





The Long Field (Market Lavington) Limited

Land south of the Spring, Market Lavington

Erection of 14 Dwellings, Community Convenience Retail Store, Access, Parking and Landscaping

Retail Planning Statement

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1.0 Introduction

Introduction

1.1 This Retail Planning Statement has been prepared by Alder King Planning Consultants on behalf of The Long Field (Market Lavington) Limited in support of an application seeking outline planning permission for 14 dwellings and a community convenience store (to be operated by Co-op), access, parking and landscaping for land south of the Spring, Market Lavington.

Context for this Statement

1.2 This statement provides an analysis of the retail planning policy matters associated with the proposals. It has been prepared at the request of officers following a pre-application response (Wiltshire Council's reference: ENQ/2022/00458). It addresses the relevant retail planning policy tests set out in the statutory development plan and the National Planning Policy Framework (NPPF). For town centre proposals not in a centre and not in accordance with an up to date development plan, the following issues should be taken into consideration in assessing their acceptability:

- the sequential approach; and
- a retail impact assessment.

1.3 The latter includes a proportionate assessment 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.

1.4 The Development Plan and the NPPF advises that where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused.

1.5 In the Asda v Leeds City Council [2021] EWCA Civ 32 Court of Appeal judgment, it was clarified that the words *"should be refused"* in NPPF #90 do not mean *"must be refused"*. It does not dictate a refusal of planning permission whenever the development proposed is likely to have a *"significant adverse impact"* on the *"vitality or viability"* of a town centre. The judgment confirms that what #90 does is to establish, in national planning policy, a proposition that will indicate a refusal of planning permission if it is not overbalanced by other considerations.

Pre-Application Engagement

1.6 A formal pre-application submission was made to Wiltshire Council in March 2022. A response was received from planning officers on the 24th May 2022. In so far as retail planning policy matters are concerned, the pre-application response indicated that a Retail Impact Assessment (RIA) and a sequential assessment was required to be submitted with the planning application.

Structure of Statement

1.7 The remainder of this Retail Planning Statement is structured as follows.

Section 2: sets out the context for the proposed development by providing background information on the site, the proposal and relevant retail planning policy.

Section 3: considers the sequential test.

Section 4: provides an impact assessment.

Section 5: sets out the conclusions of the assessment.

2.0 The Site, the Proposed Development and Relevant Retail Planning Policy

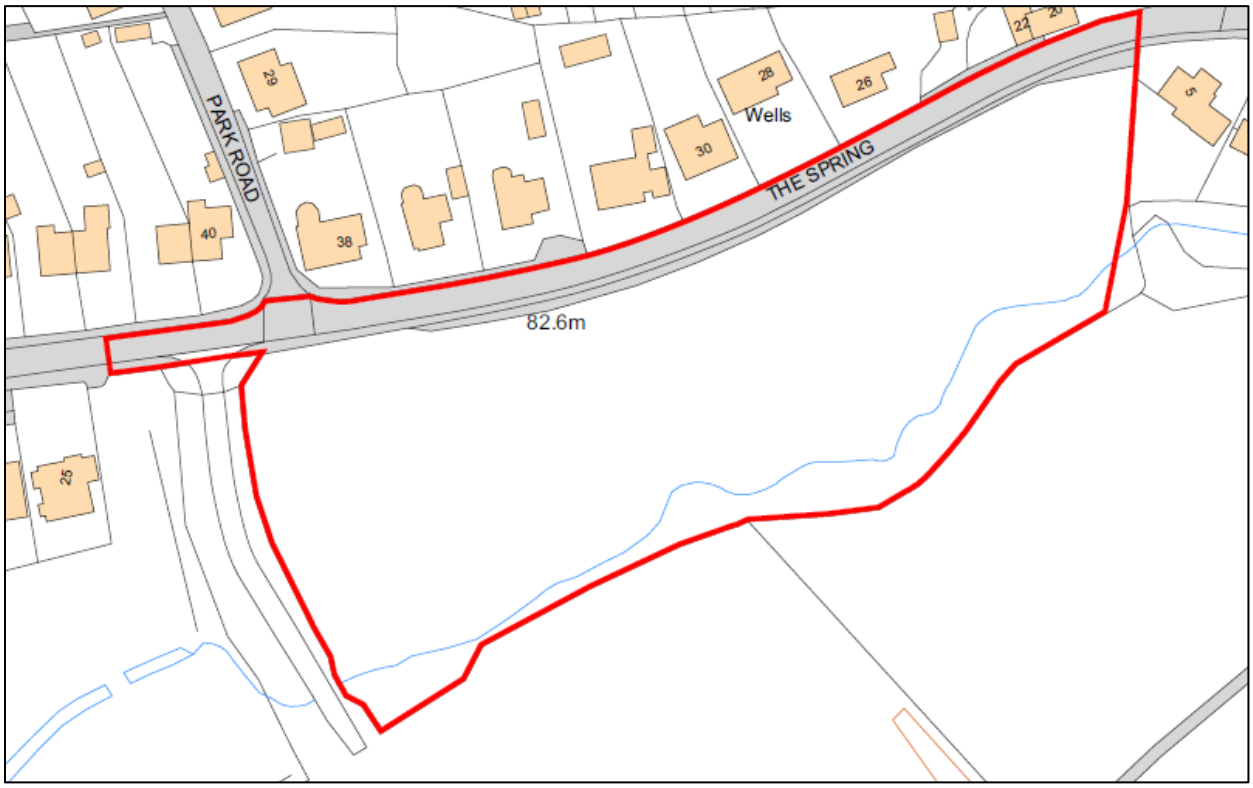
2.1 This section of the statement provides details of the application site, describes the application proposals and summarises the relevant retail planning policy as set out in the local development plan.

Application Site

2.2 The application site is located within Market Lavington to the south of The Spring (the B3098). The Market Lavington development boundary is located adjacent to the north, east and western boundaries of the site. The site itself extends to approximately 1ha and comprises an area of undeveloped agricultural land.

2.3 The site is allocated for residential development within the Market Lavington Neighbourhood Development Plan (made in May 2021). The site (allocation reference: Site 4, The Spring) is allocated for an indicative number of 20 homes. Market Lavington has a defined Service Centre, the extent of which is set out in the Kennet Local Plan and Market Lavington Neighbourhood Plan. The application site is located approximately 315 metres walking distance from the boundary of the defined service centre. It is considered, given the straightforward and direct pedestrian route between the application site and the defined centre, the community convenience store will be within easy walking distance of the centre. As such the store is likely to act, in retail planning policy terms, as an edge of centre store with linked trips taking place between it and other stores/facilities within the centre.

Figure 2.1: Location of Application Site (Site Location Plan, drawing no. 50990-XX-P1-01 v2)



Application Proposals

2.4 This statement supports an application which seeks outline planning permission for 14 dwellings and Co-op community convenience store, access, parking and landscaping. The full description of development is set out below.

Outline planning permission (matters to be considered: Access) for up to 14 dwellings (Use Class C3) and a food store with a floor area of up to 350 square metres (Use Class E(a)), together with open space, drainage, parking and associated access, infrastructure and landscaping.

2.5 The proposals include the erection of a community convenience store which will serve the residents of Market Lavington. The development will provide a new convenience store accessed from Spring Lane with a small service area and customer car parking, comprising 15 spaces (including EV charging points and a disabled parking bay). The store itself will extend to 350 sq m gross, incorporating a net sales area of 232sq m. The site area for the foodstore and associated car parking is 0.14ha.

2.6 The store will be operated by the Co-op, who are seeking to relocate from their existing small, compromised store on High Street. Co-op's larger relocated foodstore would continue to serve the residents of Market Lavington and provide for an improved and wider range of goods for both basket/top up and trolley/main food shops including fresh food, fruit and vegetables and everyday groceries. It will operate 7 days a week from 7am to 10pm, and it is anticipated that the new store could create up to 5 new full and part time jobs. The staff at the existing store will all be offered the opportunity to move to the relocated store.

2.7 The proposals also include the construction of 14 dwellings, all with access via private driveways from The Spring.

The Co-op

2.8 The Co-op is the largest operator of convenience stores in the UK with over 2,600 stores nationally. Unlike other national food retailers, the Co-op is owned by millions of Members across the country and is driven by its values rather than the interests of investors or shareholders. The business was founded on a set of values describing a different, fairer and better way of doing business which the Co-op continues to uphold. Co-op is now a recognised leader for its social goals and community-led programmes.

2.9 The drive towards sustainability forms an important part of the Co-op's operations. The retailer has achieved a 39% reduction in its carbon footprint since 2016 and now runs all of its stores on 100% renewable electricity. The Co-op was a pioneer in the introduction of compostable carrier bags and it is moving towards all of its packaging being recyclable.

2.10 In addition to its environmental and sustainable credentials, the Co-op is proud to work with and to support local communities. Over £32 million has been given to good causes and local charities chosen by Members through the Co-op's Local Community Fund over the past 3 years. The retailer also works closely with FareShare to ensure that surplus food is distributed to those most in need instead of being thrown away.

