



Planning and Retail Statement

Salt Lake North, Porthcawl



London



Harrogate



Bristol

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Executive Summary

This Statement has been prepared on behalf of Aldi Stores Ltd ('Aldi'), in support of a planning application for the erection of a Class A1 retail foodstore with associated access, car parking and landscaping at land at Salt Lake North in Porthcawl.

Aldi intends to construct a store at the site to serve the population of Porthcawl and the surrounding area. The closest Aldi store to the application site is currently at Brackla Street in Bridgend, which is a 12km drive to the north-east.

The proposed Aldi will result in considerable economic benefits for the local area, with up to 40 new local jobs being created, in addition to short term construction jobs. The application site is allocated for development in the Bridgend LDP, and a Development Brief promotes the site for development as a food store. The site is a long-term under-utilised brownfield site, and the investment could act as a catalyst for future development of the wider Salt Lake and Porthcawl Waterfront areas. Given the current economic uncertainty and potential for major job losses in many sectors following the Covid-19 pandemic, this investment in Porthcawl is of significant importance.

Furthermore, the proposals will enhance the discount foodstore provision in the area. The Local Planning Authority has already formally identified a specific quantitative need for new convenience floorspace in the town. Currently the only major food store in the town is Co-op Food on Lias Road. There is currently a high level of leakage of convenience expenditure from Porthcawl to towns such as Bridgend and Pyle. The proposed store will therefore assist in retaining expenditure and footfall in the town which will not only help support existing town centre businesses, but also help reduce the need to travel, which has sustainability benefits.

Careful consideration has been given to the design of the store and the site layout, which has been informed by a thorough appraisal of the site, its context, and all existing constraints. The design principles within the Salt Lake North Development Brief have been carefully followed, and in-depth pre-application consultation (as set out within the SCI) has strongly influenced the design. The building design incorporates local, natural materials, and is of high architectural quality. This will set a high standard of design for future phases of the wider Salt Lake site. The site landscaping, boundary treatments, public realm area, and the promotion of an element of public art all help to further increase the design standards, and enable the scheme to relate well to its surroundings.

The building will be of sustainable design and construction. It will achieve a BREEAM rating of 'Very Good'. This will be achieved via a range of measures including orienting the building to balance solar gain/overshadowing, ensuring the building materials are efficient to reduce the need to use energy, use of energy efficient lighting and other fittings, and utilising doors on chiller units in store to reduce demand. The major element in the building that will help to reduce carbon emissions is the refrigeration heat recovery system. This utilises waste heat from the refrigeration units to heat the store. The development will lead to a total carbon emission saving of approximately 10 tonnes per annum.

On the basis of the consideration of the proposals set out in this Statement (and other supporting documents), we consider that the application proposals comply with all relevant local and national policies, and planning permission should be granted.

1. Introduction

1.1. This Planning and Retail Statement is submitted by Planning Potential, on behalf of Aldi Stores Ltd (Aldi), in support of a full planning application for the erection of a Class A1 retail foodstore, associated access, car parking, public realm, and landscaping at the land known as Salt Lake North, in Porthcawl.

1.2. The application proposal is described as follows:

“Erection of a Class A1 foodstore with associated access, car parking, public realm, and landscaping.”

1.3. This Statement addresses all of the relevant planning policy considerations associated with the proposed development, but should be read in conjunction with other documents and drawings submitted in support of this application.

Background

1.4. Aldi does not have a store in the Porthcawl area. The nearest stores to the town are at Brackla Street in Bridgend town centre (12km driving distance to the north-east) and Commercial Road in Port Talbot (17km driving distance to the north).

1.5. Porthcawl has therefore been a ‘target town’ for Aldi for some time, and the proposed store will also help to serve customers in the Pyle, North Cornelly and Kenfig Hill areas. It will also help to take pressure off the existing stores at Bridgend and Port Talbot.

1.6. The application site is owned by Bridgend County Borough Council and was most recently marketed for sale on 21st September 2020. Offers were invited on the land by the 2nd December 2020, and Aldi was successful in acquiring the site (subject to planning).

1.7. Prior to submitting this application proposal, Aldi has held discussions with Council Officers at several meetings between November 2020 and June 2021. These will be referenced in more detail later in this statement.

Report Structure

1.8. This assessment is set out as follows:

- Section 2 – Summarises the site context;
- Section 3 – Details the development proposals;
- Section 4 – Sets out the planning policy context against which the proposal should be assessed, including Planning Policy Wales and the Local Development Plan;
- Section 5 – Undertakes a sequential assessment of potential alternative sites;
- Section 6 – Refers to retail need (quantitative and qualitative) and retail impact assessment;
- Section 7 – Assesses the other material considerations relevant for the application; and
- Section 8 – Presents our summary and conclusions.

2. Site Context

The Site

- 2.1. The proposed site extends to approximately 0.89 ha. The site is located within the settlement boundary of Porthcawl, and is approximately 70m walking distance to the east of Porthcawl town centre. The site is therefore in an edge-of-centre location in retail terms.
- 2.2. The site is bounded to the north and east by Eastern Promenade, to the west by a large roundabout (The Portway/A4106), and to the south by a large expanse of open grassland.
- 2.3. The application site is currently open grassland, and has been recently used for temporary car parking and as an open storage area. Historically, the site was part of a shipbuilding yard with rail lines previously crossing the site from east to west.
- 2.4. The vehicular access into the site is from the west, as a spur road is already in place directly off the roundabout.
- 2.5. There are no Listed Buildings on or surrounding the site, nor is it located within or adjacent to a Conservation Area.
- 2.6. The site is located within an existing commercial and leisure area. To the west of the site is Porthcawl town centre; to the east of the site is Coney Beach amusement park; to the north is Porthcawl Fire Station and a residential area; and to the south is a large undeveloped open area which is the wider Salt Lake development area.

Relevant Allocations and Designation

- 2.7. The application site is located within the Porthcawl Waterfront Regeneration Area, as defined under Policy PLA3(8) of the adopted Bridgend LDP. This policy, together with Policy REG9(6) allocates the site for retail and commercial development, and states the development of each site will be in accordance with a master plan or development brief.
- 2.8. The Salt Lake North Development Brief covers the area of this planning application. It was adopted in June 2019 and is a material consideration for development management purposes. The application site is identified as being the first phase of development of the wider Salt Lake site, and it will comprise the development of a foodstore. The Brief sets out a series of design and development principles which should be followed in a planning application.
- 2.9. This site is not covered by or adjacent to any specific ecological or conservation designations. The closest such statutory designation is the Lock's Common Local Nature Reserve, located approximately 0.9km to the west. This is discussed further within the Ecological Assessment, produced by Tyler Grange.
- 2.10. The site is located within Flood Zone A, which is considered to be at 'little or no risk of fluvial or coastal/tidal flooding'.

Relevant Planning History

- 2.11. There has been very limited planning history on the site with only two applications being submitted:
 - Ref: P/98/211/BCB – Vehicular access to overflow car park – Withdrawn 07/04/1998
 - Ref: A/08/30/ADV – Site hoarding – Approved 27/08/2008

Pre-Application Dialogue

- 2.12. On 17 November 2020, an initial pre-application meeting was held with Bridgend County Borough Council to discuss developing the site to accommodate an Aldi foodstore. The main topic of discussion was the requirements of the Development Brief. An initial proposal was presented to the Council, but the design was not thought to be suitable for the site in respect of the materials and overall appearance.
- 2.13. Following the first meeting, a follow-up meeting was held on 25 November 2020. This meeting proposed an amended building design for comments from the planning team. This amended design was viewed much more positively, but further amendments were requested, specifically in respect of the roof design and materials used in the elevations.
- 2.14. A meeting was held on 05 March 2021. The main discussion points during the meeting were related to retail impact, the design of the building, landscaping, highways, drainage, and noise.

- 2.15. A final pre-application meeting was held on 11 June 2021. This sought to provide further detail in respect of the building design, landscaping, and public art. The overall design of the building was considered acceptable, with several minor suggestions made in respect of the elevations.
- 2.16. Further meetings were then held with Councillors from both Bridgend County Borough Council and Porthcawl Town Council on 28 June 2021. These meetings were very positive, but Councillors requested detailed consideration over the building design to ensure it can withstand the exposed coastal environment, and consideration of wider parking issues in the town.
- 2.17. The feedback from Officers and Councillors was taken into consideration and heavily influenced the proposal that forms the application submission. The design evolution of the proposal is set out in more detail in the Design and Access Statement, produced by Kendall Kingscott.

