

ANGUS COUNCIL

**PLANNING AND TRANSPORT POLICY COMMITTEE
DEVELOPMENT CONTROL COMMITTEE**

**2 MAY 2002
9 MAY 2002**

SUBJECT: ANGUS RETAIL STUDY

REPORT BY DIRECTOR OF PLANNING AND TRANSPORT

<p>Abstract: This report advises members of the findings arising from the Angus Retail Study undertaken by consultants on behalf of Angus Council.</p>

1 RECOMMENDATION

1.1 It is recommended that the Planning & Transport Policy Committee:-

1. note the study findings arising from the Angus Retail Study;
2. agree the study findings be taken into account in the review and roll forward of the Town Centre and Retailing policies as part of the Angus Local Plan Review; and
3. agree that a charge of £100 be made for purchase of the Angus Retail Study by third parties.

1.2 It is recommended that the Development Control Committee agrees that the study findings be taken into account as a material consideration in dealing with development control casework related to major retail planning applications.

2 INTRODUCTION

2.1 The Planning & Transport Policy Committee at their meeting of 11 October 2001 agreed that there was a requirement to review retail trends, provisions and prospects within Angus (Report 1151/01 refers). The Committee agreed to commission a specialist study, the findings of which would assist in implementing and reviewing development plan policy and might provide a material consideration in the assessment of development proposals.

2.2 Following agreed tendering procedures, DTZ Pidea Consulting were appointed as consultants to undertake the study. The Angus Retail Study has recently been completed by the consultants and a full copy of the Study Report is available for reference in the Members' Lounge.

2.3 This report summarises the key findings from the consultancy study and its impact for current Local Plan policy for town centres and retailing in Angus.

3 SUMMARY OF THE ANGUS RETAIL STUDY

3.1 The main purpose of the study was to assess the current performance and future retail prospects of each of the Angus towns and:-

- (a) provide information on consumers' views on and use of selected centres;
- (b) identify likely trends in food and non-food retailing and implications for the Angus towns' centres.
- (c) identify shortfalls in and opportunities for retail provision including different types of provisions;

3.2 The Retail Study report consists of four main sections:-

- **Angus Town Centres** : Qualitative assessment which assesses retail provision in the seven Angus towns and reviews their characteristics and performance using basic health check indicators, including shoppers perspectives;
- **Shopping Patterns** : An assessment of current shopping patterns based on face to face interviews;
- **Retail Expenditure and Projected Spare Capacity** : An analysis of retail expenditure and turnover levels; and
- **Future Opportunities for Retail Provision** : Which summarises the key factors arising, highlights overall retail prospects and opportunities and provides advice on the opportunities for each of the seven towns.

3.3 The Future Opportunities for Retail Provision section of the report sets out key findings, including a summary of retail prospects for each of the Angus towns, and is reproduced as Appendix 1.

4 DISCUSSION

4.1 The Angus Retail Study provides a quantitative and qualitative assessment of retailing in the seven Angus towns.

4.2 The convenience sector is expected to experience very low increases in expenditure levels. The study report demonstrates that there is practically no quantitative shortfall in convenience floor space and also that food shopping is vitally important in all the Angus towns. The Consultant's findings provide substantial support for the Local Plan retail policies which view out-of-centre development proposals with caution, in order to protect the vitality and viability of the town centres. Any development proposal – even small scale or discount food stores – will require to demonstrate that they will not have an unacceptable adverse impact on the relevant centre and that they improve the range, choice or distribution available to shoppers.

4.3 The comparison sector (which includes household and durable goods) has greater forecast growth levels, but the outflow of such expenditure to Dundee and Aberdeen will remain an important factor in this sector. While there is some potential demand for comparison provision in the existing centres and within retail warehouse areas the Consultants generally advocate a cautious approach. Again, this accords with the relevant Local Plan retail policies.

- 4.4 Overall the findings of the Angus Retail Study support the continuation of the Council's current emphasis on the importance of the town centres as the focus for most retail development. The challenge will be to ensure that they can continue to prosper and accommodate new retail outlets whilst retaining their historic character. The study will make a useful contribution to the current review of the Angus Local Plan and will also be helpful in the consideration of current and future planning applications for retail development.

5 FINANCIAL IMPLICATIONS

- 5.1 The cost of the Consultant's Study is contained within the £15,000 allocated from the Planning & Transport Department's Revenue Budget for 2001 – 02.
- 5.2 The full Retail Study findings and base information may be of commercial interest to the development industry. Accordingly, it is proposed that a charge of £100 should be made for third parties wishing to purchase a copy of the Study to reflect the costs of commissioning this work.

6 HUMAN RIGHTS IMPLICATIONS

- 6.1 There are no human rights implications arising from this report.

7 CONSULTATION

- 7.1 The Chief Executive, Director of Finance and Director of Law & Administration have been consulted in the preparation of this report.

8 CONCLUSION

- 8.1 The Angus Retail Study provides an assessment of current retail provision and likely future trends affecting the retail sector within Angus. The survey work gives an illustration of consumers' views and provides a qualitative aspect, whilst data on floorspace, turnover and expenditure patterns form a quantitative base to input into the implementation and review of development plan policy, and the consideration of development proposal. Overall the Study findings provide a sound and up to date basis on which to further detail and apply retail policy through the review of the Angus Local Plan.

NOTE

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/ID/KW
22 April 2002

Alex Anderson
Director of Planning and Transport

**EXTRACT FROM THE
ANGUS RETAIL STUDY**