2.11 Co-op have been part of the community in Market Lavington for several decades and wish to continue to provide an important role to local residents. Their existing store on High Street at 75sq m sales area and a first floor 84sq m back of house storage area is significantly undersized and suffers from a number of deficiencies which mean that trading from the store is becoming increasingly difficult as it fails to meet customer needs and expectations.

2.12 There are a number of deficiencies with the existing store, including its small size resulting in congestion and a limited range of stock on offer, poor accessibility and servicing arrangements. A letter from Co-op setting out these deficiencies and their requirements is attached at **Appendix A** of this statement. Hence, the requirement for an alternative location within Market Lavington to continue to serve local residents and to provide them with a store which can cater for both top-up and main food shops by providing an improved and wider range of goods.

2.13 The deficiencies with the existing Co-op result in the majority of residents travelling unsustainable distances by car for their food shopping. Residents in Market Lavington are currently disadvantaged and devoid of an accessible sustainable foodstore capable of meeting their needs. The proposed relocated Co-op store will address the identified deficiencies and provide for a more sustainable community facility where accessible key convenience goods are available. The new store will provide a better shopping environment in an accessible location and will meet the requirements and expectations of modern shoppers.

Relevant Development Plan Retail Policy

2.14 The current development plan for the site consists of the 'saved' policies from the Kennet Local Plan 2011, Wiltshire Core Strategy (adopted January 2015), Wiltshire Housing Site Allocations Plan (adopted February 2020) and the Market Lavington Neighbourhood Development Plan (made May 2021). Other material considerations include the emerging Wiltshire Local Plan Review.

2.15 The key development plan retail planning policies of relevance to the development proposals are set out below. There are no relevant retail planning policies in the Wiltshire Housing Site Allocations Plan.

<u>Kennet Local Plan 2011</u>

2.16 Policy ED24: New Development in Service Centres, sets out the policy approach to retail for Market Lavington. The policy states that planning permission will be granted for new shops and services or extensions to existing shops or services provided that service arrangements are adequate.

<u>Wiltshire Core Strategy (2015)</u>

2.17 The Core Strategy classifies Market Lavington as a Local Service Centre (Core Policy 1). Core Policy 38: Retail and leisure, states that all proposals for retail and leisure on sites not within a town centre in excess of 200sq m gross floorspace, must be accompanied by an impact assessment. The assessment should meet the requirements of national guidance and established best practice, and demonstrate that the proposal will not harm the vitality and viability of any nearby centre. Proposals must also comply with the sequential approach, to ensure the development is on the most central site available.

2.18 The Core Strategy does not provide a defined town centre or designated frontage for Market Lavington. Supporting paragraph 6.26 states that all Local Service Centres (as well as Principal Settlements and Market Towns) should have defined town centres and these need to be developed for Market Lavington, *inter alia.*

2.19 We note that Strategic Objective 1: delivering a thriving economy states that residents in Wiltshire should have access to facilities and retail choice in convenient locations throughout Wiltshire.

Market Lavington Neighbourhood Development Plan (2021)

2.20 The Market Lavington Neighbourhood Development Plan encourages retail development including conversion and expansion within the core of the village (Policy 4). This policy is accompanied by a retail policy map which includes the village along the High Street.

3.0 Sequential Approach to Site Selection

3.1 The NPPF sets out that a sequential assessment needs to accompany planning applications for main town centre uses that are not in a centre and not in accordance with an up to date development plan.

3.2 Since the application site is located outside Market Lavington Service Centre and not allocated for retail development this section provides supporting evidence addressing this NPPF policy requirement. The statutory development plan is found to be in accordance with the requirements of the NPPF in so far as retail policy matters are concerned.

Sequential Approach Requirements

3.3 The NPPF (paragraph 87) identifies that main town centres 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 (with preference for accessible sites which are well connected to the town centre).

3.4 Paragraph 88 identifies that 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. The NPPF requires applicants and local planning authorities to 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.

Sequential Approach Guidance

3.5 Confirmation of how the sequential test should be used in decision taking is set out in Paragraph 10 (22 July 2019) of the 'Ensuring the Vitality of Town Centres' section of the NPPG. At Paragraph 11 (22 July 2019) the Guidance notes that the application of the test should be proportionate and appropriate for the given proposal. A checklist is provided which sets out the considerations that should be taken into account in determining whether a proposal complies with the sequential test:

- 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.
- 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.

Methodology

3.6 The approach adopted in this sequential site assessment is consistent with the recommendations and guidance set out in the NPPG regarding the sequential approach to site selection.

3.7 The remainder of this section provides details on:

- The site search parameters;
- Flexibility of format and scale;
- Definition of 'availability'; and
- The site analysis undertaken.

Site Search Parameters

3.8 The proposal involves the construction of a community convenience store which is intended to primarily serve the population of Market Lavington. It is proposed for Co-op, a national convenience goods operator, to relocate their store within the village. Co-op's existing store, at 15 High Street, has only 75sq m of sales area

3.9 Co-op are keen to retain their presence within Market Lavington and the application site allows them to do this, whilst providing a larger store to provide an improved and wider range of goods, with associated car parking and improved servicing arrangements. Given the size and role of the proposed relocated Co-op store and its location in Market Lavington it is considered that in this instance a suitable area of search of potential sequentially preferable sites/units is Market Lavington itself. A relocated Co-op store in another village or settlement would not serve the same catchment population with residents in Market Lavington disadvantaged.

Flexibility of Format and Scale

3.10 The NPPF and NPPG indicate that when looking at the suitability of potential sequential sites, flexibility should be demonstrated on issues such as format and scale.

3.11 The definition of suitability is pertinent to the consideration of flexibility of format and scale. The definition has been clarified in March 2012 by the Supreme Court in Tesco Stores v Dundee City Council[1]. Since this time the Judgment has been recognised and applied by the High Court, Secretary of State and Inspectors as being applicable to the NPPF. The Dundee Judgment identifies 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

[1] Tesco Stores Limited v Dundee City Council [2012] UKSC 13

so that it can be made to fit the alternative site (Paragraph 29). As such, when determining what constitutes a suitable site, regard has to be given to the need that the proposal is intending to serve.

3.12 Whilst past retail policy and guidance has adopted a requirement for applicants to demonstrate scope for disaggregation there is no such requirement in either the NPPF or NPPG. This was confirmed in the Warners Retail Court of Appeal judgement[2] and by the Secretary of State in his decisions on Rushden Lakes, Northamptonshire[3]; Scotch Corner, North Yorkshire[4] and Honiton Road, Exeter[5]. The Mall, Cribbs Causeway[6] appeal decision (October 2018) further supports that there is no requirement to disaggregate a proposed development.

3.13 The Rushden Lakes Secretary of State decision and The Mall decision confirms that the sequential test relates entirely to the application proposal as a whole; it is not a question of whether a materially reduced or otherwise different scheme can in theory be pursued on other sites. Provided that an element of flexibility is exercised on issues such as format and scale, any potential sequential sites should be considered only in terms of whether they could accommodate a broadly similar development proposal (our emphasis). In this case, a convenience store of broadly 350sq m (gross) floorspace with customer car parking and adequate servicing arrangements.

3.14 Accordingly, Alder King has reviewed the sequential approach to establish whether other site opportunities are available or suitable to support the applicant's proposal which would require a unit with sufficient sales floorspace at ground floor level and adequate servicing arrangements.

3.15 Adopting a degree of flexibility, as required by both the NPPF and NPPG, in this instance we have adopted a store/site size flexibility parameter margin of 10% (floorspace of between 315sq m and 385sq m and a site area of between 0.12ha and 0.14ha) to establish whether other site opportunities are available or suitable to support the applicant's development. It is considered anything smaller or larger than this would not accommodate a broadly similar development proposal. It would also need to comprise the following business model requirements:

- floorspace on ground floor level;
- an appropriate level of adjacent or nearby surface level parking to enable customers to easily and safely transfer bulk shopping from the store to their vehicle; and
- adequate servicing arrangements for deliveries.

[2] Warners Retail (Moreton) Ltd v Cotswold District Council & Ors, Court of Appeal – Civil Division [2016] EWCA Civ 606
[3] Appeal reference: APP/G2815/V/12/2190175
[4] Appeal reference: APP/V2723/V/3132873 & APP/V2723/V/16/3143678
[5] Appeal reference: APP/Y1110/W/15/3005333
[6] Appeal reference: APP/P0119/V/17/3170627

Definition of Availability

3.16 In accordance with the NPPF, any sequential site/unit needs to be available or expected to be available within a reasonable period.

3.17 If there is any uncertainty on a site/unit coming forward for development, for example there are practical/feasibility/viability issues to resolve or investment/occupier interest or funding is still to be secured, then a site cannot be considered to be available. If a potential alternative site/unit does not satisfy the availability test it is not sequentially preferable.

3.18 Subject to securing planning permission, the proposed development could be developed and occupied within 12 months of planning permission being granted. Accordingly, for a potential alternative site to be considered available in the context of the subject proposals it must be available in a time-frame that could allow a scheme to be implemented within 12-18 months. In this instance, anything beyond 18 months is not considered to be a *"reasonable period"*.