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3. The Proposed Development

- 3.1. This planning application proposes the erection of a new Class A1 foodstore, to be occupied by Aldi, together with associated access, parking, public realm area, and landscaping.
- 3.2. The store will measure circa 1,965 sq. m (GIA), and will have a net sales area of 1,421 sq. m. The remainder of the building comprises the 'back of house' warehousing area, staff welfare space and other ancillary space.
- 3.3. The site will include 114 parking spaces, which includes five disabled spaces, and seven parent and child spaces. Five cycle stands will be provided externally which provides short stay secure parking for 10 bikes.
- 3.4. The car park will include provision for 24 electric vehicle charging points (EVCPs). Initially, four 'live' charging points will be installed, with the remaining 20 spaces having 'passive' provision. Those spaces with passive provision will have the below ground infrastructure already installed so can be upgraded easily when demand requires it.
- 3.5. The site will be accessed from the roundabout to the west of the site. A new access road will be constructed along the southern boundary of the site to allow vehicle, cycle and pedestrian access. Service vehicles will also access the site via this route.
- 3.6. The service yard will be on the northern side of the building, and will contain the loading bay where delivery vehicles are unloaded. External refrigeration and ventilation equipment will be housed on the eastern (rear) elevation. A 3m high acoustic fence is proposed along the eastern site boundary.
- 3.7. Soft landscaping will be incorporated into the site with new trees and low-level planting around the perimeter of the car park, with planting within the car park where practical. A Proposed Landscaping Plan has been produced by Tyler Grange and forms part of the planning application.
- 3.8. The boundary treatment around the site perimeter will be formed from stacked timber, designed to replicate the appearance of a timber groyne commonly found in coastal locations. This is shown in detail on Drawing Ref: 200959-1601 P1.
- 3.9. The use of this boundary treatment has been selected as specifically referenced within the Salt Lake North Development Brief.
- 3.10. A public realm area is also proposed immediately to the south of the proposed store, adjacent to the vehicular entrance. This will include hard and soft landscaping and will incorporate public seating. Full details can be found in the landscaping plans and on drawing ref. 200959-1303-P4.
- 3.11. SuDS features will also be incorporated into the site to assist with site drainage and are referred to within the Flood Consequences Assessment and Drainage Strategy documents, submitted with this application and produced by Craddys. Surface water drainage for the proposed Aldi site will be developed and approved under application separate to the planning process.
- 3.12. The layout of the proposed Aldi site is designed to produce an uncluttered and attractive environment for customers, which retains the existing open nature of the site and promotes safe vehicular and pedestrian movements. It also fully addresses the requirements of the Development Brief.
- 3.13. The architectural design of the food store is that of a single storey contemporary building with a distinctive, curving mono-pitch roof.
- 3.14. The roof pitch is orientated such that the higher elevation is facing the roundabout to the Northwest. Full height shop front glazing is wrapped around the western corner, identifying the main entrance, and enhancing the building's interaction with the car park/ public realm through the creation of an active frontage.
- 3.15. The main entrance lobby is further defined by a simple cantilevered canopy that also shelters the trolley bay and customers entering and exiting the building. Another feature of the design is a continuation of high level ribbon windows along the tallest elevation such that daylight into the retail area is maximised. The design of the store and wider site is justified in detail within the Design and Access Statement, produced by Kendall Kingscott.
- 3.16. The proposed Aldi store will consist of vertical timber cladding at high level in a hit and miss pattern. This is accented on the front and side elevations by sections of Blue Lias local limestone at low level, responding to the local seaside vernacular and that used on the recent Porthcawl Water Sports Centre. To the rear and side of the store there are stretches of neutral off-white coloured render, the dominant material of choice for the local residential buildings.

- 3.17. The proposal seeks to create an innovative curving roof, setting it apart from Aldi stores in other locations and reflecting its coastal setting. This is achieved with a mono-pitch standing seam roof, edged with polyester powder-coated aluminium fascia to create a clean and contemporary design. The glazing elements of the building are to be constructed in full height polyester powder coated aluminium curtain walling system, in RAL colour 7016, dark grey. The cantilevered canopy will be finished in polyester powder coated pressed aluminium to create a modern appearance. This will also be finished in RAL colour 7016 to tie in with the glazing and maintain a coordinated building aesthetic.
- 3.18. A feature pebble wall is proposed to the south-east end of the welfare block facing the public realm. This again helps connect the building with its coastal setting.
- 3.19. The following table summarises the features of the Aldi application proposal.

Table 1: Aldi Scheme Summary

	Aldi Proposal
Site Area (ha)	0.8
Gross Internal Area (sq m)	1,965
Retail Sales Area (sq m)	1,421
Disabled Parking Spaces	5
Parent & Child Parking Spaces	7
Total Car Parking	114
Covered Bicycle Sheffield Stands	5 (10 spaces)

Aldi Stores Limited

Who is Aldi?

- 3.20. Aldi is Britain's fifth largest supermarket with over 900 stores and around 38,000 employees.
- 3.21. Aldi is attracting hundreds of thousands of new customers every year with its range of exclusive brands, passing low operating costs on to customers in the form of low prices.
- 3.22. The supermarket believes in making every day amazing and that is why every single day Aldi delivers on the best possible value for millions of families throughout the UK and Ireland across everything from award-winning fresh produce to world class gin.
- 3.23. Aldi won't be beaten on price; consistently racks up award after award for quality; treats its suppliers with fairness and respect and recognises the responsibility of supporting valued institutions such as Team GB to demonstrate the importance of health and wellness.
- 3.24. Aldi makes the everyday amazing. But amazing does not happen overnight so that's why Aldi is making changes to be better every single day, to be Fairer, Greener and Healthier for customers, society, and the environment.
- 3.25. The company's current achievements and initiatives include:
- Aldi has recently been named as the UK's best supermarket by consumer champion, Which? based on a survey of more than 3,000 shoppers across the UK. Aldi was the only supermarket to score five stars for value.
 - Research released by Which? in May showed that Aldi was the cheapest supermarket for a basket of 20 essential items throughout April. Sainsbury's was 14% more expensive than the same shop at Aldi and the same shop was also 15% more expensive at Tesco. The same shop at the Big Four was 13% more expensive.
 - According to The Grocer magazine, Aldi is the UK's lowest priced supermarket. A basket of 33 everyday items at the Big 4 supermarkets is on average 21% more expensive than at Aldi (22/05/21).
 - Aldi has a ten-year partnership with Teenage Cancer Trust – Aldi recently achieved its fundraising milestone of £6m ahead of its five-year target, which will go towards helping the trust to reach out to every young person with cancer in the UK. Aldi has also now committed to extending the TCT partnership for a further five years with a commitment to donate an additional £5m over this period.
 - Aldi's rates of pay are significantly higher than the Government's National Living Wage and also above the Living Wage Foundation's recommended national rates. Store Assistants receive a minimum hourly rate of of £9.55 nationally and £11.07 in London.
 - Aldi is the official supermarket partner of Team GB and ensures every member of the team has access to fresh healthy Aldi food via monthly shopping vouchers, and that 1.8 million 5-14-year-olds will learn about the benefits of cooking fresh, healthy food via its Get Set to Eat Fresh education initiative. Aldi has been a partner since 2015 and has extended its commitment to 2025, including the 2022 Winter Olympic games in Beijing and 2024 Summer Olympic games in Paris.
 - Aldi has recently announced plans to increase the amount of food and drink it buys from British suppliers over the next five years by £3.5bn a year as it continues its rapid expansion across the UK.
 - Aldi has pledged to donate 10 million meals to families in need in 2021, to help combat hunger's devastating effects, making it their mission to fight against child food poverty as no child should ever go hungry.
 - Aldi was ranked the best-performing supermarket for compliance with the Groceries Supply Code of Practice for seven consecutive years, underlining its commitment to maintaining fair, predictable, and sustainable prices within its supply chain.
- 3.26. Full details of Aldi's awards and achievements are detailed at www.aldi.co.uk/awards.

How Aldi is Different?

- 3.27. Aldi has a very different approach to food retailing than other food retailers based on simplicity and maximum efficiency at every stage of the business, from supplier to customer. This enables Aldi to sell high quality products, from a limited core range (compared to

other supermarkets) of mainly exclusive own labels, at the lowest possible price consistently across the entire range. Aldi is a 'deep discount' retailer.

3.28. The main points of the trading philosophy include:

- Maximum operational efficiency and cost control;
- Standard merchandising through the stores;
- Bulk displays in original shipping cases;
- Efficient operation from supplier to customer;
- Unique delivery system;
- Efficient checkout system;
- Carefully selected and limited core range of 1,500 products;
- Own label high quality products;
- Formidable buying power;
- High volume and turnover per product;
- Heavily discounted prices providing an average 20-30% saving across the entire range, compared with similar quality products.

3.29. The consequence of providing this value retailing concept and service, of high-quality food at heavily discounted prices, is that the design of the store and the sales area are uniform, in order to accommodate bulk food displays and provide the operational efficiency that a discount foodstore requires. These efficiencies are found across the entire operation from supplier to retail store and result in an enviable cost structure which allows Aldi to sell quality food at low prices and operate on much smaller margins than other foodstores.

3.30. As stated, Aldi stores offer a carefully selected and limited core range of good quality exclusive own labels at heavily discounted prices. Predominantly, the limited range of goods relates to a reduced range of variations on the same product line compared to most other supermarkets. These are the most popular items: the ones most used and needed in every household.

3.31. By limiting the core range, Aldi suppliers typically only need to produce one package size instead of multiple packages within the same category. With the higher volume of one item, Aldi achieve greater purchasing power. The limited core range further allows Aldi to apply its own label to most of its products (c.90%) which do not include costs that the national brands pass on through higher prices. This allows Aldi to gain a significant cost advantage over competitors without compromising quality.

3.32. The deliberate intention is to restrict the range of core goods to approximately 1,500 products in the interests of the consumer and operational efficiencies and pass these savings onto the customer. The restricted core range ensures a high volume and turnover of each individual item, resulting in a favourable cash flow with products effectively sold through the checkouts before they have been purchased centrally.

3.33. This is unlike the larger supermarkets which stock in the region of 20,000 - 40,000 product lines, and more modest sized operators, with floor areas of 1,000 – 1,500 sq. m selling 2,500 – 4,000 products. Aldi do not sell cigarettes and tobacco products, stationary products, and pharmaceutical products. The Aldi trading philosophy does not include a specialist butcher, fishmonger, in-store bakery, delicatessen, or hot food counter, which are commonplace in larger supermarkets. Aldi stores also do not accommodate in store cafes / restaurants or franchises such as photo processing, dry cleaning, or opticians.

3.34. Whilst the core range of products is limited, Aldi offers a significant choice of locally sourced produce. Where possible Aldi's fresh meat and produce is UK sourced. Fresh fruit and vegetables are also sourced in the UK when in season and Aldi leads the way in supporting British farmers. In addition, Aldi works with a range of local businesses and suppliers, in order to supply fresh bread, milk and other dairy products.

- 3.35. Aldi's stores dedicate approximately 20% of their floorspace to comparison goods. These goods are sold as 'special purchases' on a 'when it's gone, it's gone' basis. This approach is highly seasonal and there is a continued variation in the type of goods that may be on offer. This is a key difference for Aldi when compared to larger supermarkets that typically have 30-40% of their floor area for comparison goods, the majority of which is occupied by permanent product ranges.
- 3.36. How Aldi differs is demonstrated clearly by the trading philosophy. Aldi complement, rather than compete with, existing local traders, independent retailers, and other supermarkets, as well as service providers, as Aldi customers use other facilities to fulfil their grocery and local service needs. This generates a propensity for linked trips and associated spin-off trade which brings qualitative benefits.

