNA: 2017 we have assumed that 60% of available spend will be on main bulk shopping (Table 6) , 15% for secondary bulk shopping (Table 7) , 15% for primary top-up (Table 8) and 10% for secondary top-up shopping destination (Table 9).
- 5.88 Table 10 (**Document 7**) then shows the overall market share of individual stores based on the expenditure splits utilised above. It presents the baseline position concerning market share and estimated turnover of existing convenience goods destination (derived from within the catchment) as informed by the responses to the most up to date household survey (June 2022 – presented within Tables 6-10). A total summary of the market share data is shown within Table 11 (**Document 7**).

Turnover of the Proposed Development

- 5.89 As detailed at Table 5 (**Document 8**), it is expected that the total turnover of the proposed store will be c.£9.14M (£7.31M convenience sales) (2022). The predicted turnover has been informed from Mintel Retail Rankings (April 2021). The Mintel ranking figure is robust and is based on actual turnover and sales area. It is wholly appropriate to calculating turnover. For assessment purposes, the convenience sales density figure of c.£7.31M (2022) has been ‘grown’ to c.£7.65M in 2026, in accordance with retail sales density figures obtained from Retail Planner Briefing Note 19.

Change in Shopping Patterns arising from the Proposal

- 5.90 The next stage of the analysis is to predict how established shopping patterns are likely to change, as a result of the application proposal progressing. To do this we have adopted a staged process, namely:
1. Utilise convenience goods impact and revised market share data (obtained from the recently commissioned Household Survey).
 2. Have due regard to existing retail proposals outside the catchment (for example, use of Unit 1, Hedge End Retail Park – planning application F/21/91821). This has been included within our market share data and, therein, our trade draw analysis.
 3. The Household Survey asked specific questions regarding ‘internet’ spend. Therefore, we have adopted expenditure data including SFT in the analysis. Of those respondents that undertook their main food shop online, etc, it is difficult to separate a proportion of that expenditure retained within the Borough (for example, expenditure may be directed to regional distribution centres and/or stores that fall

outside the catchment). Respondents to the household survey were able to record “Internet/Delivered” as an option to the questions asked regarding their main and secondary shopping destinations. Accordingly, a proportion of internet spend has been accounted for in the market share analysis ensuring the turnover of existing retailers has not been overly inflated.

4. Impact has also been assessed having no consideration to the fall-back position. . It assumes a convenience turnover of £7.31M (2022) and c.7.65M (2026). Accordingly, the analysis is considered robust and presents an absolute worse-case scenario.

5.91 To inform our trade analysis, we have adopted commonly held principles, namely:

- The proposals will compete most directly with comparable facilities.
- The proposals will compete most closely with those facilities closest to the application site.

Convenience Impact

5.92 Table 12 (**Document 9**) sets out the predicted trade draw of the application proposals in 2026. It shows that of the proposal’s turnover, the greatest amount will be drawn from the most comparable and closest retailers to the application site (i.e., Aldi, Chestnut Avenue Retail Park and Asda, Bournemouth Road).

5.93 In terms of amount diverted from these retailers, we estimate the following:

- Aldi, Chestnut Avenue Retail Park (£2.67M/35%).
- Asda, Bournemouth Road (£1.91M/25%).

5.94 Accordingly, it is anticipated that c.60% of the proposal’s turnover would be drawn from 2no. existing out-of-centre food retailers within the respective catchment.

5.95 In terms of convenience impact, it is important to note that our analysis provides an estimation of turnover derived from a narrower catchment when compared to that used within the Council’s RLNA: 2017. Accordingly, existing convenience stores will invariably draw some of their turnover from zones that do not form part of our assessment. For such stores, particularly those on the edge of our catchment, their estimated turnover will be disproportionately low from the data observed through our updated household survey. This becomes apparent when cross referencing store turnovers with those outlined in the Council’s Retail and Leisure Needs Assessment: 2017. Accordingly, when assessing cumulative impact, the turnover of such stores has, where necessary, been adopted from other sources including, for example, the Planning Potential Planning and Retail Statement submitted in support of the proposed Aldi at Hedge End Retail Park.

5.96 In terms of the above impact assumptions, it is also clear that our Household Survey indicates that the existing Aldi (Chestnut Avenue Retail Park) is a very popular store and is trading very well. The store commenced trading in 2018 and consequently did not form part of the Council’s RLNA: 2017. However, we accept that the store is unlikely to be turning over c.£34M as indicated by the Household Survey. Based on a net sales area of 1,223m² (derived from Quod Retail Assessment: Planning Application F/15/77194) and a Mintel Sales Density of 12,588 (£/m²), the ‘average’ turnover of the Aldi would be £15.4M. If we take a conservative estimate that the Aldi is trading c.30% above company averages (c.£20.02M), which is not unrealistic given the findings of the Household Survey, the impact of the application proposals would be c.13%.

5.97 Regardless, both Aldi and Asda are out-of-centre and afforded no policy protection. In terms of retail impact on Eastleigh Town Centre, we anticipate c.4%. This does not represent a cause for concern and would in no

way represent a significant adverse impact. Lidl remain committed to their existing town centre store. Impact on other retailers is negligible.

- 5.98 Whilst planning policy is not, of course, concerned with protecting individual stores but rather limiting impact on centres as a whole, the impact of the proposals will be negligible on identified centres within the catchment. The majority of retail impact falls squarely on out-of-centre stores which are afforded no policy protection. It should also be noted that Lidl have one of the higher competitor overlaps when compared to Asda, Tesco, Morrisons and Sainsbury's.
- 5.99 Customers of Lidl, therefore, rely on other retailers to meet their day-to-day shopping needs. Again, this will further reduce the impact. .
- 5.100 The advice as set out within the Planning Practice Guidance (Paragraph 17) states that a *"judgement as to whether the likely adverse impacts are significant can only be reached in light of local circumstances"*.
- 5.101 Having regard to the local context, it is clear that the proposals will not undermine the future vitality and viability of any identified centre (i.e., have a significant adverse impact). The majority of the turnover will be derived from existing out-of-centre destinations that are afforded no policy protection. The proposals draw minimal trade from identified centres.
- 5.102 Rather, to the contrary they will consolidate investment at a logical site for convenience retail. Furthermore, in terms of impact considerations the limited product range stocked by Lidl serves to distinguish the operator from other retailers including the main grocers (Asda, Morrisons, Tesco, Sainsbury's, and Waitrose), freezer centre (Iceland) and multiple and independent convenience stores. There is limited competitor overlap by virtue of its restricted product range with town centre convenience stores or independent/multiple butchers, bakers, and greengrocers, for example.
- 5.103 Indeed, increased competition should be welcomed as it will:
- Increase customer choice across the convenience sector within the immediate catchment of Stoneham.
 - Reduce congestion in existing stores (evidence seems to suggest that a number of out-of-centre stores are overtrading – including the Aldi, Chestnut Avenue).
 - Reduce the prospects of products being out of stock in existing stores due to over shopping.
 - Retain convenience expenditure within the Stoneham community at a highly sustainable location that relates well to the Stoneham community.
- 5.104 Put simply, the overlap of comparable discount food retail with existing, in centre stores, is low and does not result in impact levels that should give any cause for concern for the reasons provided above. The majority of the impact falls upon out-of-centre destinations. Turning to the predicted impact on other centres/stores, they are all low and are no way a cause for concern.
- 5.105 In terms of the policy test in the NPPF, the proposed development is considered to be acceptable and will not result in a significantly adverse impact. To the contrary, it is a proposal that delivers tangible investment to a location considered appropriate for food retail purposes. There are clear sustainability benefits in additional convenience food retail at this location.

Qualitative Need

- 5.106 Whilst a demonstration of the need for a proposed development is no longer required in the NPPF, it is still the case that qualitative need remains a material consideration. Indicators of qualitative need may include:

- Deficiencies of ‘gaps’ in existing provision.
- Consumer choice and competition.
- Overtrading, congestion and overcrowding of existing stores.
- Location specific needs such as deprived areas and underserved markets.
- The quality of existing provision.

5.107 The application proposals will address a number of these indicators; namely:

- **Address a clear gap in existing retail provision serving the Stoneham community.** The deep discount food retail sector has now firmly established itself in the UK and is a widely accepted essential component of the food retail market. The absence of any retailer within the Stoneham local centre invariably restricts the shopping choice of local residents, inhibits competition, and does not contribute towards sustainability objectives, particularly akin to the role and function of a local centre. The proposals will help to address this.
- **Improve consumer choice and competition.** The proposals will improve consumer choice and competition within the discount food sector providing a realistic shopping alternative to both the existing Asda and Aldi within the immediate catchment.
- **Underserved markets.** Lidl already trade from Eastleigh and are committed to their town centre store. A new store at Stoneham is a logical approach to serving the existing and expanding residential catchment of Stoneham.

5.108 The proposal would, therefore, provide both quantitative and qualitative improvements in shopping provision, addressing a locationally specific need, while at the same time reducing the need to travel. The provision of a discounter will be particularly important for Stoneham residents on lower incomes, for whom access to cheaper high quality food will be welcomed. The proposals will go some way towards contributing towards the reduction of social exclusion.

Comparison Impact

5.109 The proposal principally comprises a convenience retail offer. However, the small proportion of the store’s floorspace afforded to comparison goods is expected to turnover just over £1.83M (2022) rising to c. £1.92m in 2026.

5.110 In terms of impact, the comparison offer of LAD’s stores is constantly changing, with weekly ‘when it is gone, it’s gone’ promotions. The range of goods provided to the store varies from week to week depending on what the buyers can source. They are marketed in advance as means of enticing people into the store. Examples of promotions can include gardening, cooking, and baking, DIY, camping, vehicle maintenance, etc. The significance of the variety of this offer is that there is limited potential for sustained impact on the town centre in the same way that there is where a mainstream supermarket is concerned, whose offer may typically include clothing, homewares, electronics, books, and toys, etc. For this reason, estimating trade diversion patterns for the comparison element of discount foodstores is all but impossible.

5.111 There is no reason to suppose that the store’s non-food turnover will undermine any existing store given its constantly changing product line from a comparison goods perspective. This point has been accepted elsewhere with proposals for discount food operators.

6. Main Planning Considerations

- 6.1 This section of the planning statement addresses the key planning considerations raised by the development. It begins by reviewing the principle of developing a food store on the application site.

Principle of Development

- 6.2 The planning application seeks consent for the construction of a new discount foodstore on land forming part of the approved local centre for the North Stoneham new community.
- 6.3 The application site forms part of a much wider development site (c.85 ha) awarded outline planning approval by Eastleigh Borough Council (EBC) in January 2016 (Ref. O/15/76023). This allowed for 1,100 dwellings, a care home, new local centre including primary school, pre-school, community building, offices, and public open space on land south of Chestnut Avenue, Stoneham Lane, Eastleigh.
- 6.4 A Reserved Matters application (Ref. RM/18/84537) for appearance, landscaping, layout, and scale (pursuant to outline planning permission O/15/76023) of the local centre including the retail units, café, gymnasium, community centre, nursery, offices and 26no. age restricted flats followed in March 2019. This planning permission is extant and several components of the local centre have since been constructed.
- 6.5 The application for the proposed Lidl foodstore effectively relates to the parcel of land that was always envisaged to comprise the principal retail component of the local centre. It included a convenience foodstore totalling in the region of c.370m².
- 6.6 Following part development of the local centre commercial interest has failed to materialise for the individual commercial/retail units of the modest scale and form proposed through the original approvals. Whilst parts of the Local Centre (including Community Centre School and additional age-restricted residential accommodation) have since been built out and are operational, the main retail component of the local centre has failed to reach fruition. Put simply, there has been limited, if any, market demand. The application proposals provide an opportunity to realise investment at this location by delivering the food retail anchor to the local centre.
- 6.7 Paragraph 87 of the NPPF requires LPAs to apply the sequential test to main town centre uses not in existing centres, or in accordance with an up-to-date development plan. As is made clear in the NPPF, failure to comply can form a basis for refusing permission.
- 6.8 In strict policy terms the application site is considered out-of-centre. However, given the established planning history and adjacent development it is clear that the site forms part of a wider local centre serving the new Stoneham community. It is, therefore, a wholly logical site for food retail purposes and has obvious sustainability and co-locating benefits. That said, a robust sequential test has been undertaken – the conclusions of which are outlined at Section 5. This unequivocally concludes that there are no genuinely available, suitable or viable sites to which the application proposals, or a flexible form of them could otherwise locate.
- 6.9 There is no site-specific policy designations within the adopted Development Plan that preclude retail development at this location subject to satisfying the key retail tests. Section 5 has robustly shown that the proposals fully satisfy both of these matters. As such, the NPPF does not dictate refusal on retail policy grounds.
- 6.10 Against this background we go on to consider the various benefits and disbenefits of the proposal which weigh either for or against it. However, it should be reiterated that for the disbenefits to justify a refusal

they must be significant and demonstrably outweigh the benefits. On the basis of that test, as we show, there are no such disbenefits of that order that warrant refusal of consent.

6.11 We turn, therefore, to consider the benefits and disbenefits of the scheme under a series of headings below.

Economic Regeneration and Job Creation

6.12 On this issue the proposals are wholly beneficial. The proposals result in a £multi-million investment on a logical site forming an integral part of the wider Stoneham development.

6.13 Whilst difficult to quantify it is not unreasonable to assume that the proposals can also act as a catalyst for further investment within the Stoneham community increasing, for example, the market attractiveness of existing and vacant retail and commercial units currently within the centre, alongside the future prospects of the adjacent employment.

6.14 Approximately, 40 (full and part time) jobs will be created directly by the application proposals. These will be both full-time and part-time and will be across a range of skill sets. The majority of these jobs will also likely be taken up by local people and the proposals will provide them with a real opportunity for career advancement.

6.15 The jobs and opportunity created by the development and the immediate economic spin-offs are clear benefits and should be seen in the context of:

- The proposals will complement Lidl's existing representation within Eastleigh Town Centre (which has recently benefited from its own investment programme).
- All new jobs created will be new jobs to the town and Stoneham.
- The retail sector is highly important within Eastleigh and its economic importance should not be underestimated.
- The proposals will result in a net uplift of employment at this location owing to previous uses of the site and will complement the local centre. There will be inevitable economic spin offs for the local centre as a result of the development.
- The proposals send out a clear message about investment at the Stoneham community.
- Lidl are a responsible employer and was one of the first retailers to pledge the new living wage rate.

6.16 Accordingly, the positive impacts of the development are significant.

6.17 Therefore, the planning balance should be viewed positively, subject to the relevant material considerations outlined below.

Transport and Highway Considerations

6.18 The transportation case is provided in the accompanying Transport Assessment, prepared by Mayer Brown.

6.19 In terms of access arrangements, the development proposals provide a new vehicle crossover arrangement from Whieldon Way to the west to give priority to pedestrians crossing the vehicular site access, with give-way/priority markings.

6.20 The vehicle crossover arrangement would be utilised for all vehicles accessing the site: customers, staff, and delivery vehicles.

- 6.21 2.4m x 25m vehicle visibility splays are achievable at the proposed site access, across land within the control of the developer, commensurate with requirements for a 20mph vehicle speed. This is considered appropriate based upon visibility splays previously assessed as part of the local centre S278 works and raised surface traffic calming feature in the vicinity of the access.
- 6.22 As the current raised section of carriageway on Whieldon Way terminates midway across the proposed vehicle crossover, it is proposed that the existing raised carriageway is extended around 10m to the north, along the whole width of the proposed access and to provide a raised table crossing point between the remaining local centre to the west and a proposed 3m shared footway / cycleway along the western side of the foodstore.
- 6.23 As part of the extension of the raised section of carriageway on Whieldon Way and provision of a raised crossing point, a new section of 3m shared footway / cycleway will be provided on the eastern side of Whieldon Way. This will connect the crossing point and pedestrian / cycle links with the western local centre area.
- 6.24 The eastern shared footway / cycleway will link to a new cycle link running along the northern edge of the application site, running between Whieldon Way and Stoneham Lane to the east via a stair link with bicycle track. A further shared pedestrian / cycle route is provided along the eastern boundary of the building, forming a direct link between the store entrance and northern cycle link.
- 6.25 Whilst pedestrians approaching the site from the north would typically utilise the shared pedestrian / cycle route running along the eastern edge of the site to access the store entrance, a 2m wide footway is provided for pedestrians approaching from the west, with crossing facilities provided within the site where this route crosses the access to the store loading bay. Cyclists will also be able to utilise this route.
- 6.26 Broadly, from an analysis of the existing highway network, alongside the implications of the detailed proposals, the Transport Assessment concludes:
- The proposed Lidl foodstore would replace the currently consented local centre Block A uses, including convenience store, retail units, café, and private gym.
 - The site is accessible via sustainable modes of travel, with infrastructure to facilitate pedestrian and cycle movements between the application site and remaining local centre / nearby residential areas, in addition to convenient access being provided to frequent public transport services.
 - No existing highway safety patterns or concerns have been highlighted which could indicate any inherent highway design problems that affect highway safety in the vicinity of the application site.
 - The proposals are not predicted to have a significant material impact on the operation or safety of the local highway network, compared to that already assessed and considered as part of the consented development.
 - Parking provision is considered appropriate to accommodate expected demand.
- 6.27 Overall, it is considered that the proposal, in principle, is acceptable in terms of highway and transportation impacts and will not generate any significant impact upon the local transport network. Accordingly, the proposals accord with the principles of sustainable development, as established within the National Planning Framework (NPPF).

Environmental Quality

- 6.28 The key amenity consideration associated with the application proposals is the noise impact of the proposed

development upon nearby properties, principally generated from deliveries, car movements and/or external plant.

- 6.29 To support the application proposals a Noise Impact Assessment has been prepared by Acoustic Consultants Ltd. This report provides a detailed assessment of activities associated with the development, specifically plant and delivery noise.
- 6.30 With regards to delivery operations, it is acknowledged that the arrival, unloading of goods and departure of the delivery vehicle also has the potential to generate noise and, therein, have a potential residential amenity impact.
- 6.31 Deliveries will be contained to an articulated vehicle which will include a refrigerated section with condensing unit. The vehicles arrive on site and reverse up to the loading area. The goods are moved internally from the trailer into the store. The goods are mostly on pallets and an electric truck is used. The operation usually takes between 45 minutes to an hour and engines will be turned off during this process. The delivery bay is located to the north of the store and delivery vehicles will enter the site via the main vehicular entrance. The store will usually only receive two to three dedicated deliveries per day, which will minimise disturbance to residents.
- 6.32 The Noise report bases its assessment on known delivery noise recorded at various Lidl stores over several years given the noise level of a delivery operation does not vary significantly from site to site. From the assessment, no noise mitigation is required as part of the scheme for plant, however, deliveries should be limited (to daytime hours only). The precise wording of conditions can be agreed with Officers during the determination period. However, the proposal gives rise to no significant residential amenity concern.