Sequential Site Analysis

3.19 In accordance with guidance set out in the NPPF and NPPG, the applicant has undertaken a comprehensive sequential site sequential site analysis of potential in-centre and edge-of-centre locations. This process has included:

- an analysis of adopted and emerging development plan policy documents; and
- a review of potential sites/units in Market Lavington.

Analysis of Adopted and Emerging Development Plan Policy Documents

3.20 We have reviewed both adopted and emerging local development plan documents for Wiltshire and note that no sites or units are identified for retail or commercial use within Market Lavington.

3.21 Accordingly, having reviewed both adopted and emerging development plan documents it is evident that there are no sites or units within Market Lavington that would need to be considered as part of this sequential approach assessment.

Review of Potential Sites/Units

3.22 A detailed review of Market Lavington Service Centre was undertaken by Alder King Planning in March 2023. Owing to the constrained built-up nature of the village, development opportunities in Market Lavington are extremely limited.

3.23 We have looked at undeveloped and underdeveloped parcels of land within 400 metres of the defined centre boundary that could physically accommodate the proposed development in addition to any vacant or underutilised retail/commercial units within the service centre itself, and any land currently listed for sale or to let. Given that the application site is located only 315 metres from the centre, any sites beyond 400 metres would not be considered sequentially superior to the application site.

3.24 The potential sites/units considered are reviewed below.

Sites/Units within the Service Centre

Extension of existing Co-op - Northbrook Car Park

3.25 Northbrook Car Park is located to the east of the existing Co-op store, accessed from Northbrook itself. The car parking area provides approximately 20 car parking spaces, there is also 2 disabled spaces and 1 motorbike space. The car park measures approximately 0.07ha.

Photograph 3.1: Northbrook Car Park



3.26 This site is located within the Market Lavington Conservation Area located adjacent and in close proximity to a number of listed buildings.

3.27 At the time of our visits, the car park was observed to be well used. The car park provides essential parking for the community and residents in the service centre and is an important village car park. The redevelopment or loss of this parking is likely to be unsupported by residents. At present, the existing servicing arrangements for the Co-op are via the southern part of this car park. The car park also has existing access rights for the residential properties via Market Place and the residents adjoining the site to the west. The development of this site is therefore restricted and the access rights would need to be retained as part of any redevelopment. Therefore in order to keep the existing arrangement the developable area

would significantly reduce. It would therefore not be physically possible to accommodate the proposed store building alongside the required access, car parking and servicing arrangements.

Photograph 3.2: Northbrook Car Park Existing Servicing Arrangements



3.28 We understand that the site is not currently be advertised or being marketed for redevelopment. Given that this site is an important village car park and appears to have a number of access rights across it, we consider that it is unlikely to come forward for redevelopment. Accordingly, the site cannot be considered to be available/available within a reasonable period.

3.29 Having regard to the foregoing assessment, it is evident that Northbrook car park is neither suitable nor available for the proposed development.

Vacant Units

3.30 Our detailed review of the centre, undertaken in March 2023, has identified that there are currently only 2 units vacant in the centre. These units are assessed below.

1 High Street

3.31 This unit is a two-storey building that was historically the post office, accessed via the High Street to the front, providing a total ground floorspace of approximately 50sq m. Parsonage Lane is to the west. The building is Grade II listed.

3.32 At only 50sq m, the unit is far too small for the proposed development. It is also smaller than Co-op existing store within the centre. Given the constrained nature of the unit there is no space available for the required servicing and associated car parking. Customers would have to use existing on street car parking or the existing Northbrook Car Park (approximately 100m to the east) which would not be suitable for customers undertaking a larger trolley shop.

Photograph 3.3: 1 High Street



3.33 In terms of availability, we note that the unit has been subject to recent planning activity. A planning application was granted in May 2022 for the change of use of the ground floor from retail to residential (LPA ref: PL/2022/03059). Following the granting of planning permission, a Listed Building Consent application was submitted in January 2023 for internal alternations, installation of 4 conservation rooflights and replacement of external door (LPA ref: PL/2023/00221) and was approved on 16 March 2023.

3.34 Given that planning permission has been granted to amend the building to residential use, it is reasonable to conclude that the unit is not available or available in a reasonable period for the proposed development.

3.35 Accordingly, it can be concluded that the unit is neither suitable nor available for the proposed development.

8-10 Woodlands Yard, High Street

3.36 This unit is located within Woodlands Yard which is a small complex of business units. It is accessed off the High Street. The unit is a single storey building and combined measure approximately 50sq m. There is a small car park located in Woodlands Yard which has dedicated parking for each of the units. The unit lies within the Market Lavington Conservation Area.

Photograph 3.4: 8-10 Woodlands Yard, High Street



3.37 At 50sq m, the unit is physically too small to be able to accommodate the proposed development. The unit also does not provide sufficient car parking, appropriate servicing arrangements and commercially, given lack of prominent road frontage, is not commercially attractive to a convenience operator. Accordingly, it is evident that the unit is not suitable for the proposed development.

3.38 In terms of availability, whilst it appears that the unit is vacant, having reviewed online commercial property websites, there is no evidence to suggest that it is currently being marketed for sale or rent. There was also no marketing board on the unit in place at the time of our visits. There is therefore some uncertainty whether the unit is actually available.

3.39 Accordingly, based on the evidence available, the unit is not suitable for the proposed development and its availability is uncertain.

Edge of Centre Sites

Market Lavington Community Hall Upper Car Park

3.40 Market Lavington Community Hall Upper Car Park is located off a private residential road from St Mary's Road and provides 27 car parking spaces, for use of the community hall and St Mary's Church. The car park measures approximately 0.09ha (900 sq m).

Photograph 3.5: Market Lavington Community Hall Upper Car Park



3.41 The car park provides essential parking for the community hall for use of the community hall and St Mary's Church. At the time of our visits the car park was reasonably well used. The site is within 40m of a Grade I listed building (Church of St Mary) and within the Market Lavington Conservation Area.

3.42 The car park is currently in active use and we are not aware of it currently being marketed for redevelopment. We also consider that it is very unlikely that it will be marketed for redevelopment in the near future given its current use and importance to the community hall and church. It therefore cannot be considered to be available/available within a reasonable period for the proposed development.

3.43 Whilst the site would appear to be physically capable of accommodating the proposed convenience store there does not appear to be sufficient space to accommodate customer car parking and adequate servicing arrangements. Delivery vehicles would also have to access the site via St Mary's Road which is a quiet residential road. Such access would not be suitable for customer traffic or large service delivery vehicles.

3.44 Accordingly, it is evident that the Market Lavington Community Hall Upper Car Park is neither suitable nor available for the proposed development.

Conclusions Regarding the Sequential Approach

3.45 The foregoing analysis demonstrates that there are no sequentially preferable sites or units in Market Lavington that are both suitable and available for the proposed development.

3.46 Overall, based on available evidence, it is therefore concluded that the proposed development passes the sequential test requirements set out in paragraphs 87 and 88 of the NPPF.

4.0 Retail Impact

Introduction

4.1 The NPPF sets out that a retail impact assessment needs to accompany planning applications for main town centre uses that are not in a centre and not in accordance with an up to date development plan if the development is over a proportionate 'locally set floorspace threshold'. If there is no locally set threshold, the default threshold is 2,500sq m gross. The NPPG, Ensuring the Vitality of Town Centres section (paragraph 16), adds that the impact test only applies to proposals exceeding 2,500sq m unless a different locally appropriate threshold is set by the LPA.

4.2 The adopted Wiltshire Core Strategy sets out at Core Policy 38 that all proposals for retail or leisure uses on sites not within a town centre in excess of 200sq m gross floorspace, including extension of existing units, must be accompanied by an impact assessment. Given that the development proposal seek to provide 350sq m gross retail floorspace, an assessment of retail impact is required in this instance.

NPPF – Retail Impact Requirements

4.3 Paragraph 90 of the NPPF identifies that planning applications not located in a centre and not in accordance with an up to date development plan should be assessed in terms of the following impacts on centres:

- The impact of the proposal on existing, committed and planned public and private investment in a centre of 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 wider area.

4.4 The NPPF advises that planning permission should only be refused where it is likely to have a significant adverse impact on one or more of the above factors. As noted earlier in Section 1, even in the event this presumption of refusal is triggered, this presumption is just one consideration which must be weighed against all other factors to establish whether or not the presumption is outweighed.

NPPG – Retail Impact Guidance

4.5 Confirmation of how the retail impact test should be used in decision taking is set out in Paragraph 17 (22 July 2019) of the 'Town centres and retail' section of the NPPG. The guidance states that the impact test should be undertaken in a proportionate and locally appropriate way, drawing on existing information where possible. The Council's most recent Retail and Town Centres Study for Wiltshire was published in 2020. Given that the study does not consider smaller village centres and does not provide shopping patterns at such a fine grain level for Market Lavington we have based our assessment on our own observations/fieldwork in Market Lavington and a recent door to door survey of Market Lavington residents undertaken by Instinctif Partners (referred to in more detail later in this section).

4.6 This impact assessment has also been undertaken in a proportionate and locally focussed way taking into account the nature and scale of the application proposal. Having regard to the scale/nature of the proposal, a quantitative impact assessment based on household telephone survey evidence is not considered proportionate or appropriate in this instance and therefore has not been undertaken.