Sustainable Development

- 3.37. Aldi supports sustainable development and has a strong track record in delivering schemes which contribute to the needs of the local economy.
- 3.38. The wider Aldi business has a series of sustainability measures and initiatives to ensure its carbon footprint is as low as possible. Some of these measures include:
- Aldi has been carbon neutral since 2019
 - Aldi purchases 100% renewable electricity
 - By 2025, Aldi is aiming to have halved its plastic footprint
 - 92% of packaging is currently recyclable. This will be 100% by 2022.
 - Aldi is aiming to halve food waste by 2030, and currently works with Neighbourly to donate surplus fruit, vegetables and other produce to local community groups.

Catchment

- 3.39. As Aldi stores are of modest scale and fulfil a neighbourhood shopping role, it means more than one store can be accommodated in a Local Authority area. The catchment for a new store is localised and often shoppers to a new Aldi store are existing Aldi customers who have been travelling to their nearest store, but with a new store opening close by, this can reduce the need to travel.
- 3.40. Aldi's local presence can assist in clawing back expenditure being spent elsewhere by providing a food store where perhaps such a facility was not available. This is most important in locations where shops and services are limited and access to stores elsewhere is difficult. A new store helps to retain expenditure within a given catchment area, to the benefit of the community.

Store Operation and Design

- 3.41. The uniform internal layout of an Aldi store reflects the company philosophy of offering value for money through cost effective management and efficiency. The shop fittings are specifically designed and constructed to display the goods as received in their packing cases so there isn't a double handling of goods from packing cases to the shelves. It means new stock can be moved from the warehouse area to the shop floor quickly and in large quantities.
- 3.42. The operation of the store is designed to be efficient and practical for use by customers; ensuring the store offers inclusive accessibility to all. The efficient layout with typically only 4 or 5 aisles means customers can move through the store quickly. There is ease of access to goods with all shelving being within easy reach. As the range of goods is limited customers can find what they are looking for quickly. With goods being pre-packaged, such as fruit and vegetables, customer can identify goods quickly and shop efficiently. Importantly, there are long conveyors at the check-out that hold a customer's full shop to allow goods to be unloaded for scanning and payment quickly. Goods are re-loaded back into the trolley at the check-out and packing is undertaken at the customer's leisure beyond the check-out area.
- 3.43. Aldi recognises that design is a key consideration in the determination of applications for its stores. The external design has evolved over time and now the design for each store is consistent across Aldi's portfolio, promoting modern, smart buildings with clean lines and glazed frontages which meet customer expectations.

Accessibility

- 3.44. The local nature of many of Aldi's stores encourages high levels of pedestrian shoppers and users of public transport. At new stores, cycle stands are provided, close to the store entrance for natural surveillance and mostly under the store canopy, to encourage cycling as a mode of transport.
- 3.45. Aldi requires new stores to have car parking adjacent to cater for customers who choose this mode of transport. Most car trips to new Aldi stores are not new to the network but rather transferred or linked trips. Full details are provided in the Transport Assessment.

Residential Amenity

- 3.46. The opening hours of Aldi stores are more limited than some other larger supermarkets which operate 24-hour. Currently Aldi stores operate 08:00 to 22:00 Monday to Saturday and for six hours between 10:00 to 18:00 on Sundays, to comply with Sunday Trading Laws.
- 3.47. As Aldi stores are located in residential areas, Aldi is committed to being a responsible neighbour and seeks to ensure the amenity of residents is maintained.

Job Creation and Training

- 3.48. New Aldi stores generally employ between 30 - 50 staff. It is Aldi's preference to recruit staff locally. The company's remuneration and training policy reflects Aldi's firm belief that a well-trained and highly motivated workforce is essential to the success of the business. All hourly paid wages for store employees exceed the Government's National Living Wage and the Living Wage Foundation's recommended national rate. Aldi offers full training for all its positions and the schedule and facets of the training are tailored to the individual.
- 3.49. Aldi has two of the most successful apprentice schemes and graduate programmes in the UK. Apprentices are trained to work in all parts of the business including at store, distribution, logistics and management level, as well as progression through to the Store Management Team.
- 3.50. Aldi's on-going graduate scheme secures an annual intake for the Area Management Programme. Trainee Area Managers spend a year shadowing an Area Manager before they take on three to four stores of their own to manage. The training covers the entire spectrum of running a retail operation and is a UK-wide programme.
- 3.51. The construction of a new store requires the services of local building trade contractors which provides employment opportunities during the build out period. Usually, a range of skills such as ground works, steel, brick and block work and shop fitting are sourced locally, as well as cleaners and labourers.

4. Planning Policy Context

- 4.1. The following section provides a summary of the relevant national and local planning policy relevant to the proposed development of an Aldi foodstore at the application site.

Relevant National Policy

Future Wales: The National Plan 2040

- 4.2. The Future Wales: The National Plan 2040 is a national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining, and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems, and improving the health and well-being of Wales' communities.

Well-being of Future Generations (Wales) Act 2015

- 4.3. The Well-being of Future Generations (Wales) Act 2015 ('the Act') gives a legally-binding common purpose – the seven well-being goals – for national government, local government, local health boards and other specified public bodies. It details the ways in which these bodies must work, and work together, to improve the well-being of Wales. It is through the Act that Wales will make its contribution to the achievement of the 17 United Nations Sustainable Development Goals

Planning Policy Wales

- 4.4. Planning Policy Wales (PPW), Edition 11, was published in February 2021 and sets out the land use planning policies of the Welsh Government. The PPW translates the Government's commitment to sustainable development into the planning system so that it can play an appropriate role in moving toward sustainability.
- 4.5. The PPW is supplemented by a series of Technical Advice Notes (TANs) which will be discussed in more detail below.

Retail Tests

- 4.6. National policy applying to proposals involving retail development is set out at Chapter 4.3 (Retail and Commercial Development) of the PPW.
- 4.7. Paragraph 4.3.3 states that the Welsh Government's objectives for retail and commercial centres are to:
- Promote viable urban and rural retail and commercial centres as the most sustainable locations to live, work, shop, socialise and conduct business;
 - Sustain and enhance retail and commercial centres' vibrancy, viability and attractiveness; and
 - Improve access to, and within, retail and commercial centres by all modes of transport, especially walking, cycling and public transport.
- 4.8. Paragraph 4.3.14 states that in deciding whether to identify sites for comparison, convenience or other forms of retail uses in development plans or when determining planning applications for such uses, planning authorities should first consider whether there is a need for additional retail provision. However, there is no requirement to demonstrate the need for developments within defined retail and commercial centre boundaries or sites allocated in a development plan for specific retail uses.
- 4.9. Paragraph 4.3.18 states that the Welsh Government operates a 'town centres first' policy in relation to the location of new retail and commercial centre development. The same paragraph states that 'in implementing this policy, planning authorities should adopt a sequential approach to the selection of new sites in their development plan and when determining planning applications for retail and other complementary uses'. By adopting a sequential approach, first preference should be to locate new development within a retail and commercial centre defined in the development plan hierarchy of centres.
- 4.10. Paragraph 4.3.26 states that all retail planning applications or retail site allocations of 2,500 sq. metres or more gross floorspace that are proposed on the edge of or outside designated retail and commercial centres should, once a need has been established, be supported by a retail impact assessment.

Good Design Making Better Places

- 4.11. PPW 11 states that good design is fundamental to creating sustainable places where people want to live, work and socialise. Design is not just about the architecture of a building but the relationship between all elements of the natural and built environment and between people and places. To achieve sustainable development, design must go beyond aesthetics and include the social, economic, environmental, cultural aspects of the development, including how space is used, how buildings and the public realm support this use, as well as its construction, operation, management, and its relationship with the surrounding area.
- 4.12. Para 3.4 states that design is an inclusive process, which can raise public aspirations, reinforce civic pride and create a sense of place and help shape its future.

Access and Inclusivity

- 4.13. Para 3.5 states that good design is inclusive design. Development proposals should place people at the heart of the design process, and acknowledge diversity and difference.
- 4.14. Para 3.6 states that development proposals must address the issues of inclusivity and accessibility for all. Design measures and features should enable easy access to services by walking, cycling and public transport.

Environmental Sustainability

- 4.15. Para 3.7 states that good design promotes environmental sustainability and contributes to the achievement of the well-being goals.
- 4.16. Para 3.8 states that good design can help to ensure high environmental quality.

Character

- 4.17. Para 3.9 the layout, form, scale and visual appearance of a proposed development and its relationship to its surroundings are important planning considerations.
- 4.18. Para 3.10 In areas recognised for their particular landscape, townscape, cultural or historic character and value it can be appropriate to seek to promote or reinforce local distinctiveness.

Community Safety

- 4.19. Para 3.11 Local authorities are under a legal obligation to consider the need to prevent and reduce crime and disorder in all decisions that they take. Crime prevention and fear of crime are social considerations to which regard should be given in the preparation of development plans and taking planning decisions. .

Movement

- 4.20. Para 3.12 states that good design is about avoiding the creation of car-based developments. It contributes to minimising the need to travel and reliance on the car, whilst maximising opportunities for people to make sustainable and healthy travel choices for their daily journeys.
- 4.21. Para 3.13 states that existing infrastructure must be utilised and maximised, wherever possible.

Design and Access Statements

- 4.22. Para 3.17 states that a Design and Access Statement communicates what development is proposed, demonstrates the design process that has been undertaken and explains how the objectives of good design and placemaking have been considered from the outset of the development process. In preparing design and access statements, applicants should take an integrated and inclusive approach to sustainable design, proportionate to the scale and type of development proposal.
- 4.23. Para 4.1.17 states that Design and Access Statements should show how the design of the scheme has responded to the sustainable transport hierarchy.
- 4.24. Para 4.1.24 states that Design and Access Statements should demonstrate how the design of new or enhanced streets has responded to urban design principles, including the guidance in Manual for Streets and the Active Travel Design Guidance.

- 4.25. Para 4.1.49 states that Design and Access Statements should demonstrate how the design and layout of the development will reduce the level and speed of traffic to appropriate levels, and responds to the guidance in Manual for Streets and the Active Travel Design Guidance.

Public Transport

- 4.26. Para 4.1.35 states that the availability of public transport is an important part of ensuring a place is sustainable. It enables people to undertake medium and long journeys without being dependent on having access to a car.

Accessibility

- 4.27. Para 3.45 states that Spatial strategies should support the objectives of minimising the need to travel, reducing reliance on the private car and increasing walking, cycling and use of public transport.
- 4.28. Para 3.48 states that sites which are unlikely to be well served by walking, cycling and public transport should not be allocated for development.