Air Quality

- 6.33 An Air Quality Technical Note has been prepared by RPS and is also provided with the application submission.
- 6.34 For the construction phase of the development, the key pollutant is dust. The IAQM Guidance concludes that with the effective implementation of appropriate mitigation, the residual effects can normally be “not significant” and recommends that mitigation is secured as appropriate. Such mitigation measures could be formalised in a Dust Management Plan, or a Construction Management Plan specified in condition.
- 6.35 Eastleigh Borough Council (EBC) has designated four Air Quality Management Areas (AQMAs) across the Borough due to elevated levels of NO₂ attributable to road traffic emissions. The nearest AQMA is approximately 0.8km to the east of the application site. As such, the development is unlikely to affect air quality within a designated AQMA.
- 6.36 The Environmental Protection UK (EPUK) & Institute of Air Quality Management (IAQM) Land Use Planning and Development Control: Planning for Air Quality [v], document sets out threshold criteria for determining when an assessment is required. Outside an AQMA, an assessment is required where annual average daily (AADT) light-duty vehicle movements increase by 500, or annual average daily heavy-duty vehicle movements increase by 100.
- 6.37 The Technical Note reviews the predicted distribution of traffic generated by the development drawing comparisons back to the consented development. The development is predicted to lead to a net decrease in traffic flows when compared to the previously consented use and does not, therefore, trigger the need for an Air Quality Assessment.
- 6.38 The proposals do not give rise to any significant air quality concerns and are acceptable on this basis from a residential amenity perspective. The proposals do not result in a significant deterioration of air quality and on that basis no mitigation is required.

Ecology and Trees

- 6.39 A preliminary Ecological Appraisal has been prepared by RPS and is provided in support of the application. This assessment finds the site to be devoid of any ecological interest, comprising solely of hardstanding / bare ground with occasional ruderal vegetation and a single tree.
- 6.40 The single oak tree could offer suitable habitat for common species of nesting birds, although it did not offer any suitable features for roosting bats. Recommendations have, therefore, been made to protect any populations of nesting birds.
- 6.41 A Tree Survey and Arboricultural Impact Assessment (AIA) has also been undertaken by RPS. The application site contains a single tree protected by Tree Preservation Order (TPO).
- 6.42 In order to facilitate the development and allow for utility diversions etc, the removal of the tree subject to the Tree Preservation Order (no. 55-H) is required.
- 6.43 Overall, whilst the loss of a single tree protected by a TPO is proposed as part of this development, the applicant remains committed to bringing forward a comprehensive landscape strategy, as a means of mitigating for the loss of this tree, ultimately, increasing the overall arboreal amenity value across the site. Where tree felling is unavoidable, new trees will be planted to mitigate the arboricultural impact, in accordance with Eastleigh Borough Council's Tree and Development Supplementary Planning Document (April 2022).
- 6.44 In accordance with this document, a Landscaping Statement has been produced and is included in Appendix G of the Tree Survey and Arboricultural Impact Assessment. The proposals offer 21no. new mature tree planting as a means of enhancing the wider setting of the development. 7No. new trees will be provided within the car parking including suitable below ground rooting volumes to reflect the proposed species. A further 14 trees will be provided around the southern and western boundary to complement the development and provide an attractive setting to the site. The proposed tree planting is part of a wider, comprehensive landscaping scheme including dedicated pedestrian routes, ornamental shrub planting and boundary enclosures.
- 6.45 The AIA also details the measures that will be taken to protect trees during the construction phase of the development.

Archaeology and Heritage

- 6.46 In terms of Archaeology, a desk-based assessment has been undertaken by RPS.
- 6.47 In terms of relevant designated heritage assets, no designated World Heritage Sites, Scheduled Monuments, Historic Battlefield sites or Historic Wreck sites lie within the vicinity of the application site. Nor is the site located within an Area of High Archaeological Potential defined by the Hampshire Historic Environment Record.
- 6.48 Previous archaeological work at the site has comprised a geophysical survey and evaluation trial trenching. This work identified no archaeological features or finds and suggested that the site had been subject to past ground disturbance as a result of the creation of playing fields.
- 6.49 As a result, the proposed development is anticipated to have no archaeological impact and further archaeological work is not required.
- 6.50 A Heritage Statement also accompanies the submission and has been prepared to assess the potential impact on the historic built environment arising from the proposal.

- 6.51 The Site does not contain any built heritage assets but lies within the wider setting of St Nicolas Church a Grade II* listed building and the Old Rectory and associated Entrance Gateway, which are both Grade II listed.
- 6.52 The heritage report demonstrates that the Site currently does not contribute to the significance of the designated heritage assets and would not change the assets' immediate surroundings. Rather, their wider setting has recently undergone considerable change due to development as part of a strategic allocation as well as the partial construction of a previously consented Local Centre. The proposed development would not result in any additional heritage impacts.
- 6.53 It is, therefore, considered that the proposals would have no impact on the significance of the listed buildings and would not harm their special interest.
- 6.54 The proposed development complies with national legislation, and national and local policy, concerning built heritage.

Foul and Surface Water Drainage Strategy

- 6.55 Mayer Brown have produced a Detailed Drainage Strategy and accompanying Technical Note supporting the application. This confirms that the application site is located within a low risk Flood Zone 1 area and is not at risk of flooding from any source.
- 6.56 The site has also been shown to be underlain by river terrace deposits that have a high rate of permeability. Site specific infiltration testing has confirmed rate of infiltration to be very good with further tests planned, during the determination period to corroborate this position. Therefore, it is proposed that surface water run off will discharge via a network of pipes and gullies into a proprietary soakaway tank positioned within the car park. The SUDs feature will ensure excess water will be safely contained within the site boundary up to and including the 1 in 100 year event plus 40% climate change. The proposed foul sewers will discharge into the diverted 225mm diameter public foul sewer that will pass through the site and adjacent to the new store building. The foul flows from the building will be minimal.

Design, Visual and Landscaping

- 6.57 Lidl take a standardised approach to the format of their stores. This forms an essential element of their highly efficient operation enabling them to trade as a discount retailer.
- 6.58 However, a non-standard design approach has been adopted to ensure the application proposals assimilate with the local centre.
- 6.59 The application site is accompanied by a Design and Access Statement together with a suite of application drawings (including CGI'S). The DAS explains the evolution of the design proposals, resulting in a site layout which achieves the following:
- Responds to the geometry and topography of the site.
 - Respects the gateway location to the New Stoneham development.
 - Provides easy and safe vehicular access to the existing highway.
 - Maintains pedestrian connectivity to and throughout the local centre.
 - Ensures that the building sits within the site naturally and blends in with the local design context established across the wider Stoneham development.
 - Maintains substantial clearances and safe distances to existing site boundaries respecting existing utility

easements.

- Delivers extensive landscape enhancement including significant mature tree coverage.

Sustainability

- 6.60 In terms of sustainability considerations, Lidl tends to have energy demands well below the UK benchmark for retail uses. This reflects Lidl UK's low-cost business model.
- 6.61 Since entering the UK market, Lidl have focussed on rolling out the latest energy efficiency technologies across both their stores and warehouses. All operations in the UK have adopted an energy management system which is certified to ISO:50001 standard.
- 6.62 This store will include a number of approaches to reduce its energy requirements including:
- 6.63 Incorporate passive design strategies to take advantage of:
- Natural daylighting through careful building and glazing orientation. This will offer a reduced dependency on electric lighting through the contribution of natural lighting to achieve the required Lux levels.
 - Enhanced fabric efficiencies and thermal mass have been allowed for to help stabilise any temperature fluctuations within the building reducing heat gains and/or losses.
- 6.64 Incorporate active design strategies to reduce energy consumption by:
- Introduce heat recovery ventilation to pre-heat incoming fresh air. This will reduce the energy loads associated with fresh air heat loss/gains.
 - Introduce separate sub-metering to allow for all energy consumed to be monitored and any discrepancies easily identified and fixed thus minimising wasted energy.
 - Low energy lighting will be installed with suitable controls to ensure lights are not left on unnecessarily.
 - Suitable controls will eliminate human error.
 - Building Energy Management System (BEMS) will be designed and installed to manage all systems effectively, ensuring their efficiencies are maintained and achieved.
- 6.65 Photovoltaic panels have been deemed a suitable way of offering significant on-site energy generation to reduce the requirement for imported electrical energy and, as shown on the submitted drawings, will be incorporated into the building services strategy.
- 6.66 The adopted energy strategy incorporates energy efficient servicing and fabric, and a very significant provision of onsite renewable energy through the solar PV array. Alongside the sustainability measures adopted in the design, the development itself will have a beneficial impact on wider sustainability objectives by reducing the number of transport movements in terms of residents having to access existing discount food provision.
- 6.67 In terms of operational waste, Lidl follow the waste hierarchy which means that wherever possible they look to prevent waste being generated in the first instance. Lidl ensure that they are not over-packaging and are training their colleagues to re-use resources wherever they can. For example, fruit and veg boxes are reused to store food surplus for collection by local projects. Where Lidl can't avoid waste, they look to recycle it. 100% of operational cardboard and plastic waste is recovered to the regional distribution centre to be recycled with waste also being baled at the store for efficient transportation. Mixed waste which cannot be

segregated in store, is collected by waste partners who extract as much of the recyclable material as possible. The remaining waste is sent for incineration to produce energy, with only a small fraction sent to landfill. 98% of Lidl's mixed waste is either recycled or recovered. Lidl are also very close to achieving their longstanding ambition of zero waste to landfill. The store will also be designed to meet BREEAM 'Excellent', as demonstrated through the accompanying Sustainability Report (including BREEAM Pre-Assessment), prepared by DDA, and submitted in support of the planning application proposals. This is consistent with adopted policy.

Geo-Environmental

- 6.68 Obsidian Geo-Consulting (Obsidian) have prepared a Geo-Environmental Desk Study to accompany the planning application submission. A number of predominantly low-medium level risks were identified through this exercise relating to the presence of localised metals, PAH, TPH, asbestos, herbicides and/or pesticides. The report recommended further assessment through an appropriate intrusive investigation.
- 6.69 Given the anticipated development and anticipated geology, it is considered that an appropriate investigation would comprise several window sample boreholes with the installation of ground gas and groundwater monitoring wells. The Geo-Environmental Investigation Report forms a separate supporting document and should be read alongside the original desk study.
- 6.70 Subject to the recommendations suggested through the Ground Investigation Study, there are no contamination constraints that would preclude development at this location.

7. Planning Balance

7.1 In this section of our report, we turn to the overall planning balance that needs to be weighed when considering the application proposals. We do so in the context of the guidance contained within the NPPF.

7.2 In particular, the NPPF (Paragraph 8) requires the planning system to perform a number of roles:

- *“an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*
- *a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and*
- *an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”*

7.3 In decision making the NPPF states that:

“Plans and decisions should apply a presumption in favour of sustainable development.

For decisions taking this means:

- (c) approving development proposals that accord with an up-to-date development plan without delay; or*
- (d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless;*
 - i) the application of policies in this Framework that protect areas or assets of particular importance provide a clear reason for refusing the development proposed; or*
 - ii) any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this framework taken as a whole.”*

7.4 The application site is located within the consented local centre for Stoneham. There are no site-specific policies that would preclude retail development upon the application site, subject to complying with the established retail tests (i.e., sequential and retail impact). Rather, to the contrary it is a wholly logical site for food retail purposes. The proposals will deliver the food retail anchor for Stoneham and will predominately serve a localised catchment that is subject to significant population growth. The proposals have obvious sustainability and co-locating benefits with adjacent uses.

7.5 Lidl has undertaken an extensive search for suitable and available locations for a new discount foodstore. As demonstrated in the sequential site assessment, there are no other suitable or available sites closer to existing retail centres within the expected catchment of the store. The application site relates well to the urban area, is within an accessible location and a logical site for a discount foodstore having regard to the local catchment the store will serve and planned population growth for the immediate area.

7.6 Accordingly, planning consent should be granted unless there are significant and demonstrable disbenefits of granting consent, or specific policies in the NPPF dictate refusal.

- 7.7 The obvious policy restrictions of the NPPF which could dictate refusal are the retail policies encompassed at paragraphs 87 to 90. These include both the sequential approach and retail impact tests. It has been shown that the proposal satisfies both of these tests with the majority of impact borne on existing out-of-centre retailers afforded no policy protection. As such, the NPPF does not dictate refusal of consent on retail policy grounds.
- 7.8 Against this background, we have considered the various benefits and disbenefits of the proposal which either weigh for or against the application. The disbenefits, to justify a refusal, must be significant and demonstrably outweigh the benefits. There are no such disbenefits of that order which would warrant refusal of consent. Accordingly, the planning balance falls firmly in favour of the proposed development. Analysis of material considerations demonstrates that the proposals are acceptable in all regards. It is respectfully requested that planning permission is granted enabling what is a significant investment at Stoneham to be realised.

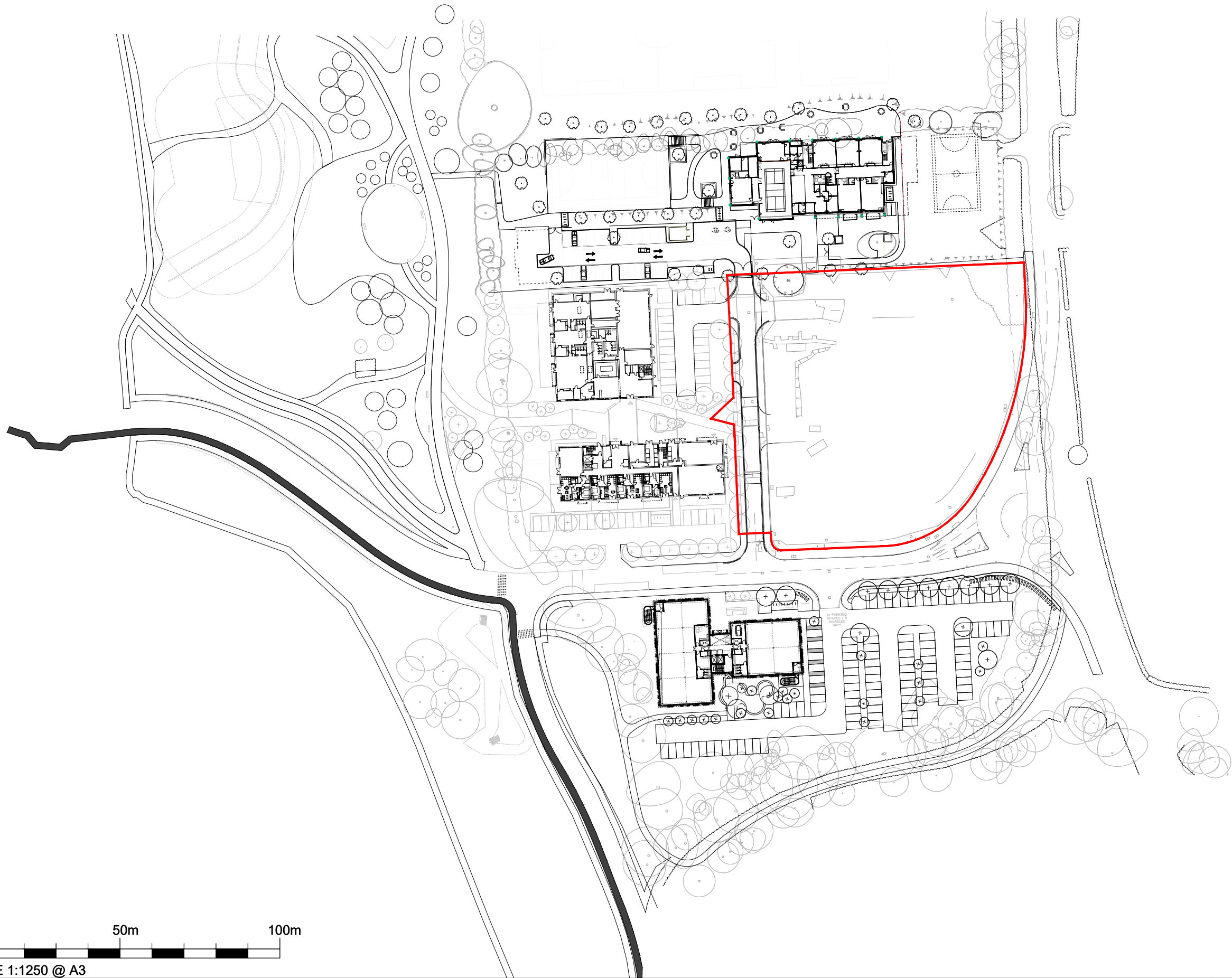


Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

Document 1

Site Location Plan



SCALE 1:1250 @ A3

RIBA 
Chartered Practice

arb Architects
Registration
Board



DIMENSIONS TO BE CONFIRMED ON SITE PRIOR TO START OF WORKS AND ODA TO BE INFORMED OF DISCREPANCIES IMMEDIATELY. NO DIMENSIONS TO BE SCALED FROM THIS DRAWING.
ALL MATERIALS AND WORKS ARE TO BE CARRIED OUT IN ACCORDANCE WITH THE LATEST REVISION OF THE APPROPRIATE BRITISH STANDARDS OR EURO CODE.
PLANNING APPROVAL, CURRENT BUILDING REGULATIONS AND CODES OF PRACTICE.
PARTY WALL ACT - NOTICES UNDER THE PARTY WALL ACT ARE TO BE SERVED BY THE PROPERTY OWNER OR APPOINTED THIRD PARTY BY PROPERTY OWNER, HEALTH AND SAFETY - COM 2015 REGULATIONS APPLY TO ALL CONSTRUCTION WORKS TO BE CARRIED OUT AND APPLY TO DESIGNERS, CONTRACTORS AND THE CLIENT. AS SUCH ALL PARTIES HAVE DUTIES UNDER THESE REGULATIONS.