Impact on Existing, Committed and Planned Investment in Market Lavington

4.7 Paragraph 15 of the NPPG notes that where wider town centre developments or investments are in progress it will be appropriate to assess the impact of relevant applications on that investment. Key considerations will include:

- The policy status of the investment (i.e. whether it is outlined in the Development Plan).
- The progress made towards securing the investment (for example if contracts are established).
- The extent to which an application is likely to undermine planned development or investments based on operator demand and investor confidence.

4.8 In reviewing whether there is any public or private investment planned in Market Lavington Service Centre we have had regard to planning policy and site allocations set in the adopted Local Plan and our own fieldwork and review of the centre.

4.9 Our review of development plan policy has identified that there is currently no existing, committed or planned public and private investment/allocations in Market Lavington Service Centre which could be adversely impacted upon by the proposal and would need to be considered as part of this impact assessment.

4.10 Our own fieldwork/visits of the centre and review of online marketing websites, has also not identified any existing, planned or committed public or private investment within the centre.

4.11 Accordingly, at the current time there is currently no planned or committed investment in Market Lavington that would need to be examined as part of this impact assessment.

Impact on Vitality and Viability of Market Lavington Service Centre

4.12 In considering the potential impact of the proposed Co-op convenience store on the vitality and viability of Market Lavington Service Centre, we first assess the current vitality and viability/health of the centre, which includes a review of existing retail provision in the centre before assessing, on a qualitative basis, whether a significant adverse impact on centre vitality and viability would arise as a result of the proposed development.

<u>Vitality and Viability of Market Lavington Town Centre</u>

4.13 The vitality and viability health-check assessment has been informed by our own fieldwork carried out in March 2023. The assessment is based on health check indicators set out in Paragraph 6 of the NPPG (where information is available).

Diversity of Uses and Convenience Goods Provision

4.14 Market Lavington is a small centre accommodating 12 retail and commercial units, the majority of which are occupied by leisure service providers.

4.15 Market Lavington accommodates 2 retail service units, with users including a hairdresser and dog groomers. The centre also provides 3 leisure service units, comprising two takeaways and a public house.

4.16 There are 2 comparison units in the centre, reflecting its size and role in the retail hierarchy. The comparison units include a pharmacy and arts studio and gallery.

4.17 In terms of financial and business service units, the centre contains 1 occupier, which includes a printing and copying service.

4.18 As well as the existing Co-op store, the centre includes another convenience unit (a butchers).

4.19 Outside the centre, within easy walking distance, there are a number of other uses including a coffee shop, another hairdressers and Market Lavington Community Hall located to the west of the centre on Church Street (close to the application site) and Market Lavington Doctors Surgery located to the east of the centre on High Street.

4.20 Overall, the diversity and composition of units within the centre of Market Lavington indicates that, for its size, the village provides a reasonable range of services and facilities.

Retailer Representation

4.21 The centre of Market Lavington is reasonably well represented by independent retailers and operators which add distinctiveness and provide the centre with a unique offering. With the exception of Co-op, there is only one other national retailer in the town centre, which is Day Lewis Pharmacy.

Vacancies

4.22 There are currently just 2 vacant units in the centre which represents just 8% of the total number of units in the centre. These units are 8-10 Woodlands Yard and 1 High Street. However, 1 High Street is currently in the process (currently at planning stage) of being converted into a residential property.

4.23 The vacancy rate within the town centre is notably below the national average of 14% which is a strong indication of a healthy and vibrant centre.

Environmental Quality, Accessibility and Footfall

4.24 Market Lavington provides an attractive, safe and pleasant environment to visit. Although the narrow streets limit accessibility for motorised vehicles, car parking is provided within the car park at Northbrook. A number of short stay on-street parking primarily on Church Street and High Street are also provided albeit

parking is limited to just 30 minutes. The compact nature of the service centre makes it easy to navigate by foot.

4.25 We observed consistent footfall across the centre at the time of our visit which is also a positive indicator of its health.

Health Check Assessment Conclusions

4.26 Overall, we assess that Market Lavington provides a vital and viable centre. There are a low number of vacancies, only 1 unit across the service centre. The environmental quality of the centre is good, a reasonable range of services and goods available and reasonable footfall across the centre.

Potential Impact on Vitality and Viability of Market Lavington Service Centre

4.27 A door to door survey of residents in Market Lavington has been commissioned as part of the planning application. The survey titled 'The Community Survey Report' has been prepared by Instinctif Partners and is attached at **Appendix B**. The survey, covering 206 Market Lavington residents, indicates that the majority of residents in Market Lavington are travelling unsustainable distances to other centres for food shopping. Of particular note it indicates that:

- Approximately half of respondents consider the food shopping provision within Market Lavington to be 'ok' or 'poor'.
- Excluding those that do internet shopping, nearly all (96%) respondents travel to convenience goods facilities outside Market Lavington for their main food shopping. Stores included: Tesco, Morrisons, Sainsbury's and Lidl.
- Of those residents that undertake top-up food shopping (i.e. for milk, bread etc.) 93% used the Co-op in Market Lavington reflecting its current limited top-up/basket food role in the town. Other top-up food shopping destinations include Sainsbury's, Lidl, Tesco and other 'local shops'.

4.28 Responses (107 residents) to a freepost leaflet that was delivered to all Market Lavington residents who did not participate in the door-to-door survey show very similar shopping patterns to that identified in the door-to-door survey. Excluding those that do internet shopping, all respondents travel to convenience goods facilities outside Market Lavington for their main food shopping, and of those residents that undertake top-up food shopping, 85% used the Co-op in Market Lavington.

4.29 The survey evidence identifies that the majority of Market Lavington residents are travelling unsustainable distances to other centres for their main food shopping. It shows that existing residents are devoid of an accessible convenience store which is capable of meeting the needs of its residents. It indicates that the existing Co-op does not provide a sufficient range and stock of convenience goods and that there is a pressing need to provide a convenience facility of the size proposed in Market Lavington.

4.30 Whilst the proposed relocation of the Co-op store would have an impact on Market Lavington Service Centre it is not considered that the impact would be at a level which could constituent significant adverse:

- For its size and role the centre provides a good range of uses and services.
- The centre is both vital and viable with one vacancy, good footfall and a range of independent operators.
- There is potential for additional linked trips/visits to take place at other facilities in Market Lavington Service Centre as a result of the proposed relocated Co-op store clawing back residents who currently visit other towns for their food shop and link this shop with a visit to facilities in other towns.
- Even after the relocation of the Co-op store, Co-op will remain the freeholder of their existing unit and will be actively seeking to sell the unit to another occupier. Given the lack of vacant units in the town centre and its healthy levels of vitality and viability Co-op consider that the re-occupation of the unit by another occupier in the short term is very likely.
- The proposal will not impact on any potential investment in the centre coming forward.

4.31 Notwithstanding that no significant adverse impact would arise on either the vitality and viability of Market Lavington Service Centre as a result of the proposed development, any potential impact needs to be weighed against the following important considerations:

- The proposal will provide an accessible improved community store capable of meeting the needs of Market Lavington residents. Market Lavington residents are currently disadvantaged because the village doesn't presently have such a store.
- The proposed relocated store will encourage sustainable shopping patterns, reducing the need for Market Lavington residents to travel by car for a food shop. Evidence shows the majority of main food shopping trips (96%) are currently taking place in other towns some distance from Market Lavington.
- The proposal will claw back retail expenditure currently lost to other towns/facilities.
- The proposed development will assist in ensuring that Market Lavington becomes a sustainable settlement where all residents have access to an appropriately sized convenience goods store.

4.32 These are important considerations which should carry significant weight when considering retail impact and the planning application as a whole. The proposal accords with the spatial strategy as set out in the Wiltshire Core Strategy, which aims for Wiltshire to have stronger, more resilient communities based on a sustainable pattern of development *'…service centres will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel. In all settlements there will be an improvement in accessibility to local services…'* (Paragraph 3.1).

4.33 It is also important to note that whilst the proposed relocated store would be located outside Market Lavington Service Centre, the store will remain within walking distance for all residents within Market Lavington. The 2018 National Travel Survey (NTS) (published July 2019) identifies that 80% of all trips under 1.6km are made on foot and 31% for trips that are 1.6 to 3.2km. The Institution of Highways and Transport (IHT) guidance document 'Planning for Walking' (April 2015) states that 80% of journeys shorter than 1.6km are made wholly on foot with 20% for journeys that are 1.6km to 3.2km long also being undertaken on foot.

4.34 Both the National Travel Survey and IHT guidance come to a similar conclusion in that walking offers the opportunity to provide for shorter distance trips of up to 1.6km with some people prepared to walk up to a maximum of 3.2km. Accordingly, the above survey/guidance identifies that people will be willing to walk up to 1.6km to access a local convenience goods store facility.

4.35 The Google Earth extract at Figure 4.1 below shows the area within approximately 1.6km of the application site and confirms that all of Market Lavington is within an acceptable walking distance of the proposed relocated Co-op. It should also be noted that providing a larger store at Market Lavington will ensure that those people without any access to a car will have access to a wider range of goods within walking distance of their home.

