

## Supplementary Planning Agenda – 12<sup>th</sup> August 2020

### Item 1

#### Supplementary – Humberston Motors – DM/1100/19/FUL

Comment received from the Council's Ecology Officer:

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**From:** Rachel Graham (NELC) <Rachel.Graham@Nelincs.gov.uk>  
**Sent:** 03 August 2020 10:46  
**To:** Lauren Birkwood (Engie) <Lauren.Birkwood@nelincs.gov.uk>  
**Subject:** RE: Committee - Humberston Motors

Hi Lauren.

We agree with the findings and recommendations made within the ecological appraisal.

Thanks  
Rachel

Also, independent retail advice was sought by David Prichard from Marrons Planning on the 1<sup>st</sup> April 2020. See attached statement.

FAO Martin Dixon  
North East Lincolnshire Council  
New Oxford House  
George Street  
Grimsby North East Lincolnshire  
DN31 1HB

Our ref: .6.1233017.3.DJP.JS

1 April 2020

By post and email: martin.dixon@nelincs.gov.uk

Dear Martin

**Proposed Retail Development 223-225 Humberston Road, Cleethorpes  
Application Ref: DM/1100/19/FUL**

We have now had the opportunity to consider the above application, and in accordance with your instructions, set out below our advice in respect of this matter.

**The Proposed Development**

The development proposed in the subject application seeks to erect a single building to create two new Class A1 retail units on the site of the current Humberston Motors car dealership. The larger of the two units will extend to 375 sqm (gross) and is intended to be occupied as a convenience store and operated by the Co-o (whether Co-op Group, or a regional Society is not made clear). The second smaller unit will have a gross area of 93 sqm and is intended to be operated by Cooplands as a bakers.

The application is supported by a Planning and Retail Statement prepared by England Lyle Good ("the ELG Statement").

As set out in the ELG Statement, the application proposals are small scale and comprise local shopping facilities, intended to serve the local area around the application site and to augment existing facilities within the catchment area the development will serve.

The application site is located on Humberston Road and is not within a designated shopping centre. The nearest such centre is the Humberston Road Local Centre situated some 325 ms to the east. The application site therefore comprises an out-of-centre site in retail planning terms. As the ELG Statement acknowledges the application proposals fall to be assessed against the requirements of the sequential and impact tests set out in the National Planning Policy Framework ("the Framework") as well as Policy 23 of the Local Plan.

The ELG Statement records the results of a public consultation exercise and support for the proposed improvement in local shopping facilities. It notes that the proposed Co-op and Cooplands Bakery will provide a range of goods and services to meet the day to day needs of local residents in the immediate vicinity and would reduce the need to travel by car to access such facilities. However, we note that local shopping facilities located at Humberston Road, Middlethorpe Road and North Sea Lane are already available within the local area, having regard to the 800 ms “walk in” areas identified in the Council’s Local Centres Study.

Benefits with regard to sustainability and accessibility considerations would not necessarily follow if the provision of a new store in one location were to result in a reduction or contraction of comparable facilities elsewhere in the local area within a defined centre.

### **The Application Proposal’s Local Shopping Function and Catchment Area**

The ELG Statement makes clear that the development proposed will provide a local shopping facility only, serving a limited catchment area in the immediate vicinity of the site, as well passing trade on Humberston Road. It states:

*“The proposed foodstore ...will offer an enhanced local shopping facility ....to meet the day-to-day needs of local residents in the immediate vicinity.”* (ELG para 3.2);

*“The proposed convenience store will provide a ”basket-shopping” destination with a wider range of everyday items to better meet the top-up shopping needs of residents within the immediate locality.”* (ELG para 5.4);

*“The proposed retail units will provide a complementary addition to the existing shopping provision in the immediate locality.....and enhance the quality of community facilities available to the resident population of Humberston, thereby enhancing the sustainability of the settlement...”* (ELG para 5.4); and

*“The current proposals will provide enhanced “basket” shopping facilities for residents in the established residential areas in the vicinity of the site”* (ELG para 5.39)

The localised catchment area identified as being served by the application proposals is consistent with the sequential test assessment undertaken by ELG considered below.

### **Catchment Area Local Shopping Facilities**

Within the ELG defined catchment area there are two local centres.

#### **Humberston Road Local Centre**

The Humberston Road local centre is located some 325ms to the east of the application site.

It currently comprises a small McColls convenience store, with an estimated net sales area of 100 sqm, together with 5 other commercial units: a barbers, three A5 units and an estate agents. The McColls store does not appear to be well maintained, is not well staffed and is relatively poorly stocked and gives the appearance of not trading well.

In our view, the Humberston Road local centre is vulnerable as a local shopping facility and its future role as a provider of local convenience goods shopping facilities is at risk.

### **North Sea Lane Local Centre**

The North Sea Lane local centre is located some 875ms to the east of the application site.

The centre is anchored by a well maintained, well stocked and well staffed Spar and Post Office, with a net sales area of some 250 sqm. The centre also includes a butchers and Jam's News and Booze CTN/off-licence and convenience store. These convenience goods outlets have a combined net sales area of some 340 sqm. The centre also includes an A5 unit and a bathroom sales outlet and appears to trade well.

Beyond the catchment area the closest local centres are as follows:

### **Middlethorpe Road Local Centre**

The Middlethorpe Road local centre is located some 1.7kms to the north of the application site.

The centre includes small Costcutter and McColls convenience stores together with a bakers and a further 8 retail and commercial units.

### **Trinity Road Local Centre**

The Trinity Road local centre is located some 3.0 kms to the north of the application site.

The centre includes a Spar store with a net sales area of some 225 sqm, a CTN Highgate News and 3 further units.

### **Hardys Road Local Centre**

The Hardys Road local centre is located some 3.5 kms ms to the north of the application site .

The centre includes a Spar store with a net sales area of some and 250 sqm, and 5 further retail and allied businesses.

### **Economic and Retail Background Context**

At the outset, it is considered pertinent to have regard to the broader economic and retail context against which the application proposals fall to be considered.

With regard to convenience shopping the latest advice from Experian (Retail Planner Briefing Note 17, February 2020) notes that shopping habits continue to change and that as people increasingly work more irregular hours, the weekly food shop has become less attractive and customers have taken to shopping locally and frequently as supermarkets have established a major presence of small convenience stores in the high street.

However, in this regard it is pertinent to note that the wider retail economy has experienced very low growth in convenience expenditure in recent years, and this is expected to continue going forward. Experian advise that whilst the longer term outlook for convenience goods expenditure growth remains unchanged with growth of around 0.1% per annum, this represents a very modest recovery after a period of sustained expenditure decline. Experian record that over the period 1997 – 2007 annual change in convenience good expenditure averaged -0.4%; and that during the period of the recession, 2008 – 2011, expenditure continued to decline by some 3.2% per annum. In the period post-recession, 2012 – 2018, this continued to decline but with the rate decreasing to 0.3% per annum. Experian state:

*“The short term outlook for convenience goods has been downgraded following the weaker recent performance. However the longer term outlook remains unchanged with per head growth settling back to 0.1% per annum. While this is weaker than the 2016-18 period it remains comfortably above the exceptionally weak performance seen during 2007 – 2014.”*

(Retail Planner Briefing Note 17, February 2020, Pg.12)

It is therefore the case that convenience goods expenditure, nationally, is effectively static, with minimal growth in spending.

At the same time, whilst there has been no real growth in expenditure on convenience goods, retailers have sought to increase productivity through the introduction of new technology and allied methods of increasing retail turnover and productivity. As such, notwithstanding the modest recent increase in convenience goods spending, the requirement for further floorspace provision will remain limited. Across the retail sector as a whole Experian consider:

*“The outlook for floorspace requirement has been revised lower compared with last year’s Retail Planner Briefing Note 16. This is due to an upward revision to the forecasts for SFT [Special Forms of Trading] and store efficiency gains. As on-line spending is expected to take an even greater share of overall spending the outlook for spending in stores over the next decade has been revised down to 1.9% from 2.1% previously. At the same time margin pressures will continue to threaten store viability and force retailers to pursue strategies to increase efficiencies from existing floorspace. Redevelopment of existing floorspace and new technologies will also help facilitate efficiency gains.”*

(Retail Planner Briefing Note 17, February 2020, Pg.9)

The factors set out above demonstrate that nationally there is little capacity in broad terms to sustain additional convenience good floorspace development in the foreseeable future.

Published in February 2020, Experian Briefing Note 17 does not comment on the current situation with regard to Covid-19. While the economic impact of the pandemic is uncertain the effects will clearly not be positive and at best will result in a short term downturn but with potential longer term implications. For the purposes of this advice no particular significance is accorded to the effects of the virus save to note that these do nothing to alter the conclusion that the capacity for future convenience goods floorspace development is limited.