Notes



Rev	Description	Date	Rev by	Chk by
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Revisions

Client
LIDL GREAT BRITAIN LTD.
Foxes Park, Brownhill Way, Nursling, Hampshire,
SO16 0AW
Project
STONEHAM LANE, EASTLEIGH,
SOUTHAMPTON

Drawing
LOCATION PLAN

Project No:
20321

Drawing No:
AD 100

Purpose of Issue
PLANNING

Scale @ A3
1:1250

Drawn
NE

Checked
LMC

Revision
-

Date
MAY 2022



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Registered in England & Wales No: 08355643

Architectural

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Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

Document 2

Outline Planning Permission Ref. 0/15/76023

Andrew White
Highwood Land LLP
The Hay Barn
Upper Ashfield Farm
Hoe Lane
Romsey
Hampshire
SO51 9NJ

Development Management
Application No O/15/76023
Your ref
Please ask for Dawn Errington
Direct dial 023 8068 8260
Working hours Mon&Wed 9-3 Tue&Thu 9-5
e-mail dawn.errington@eastleigh.gov.uk

19 January 2017

Dear Sirs

**Town and Country Planning Act 1990
Town and Country Planning (Development Management Procedure) (England)
Order 2015**

Planning Permission O/15/76023

Outline application with all matters reserved (except for access) for the demolition of existing buildings/structures and the development of: 1) on land south of Chestnut Avenue (North Stoneham Park) - 1100 dwellings (use class C3); - residential care home (use class C2); - creation of a new local centre - including a new primary school (2FE), children's pre-school nursery, community building, retail, office and other buildings and car parking (use classes A1, A2, A3, A4, A5, B1a, D1, D2); - public open space, children's play equipment, associated hard and soft landscaping and works; - foul and surface water drainage measures including pumping stations; access from Chestnut Avenue and Stoneham Lane (with new accesses/works to Chestnut Avenue (existing), Chestnut Avenue/Nightingale Avenue, Chestnut Avenue/Stoneham Lane, Stoneham Lane/Stoneham Way Junctions and new accesses onto Stoneham Lane); new footway/cycleway links; 2) extension to Lakeside Country Park on land east of Stoneham Lane, including new pedestrian links, landscaping and associated works; 3) construction of a new cycleway/footway along Stoneham Lane (from north/east of St Nicolas Church, southwards to the administrative boundary with Southampton City); 4) use of land south of Junction 5 of the M27 motorway for playing pitches and construction of associated facilities (including changing pavilion/hub building, spectator stands, enclosures, all-weather playing surfaces; floodlighting); with new accesses onto Stoneham Lane; parking; new footway/cycleway; landscaping and associated works; and 5) associated engineering operations; on and off-site supporting infrastructure necessary to facilitate development of the site. Land South Of Chestnut Avenue North Stoneham Park, Chestnut Avenue, Stoneham Lane, Eastleigh,

I refer to your Non Material Amendment application received on 22 December 2016 requesting changes to conditions 4, 7, 8, 9, 10, 11, 13, 14, 15, 21, 24, 30 and 45 of

planning permission O/15/76023 which have been considered and are approved as follows:

Condition 4:

Prior to the approval of the first reserved matters application for **each phase of the development that comprises housing**, a detailed design code **for that phase of** the development shall have been submitted to and approved in writing by the Local Planning Authority. The detailed design code shall demonstrate how the objectives of the Design and Access Statement will be met, and shall take account of the drawings referred to in Condition 1 above. The development hereby permitted shall be carried out in accordance with the approved design code unless otherwise agreed, in writing with the Local Planning Authority. The design code shall include the following:

- (a) Principles for determining quality, colour and texture of external materials and facing finishes for roofing and walls of buildings and structures including opportunities for using locally sourced, low embodied carbon and recycled construction materials;
- (b) Sustainable design and construction, in order to achieve a BREEAM Communities “excellent” standard for the whole development; the equivalent of Code for Sustainable Homes Level 4 for energy and water for residential buildings and an “Excellent” BREEAM New Construction rating for non residential buildings, maximizing passive solar gains, natural ventilation, water efficiency measures and the potential for home composting and food production;
- (c) Built form strategies to include density and massing, street grain and permeability, street enclosure and active frontages and relationships between buildings;
- (d) Principles for hard and soft landscaping including the inclusion of existing important trees and hedgerows;
- (e) Structures including street lighting, floodlighting and boundary treatments for commercial, community, educational and residential premises, street furniture and play equipment;
- (f) Design of the public realm, including layout and design of squares, areas of public open space, areas for play and allotments;
- (g) Open space needs including sustainable drainage;
- (h) Conservation of ecological interests;
- (i) A strategy for the hierarchy of streets and spaces;
- (j) Alignment, width of and surface materials including quality, colour and texture proposed for all footways, cycleways, bridleways, roads, service margins and vehicular accesses to and within the site and individual properties;
- (k) On and off-street residential and commercial vehicle parking and loading areas;
- (l) Cycle parking and storage;
- (m) Waste and recycle bin storage and collection;
- (n) Means to discourage casual parking and encourage parking only in designated areas;
- (o) Integration of strategic utility requirements, landscape and street tree planting and highway design and planting of parking areas;
- (p) Refuse requirements;
- (q) All carriage drive and other heritage restoration works.

Reason: to encourage a comprehensive approach to high quality design across the site.

Condition 7:

No development shall start **in a phase** until details and samples of all external facing and roofing materials in respect of buildings within **that** phase of development ~~must~~ **have been** submitted to and approved in writing by the Local Planning Authority ~~before that phase of development commences.~~

The development of that phase must then accord with these approved details.

Reason: To ensure that the external appearance of any building is satisfactory.

Condition 8:

A detailed strategy for the proposed disposal of foul and surface water (including a programme for implementation) **for each phase of development** shall be submitted to and approved in writing by the Local Planning Authority before the commencement of the **relevant phase of** development hereby permitted. Each phase of the development must demonstrate compliance with this strategy and the development shall not be carried out otherwise than in accordance with the approved strategy and details.

Reason: To ensure satisfactory provision of foul and surface water drainage.

Condition 9:

No development **in any relevant phase** shall take place until a surface water drainage scheme for **that phase of development** ~~within the site~~, based on sustainable drainage principles and an assessment of the hydrological and hydro geological context of the development, has been submitted to and approved in writing by the Local Planning Authority. The scheme shall subsequently be implemented in accordance with the approved details before the development **of the phase** is completed. Surface water run-off should be controlled as near to its source as possible through a sustainable drainage approach to surface water management (SUDS). The drainage system should be designed to accommodate surface water runoff according to the following criteria:

- (i) The surface water drainage system must be designed to control runoff and prevent flooding of property in up to a 1 in 100 year storm event, plus an allowance for an increase in storm intensity with climate change in line with National Planning Policy Framework. In line with CIRIA C635 "Designing for Exceedance in Urban Drainage", events under the 1 in 30 year return period should be contained within the system, while short-term surface flooding in events in exceedance of the 1 in 30 year return period is acceptable, so long as this can be safely stored without risk to people;
- (ii) The rate at which surface water is discharged from the site may vary with the severity of the storm event but should be no greater than the undeveloped rate of run-off for a given event;
- (iii) The drainage arrangement should also be such that the volumes of surface water leaving the site are no greater than at pre-commencement. Long-term storage may be required to control any additional surface water volumes generated;
- (iv) Surface water discharges to watercourses must not exceed a velocity of 1m/s.

Reason: to ensure that the drainage system is properly maintained the ownership and the responsibility for maintenance of the system should also be established as part of the drainage strategy.

Condition 10:

No development **in any relevant phase** shall take place until a landscape and ecology management strategy **for that phase of development**, including long-term design objectives, management responsibilities and maintenance schedules for all landscaped areas (except privately owned domestic gardens), ~~have~~ **has** been submitted to and approved in writing by the Local Planning Authority. Each phase of the development must demonstrate compliance with this strategy through the submission of a landscape and ecology management plan and implementation report and the development **of that phase** shall not be carried out otherwise than in accordance with the approved strategy and details.

The strategy and plan shall include the following elements:

- Detail, extent and type of new planting (NB planting to be of native species);
- Details of maintenance regimes;
- Details of new habitat created on site;
- Details of any new wetlands/SUDS created on site and their future management;
- Details of treatment of site boundaries and/or buffers around water bodies;
- Details of management responsibilities.

Reason: this condition is necessary to ensure the protection of wildlife and supporting habitat found on the site and to secure opportunities for the improvement of wildlife corridors and wider enhancement of the nature conservation value of the site in line with national planning policy.

Condition 11:

No development shall start **in any relevant phase** until a ~~site-wide~~ green infrastructure strategy **for that phase of development**, has been submitted to and approved in writing by the Local Planning Authority. The strategy shall detail the extent and nature of the natural habitat, open space and corridors within the network. The network should incorporate all open space within ~~the development~~ **the phase** and extend into the urban area via wildlife corridors and other enhancements. The strategy should be overarching, referencing all the species specific strategies and providing details relating to overall habitat connectivity within the network and any requirements above that provided for mitigation. The final green infrastructure should be multifunctional and provide gains for wildlife and the human population in line with national policy.

Reason: to ensure provision of a fully connected, multifunctional green infrastructure that can be accessed by the population and nature.

Condition 13:

Prior to the **approval** of the first reserved matters application for **each relevant phase** of the development hereby permitted, a detailed bat mitigation, enhancement, monitoring and management strategy **for that phase of development** shall be submitted to and approved in writing by The Local Planning Authority. The strategy must incorporate details of:

- (i) A hedgerow plan incorporating the location and extent of mitigation for fragmentation and habitat loss and additional hedgerow habitat within the residential area;
- (ii) A plan of the locations of bat boxes for mitigation and enhancement;
- (iii) The extent and location of at least one dark corridor across the site to provide prime bat foraging habitat;
- (iv) A lighting plan with the aim of light spill not exceeding 1 lux in foraging corridors used by bat species and along woodland edges and riparian corridors;
- (v) A monitoring plan to monitor the foraging activity once the site is operational;
- (vi) The resurveying before any works of all buildings and trees estimated to possess bat roosting potential before demolition, felling or other works to ascertain whether bats have colonised the potential roosts. (if roosts are found a licence is required from Natural England and appropriate mitigation provided for roosts to be lost).

Reason: To ensure roosting bats are protected from harm and appropriate mitigation is provided.

Each phase of the development must demonstrate compliance with the approved strategy and must be fully implemented.

Reason: To ensure the protection of bat species.

Condition 14:

Prior to the **approval** of the first reserved matters application for **each relevant phase** of the development hereby approved, a detailed dormouse mitigation strategy **for that phase of development** shall be submitted with the first reserved matters application to provide:

- (i) A hedgerow plan incorporating the location and extent of mitigation for fragmentation and habitat loss, additional hedgerow habitat within the residential area;
- (ii) A plan of the locations of dormouse boxes for mitigation and enhancement;
- (iii) The extent and location of at least one dark corridor across the site to provide prime dormouse commuting and foraging habitat;
- (iv) A lighting plan with the aim of light spill not exceeding 1 lux in hedgerows and along woodland edges;
- (v) A monitoring schedule detailing post construction monitoring.

Each phase of the development must demonstrate compliance with the approved strategy and must be fully implemented.

Reason: to ensure the protection of dormice.

Condition 15:

No development **in any relevant phase** shall commence until an otter protection and enhancement strategy **for that phase of development** has been submitted to, and approved in writing, by the Local Planning Authority. The strategy must include:

- An assessment of the corridor widths required to support otter movement;

- Hedgerow retention and buffers;
- Management of the corridors in the short, medium and long term;
- Monitoring to ensure otter use of the site is not impacted by development;
- A strategy detailing measures to deter visitor and dog disturbance of the otter population;
- Details of any proposed bridges and crossing points over waterways.

Each phase must demonstrate compliance with the approved strategy and must be fully implemented.

Reason: to ensure the locality continues to support a thriving otter population.

Condition 21:

The development hereby permitted shall not be occupied/brought into use until there has been submitted to the Local Planning Authority verification **for each phase of development** by the competent person approved under the provisions of condition 20(c) that any remediation scheme required and approved under the provisions of condition 20(c) has been implemented fully in accordance with the approved details (unless varied with the written permission of the Local Planning Authority in advance of implementation).

Unless agreed in writing with the Local Planning Authority such verification shall comply with the guidance contained in CLR11 and EA Guidance for the Safe Development of Housing on Land Affected by Contamination – R&D Publication 66:2008. Typically such a report would comprise:

- (a) A description of the site and its background, and summary of relevant site information;
- (b) A description of the remediation objectives and remedial works carried out;
- (c) Verification data, including – data (sample locations/analytical results, as built drawings of the implemented scheme, photographs of the remediation works in progress, etc;
- (d) Certificates demonstrating that imported and/or material left in situ is free from contamination, gas/vapour membranes have been installed correctly.

Thereafter the scheme shall be monitored and maintained in accordance with the scheme approved under condition 20 (c).

Reason: To minimise the risks of pollution and to ensure the site is satisfactory de-contaminated.

Condition 24:

Prior to the occupation of any building within each individual phase of the development (or, in accordance with a timetable to be agreed in writing with the Local Planning Authority), the following shall be submitted to and approved in writing by the Local Planning Authority:

For residential development as built stage SAP data and as built stage water calculator confirming energy efficiency and the predicted internal mains water consumption to achieve

- **In respect of energy efficiency, a standard of a 19% improvement of dwelling emission rate over the target emission rate as set in the 2013 Building Regulations**

- In respect of water consumption, a maximum predicted internal mains water consumption of 105 litres/person/day.

For non-residential development:

- a report showing how the development meets the relevant essential requirements in the Eastleigh Borough Council's adopted Environmentally Sustainable Development Supplementary Planning Document, including:
- a BREEAM New Construction Post Construction certificate at 'excellent' standard.

The development shall not be carried out otherwise than in accordance with the approved details.

Reason: To support a comprehensive approach to high quality design across the site; in line with the guidance set out in the Government's Ministerial Statement of 25 March 2015 which states that Local Planning Authorities should, from the date of its publication, take into account the government's intentions in the statement "and not set conditions with requirements above a Code level 4 equivalent" for residential development. To ensure the non-residential elements of the development meet the relevant essential requirements of the adopted Environmentally Sustainable Development Supplementary Planning Document."

Condition 30:

No development shall take place **in any relevant phase** until a detailed method statement for either the removal or the long-term management/control of any invasive non-native species **in that phase of development on the site shall be has been** submitted to and approved in writing by the Local Planning Authority. The method statement shall include proposed measures that will be used to prevent the spread of invasive species during any operations e.g. mowing, strimming or soil movement. It shall also contain measures to ensure that any soils brought to the site are free of the seeds/root/stem of any invasive plant covered under the Wildlife and Countryside Act 1981, as amended. Development shall proceed in accordance with the approved method statement.

Reason: To prevent the spread of invasive non-native species. Without it, avoidable damage could be caused to the nature conservation value of the site.

Condition 45:

No development **in any relevant phase** shall take place until a scheme for the provision and management of buffer zones **in that phase** (which shall be larger than 8 meters in places to compensate for smaller buffers at crossings) alongside the existing watercourses, ponds and wetlands on site ~~shall be~~ **have been** submitted to and agreed in writing by the Local Planning Authority. Thereafter ~~the development~~ **in that phase** shall be carried out in accordance with the approved scheme and any subsequent amendments shall be agreed in writing with the Local Planning Authority. The buffer zone scheme shall be free from built development including lighting, domestic gardens, footpaths, cycleways and formal landscaping. The scheme shall include:

- (i) Plans showing the extent and layout of the buffer zones;
- (ii) Details of any proposed planting scheme (for example native species);
- (iii) Details demonstrating how the buffer zone will be protected during development and managed/maintained over the longer term including

- adequate financial provision and named body responsible for management plus production of detailed management plan;
- (iv) Details of any proposed footpaths, fencing, lighting, etc adjacent to the buffer zones.

Reason: development that encroaches on watercourses/ponds/wetlands has a potentially severe impact upon ecological value. Land alongside watercourses/ponds/wetlands is particularly valuable for wildlife and it is essential this is protected.

All other conditions specified on the original planning permission will continue to apply.

Yours faithfully

A handwritten signature in black ink, reading 'L O'Driscoll'. The signature is written in a cursive, slightly slanted style.

Louise O'Driscoll
Head of Development Management



Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

Document 3

Reserved Matter Permission Ref. 18/84577

MR JON BRAY
FIRST FLOOR LEFT HAND SIDE
THE PAVILION
GRANGE DRIVE
HEDGE END
SOUTHAMPTON
SO30 2FU

Application	RM/18/84537
Please ask for	Dawn Errington
Direct dial	023 8068 8260
Working hours	Mon to Fri 8:30am to 5pm
Email	dawn.errington@eastleigh.gov.uk

Thursday 14 March 2019

Town and Country Planning Act 1990
The Town and Country Planning (Development Management Procedure) (England)
Order 2015

Application No. RM/18/84537

In pursuance of their powers under the above Act and in accordance with your application received on Monday 3 December 2018 the Council, as Local Planning Authority hereby **Approve The Reserved Matters** the following :

Description: Reserved matters for appearance, landscaping, layout and scale (pursuant to outline planning permission O/15/76023 which was subject to Environmental Impact Assessment) for the provision of a Local Centre including retail units, cafe, gymnasium, community centre, nursery, offices and 26 age restricted flats within parcels 1C and 1D and associated access roads, drainage, car parking, refuse storage, boundary treatments, sub-station and other supporting works and infrastructure.

Site: North Stoneham Park, Chestnut Avenue / Stoneham Lane, Eastleigh, SO50 9HT

Subject to due compliance with the following conditions:

1

The development hereby permitted shall be implemented in accordance with the drawings and documents numbered in the submitted Application Document Register dated 14.2.19.

Reason: For the avoidance of doubt and in the interests of proper planning.

2 The development hereby permitted shall comply with the conditions imposed on the grant of the outline planning permission reference O/15/76023 which was permitted on 8 January 2016.

Reason: in the interests of proper planning

3

Prior to the first occupation of each building the associated cycle and refuse storage shall be provided in accordance with the approved plans.

Reason: In the interests of sustainable transport.

4

The development hereby permitted shall not be brought into use until a final plan for the parking of vehicles [including provision for disabled, parent and child, and motorbike spaces and any spaces shown as being allocated to other specific uses and/or unallocated/allocated residential spaces) has been submitted to and approved in writing by the Local Planning Authority. The approved parking shall be made available, surfaced and marked out and then be permanently retained and reserved for their approved purposes at all times. Reason: To make appropriate provision for off-street parking for the purpose of highway safety.

5

The development hereby permitted shall not be brought into use until visibility splays as shown on submitted plan drawing number 14-159-3006RevA have been provided at the junctions of the accesses and the public highway. Nothing over 0.6m in height above the carriageway shall be placed or permitted to remain within the approved visibility splays.

Reason: In the interests of highway safety.

6

The Parking Quantum and Waste Management Strategy (Paul Basham Associates, February 2019) hereby approved shall be implemented in full at all times, and any changes to this Strategy shall be agreed in writing beforehand by the Local Planning Authority.

Reason: In the interests of amenity and highway safety.

7

All tree pits shall be provided in accordance with the approved details.

Reason: in the interests of visual amenity

8

The development shall be carried out in accordance with the arboricultural report reference CBA10259LCv1A" dated November 2018 produced by CBA Trees. No excavation, demolition or development related works shall commence until the tree protection fencing and ground protection has been installed as per the Tree Protection Plan contained within the report. Once installed, no access by vehicles or placement of goods, chemicals, fuels, soil or other materials shall take place within the protected area. Tree protection measures shall be retained in their approved form for the duration of the work. This condition may only be fully discharged upon completion of the proposed development subject to submission of monitoring reports.