Figure 4.1: 1.6km from the Application Site (Extract from Google Earth)



4.36 Accordingly, given the foregoing assessment, it is considered that the proposed relocated Co-op store would not result in any 'significant adverse' impact on the vitality of viability of Market Lavington Service Centre.

Overall Conclusions on Retail Impact

4.37 The assessment demonstrates that:

- there is currently no planned or committed investment in Market Lavington Service Centre that would need to be examined as part of this impact assessment; and
- there will be no 'significant adverse' impact on the vitality and viability of Market Lavington Service Centre. The centre is vital and viable and for its size and role provides a good range of uses and services.

4.38 Accordingly, the proposal is acceptable from a retail impact planning policy perspective.

5.0 Conclusions

5.1 This Retail Planning Statement has been prepared by Alder King Planning Consultants on behalf of The Long Field (Market Lavington) Limited in support of an application seeking outline planning permission for 14 dwellings and a community convenience store (to be operated by Co-op), access, parking and landscaping for land south of the Spring, Market Lavington.

5.2 The statement addresses the relevant retail policy tests outlined in the National Planning Policy Framework (NPPF):

- The sequential approach; and
- A retail impact assessment.

The Proposal

5.3 The proposals seek outline planning permission for 14 dwellings and Co-op convenience store, access, parking and landscaping. The new convenience retail store which will primarily serve the residents of Market Lavington. The development will provide a new convenience store accessed from Spring Lane, with a small service area and customer car parking, comprising 15 spaces (including two EV charging points). The store itself will extend to 350sq m gross, incorporating a net sales area of 232sq m .

5.4 The store will be operated by The Co-op, who are seeking to relocate from their existing store on High Street. Co-op's existing store in Market Lavington is constrained by its size and location and servicing is difficult. Co-op's larger relocated foodstore would continue to serve and be easily accessible to the residents of Market Lavington and will provide for an improved and wider range of goods for both basket/top up and trolley/main food shops.

The Sequential Approach to Site Selection

5.5 Section 3 of the statement has assessed whether there are any potential sequentially preferable sites/units within Market Lavington which are suitable and available for the proposed development.

5.6 The assessment demonstrates that there are no suitable or available sequentially preferable sites or units in Market Lavington. Overall, based on available evidence, it is therefore concluded that the proposed development passes the sequential test requirements set out in paragraphs 87 and 88 of the NPPF.

Retail Impact

5.7 The assessment in Section 4 of this statement demonstrates that the proposal will not result in a significant adverse impact on:

- any existing, committed or planned public and private investment within Market Lavington Service Centre; and

- the vitality and viability of Market Lavington Service Centre.

5.8 Accordingly, the proposals are acceptable in terms of the test set by prevailing planning policy insofar as retail impact is concerned.

Overall Conclusions

5.9 Overall therefore, in light of our analysis, it is concluded that the proposals are consistent with the requirements of current planning policy relating to the sequential approach to site selection and retail impact. Accordingly, the proposals are acceptable from a retail planning perspective.

Appendix A

13th October 2023

Dear Sir / Madam

Proposed Replacement Co-op Convenience Retail Store

We are writing in support of the application submitted on behalf of The Long Field (Market Lavington) Limited seeking planning permission for a relocated Co-op store at Market Lavington.

We have been part of the community in Market Lavington since 2001 and we are keen to continue to provide an important service to local residents. However, there are a number of deficiencies with the existing store which has resulted in us seeking an alternative location within Market Lavington. In summary, deficiencies with the existing store include:

- The store is poorly configured due to internal structural restrictions which limit the available space to a disproportionately smaller sales area;
- The store is too small and as a result suffers from congestion within the small aisles;
- Owing to the store's size, we are only able to offer a limited range of stock for customers;
- The store has poor servicing arrangements which is accessed through an existing well used car park. The servicing arrangements can often result in conflicts and issues between HGV's and the use of the car park;
- Access re: wheelchair users is not appropriate as there is a step and a manually operated door at the entrance
- Owing to the store's size, the current storage and staff facilities are extremely poor.

Customer feedback has also reflected these deficiencies, with the majority of residents travelling unsustainable distances by car for their food shopping. Given the above deficiencies, we are now seeking a new convenience store accessed from The Spring. The proposed store will extend to 350 sqm, incorporating a net sales area of 232sqm (157 sqm larger than our existing store). The proposed site can be easily accessed off The Spring by delivery vehicles,

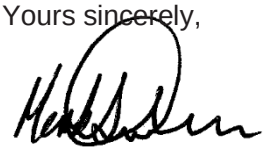
with a dedicated service area, and the provision of a customer car park providing 15 car parking spaces.

The proposed store will continue to serve the residents of Market Lavington, being within walking distance for all residents, and, importantly, will provide an improved and wider range of goods for both top up (basket-sized) and main (trolley-sized) food shops. Significantly, being able to provide a store to cater for main food shops will ensure that local residents do not have to travel further afield for their main food shop.

The relocated store will provide a significant improvement to parking and access compared[to the current store which struggles to cope with peak demand. The layout of the store will be improved and the range of goods enhanced.

We would also note that we will continue operating from our existing unit on the High Street until the new store is up and trading and then we will review our options. Therefore, we will continue to have an interest in the town centre at Market Lavington for the medium term.

Yours sincerely,



Mr Mark Sutherland MRICS (Development and Acquisitions Manager)

Appendix B

– Co-op

The Spring, Market Lavington
Community Survey report

December 2022

1.0 Executive summary

1.1. The community survey covering 206 Market Lavington Parish residents for the relocation of the Co-op convenience store in Market Lavington demonstrated considerable community support for the proposal.

1.2. Overall, a large majority of residents, 161 (78.2%), can be classified as supportive of the proposal. A further 22 (10.7%) respondents were neutral. Just 23 (11.2%) residents were opposed to the relocated store.

1.3. In general, support focused on the need for an improved convenience offer, the increase in choice available, the extra space and enhanced shopping experience, as well as the expanded provision for customer parking.

1.4. The responses received from the freepost leaflet support the conclusions of the door-to door survey. The leaflet responses show large majority of 83 (77.6%) residents can be classified as supportive of the proposal. A further 7 (6.5%) respondents were neutral. Just 17 (15.9%) residents were opposed to the relocated store.

2.0 Introduction

2.1. This report considers the community door-to-door survey undertaken regarding the proposal for the relocation of the Co-op convenience store to the land at the Spring, Market Lavington. It also considers the written feedback received via freepost.

2.2. A door-to-door outreach survey took place across two days on the 1st and 2nd December in the residential areas close to the proposed development within the Market Lavington parish.

2.3. In total, 206 residents from across Market Lavington participated in this survey. Not every respondent answered every question. Therefore, percentage figures of answers relate to the numbers who responded to each individual question, which varies.

2.4. Residents who did not participate in the door-to-door survey, but who live within the Market Lavington Parish, were delivered a leaflet outlining the proposals and with the opportunity to send feedback via freepost. The survey included on the leaflet was very similar to the one used in the door-to-door survey, though for the sake of reducing space on the page, was slightly simplified.

2.5. The purpose of the leaflet was to enable every resident within the Market Lavington Parish area to give their views, even if they did not participate in the door-to-door survey.

2.6. A total of 107 completed freepost leaflets were returned.

2.7. The overall results from the freepost leaflet response results were very similar to the door-to door results. Nevertheless, the results of the door-to-door survey should be considered more robust since they represent a near random sample of feedback and are not reliant on residents choosing to proactively engage.

2.8. Overall, a large majority of respondents to both the survey and the written feedback were supportive of the proposed relocated store.

3.0 Headline survey feedback to the community survey

3.1. The key findings from the survey were as follows:

3.2. 206 residents from across Market Lavington participated in the survey and responded to the questions about the proposal, which is a good take-up level and provides a robust sample size.

3.3. Across the survey area a large majority of residents, 163 (79%), had already heard of the proposals before we spoke with them.

3.4. Overall, a large majority of residents, 161 (78.2%), can be classified as supportive of the proposal. A further 22 (10.7%) respondents were neutral. Just 23 (11.2%) residents were opposed to the relocated store.

3.5. The overwhelming majority of residents, 162 (86.6%), stated that they were likely to use a Co-op convenience store on this site if it existed. A further 16 (8.6%) thought they may use the new store, while only 9 (4.8%) said that they would not use a new store on this site.

3.6. In total 106 (53.3%) of residents thought that the existing grocery shopping provision in Market Lavington was already ‘Good’. A further 70 (35.2%) or participants, responded that the provision of shopping was ‘Ok’, while 23 (11.6%) of residents thought it was ‘Poor’.

3.7. In general, support focused on the need for an improved convenience offer, the increase in choice available, the extra space and enhanced shopping experience, as well as the expanded provision for customer parking.

3.8. Opposition, while less common, tended to relate to the anticipated loss of green space, the perceived impact on the shopping moving from the village centre and the visual impact and disruption to the immediate neighbours.

3.9. Most residents currently do their main food shopping outside of Market Lavington at Morrisons, although Sainsbury's, Lidl and Tesco were also frequent responses.

3.10. For top-up shopping, the overwhelming choice was the existing Co-op convenience store.

4.0 The approach to the door-to-door outreach survey

4.1. Using its expertise, Instinctif Partners analysed the detail of the project including the type of development, the location and history of the site and the composition of its neighbours.