Economic Development/Regeneration

- 4.29. Paragraph 5.4.1 states that for planning purposes the Welsh Government defines economic development as the development of land and buildings for activities that generate sustainable long term prosperity, jobs and incomes. The planning system should ensure that the growth of output and employment in Wales as a whole is not constrained by a shortage of land for economic uses.
- 4.30. Paragraph 5.4.2 states that economic land uses include the traditional employment land uses (offices, research and development, industry and warehousing), as well as uses such as retail, tourism, and public services.
- 4.31. Paragraph 5.4.2 also states that the Welsh Government seeks to maximise opportunities to strengthen the foundational economy, particularly the food, retail, tourism and care sectors which play such a prominent role throughout Wales; the planning system should be supportive of this aim.
- 4.32. Paragraph 5.9.25 states that the social, environmental and economic (including job creation) benefits associated with any development should be fully factored into, and given weight in the decision making process.

Technical Advice Notes (TANs)

- 4.33. TAN 4 (2016) specifically relates to retail and commercial development.
- 4.34. Objective 1 of TAN 4 reflects the 'town centre first' approach of the PPW and states that viable urban and rural retail and commercial centres need to be promoted as the most sustainable locations to live, work, shop, socialise and conduct business.
- 4.35. Part 6 sets out the test of retail need. The retail needs tests are of a quantitative and qualitative nature, and are required to be undertaken for any application in an edge-of-centre or out-of-centre location which is not in accordance with an adopted development plan. It is also noted that this is the starting point for planning new retail development in both development plans and development management.
- 4.36. Paragraph 6.3 clarifies that there is no particular methodology prescribed by the Welsh Government, instead developers and LPAs are encouraged to prepare assessments in a clear logical and transparent way, with robust and realistic evidence.
- 4.37. Paragraph 6.5 confirms that quantitative retail need should be established, before other, qualitative aspects of need are considered. Paragraph 6.6 states that the latter is harder to justify and will be subject to close scrutiny. It notes that the overall aim of assessing qualitative need is to achieve an appropriate distribution and range of sites for stores to meet the need of all communities, particularly where provision is inadequate.
- 4.38. Part 7 identifies the sequential test approach which requires that only when retail and commercial centres and edge of centre locations have been considered and found to be unsuitable can out-of-centre options within, and then outside, a settlement area be considered.
- 4.39. Paragraph 7.4 provides guidance on the application of the test, noting that edge-of-centre proposals should not normally be located more than 200 to 300 metres from the edge of the centre.

- 4.40. The same paragraph also states that the size of the retail and commercial centre, local topography and presence of physical barriers to access may influence any assessment. For example, it may limit the area that can be considered edge-of-centre for a smaller or more constrained centre.
- 4.41. Finally, paragraph 7.5 states that ‘developers and retailers should be flexible and innovative about the format, design and scale of proposed development and the amount of car parking needed, tailoring these to fit local circumstances.’
- 4.42. Paragraph 8.2 outlines the requirements for retail impact assessments. Retail applications of 2,500 sq. metres or more gross floorspace that are proposed on the edge of or outside retail and commercial centres should be supported by a retail impact assessment provided by the developer. It notes that smaller retail planning applications or site allocations may also be assessed where local planning authorities believe it will have a significant impact on a retail and commercial centre.
- 4.43. TAN18 (Transport) states that Planning applications for development schemes for food retail over 1,000 sq. m. (GFA) will need to be supported by a Transport Assessment (TA). The TA will provide the basis for assessing all the potential travel impacts of developments including their effect on the highway network and the likely modal split of the trips that would be generated. This assessment will help establish the gaps in existing transport provision and the measures necessary to make a development accessible by sustainable modes.

The Active Travel (Wales) Act (2013)

- 4.44. The Active Travel (Wales) Act 2013 provides the primary legal foundation on which active travel in Wales will be supported. It is supplemented by subordinate legislation, which includes the Direction on the designated localities to which certain provisions in the Act apply and Directions to Local Authorities specifying or modifying how and when certain duties have to be met. We will seek to learn from the first iteration of the process of producing both sets of maps by local authorities. We will keep the list of designated localities under review and where necessary make amendments. We will also revise the Delivery Guidance accompanying the Act, where required.

Relevant Local Policies

Bridgend Local Development Plan 2006-2021 (adopted 2013)

- 4.45. Bridgend Local Development Plan 2006-2021 (2013) constitutes the key Development Plan document that sets the framework for future development needs up until 2021.
- 4.46. The Plan identifies where development will take place, how new jobs will be supported, and how the environment of the borough will be protected and enhanced. It also allocates major sites and locations for development.
- 4.47. Strategic Policy SP1: Regeneration-Led Development states that development in the County Borough will be permitted where it provides the maximum benefits to regeneration at a scale that reflects the role and function of settlements as set out in the settlement hierarchy.
- 4.48. In particular, development will be focused in the following areas:
- Bridgend Strategic Regeneration Growth Area;
 - Maesteg and Llynfi Valley Strategic Regeneration Growth Area;
 - Porthcawl Strategic Regeneration Growth Area;
 - The Valleys Gateway Strategic Regeneration Growth Area.
- 4.49. Policy PLA2: Implementation of Regeneration Strategies states that development likely to have an unacceptable or detrimental impact on the implementation of a regeneration strategy/programme will not be permitted.
- 4.50. Policy PLA3: Regeneration and Mixed Use Development Schemes states that the regeneration of brownfield and under-utilised sites within defined settlements that provide an appropriate mix of land uses will be permitted. Porthcawl Strategic Regeneration Growth Area (PLA3(8) Porthcawl Waterfront Regeneration Area) is specifically allocated for regeneration and mixed use schemes.
- 4.51. The Porthcawl Waterfront Regeneration Area (PLA3(8)) is an extensive brownfield site, of approximately 40 hectares, extending from Trecco Bay caravan site and Rhych Point in the east to the existing harbour and town centre to the west, taking in the former Council

owned Sandy Bay caravan site, the fairground and Salt Lake car park and its environs. The regeneration of this area is the subject of adopted Supplementary Planning Guidance, which was approved in 2007. Agreed elements of the regeneration are embodied in the LDP Strategy which seeks to secure a vibrant and distinctive new environment, contributing to an improved perception of Porthcawl as a premier visitor destination and seaside resort. It's aim is to properly integrate new development areas into the town centre and the surrounding urban area and will guide development in a phased approach. The guidance is considered flexible and robust enough to adapt over time to cope with varying market conditions.

- 4.52. Policy REG9: Retail and Commercial Development Sites states that the regeneration of retail and commercial centres through the refurbishment or redevelopment of key sites and buildings for retail, other commercial, leisure and complementary uses (falling within A1, A2, A3, D1 and D2) will be favoured. REG9(6) Porthcawl Waterfront Regeneration Area is identified as a Key Site.
- 4.53. Para 2.3.38 states that it is important that the Strategy delivers new retail development (REG9(6)) in Porthcawl to stem the current leakage of expenditure to Bridgend and to cater adequately for the town's local catchment population and the many day and longer stay visitors from Trecco Bay Caravan Park, which swell the town's population threefold in the summer months.
- 4.54. Strategic Policy SP2: Design and Sustainable Place Making states that All development should contribute to creating high quality, attractive, sustainable places which enhance the community in which they are located, whilst having full regard to the natural, historic, and built environment by:
- Complying with all relevant national policy and guidance where appropriate;
 - Having a design of the highest quality possible, whilst respecting and enhancing local distinctiveness and landscape character;
 - Being of an appropriate scale, size and prominence;
 - Using land efficiently by:
 - being of a density which maximises the development potential of the land whilst respecting that of the surrounding development; and
 - having a preference for development on previously developed land over greenfield land;
 - Providing for an appropriate mix of land uses;
 - Having good walking, cycling, public transport and road connections within and outside the site to ensure efficient access;
 - Minimising opportunities for crime to be generated or increased;
 - Avoiding or minimising noise, air, soil and water pollution;
 - Incorporating methods to ensure the site is free from contamination (including invasive species);
 - Safeguarding and enhancing biodiversity and green infrastructure;
 - Ensuring equality of access by all;
 - Ensuring that the viability and amenity of neighbouring uses and their users/occupiers will not be adversely affected;
 - Incorporating appropriate arrangements for the disposal of foul sewage, waste and water;
 - Make a positive contribution towards tackling the causes of, and adapting to the impacts of Climate Change; and
 - Appropriately contributing towards local, physical, social and community infrastructure which is affected by the development.
- 4.55. Strategic Planning Policy SP3: Strategic Transport Planning Principles states that All development proposals should promote safe, sustainable and healthy forms of transport through good design, enhanced walking and cycling provision, and improved public transport provision. Land-use transportation solutions will therefore be required to deliver a more effective, efficient and accessible transport system according to the following principles:
- 4.56. Improves public transport links between the Primary Key Settlement of Bridgend and the main settlements of the County Borough, and links with Cardiff and Swansea;

- Develops the roles of Bridgend and Maesteg as 'Transport Hubs';
 - Favours development which is located close to public transport facilities;
 - Reduces congestion, the need to travel, and reliance on the private car;
 - Reduces the negative impact of road freight transport;
 - Improves road safety;
 - Makes better use of the core, strategic and local highway network;
 - Encourages rail freight movement within the County Borough;
 - Provides appropriate standards of car parking; 10) Maximises the potential for sustainable transport infrastructure and services; and
 - Provides strategic lorry parks at appropriate locations in the County Borough
- 4.57. Strategic Policy SP4: Conservation and Enhancement of the Natural Environment states that development which will conserve and, wherever possible, enhance the natural environment of the County Borough will be favoured.
- 4.58. Development proposals will not be permitted where they will have an adverse impact upon:
- The integrity of the County Borough's countryside;
 - The character of its landscape;
 - Its biodiversity and habitats; and
 - The quality of its natural resources including water, air and soil.
- 4.59. Areas having a high and/or unique environmental quality will be protected and the following strategically important areas within the County Borough will specifically be protected from inappropriate development which directly or indirectly impacts upon them.
- 4.60. Policy PLA4: Climate Change and Peak Oil states that all development proposals will be required to make a positive contribution towards tackling the causes of, and adapting to the impacts of Climate Change and Peak Oil issues. The criteria is set out within the policy wording.
- 4.61. Policy PLA7: Transportation Proposals (3) (9) states that as well as others, the following transportation proposals are allocated and safeguarded from development that would prevent their implementation:
- PLA7(3)* Bridgend and Porthcawl (Walking & Cycling Proposal)
 - PLA7(9) Porthcawl and Rest Bay (Walking & Cycling Proposal)
- 4.62. Strategic Policy SP5: Conservation of the Built and Historic Environment states that development should conserve, preserve, or enhance the built and historic environment of the County Borough and its setting. In particular, development proposals will only be permitted where it can be demonstrated that they will not have a significant adverse impact upon the following heritage assets: SP5(1) Listed Buildings and their settings; SP5(2) Conservation Areas and their settings; SP5(3) Scheduled Ancient Monuments; SP5(4) Sites or Areas of Archaeological Significance; SP5(5) Historic Landscapes, Parks and Gardens; or SP5(6) Locally Significant Buildings and Areas of Historical Importance.
- 4.63. Strategic Policy SP10: Retail and Commercial Hierarchy states that new retail, commercial, leisure and appropriate employment developments will be focused according to the following hierarchy of retailing and commercial centres within the County Borough set out within the policy. Porthcawl is defined as a Town Centre, the second highest level in the hierarchy.
- 4.64. All new development proposals within retailing and commercial centres should provide retail, community or commercial floorspace on the ground floor.