Reason - To retain and protect the existing trees which form an important part of the amenity of the locality.

9

No deliveries to Buildings A or D shall take place between the hours of 08.30 to 09.15 and 15.00 to 16.00 on any day on which the adjoining school is operational and no deliveries to any of the Buildings A, B or D shall take place outside of the hours 0700-2300 on any day except in the case of deliveries of newspapers and associated goods in the same delivery vehicle to Building A, which shall not take place outside the hours of 06:00 hours to 23:00 hours.

Reason: in the interests of on-site safety and residential amenity

10

The retail units shall not open for business outside of the hours of 0600 - 2300 on any day.

Reason: To protect the amenity of occupiers of the flats within the development.

11 Notwithstanding the provisions of Class 12 of Schedule 3 of the Town and Country Planning [Control of Advertisements] Regulations 2007, or any Order amending, revoking or re-enacting these Regulations, the occupiers of the A1/A2/A3 retail units [Building A] hereby approved shall retain clear glazing and an active window display along the length of the glazed shop windows and doors hereby approved, without the installation of window vinyls or equivalents.

Reason: In the interests of retaining a lively and attractive streetscene without obstruction and to improve the natural surveillance offered by the development.

12

Notwithstanding the provisions of the Town and Country Planning [General Permitted Development] [England] Order 1995 [or any order revoking and re-enacting that Order with or without modification], no external security shutters shall be installed without the prior written consent of the Local Planning Authority.

Reason: To protect the amenities of the locality and to maintain a good quality environment.

13

Development shall not commence until a Bird Hazard Management Plan has been submitted to and approved in writing by the Planning Authority. The submitted plan shall include details of:

1. Management of the flat roofs within the site which may be attractive to nesting, roosting and "loafing" birds.
2. Management of the landscaping on site which may be attractive to nesting, roosting and "loafing" birds.
3. The management plan shall comply with Advice Note 8 'Potential Bird Hazards from Building Design': [http://www.aoa.org.uk/wp-content/uploads/2014/02/AN08-Potential-Bird Hazards-from-Building-Design-August-2006.pdf](http://www.aoa.org.uk/wp-content/uploads/2014/02/AN08-Potential-Bird-Hazards-from-Building-Design-August-2006.pdf) and shall be implemented as approved on completion of the development and shall remain in force for the life of the

building. No subsequent alterations to the plan are to take place unless first submitted to and approved in writing by the Planning Authority.

Reason: To avoid endangering the safe movement of aircraft and the operation of Southampton Airport through the attraction of birds and an increase in the bird hazard risk of the application site.

14

No lighting which results in light spill above the horizontal during construction and for the completed development shall be installed. Lighting shall be of flat glass, full cut off design, mounted horizontally.

Reason: To avoid endangering the safe operation of aircraft through confusion with aeronautical ground lights or glare.

15

Prior to the commencement of the development hereby permitted, a detailed noise mitigation scheme to minimise the noise that may be emitted from D2 uses carried out within Building A and D shall be submitted to the local planning authority for approval. The scheme shall consider the sound insulation of the building envelope, the means for ventilating the building and the expected internal noise levels to be generated by the uses. The approved scheme shall be implemented prior to first use and thereafter maintained.

Reason: To protect the amenity of occupiers of the residential uses within the development.

16

Prior to the first use of buildings A B or D for any use except C3 or C2 use, a noise management plan shall be submitted to the local planning authority for approval. The plan shall set out the operational controls to be implemented to minimise the impact those uses have upon residential uses. In the case of D2 uses, the plan shall set out how internal noise levels will be managed to not exceed the design criteria established under condition 15.

Reason: To protect the amenity of occupiers of the residential uses within the development.

17

Prior to the commencement of the C2 or C3 use within building B, a detailed noise mitigation scheme to address noise from road traffic noise and commercial noise emitted from the development hereby permitted shall be submitted to the local planning authority for approval. The scheme shall include the provision of sound insulation, ventilation (including the provision of mechanical ventilation, heat recovery systems) and protection for the external spaces provided for amenity use by occupiers of the residential units. The approved scheme shall be implemented prior to first use and shall thereafter be maintained.

Reason: To protect the amenity of occupiers of the residential uses within the development.

18

Prior to the first use of Building D, details of an acoustic barrier to protect the residents garden adjoining Block B from noise generated from the external play area shall be submitted to the local planning authority for approval. The approved barrier shall be installed prior to the first use of the play area and shall thereafter be maintained.

Reason: To protect the amenity of occupiers of the residential uses within the development

- 19 The uses permitted within Building B shall be limited to those contained within Use Classes A1, A2, A3, A5, B1a, C2, C3 and D1 of the Town and Country Planning (Use Classes Order) 1987 (as amended). Any Class A5 uses within Building B shall not operate outside the hours of 0700 to 2000 on any day.

Reason: To protect the amenity of occupiers of the residential uses within the development

20

No fixed plant or machinery shall be installed external to any building or internally within Building B without the prior approval of the local planning authority. Any submission seeking approval shall in the case of plant or equipment installed externally to any buildings, demonstrate that the impact of the proposed plant or machinery in combination with any other such plant or machinery previously approved under this condition would be unlikely to result in a difference between the cumulative rating $L_{A_{r,Tr}}$ and the representative L_{A90} of greater than zero during periods of operation. Any submission seeking approval shall in the case of plant or equipment installed internally within Building B demonstrate that the plant or equipment will be sufficiently isolated from the building structure so as to prevent the transmission of significant noise into residential properties.

Reason: in the interests of amenity.

21

Unless otherwise agreed by the local planning authority, details of a cooking extraction system shall be submitted to the local planning authority for approval before the first use of any building or part of a building for either A3 or A5 use. The submitted details shall show the position of the extract system, the specific odour abatement equipment to be incorporated and the position of the terminus. The approved cooking extraction system shall be installed before the first use under class A3 or A5 commences and shall thereafter be maintained.

Reason: in the interests of amenity.

22

No flat within Building B shall be occupied by persons aged below 60 years unless they are aged between 55 and 59 and in receipt of disability benefits e.g. Disability Living Allowance or Personal Independence Payments or unless otherwise agreed in writing by the Local Planning Authority. All flats for rent shall be made available to applicants on the Housing Register using the appropriate nominations agreement e.g. Hampshire Home Choice, and all flats

offered for Shared Ownership shall, as a minimum to be advertised through the Help to Buy Agency or such other body that replaces the same.

23 Reason: to secure appropriate affordable housing and parking

The proposed changing facilities within the office Building C shall be provided upon first use of the building and subsequently retained.

Reason: to support sustainable travel by staff.

24 **Notes to Applicant:**

In accordance with paragraph 38 of the National Planning Policy Framework, Eastleigh Borough Council takes a positive approach to the handling of development proposals so as to achieve, whenever possible, a positive outcome and to ensure all proposals are dealt with in a timely manner.

Your attention is drawn to the requirement within the British Standard 'Code of practice for safe use of cranes' for crane operators to consult the aerodrome before erecting a crane in close proximity to an aerodrome. This is explained further in Advice Note 4, 'Cranes and Other Construction Issues', available at <http://www.aoa.org.uk/wp-content/uploads/2016/09/Advice-Note-4-Cranes-2016.pdf>

Yours faithfully

A handwritten signature in dark ink, appearing to read "A Grandfield", written in a cursive style.

Andy Grandfield
Lead Specialist for Housing and Development

N.B. See Attached Notes

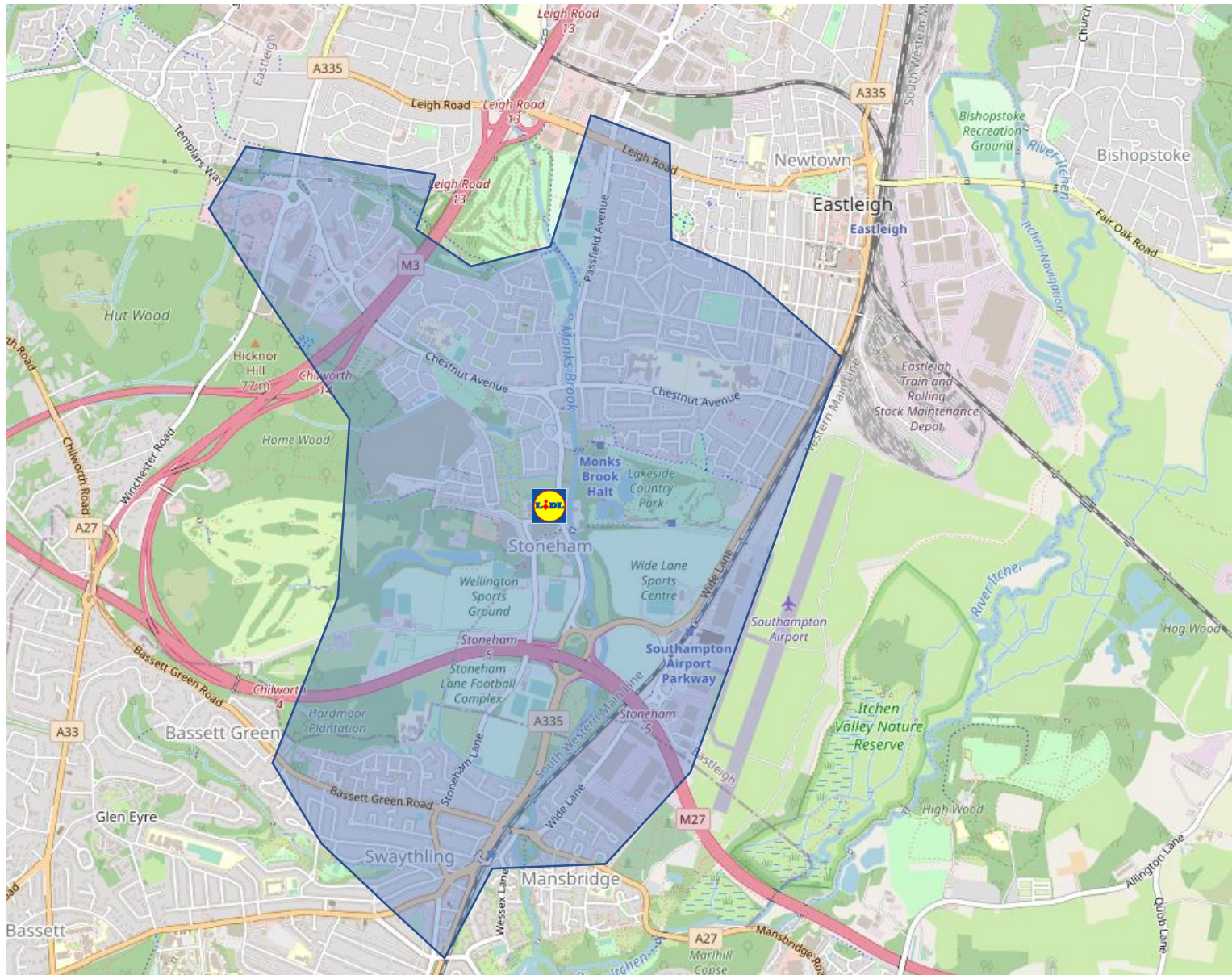


Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

Document 4

Expected Catchment of Proposed Store





Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

Document 5

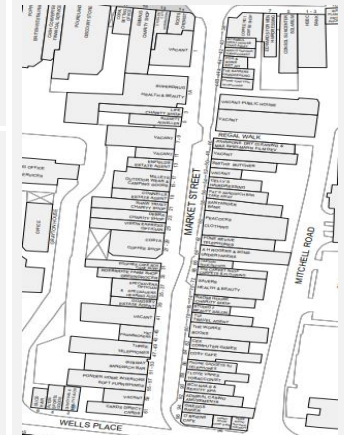
Sequential Test Appraisal Sheets

Document 5 – Sequential Test Site Proformas

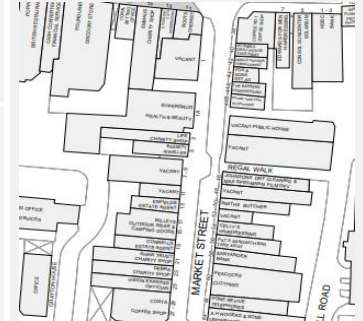
Proposed Lidl Foodstore, North Stoneham, Eastleigh, SO50 9HT

Site 1:	Various Units, Swan Centre, Eastleigh	
Sequential Status	In-Centre (Eastleigh)/Shopping Area – Core Zone.	 
Current Use(s)	Vacant purpose-built retail units (all located within The Swan Centre).	
Relevant Planning History	Given the number of properties, there is extensive planning history for the individual units. All units appear in retail use, either within Class E or Sui Generis, and there is no planning reason that the units would not be suitable for Class E.	
Planning Policy	The vacant units fall within The Swan Centre, which forms the Shopping Area – Core Zone within the Eastleigh Local Plan (adopted April 2022) and the Eastleigh Town Centre. Eastleigh Local Plan Policy E3 (Eastleigh Town Centre) advises that the Council will support the regeneration of Eastleigh Town Centre through seeking development that strengthens the function of the town centre retail anchor, and promotes high density, mixed use development.	
Assessment	Units MSU 2A, 8-9, 13, 18, 22, 24, 29, 31, 38B-38C, and 38D are all vacant units located within The Swan Centre. The vacant units range in size from 38² to 661m². Of these units, only units 38B-38C and 38D are adjacent to one another. The GIA of the application proposal is c.1,987m². Even allowing for 10% flexibility the units are of insufficient size to accommodate the application proposal, or a flexible form of them. There is no opportunity to expand the floorspace with the provision of a mezzanine floor due to the floor to ceiling heights, nor would this be desirable due to the inefficient stock handling procedures that would ensue. Furthermore, even if the floorspace and servicing arrangements met with Lidl’s operator requirements (they do not) these units do not benefit from their own dedicated customer car parking. Rather, existing parking on this site is shared across all of the units within The Swan Centre, as well as the town centre retail area generally. Dedicated customer car parking adjacent to the store is a prerequisite for discount food retailing. There is also a parking charge at the Swan Centre carpark which ranges from £1.50 for an hour to £13.50 for a day. On this point alone the units are unsuitable for sequential test purposes. The application proposals provide in the region of 88 car parking spaces. There is no opportunity for dedicated customer car parking for which Lidl would retain absolute control. As a result, available units within the Swan Centre are unsuitable in sequential test terms for both the development, or a suitably flexible format of it. The existing car park, or part of it, could not be made solely available for Lidl customers. This would place Lidl at a critical trading disadvantage when compared to their main competitors within the catchment and is a significant compromise compared to application proposals. For these reasons, vacant units within the Swan Centre are not suitable and have been discounted.	

Site 2:	Vacant Units, Market Street, Eastleigh	
Sequential Status	In-Centre (Eastleigh)/Shopping Area - Primary Zone.	
Current Use(s)	Vacant units within Town Centre.	
Relevant Planning History	Given the number of properties, there is extensive planning history for the identified vacant town centre units. All units appear to be in retail use, either within Class E or Sui Generis, and there is no planning reason that the units would not be suitable for Class E.	
Planning Policy	The vacant units are located on Market Street, which forms the Shopping Area – Primary Zone within the Eastleigh Local Plan (adopted April 2022) and the Eastleigh Town Centre. Eastleigh Local Plan Policy E3 (Eastleigh Town Centre) advises that the Council will support the regeneration of Eastleigh Town Centre through seeking development that strengthens the function of the town centre retail anchor, and promotes high density, mixed use development.	
Assessment	Units 7-9, 11, 41, 46, 48, 50, 59, and 60 are all vacant units located on Market Street. The vacant units are ‘typical’ of retail units in the town centre and range in size from 55m² to 128m². Even where it is possible to amalgamate units, such as units 46, 48 and 50, they still would not be large enough to accommodate the discount food retailer and are considerably lower than the floorspace proposed as part of the application. On this basis alone, they warrant no further consideration in sequential test terms. Parking is also an issue for these units. Parking for Eastleigh Town Centre is provided through a number of town centre car parks. There is no dedicated parking serving these units and the existing communal parking is insufficient to accommodate a discount food retailer. Servicing and delivery arrangements are also unsuitable to accommodate the servicing requirements of a discount foodstore at this location. These units are unsuitable for sequential test purposes.	



Site 3:	Old Regal Building, Regal Walk, Eastleigh
Sequential Status	In-Centre (Eastleigh)/Shopping Area - Primary Zone.
Current Use(s)	Vacant Unit within Eastleigh Town Centre.
Relevant Planning History	There has only been one planning application on the site since 2004. This is application ref: F/22/92939 for the <i>“Conversion of former nightclub to form 4no. commercial units at ground floor and 11no. one-bedroom, 5no. two-bedroom and 2no. three-bedroom residential flats above with associated external works”</i> . This application has yet to be decided.
Planning Policy	The vacant unit forms part of the Shopping Area – Primary Zone within the Eastleigh Local Plan (adopted April 2022) and the Eastleigh Town Centre. Eastleigh Local Plan Policy E3 (Eastleigh Town Centre) advises that the Council will support the regeneration of Eastleigh Town Centre through seeking development that strengthens the function of the town centre retail anchor, and promotes high density, mixed use development.
Assessment	The two units which form the ‘Regal Buildings’ have a combined floorspace of 998m². This is clearly insufficient floorspace when compared with the proposed Lidl. In addition, these buildings suffer from the same inadequacies as those on Market Street, including a lack of dedicated parking and insufficient shared parking. There is also no appropriate area for servicing and delivery to take place. The site is not currently for sale or let, and the pending application on the site shows that the site is unavailable for use by a discount food retailer, even were it to be suitable. These units are unsuitable and unavailable for sequential test purposes and have been discounted from the assessment.





Site 5:	Toynbee Road, Eastleigh	
Sequential Status	Edge-of-Centre (Eastleigh).	
Current Use(s)	Vacant units formerly in industrial use.	
Relevant Planning History	The Eastleigh Borough Council website planning map search identifies planning applications from 2004 onwards. Since that date, there have been two planning application determined on the site application refs: F/20/89489 and F/21/91686. Application ref: F/20/89489 for <i>“Construction of 105 dwellings together with access from Toynbee Road, associated parking public open space and landscaping following the demolition of existing buildings”</i> was not determined within the statutory time limit and is subject to an ongoing appeal against non-determination. Application ref: F/21/91686 has the same description and is currently awaiting a decision.	
Planning Policy	The site is allocated for mixed-use residential-led development under previous Local Plan Policy 71.H. Whilst this policy is no longer extant, the allocation is retained within the adopted Local Plan.	
Assessment	The site has been allocated for mixed use development within the Eastleigh Local Plan. At approximately 0.92ha, the site is large enough to accommodate the application proposals. However, the site is not currently for sale and is the subject of a planning application and appeal for 105 dwellings. Location is a secondary residential location within the town. It is residential in nature and a retail store at this location could detrimentally impact neighbouring residential amenity. Site does not meet the commercial needs of the retailer and does not benefit from sufficient visual prominence from the strategic highway. As such, the site is unavailable and unsuitable for sequential test purposes.	



