



Supplementary Report 2

Response to objection from Springfields and others

Assessment against Policy EC10.2 of PPS4

These are general impact matters that are addressed in the main planning statement.

Sequential assessment is not necessary.

PPS4 (EC14.3) states that such an assessment is not needed for development sites than 200m2.

Local Need

The need for the development arises from the applicant's identification of local demand, as well as to offer some diversity for visitors to Springfields. This was not stressed in the original planning submission, *as we have since decided not to relocate but to maintain both outlets to meet clear local demand.*

The applicant has identified demand from Springfield's visitors still exists. The existing food offer at Springfields is very poor, and has shown no real improvement to a level that matches the attractiveness of fresh fish cooking and the traditional attractiveness of a Fish Bar. Customers to the present Jacks Fish Bar desire a restaurant equivalent of Jack Fish Bar. Neither the Springfields Tavern, Frankie and Bennies, M & S, nor the Garden Centre food court will offer the same attractiveness as a new Jacks Fish Bar.

There is a body of opinion that suggest that Jacks Fish Bar, which has a lot of local support, will bring new custom to Springfield's. The evidence is partly in the awards that Jacks Fish Bar has already won, see Appendix 1 to this report. These awards are an accolade that will never be seen for the present outlets at Springfields.

General need

Paragraph 6.21 of the applicant's Planning Statement draws upon the Council's own research that there is a general need for more food and drink outlets. The full extract (not provided) is now attached as Appendix 2 to this report.

The site is incorrectly said to be isolated.

This charge is disingenuous and is based on the objector's poor knowledge of the local area. The new Jacks Fish Bar will be on

- a cycle route,
- an existing footpath,
- is close to an existing centre of population,
- is on a bus route, and
- is accessible by water taxi.

The objector's case is flawed as it is based on removal of competition.

It is flattering that Springfields (with 8642 m2 of floorpace) and the Springfield's Tavern finds Jacks Fish Bar a threat (with a 160m2 restaurant). The Tavern is explicit in accepting that Jacks Fish Bar will be more attractive.

Appendix 1



Fish bar bids to be named best in Britain

A CHIPPY in Spalding has a chance of becoming Britain's top fish and chip shop after being nominated in a national competition for the second year running.

Jack's Traditional Fish Bar in Holbeach Road is one of five chip pies in Lincolnshire, Cambridgeshire and Rutland to make it through to the next stage of the National Fish and Chip Shop of the Year 2008 competition run by seafood experts Seafish.

It is the second year in a row that owner Lesley Tott and his team have been nominated for the competition, which assesses shops on product quality, customer service, hygiene, staff training and approaches to sustainable sourcing.

Mr Tott says his shop continues to hard work and commitment to quality ingredients.

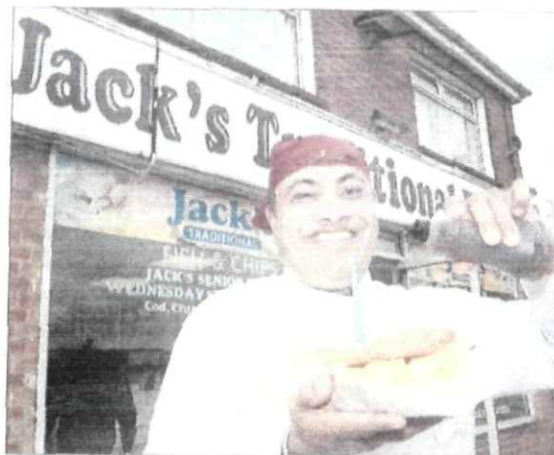
He said: "We buy our potatoes locally so we know we are getting quality but we check each bag and if there is anything wrong we send them back."

"We are very happy to be nominated again."

Mr Tott says he will do his best and look after his customers.

Mr Tott and his staff will now have to make sure they keep performing to the highest standard as mystery judges will be visiting all nominated outlets before deciding who will win top honours.

Seventeen semi winners will go on to another round to decide who will progress to the grand final in London next year.



Jack's Traditional Fish Bar owner Tirath Tott hopes to shake up the opposition after being nominated for the National Fish and Chip Shop of the year contest for the second year in a row