Locally, the capacity for further convenience goods floorspace in Cleethorpes was addressed in the Retail, Leisure and Three Centres Study (2013), Update of 2016, prepared by GVA. The 2016 Update identified some capacity for additional convenience goods floor space within Cleethorpes. It found there was a small deficit in quantitative capacity as at 2016, but went on to note:

*“Moving forward across the assessment period and assuming a constant market share for convenience goods shopping in Cleethorpes, Table 11a indicates that a surplus level of expenditure capacity will occur by 2021, albeit at a very small level (£0.3 million) rising to £3 million in 2026 and £6.2 million in 2032. These levels of surplus expenditure translate into an indicative floor space capacity of 259 sqm at 2026 and 525 sqm at 2032. Translated into gross floor space, these capacity levels are 369 sqm at 2026 and 751 sqm at 2032. This is similar to the 509 sqm net capacity at 2030, identified in the 2013 Study (excluding tourist expenditure).”*

(Retail, Leisure and Three Centres Study (2013), Update of 2016, para 3.5)

Making an allowance for tourist/visitor spending resulted in these capacity estimates being increased and the 2016 Update noted this could result in surplus capacity at 2016 equivalent to an indicative floor space of 1100 sqm net (1610 sqm gross), increasing to 1300 sqm net (1900 sqm gross) at 2021 and to 1500 sqm net at 2026 (2222 sqm gross).

The Update went on to note that there was therefore some potential for new convenience goods floor space in Cleethorpes, dependent in part upon assumptions on tourist/visitor expenditure and factors such as an increase in the town’s market share (at the expense of surrounding settlements). Importantly, however, the Update went on to conclude that:

*“However, the simple demonstration of a quantitative capacity does not automatically mean that the provision of this amount of new convenience goods floor space is acceptable in all circumstances. For example, the impact of providing this amount of new convenience goods floor space within Cleethorpes town centre are likely to be very different to providing this amount of floor space in an out-of-centre location. Therefore in deciding whether to plan for new convenience goods floor space in Cleethorpes, we strongly recommend that an assessment of impact is undertaken when specified sites/locations are being considered.”*

(Retail, Leisure and Three Centres Study (2013), Update of 2016, para 3.10)

The capacity identified in the 2016 Update is relatively modest and needs to be interpreted with caution for a number of reasons including:

- The 2016 Update relies upon the shopping patterns revealed by the household survey undertaken as part of the 2013 Study, which is now 7 years out of date;
- The allowance made for tourist spending is based upon 2012 forecasts derived from the 2011 STEAM report, which is now 9 years out of date (2016 Update, para 2.13); and
- The 2016 Update changed the basis on which capacity was calculated by relying upon company average turnover levels rather than turnover levels assumed to be at equilibrium at the start of the assessment period in 2013 (2016 Update, para 2.27).

While some capacity may therefore be available to support a modest element of additional convenience goods floorspace in Cleethorpes the effect of any such development needs to be carefully considered.

## **Planning Policy Context**

In reviewing the Framework, the ELG Statement (para 4.7) notes that para 9 of the Framework confirms that planning decisions should play an active role in guiding development towards

sustainable solutions, but in doing so should take local circumstances into account to reflect the character, needs and opportunities of an area and that at the heart of the Framework is the presumption in favour of sustainable development.

The ELG Statement refers (para 4.8) to para 11 of the Framework and in particular the reference that in determining proposals regard should be had to whether, inter alia:

*“any adverse impact of doing so would significantly and demonstrably outweigh the benefit when assessed against the policies in the Framework taken as a whole”.*

The Framework notes that it should be read as a whole (Framework para 3). In order to be sustainable, development should accord with the overarching objectives set out in the Framework and the application of the policies it contains (Framework para 9). With regard to the current application these include policies concerned with ensuring the vitality of town centres.

The ELG Statement (para 5.2) contends that the application proposals will align with the objectives of the Framework aimed at making effective use of land and encouraging the use of brownfield sites. This is undoubtedly correct, however the redevelopment of the site for any appropriate purpose, for example residential development, would also accord with these objectives of the Framework.

The ELG Statement considers (para 5.3) that the proposed development of additional retail facilities on the application site would accord with the objectives of the Framework to enhance the sustainability of communities.

In this context, however, the Framework’s policies seek to, inter alia, guard against the loss of services and facilities that enable the community to meet its day to day needs (Framework, para 92(c)) and to ensure that established shops are retained for the benefit of the community (Framework, para 92 (d)) and that an integrated approach is adopted towards the location of community facilities and services (Framework, para 92(e)).

The ELG Statement contends (paras 5.3 and 5.4) that there is an “identified deficiency” in quality top-up shopping facilities for people in the surrounding area and that the provision of enhanced local shopping facilities will reduce the need for those residents to travel to the dominant out-of-centre Tesco Extra to meet their day to day shopping requirements. However, as noted above, existing local shopping facilities at Humberston Road and North Sea Lane, as well as at the Tesco Extra are already available within the local area, having regard to the 800 ms “walk in” areas identified in the Council’s Local Centres Study.

Notwithstanding the above, the ELG Statement acknowledges (para 5.6) that as the development proposes retail development in an out-of-centre location it falls to be considered against the sequential and impact test at Policy 23 of the Local Plan.

## **Assessment**

### **1. Sequential Test**

ELG confirm (para 5.23) that the basis for their sequential assessment is “limited to locations that may serve the intended catchment” and, as such:

*“the area of search for the purposes of undertaking the sequential test is therefore defined [as] the residential areas within an approximately one mile radius from the site having regard to physical barriers such as roads, railway lines, green infrastructure or rivers.”*

The area defined as the area of search by ELG therefore comprises the principal part of the built up area of Humberston, extending from the Tesco Extra store and Taylors Avenue in the north and west and to the junction of Seaford Road and Riverside Drive in the east. The area includes the two local centres of Humberston Road and North Sea Lane and the sequential assessment by ELG is therefore confined to potential sites within and on the edge of these centres.

The ELG assessment concludes that there are no available sites within or on the edge of these local centres and that the sequential test is passed.

We concur with this conclusion.

## **2. Impact**

### **Catchment Area**

While establishing that the application proposals comprise local shopping facilities intended to serve the immediate Humberston area, with regard to the quantitative analysis of impact ELG then go on to contend that:

*“The catchment area has therefore been defined as Zone 3 of the Retail, Leisure and Three Centres Study (2013), for the purpose of this Retail Assessment. There will also be some inflow from beyond the Zone 3 boundary and allowance has been made for this within the impact assessment”.*

(ELG Statement para 5.33).

On the one hand, therefore, ELG contend that the catchment area of the proposed store will be “localised”, serving the residential area in the immediate vicinity of the site within this part of Humberston, but then go on to state that the catchment area will comprise the entirety of Zone 3 which is a significantly larger and more extensive area, extending not only across the entire Cleethorpes urban area but beyond, together with additional inflow from beyond Zone 3.

This is not a realistic assumption and needs to be qualified.

Catchment area are not self-contained: there will be residents of the catchment area currently shopping beyond the catchment area, whose expenditure may be attracted to the new store, resulting in a diversion of trade from those facilities beyond the catchment area. Similarly there will be shoppers resident outside the catchment area who may shop within the area, who may choose to shop in the new facility, either diverting trade away from existing local shops within the catchment area or from facilities elsewhere.

However, as the application proposals relate to the provision of local shopping facilities, that will perform a “basket shopping” function, serving the localised catchment area, the trading effects of the application proposals will be principally focussed on, and confined to, the local area.

### **Shopping Patterns**



The ELG Statement considers the quantitative analysis set out in the in the GVA Retail Floorspace Capacity Update (2016) and local shopping patterns including the patronage of local centres.

However, it is apparent from the results of the 2016 Update that, as is common with most shopping studies, the shopping patterns revealed from the household survey on which the study is based, are “skewed” towards patronage of larger stores and centres, at the cost of accurately recording patronage of local shopping centres.

Household surveys can provide a good indication of general patterns of shopping behaviour in respect of the patronage of larger stores and centres, but tend to underestimate the trade captured by local centres. This is self-evidently the case as there are several local centres within the area covered by the shopping study which are recorded as having nil trade. This clearly cannot be the case and reflects the fact that when survey respondents are asked to identify their primary locations for main and/or top up shopping, they identify those stores and centres most frequently used for that purpose. However, shoppers tend to patronise a number of different centres and typically do not just use one store for their main shop and one local centre for their top up shopping. Shopping patterns are generally more dispersed and therefore while shopping studies capture the broad or higher order level of shopping activity, they quite often omit or under estimate patronage of local centres.