4.2. Following this analysis, it was decided that the most effective way of understanding the views of the community would be through a door-to-door outreach survey programme.

4.3. We feel that it is fair to say that in general, people only tend to proactively respond to public consultation when they feel strongly about a planning application, hence views expressed do not necessarily reflect the views of a community as a whole. It was felt that the outreach survey would be more likely to record the views of the 'silent majority' of people and those living closest to the site.

4.4. Instinctif Partners selected an area surrounding the site to focus its door-to-door engagement. A map detailing the roads that were included in the survey can be seen in Appendix 1.

4.5. The engagement took the form of a brief survey, designed to quickly capture the views of residents on the key issues. If a resident was not aware of the proposal, Instinctif Partners would explain the proposal.

4.6. The survey included the following questions:

1. **Are you aware of the proposals? Y / N**

2. **How would you rate the current food offering for choice within a walking distance of your home?**
    - 1- Good
    - 2- Ok

- 3- Poor

3. **How likely is it that you would use a Co-op convenience store on this site?**
   - 1- Likely
   - 2- Maybe
   - 3- Unlikely

4. **From 1 to 5, in principle how supportive are you of this proposed solar farm?**

   - Very Supportive
   - Supportive
   - No strong feelings either way
   - Relatively Against
   - Against

5. **Where do you last do your food shopping?**

   - For your main big food shop?
   - For your smaller shops between major shops?

6. **Any other comment you would like us to note? note - including what do you like or dislike about the existing store and what could be improved in a new store**

4.7. Instinctif Partners conducted the survey over 2 days on the 1st and 2nd of December 2022 with the aim of speaking to as many residents as possible.

4.8. As best practice dictates, this was carried out throughout the day and up until it got dark in the evening which was around 4.30pm. During the dusk hour it was decided to stay close to well-lit areas for safety reasons. It was decided to not continue the survey into the early evening for staff safety reasons and because the public tend not to welcome answering the door after dark.

4.9. The vast majority of households which had a resident at home were willing to participate in the survey.

4.10. Instinctif Partners has conducted many surveys for a wide range of clients from both the public and private sector and can confirm that 206 respondents from a local area in a survey of this nature gives an accurate representation of very local views.

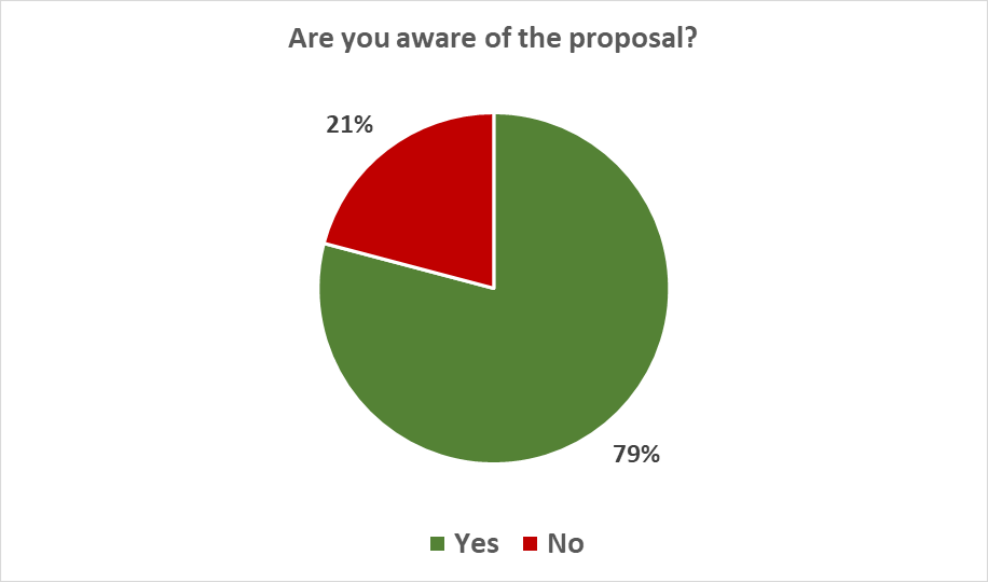
5.0 Door-to-door Outreach Results

Q1 Are you aware of the proposals?

5.1. In total, 206 residents answered this question.

5.2. Overall, there was broad, though not universal awareness of the application with 163 (79%) residents having already heard of the proposal.

5.3. In total, 43 (21%) were not already aware.



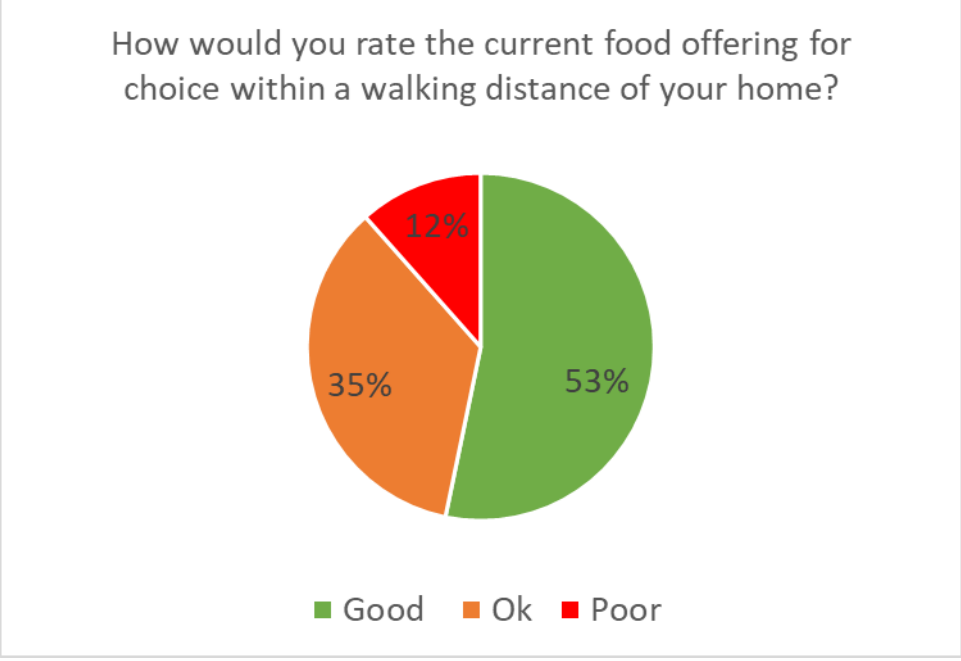
Q2) Rating of the existing food offering

5.4. 199 people answered this question.

5.5. In total 106 (53.3%) of residents thought that the existing grocery shopping provision in Market Lavington was 'Good'.

5.6. A further 70 (35.2%) or participants, responded that the provision of shopping was 'Ok'.

5.7. A total of 23 (11.6%) of residents thought the convenience shopping offer was 'Poor'.



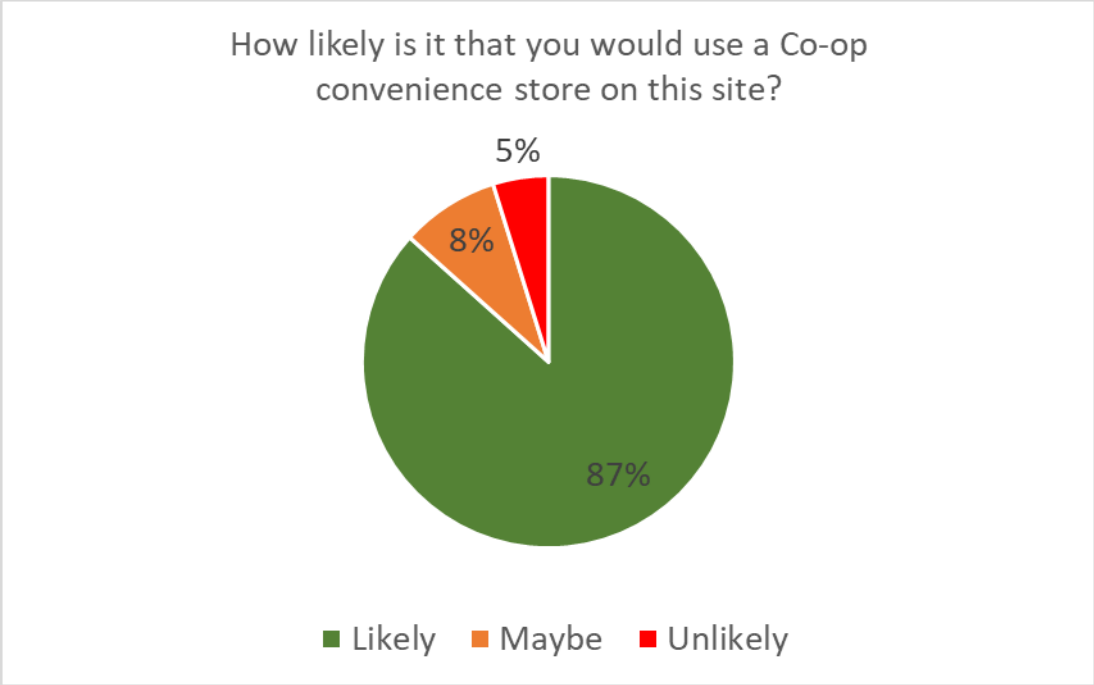
Q3) How likely is it that you would use a Co-op convenience store on this site?

