

Cllr Andy Boddington  
11 Chestnut Grove  
Ludlow  
SY8 1TJ

3 February 2017

Dear Cllr Boddington,

**Shropshire Council South Planning Committee: 7 February 2017**  
**Application no 14/05573/OUT - Dun Cow Farm, Rocks Green, Ludlow**

I am writing to you regarding Blackfriars Property Group's proposals for a new foodstore at Rocks Green, Ludlow. SP Broadway has been assisting Blackfriars Property Group with engagement.

At the Committee meeting in October we carefully listened to the concerns of the members and where possible have addressed these in this revised submission. Changes include:

- **A smaller store:** The store has been reduced in size by approximately 8,000sqft (gross). Consequently the impact on shops in the heart of Ludlow, excluding Tesco, is expected to be between 2.3% and 3.1%. If Tesco is included the impact on the town rises to between 9% and 9.6%. This includes the loss of linked trips from Tesco. Cllr Boddington had some queries regarding the impact tables and so we have produced an up-dated version, which I enclose. This has been agreed with your officers. Your planning policy officer comments that this level *"is unlikely to result in a significantly adverse impact on Ludlow's town centre"*.
- **Store re-located:** It was suggested that the southern half of the site was more appropriate for development than the northern half. We have listened and moved the store to the south west, away from the housing and closer to the A49 and roundabout. The service yard has also been moved and is now screened, by landscaping on the A49 and the store, reducing the impact on nearby housing.
- **Pedestrian safety measures:** Servicing vehicles will be prohibited from making deliveries to the store between 8 & 9am and 3 & 4pm, during school drop-off and pick up times.
- **Highways:** An addendum to the original transport assessment has been produced, predicting the likely highway conditions up to 2026, taking into account vehicles from the nearby housing allocation site for 215 units. (LUD017). This shows that the roads will operate within capacity, bearing in mind the combined impact of the proposed store and

petrol station and the allocated houses. As your officer reports "*this would not be considered to be unacceptable traffic impact*". We have also suggested de-acceleration measures such as rumble strips with lines to slow traffic approaching the roundabout.

I hope you will agree that these changes represent significant improvements. At the October meeting Cllr Boddington stated that the town was split 50/50 on our proposal. The revised proposals benefit from support from residents. It is striking to note that, of 110 residents who have expressed a view on the amended application to Shropshire Council, 61 (55%) say that they support the plans. Many of these supporters live at Rocks Green.

This support flows from the benefits the proposals will bring to the town. These include more retail choice for residents - Ludlow currently only has two supermarkets, Tesco and Aldi, with a town-centre Budgens providing a more limited range of goods. Currently Tesco are in the process of purchasing the Booker Group which included Budgens, this is likely to further reduce consumer choice and cement Tesco's dominance of food shopping in the town. A new foodstore at Rocks Green would cater for the full range of weekly convenience shopping needs, improving the choice available to local residents and clawing back shoppers who currently travel elsewhere for more choice.

The new foodstore would also employ approximately 180 people, offering a mix of full and flexible part time positions. Consequently more people will have greater spending power, to enable them to shop in Ludlow town centre. Jobs would also be created in the construction of the store.

I hope that, like the majority of Ludlow residents who have expressed a view on the revised proposals, you feel able to support our application and its delivery of:

- More choice for current and future residents, helping to clawback trade for Ludlow
- New job opportunities
- Over £2.6 million a year to boost Ludlow's economy through new jobs
- Increased business rates revenue for your Council
- A new petrol filling station for the A49

Please don't hesitate to contact me if you have any further queries.

With best wishes.

Yours sincerely,



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*Enclosure: Table showing the impact of the proposals on Ludlow Town Centre*  
*Copy to: All members of Shropshire Council South Planning Committee*

Revised Table BB: Impact Smaller Stores in Ludlow at 2019 (Jan 2017)

	Total convenience and comparison turnover (£m)	Proposed direct trade draw from town centre to new store (£m)	Loss of linked trips (£m)	Total diversion (£m)	Turnover after proposal (£m)	Impact on Ludlow town centre
<b>Scenario A</b>						
Tesco, Ludlow	22.48	5.40		5.40	17.08	24.0%
Other stores in Ludlow town centre	50.50	0.99	0.20	1.18	49.31	2.3%
<b>Total</b>	<b>72.97</b>	<b>6.38</b>	<b>0.20</b>	<b>6.58</b>	<b>66.40</b>	<b>9.0%</b>
<b>Scenario B</b>						
Tesco, Ludlow	22.48	5.40		5.40	17.08	24.0%
Other stores in Ludlow town centre	50.50	0.99	0.39	1.38	49.12	2.7%
<b>Total</b>	<b>72.97</b>	<b>6.38</b>	<b>0.39</b>	<b>6.77</b>	<b>66.20</b>	<b>9.3%</b>
<b>Scenario C</b>						
Tesco, Ludlow	22.48	5.40		5.40	17.08	24.0%
Other stores in Ludlow town centre	50.50	0.99	0.59	1.58	48.92	3.1%
<b>Total</b>	<b>72.97</b>	<b>6.38</b>	<b>0.59</b>	<b>6.97</b>	<b>66.00</b>	<b>9.6%</b>

Source/notes:

1. Based on Table 15 of Indigo's Planning and Retail Statement and Table A4 (Nov 2016)
2. Loss of linked trip expenditure estimated by Shropshire Council.