This is acknowledged in the ELG Statement which states (para 5.40), that:

*“The household survey that informed the Retail, Leisure and Three Centres Study (2013) suggests that the Middlethorpe Road local centre does not capture any convenience goods expenditure from Zone 3 residents. However, in view of the proximity of Middlethorpe Road to the location site and its current offer, which includes a McColls and Costcutter it is assumed that 0.5% of the turnover of the proposed development will be drawn from Middlethorpe Road local centre.”*

(ELG Statement para 5.40)

While not commented upon by ELG, the results of the household survey also indicates that the local shops at North Sea Lane local centre did not capture any convenience goods expenditure from Zone 3. This is not apparent in the ELG Statement as, for reason which are not stated, ELG combine together the Humberston Road and North Sea Lane local centres in their quantitative assessment, despite acknowledging in their Statement that the North Sea Lane local centre “lies approximately 550m further to the east [than Humberston Road local centre] and is a larger local centre comprising of 5 no. retail and commercial units with dedicated off-street customer parking providing approximately 21 no. spaces to the front of the units.” (ELG para 5.44).

The results of the household survey with respect to the patronage of local centres therefore needs to be considered in this context and just as ELG recognise that the survey work informing the shopping study does not fairly capture all local shopping patterns due allowance has to be made in the quantitative assessment in this regard.

## **Market Share**

ELG Table 1 sets out the shares of expenditure generated from Zone 3 captured by the retail floorspace trading within the zone (main food and top up food shopping combined).

The shows that food shopping within Zone 3 is dominated by the Tesco Extra store at Hewitts Circus which captures 52.3% (32.04 million) of all convenience goods spending by Cleethorpes residents (2016 Update, Table 7).

Broken down by main food and top-up food shopping reveals a somewhat different picture. The 2016 Update shows that while the Tesco store captured over half of convenience goods expenditure generated from within Zone 3, it only captured 24.5% of top-up shopping expenditure (£3.75 million), with local centres in Cleethorpes accounting for 29.2% of top-up expenditure (£4.47 million) (2016 Update, Table 6a), and local shops at Humberston Road accounting for a further 2.0% of such expenditure (2016 Update, Table 6b).

It is therefore the case that local shopping facilities therefore play a more significant role in meeting resident's day-to-day shopping requirements than the ELG Statement indicates.

As a local shopping facility comprising a convenience store and a bakery the application proposals will perform a "basket" or top-up shopping facility. It will not act as a main food shopping destination. This is explicitly acknowledged in the ELG Statement as set out above. It is therefore the top-up component of the Tesco store's turnover which is potentially available as a source of trade for the application proposals, not the store's main food shopping turnover.

The £3.75 million of top up shopping trade captured by the Tesco store represents the market share of such expenditure from throughout the whole of Zone 3, which extends across the entire Cleethorpes urban area. It can reasonably be assumed that not all of that top-up trade of £3.75 million originates from the immediate locality around the store. For example, a proportion will be derived from trade passing the store allied to other journeys – such as work or school trips across and within the Cleethorpes area.

The dispersed nature of top-up trade draw is confirmed by the 2016 Update which reveals that of the total of £5.51 million of the Tesco store's total top-up trade drawn from throughout the Study area only 68% or £3.75 million was drawn from Zone 3 – other elements of top-up trade was drawn from across much of the remainder of the district, with only Immingham (Zone 4), on the northern side of the district, not accounting for any of the top-up shopping expenditure attracted to the store (2016 Update, Table 6a). It is not considered that any material element of the top-up trade attracted to Tesco that is drawn from beyond Zone 3, can realistically be considered to be capable of being attracted to the application proposals.

The evidence indicates that of the £3.75 million of top up shopping trade drawn to the Tesco store from across Zone 3 a proportion will be drawn from parts of Zone 3 beyond the local catchment area the application proposals will serve, which, as discussed above, and as acknowledged in the ELG Statement, will be relatively limited in extent. This is significant as it directly bears on the assumptions made in the ELG Statement underlying their assessment of trade diversion and retail impact.

For the purposes of this assessment and having regard to the analysis set out above, we have assumed that of the £3.75 million of top up trade drawn to the Tesco store from Zone 3 that 25% - 50%, equating to some £0.95 million to £1.9 million, could be derived from expenditure generated

from that part of Zone 3 close to the store and within the catchment area the application proposals will serve. Given the dispersed trade draw pattern of top-up shopping revealed by the 2016 Update, we do not consider it realistic to assume that any more than 50% of the £3.75m of top-up expenditure drawn from across the entirety of Zone 3 is likely to be generated from that part of Zone in the vicinity of the site. Indeed, we consider it likely that the assumption that 50% of the store's top up trade could be drawn from the local area is optimistic and that the actual figure could be lower and closer to the bottom end of the range at around 25%.

### **Trade Draw and Trade Diversion**

On a "like for like" basis the application proposals will directly compete with other local shopping facilities in the locality, as well as with the top-up shopping function performed by the Tesco Extra store.

ELG Table 4 sets out the trade draw assumptions applied to the application proposals and the resultant trade diversion.

However, the assessment set out in ELG Table 4 is not considered to present a robust assessment of the likely trade diversion resulting from the development of the application proposals. In summary, ELG Table 4 contends that:

The application proposals turnover of £2.51 million will be derived from trade diverted as follows:

- £1.88 million – or 75% of the total will be drawn from the Tesco Extra store;
- £0.51 million – or 20% of the total will be drawn from unspecified sources: "other" £0.13 million; and "inflow" £0.38 million; and
- £0.12 million, or just 5.0% of the proposal's total turnover will be drawn from other directly competing local shopping facilities close to the application site.

This trade draw assessment is considered unrealistic and not to be supported by the available evidence.

### **Trade Draw from Tesco Extra**

The ELG trade diversion assessment assumes that the application proposals will divert £1.88 million of trade from Tesco.

As noted above the application proposals will compete with the Tesco Extra store for its top-up trade, largely confined to that element of such trade attracted to the store from the local area, assessed as amounting to between some £0.95 million to £1.9 million.

In our view the maximum amount of top-up trade attracted to Tesco from the local catchment area the application proposal are likely to serve, amounts to no more than £1.9 million and is likely to be less and probably not significantly more than £0.95 million.

These figures however, represent what, in our view, is the maximum amount of trade potentially available to be diverted from the Tesco store: not necessarily what is likely to be diverted by the proposals.

The scale of trade captured by the application proposals from Tesco will be dependent upon a range of factors including considerations such as proximity, accessibility, convenience and relative attractiveness etc.

In this regard however, we are unaware of any evidence to indicate that a significant proportion of shoppers currently using Tesco for top-up shopping, at a store which offers many attributes, and is very popular with the shopping public (the household survey evidence shows it to have only a slightly lower turnover than Asda in Grimsby) will cease using that store in favour of shopping at a small convenience store on the application site.

We therefore do not consider that ELG's contention that the application proposals will divert £1.88 million of trade from Tesco is realistic. In our view this significantly exceeds what a new, relatively small, convenience store on the application site, is capable of achieving in terms of the trade it could divert from Tesco.

### **Trade Draw from Unspecified Sources**

Retail impact assessments typically seek to identify the most significant patterns of trade draw and trade diversion which invariably focusses on major centres and stores. It is a convention in such assessments to recognise that not all affected floorspace in stores and centres will be identified and that a small element of the turnover of the proposal will therefore be drawn from "other", more dispersed, non-specified locations.

In the current instance the 2016 Update identifies the great majority of floorspace trading within the catchment area, with which the proposed development is likely to compete, including all floorspace within local centres. It is accepted, however, that there will be a small amount of floorspace not identified and located outside local centres from which the application proposals may draw a small proportion of its overall trade. The new Spar store allied to the Taylors Avenue Medical Centre, some 350 ms to the east of Middlethorpe Road local centre is such an example.

On this basis it is considered reasonable to assume that up to 5% of the turnover of the application proposals could be derived from "other" floorspace.

However, in addition to such "other" floorspace ELG Table 4 identifies a further 15% of the proposal's turnover that will be drawn from "inflow" or other non-specified floorspace trading elsewhere.

ELG therefore assume that while trade drawn from other local shopping facilities, with which the proposal will directly compete, will account for only 5% of the proposal's turnover of £2.51 million, trade drawn from "other" or non-specified floorspace, trading elsewhere, will be 4 times greater, and account for 20% of the turnover of the proposal amounting to £0.502 million.

We do not consider it credible to assume that for every £1 of trade diverted from local shopping facilities in the vicinity of the application site the proposal will divert £4 of trade from non-specified floorspace located “elsewhere”, beyond the catchment area.

While ELG suggest that this could be “passing trade” travelling along Humberston Road (para 5.40) , any such traffic will already be on the network and will be traffic passing the site that would already have passed by local centres such as Middlethorpe Road or Humberston Road or the Tesco Extra store and whose diversionary effects will have already been accounted for in the diversion assessment.