Photo Mike Dawson 080908m/26

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Appendix 2

South Holland District Council RETAIL CAPACITY STUDY



TYM & PARTNERS
Planners and Development Economists

Final Report
April 2008

8 ASSESSMENT OF SCOPE FOR ADDITIONAL COMMERCIAL LEISURE PROVISION

Forecast Increases in Leisure Expenditure

- 8.1 The approach to the assessment of quantitative need in the leisure sector is less well developed than in the retail sector. Furthermore, development in the leisure sector has historically been very market-led, and it is only recently that leisure has been brought into the range of uses covered by the sequential approach.
- 8.2 However MapInfo have produced datasets for the leisure spend for identified catchment areas. They divide the expenditure into two separate areas: one is Leisure Goods and the other Leisure Services. For the purposes of this section we look only at Leisure Services as expenditure on leisure goods, such as sports equipment etc has been covered by Section 7.
- 8.3 Total Leisure Services is defined as four separate areas which are:
- **Recreational & cultural services** - Services provided by sports stadia, racecourses, rinks, golf courses, pools, courts, bowling alleys, gyms, fairs, parks, dancing and skating; cinemas, theatres, concerts, circuses, TV licences, TV rental, satellite subscription, video hire, hire of musicians, clowns, performers, photographers, film processing; lotteries, scratchcards, betting, gaming, gambling
 - **Restaurants, cafes & canteens** - Catering services, meals, alcohol, snacks and drinks sold by restaurants, pubs, cafes etc; catering services of works canteens, office restaurants, school and educational establishment canteens
 - **Accommodation services** - Accommodation in hotels, motels, inns, "bed and breakfast" establishments, caravan sites, youth hostels, boarding schools, universities and other educational establishment accommodation
 - **Hairdressing & personal grooming** - Hairdressing salons, barbers, beauty shops, manicures, pedicures, Turkish baths, saunas, solariums, non-medical massages, etc. Excludes spas and fitness centres
- 8.4 We used total expenditure figures for each of the four sub categories above for the South Holland catchment area (using the same study area as defined in the quantitative need calculations). The figures obtained were the latest available, from 2004, so we projected forward to the year 2021, using Experian's recommended growth rate for spending on leisure services of 1.4 per cent, per capita, per annum for the period 2005 to 2014⁴³. This can be seen in Spreadsheet CL1 in Appendix 6 which provides the projections for population, per capita expenditure and the overall leisure goods spend for residents in the study area.
- 8.5 Figure 8.1 below summaries the growth of total expenditure in each of the sectors from 2007 to 2021.

Figure 8.1 - Growth in Leisure Expenditure, 2004-2021

£m	2004	2007	2011	2016	2021	Growth 2007- 11	Growth 2011- 16	Growth 2016- 21
Recreational & cultural services	34.5	37.4	41.0	45.8	53.4	3.6	4.8	7.5
Restaurants, cafes & canteens	89.6	97.1	106.4	118.8	138.4	9.3	12.5	19.6
Accommodation services	14.3	15.4	16.9	18.9	22.0	1.5	2.0	3.1
Hairdressing & personal grooming	5.9	6.4	7.0	7.8	9.1	0.6	0.8	1.3
Total	144.3	156.4	171.3	191.4	222.9	14.9	20.1	31.5

8.5 In absolute terms, the total growth in leisure spend within the study area in the period from 2007 to 2021 is upwards of £66million. The table above breaks this down into the relevant time frames. Of most significance (and accuracy) is the short-term total growth from 2007 to 2011 of £14.9 million.

8.6 It can also be seen from table 8.1 above that the biggest leisure spend is on food and drink ('restaurants, cafes and canteens'). The expenditure within this sector is forecast to rise by £9.3million between 2007 and 2011. This category does include work and school canteens but still represents a significant expenditure increase for restaurants, cafes and pubs.

8.8 'Recreational and Cultural Services', which includes theatres, cinemas and other sporting facilities is set to increase by approximately £3.6million by 2011, £4.8million in the subsequent period to 2016 and by £7.5million in the period to 2021.

Conversion of Expenditure Increases to Additional Leisure 'Requirements'

Cinemas

8.9 Spalding has the South Holland Centre which includes a cinema screen as part of its facilities. This only has one screen although on many of the days there are 3 screenings.

8.10 No other settlements within the study area have cinema provision. The nearest alternative cinema provision is at Boston, approximately 16 miles from Spalding; Grantham, which is 32 miles away, and a large Showcase cinema at Peterborough, 21 miles away. There is, therefore, limited choice of cinema provision for residents of the catchment area. It is not ideal that residents have to travel to access this leisure service, particularly given the level of public transport provision: for example, the last train from Peterborough to Spalding departs at 8.30pm Monday to Saturday, with no service running on Sundays, whilst the last scheduled bus service (Monday to Saturday) leaves Boston at 7.45pm.

8.11 The average population density for cinema provision in the 'East of England' region⁴⁴ is 18,750 persons per screen. The catchment area has a resident population in 2007 of 82,433 leading to a requirement for five screens. Therefore, the current level of provision is inadequate, even allowing for the multiplex facilities that are reasonably close to the catchment area in Peterborough.

8.12 Data from Dodona⁴⁵ suggests that the average multiplex screen accounts for an annual spend of £301,000 in ticket revenue, whereas an independent screen accounts for £148,000 per annum in ticket revenue. Given the other claims on expenditure in this category (Recreational and Cultural Services), the increase in expenditure of nearly £8m by 2021, as a consequence of population growth and increases in per capita

⁴⁴ Source: The Cinema Advertising Association

⁴⁵ Dodona Research is a consulting and research firm specialising in the cinema industry

leisure expenditure, appears to suggest there is likely to be some potential to support limited small-scale cinema provision in the District.