Site 6:	109 Winchester Road, Chandler's Road, Eastleigh, SO53 2GH
Sequential Status	In-Centre (Chandlers Ford)/Shopping Area – Primary Zone.
Current Use(s)	Vacant Unit.
Relevant Planning History	No relevant planning applications shown on the Eastleigh Planning Map Search. The installation of an ATM was permitted on 20/09/2007 under planning ref: F/07/60724.
Planning Policy	The vacant unit is located within an area designated as a Shopping Area – Primary Zone within the Eastleigh Local Plan (adopted April 2022). The site is located within Chandler's Ford, which is considered a Hierarchy Level 2 settlement within the Local Plan.
Assessment	The Vacant Unit at 109 Winchester Road contains less than 100m² floorspace, which is insufficient for a discount food retailer. There is no dedicated parking for the site with the nearby car park owned by the adjacent Co-op Food. This site is unsuitable for sequential test purposes.



Site 7:	76 High Street, Swaythling, Southampton, SO16 2HZ	
Sequential Status	Local Centre (Swaythling, Southampton City Council)	
Current Use(s)	Vacant Unit	
Relevant Planning History	None.	
Planning Policy	The site falls within the Swaythling Local Centre, as designated within the Southampton adopted Core Strategy (amended 2015). Policy CS3 (Town, District and Local Centres, Community Hubs and Community Facilities) of the Core Strategy states that Local Centres should meet the 'day to day' needs for the immediate neighbourhood and that each centre should capitalise on any opportunities for enhancement as they arise.	
Assessment	The site is of insufficient size to accommodate the application proposals, or a flexible form of them and has been discounted from the sequential test assessment.	



Site 8:	King Rufus Pub & Grill, 135 Winchester Road, Chandlers Ford, Eastleigh, SO53 2DU	
Sequential Status	Edge of Centre (Chandlers Ford)	 
Current Use(s)	Gastropub (Class Use E(b)).	
Relevant Planning History	None.	
Planning Policy	There are no specific designations upon the site.	
Assessment	The site is in use as a gastropub and is unavailable for use as a discount food retailer. The site is insufficient in size to accommodate the application proposals, or a flexible form of them. Owing to the above, 135 Winchester Road has been discounted from the sequential test assessment.	

Site 9:	Eastleigh Parish Church, Nightingale Avenue, Eastleigh, SO50 9JH	
Sequential Status	Edge-of-Centre.	
Current Use(s)	Church and community building.	
Relevant Planning History	None.	
Planning Policy	The site is located at the edge of a designated Shopping Area and within the Aviary Estate, Eastleigh Special Policy Area. Policy E10 of the adopted Local Plan states that <i>“In order to protect the special character of the Aviary Estate as shown on the policies map, development including extensions will not be permitted unless all the following criteria are met:</i> <i>a. the size, scale, architectural style, materials and detailing of the proposals closely reflects the character of the existing development; and</i> <i>the open spaces identified on the policies map are retained and their settings are not adversely affected.”</i>	
Assessment	This site currently remains in active use as a church. The loss of a community facility is resisted by adopted policy. The site is approximately 0.29ha in size, which is insufficient floorspace to accommodate the application proposals, or a flexible form of them. Given the site’s location within the Aviary Estate (Eastleigh Special Policy Area), development of this site would also give rise to a number of heritage concerns. Accordingly, the site is unavailable and unsuitable for sequential test purposes and has been discounted from the assessment.	



Site 10:	Romsey Road Car Park, Romsey Road, Eastleigh, SO50 9DD	
Sequential Status	Eastleigh Town Centre	
Current Use(s)	Public Car Park	
Relevant Planning History	None.	
Planning Policy	The site is located adjacent to a 'Quality Bus Route', adjacent to the Shopping Area – Core Zone, and adjacent to the Town Centre Renaissance Quarter. The site is located within the designated Eastleigh Town Centre. Eastleigh Local Plan Policy E3 (Eastleigh Town Centre) advises that the Council will support the regeneration of Eastleigh Town Centre through seeking development that strengthens the function of the town centre retail anchor, and promotes high density, mixed use development.	
Assessment	The site remains in active use as a town centre car park. The loss of this car park through redevelopment will reduce the number of spaces available to those who utilise the town centre, which could create issues of on-street parking on the surrounding residential streets. The site is also not large enough to accommodate a Lidl Foodstore. The site is approximately c.1700m², which is significantly smaller than the GIA of the proposed store. In addition, redevelopment of the car park would leave no dedicated parking for the store, and no location for the unloading and servicing vehicles. The site's one way traffic system would also be unsuitable for servicing and unloading vehicles. Furthermore, the site does not appear available for sale or let and remains in active use. Accordingly, the site is unavailable and unsuitable for sequential test purposes and has, therefore, been discounted from the assessment.	



Site 11:	McDonald's 75-77 High Road, Swaythling, Southampton, SO16 2JE	
Sequential Status	Swaythling Local Centre	
Current Use(s)	Fast Food Restaurant	
Relevant Planning History	The site has extensive planning history, dating from May 1958. The most relevant application is ref: 920972/W for the erection of a single storey extension to form restaurant and extension to existing car park, which was granted on 13/10/1992, which is where the current use of the building appeared to begin. There have been numerous applications since this date, largely for advertisement consent. The most recent application at this site is application ref: 22/00235/FUL, for the relocation of entrance. This application was approved on 20 th April 2022.	
Planning Policy	The site is located within the designated Swaythling Local Centre a Local Area of Archaeological Potential. In addition, the site is situated within an Aerodrome Safeguarding Zone and within 400m of a designated bus corridor. Policy CS3 (Town, District and Local Centres, Community Hubs and Community Facilities) of the Core Strategy states that Local Centres should meet the 'day to day' needs for the immediate neighbourhood and that each centre should capitalise on any opportunities for enhancement as they arise.	
Assessment	The site remains in active use as a McDonald's and is not available for rent or sale. Given the recent planning applications on the site, it is very unlikely that the site comes forward for development in the near future. The sites is c.2000m² which is too small to accommodate the store and the necessary parking, and loading and unloading area. Accordingly, the site is unavailable and unsuitable for sequential test purposes and has, therefore, been discounted from the assessment.	



Site 12:	Machine Mart 516-518 Portswood Road, Southampton, SO17 3SP	
Sequential Status	Portswood Road Local Centre	
Current Use(s)	Class E – DIY and Electrical Store	
Relevant Planning History	There is extensive planning history on the site, however the most recent application for the installation of illuminated fascia signs was decided in July 1993, under planning ref: 93/0779/WA. This was likely when the current use of the property began.	
Planning Policy	The site is located within the designated Portswood Local Centre a Local Area of Archaeological Potential. In addition, the site is situated within an Aerodrome Safeguarding Zone and within 400m of a designated bus corridor. As previously stated, Policy CS3 (Town, District and Local Centres, Community Hubs and Community Facilities) of the Core Strategy states that Local Centres should meet the 'day to day' needs for the immediate neighbourhood and that each centre should capitalise on any opportunities for enhancement as they arise.	
Assessment	The site remains in active use as a Machine Mart and is not available for rent or sale. The site area is less than 1500m² which is too small to accommodate the store and the necessary parking, and loading and unloading area. There is also no available public parking in the near area. Accordingly, the site is unavailable and unsuitable for sequential test purposes and has, therefore, been discounted from the assessment.	





Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

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Population and Expenditure (Tables 1-4)

Table 1

Population Projections

Zone	2022	2023	2024	2025	2026	Growth 2022-2026	
1	29,742	30,025	30,302	30,545	30,783	1,041	3.5%
2	23,929	24,101	24,265	24,428	24,581	652	2.7%
3	32,635	32,864	33,073	33,272	33,463	828	2.5%
4	11,626	11,706	11,772	11,837	11,909	283	2.4%
9	75,520	75,909	76,343	76,781	77,271	1,751	2.3%
10	13,727	13,792	13,862	13,915	13,958	231	1.7%
TOTAL:	187,179	188,397	189,617	190,778	191,965	4,786	2.6%

Notes:

Population data derived from Experian Area Comparison Report (May 2022)

Table 2A

Convenience Expenditure Per Capita (in 2020 Prices) (inc. SFT)

Zone	2021	2022	2023	2024	2025	2026
1	£2,528	£2,471	£2,469	£2,466	£2,464	£2,462
2	£2,730	£2,675	£2,672	£2,667	£2,664	£2,661
3	£2,842	£2,785	£2,782	£2,779	£2,776	£2,773
4	£2,805	£2,749	£2,746	£2,743	£2,740	£2,737
9	£2,434	£2,385	£2,383	£2,381	£2,378	£2,376
10	£2,847	£2,790	£2,787	£2,784	£2,781	£2,778

Notes:

Convenience expenditure per person derived from Experian Area Comparison Report (May 2022)

Table 2B

Convenience Expenditure Per Capita (in 2020 Prices) (excl. SFT)

Zone	2021	2022	2023	2024	2025	2026
1	£2,369	£2,330	£2,321	£2,311	£2,304	£2,297
2	£2,558	£2,523	£2,521	£2,499	£2,491	£2,483
3	£2,663	£2,626	£2,615	£2,604	£2,596	£2,587
4	£2,628	£2,592	£2,581	£2,570	£2,562	£2,554
9	£2,281	£2,249	£2,240	£2,231	£2,223	£2,217
10	£2,668	£2,631	£2,620	£2,609	£2,601	£2,592

Notes:

Convenience expenditure per person derived from Experian Area Comparison Report (May 2022)

Table 2C

Assumptions Regarding Expenditure on Convenience Goods

Year	2020	2021	2022	2023	2024	2025	2026
Growth in Expenditure (%)	8.7	-3.7	-2.0	0.1	0.1	0.1	0.1
None Store Spend (SFT) (%)	5.4	6.3	5.7	6.0	6.3	6.5	6.7

Notes:

Assumptions regarding expenditure on convenience goods derived from Retail Planner Briefing Note 19 (January 2022)

Table 3

Convenience Expenditure Per Capita (in 2020 Prices) Summary Table

Zone	2021	2022	2023	2024	2025	2026
1						
Expenditure (£) (with SFT)	2,528	2,471	2,469	2,466	2,464	2,462
Expenditure (£) (minus SFT)	2,369	2,330	2,321	2,311	2,304	2,297
SFT Expenditure (£)	159	141	148	155	160	165
2						
Expenditure (£) (with SFT)	2,730	2,675	2,672	2,667	2,664	2,661
Expenditure (£) (minus SFT)	2,682	2,558	2,523	2,512	2,499	2,491
Expenditure (£)	172	152	160	168	173	178
3						
Expenditure (£) (with SFT)	2,842	2,785	2,782	2,779	2,775	2,773
Expenditure (£) (minus SFT)	2,663	2,626	2,615	2,604	2,596	2,587
SFT Expenditure (£)	179	159	167	175	180	186
4						
Expenditure (£) (with SFT)	2,805	2,749	2,746	2,743	2,740	2,737
Expenditure (£) (minus SFT)	2,628	2,592	2,581	2,570	2,562	2,554
SFT Expenditure (£)	177	157	165	173	178	183

Zone	2021	2022	2023	2024	2025	2026
9						
Expenditure (£) (with SFT)	2,434	2,385	2,383	2,381	2,378	2,376
Expenditure (£) (minus SFT)	2,281	2,249	2,240	2,231	2,223	2,271
SFT Expenditure (£)	153	136	143	150	155	105
10						
Expenditure (£) (with SFT)	2,847	2,790	2,787	2,784	2,781	2,778
Expenditure (£) (minus SFT)	2,668	2,631	2,620	2,609	2,601	2,592
SFT Expenditure (£)	179	159	167	175	180	186

Table 4

Total Available Convenience Expenditure (2021 – 2026)

Zone 1	2021	2022	2023	2024	2025	2026
Expenditure (£M) (with SFT)	74.48	73.50	74.13	74.72	75.26	75.78
Expenditure (£M) (minus SFT)	69.79	69.30	69.69	70.03	70.38	70.71
SFT Expenditure (£M)	4.69	4.2	4.44	4.69	4.88	5.07

Zone 2	2021	2022	2023	2024	2025	2026
Expenditure (£M) (with SFT)	64.77	64.01	64.40	64.71	65.48	65.41
Expenditure (£M) (minus SFT)	60.70	60.37	60.54	60.64	60.85	61.03
SFT Expenditure (£M)	4.07	3.64	3.86	4.07	4.63	4.38

Zone 3	2021	2022	2023	2024	2025	2026
Expenditure (£M) (with SFT)	92.08	90.88	91.43	92.00	92.36	92.79
Expenditure (£M) (minus SFT)	86.30	85.70	85.94	86.12	86.37	86.57
SFT Expenditure (£M)	5.78	5.18	5.49	5.88	5.99	6.22

Zone 4	2021	2022	2023	2024	2025	2026
Expenditure (£M) (with SFT)	32.38	31.96	32.14	32.29	32.43	32.59
Expenditure (£M) (minus SFT)	30.34	30.17	30.21	30.25	30.33	30.42
SFT Expenditure (£M)	2.04	1.79	1.93	2.04	2.1	2.17

Zone 9	2021	2022	2023	2024	2025	2026
Expenditure (£M) (with SFT)	183.07	180.12	180.89	181.77	182.58	183.59
Expenditure (£M) (minus SFT)	172.0	170.0	170.0	170.0	171.0	171.0
SFT Expenditure (£M)	11.07	10.12	10.89	11.77	11.58	12.59

Zone 10	2021	2022	2023	2024	2025	2026
Expenditure (£M) (with SFT)	38.90	38.29	38.44	38.59	38.70	38.78
Expenditure (£M) (minus SFT)	36.45	36.12	36.14	36.17	26.19	36.18
SFT Expenditure (£M)	2.45	2.17	2.3	2.42	2.51	2.6

Notes:

Refer to SPL Tables 1 – 2C



Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

Document 7

Retail Impact Base (Tables 6-11)

Table 6

Main Bulk Food Destination and Turnover in 2022

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portsmouth		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£44.1M	%	£M c.£38.4M	%	£M c.£54.5M	%	£M c.£19.18M	%	£M c.£108M	%	£M c.£22.9M
Location												
Eastleigh Town Centre												
Iceland, High Street	1.9	0.83	1.7	0.65	-	-	-	-	-	-	-	-
Sainsbury's, Leigh Road	20.2	8.91	12.9	4.95	2.3	1.25	-	-	-	-	-	-
Tesco Metro, The Swan Centre	2.9	1.28	2.1	0.81	-	-	-	-	-	-	-	-
Marks and Spencer, Coles Close, Off Twyford Road (Station Hill)	0.9	0.4	1.4	0.54	-	-	-	-	-	-	-	-
Lidl, Coles Close, Off Twyford Road (Station Hill)	2.0	0.88	9.4	3.61	5.7	3.11	-	-	-	-	-	-
Other	1.4	0.62	-	-	-	-	-	-	-	-	-	-
Sub-total:	29.3	12.92	27.5	10.56	8	4.36	-	-	-	-	-	-
Chandlers Ford District Centre												
Waitrose, Fryern Centre/Oakmount Road	-	-	-	-	1.8	0.98	-	-	-	-	-	-
Co-op, Winchester Road	2.3	1.01	-	-	1.8	0.98	-	-	-	-	-	-
Other/Local Shops Chandlers Food Local Centre	-	-	-	-	-	-	-	-	-	-	0.5	0.11
Sub-total:	2.3	1.01	-	-	3.6	1.96	-	-	-	-	0.5	0.11
Out of Centre Stores												
Aldi, Chestnut Avenue, Retail Park, Eastleigh	14.7	6.48	6.0	2.30	18.4	10.03	0.9	0.17	4.1	4.46	11.1	2.55

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£44.1M	%	£M c.£38.4M	%	£M c.£54.5M	%	£M c.£19.18M	%	£M c.£108M	%	£M c.£22.9M
Location												
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	21.1	9.30	3.8	1.46	28.6	15.59	0.4	0.08	7.9	8.58	20.7	4.75
Marks and Spencer, Tollbar Way, Hedge End	-	-	1.7	0.65	0.5	0.27	1.3	0.25	-	-	-	-
Lidl, Tollbar Way Retail Park	-	-	1.4	0.53	-	-	6.8	1.30	0.3	0.32	-	-
Sainsburys, Tollbar Way, Hedge End	0.3	0.13	15.2	5.84	-	-	24.2	4.64	3.5	3.80	0.5	0.11
Tesco Express, Bishopstoke Road, Eastleigh	-	-	0.3	0.11	-	-	-	-	-	-	-	-
Tesco Extra, Hamble Lane, Bursledon	-	-	3.1	1.2	-	-	4	0.77	3.8	4.13	-	-
Tesco Express, Twyford Road, Eastleigh	0.9	0.4	-	-	-	-	-	-	-	-	-	-
Tesco Express, Winchester Road, Fair Oak	-	-	2.8	1.08	-	-	-	-	-	-	-	-
Sub-total:	37	16.31	34.3	13.17	47.5	25.9	37.6	7.21	19.6	21.3	32.3	7.42
Non-EBS Centres/Stores												
Local Shops, Bitterne Local Centre	-	-	-	-	-	-	-	-	0.3	0.32	-	-
Sainsbury's Bitterne Village	-	-	-	-	-	-	12.6	2.42	9.3	10.11	-	-
Aldi, West Street, Fareham	1.6	0.71	-	-	-	-	-	-	-	-	-	-
Makro, Dewar Close	-	-	-	-	-	-	0.4	0.08	-	-	-	-
Waitrose, Locks Heath Centre	0.3	0.13	-	-	-	-	1.4	0.27	-	-	-	-
Sub-total:	1.9	0.84	-	-	-	-	14.4	2.77	9.6	10.43	-	-
Portswood												
Farmfoods Freezer, The Portswood Centre	-	-	-	-	-	-	-	-	-	-	0.5	0.11
Sainsbury's, Portswood Road	1.6	0.71	2.3	0.88	0.5	0.27	2.2	0.42	29	31.5	5.4	1.24