### **Trade Draw from Local Shopping Facilities**

Despite accepting that “like mostly competes with like” (ELG para 5.38), ELG consider that only 2% of the turnover of the application proposals will be drawn from local centres within the catchment area, with a further 3% of the proposal’s turnover drawn from the other local centres closest to, but some distance beyond the catchment area.

ELG consider that trade drawn from the Humberston Road and North Sea Lane local shops combined, with no justification as to why these two local centres should be treated on a combined basis, and which respectively are some 325 ms and 875 ms to the east of the application site, will amount to £0.05 million, while trade drawn from the Tesco Extra store will be some 38 times larger at £1.88m.

ELG consider that comparable figures for the Middlethorpe Road local centre over, 1.7 kms ms to the north of the application site, are £0.01 million, with trade drawn from Tesco being 188 times larger at £1.88m.

For the local centres of Hardy’s Road and Trinity Road, both some 3 kms to the east of the application site and both containing Spar convenience stores, ELG assume that the proposal will draw £0.01 million from Hardy’s Road, but 5 times greater, or £0.5m, from Trinity Road.

Just as we do not consider it credible to assume that 75% of the proposal’s turnover will be drawn from the Tesco Extra store we do not consider it credible that only 5% of the trade attracted to the new retail units will be drawn from the local centres closest to the application site.

### **Impact Conclusion**

Our view is that the impact assessment set out in the ELG Statement significantly over estimates the scale of trade diversion likely to occur from the Tesco Extra store and underestimates the trade diversion from the local centres with which the proposal will compete.

The results of the household survey informing local shopping patterns underestimates the turnover of local centres, as demonstrated by the “nil” trade recorded for local centres such Middlethorpe Road and North Sea Lane, as acknowledged by ELG. This under recording of turnover results in their contribution as local shopping facilities being underestimated and may account for the low level of trade diversion attributed by ELG to diversion from competing local centres.

In this regard and utilising the benchmark turnover estimates adopted by ELG (paras 5.36 and 5.37), the Spar store at North Sea Lane, with an estimated sales area of 250 sqms and a benchmark sales density of £7530/sqm (in our view it is a comparable facility to that proposed for the Co-op) would have a turnover of £1.88 million, while the other convenience goods sales floorspace within the centre, totalling some 90 sqm, at a benchmark sales density of £5000/sqm, would have a turnover of £0.45 million, giving the local centre an overall convenience goods turnover of some £2.33 million, broadly comparable with that of the application proposals.

The Humberston Road centre has a convenience sales area of some 100 sqm. Assuming a benchmark sales density of £6500/sqm (broad midpoint of benchmark turnovers for the application proposals assumed by ELG) gives the centre a turnover of £0.65 million, which allowing for the limitations of the household survey, broadly accords with the turnover ascribed to the centre of £0.31 million (Retail, Leisure and Three Centres Study (2013), Update of 2016, Table 6b).

On a “like for like” basis the proposed development will therefore more directly compete with existing local shopping facilities than ELG assume.

In our view, given considerations such as the proximity and the comparability of the retail offer and the retail function performed, a more realistic and credible assessment of trade diversion will be that the application proposals will draw up to 50% of its turnover from existing local shopping facilities within the catchment area, with the balance drawn from the Tesco Extra store and other floorspace beyond the catchment area, including that derived from passing trade.

On this basis, 50% of the proposal's turnover £2.11 million, amounting to some £1.05 million, will be drawn from the Humberston Road and North Sea Lane local centres.

As noted above, it is our view that the Humberston Road local centre is vulnerable as a local convenience goods shopping centre and in the event the application proposals were to be developed we consider that a consequence is likely to result in the McColls unit ceasing to trade, with a loss of convenience goods turnover from the centre, of £0.65 million. If that were to occur the centre would cease to offer a convenience goods shopping service and it would fail to perform a local centre function. The 2012 Local Centres Study downgraded the shopping facilities at Fieldhouse Lane, Humberston, from a local centre to a shopping parade, as, inter alia, it did not have a convenience goods shopping offer. In the event the application proposals were to be developed and the Humberston Road convenience offer were to cease, comparable circumstances would pertain, with convenience goods facilities in the immediate locality being found some distance from the Humberston Road local centre at the application site.

The North Sea Lane local centre appears to be in a relatively good trading position. Assuming a trade diversion of £0.65 million from Humberston Road the comparable diversion from North Sea Lane would amount to £0.4 million, or 17.2% given the centre's estimated convenience goods turnover of £2.33 million. While this is a significant scale of trade diversion we do not consider that the future viability of the North Sea Lane local centre would be threatened by the application proposals: the Spar store, supported by its Post office, trades well and the centre's butcher is

operating in a specific retail sector and trades alongside and appears to benefit from, via linked trips, its existing proximity to a convenience store.

Further afield we consider that the Hardy's Road and Trinity Road local centres are robust, both being anchored by Spar convenience stores that appear to trade relatively well. Given the distance of these centres from the application site we do not consider that the application proposals will materially adversely impact the viability of these local centres.

The Middlethorpe Road local centre is closer to the application site than the Hardy's Road and therefore potentially more vulnerable. However, in the event that one of the centre's convenience stores were to close it's likely that the other would remain and continue to provide local top-up shopping facilities.

## **Conclusions**

With regard to impact, national policy set out in the Framework states (para 89) that retail development proposed on sites outside town centres and not in accordance with an up-to-date plan should assess, inter alia:

*“the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider retail catchment area (as applicable to the scale and nature of the scheme).”*

Para 90 of the Framework states that where an application is likely to have a significant adverse impact on, inter alia, town centre vitality and viability, it should be refused.

The same policy considerations are set out in Policy 23 of the Local Plan, which favour in-centre development and provides that development on out-of-centre sites will only be acceptable where, it can be demonstrated that, inter alia, the development will not adversely impact upon the vitality and viability of any town centre.

On the basis of the analysis set out above, it is considered that the application proposals are likely to have a significant adverse impact on the Humberston Road local centre such as to result in the centre no longer performing a convenience goods retail function, with that effectively being displaced to an out-of-centre location. We therefore conclude that the application proposals fail to satisfy the requirements of the impact test set out in national and development plan policy.

I trust the above assists.

Yours sincerely

**David J Prichard MRTPI**

**Direct Line: 01162816928**

**Direct Fax: 01162893733**

**E: david.prichard@marrons-planning.co.uk**

## **Planning - IGE (ENGIE)**

---

**From:** Cllr Keith Brookes (NELC)  
**Sent:** 06 August 2020 16:58  
**To:** Planning - IGE (ENGIE)  
**Subject:** \*Please add as comment\* DM/1100/19/FUL

Could the following comments be given to the committee please,

As a ward councillor for this site I have only received letters / emails etc of support for this application and no objections.

Regards

Cllr K Brookes



Supplementary – Item 2 - Forest Way, Humberston – DM/0305/20/FUL

Comment received from the Crime Reduction Officer:

---

**From:** Dias, Marc 3202 <Marc.Dias@humberside.pnn.police.uk>  
**Sent:** 31 July 2020 09:34  
**To:** Lauren Birkwood (Engie) <Lauren.Birkwood@nelincs.gov.uk>  
**Subject:** RE: Forest Way, Humberston - DM/0305/20/FUL

Lauren,

Looks ok, there is guidance on fencing in SBD document here:

[https://www.securedbydesign.com/images/downloads/HOMES\\_BROCHURE\\_2019\\_update\\_May.pdf](https://www.securedbydesign.com/images/downloads/HOMES_BROCHURE_2019_update_May.pdf)

In summary its 1.8 rear/side, no climbing points, low at front eg 1 metre max if hedge fence wall/shrubs.

Lockable side gates near to front of building line.

If there are any areas that provide potentially unauthorised access to the side rear, particularly if that is out of view then consider additional measures such as, trellis topping and thorny planting and/or raising fencing height slightly to 2.1

So if the badger run creates such a possible access then additional measures would be useful.

Ideally any side parking(between units) should be overlooked from an active window.

Ideally the applicant should incorporate the physical security measures in the SBD guidance and Ideally complete an application form to register the scheme for the SBD Developer's Award.

[https://www.securedbydesign.com/images/downloads/HOMES\\_APPLICATION\\_FORM\\_2019\\_interactive.pdf](https://www.securedbydesign.com/images/downloads/HOMES_APPLICATION_FORM_2019_interactive.pdf)

Regards  
Marc

Amended plans received 10<sup>TH</sup> August 2020 from agent regarding boundary treatment details to overcome concerns raised by the Crime Reduction Officer. See attached drawings. This confirms that the 1m Badger passage to have no pedestrian access. Access for badger through opening at bottom of fencing, 400mm wide x 500mm high.