- 4.65. New retail, commercial and leisure developments shall be of a scale appropriate to the centre within which they are located, and should contribute to or sustain the vitality and attractiveness of that centre within the local retail hierarchy.
- 4.66. New out-of-centre retail development should be developed as a result of an identified need and sequential test of sites and should not be of a scale and type which would adversely affect the vitality, viability and attractiveness of the retailing and commercial centres.

Salt Lake North Development Brief (adopted June 2019)

- 4.67. The purpose of this Planning Development Brief is to clarify the planning and design framework which should be acknowledged and used in the formulation of detailed proposals. This document has been approved by the Council's Development Control Committee as Development Control Guidance at its meeting on 20 June 2019, making it a material consideration in the determination of any future planning applications for the site. The planning and design framework is intended to promote the site, safeguard it from inappropriate forms of development, and ensure that a high quality scheme is achieved through the planning process. This updates the current planning guidance by providing more updated and focused guidance related to the foodstore site.
- 4.68. The key objectives of this Brief and the site have been identified as follows:
- Provide a distinct and enhanced Gateway into Porthcawl;
 - Delivers a new foodstore which improves the commercial vitality and viability of the town centre;
 - Improve the quality of pedestrian and cycle links to and through the site and, in particular, increase footfall between the town centre, the development site and Eastern Promenade, in accordance with the Active Travel Act (2013);
 - Development to be robust, practical and respond to the local context (i.e. heritage, townscape quality, setting) and future masterplan aspirations;
 - Achieve a comprehensive and cohesive approach to development including the position, size, layout, access and servicing of the foodstore and car park;
 - Achieve an appropriate level of car parking which is managed by the operator to enable linked trips to the town centre;
 - Utilise high quality 'soft' and 'hard' landscaping to soften the site boundary, particularly in areas of blank, or inactive frontages;
 - Provide innovation in building design and environmental sustainability, particularly through the choice of high quality materials that responds to local context;
 - Provide a high quality public realm that contributes to towards the placemaking objectives promoted through Planning Policy Wales; and
 - Deliver a new access road to the development site.

Emerging Replacement Bridgend Local Development Plan

- 4.69. The Bridgend Replacement Local Development Plan (LDP) is a high level strategy which must be prepared by the council. The LDP sets out in land-use terms the priorities and objectives of the Corporate Plan. The future Replacement LDP will be required to express in land-use terms the wellbeing objectives and priorities of the Bridgend Public Services Board's Wellbeing Plan.

SPG 17: Parking Standards (2011)

- 4.70. The Council's Parking Standards should be read in conjunction with the Active Travel (Wales) Act (2013) and its Design Guidance (2013), the Local Development Plan, and Supplementary Planning Guidance for Porthcawl. The SPG denotes the site as being located in zone 3.

7 Bays Project, Porthcawl Waterfront: Supplementary Planning Guidance (2007)

The site forms part of the wider 'Porthcawl Waterfront Regeneration Area' as defined by LDP Policy PLA3(8), an area allocated for mixed use development in the Bridgend Local Development Plan (2013) and is the subject of the Seven Bays Project - Porthcawl Waterfront - Supplementary Planning Guidance (SPG) 2007.

5. The Sequential Approach

- 5.1. Paragraph 4.3.18 of PPW 11 and Policy SP10 of the Bridgend LDP state that LPAs should require applications for main town centres uses to be located in town centres. If town centre locations are not available, edge of centre locations are the next preferable, followed by out of centre locations.
- 5.2. As the application site is located 70m from the edge of the Porthcawl town centre boundary, it is considered 'edge of centre'. Therefore, a sequential assessment of sites within relevant town centres needs to be undertaken.
- 5.3. As part of the production of the Replacement Bridgend Local Development Plan, the Council commissioned Stantec to undertake a sequential assessment in connection with the Salt Lake North site. This was also used to inform the production of the Salt Lake North Development Brief.
- 5.4. The sequential assessment has therefore been based on the Stantec Sequential Approach Report, dated May 2019.

Parameters

- 5.5. The PPW confirms that, in reviewing alternative sites, regard should be given to suitability and availability of those sites. These can be defined as follows:
 - Availability – whether sites are available now or are likely to become available for development within a reasonable period of time (determined on the merits of a particular case).
 - Suitability – a site or building's attributes and whether these are sufficient to meet the development requirements of a particular proposal.
 - Viability – whether there is a reasonable prospect that development will occur on the site at a particular point in time. Again, the importance of demonstrating the viability of alternatives depends in part on the need that is to be addressed.
- 5.6. Whilst 'viability' is not expressly referenced by PPW or TAN 4 in relation to planning applications, it is our view that viability remains relevant to the consideration of whether sites are 'suitable' (for completeness we have therefore included viability within our consideration of sequentially preferable sites).
- 5.7. The above parameters provide a robust and policy-compliant basis for assessment.
- 5.8. In considering the sites, we have had regard to case law that has influenced the interpretation of the sequential test. This case law has included the principles established by the Supreme Court in their judgment with regard to a challenge by Tesco Stores Limited in Dundee, which was further clarified by the Secretary of State decision at Rushden Lakes.
- 5.9. More recent guidance has been provided with regard to the application of the sequential test through a High Court judgment relating to an out-of-centre food retail proposal in Mansfield (Aldergate Properties Limited and Mansfield District Council and Regal Sherwood Oaks Limited; CO/6256/2015; 8 July 2016). This judgment builds on a Secretary of State decision relating to a mixed-use retail proposal in Exeter (Land North of Honiton Road and West of Fitzroy Road; APP/Y1110/W/15/3005333) dated 30 June 2016.
- 5.10. Both decisions re-emphasise the 'town centres first' principle. They provide further clarity with regard to the assessment of potential sequentially preferable sites in terms of their 'suitability', 'availability' and the need for the applicant to demonstrate flexibility. In particular, the Mansfield decision confirms that when reviewing potential alternative sites:
 - The terms 'suitable' and 'available' mean suitable and available for the "broad type of development which is proposed in the application by approximate size, type and range of goods." (Paragraph 35).
 - This is to include the requirement for flexibility and "excludes, generally, the identity and personal or corporate attitudes of an individual retailer" (paragraph 35).
 - In terms of a site 'availability', this relates to a site's availability for the type of retail use for which permission is sought and not to its availability to a particular retailer (paragraph 42).
- 5.11. The Mansfield decision therefore confirms that the sites covered by the sequential test search should not vary from applicant to applicant depending on the identity or specific retail model proposed. It is clear, for example, that the requirements of an individual

retailer, their commercial attitudes, site preferences and competitive preferences should not dictate those sites that are 'suitable' or 'available' (paragraph 38). In other words, sequential sites in town centres cannot be dismissed simply because an operator does not wish to compete with its own existing or committed stores located in or close to that centre.

- 5.12. In the Exeter case, the Inspector concluded (and the Secretary of State agreed) that 'availability' did not require a site to be on the open market to any developer (IR 11.39) and that the requirement to develop other parts of the site did not mean the area identified for retail was not 'available' (IR 11.40).
- 5.13. The sequential assessment set out below has been undertaken in the context set by both relevant policy and the clarification provided through these decisions.

The Development Proposed and Flexibility

- 5.14. Paragraph 7.5 of TAN4 states that 'developers and retailers should be flexible and innovative about the format, design and scale of proposed development and the amount of car parking needed, tailoring these to fit local circumstances.'
- 5.15. The application proposal is for a food retail store with a gross area of 1,965 sq. m, and a net sales area of 1,421 sq. m. This sales area would display largely prepacked convenience goods alongside a small range of comparison goods under time-limited special offers. No ancillary services or concessions are to be provided (e.g. café, tobacconist, dry cleaning, pharmacy), nor would any specialist food counters (e.g. butcher, fishmonger, deli) be provided.
- 5.16. A food store of this scale and type would typically require a minimum of 100 parking spaces.
- 5.17. The size of a site that could accommodate such a store varies with context, but it is considered that sites extending to approximately 0.7 hectares would best allow the reasonable requirements of a food retail store of this nature to be accommodated (access, parking, servicing, and landscaping).
- 5.18. In practical terms, such a store is at the lowest end of what would be reasonably considered a modern supermarket or main-food shopping destination. A store of this size would enable a retailer to provide and display a streamlined range of convenience goods, while also taking into account the space requirements for lobbies, walkways, checkouts, back of house storage space, staff and customer facilities.
- 5.19. Notwithstanding this, while undertaking the sequential assessment, consideration was given to whether a store could reasonably be accommodated on a smaller site, where appropriate.

Assessment Parameters

- 5.20. The Primary Catchment Area (PCA) adopted for our sequential site exercise is focused in and around Porthcawl.
- 5.21. We have focussed the sequential assessment on the following areas:
- The other Salt Lake development phases;
 - Sandy Bay;
 - Harbour Quarter;
 - Porthcawl town centre development sites; and
 - Vacant units in Porthcawl town centre.