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£44.1M	%	£M c.£38.4M	%	£M c.£54.5M	%	£M c.£19.18M	%	£M c.£108M	%	£M c.£22.9M
Location												
Tesco Express, Portswood	-	-	1.7	0.65	-	-	-	-	2.0	2.17	3.0	0.69
Waitrose, Portswood Road	3.2	1.41	2.1	0.80	16.1	8.77	0.9	0.17	5.8	5.63	6.5	1.49
Other	-	-	-	-	-	-	-	-	-	-	-	-
Sub-total:	4.8	2.12	6.1	2.33	16.6	9.04	3.1	0.59	36.8	39.3	15.4	3.54
Romsey												
Aldi, The Hundred, Romsey	-	-	-	-	-	-	-	-	-	-	7.9	1.81
Sub-total:											7.9	1.81
Southampton Conurbation												
Aldi, Bevois Valley Road	-	-	-	-	-	-	-	-	5.9	6.44	1.6	0.37
Aldi, Bursledon Road	-	-	0.7	0.27	-	-	0.4	0.08	0.3	0.33	-	-
Asda, High Street, West End	-	-	-	-	-	-	15.0	2.88	0.3	0.33	-	-
Asda, Western Esplanades	-	-	-	-	-	-	-	-	0.3	0.33	-	-
Asda, Totton	1.6	0.71	-	-	-	-	-	-	-	-	-	-
Lidl, Bursledon Road	-	-	3.7	1.42	-	-	-	-	-	-	-	-
Lidl, Commercial Road, Totton	-	-	-	-	-	-	-	-	1.1	1.19	0.5	0.11
Lidl, High Street, Southampton	-	-	-	-	-	-	-	-	0.3	0.33	-	-
Lidl, Shirley Road, Southampton	-	-	-	-	-	-	-	-	-	-	0.5	0.11
Lidl, Banister Road, Southampton	-	-	-	-	-	-	-	-	2.8	3.04	0.5	0.11
Lidl, Frogmore Lane, Nursling	-	-	-	-	-	-	-	-	-	-	1.6	0.37

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£44.1M	%	£M c.£38.4M	%	£M c.£54.5M	%	£M c.£19.18M	%	£M c.£108M	%	£M c.£22.9M
Location												
Lidl , Obelisk Road, Woolston	-	-	-	-	-	-	-	-	4.8	5.22	-	-
Morrisons, Totton	-	-	-	-	-	-	-	-	-	-	1.1	0.25
Sainsbury's Local, Hill Lane	-	-	-	-	-	-	-	-	-	-	0.5	0.11
Sainsbury's Lords Hill	-	-	-	-	-	-	-	-	-	-	14.2	3.26
Sainsbury's Redcar Street, Southampton	-	-	-	-	-	-	-	-	-	-	2.2	0.50
Tesco Express, Burgess Road, Southampton	-	-	1.7	0.65	-	-	-	-	1.8	1.96	-	-
Tesco Express, Witts Hill	-	-	-	-	-	-	9.3	1.78	3.9	4.24	-	-
Tesco Express, Millbrook, Southampton	-	-	-	-	-	-	-	-	-	-	1.6	0.37
Tesco, Tebourba Way	-	-	-	-	-	-	-	-	-	-	5.7	1.31
Waitrose, West Quay Shopping Centre	-	-	-	-	-	-	-	-	1.4	1.52	-	-
Co-op, Basset Green Road	-	-	-	-	-	-	-	-	-	-	0.5	0.11
Co-op, North Baddesley, Southampton	-	-	-	-	-	-	-	-	-	-	2.1	0.48
Premier, Fleming Avenue, North Baddesley	-	-	-	-	-	-	-	-	-	-	0.5	0.11
Costo, Regents Park, Southampton	-	-	0.3	0.11	-	-	-	-	-	-	-	-
Sub-total:	1.6	0.71	6.4	2.45	-	-	24.7	4.74	22.9	24.9	33.1	7.60
Whiteley												
Lidl, Solent Way, Whitely	-	-	-	-	-	-	0.4	0.08	-	-	-	-
Winchester												
Aldi, Burnett Close	-	-	1.1	0.42	-	-	-	-	-	-	-	-

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£44.1M	%	£M c.£38.4M	%	£M c.£54.5M	%	£M c.£19.18M	%	£M c.£108M	%	£M c.£22.9M
Location												
Sainsbury's, Badger Farm	0.3	0.13	1.7	0.65	8.5	4.63	-	-	-	-	0.5	0.11
Sainsbury's Middlebrook Street	0.9	0.40	-	-	0.5	0.27	-	-	-	-	-	-
Tesco Extra, Easton Lane	2.5	1.10	3.1	1.2	2.8	1.53	1.4	0.27	-	-	-	-
Sub-total:	3.7	1.63	5.9	2.27	11.8	6.43	1.4	0.27	-	-	0.5	0.11
Internet/Delivered	19.3	8.51	19.6	7.53	12.5	6.81	16.9	3.24	10.8	11.74	9.5	2.18
Other Destinations outside Catchment Area												
Tesco Extra, Bourne Centre, Salisbury	-	-	-	-	-	-	-	-	-	-	0.5	0.11
Aldi, Clock Tower Retail Park, Chelmsford	0.3	0.13	-	-	-	-	-	-	-	-	-	-
Aldi, Northlands, Pavement, Basildon	-	-	-	-	-	-	1.4	0.27	-	-	-	-
Sub-total:	0.3	0.13	-				1.4	0.27				
TOTAL:	100	44.1	100	38.4	100	54.5	100	19.1	100	108		22.9

Notes:

Based on Q1. NEMS Household Survey (June 2022)

1. Available Convenience Expenditure Based on SPL Table No. 4 (inc. SFT)
2. Assumes 60% of available spend for main bulk shopping consistent with Eastleigh Borough Council Retail and Leisure Needs Assessment 2017

Table 7

Secondary Main Food Destination and Turnover in 2022

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c. £9.60M	%	£M c.£13.6M	%	£M c.£4.79M	%	£M c.£27M	%	£M c.£5.74M
Location												
Eastleigh Town Centre												
Iceland, High Street	9.3	1.02	2.63	0.25	-	-	-	-	0.77	0.21	-	-
Sainsbury’s, Leigh Road	18.6	2.05	18.42	1.76	3.03	0.41	-	-	-	-	-	-
Tesco Metro, The Swan Centre	9.30	1.02	2.63	0.25	3.03	0.41	-	-	-	-	-	-
Marks and Spencer, Coles Close, Off Twyford Road (Station Hill)	2.32	0.26	5.26	0.50	3.03	0.41	-	-	-	-	-	-
Lidl, Coles Close, Off Twyford Road (Station Hill)	9.30	1.02	5.26	0.50	1.52	0.21	-	-	-	-	-	-
Other	2.32	0.26	2.63	0.25	-	-	-	-	-	-	-	-
Sub-total:	51.14	5.63	36.83	3.51	10.61	1.44	-	-	0.77	0.21	-	-
Chandlers Ford District Centre												
Waitrose, Fryern Centre/Oakmount Road	4.64	0.51	10.52	1	25.66	3.49	5.8	0.27	-	-	21	1.20
Co-op, Winchester Road	-	-	-	-	3.03	0.41	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Sub-total:	4.64	0.51	10.52	1	28.69	3.9	5.8	0.27	-	-	21	1.20
Out of Centre Stores												
Aldi, Chestnut Avenue, Retail Park, Eastleigh	11.63	1.8	7.89	0.76	12.12	1.65	-	-	2.30	0.62	2.5	0.14
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	13.9	1.53	15.79	1.51	13.63	1.85	-	-	0.77	0.21	31.5	1.80

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c. £9.60M	%	£M c.£13.6M	%	£M c.£4.79M	%	£M c.£27M	%	£M c.£5.74M
Location												
Home Bargains, Channon Retail Park, Eastleigh	2.32	0.26	-	-	-	-	-	-	-	-	-	-
Marks and Spencer, Tollbar Way, Hedge End	4.65	0.52	2.63	0.25	1.52	0.21	-	-	3.07	0.83	-	-
Lidl, Tollbar Way Retail Park	-	-	5.26	0.50	-	-	5.8	0.27	5.38	1.45	-	-
Sainsburys, Tollbar Way, Hedge End	-	-	5.26	0.50	12.12	1.65	5.8	0.27	-	-	-	-
Tesco Extra, Hamble Lane, Bursledon	-	-	-	-	-	-	17.6	0.84	3.08	0.83	-	-
Tesco Express, Twyford Road, Eastleigh	2.32	0.26	-	-	-	-	-	-	-	-	-	-
Tesco Express, Winchester Road, Fair Oak	-	-	5.26	0.50	1.52	0.20	-	-	-	-	-	-
Sub-total:	34.8	3.85	42.09	4.02	40.91	5.56	29.2	1.38	14.6	3.94	34	1.94
Non-EBS Centres/Stores												
Sainsbury's Bitterne Village	-	-	-	-	-	-	5.8	0.27	13.85	3.74	-	-
Portswood (Local Shops)	-	-	-	-	-	-	-	-	7.69	2.08	-	-
Sainsbury's, Portswood Road	-	-	-	-	-	-	-	-	12.31	3.32	10.5	0.60
Waitrose, Portswood Road	-	-	-	-	-	-	-	-	6.15	1.66	-	-
Iceland, Portswood Road	-	-	-	-	-	-	-	-	0.77	0.21	-	-
Sub-total:	-	-	-	-	-	-	5.8	0.27	40.77	11.0	10.5	0.60
Romsey												
Aldi, The Hundred, Romsey	-	-	-	-	-	-	-	-	-	-	2.50	0.14
Co-op, The Hundred, Romsey	-	-	-	-	-	-	-	-	-	-	2.50	0.14
Waitrose, Romsey	-	-	-	-	3.03	0.41	-	-	-	-	5.26	0.30

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c. £9.60M	%	£M c.£13.6M	%	£M c.£4.79M	%	£M c.£27M	%	£M c.£5.74M
Location												
Sub-total:	-	-	-	-	3.03	0.41	-	-	-	-	10.26	0.58
Southampton Conurbation												
Aldi, Bevois Valley Road	2.32	0.26	-	-	-	-	-	-	6.92	1.87	-	-
Aldi, Bursledon Road	-	-	-	-	-	-	5.8	0.27	1.53	0.41	-	-
Asda, High Street, West End	-	-	2.63	0.25	-	-	17.7	0.83	13.07	3.52	-	-
Asda, Western Esplanades	-	-	-	-	-	-	-	-	4.62	1.25	-	-
Lidl, Bursledon Road	-	-	-	-	-	-	-	-	2.31	0.62	-	-
Lidl, Commercial Road, Totton	4.65	0.52	-	-	-	-	-	-	-	-	2.5	0.14
Lidl, Shirley Road, Southampton	-	-	-	-	-	-	-	-	3.85	1.04	5.26	0.30
Lidl, Banister Road, Southampton	-	-	-	-	-	-	-	-	1.54	0.42	-	-
Morrisons, Totton	-	-	-	-	-	-	-	-	1.54	0.42	-	-
Sainsbury's Lords Hill	-	-	-	-	-	-	-	-	-	-	10.5	0.60
Iceland, Bitterne, Southampton	-	-	-	-	-	-	17.7	0.84	6.92	1.87	-	-
Local Shops, Southampton	-	-	-	-	-	-	11.7	0.55	3.85	1.04	-	-
Tesco Express, Millbrook, Southampton	-	-	-	-	-	-	-	-	-	-	-	-
Tesco, Tebourba Way	-	-	-	-	-	-	-	-	-	-	5.26	0.30
Sub-total:	6.97	0.78	2.63	0.25	-	-	52.9	2.52	46.15	12.4	23.55	1.34
Winchester												
Sainsbury's, Badger Farm	2.3	0.25	5.26	0.50	9.09	1.24	-	-	-	-	-	-

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c. £9.60M	%	£M c.£13.6M	%	£M c.£4.79M	%	£M c.£27M	%	£M c.£5.74M
Location												
Tesco Extra, Easton Lane	-	-	-	-	7.57	1.03	-	-	-	-	-	-
Sub-total:	2.3	0.25	5.26	0.50	16.66	2.27	-	-	-	-	-	-
Internet/Delivered	-	-	-	-	-	-	5.8	0.27	0.77	0.21	-	-
Other Destinations outside Catchment Area												
Other	-	-	2.7	0.25	-	-	-	-	-	-	-	-
Total:	100	11.02	100	9.6	100	13.6	100	4.71	100	27.5	100	5.7

Notes:

Based on Q7: NEMS Household Survey (June 2022)

1. Available Convenience Expenditure Based on SPL Table 4 (inc. SFT)
2. Assumes 15% of available spend for secondary main bulk shopping
3. Percentages re-based to take into consideration no responses to Household Survey regarding secondary main bulk food shopping spend

Table 8

Primary Top-Up Food Destination (2022)

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c.£9.60M	%	£M c.13.6M	%	£M c.£4.79M	%	£M c.27M	%	£M c.5.74M
Location												
Eastleigh Town Centre												
Iceland, High Street	7.14	0.79	-	-	-	-	-	-	-	-	-	-
Sainsbury's, Leigh Road	35.7	3.93	15.51	1.49	-	-	-	-	2.32	0.62	-	-
Tesco Metro, The Swan Centre	3.57	0.39	-	-	-	-	-	-	-	-	-	-
Marks and Spencer, Coles Close, Off Twyford Road (Station Hill)	-	-	-	-	-	-	-	-	-	-	-	-
Lidl, Coles Close, Off Twyford Road (Station Hill)	-	-	-	-	-	-	3.44	0.16	-	-	-	-
Other/Local Shops Eastleigh Town Centre	5.36	0.59	3.45	0.33	-	-	-	-	-	-	-	-
Sub-total:	51.77	5.7	18.96	1.82	-	-	3.44	0.16	2.32	0.62	-	-
Chandlers Ford District Centre												
Waitrose, Fryern Centre/Oakmount Road	10.7	1.17	6.89	0.6	38	5.18	-	-	-	-	5.26	0.3
Co-op, Winchester Road	7.14	0.79	-	-	16	2.17	-	-	-	-	-	-
Other/Local Shops	-	-	-	-	-	-	-	-	-	-	-	-
Sub-total:	17.84	1.96	6.89	0.6	54	7.35	-	-	-	-	5.26	0.3
Local Centres and Neighbourhood Parades												
Baddesley Village Centre	-	-	-	-	-	-	-	-	-	-	2.63	0.15
Premier Stores, Hamilton Road	-	-	1.72	0.17	-	-	-	-	-	-	-	-

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c.£9.60M	%	£M c.13.6M	%	£M c.£4.79M	%	£M c.27M	%	£M c.5.74M
Location												
Fair Oak/Local Shops	-	-	3.45	0.33	-	-	-	-	-	-	-	-
Co-Op, Sandy Lane Fair Oak	-	-	8.62	0.83	-	-	-	-	0.46	0.12	-	-
Nisa, Fair Oak	-	-	6.89	0.6	-	-	-	-	-	-	-	-
Welcome Stores, Fair Oak	-	-	1.72	0.17	-	-	-	-	-	-	-	-
Texaco, Botley Road, Horton Heath	-	-	1.72	0.17	-	-	-	-	-	-	-	-
Tesco Express, Chandlers Ford	-	-	-	-	10.3	1.40	-	-	-	-	-	-
Co-Op, Hursley Road, Chandlers Ford	-	-	-	-	1.29	0.18	-	-	-	-	-	-
Tesco Express, Townhill Farm District Centre	-	-	-	-	-	-	3.44	0.16	4.19	1.13	-	-
Co-Op, The Parade, Shakespeare Road	3.57	0.39	-	-	-	-	-	-	-	-	-	-
Sub-total:	3.57	0.39	24.12	2.27	11.59	1.58	3.44	0.16	4.65	1.25	2.63	0.15
Out of Centre Stores												
Aldi, Chestnut Avenue, Retail Park, Eastleigh	7.14	0.79	-	-	-	-	-	-	-	-	-	-
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	1.79	0.19	3.45	0.33	13	1.77	-	-	6.04	1.63	2.63	0.15
Home Bargains, Channon Retail Park, Eastleigh	-	-	-	-	-	-	-	-	-	-	-	-
Marks and Spencer, Tollbar Way, Hedge End	-	-	-	-	5.19	0.71	10.34	0.5	-	-	5.26	0.3
Sainsburys, Tollbar Way, Hedge End	-	-	-	-	-	-	-	-	2.32	0.62	-	-
Tesco Express, Bishopstoke Road, Eastleigh	-	-	10.34	0.99	-	-	-	-	-	-	-	-
Tesco Extra, Hamble Lane, Bursledon	-	-	-	-	-	-	3.44	0.16	-	-	-	-
Tesco Express, Twyford Road, Eastleigh	12.5	1.38	6.89	0.66	-	-	-	-	-	-	-	-

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c.£9.60M	%	£M c.13.6M	%	£M c.£4.79M	%	£M c.27M	%	£M c.5.74M
Location												
Tesco Express, Winchester Road, Fair Oak	1.79	0.19	22.4	2.15	-	-	-	-	-	-	-	-
Tesco Express, Valley Park Chandlers Ford	-	-	-	-	7.79	1.06	-	-	-	-	-	-
Sub-total:	23.22	2.56	43.08	4.13	26	3.54	13.78	0.66	8.36	2.25	7.89	0.45
Non-EBS Centres/Stores												
Local Shops, Bitterne Local Centre	-	-	-	-	-	-	-	-	0.46	0.12	-	-
Sainsbury's Bitterne Village	-	-	-	-	-	-	10.34	0.5	7.90	2.13	-	-
Tesco Express, Bitterne	-	-	-	-	-	-	-	-	6.51	1.75	-	-
One Stop, Peartree Avenue, Bitterne Village	-	-	-	-	-	-	-	-	1.39	0.37	-	-
Spar, Manor Farm Road	-	-	-	-	-	-	-	-	1.39	0.37	-	-
Morrisons Daily, Oak Tree Road	-	-	-	-	-	-	-	-	0.46	0.12	-	-
Tesco Express, Thornhill Park Road	-	-	-	-	-	-	-	-	2.32	0.62	-	-
Co-Op, High Street, West End, S'ton	-	-	-	-	-	-	6.89	0.33	-	-	-	-
Local Shops, West End Local Centre	-	-	-	-	-	-	3.44	0.16	-	-	-	-
Local Shops, Burgess Road	-	-	-	-	-	-	-	-	0.46	0.12	-	-
Co-Op, Seymour Lane, North Baddesley	-	-	-	-	-	-	-	-	0.46	0.12	13.15	0.75
One Stop, Exford Ave	-	-	-	-	-	-	-	-	-	-	-	-
Portswood/Local Shops	-	-	-	-	-	-	-	-	1.86	0.50	-	-
Sainsbury's, Portswood Road	-	-	1.72	0.16	-	-	-	-	22.7	6.12	-	-
Tesco Express, Portswood	-	-	-	-	-	-	-	-	-	-	2.63	0.15