Condition 2 (Approved Plans) therefore changed to the following:

Condition

The development shall be carried out in accordance with the following plans:

Site Location Plan - RD4165-01-REV-A

Proposed Site Plan - RD4165-13 REV C

Landscape Plan - LS -02-12-07-20 REV 2

Proposed Plans and Elevations Type A - RD4165-04-REV-0

Proposed Plans and Elevations Type B - RD4165-05-REV-0

Proposed Plans and Elevations Type B Handed - RD4165-10-REV-0

Proposed Plans and Elevations Type C - RD4165-06-REV-0

Proposed Plans and Elevations Type F - RD4165-14-REV-0

Proposed Plans and Elevations Type F Handed - RD4165-15-REV-0

Proposed Garages - RD4165-11-REV-B

**External Works Plan - RD4165-19-REV-A**

Reason

For the avoidance of doubt and in the interests of proper planning in accordance with policies 5, 6, 13, 14, 15, 17, 18, 22, 33, 34, 41 and 42 of the North East Lincolnshire Local Plan 2013 - 2032 (Adopted 2018).

Comment received from the Council's Ecology Officer:

---

**From:** Rachel Graham (NELC) <Rachel.Graham@Nelincs.gov.uk>  
**Sent:** 03 August 2020 10:22  
**To:** Lauren Birkwood (Engie) <Lauren.Birkwood@nelincs.gov.uk>  
**Subject:** RE: Committee - Forest Way

Hi Lauren.

I can confirm that a Natural England licence is not needed. The licence was needed to interfere with and disturb the sett in order to exclude the badgers to move them on. However, development plans have changed to accommodate the presence of the badgers and sett so disturbing the sett and/or badgers will now be avoided. The only action to take is to follow Natural England's recommended guidance and working practices when working near to a sett.

Thanks  
Rachel

**An informative would be applied to the recommendation regarding Natural England advice and guidance.**

Amended plans received 3<sup>rd</sup> August 2020 from agent regarding highways details such as carriageway and footway construction and vehicle crossing. See attached drawings.

Condition 8 (Highways) therefore changed to the following:

### **Condition**

**The development shall be carried out in strict accordance with the following highways details:**

- **External Works Construction Details - 1115-1155-CIV-31 P1**
- **Section 278 Layouts - 1115-1155-CIV-11 P2**
- **Long Sections and Setting Out info - 1115-1155-CIV-20 P1**
- **Adoptable Highway Construction Details - 1115-1155-CIV-30 P2**

**and shall thereafter be retained unless otherwise agreed in writing by the Local Planning Authority.**

### **Reason**


**To ensure adequate parking and turning facilities are provided within the site for highway safety reasons in accordance with policy 5 of the North East Lincolnshire Local Plan 2013-2032 (Adopted 2018).**

The following comment was received from the Council's Highways Officer regarding the amended plans:

RE: Planning - Land at Forest Way, Grimsby - DM/0305/20/FUL



Lara Hattle (Engie)

To  Lauren Birkwood (Engie)



Follow up. Completed on 10 August 2020.

You forwarded this message on 10/08/2020 11:10.

This message is part of a tracked conversation. [Click here](#) to find all related messages or to open the original flagged message.

Hey Lauren,

We have reviewed the revised plans and are content with the amendments made.

Thanks

Lara

**Lara Hattle**

Highways & Transport Planner

Highway Assets

Places & Communities North – NEL

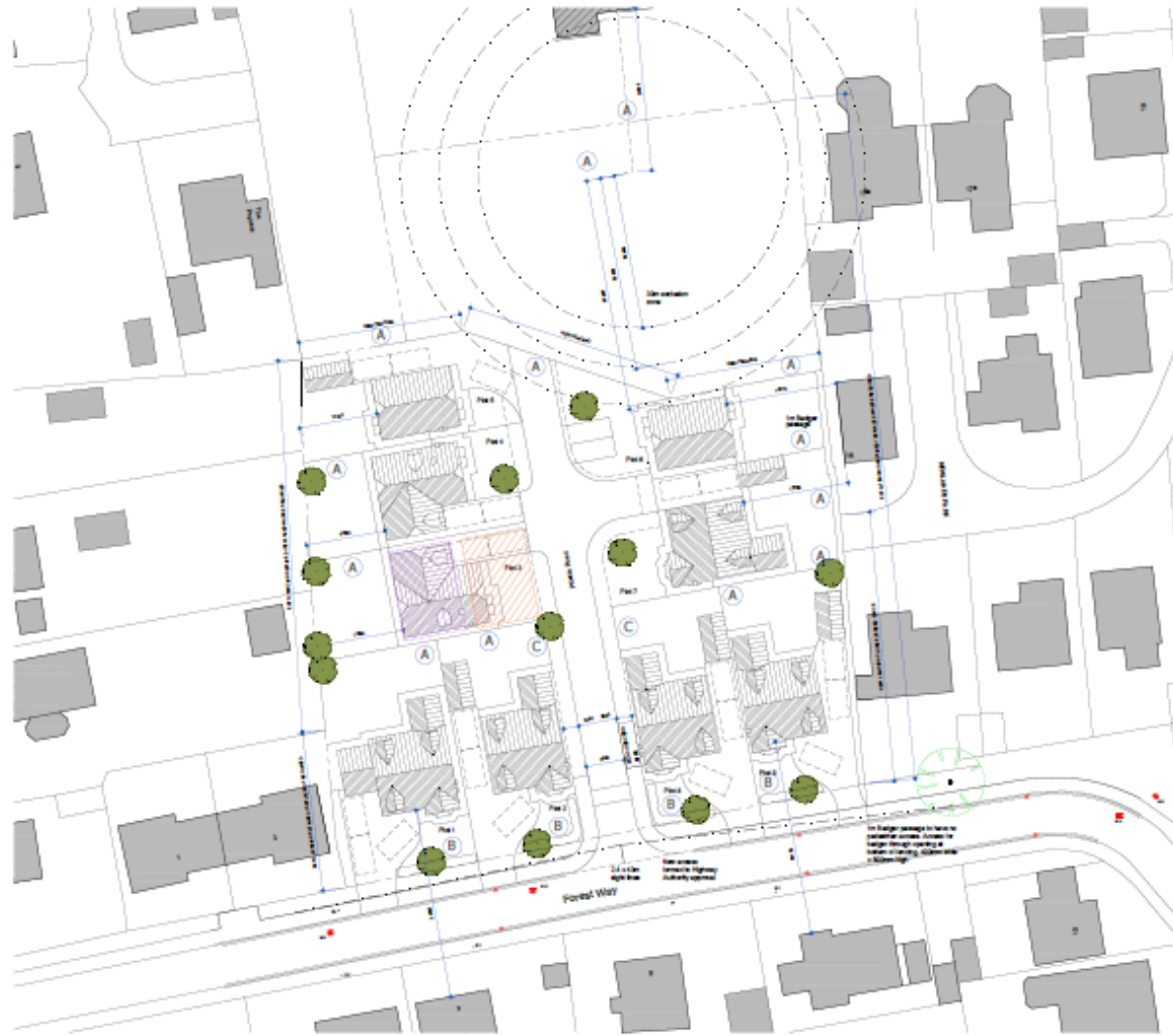
[lara.hattle@nelincs.gov.uk](mailto:lara.hattle@nelincs.gov.uk)

Tel. +44 (0) 147 232 4278

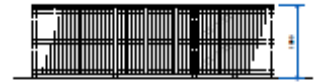


Working in Partnership

[engie.co.uk](http://engie.co.uk)



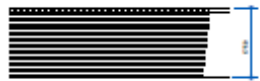
Notes	
1	Refer to the site plan for the location of the fence.
2	The fence shall be constructed in accordance with the specifications and standards of the local authority.
3	The fence shall be maintained in good condition at all times.
4	The fence shall be constructed of the materials specified in the schedule of materials.
5	The fence shall be constructed to a height of 1.8m.
6	The fence shall be constructed to a depth of 0.3m.
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100	The fence shall be constructed to a length of 1.8m.