- 5.22. The following section considers these locations in the context of the sequential approach.

Assessment of Alternative Sites

Salt Lake – Phase 2

- 5.23. This site is shown on the plan included at Appendix D and measures 0.6 hectares. It is located 150m walking distance from the Porthcawl town centre boundary. The site is therefore located further from the town centre boundary than the application site and is not considered sequentially preferable.
- 5.24. Additionally, the site is allocated for residential uses within the Porthcawl Waterfront SPG.

5.25. In light of the above, it is not considered suitable to accommodate the proposal, and it is not sequentially preferable.

Salt Lake – Phase 3

5.26. This site is shown on the plan included at Appendix D and measures 1.5 hectares. It is located within the Porthcawl town centre boundary.

5.27. The site is currently in use as the main car park for Porthcawl town centre. Due to its important role in serving the town centre, it is now the intention of the Council to retain the site as a car park within the replacement LDP. In light of this, the site is not considered available to accommodate the proposal.

5.28. In light of the above, the site is not considered to be a sequentially preferable site, due to the lack of availability.

Salt Lake – Phase 4

5.29. This site is shown on the plan included at Appendix D and measures approximately 0.4 hectares. It is located approximately 200m walking distance from the Porthcawl town centre boundary. The site is therefore located further from the town centre boundary than the application site and is not considered sequentially preferable.

5.30. The site runs alongside Eastern Promenade and is a very long and thin site. It is therefore not of a suitable size or configuration to accommodate the proposal.

5.31. Additionally, the site is located within Flood Risk Zone C2, so is at high risk of tidal flooding. This site therefore requires significant investment in flood defences before it can be developed.

5.32. In light of the above, the site is not suitable to accommodate the proposal and is therefore not sequentially preferable.

Salt Lake – Phase 5 and 6

5.33. These two sites are shown on the plan included at Appendix D and measure 2.9 hectares in total. The sites are partly located within the Porthcawl town centre boundary.

5.34. Both sites are allocated for residential uses within the Porthcawl Waterfront SPG.

5.35. The site is also located at least partly within Flood Risk Zone C2, so significant investment in flood defences is required prior to development.

5.36. Even though the site is located within the town centre boundary, it does not benefit from easy walking links with the existing primary shopping frontages. Additionally, the site is less accessible than the application site by bus, with the nearest bus stops being a five minute walk away.

5.37. In light of the above, the site is not considered to be suitable and is therefore not sequentially preferable.

Salt Lake – Phase 7

5.38. This site is shown on the plan included at Appendix D and measures 0.9 hectares. It is located immediately adjacent to the Porthcawl town centre boundary.

5.39. The site is predominantly located within Flood Risk Zone C2 so is at high risk of flooding. The development of the site is therefore dependent on significant flood defence infrastructure being implemented. In light of this it is not considered suitable.

5.40. In respect of accessibility, it is less accessible than the application site. The pedestrian links across The Portway are low quality, and bus stops are located more than five minutes' walk away.

5.41. Furthermore, the site is allocated for leisure uses within the Porthcawl Waterfront SPG. This would not be compatible with the proposed development.

5.42. In light of the above the site is not considered to be sequentially preferable.

Sandy Bay

- 5.43. This site is located between Coney Beach and Trecco Bay Holiday Park. It is bound by Sandy Lane to the west, Rhych Avenue to the east, New Road to the north, and Sandy Bay beach to the south.
- 5.44. The site is located in an out of centre location so is not sequentially preferable.
- 5.45. The site is allocated as part of the Porthcawl Waterfront Regeneration Area (PLA3(8)) within the Bridgend LDP, and for residential and open space in the Porthcawl Waterfront SPG.
- 5.46. In light of the above it is not considered to be a sequentially preferable site.

Harbour Quarter

- 5.47. The Porthcawl Waterfront SPG identifies the Jennings Building for refurbishment to provide new commercial leisure uses.
- 5.48. The building has now been fully refurbished and provides units for leisure operators such as Harbour Bar and Kitchen, Double Zero Pizza and Coffi. It is therefore no longer available.
- 5.49. The site is also located further from the town centre boundary than the application site so is not sequentially preferable.
- 5.50. In light of the above, the site is not considered to be sequentially preferable.

Porthcawl Town Centre Development Sites

- 5.51. The former Glamorgan Holiday Hotel site is located between next to Porthcawl marina on the. It is bound by the Square to the North the Portway to the east, and Eastern Promenade to the south.
- 5.52. The site is located within Porthcawl town centre and is currently vacant.
- 5.53. The site is unsuitable. The site area at 0.38 ha is significantly smaller than the Phase 1 Salt Lake site (0.8ha). The site is too small to accommodate the proposed supermarket allocation (up to 2,322 sqm gross) with associated car parking even allowing for flexibility on scale.
- 5.54. Furthermore, a SUDS application has been submitted for the proposed development of 53 apartments at the Former Glamorgan Hotel site.
- 5.55. In light of the above, the site is not considered to be sequentially preferable.

Vacant units in Porthcawl Town Centre

- 5.56. A survey of Porthcawl town centre was undertaken on 13th April 2021.
- 5.57. Although there was a number of vacant units within the town centre, they were all very small in size, generally under 100 sq. m. As the proposed development comprises a food store of 1,965 sq. m with 114 car parking spaces, these are clearly not able to accommodate the proposal.
- 5.58. The largest vacant unit was at 7-11 John Street, which was a former hotel. It is currently being redeveloped into commercial uses at ground floor with residential units on the upper floors. The largest available ground floor unit is 290 sq. m, which is significantly too small to accommodate the proposal.
- 5.59. In light of the above, no vacant units within Porthcawl town centre are considered to be sequentially preferable.

Sequential Assessment Conclusions

- 5.60. On the basis of the above information, we conclude that there are no sequentially preferable sites within the town centre or in edge-of-centre locations elsewhere within the primary catchment area. This viewpoint has also been confirmed by both Stantec, in its Report dated May 2019, and Bridgend County Borough Council in the approval of the Salt Lake North Development Brief.
- 5.61. The proposed development site is considered to represent the only site that is suitable, viable and available for the type of development proposed. We therefore conclude that the site complies with the sequential approach to site selection and in particular Policy SP10 of the Bridgend LDP and paragraphs 4.3.18 to 4.3.24 of PPW.

6. Retail Need and Impact Assessment

- 6.1. This section of the report sets out our assessment of the retail policy implications of the proposed Aldi development.
- 6.2. It is accepted that the application site is located outside of Porthcawl town centre, albeit within 300m so it is classed as 'edge of centre'.

Retail Need

- 6.3. As set out at paragraph 4.3.14 *'there is no requirement to demonstrate need for developments within defined retail and commercial centre boundaries or sites allocated in a development plan for specific retail uses'*.
- 6.4. As outlined in Chapter 4 of this Statement, Policies PLA3(8) and REG9(6) of the Bridgend LDP identifies the Porthcawl Waterfront Regeneration Area as a site where retail development will be favoured. The supporting text at paragraph 5.2.23 states that an allocation for a 2,500 sq. m foodstore at Porthcawl Regeneration Area will provide the area with sufficient convenience floorspace. As Policies PLA3(8) and REG9(6) are both relevant, saved policies which cover the application site, there is no requirement to demonstrate retail need.
- 6.5. Additionally, the Salt Lake North Development Brief sets out the Council's desired use of the site, which is as a foodstore of between 1,858 and 2,323 sq. m GIA. The Development Brief is a material consideration in the development management process.
- 6.6. Notwithstanding the above, there is a clear qualitative need for a new food store in Porthcawl for the following reasons:
- There is currently limited convenience floorspace in Porthcawl. The proposal will address a clear deficiency in terms of quantity and quality in Porthcawl.
 - The lack of convenience floorspace in the town is causing a high level of leakage from Porthcawl to other towns such as Pyle, and predominantly Bridgend. People are therefore driving to stores further afield which is creating unsustainable travel patterns and expenditure is not being spent locally in the town. The proposal will therefore help to reduce the need to travel, which helps to reduce carbon emissions, and also retain expenditure locally.
 - The site is highly accessible by walking and public transport. It is located on the edge of Porthcawl town centre, so the proposal will encourage linked trips between the Aldi and other town centre shops and services. This will have further positive impacts on the overall vitality and viability of the town centre.
 - The proposal will create new jobs for Porthcawl residents. Approximately 40 positions will be created at a range of levels of seniority and both full and part time roles. The jobs will provide permanent 'year round' roles for a town which is a tourist hotspot where many jobs are seasonal.
- 6.7. In light of the policy allocation of the site, there is no requirement to demonstrate retail need for the proposed development, but there is a clear qualitative need for the store.

Retail Impact

- 6.8. As set out at Policy SP10 of the Bridgend LDP, and paragraph 4.3.26 of PPW, a retail impact assessment is only needed for new floorspace of over 2,500 sq. m. Accordingly, an impact assessment is not required, but for robustness a basic assessment has been undertaken using the Bridgend Retail Study 2018 as a base.

Porthcawl Town Centre Health Check

- 6.9. The starting point for assessing retail impact is to consider the health of nearby centres. Given its proximity to the site, we have undertaken a 'health check' of Porthcawl town centre.
- 6.10. A site visit was undertaken on the 13th April 2021 to assess the health of the town centre.

Diversity of Uses

- 6.11. The town centre is principally formed of the primary shopping frontages along John Street.
- 6.12. The centre comprises a good mix of national multiple and independent retailers.

- 6.13. The convenience retail offer of the town centre is primarily provided by the Co-op store on Lias Road, but there are smaller stores such as One Stop on Esplanade, Spar on John Street, Stokes Greengrocers on John Street, and The Fruit Bowl on John Street. There are also two butchers on John Street and South Road, but outside of the primary shopping frontage.
- 6.14. The comparison retail offer is varied, including clothing stores, gift shops, and charity shops.
- 6.15. The centre is also reliant on other services such as banks, estate agents, cafes, restaurants, and takeaways.

Vacancies

- 6.16. The vacancy rate across the town centre appears low, with a limited number of vacancies. The vast majority of the available units appear to be small in size (less than 200 sq. m).

