



Ward: District wide

Retail Capacity Update for the Adur district

Report by the Head of Planning, Regeneration and Wellbeing

1.0 Summary

1.1 This report seeks approval for the commissioning of a consultant (DTZ) specialising in retail to undertake a retail capacity assessment update. A retail capacity assessment is essential to understand the amount of new retail development that should be provided in the district over the next 15 years and help inform decisions regarding planning applications, and allocations and policies within the emerging Local Plan. DTZ have already carried out a number of retail studies for Adur District Council and, as a result, have a strong knowledge of the area.

2.0 Background

2.1 The document 'Planning for Town Centres: Practice Guidance on Need, Impact and the Sequential Approach' (CLG 2009) states that an up to date assessment of the quantitative and qualitative need for additional floorspace to accommodate key town centre uses is a fundamental component of the evidence base to underpinning policy making at the local level.

2.3 The National Planning Policy Framework (NPPF) also states that local planning authorities should undertake an assessment of the need to expand town centres.

2.4 The last retail capacity assessment was produced for Adur in 2009. However, it is now considered that this needs to be updated to ensure that the emerging Local Plan is based on the most up-to-date evidence, as well as to help inform decisions on new retail development.

2.5 DTZ have now produced a number of retail studies for Adur District Council. These are as follows:

- Adur Retail Study (2006)
- Adur Retail Study Update (2009)
- Specification for Retail Assessments in Adur (2012)
- Retail Report for Adur's Town Centres (2012)

(It should be noted that the Retail Report for Adur's Town Centres focussed on defining town centre boundaries and primary and secondary frontages and did not include a retail capacity assessment).

2.6 Given the significant amount of retail related work that DTZ have undertaken for Adur, they are familiar with the district and already have a lot of information regarding retail issues in Adur. Therefore, if DTZ were to undertake the retail capacity update this is likely to result in time and cost efficiencies.

2.7 A similar report for approval to commission DTZ was previously sent to Jim Funnell, the Cabinet Member for Regeneration, who approved it on 1 February 2013. However, this was approved on the basis of an estimate by planning policy officers that the study would cost up to £15,000. This turned out to be an underestimate as the fee quoted by DTZ for the study is £24,800. A significant element of this cost is the household interview survey which is quoted at £9,050 which is an integral part of any retail capacity study. Their proposal, however, still demonstrates £4,750 of cost savings due to the previous work they have undertaken in the district.

3.0 Proposals

3.1 For the reasons set out above (section 2), it is proposed that DTZ are appointed to undertake a retail capacity update for the district.

4.0 Legal

4.1 The retail capacity update will be used as part of the evidence base to inform the Adur Local Plan which is being produced in accordance with the Planning Act 2008 and the Town and Country Planning (Local Planning) (England) Regulations 2012.

5.0 Financial implications

5.1 The proposed retail capacity assessment will cost £24,800 and is to be funded by the existing service budget. The relatively high cost of the study is due in part to the need for a new household interview survey which is essential to provide a more accurate understanding of the shopping patterns of residents.

6.0 Recommendation

6.1 That the Cabinet Member approve the commissioning of DTZ consultants to undertake a retail capacity which will form part of the evidence base for the emerging Adur Local Plan.

Local Government Act 1972

Background Papers:

Planning for Town Centres: Practice Guidance on Need, Impact and the Sequential Approach (CLG 2009)

Adur Retail Study (DTZ 2006)

Adur Retail Study (DTZ 2009)

Specification for Retail Assessments in Adur (DTZ 2012)

Retail Report for Adur's Town Centres (DTZ 2012)

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Schedule of Other Matters

1.0 Council Priority

- 1.1 Undertaking a retail capacity assessment to understand retail needs in the area will help to support and improve the local economy.

2.0 Specific Action Plans

- 2.1 The retail capacity assessment will inform policies within the emerging Adur Local Plan, which is a statutory requirement.

3.0 Sustainability Issues

- 3.1 The emerging Local Plan aims to promote sustainable development and is subject to a Sustainability Appraisal. One of the Sustainability Objectives in the Sustainability Appraisal is to improve the range, quality and accessibility of key services and facilities, and ensure the vitality and viability of existing centres, which a retail capacity assessment would directly address.

4.0 Equality Issues

- 4.1 The Adur Local Plan aims to ensure that all groups in the District have equal access to the opportunities offered by the emerging development plan.

5.0 Community Safety Issues (Section 17)

- 5.1 Matters considered and no issues identified.

6.0 Human Rights Issues

- 6.1 Matters considered and no issues identified.

7.0 Reputation

- 7.1 Matters considered and no issues identified.

8.0 Consultations

- 8.1 The results of the retail capacity assessment will inform the emerging Adur Local Plan which is subject to statutory consultation requirements.

9.0 Risk Assessment

- 9.1 If a retail capacity update is not undertaken then the emerging Local Plan could be challenged at the Examination in Public and if found unsound could have considerable implications.

10.0 Health & Safety Issues

- 10.1 Matters considered and no issues identified.