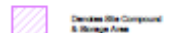
A Close boarded fence



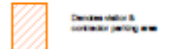
B Post & rail fence with hedging



C Brick Walling



Denotes Site Compound & Storage Area



Denotes site entrance & container parking area



**Ross Davy Associates**  
 10000 Highway 100, Suite 100  
 Richmond, BC V6V 2G9  
 Tel: 604.273.8888  
 Fax: 604.273.8889  
 Email: info@rossdavy.com  
 Website: www.rossdavy.com

**APPROVAL**

Project: Proposed Residential Development at 10000 Forest Way, Richmond, BC V6V 2G9  
 Drawing: Site Plan  
 Date: 10-03-2020  
 Scale: 1:200  
 Project No: RD-4165 - 19 A





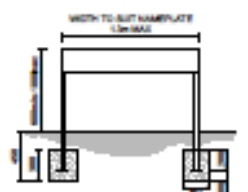
NOTE: REFER TO ENGINEERING LAYOUT FOR DETAILS OF CROSSFALL OR CAMBER

TYPICAL ASPHALT SURFACE CROSS-SECTION SCALE 1:25

**TABLE A**

DEPTH (mm)	1	2	3	4	5	6	7	8	9	10
Subbase	100	100	100	100	100	100	100	100	100	100
Base	100	100	100	100	100	100	100	100	100	100
Binder	100	100	100	100	100	100	100	100	100	100
Surface	100	100	100	100	100	100	100	100	100	100

NOTES:  
 1. ALL COURSE THICKNESSES ARE TO BE VERIFIED BY MEANS OF A MINIMUM NUMBER OF CORNER SAMPLES TO BE TAKEN AT THE COMMENCEMENT OF EACH COURSE AND AT THE END OF EACH COURSE. THE NUMBER OF CORNER SAMPLES TO BE TAKEN SHALL BE AS SPECIFIED BY THE ENGINEER.  
 2. THE COURSE THICKNESSES SHALL BE MEASURED TO THE TOP SURFACE OF EACH COURSE AND NOT TO THE BOTTOM SURFACE OF THE COURSE BELOW.  
 3. A MINIMUM OF THREE TESTS SHALL BE TAKEN FOR EACH COURSE THICKNESS.

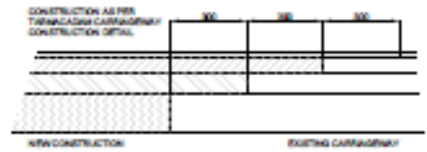
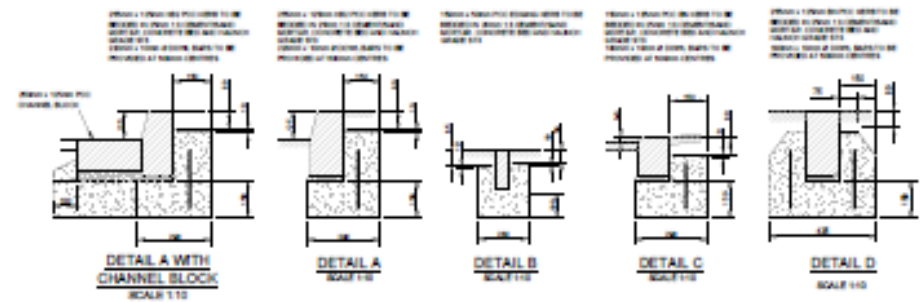


SEE ITS INDIVIDUAL CONCRETE BASE FOR EACH POST, TO CLASSIFY AND OF THE SPECIFICATION, THE DIMENSIONS SECTION OF POST IS TO BE TREATED WITH 2 COATS OF ALUMINUM RESISTANT BITUMINOUS PAINT.

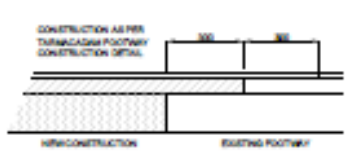
STREET NAME PLATE

REFER TO LAYOUT DRAWINGS FOR LOCATIONS OF STREET NAME PLATES. SOME LOCATIONS MAY REQUIRE NAMEPLATES TO BE SECURELY FIXED TO BACKSLOPE OF BUILDINGS OR WALLS. POSITIONING OF SIGN COORDINATE, MOUNTING HEIGHT ON HOUSES OR WALLS TO BE AGREED ON-SITE WITH THE HIGHWAY AUTHORITY.

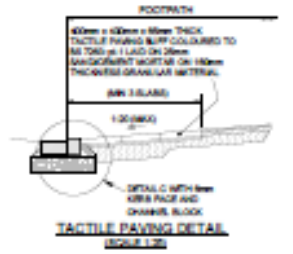
NAMEPLATES ARE TO BE OF PREPARED ALUMINIUM WITH Silver ANODIZED LETTERS WITH A 0.5mm BORDER ON A 10mm BACKGROUND. FOR URBAN NAMEPLATES THE LETTERS AND BORDER ARE TO BE BLACK ON A WHITE BACKGROUND. FOR RURAL NAMEPLATES THE LETTERS AND BORDER ARE TO BE HOLLY GREEN (RAL 6003) ON A CREAM (RAL 1015) BACKGROUND. WHERE A FRAME IS REQUIRED, IT SHOULD BE GALVANIZED ALUMINIUM TYPE 3003 TO FIT THE PARTICULAR NAMEPLATE. INCORPORATING NUMBER (25mm x 10mm x 10mm SQUARE UPRIG NAMEPLATES ON CUL DE SACS SHOULD ALSO INCLUDE A 10mm THROUGH ROAD SYMBOL, (GRADE 100-1) INCORPORATED WITHIN THE FRAME TO THE RIGHT HAND SIDE OF THE LETTERING.



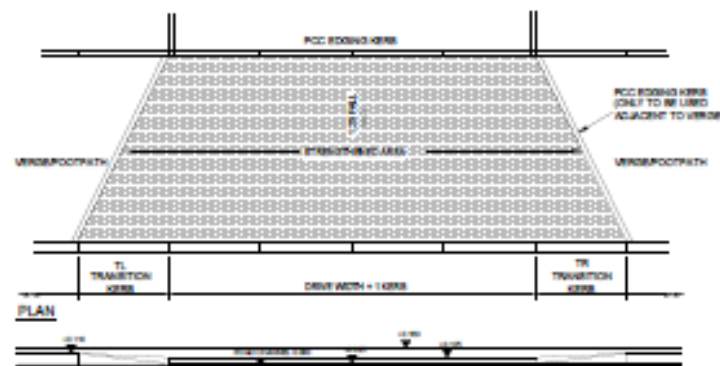
CARRIAGEWAY TIE-IN DETAIL SCALE 1:10



FOOTWAY TIE-IN DETAIL SCALE 1:10

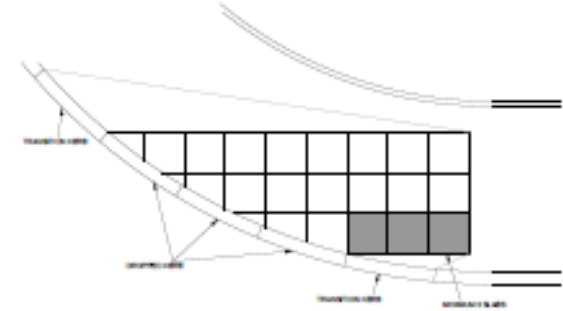


TACTILE PAVING DETAIL SCALE 1:10



ELEVATION CROSSOVER DETAILS

EXISTING KERB TO BE REPLACED WITH DROPPED KERB AND HAUNCHING REINTEGRATED AS KERB DETAIL ABOVE



TYPICAL TACTILE PAVING LAYOUT ON JUNCTION RADII SCALE 1:10

**NOTES**  
 CONTRACTOR SHALL VERIFY ALL DIMENSIONS ON SITE BEFORE COMMENCING ANY WORK ON SITE.  
 DO NOT SCALE FROM THIS DRAWING.  
 ALL DIMENSIONS IN MILLIMETERS UNLESS OTHERWISE SPECIFIED.

1. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE SPECIFIED.
2. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE SPECIFIED.
3. THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS ON SITE BEFORE COMMENCING ANY WORK ON SITE.
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NO.	DATE	BY	CHKD
1	11/11/2020	RAC	MSC
2	11/11/2020	RAC	MSC
3	11/11/2020	RAC	MSC

**PRELIMINARY**

# RCD

RCD CONSULTANTS LTD  
 1115-1155 CIVIL ROAD  
 WARRINGTON, CHeshire, WARRINGTON, CHeshire, WARRINGTON, CHeshire

PROJECT:  
 PROPOSED RESIDENTIAL DEVELOPMENT  
 FOLKERT WAY  
 HARRINGTON

DRAWING TITLE:  
 ACCEPTABLE HIGHWAY  
 CONSTRUCTION DETAILS

**CIVILS**

SCALE	DRAWN BY	CHECKED	DATE
AS SHOWN	RAC	MSC	JUL 2020
DRAWING NUMBER	1115-1155-CIV-30		REVISION
			P2



Mrs. Jean Metcalf  
7, Cattistock Rd  
Cleethorpes  
N.E. Lincs  
DN35 0SR.  
28<sup>th</sup> July 2020.

Dear Ms Loring,

The following are my objections to the amended plans for Cattistock Rd, Cleethorpes, N.E. Lincs. DN35 0R2.

- The perspective of the road will be completely changed.
- It will detrimentally alter the outlook from my house and will not be in keeping with the other bungalows in the road or near area.
- Velux windows shown on the plan appear to open outwards,

which will adversely affect the  
privacy of surrounding neighbours.

Thank you for your time and  
consideration in this matter.