Pedestrian Flows

- 6.17. Given the town centre is linear in nature, the main pedestrian flows are along John Street. There are also high levels of footfall around the southern end of the town centre along Esplanade, and also the Lias Road area.

Accessibility

- 6.18. The town centre is accessible by a range of modes of transport, including walking, cycling, bus and car.
- 6.19. A large car park is located on Hillsboro Place immediately to the east of the primary shopping frontage. The nearest bus stops for the town centre are located on Lias Road and Church Road, with others at the northern end of John Street/South Road.

Environmental Quality

- 6.20. The town centre's environmental quality and appearance is generally very good with a mix of high quality older buildings (including the Town Council building, John Street toilets, and the Grand Pavilion) with examples of modern architecture such as Esplanade House.
- 6.21. Occurrences of graffiti and litter is very low, and the areas of hard and soft landscaping are generally of a good quality.

Other Indicators

- 6.22. There are other clear indicators that the town centre is healthy, including signs of investment. The former Porthcawl Hotel on John Street is being converted to residential units with new ground floor commercial units.
- 6.23. Additionally, the marina area has undergone recent investment such as the refurbishment of the Jennings Building, which has brought new high quality operators to the site which has increased both footfall and jobs.

Conclusion on Health of Porthcawl Town Centre

- 6.24. Following our assessment of the centre, it is clear that Porthcawl is a small but popular town centre, which is busy and benefits from a wide range of uses. It is not reliant on one particular sector (i.e. convenience or comparison retail).
- 6.25. The level of trade in the town demonstrates it is vital and viable, and will therefore be resistant to new retail developments.

Methodology for Impact Assessment

- 6.26. The proposed development is a discount foodstore with a gross floorspace of 1,965 sq. m, a net sales area of 1,421 sq. m, and a convenience goods sales area of circa 1,137 sq. m (80% of the net sales area). The application is submitted on the basis that Aldi will be the end-user, and this is reflected in our assumptions below.
- 6.27. Drawing on the empirical data provided within the Bridgend Retail Study, we have adopted a conventional step-by-step, trade diversion methodology to assess retail impact. This is based on an estimate of store turnover (and supporting catchment area expenditure) in the 'design' year, and a series of judgements (informed by the evidence base) relating to the proportion of turnover estimated to be diverted from existing centres and stores.
- 6.28. We have used our professional judgment to assess which stores are likely to be affected by the proposed store.

- 6.29. These judgements reflect factors such as scale, nature of retail offer, location/distance, and extent of 'trading overlap' (or competition), underpinned by the principle of 'like competing with like'. Proximate facilities with a similar catchment, and trading in the same market sector, will experience the greatest impacts applying these assumptions. Conversely, distant facilities of a differing scale and nature (such as local facilities and convenience stores catering for day-to-day needs) will be far less likely to experience diversion of trade.
- 6.30. This methodology is widely applied in retail assessment work and reflects that advocated in relevant national policy (e.g. TAN4 paragraph 6.3). The approach is considered to be logical, robust, transparent, and proportionate.
- 6.31. There are seven main steps underlying this approach:
- Step 1: define a catchment area and quantify population and spending
 - Step 2: identify base and design years for the assessment
 - Step 3: estimate the turnover of existing centres and retail destinations
 - Step 4: estimate the turnover of the application proposal and any relevant existing retail 'commitments'.
 - Step 5: apportion the turnover of the subject proposal to stores/centres using a trade diversion methodology, based on an understanding of location/proximity and the extent to which the proposal will compete with existing facilities (centres and schemes in the same market sector having the greatest propensity to divert trade from comparable facilities).
 - Step 6: quantify trade diversion (impact) and assess the significance of the predicted impacts for established centres.
- 6.32. Impact is expressed as a percentage of existing centre/retail destination turnover diverted to the proposal in the design year.

Technical Assumptions

- 6.33. The principal supporting assumptions and assessment parameters adopted within our analysis are as follows:
- 6.34. Base and design years: base year of 2021 and design year of 2026. The base year is the current year and reflects the earliest year in which planning permission might be granted. Should planning permission be granted for the proposal, Aldi intends to open the store in late 2023, and a mature trading position will be established fully by 2026.
- 6.35. Price Base: constant 2017 prices. This is consistent with the 2018 Bridgend Retail Study.
- 6.36. Catchment Area: based on the characteristics of the proposal (i.e. a discount foodstore) the catchment area adopted reflects that used within previous comparable assessments and adopts a primary catchment area based on Zones 1 – 8 of the 2018 Bridgend Retail Study. This allows for a more accurate picture of trade draw and impact across the wider area.
- 6.37. Population and Expenditure: Population and expenditure data has been sourced from Tables 1 and 2 of Appendix C of the 2018 Bridgend Retail Study. The expenditure data has been grown using growth rates set out in Figure 6 of Appendix 3 of the Experian Retail Planner Briefing Note 18 (October 2020).
- 6.38. Turnover of proposal: calculated from net floorspace and the sales density of Aldi derived from Mintel Retail Rankings. The resulting 2021 sales densities are £11,584/sq. m. for convenience goods and £10,043/sq. m. for comparison goods. This equates to a convenience turnover of £13.17m at 2021 (growing to £13.43m by 2026) and a comparison turnover of £2.85m at 2021 (growing to £3.21m by 2026).

Assessment of Impact

- 6.39. A full set of tables which comprise the retail impact assessment (RIA) is included at Appendix C of this Statement.
- 6.40. Tables 1 – 3 of Appendix C sets out the total population and convenience expenditure figures for the Study Area. This has been sourced from Tables 1 and 2 of Appendix C of the Bridgend Retail Study 2018.
- 6.41. Table 4 of the RIA then utilises the market shares of convenience destinations within Zones 1-8 in the 2018 Retail Study, to estimate the 2021 and 2026 convenience turnovers (Tables 5 and 6). The market shares are sourced from Table 4 of Appendix C of the 2018 Retail Study.

- 6.42. The turnover of the proposed store is calculated at Table 7 of the RIA. The store will have a net retail sales area of 1,421 sq. m, and a net convenience sales area of 1,137 sq. m. At 2021, the convenience turnover of the store is estimated to be £13.17m, growing to £13.43m by 2026.
- 6.43. At Table 8, we have then assessed the implications of the proposed Aldi store, by undertaking a trade diversion assessment. The percentage of trade diversion has been calculated by assessing a number of factors, such as distance from the site, local competition, similarity of retail offer, store size and store format.
- 6.44. Additionally, the market shares in Table 4 provide a useful starting point to determine the level of trade diversion. For example, Table 4 shows that only 27.4% of convenience expenditure in Zone 2 is actually spent in Zone 2 destinations. 41.5% current leaks to Zone 1, and 13.4% leaks to Zone 8. This demonstrates that Zone 2 is experiencing a high level of leakage of convenience spend. Similarly, inflow to Zone 2 from the other zones is extremely low, with only 1.5% of Zone 8 expenditure being spent in Zone 2, and the remaining zones are all negligible amounts.
- 6.45. Table 8 shows our estimates in the level of turnover that will be diverted from other stores in the Study Area. For example, we have estimated that 10% of the turnover of the proposed Aldi store (which equates to £1.34m) will be diverted from the Co-op at Lias Road in Porthcawl, 20% from Tesco Extra at Cowbridge Road in Bridgend, and 15% from Aldi in Bridgend.
- 6.46. The post-impact turnover of each store is calculated, which then is used to calculate the level of retail impact on each store. For example, the Tesco Extra at Cowbridge Road in Bridgend will experience a convenience impact of -5.16%, whereas the Aldi on Brackla Street in Bridgend will experience convenience impact of -9.77%.
- 6.47. Our analysis relates only to the convenience goods impact of the proposed Aldi store. Aldi stores are a predominantly convenience goods shopping destination with only a small element of floorspace given over to comparison goods (typically 20%). Additionally, as outlined in Section 3 of this Report, the comparison goods on sale in an Aldi store are predominantly temporary in nature. The products are typically time limited 'special buys' and once the goods are sold, they are not restocked. As a result, the non-food comparison goods are ancillary to the primary purpose of the proposed store and are considered de minimis.
- 6.48. The highest impact observed as a result of the proposed Aldi store would be experienced by the Co-op on Lias Road in Porthcawl, which will experience convenience impact of -15.76%. However, it should be noted that this is just the convenience goods impact on the store, and, as set out in PPW, impact is concerned with the impact upon a centre as a whole. In light of this, the overall impact upon the Co-op store will in fact be lower than -15.76%, and more importantly, the overall impact on Porthcawl town centre will be lower still.
- 6.49. Furthermore, the health of Porthcawl town centre is not dependent on convenience goods. It has a high proportion of comparison goods and service floorspace which will not be adversely affected by the proposal.
- 6.50. In respect of individual stores, the other stores which will experience the most convenience impact are the Aldi in Bridgend (-9.77%) and the Asda in Pyle (-9.24%). The Aldi in Bridgend is located within a defined centre, but this level of impact is not going to have a significant adverse impact upon the centre as a whole. The Asda in Pyle is located in an out of centre location.

Assessing the Significance of Impact for Existing Centres

- 6.51. As noted above, TAN4 (paragraph 8.3) identifies the impact considerations against which planning applications for retail uses (on the edge of or outside retail and commercial centres) should be assessed.
- 6.52. These tests apply to all proposals for retail development above 2,500 sq. m gross. Smaller proposals (such as the application proposals) may also be assessed where LPAs believe they will have a significant impact on a retail or commercial centre.
- 6.53. Paragraph 8.3 of TAN4 advises that such assessments should be considered against a range of criteria, for example:
- The impact on existing, committed and planned public and private investment in centres;
 - The impact on centre vitality and viability;
 - The consideration of cumulative effects;
 - The impact of the proposal on allocated sites outside centres being developed in accordance with the development plan;

- The impact on in-centre trade and turnover, taking account of current and future expenditure capacity;
- An assessment of the proportion of customers travelling by different modes of transport;
- The impact on travel patterns;
- Any significant environmental impacts.

6.54. We consider the potential impact of the proposed development against these criteria below.

Investment Impacts

- 6.55. The only retail investment scheme we are aware of in the town centre is the redevelopment of 7-11 John Street. However, this development only includes two retail units of 185 sq. m and 290 sq. m. Given the scale of the proposed development, this will not affect the delivery of this scheme.
- 6.56. We are not aware of any other planned investment in centres that might be affected by the proposed development.
- 6.57. We therefore conclude that there are no alternative investment that would be impact by the application proposals.