11.0 Procurement Strategy

11.1 The appointment of a consultant to undertake a retail capacity update will be in accordance with the Council's procurement procedures under the exception rules.

12.0 Partnership Working

12.1 Matters considered and no issues identified.

ADUR
DISTRICT COUNCIL



Adur District Council

**Brief for the provision of a retail capacity update for the
Adur district**

**Proposal to be returned by
5pm Friday 26 April 2013**

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12/4/13

ADUR DISTRICT COUNCIL

BRIEF FOR THE PROVISION OF A RETAIL CAPACITY UPDATE FOR THE ADUR DISTRICT

1. *Introduction / Background*

- 1.1 Adur District Council are in the process of producing a new Local Plan for the District. It is necessary, as part of this process, to understand the current retail capacity of centres within Adur to inform decisions regarding allocations and policies within the Plan. Additionally, there has recently been a significant amount of interest in retail development in the District and this study will also be essential in informing decisions on any planning applications that are submitted in advance of the Local Plan being adopted.
- 1.2 A retail capacity assessment was undertaken as part of a retail study for Adur District in 2009 but this now needs updating. This brief sets out the requirements for this new retail capacity assessment.

2. *Retail Characteristics of the District*

- 2.1 There are three town centres in the District – Shoreham-By-Sea, Lancing and Southwick. Shoreham is the largest and Southwick is the smallest. All three centres are generally performing well with relatively low vacancy levels. Additionally, there is an out-of-town shopping area called the Holmbush Centre (also in Adur) which is extremely popular and has a wider catchment than the three town centres. There are also a number of small neighbourhood shopping centres serving local communities.

Shoreham-By-Sea town centre

- 2.2 Shoreham has a strong heritage and attractive town centre environment focussed on its Maritime setting. It is a relatively niche shopping area that doesn't have the critical mass or quality of a major comparison goods destination to compete directly with the higher order centres in the region i.e. Brighton & Worthing. The Co-Op food store located at the north-eastern side of the shopping area provides an important anchor role to the overall retail offer, attracting shoppers and generating footfall and spend across the centre.
- 2.3 The retail study produced in 2009 stated that Shoreham town centre would benefit from a new national food store operator trading either in or on the edge of the primary shopping area. Retail capacity forecasts carried out as part of the study indicated that a food store of approximately 2600sqm could be provided in Shoreham, drawing particularly on the capacity identified at the Holmbush Centre. A further retail study (produced as part of evidence for the Shoreham Harbour regeneration area) considered that a store larger than 2600sqm could be supported should a significant amount of new development come forward at Shoreham Harbour. Current work being undertaken for the Harbour shows a capacity of approximately 2500 jobs and 2000 new homes

throughout the harbour area within Adur and Brighton & Hove which is significantly less than the amount of development considered in the Shoreham Harbour retail study (2009).

Lancing town centre

- 2.4 Lancing performs an important role as a functional town centre catering principally for the everyday retail and service needs of its local resident catchment population. Lancing's retail offer is focussed on a long linear high street comprising a north south axis which is segmented into two halves by a busy railway line that acts as a physical barrier. Its food stores (Asda and Co-Op) are important anchors as they generate frequent shopping trips, footfall and spend.

Southwick town centre

- 2.5 Southwick Square is owned by the Council and is a small purpose-built retailing centre. In terms of PPS4, it functions more as a District Centre than a town centre given its size, role and physical characteristics.

The Holmbush Centre

- 2.6 This is a busy out of town shopping centre which opened in 1992 and is anchored by Tesco and Marks & Spencer, offering convenience and comparison shopping. There is also a standalone retail warehouse unit occupied by Next 'Home'. The centre has dedicated free parking, is accessible by both private and public transport modes, being served by local bus routes, and is located adjacent to the A27.

3. *The Emerging Adur Local Plan*

- 3.1 Adur District Council is currently preparing a new Local Plan as part of its Local Development Framework (LDF) to replace the adopted Adur District Local Plan (1996). Consultation took place on the Draft Local Plan in September/October 2012 and a further consultation will take place in September/October 2013. It is intended that the retail capacity update will inform this next consultation. The Local Plan is to be formally submitted in 2014 and adopted at the beginning of 2015.

4. *Methodology*

- 4.1 The Council will discuss the appropriate methodology for assessing retail capacity in more detail with the consultant at the inception meeting but a new Household Interview Survey of shopping usage patterns in the area should be undertaken to inform the capacity assessment. Forecasts should also take account of growth in population and expenditure, and other key retail parameters. The consultants' proposal should include a section on methodology. The retail capacity assessment should also accord with the guidance set out in the Planning for Town Centres: Practice Guidance on Need, Impact and the Sequential Approach (CLG 2009).