Yours faithfully



# Stephen Heywood Design Ltd

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## *Sunlight & Daylight Review*

---

*Premises:* 6 Cattistock Road, Cleethorpes

*Proposed Design:* Roof Change (hip to gable end)

*Client:* Steve Howard

*Date:* 10<sup>th</sup> August 2020

---

**STEPHEN HEYWOOD DESIGN LTD**  
**30 GREENGATE LANE**  
**SOUTH KILLINGHOLME**  
**NORTH LINCOLNSHIRE**  
**DN40 3HD**  
**TEL: 07821580639**  
**Email: [stephen@building-engineering.co.uk](mailto:stephen@building-engineering.co.uk)**

## Contents Page

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2.0	<b>Site Location/Orientation</b>	3
3.0	<b>Applying 25<sup>0</sup> BRE Guidance 209 Rule</b>	4
4.0	<b>Summary</b>	5

## **1.0 Scope**

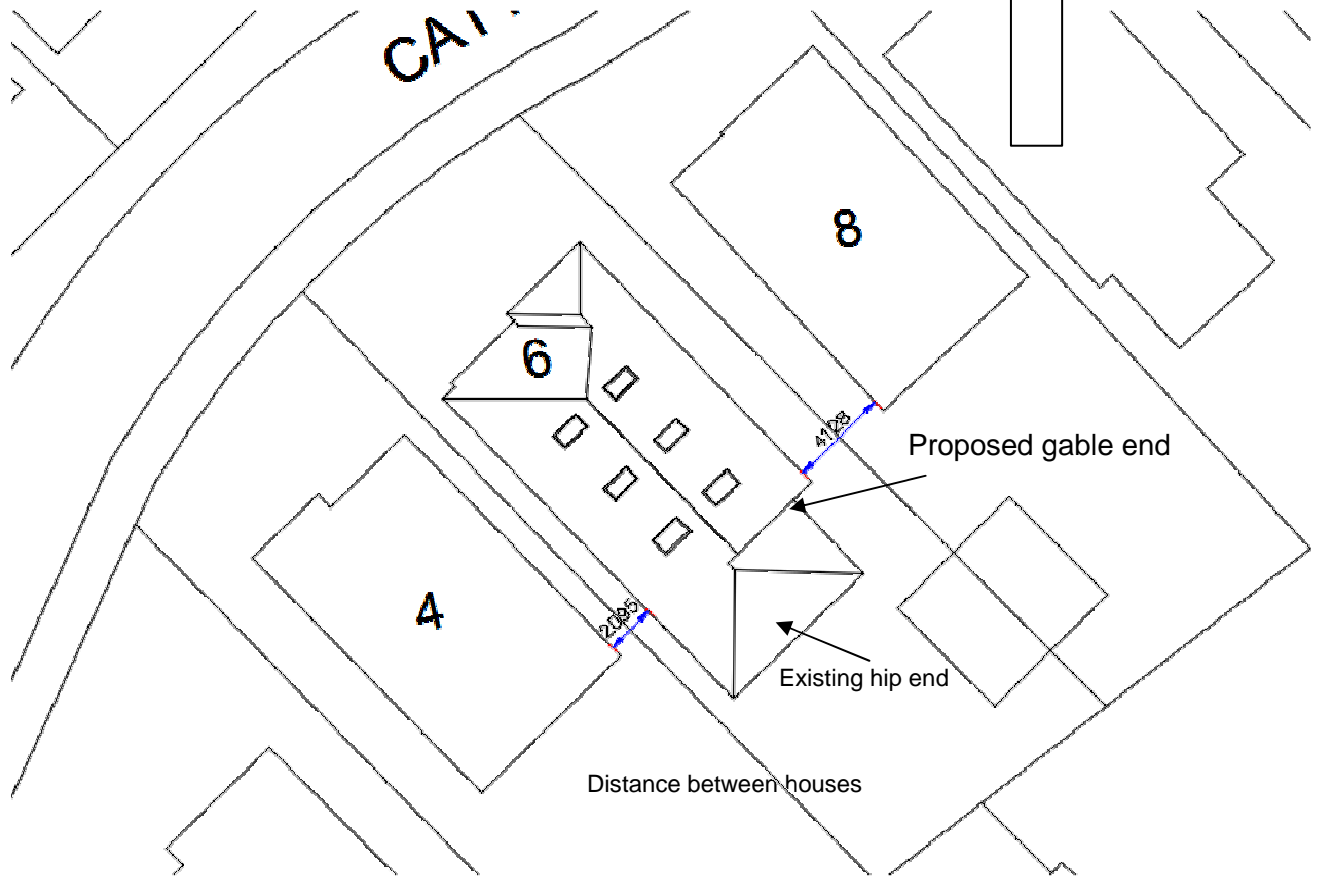
Stephen Heywood Design Ltd has been commissioned to perform a basic daylight and sunlight review for the proposed change to 6 Cattistock Road where proposed loft conversion will change rear facing elevation from hipped roof to gable end roof.

Design checks compiled by Stephen Heywood BSc (Hons), IEng, MICE, C.Build E FCABE, CertEd