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portsmouth		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c.£9.60M	%	£M c.13.6M	%	£M c.£4.79M	%	£M c.27M	%	£M c.5.74M
Location												
Waitrose, Portsmouth Road	-	-	-	-	-	-	-	-	8.83	2.38	-	-
Sub-total:	-	-	1.72	0.16	-	-	20.67	0.99	54.74	14.5	15.78	0.9
Romsey												
Waitrose, Romsey	-	-	-	-	2.59	0.35	-	-	-	-	-	-
Sub-total:	-	-	-	-	2.59	0.35	-	-	-	-	-	-
Southampton Conurbation												
Aldi, Bevois Valley Road	-	-	-	-	-	-	-	-	1.39	0.37	-	-
Asda, High Street, West End	-	-	-	-	-	-	35	1.68	1.39	0.37	-	-
Asda, Totton	1.79	0.19	-	-	-	-	-	-	-	-	-	-
Lidl, Frogmore Lane, Nursling	-	-	-	-	-	-	-	-	-	-	5.26	0.3
Co-op Nursling	-	-	-	-	-	-	-	-	-	-	5.26	0.3
Sainsbury's Lords Hill	-	-	-	-	-	-	-	-	-	-	5.26	0.3
Sainsburys Local, Winchester Road	-	-	-	-	-	-	-	-	-	-	5.26	0.3
Iceland, Bitterne, Southampton	-	-	-	-	-	-	3.44	0.16	-	-	-	-
Iceland, High Street, Shirley	-	-	-	-	-	-	-	-	-	-	2.63	0.15
Tesco Express, Witts Hill	-	-	-	-	-	-	13.79	0.66	15.34	4.14	-	-
Tesco Express, Cobden Ave	-	-	-	-	-	-	-	-	3.25	0.87	-	-
Tesco Express, London Road, Southampton	-	-	-	-	-	-	-	-	2.32	0.62	-	-
Tesco Express, Lordwood Road	-	-	-	-	-	-	-	-	-	-	5.26	0.3

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£11.025M	%	£M c.£9.60M	%	£M c.13.6M	%	£M c.£4.79M	%	£M c.27M	%	£M c.5.74M
Location												
Co-op, North Baddesley, Southampton	-	-	-	-	-	-	-	-	-	-	18.42	1.05
Co-Op, City Gateway Swaything	-	-	-	-	-	-	-	-	2.32	0.62	-	-
Sub-total:	-	-	-	-	-	-	52.23	2.5	26.01	7.0	47	2.67
Winchester												
Co-Op, St Vigor Way, Colden Common	-	-	1.72	0.17	-	-	-	-	-	-	-	-
Marks and Spencer, Shirley Retail Park	-	-	-	-	-	-	-	-	-	-	5.26	0.3
Sub-total:	1.79	0.19	1.72	0.17	-	-	-	-	-	-	5.26	0.3
Internet/Delivered	1.79	0.19	-	-	-	-	-	-	-	-	-	-
Other Destinations outside Catchment Area												
Tesco Express, Priors Deane	-	-	-	-	-	-	-	-	-	-	5.26	0.3
Other	-	-	3	0.3	6	0.82	6	0.28	4	1.08	10	0.57
Total:	100	11	100	9.5	100	13.6	100	4.6	100	27	100	5.7

Notes:

Based on Q9: NEMS Household Survey (June 2022)

1. Available Convenience Expenditure Based on SPL Table 4 (inc. SFT)
2. Assumes 15% of available spend for primary top-up food destination
3. Percentages re-based to take into consideration no responses to Household Survey in relation to secondary main bulk food shopping spend

Table 9

Secondary Top-Up Food Destination (2022)

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portsmouth		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£7.35M	%	£M c.£6.4M	%	£M c.£9.08M	%	£M c.£3.2M	%	£M c.£18.0M	%	£M c.£3.89M
Location												
Eastleigh Town Centre												
Iceland, High Street	4.71	0.35	-	-	-	-	-	-	-	-	-	-
Sainsbury's, Leigh Road	4.76	0.35	7.6	0.49	-	-	-	-	-	-	-	-
Tesco Metro, The Swan Centre	14.2	-	-	-	-	-	-	-	-	-	-	-
Marks and Spencer, Coles Close, Off Twyford Road (Station Hill)	9.52	0.7	7.6	0.49	5.55	0.5	-	-	-	-	-	-
Lidl, Coles Close, Off Twyford Road (Station Hill)	4.71	0.35	-	-	2.77	0.25	-	-	-	-	-	-
Sub-total:	37.9	2.79	15.2	0.98	8.27	0.75	-	-	-	-	-	-
Chandlers Ford District Centre												
Waitrose, Fryern Centre/Oakmount Road	-	-	3.8	0.24	19.4	1.75	-	-	-	-	-	-
Co-op, Winchester Road	-	-	11.54	0.74	5.5	0.5	-	-	-	-	-	-
Sub-total:	-	-	15.3	0.98	24.9	2.25	-	-	-	-	-	-
Local Centres and Neighbourhood Parades												
Bishopstoke Local Shops	-	-	11.49	0.73	-	-	-	-	-	-	-	-
Premier Stores, Hamilton Road	4.76	0.35	-	-	-	-	-	-	-	-	-	-
One Stop, Fair Oak	-	-	7.6	0.49	-	-	-	-	-	-	-	-
Welcome Stores, Fair Oak	-	-	7.6	0.49	-	-	-	-	-	-	-	-

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£7.35M	%	£M c.£6.4M	%	£M c.£9.08M	%	£M c.£3.2M	%	£M c.£18.0M	%	£M c.£3.89M
Location												
Tesco Express, Chandlers Ford	-	-	-	-	11.11	1	-	-	-	-	-	-
Co-Op, The Parade, Shakespeare Road	9.52	0.7	0	0	-	-	-	-	-	-	-	-
Sub-total:	14.28	1.05	26.69	1.71	11.11	1	-	-	-	-	-	-
Out of Centre Stores												
Aldi, Chestnut Avenue, Retail Park, Eastleigh	4.76	0.35	-	-	14	1.24	-	-	-	-	-	-
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	24	1.76	-	-	11.1	1	-	-	7.14	1.28	7.14	0.27
Marks and Spencer, Tollbar Way, Hedge End	-	-	-	-	5.5	0.5	10	0.32	2.85	0.51	-	-
Sainsburys, Tollbar Way, Hedge End	-	-	-	-	-	-	20	0.64	-	-	-	-
Tesco Express, Bishopstoke Road, Eastleigh	-	-	7.69	0.49	-	-	-	-	-	-	-	-
Tesco Extra, Hamble Lane, Bursledon	-	-	-	-	-	-	-	-	7.14	1.28	-	-
Tesco Express, Twyford Road, Eastleigh	9.52	0.7	-	-	-	-	-	-	-	-	-	-
Tesco Express, Winchester Road, Fair Oak			15.38	0.98	-	-	-	-	-	-	-	-
Sub-total:	38.28	2.81	22.98	1.47	30.4	2.75	30	0.96	17.13	3.07	7.14	0.27
Non-EBS Centres/Stores												
Sainsbury's Bitterne Village	-	-	-	-	-	-	-	-	10	1.8	-	-
Tesco Express, Bitterne	-	-	-	-	-	-	10	0.32	4.28	0.77	-	-
Tesco Express, Spring Road, Bitterne	-	-	-	-	-	-	-	-	1.42	0.25	-	-
Spar, Manor Farm Road	-	-	-	-	-	-	-	-	10	1.8	-	-
Co-Op, High Street, West End, S'ton	-	-	3.8	0.24	-	-	20	0.64	-	-	-	-

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portsmouth		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c.£7.35M	%	£M c.£6.4M	%	£M c.£9.08M	%	£M c.£3.2M	%	£M c.£18.0M	%	£M c.£3.89M
Location												
One Stop, Exford Ave	-	-	-	-	-	-	-	-	1.42	0.25	-	-
Portsmouth/ Local Shops	-	-	-	-	-	-	-	-	4.28	0.77	-	-
Sainsbury's, Portsmouth Road	-	-	-	-	-	-	-	-	5.7	1.03	7.14	0.27
Waitrose, Portsmouth Road	-	-	-	-	-	-	-	-	8.5	1.53	7.14	0.27
Sub-total:	-	-	3.8	0.24	-	-	30	0.96	45.6	8.2	14.28	0.54
Romsey												
Co-op, The Hundred, Romsey	-	-	-	-	-	-	-	-	-	-	7.14	0.27
Waitrose, Romsey	-	-	-	-	-	-	-	-	-	-	14.28	0.54
Sub-total:	-	-	-	-	-	-	-	-	-	-	21.42	0.81
Southampton Conurbation												
Asda, High Street, West End	-	-	-	-	-	-	20	0.64	-	-	-	-
Asda, Western Esplanades	-	-	-	-	-	-	-	-	2.85	0.51	-	-
Best-one St Denys Road, Southampton	-	-	-	-	-	-	-	-	7.14	1.28	-	-
Lidl, Commercial Road, Totton	4.76	0.35	-	-	-	-	-	-	-	-	-	-
Lidl, Banister Road, Southampton	-	-	-	-	-	-	-	-	-	-	7.14	0.27
Local Shops, Highfield Lane, Southampton	-	-	-	-	-	-	-	-	2.85	0.51	-	-
Iceland, Bitterne, Southampton	-	-	-	-	-	-	20	0.64	7.14	1.28	-	-
Marks & Spencer West Quay	-	-	-	-	-	-	-	-	-	-	7.14	0.27
Tesco Express, Burgess Road, Southampton	-	-	-	-	-	-	-	-	7.14	1.28	-	-

Zone	Zone 1 – Eastleigh Central		Zone 2 – Bishopstoke		Zone 3 – Chandlers Ford		Zone 4 – West End		Zone 9 – Portswood		Zone 10 – Chilworth & Baddesley	
Available Expenditure	%	£M c£7.35M	%	£M c.£6.4M	%	£M c.£9.08M	%	£M c.£3.2M	%	£M c.£18.0M	%	£M c.£3.89M
Location												
Tesco Express, Lordswood Road	-	-	-	-	-	-	-	-	-	-	14.2	0.54
Waitrose, West Quay Shopping Centre	-	-	-	-	-	-	-	-	4.28	0.77	-	-
Co-op, North Baddesley, Southampton	-	-	-	-	-	-	-	-	-	-	7.14	0.27
Co-Op, Bridge Road, Woolston	-	-	-	-	-	-	-	-	1.42	0.25	-	-
Let's Go Local, Winchester Road	-	-	-	-	-	-	-	-	-	-	7.14	0.27
Sub-total:	-	-	-	-	-	-	40	1.28	33.08	5.87	42.76	1.62
Winchester												
Sainsbury's, Badger Farm	-	-	-	-	11.1	1	-	-	-	-	-	-
Tesco Extra, Easton Lane	-	-	3.8	0.24	-	-	-	-	-	-	-	-
Sub-total:	-	-	3.8	0.24	11.1	1	-	-	-	-	-	-
Internet/Delivered	-	-	3.8	0.24	-	-	-	-	1.42	0.25	-	-
Other Destinations outside Catchment Area												
Tesco Superstore, High Street, Cosham	-	-	-	-	-	-	-	-	7.14	1.28	-	-
Other	5	0.37	8	0.5	15	1.35	-	-	-	-	15	0.57
Total:	100	7.3	100	6.4	100	9.09	100	3.2	100	18	100	3.81

Notes:

Based on Q11: NEMS Household Survey (June 2022).

1. Available expenditure based on Table no. 4 (inc. SFT)
2. 10% of available spend consistent with Eastleigh Borough Council Retail & Leisure Needs Assessment

Table 10

Market Share and Turnover of Existing Convenience Goods Destinations (Derived from within Catchment)

Location	Market Share	Total Turnover (2022) (£M) – Main Bulk	Total Turnover (2022) (£M)- Secondary Main	Total Turnover (2022) (£M) – Primary Top Up	Total Turnover (2022) (£M) – Secondary Top Up	Total (£M)
Eastleigh Town Centre						
Iceland, High Street	0.85	1.48	1.48	0.79	0.35	4.1
Sainsbury’s, Leigh Road	5.5	15.11	4.22	6.04	0.84	26.21
Tesco Metro, The Swan Centre	1	2.09	1.68	0.39	1.04	5.2
Marks & Spencer, Coles Close, off Twyford Road (Station Hill)	0.8	0.94	1.17	-	1.69	3.8
Lidl, Coles Close, off Twyford Road (Station Hill)	2	7.9	1.73	0.16	0.6	10.39
Other/Local Shops, Eastleigh	0.5	0.62	0.51	0.92	-	2.05
Sub-total:	11	28.14	10.79	8.3	4.52	51.75
Chandlers Ford District Centre						
Waitrose, Fryern Centre/Oakmount Road	5.3	9.75	6.47	7.25	1.99	25.46
Co-op, Winchester Road	1.4	1.99	0.41	2.96	1.24	6.6
Other/Local Shops, Chandlers Ford Local Centre	-	0.11	-	-	-	0.11
Tesco Express, Chandlers Ford	0.5	-	-	1.40	1	2.4
Co-Op, Hursley Road, Chandlers Ford	-	-	-	0.18	-	0.18
Tesco Express, Valley Park, Chandlers Ford	-	-	-	1.06	-	1.06
Sub-Total:	7.5	11.85	6.88	12.85	4.23	35.81
Out of Centre Stores						
Aldi, Chestnut Avenue Retail Park, Eastleigh	7	25.99	4.45	0.79	1.59	32.82
Asda, Bournemouth Road, Chandlers Ford	11.5	39.76	6.9	4.07	4.31	55.04
Marks and Spencer, Tollbar Way Retail Park	1.2	1.17	1.81	1.51	1.33	5.82
Lidl, Tollbar Way Retail Park	< 1	2.15	2.22			4.37
Sainsbury’s Tollbar Way Retail Park	3.8	14.52	2.42	0.62	0.64	18.2
Tesco Express, Bishopstoke Road, Eastleigh	<. 0.5	0.11		0.99	0.49	1.59
Tesco Extra, Hamble Lane, Bursledon	2	6.1	1.67	0.16	1.28	9.21
Tesco Express, Twyford Road, Eastleigh	< 1	0.4	0.26	2.04	0.7	3.4
Tesco Express, Winchester Road, Fair Oak	1	1.08	0.70	2.34	0.98	5.1
Home Bargains, Channon Retail Park	< 1		0.26	-	-	0.26
Sub-Total:	28.5	91.28	20.69	12.52	11.32	136.84

Location	Market Share	Total Turnover (2022) (£M) – Main Bulk	Total Turnover (2022) (£M)- Secondary Main	Total Turnover (2022) (£M) – Primary Top Up	Total Turnover (2022) (£M) – Secondary Top Up	Total (£M)
Other Centres/Stores						
Baddesley Village Centre	< 1	-	-	0.15	-	0.15
Co-Op, Seymour Lane, Baddesley	<1	-	-	0.87	-	0.87
Bishopstoke, Local Shops	<1	-	-	-	0.73	0.73
Premier Stores, Hamilton	<1	-	-	0.17	0.35	0.52
Bitterne Local Shops	<1	0.32	-	0.12	-	0.44
Sainsbury’s Bitterne Village	4.3	12.53	4.01	2.63	1.8	20.97
Iceland, Bitterne	1	-	2.71	0.16	1.92	4.79
Tesco Express, Bitterne	<0.5	-	-	1.75	1.02	2.77
One Stop, Peartree Avenue, Bitterne	<1	-	-	0.37	-	0.37
Fair Oak Local Shops	<1	-	-	0.33	-	0.33
Co-Op, Sandy Lane Fair Oak	<1	-	-	0.95	-	0.95
Nisa, Fair Oak	<1	-	-	0.60	-	0.60
Welcome Stores, Fair Oak	<1	-	-	0.17	0.49	0.66
One Stop, Fair Oak	<1	-	-	-	0.49	0.49
Texaco, Botley Road, Horton Heath	<1	-	-	0.17	-	0.17
Town Hill Farm, District Centre	-	-	-	-	-	-
Tesco Express, Townhill Farm	<1	-	-	1.29	-	1.29
Co-Op, The Parade, Shakespeare Road	-	-	-	1.06	0.7	1.76
Sub Total	8	12.85	6.72	10.79	7.5	37.86
Fareham						
Aldi, West Street Fareham	<1	0.71	-	-	-	0.71
Makro, Dewar Close	<1	0.08	-	-	-	0.08
Sub Total	<1	0.79	-	-	-	0.79
Locks Heath						
Waitrose, Locks Heath	<1	0.4	-	-	-	0.4
Portswood (Local Shops)	<1	-	2.08	0.50	0.77	3.35
Farmfoods Freezer, The Portswood Centre	<1	0.11	-	-	-	0.11
Sainsbury’s, Portswood Road	9.73	35.02	3.92	6.28	1.3	46.52
Tesco Express, Portswood	<1	3.51	-	0.15	-	3.66
Waitrose, Portswood Road	3.2	9.5	1.66	2.38	1.8	15.34

Location	Market Share	Total Turnover (2022) (£M) – Main Bulk	Total Turnover (2022) (£M)- Secondary Main	Total Turnover (2022) (£M) – Primary Top Up	Total Turnover (2022) (£M) – Secondary Top Up	Total (£M)
Iceland, Portswood Road	<1	-	0.21	-	-	0.21
Sub Total:	14.5	48.14	7.87	9.31	3.87	69.19
Romsey						
Aldi, The Hundred Romsey	<1	1.81	0.14	-	-	1.95
Co-Op, The Hundred Romsey	<1	-	0.14	-	0.27	0.41
Waitrose, Romsey	<1	-	0.71	0.35	0.54	1.6
Sub Total	1	1.81	0.99	0.35	0.81	3.96
Southampton Conurbation						
Aldi, Bevois Valley Road	2	6.81	2.13	0.37	-	9.31
Aldi, Bursledon Road	<1	0.68	0.68	-	-	1.36
Asda, High Street, West End	2	3.21	4.6	2.05	0.64	10.5
Asda Western Esplanades	<1	0.33	1.25	-	0.51	2.09
Asda, Totton	<1	0.71	-	0.19	-	0.9
Best One, St Denys Road	<1	-	-	-	1.28	1.28
Co-Op Basset Green Road	-	0.11	-	-	-	0.11
Co-Op, North Baddesley, Southampton	<1	0.48	-	1.05	0.27	1.8
Co-Op, High Street, West End	<1	-	-	0.33	0.88	1.21
C-Op. Nursling	<1	-	-	0.3	-	0.3
Co-Op, Bridge Road, Southampton	<1	-	-	-	0.25	0.25
Costo, Regents Park Southampton	<1	0.11	-	-	-	0.11
Co-Op, City Gateway	<1	-	-	0.62	-	0.62
Lidl Bursledon Road	<1	1.42	0.62	-	-	2.04
Lidl Commercial Road, Totton	<1	1.3	0.66	-	0.35	2.31
Lidl High Street, Southampton	<1	0.33	-	-	-	0.33
Lidl Shirley Road, Southampton	<1	0.11	1.34	-	-	1.45
Lidl Bannister Road	<1	3.15	0.42	-	0.27	3.84
Lidl Frogmore Lane, Nursling	<1	0.37	-	0.3	-	0.67
Lidl Obelisk Road, Woolston	1	5.22	-	-	-	5.22
Iceland High Street, Shirley	<1	-	-	0.15	-	0.15
Morrisons, Totton	<1	0.25	0.42	-	-	0.67
Premier Stores, Fleming Avenue, North Baddesley	<1	0.11	-	-	-	0.11