5.8. 187 people answered this question.

5.9. The overwhelming majority of 162 (86.6%) residents stated that they were likely to use a Co-op convenience store on this site if it existed.

5.10. A further 16 (8.6%) thought they may use the new store.

5.11. Only 9 (4.8%) said that they would not use a new store on this site.



Q4) In principle how supportive are you of the proposal?

5.12. 206 people answered this question.

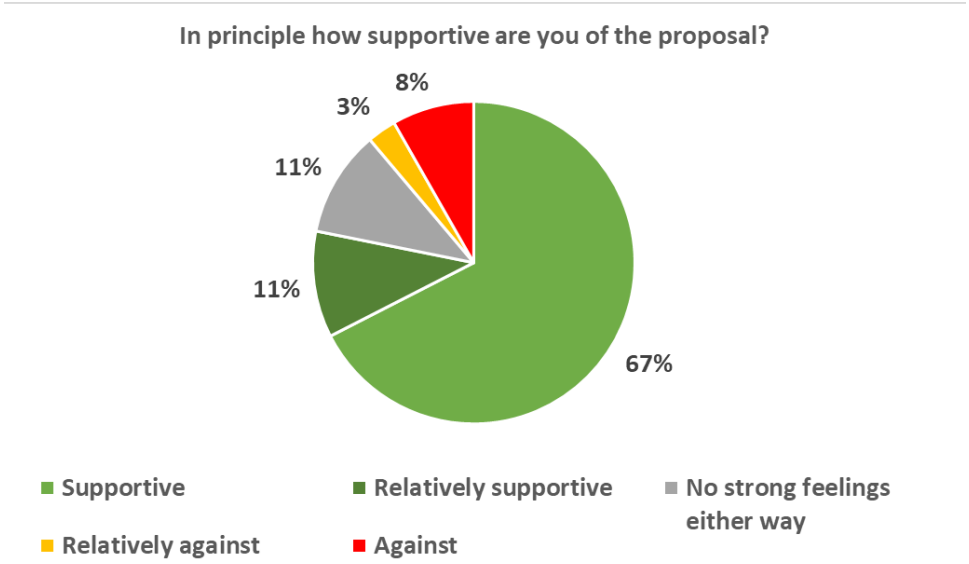
5.13. Overall, a large majority of 139 (67.5%) residents said that they were supportive of the proposal. A further 22 (10.7%) said that they were relatively supportive.

5.14. A total of 22 (10.7%) respondents said that they had no strong feelings either in support or opposition to the relocated store.

5.15. Just 17 (8.3%) residents were opposed to the relocated store. A further 6 (2.9%) respondents said that they were relatively opposed to the development.

5.16. In general support focused on the need for an improved convenience offer, the increase in choice available, the extra space and enhanced shopping experience, as well as the expanded provision for customer parking.

5.17. Opposition, while less common, tended to relate to the anticipated loss of green space, the perceived impact on the shopping moving from the village centre and the visual impact and disruption to the immediate neighbours.

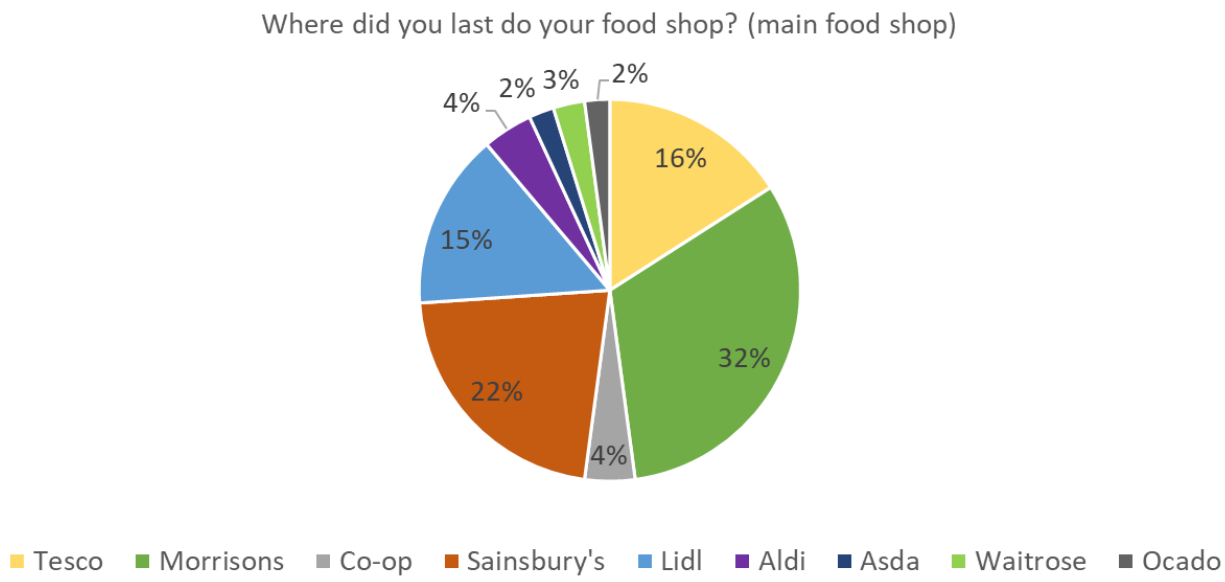


Q5a) Where did you last do your food shop? (Main food shop)

5.18. 188 people answered this question.

5.19. Most residents (31.9%) currently do their main food shopping at Morrisons, although Sainsbury's (21.8%), Lidl (14.9%), and Tesco (16.0%) were also frequent responses.

Tesco	Morrisons	Co-op	Sainsbury's	Lidl	Aldi	Asda	Waitrose	Ocado
30	60	8	41	28	8	4	5	4
16.0%	31.9%	4.3%	21.8%	14.9%	4.3%	2.1%	2.7%	2.1%



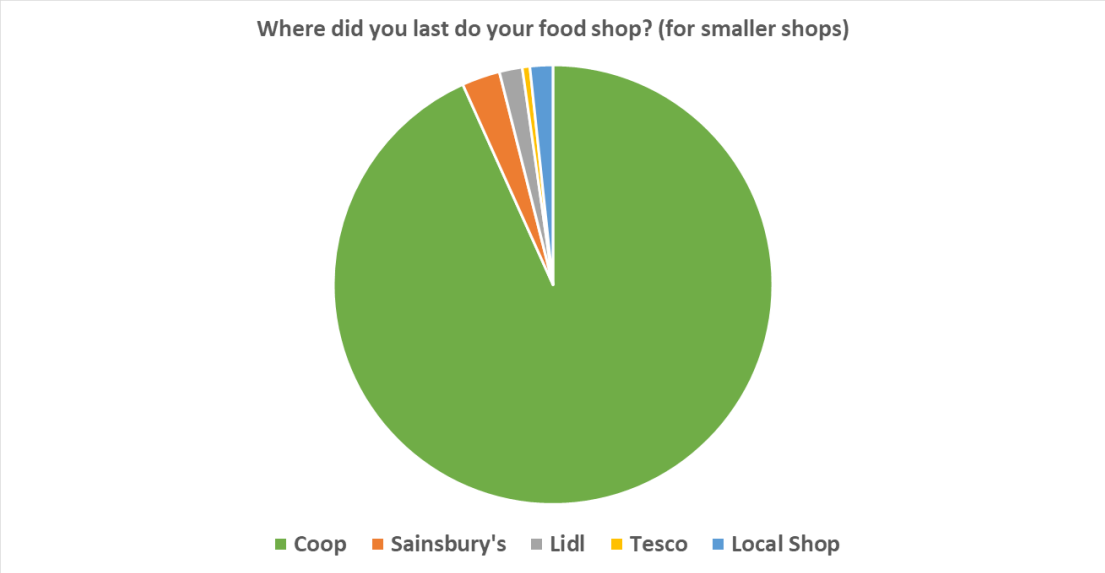
Q5b) Where did you last do your food shop? (top-up food shopping)

5.20. 178 people answered this question.

5.21. A large majority of residents (93.3%) currently do their top-up shopping at the existing Co-op convenience store.

5.22. Anecdotally, there was considerable appreciation and sympathy towards the work of the existing Co-op store.

Co-op	Sainsbury's	Lidl	Tesco	Other local Shops
166	5	3	1	3
93.3%	2.8%	1.7%	0.6%	1.7%



Q6) Any other comments you would like us to note? note - including what do you like or dislike about the existing store and what could be improved in a new store

5.23. The most common reasons are below.

Comment	Frequency
Want a Post Office	21
Traffic concern	9
Fears of waterlog	7
Less Convenient/ mobility/ wrong location away from village centre	5
Taking away green space	1

6.0 Leaflet responses

6.1. In addition to the 206 residents who answered the door and completed the door-to-door survey, there were approximately another 650 addresses covering the remaining houses of Market Lavington. These addresses received a leaflet outlining the proposals and prompting residents to complete a short-written survey which could be returned to Co-op via freepost. The leaflet can be viewed in appendix 1.