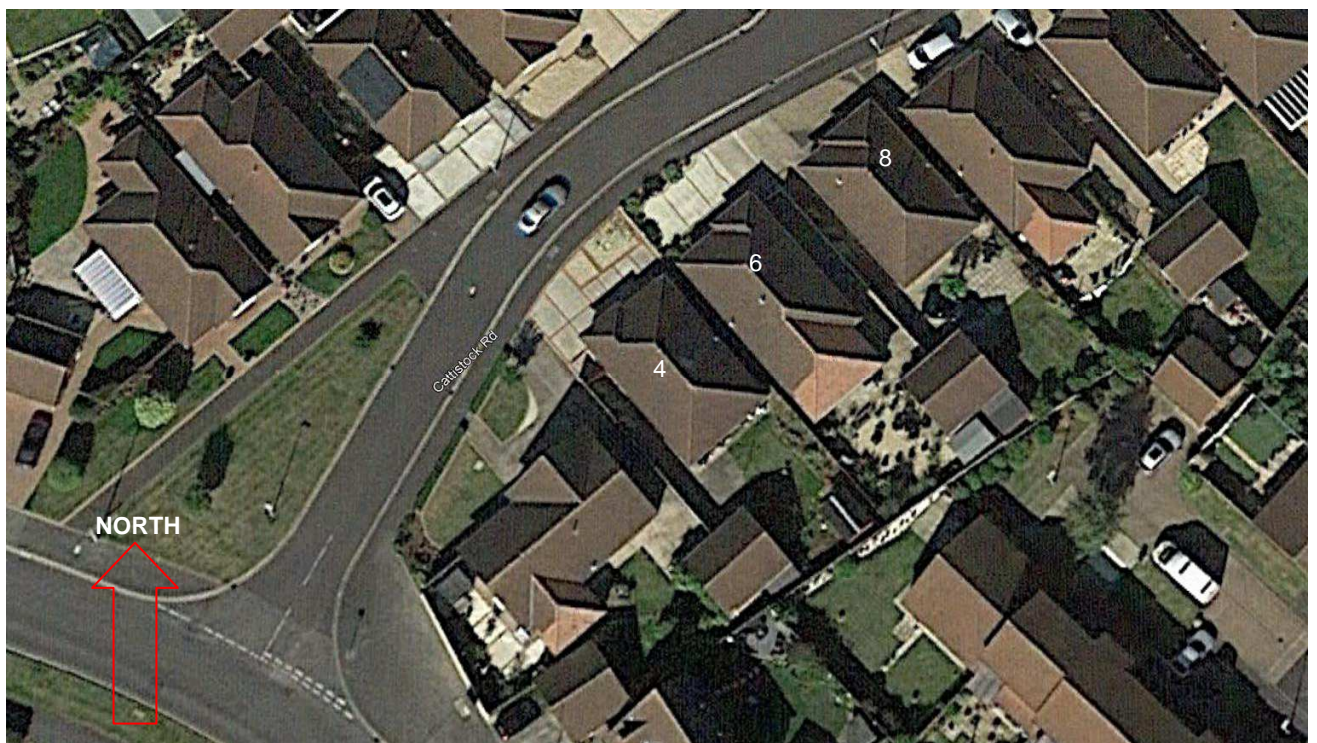
2.0 Site Location/Orientation

North

2.1 OS Site Plan

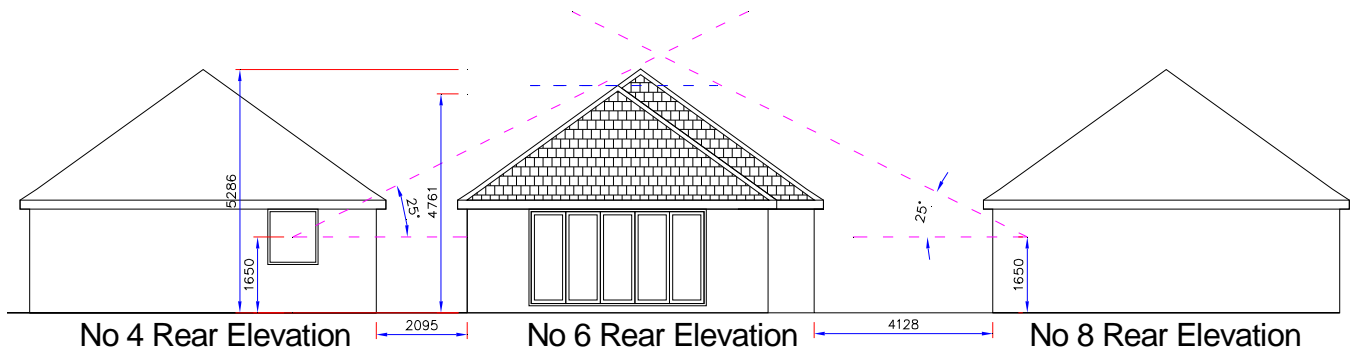


2.2 Ariel View

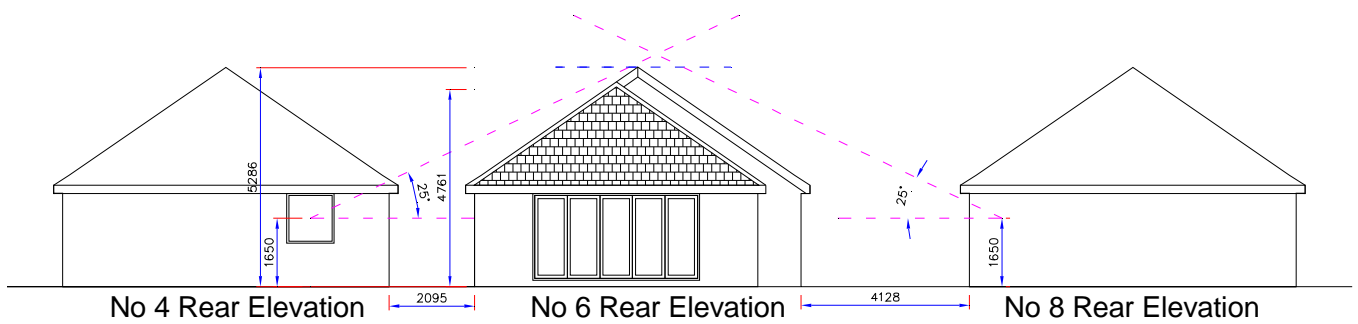


### 3.0 Applying 25<sup>0</sup> BRE Guidance 209 Rule

#### 3.1 Existing Rear Elevations (see drawing DWG 07)



#### 3.2 Proposed Rear Elevations (see drawing DWG 07)

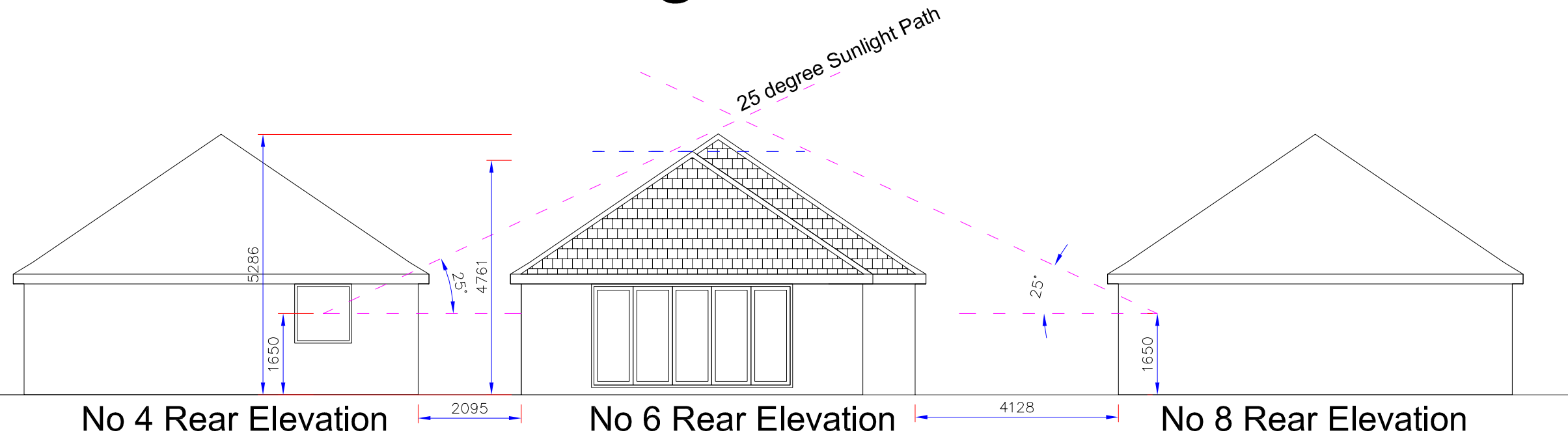


#### **4.0 Summary**

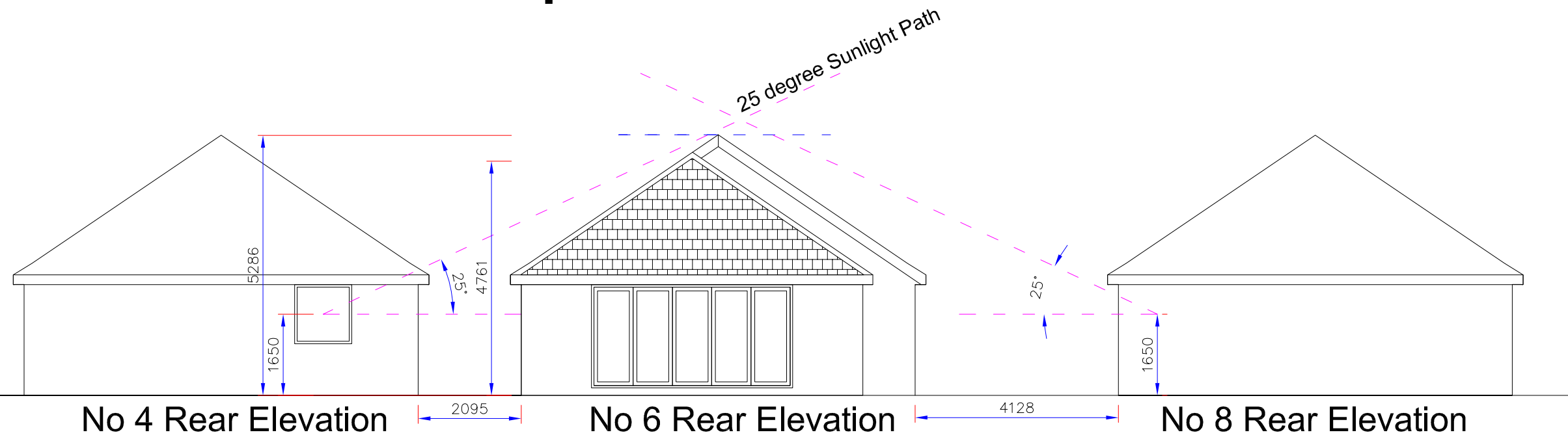
- 4.1 25 degree sunlight line taken from both number 4 and number 8 Cattistock Road, where number 4 Cattistock Road is closer of the two adjoining properties and is more susceptible to any height changes in roof lines from number 6 Cattistock Road.
- 4.2 25 degree sunlight line has been taken from centre of window as required under BRE guidance note 209
- 4.3 Proposed roof change from hip end roof to gable and roof does not change the top ridge height or change existing roof pitch.
- 4.4 The existing elevations show the dominant ridge line with a blue dotted line, which is slightly lower than the main roof ridge line. The proposed elevations show that the dominant ridge line as being the higher ridge line, again shown with a blue dotted line, as the hip is removed and becomes a gable end the top ridge line is brought forward, becoming the dominant level.
- 4.5 Both existing and proposed elevations shows that the dominant ridge lines are under the 25 degree sunlight path. If 25 degree sunlight path line was taken at 2.0m height (from ground level) and not 1.65m height, then the top ridge line would be further under the 25 degree sunlight path.
- 4.6 Both existing and proposed elevations show that the 25 degree sunlight path is not obstructed



# Existing Elevations



# Proposed Elevations



Date	Rev	Amendment	By
10/08/20	0	Initial issued Drawing	SH



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Drawing

**25 Degree Sunlight Path**

Scale  
1:100 on A3 Paper

Drawing No. 06/CR/07	Date 10th August 2020
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Revision 1	Drawn/Checked Stephen Heywood
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ITEM 4 - DM/0311/20/FUL – LAND OFF MAIN ROAD, BARNOLDBY LE BECK  
AMENDED BLOCK PLAN