Location	Market Share	Total Turnover (2022) (£M) – Main Bulk	Total Turnover (2022) (£M)- Secondary Main	Total Turnover (2022) (£M) – Primary Top Up	Total Turnover (2022) (£M) – Secondary Top Up	Total (£M)
Sainsburys Local Hill Lane	<1	0.11	0.60	-	-	0.71
Sainsburys Lords Hill District Centre	<1	3.26	-	0.3	-	3.56
Sainsburys Redcar Street, Southampton	<1	0.50	-	-	-	0.50
Sainsburys Local, Winchester Road	<1	-	-	0.3	-	0.3
Tesco Express, Burgess Road, Southampton	<1	2.61	-	-	1.28	3.89
Tesco Express, Witts Hill	2	6.02	-	4.8	-	10.82
Tesco Express, Millbrook, Southampton	<1	0.37	-	-	-	0.37
Tesco Superstore, Teboura Way	<1	1.31	0.30	-	-	1.61
Tesco Express, Thornhill Park Road	<1	-	-	0.62	-	0.62
Tesco Express, Cobden Avenue	<1	-	-	0.87	-	0.87
Tesco Express, London Road	<1	-	-	0.62	-	0.62
Tesco Express, Lordswood Road	<1	-	-	0.3	0.54	0.84
Waitrose, West Quay Shopping Centre	<1	1.52	-	-	0.77	2.29
M&S, West Quay	<1	-	-	-	0.27	0.27
Local Shops, Southampton	<1	-	1.59	-	-	1.59
Local Shops, West End Centre	<1	-	-	0.16	-	0.16
Local Shops, Highfield Lane	<1	-	-	-	0.51	0.51
Local Shops, Burgess Road	<1	-	-	0.12	-	0.12
Spar Manor Farm Road	<1	-	-	0.37	1.8	2.17
Morrisons, Oak, Tree Road	<1	-	-	0.12	-	0.12
Lidl, Solent Way	<1	0.08	-	-	-	0.08
Sub Total	16.5	40.48	14.61	13.94	9.62	78.65
Winchester						
Aldi, Burnett Close	<1	0.42	-	-	-	0.42
Sainsburys Badger Farm	2	5.22	1.99	-	1	8.21
Sainsburys Middle Brook Street	<1	0.67	-	-	-	0.67
Tesco Extra, Easton Lane	1	4.1	1.03	-	0.24	5.37
Co-op, St Vigor, Colden Common	<1	-	-	-	0.17	0.17
M&S Shirley Retail Park	-	-	-	-	0.3	0.3
Let's Go Local	<1	-	-	-	0.27	0.27
Internet	8.5	40.01	0.45	0.19	0.24	40.89

Location	Market Share	Total Turnover (2022) (£M) – Main Bulk	Total Turnover (2022) (£M)- Secondary Main	Total Turnover (2022) (£M) – Primary Top Up	Total Turnover (2022) (£M) – Secondary Top Up	Total (£M)
Other Destinations outside Catchment						
Tesco Extra, Bourne Centre, Salisbury	<1	0.11	-	-	-	0.11
Aldi, Clock Tower Retail Park, Chelmsford	<1	0.13	-	-	-	0.13
Aldi, Northlands, Basildon	<1	0.27	-	-	-	0.27
Tesco Express, Priors Deane	-	-	-	0.3	-	-
One-Stop, Exford Avenue	-	-	-	-	0.25	-
Tesco, Superstore, High Street, Cosham	-	-	-	-	1.28	-
Other	-	-	0.25	3.05	2.79	-

Table 11

Market Share and Turnover of Key Convenience Goods Destinations

Location	Market Share	Total Turnover (2022) (£M)	Total Turnover (2026) (£M)
Eastleigh Town Centre			
Iceland, High Street	<1	4.1	4.89
Sainsbury’s, Leigh Road	5.5	26.21	26.8
Tesco Metro, The Swan Centre	1	5.2	5.3
Marks & Spencer, Coles Close, off Twyford Road (Station Hill)	0.8	3.8	3.9
Lidl, Coles Close, off Twyford Road (Station Hill)	2	10.39	10.62
Other/Local Shops, Eastleigh	0.5	2.05	2.09
Sub-total:	11	51.75	53.79
Chandlers Ford District Centre			
Waitrose, Fryern Centre/Oakmount Road	5.3	25.46	26.04
Co-op, Winchester Road	1.4	6.6	6.8
Other/Local Shops, Chandlers Ford Local Centre	-	0.11	0.11
Tesco Express, Chandlers Ford	0.5	2.4	2.4
Co-Op, Hursley Road, Chandlers Ford	-	0.18	0.18
Tesco Express, Valley Park, Chandlers Ford	0.2	1.06	1.08
Sub-Total:	7.5	35.81	36.61
Out of Centre Stores			
Aldi, Chestnut Avenue Retail Park, Eastleigh	7	32.82	34.23
Asda, Bournemouth Road, Chandlers Ford	11.5	55.04	56.2
Marks and Spencer, Tollbar Way Retail Park	1.2	5.82	5.87
Lidl, Tollbar Way Retail Park	1	4.37	4.89
Sainsbury’s Tollbar Way Retail Park	3.8	18.2	18.5
Tesco Express, Bishopstoke Road, Eastleigh	< 0.5	1.59	1.6
Tesco Extra, Hamble Lane, Bursledon	2	9.21	9.78
Tesco Express, Twyford Road, Eastleigh	< 1	3.4	3.5
Tesco Express, Winchester Road, Fair Oak	1	5.1	5.2
Home Bargains, Channon Retail Park	< 1	0.26	0.27
Sub-Total:	28.5	136.84	140.04

Location	Market Share	Total Turnover (2022) (£M)	Total Turnover (2026) (£M)
Other Centres/Stores			
Baddesley Village Centre	< 1	0.15	0.15
Co-Op, Seymour Lane, Baddesley	<1	0.87	0.88
Bishopstoke, Local Shops	<1	0.73	0.74
Premier Stores, Hamilton	<1	0.52	0.53
Bitterne Local Shops	<1	0.44	0.45
Sainsbury’s Bitterne Village	4.3	20.97	21.0
Iceland, Bitterne	1	4.79	4.89
Tesco Express, Bitterne	<0.5	2.77	2.8
One Stop, Peartree Avenue, Bitterne	<1	0.37	0.38
Fair Oak Local Shops	<1	0.33	0.34
Co-Op, Sandy Lane Fair Oak	<1	0.95	0.97
Nisa, Fair Oak	<1	0.60	0.63
Welcome Stores, Fair Oak	<1	0.66	0.68
One Stop, Fair Oak	<1	0.49	0.50
Texaco, Botley Road, Horton Heath	<1	0.17	0.17
Town Hill Farm, District Centre	-	-	-
Tesco Express, Townhill Farm	<1	1.29	1.32
Co-Op, The Parade, Shakespeare Road	-	1.76	1.80
Sub Total	8	37.86	38.23
Fareham			
Aldi, West Street Fareham	<1	0.71	0.73
Makro, Dewar Close	<1	0.08	0.08
Sub Total	<1	0.79	0.81
Locks Heath			
Waitrose, Locks Heath	<1	0.4	0.41
Portswood (Local Shops)	<1	3.35	3.42
Farmfoods Freezer, The Portswood Centre	<1	0.11	0.11
Sainsbury’s, Portswood Road	9.73	46.52	47.6
Tesco Express, Portswood	<1	3.66	3.74
Waitrose, Portswood Road	3.2	15.34	15.7
Iceland, Portswood Road	<1	0.21	0.22

Location	Market Share	Total Turnover (2022) (£M)	Total Turnover (2026) (£M)
<i>Sub Total:</i>	<i>14.5</i>	<i>69.19</i>	<i>70.9</i>
Romsey			
Aldi, The Hundred Romsey	<1	1.95	1.99
Co-Op, The Hundred Romsey	<1	0.41	0.41
Waitrose, Romsey	<1	1.6	1.63
<i>Sub Total</i>	<i>1</i>	<i>3.96</i>	<i>4.05</i>
Southampton Conurbation			
Aldi, Bevois Valley Road	2	9.31	9.78
Aldi, Bursledon Road	<1	1.36	1.39
Asda, High Street, West End	2	10.5	10.74
Asda Western Esplanades	<1	2.09	2.14
Asda, Totton	<1	0.9	0.92
Best One, St Denys Road	<1	1.28	1.31
Co-Op Basset Green Road	-	0.11	0.11
Co-Op, North Baddesley, Southampton	<1	1.8	1.84
Co-Op, High Street, West End	<1	1.21	1.24
C-Op. Nursling	<1	0.3	0.31
Co-Op, Bridge Road, Southampton	<1	0.25	0.26
Costo, Regents Park Southampton	<1	0.11	0.11
Co-Op, City Gateway	<1	0.62	0.63
Lidl Bursledon Road	<1	2.04	2.08
Lidl Commercial Road, Totton	<1	2.31	2.31
Lidl High Street, Southampton	<1	0.33	0.34
Lidl Shirley Road, Southampton	<1	1.45	1.48
Lidl Bannister Road	<1	3.84	3.92
Lidl Frogmore Lane, Nursling	<1	0.67	0.69
Lidl Obelisk Road, Woolston	1	5.22	5.34
Iceland High Street, Shirley	<1	0.15	0.15
Morrisons, Totton	<1	0.67	0.69
Premier Stores, Fleming Avenue, North Baddesley	<1	0.11	0.11
Sainsburys Local Hill Lane	<1	0.71	0.73
Sainsburys Lords Hill District Centre	<1	3.56	3.64

Location	Market Share	Total Turnover (2022) (£M)	Total Turnover (2026) (£M)
Sainsburys Redcar Street, Southampton	<1	0.50	0.51
Sainsburys Local, Winchester Road	<1	0.3	0.31
Tesco Express, Burgess Road, Southampton	<1	3.89	3.98
Tesco Express, Witts Hill	2	10.82	11.07
Tesco Express, Millbrook, Southampton	<1	0.37	0.3
Tesco Superstore, Teboura Way	<1	1.61	1.65
Tesco Express, Thornhill Park Road	<1	0.62	0.63
Tesco Express, Cobden Avenue	<1	0.87	0.89
Tesco Express, London Road	<1	0.62	0.63
Tesco Express, Lordswood Road	<1	0.84	0.86
Waitrose, West Quay Shopping Centre	<1	2.29	2.34
M&S, West Quay	<1	0.27	0.28
Local Shops, Southampton	<1	1.59	1.63
Local Shops, West End Centre	<1	0.16	0.16
Local Shops, Highfield Lane	<1	0.51	0.52
Local Shops, Burgess Road	<1	0.12	0.12
Spar Manor Farm Road	<1	2.17	2.22
Morrisons, Oak, Tree Road	<1	0.12	0.12
Lidl, Solent Way	<1	0.08	0.08
Sub Total	16.5	78.65	80.00
Winchester			
Aldi, Burnett Close	1	0.42	0.43
Sainsburys Badger Farm	2	8.51	8.71
Sainsburys Middle Brook Street	<1	0.67	0.69
Tesco Extra, Easton Lane	1	5.37	5.49
Co-op, St Vigor, Colden Common	<1	0.17	0.17
M&S Shirley Retail Park	-	0.3	0.31
Let’s Go Local	<1	0.27	0.28
Sub Total	3	15.75	16.08
Internet	8.5	40.89	41.8
Other Destinations outside catchment			
Tesco Extra, Bourne Centre, Salisbury	<1	0.11	0.11

Location	Market Share	Total Turnover (2022) (£M)	Total Turnover (2026) (£M)
Aldi, Clock Tower Retail Park, Chelmsford	<1	0.13	0.13
Aldi, Northlands, Basildon	<1	0.27	0.28
Tesco Express, Priors Deane	<1	0.3	0.31
One-Stop, Exford Avenue	<1	0.25	0.26
Tesco, Superstore, High Street, Cosham	<1	1.28	1.31
<i>Sub Total</i>	<i><1</i>	<i>2.34</i>	<i>2.39</i>
Other	1	6.09	6.23
Total:	-	c.479M	c.490



Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

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Turnover of Proposed Store (Table 5)

Table 5

Turnover of Proposed Lidl Store (2022)

Gross Floorspace	Total Net Sales Floorspace (m ² /%)	Benchmark Turnover (£/m ²)	Total Store Turnover (£M)
Convenience	968	£7,549	£7.31
Comparison	242	£7,549	£1.83
Total:	1,210	-	£9.14

Notes:

1. Benchmark Turnover – Sources from Mintel Retail Rankings (April 2021)
2. Convenience sales density grown to c.£7.65M in 2026 – in accordance with retail sales density figures from Retail Planner Briefing Note 19



Proposed Lidl Foodstore, North Stoneham, Chestnut
Avenue/Stoneham Lane, Eastleigh, SO50 9HT

Planning and Retail Statement

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Retail Impact (Table 12)

Table 12

Retail Impact/Trade Draw Estimates @ 2026

Location	Total Turnover 2026 (£M)	Proposed Aldi, Hedge End Retail Park			Proposed Application Proposal			Residual Turnover Post Development	Cumulative Impact (%)
		Proportion of Turnover (%)	Diversion (£M)	Post-Impact Turnover (£M)	Proportion of Turnover (%)	Diversion (£M)	Post-Impact Turnover (£M)		
Eastleigh Town Centre									
Iceland, High Street	4.89	0	0	4.89	0	0	4.89	4.89	0
Sainsbury’s, Leigh Road	26.8	0	0	26.8	10	0.76	26.04	26.04	2.8
Tesco Metro, The Swan Centre	5.3	0	0	0	2.5	0.19	5.11	5.11	3.5
Marks & Spencer, Coles Close, off Twyford Road (Station Hill)	3.9	0	0	3.9	0	0	3.9	3.9	0
Lidl, Coles Close, off Twyford Road (Station Hill)	10.62	0	0	10.62	15	1.15	9.47	9.47	11
Other/Local Shops, Eastleigh	2.09	0	0	2.09	0	0	2.09	2.09	0
Sub-total:	53.79	0	0	53.79	27.5	2.10	51.69	51.69	4
Chandlers Ford District Centre									
Waitrose, Fryern Centre/Oakmount Road	26.04	0	0	26.04	2.5	0.19	25.85	25.85	<1
Co-op, Winchester Road	6.8	0	0	6.8	2.5	0.19	6.61	6.61	2.7
Other/Local Shops, Chandlers Ford Local Centre	0.11	0	0	0.11	0	0	0.11	0.11	0
Tesco Express, Chandlers Ford	2.4	0	0	2.4	0	0	2.4	2.4	0
Co-Op, Hursley Road, Chandlers Ford	0.18	0	0	0.18	0	0	0.18	0.18	0
Tesco Express, Valley Park, Chandlers Ford	1.08	0	0	1.08	0	0	1.08	1.08	0
Sub-Total:	36.61	0	0	36.61	5	0.38	36.23	36.23	1
Out of Centre Stores									
Aldi, Chestnut Avenue Retail Park, Eastleigh	34.23*1	0	0	34.23	35	2.67	31.56	31.56	7.8
Asda, Bournemouth Road, Chandlers Ford	56.2	1	0.15	56.05	25	1.91	54.14	54.14	3.5
Marks and Spencer, Tollbar Way Retail Park	5.87 (10.54) *	4	0.60	9.94	0	0	0	10.61	5
Lidl, Tollbar Way Retail Park	4.89 (11.41) *	30	4.49	6.92	5	0.38	6.54	6.54	43% (c.3% associated with application proposals)
Sainsbury’s Tollbar Way Retail Park	18.5 (78.55) *	20	3.00	75.56	2.5%	0.19	75.37	75.37	
Tesco Express, Bishopstoke Road, Eastleigh	1.6	0	0	0	0	0	1.6	1.6	0
Tesco Extra, Hamble Lane, Bursledon	9.78 (83.62)	15	2.25	81.38	0	0	81.38	81.38	2.7
Tesco Express, Twyford Road, Eastleigh	3.5	0	0	3.5	0	0	3.5	3.5	0

Location	Total Turnover 2026 (£M)	Proposed Aldi, Hedge End Retail Park			Proposed Application Proposal			Residual Turnover Post Development	Cumulative Impact (%)
		Proportion of Turnover (%)	Diversion (£M)	Post-Impact Turnover (£M)	Proportion of Turnover (%)	Diversion (£M)	Post-Impact Turnover (£M)		
Tesco Express, Winchester Road, Fair Oak	5.2	0	0	0	0	0	5.2	5.2	0
Home Bargains, Channon Retail Park	0.27	0	0	0.27	0	0	0.27	0.27	0

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Our analysis provides an estimation of turnover derived from a ‘bespoke’ catchment of the application proposals focused on Zones 1, 2, 3, 4, 9 and 10 of the Council’s Retail and Leisure Needs Assessment (RLNA: 2017). Therefore, for stores located on the edge of the catchment a proportion of their turnover will be derived from areas/zones not forming part of our assessment. Accordingly, their turnover is likely to have been underestimated by our household survey which did not include, for example, Zone 5 (Hedge End). On that basis, when assessing cumulative impact, the total turnover of those stores has been derived from other sources including, for example, the Planning Potential Planning and Retail Statement submitted in support of the Proposed Aldi at Hedge End, Retail Park, which itself drew upon the conclusions of the RLNA: 2017.
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Our Household Survey shows the Aldi (Chestnut Avenue Retail Park) to be a highly popular store. The store commenced trading in 2018 and, therefore, despite benefitting from planning permission for division of the former Homebase unit to occupy discount retailers Poundland and Aldi at the time of the Council’s Retail and Leisure Needs Assessment 2017, it did not form part of the assessment. Based on a net sales area of 1,223m² (derived from original Quod Retail Assessment: Planning Application F/15/77194) and a Mintel Sales Density of 12,588, the ‘average’ turnover of the Aldi would total in the region of £15.4M. If we assume the Aldi is trading c.30% above company average (c.£20.02M), which is not unrealistic given the findings of our Household Survey, the impact of the proposal would be c.13%.



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