6.2. The purpose of the leaflet was to enable every resident within Market Lavington to give their views, even if they did not participate in the door-to-door survey.

6.3. To further guarantee that every resident had the opportunity to be consulted, additional copies of the leaflet were left with the Parish Council and within the existing Co-op store which could be collected by residents after the survey was over.

7.0 Freepost leaflet response results

7.1. As of the 10th of January 2023, a total of 107 completed freepost leaflets were returned.

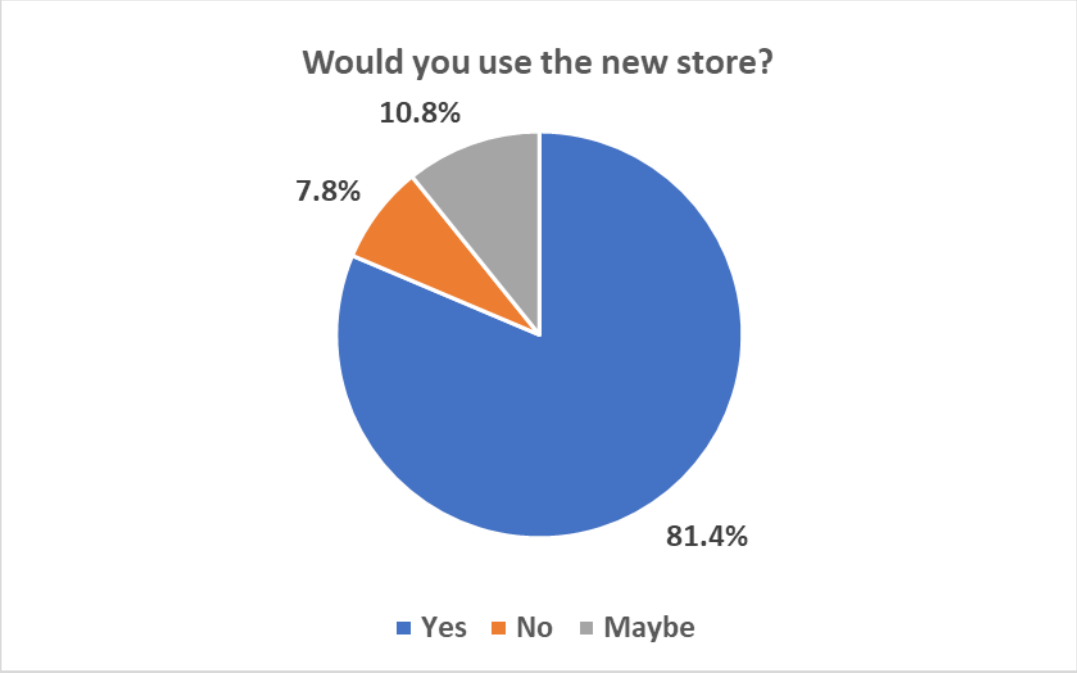
7.2. The survey included on the leaflet was very similar to the one used in the door-to-door survey, though for the sake of reducing space on the page, was slightly simplified.

7.3. The overall results from the freepost leaflet response results were very similar to the door-to door results. Nevertheless, the results of the door-to-door survey should be considered more robust since they represent a near random sample of feedback and are not reliant on residents choosing to proactively engage.

Q1) How likely is it that you would use a Co-op convenience store on this site?

7.4. The overwhelming majority of 83 (81.4%) residents stated that they were likely to use a Co-op convenience store on this site if it existed.

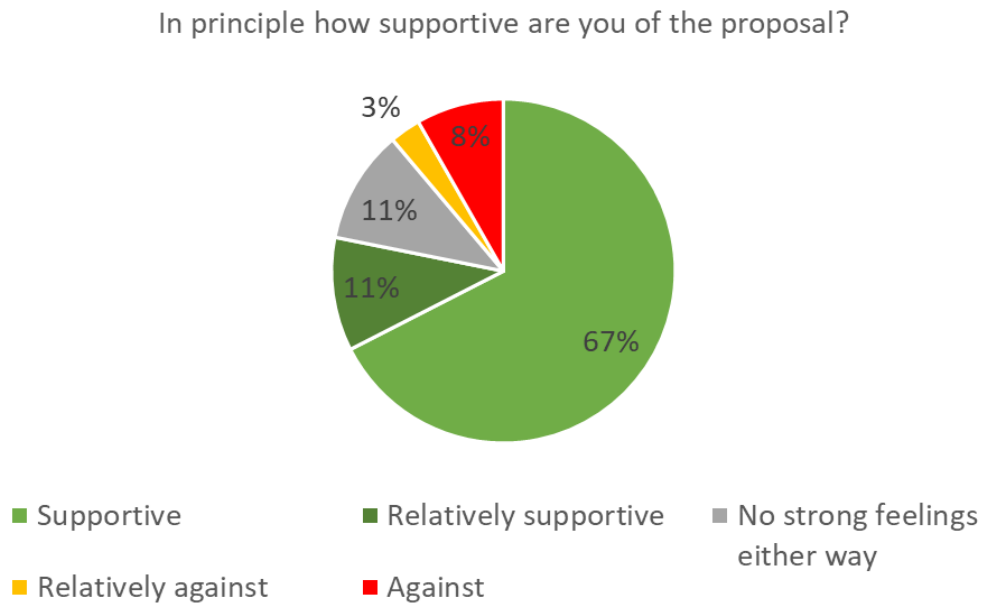
7.5. A further 11 (10.8%) thought they may use the new store, while only 8 (7.8%) said that they would not use a new store on this site.



In principle how supportive are you of the proposal?

7.6. Overall, a large majority of residents, 83 (77.6%), can be classified as supportive of the proposal.

7.7. A further 7 (6.5%) respondents were neutral. Just 17 (15.9%) residents were opposed to the relocated store.



Q3a) Where did you last do your food shop? (Main food shop)

7.8. Like the survey, most residents currently do their main food shopping outside of Market Lavington at Morrisons, while Sainsbury's, Lidl and Tesco were also frequent responses.

Morrisons	Lidl	Sainsbury's	Tesco	Asda	Ocado	Aldi	Planks	M&S
30	19	15	13	5	3	2	1	1
33.7%	21.3%	16.9%	14.6%	5.6%	3.4%	2.2%	1.1%	1.1%

Q3b) Where did you last do your food shop? (top-up food shopping)

7.9. For top-up shopping, the overwhelming choice was the existing Co-op convenience store.

Co-op	Morrisons	Sainsbury's	M&S	Lidl	Waitrose	Tesco	Local shops
87	5	3	2	2	1	1	1
85.3%	4.9%	2.9%	2.0%	2.0%	1.0%	1.0%	1.0%

8.0 Summary & Conclusions from door-to-door survey

8.1. 206 residents from across Market Lavington participated in the door-to door the survey and responded to the questions about the proposal, which is a good take-up level and provides a robust sample size.

8.2. In addition, approximately another 650 addresses covering the remaining houses of Market Lavington. These addresses received a leaflet outlining the proposals and prompting residents to complete a short-written survey which could be returned to Co-op via freepost.

8.3. The overwhelming majority of the survey respondents,162 (86.6%) stated that they were likely to use a Co-op convenience store on this site if it existed. A further 16 (8.6%) thought they may use the new store, while only 9 (4.8%) said that they would not use a new store on this site.

8.4. This figure is supported by the results of the freepost leaflet responses, where a majority of 83 (81.4%) residents stated that they were likely to use a Co-op convenience store on this site if it existed. A further 11 (10.8%) thought they may use the new store, while only 8 (7.8%) said that they would not use a new store on this site.

8.5. Across the survey area, 106 (53.3%) residents thought that the existing grocery shopping provision in Market Lavington was already 'Good'. A further 70 (35.2%) participants, responded that the provision of shopping was 'Ok', while 23 (11.6%) residents thought it was 'Poor'.

8.6. In the door-to-door survey, a large majority of 161 (78.2%) residents can be classified as supportive of the proposal. A further 22 (10.7%) respondents were neutral. Just 23 (10.3%) residents were opposed to the relocated store.

8.7. Again, these figures are supported by freepost leaflet responses, in which a large majority of 83 (77.6%) residents can be classified as supportive of the proposal. A further 7 (6.5%) respondents were neutral. Just 17 (15.9%) residents were opposed to the relocated store.

8.8. In general support focused on the need for an improved convenience offer, the increase in choice available, the extra space and enhanced shopping experience, as well as the expanded provision for customer parking.

8.9. Opposition, while less common, tended to relate to the anticipated loss of green space, the perceived impact on the shopping moving from the village centre and the visual impact and disruption to the immediate neighbours.

8.10. Both the survey and the leaflet responses found that most residents currently do their main food shopping outside of Market Lavington at Morrisons, although Sainsbury's, Lidl, and Tesco were also frequent responses.

8.11. Both the survey and the leaflet responses found that for top-up shopping, the overwhelming choice was the existing Co-op convenience store.

Appendix

Appendix 1 –door-to-door outreach area map



Areas highlighted in red were door knocked

Appendix 2 –leaflet