Bingo

8.13 Spalding and South Holland District as a whole do not have a Bingo facility. The nearest Bingo facilities are Gala Bingo clubs in Grantham, Lincoln, Peterborough and King's Lynn.

8.14 A Gala or Mecca-type club generates average annual net stakes of around £1.47m per branch. When taking into account other claims on recreational and cultural leisure expenditure, it is unlikely that there is sufficient scope for Bingo provision within the District in the period to 2021.

Casinos

8.15 The nearest casino provision is some distance away in either Nottingham or Leicester, however, as a small-scale 'traditional' casino generates average annual turnovers of around £3.6m per casino⁴⁶, there is likely to be limited scope for the provision of this type of facility in this area.

Theatres

8.16 Theatre provision in the District is limited although Spalding is home to the South Holland Centre which does have a programme of theatre productions and workshops and the Burtey Fen music hall in Pinchbeck.

8.17 In addition, Peterborough offers a choice of three theatres and nearby Stamford and Boston both have an established theatre presence. There is, therefore, reasonable provision around the catchment. There is likely to be limited scope for further theatre provision in South Holland.

Food and Drink

8.18 Food and drink uses have the highest level of expenditure of all the leisure service categories. However, it should be noted that whilst most of the growth in food and drink expenditure will be available for new facilities within the South Holland catchment, some of the growth is likely to be accounted for by facilities located outside of the catchment, with higher-order centres such as Boston, Grantham, Lincoln and Peterborough within reasonable proximity of the catchment boundary, which tend to offer a greater level of choice.

8.19 There may be scope to improve Spalding's offer in this respect. The most recent Goad survey for the town (December 2006) indicates that Spalding has a slightly below average representation in the 'restaurants, cafes, coffee bars, fast food and takeaways' sub-sector, at 13.7 per cent of all town centre units, compared to the UK average of 14.1 per cent.

8.20 In particular, it can be noted that there are a lack of national restaurant/café multiples within Spalding: the vast majority of food and drink units are occupied by independents. Whilst there are a number of established independent restaurants in Spalding, a high provision of takeaway type uses can also be noted.

8.21 This situation was also reflected in the smaller settlements within South Holland with most being well provided for with takeaways and pubs but little else.

8.22 The forecast growth in expenditure in this sector of £41.4 million to 2021 would be sufficient to support a range of new, good-quality restaurants (which generate annual turnovers of around £850,000 to £1m, with some high-profile names taking in excess of £1m per annum) - as well as several branded pubs/bars, which have a typical annual

⁴⁶ Source - The Gambling Commission

turnover of between £870,000 and £1m - in addition to productivity increases for existing pub operators and restaurants.

Accommodation

- 8.23 Spalding has a number of hotels and guest houses but the majority are concentrated in and around Holbeach. Sutton Bridge is also well provided for given the size of the centre and Long Sutton, Crowland and Donington all have at least one hotel. In addition, there is a caravan park in the District and a number of facilities offering Bed and Breakfast accommodation.
- 8.24 Figure 8.1 illustrates that there is limited growth in the accommodation market. There is scope for some increase in provision but we anticipate that this is at a level where the market will provide this rather than the Council needing to intervene with specific policies or initiatives.

Hairdressing

- 8.25 Table HC1 in Appendix 2 identifies that Spalding has 29 units in use as Hairdressers, Beauty Parlours or Health Centres. This represents 11.3 per cent of the total number of units which is significantly above the national average of 7.12 per cent. Figure 8.1 illustrates that the growth in this market is relatively small compared to other Leisure sectors, and therefore there is limited scope for an increase in hairdressing units.

Summary of Scope for Additional Commercial Leisure Facilities

- 8.26 Overall, spending on leisure services in the South Holland catchment area is forecast (using local data and national growth projections) to grow by 42.5 per cent (a gain of approximately £67m) in the period up to 2021. How this growth might be expended locally depends very much on what opportunities the market supplies - thus, current spending patterns can only provide a guide to what might happen in the future.
- 8.27 On current spending patterns in the District, almost two-thirds of this spending growth (some £41.4m) will go to eating and drinking outside the home (restaurants, cafés and bars). Capturing a sizeable proportion of this growth in expenditure through the provision of a better and more appealing choice of restaurants, cafés and bars/pubs will be vital to the future health of the various centres within the study area.
- 8.28 The rest of the expenditure growth will go to a wide mix of activities (for instance, bingo halls and cinemas), with no single activity capturing any significant market growth. As such, there may only be limited scope to provide additional entertainment-type leisure activities in the District over the period to 2021.
- 8.29 As we have stressed, the approach to the assessment of quantitative need in the leisure sector is less well developed than in the retail sector and so the quantitative 'needs' that we have identified should be treated as an indicative guide. Furthermore, the sector is dynamic, changing and operator-led. If an investor feels capable of attracting customers by diverting spending from other facilities, the planning system does not prevent additional development provided it meets other criteria for vital and viable town centres.