5. Outputs of the Study

5.1 The outputs of the study should be as follows:

1. An introduction to the study setting out its general aims, how it should be used and how it relates to other retail studies already produced including the Specification for Retail Assessments in Adur (2012) and the Retail Report for Adur's Town Centres (2012).
2. A review of the current national trends in retailing and retail development and the implications this has for the Adur District.
3. A section on the current retail planning policy context.
4. Health Check Audits of Shoreham, Lancing and Southwick.
5. A retail capacity forecast section which clearly sets out the methodology used and the results of the retail capacity forecasts, with a specific focus on the main shopping centres in the district. These forecasts should then inform an overall assessment of the quantitative need for new retail development in the Adur district. The quantitative forecasting of future shop floorspace need should be carried out at five yearly intervals to 2029. Qualitative need for new retail development should also be considered.
6. An assessment of the most appropriate locations for identified retail needs with justification.
7. A section drawing together the main findings of the study and a retail strategy for the main centres.

6. Proposal

6.1 The consultant's proposal should be concise and comprise of the following sections, in the following order with each section clearly titled as specified:

- Cover Letter
- Proposed Methodology – How the tasks set out in section 5 (above) will be undertaken
- Company Profile – Structured Chart identifying roles of Company Employees assigned to this contract with CV's held in an appendix together with details of professional membership details.
 - Where it is proposed to sub-contract any elements of the works, the company concerned should be identified, together with any individuals involved. Information in respect of experience, daily/hourly rates and the role of any sub-contractors in producing the study or designs should also be identified.
- Timeframe – Agreement of Proposed Timetable (Section 8) and how the Consultant will ensure to meet these dates.
- Budget – Fixed fee budget broken down by task and stage:
 - Optional extra areas of work can be indicated but must be separately identified and costed.
 - Approximate costs and maximum upper limit for expenses to be specified e.g. travel to meetings, printing etc.
 - Hourly and daily rates for key staff for attendance at additional meetings or to undertake additional work outside of the brief to be specified.
 - Hourly/Daily rates should be supplied for all staff as well as the hours of each staff member to be allocated to the Contract.

- Conflicts of Interest – Please state whether there are any potential conflicts of interest and if so specify details.
- Added Value – Any additional added value services or enhancements that can be offered to the Council.
- Appendices – The consultant should also supply in an Appendix the following corporate information below.

7. *Submission of Deliverables during the Contract Period*

7.1 All outputs should be provided to the Council in electronic format, in A4/A3, Word, PDF and should include all appendices, plans and diagrams. All GIS based data should be compatible with MapInfo. The Consultant should also supply two printed and bound copies of the final report.

8. *Proposed Timetable*

8.1 Friday 26 April (by 5pm) – Submission of proposal
w/c 6 May – Appointment of consultant /Inception meeting/consultant to commence work
w/c 24 June – Draft report to be received by the Council.
w/c 22 July - Submission of final report

9. *Price*

- 9.1 Note that an indicative maximum budget range of £15,000 has been made available for this study.
- 9.2 All costs quoted should be in £ Sterling and should be fixed for the period of the Contract.
- 9.3 All costs quoted should be excluding VAT (Value Added Tax) and where possible showed separately.

10. *Payment*

10.1 The payment schedule will be as follows:

- 50% following the receipt of the draft report;
- 50% upon the completion of the Study to the satisfaction of the Council.

11. *Responsibility to be fully informed*

11.1 The consultant shall be deemed to have informed themselves fully as to the Authority's specified requirements. No claims for additional payment will be allowed on the grounds of misinterpretation of any matters relating to the contract, the specified requirements or those conditions on which the selected consultant could have

reasonably satisfied themselves by reference to the Authority or by such other means as may be appropriate.

12. Confidentiality

12.1 The consultant shall confirm that information on the Council's business shall remain confidential and that it is willing to include any confidentiality statements in the main agreement.

12.2 A blanket confidentiality statement will **NOT** be accepted.

13. Freedom of Information

13.1 The Council is subject to the provisions of the Freedom of Information (FOI) Act.

13.2 If the consultant considers that any information supplied by him is either commercially sensitive or confidential in nature this should be highlighted and the reasons for and duration of its sensitivity given.

13.3 In response to FOI requests, the relevant material will be examined in the light of the exemptions provided under the FOI Act. The Council will endeavour to consult with the consultant about sensitive information before making any decision on any FOI request received, but the decision on whether to release information will remain with the Council.

14. Terms and Conditions

14.1 The conditions attached to this project are as follows:

1. The Council may withdraw from using the services of the consultant at any time during the project if it is dissatisfied with the standard or quality of work.
2. The Council will retain the right to publish the findings of the study and will remain the owner of data/information being produced on its behalf throughout and after the project. Permission will have to be obtained from the Council prior to any reproduction of the report or research data.
3. The Council reserves the right to request and view the research at any time during its progression.
4. This is a fixed fee project and any work outside the specification of this brief which is regarded as "additional" or "further" work must first be agreed (in terms of content and cost) by the Council before it is undertaken. Payment terms and schedule will be agreed in negotiation with the successful consultant prior to contract issue.
5. The consultant may be asked to appear as a professional witness at future public examinations or inquiries relating to the study conclusions. If required this will be subject to a separate contract negotiation.

15. Contact details for further information

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