Town Centre Vitality and Viability

- 6.58. Having regard to the conclusions of the retail impact assessment as set out above, and the nature and function of the town centres' retail offer, we do not consider that the Aldi proposal would undermine the vitality or viability of existing centres, or the level of trade. Any identified impacts upon defined centres are well within acceptable parameters, and are not classed as 'significantly adverse'.
- 6.59. Furthermore, given the application site is located within an easily accessible edge of centre location, it is likely to lead to an increase in footfall in Porthcawl town centre. This will in turn have a positive impact on town centre retailers and other services. Aldi is not a 'one stop shop' and so Aldi customers will still visit other business' for services such as using a Post Office, shoe repairs, or dry cleaning. The proximity of the proposed store to the town centre will encourage linked trips which will have positive impacts upon footfall in the town centre, which is good for the overall health of the centre.
- 6.60. Additionally, there is currently a high level of leakage on convenience expenditure to locations such as Bridgend. The proposed Aldi will help to retain some of this lost expenditure, which will be of benefit to the town.
- 6.61. We therefore conclude that retail impact on vitality and viability is acceptable in planning policy terms, and that in-centre trade and turnover will not be materially affected by the application proposals. Conversely, it will have positive impacts.

Cumulative Effects

- 6.62. We are not aware of any other material development or unimplemented retail planning permissions that require a cumulative assessment. We therefore conclude that the proposals do not give rise to materially significant cumulative effects.

Impact on In-Centre Trade/Expenditure Capacity

- 6.63. As set out above, our impact analysis confirms that impact on in-centre trade and turnover will be within commonly acceptable limits.
- 6.64. In respect of capacity for convenience floorspace, the Council has identified a need for new floorspace within Porthcawl. The proposal will therefore address this quantitative need and help to address the high levels of leakage to other locations.
- 6.65. Furthermore, as stated above, the site is located in an edge of centre location, which is within easy walking distance of the town centre, the proposal is likely to help increase footfall in the town centre. Aldi is not a 'one stop shop' and so Aldi customers will still need to visit other services not available in store. The proximity of the proposed store to the town centre will encourage linked trips which will have positive impacts upon footfall and trade/turnover in the town centre, which is good for the overall health of the centre.

Impact on Travel Patterns/Transport Modes

- 6.66. This is considered in more detail in the accompanying Transport Statement. As there is no Aldi store in Porthcawl or the surrounding area, and so it will help to reduce the requirement to travel long distances. The retail impact assessment at **Appendix C** identifies a high level of leakage from Porthcawl (Zone 2) to locations such as Bridgend and Pyle. The proposal will help to retain or 'clawback' some of this expenditure within Porthcawl.

6.67. We therefore consider that the proposals will assist in minimising unnecessary journeys and reducing trip lengths, having wider positive impacts on carbon emissions, and air pollution.

Environmental Impacts

6.68. Given the nature of the application site and the information submitted in accordance with the application proposals, we do not consider that there are any significant environmental impacts associated with the proposed development.

6.69. Furthermore, as set out above, the reduction in trip lengths and reducing the need to travel will have a beneficial environmental impact due to the reduction in emissions.

Conclusions on Retail Need and Impact

6.70. We have referred to the quantitative and qualitative need for the proposals, and fully assessed the possible impacts, having regard to the relevant policy considerations set out at the national and local level. We make the following key conclusions:

- The Council has already identified a need for a food store of between 1,858 sq. m and 2,323 sq. m at the Salt Lake North site. This is identified in Policy REG9(6) of the Bridgend LDP and the Salt Lake North Development Brief.
- There are also qualitative need benefits of the proposal, including addressing a clear local deficiency for convenience floorspace in Porthcawl, helping to reduce the need to travel to Bridgend and Pyle, retaining convenience expenditure locally, increasing the propensity for linked trips with the town centre, and local job creation.
- Impacts associated with the proposal at 2026 are low and represent no threat to the vitality and viability of the existing centres.
- Conversely, the proposal is likely to actually increase footfall, and therefore trade, in the town centre, which will have positive impacts upon the overall health of the centre.
- The proposal represents no threat to planned investment in any of the existing centres in the catchment area.

6.71. When impacts are assessed against the relevant criteria set out in national policy, the impacts are not considered to be significantly adverse, and the proposal is accordingly in compliance with relevant national and local retail guidance.

6.72. On the basis of the foregoing analysis, we conclude that the application proposal complies with the tests of 'need' and 'impact'.

7. Other Material Considerations

Economic Development and Regeneration

- 7.1. The proposed store will provide approximately 40 full and part time jobs (a full-time equivalent of 27) at a range of levels of seniority.
- 7.2. Rates of pay at Aldi are the highest in the grocery sector¹. Starting hourly rates for shop floor staff are £9.55/hour which increases to £10.57 after three years' service. These rates of pay are well above the National Living Wage, and store managers can earn up to £60,000/annum.
- 7.3. These jobs will increase spending power for employees, and their wages/salary could be spent in local businesses in and around Porthcawl, therefore having further economic benefits on those businesses.
- 7.1. It is Aldi's preference to recruit staff locally. The company's remuneration and training policy reflects Aldi's firm belief that a well-trained and highly motivated workforce is essential to the success of the business. All hourly paid wages for store employees exceed the Government's National Living Wage and the Living Wage Foundation's recommended national rate. Aldi offers full training for all its positions and the schedule and facets of the training are tailored to the individual.
- 7.2. Aldi has two of the most successful apprentice schemes and graduate programmes in the UK. Apprentices are trained to work in all parts of the business including at store, distribution, logistics and management level, as well as progression through to the Store Management Team.
- 7.3. Aldi's on-going graduate scheme secures an annual intake for the Area Management Programme. Trainee Area Managers spend a year shadowing an Area Manager before they take on three to four stores of their own to manage. The training covers the entire spectrum of running a retail operation and is a UK-wide programme.
- 7.4. The construction of a new store requires the services of local building trade contractors which provides employment opportunities during the build out period. Typically a range of skills such as ground works, steel, brick and block work and shop fitting are sourced locally, as well as cleaners and labourers.
- 7.5. The proposal also regenerate a long term vacant site at a gateway location. The application site is part of a wider long term regeneration area, and so the proposal could help to kick-start the development of the wider area.
- 7.6. The development will help to meet several of the objectives set out in the Bridgend LDP. Objective 1c seeks to 'realise the potential of Porthcawl as a premier seaside and tourist destination which capitalises on regeneration of its waterfront'. It also meets objectives 3a, 3b and 3f which seek to build a diverse economy, provide new jobs, and support town centres.
- 7.7. The proposal also accords with Para. 5.4.13 of PPW as it will:
- Reduce the need to travel and reduce dependency on the car;
 - Promote the re-use of previously developed land, vacant and underused land;
 - Deliver physical regeneration and employment opportunities;
 - need to ensure that residents of existing and new communities have access to jobs.
- 7.8. On this basis, it is considered that the development of the site for retail uses would have significant positive economic impacts and would therefore support the broader economic and regeneration objectives of the LDP and PPW.

Design and Layout

- 7.9. Due to the extended pre-application process prior to submission of this application, design of the proposal has been given very careful consideration.

¹ Rates of pay are the highest in the grocery sector after taking into account paid breaks

- 7.10. In respect of site layout, several options were explored (set out at pages 15 and 16 of the Design and Access Statement). Several major issues had to be balanced, including visual amenity, street scene, commercial presence, pedestrian access, servicing access, and residential amenity were considered.
- 7.11. The proposed site layout was thought to be the most appropriate for the site taking account of the above factors, and the Porthcawl Salt Lake North Development Brief.
- 7.12. In respect of the store design, this has evolved since the original pre-tender bid for the site. The original proposal comprised a store in roughly the same layout and configuration, but of a different design. The building was originally proposed to be constructed using red facing brickwork, with dark wood cladding, dark grey metal cladding, and red accents. This design was considered too dark and imposing.
- 7.13. The design was amended for the tender bid stage to include use of much lighter materials such as light stone, render, and more glazing.
- 7.14. Over the course of two further pre-application meetings the design was evolved to the current design to address all of the Council's comments. This involved changes to the roof line and profile, the boundary treatment, landscaping and the public realm area.
- 7.15. The final design involves use of local blue lias limestone, vertical timber cladding, glazing panels, a curved roof profile, and off-white render. A 'feature wall' on the southern elevation will incorporate pebbles as a link to the site's seaside location.
- 7.16. A full description of the design and its justification is set out within the Design and Access Statement.
- 7.17. We consider that the current design is an example of high-quality architecture in a high profile, gateway location. It will help to set the standard of architecture for the development of the wider Salt Lake development site.
- 7.18. Overall, the design complies with the Salt Lake North Development Brief, Policy SP2 of the Bridgend LDP and national design policies.

Public Art

- 7.19. The Salt Lake North Development Brief sets out a requirement that any development of the application site should include an element of public art.
- 7.20. A public art consultant, Studio Response, was appointed to manage the process.
- 7.21. A Public Art Strategy has been produced, and forms part of the planning application.
- 7.22. The Strategy sets out three possible options for integrating public art into the scheme. The commissioning of an artist to create and install the art will be secured via a planning condition of a decision notice, should permission be granted.

Local Neighbour Amenity

- 7.23. The site is not located in close proximity to existing residential dwellings, with the closest being located 75m to the north on Wellfield Avenue. However, the land immediately adjoining the application site to the east is allocated for residential uses within the Porthcawl Waterfront SPG. In light of this a Noise Assessment has been undertaken by Sharps Redmore, which forms part of the application submission.
- 7.24. To reduce noise impacts on existing and future residential dwellings an acoustic fence measuring approximately 60m long and 3m high will be installed along the north-eastern boundary of the site. This will shield the land to the east from noise associated with the service vehicles. A further section of acoustic fence measuring approximately 14m long and 3m high will provide enclosure to the external plant area.
- 7.25. To formally assess the potential noise impacts of the proposal, a baseline noise survey was undertaken between 29 and 30 April 2021. This is to enable the baseline noise conditions to be established.
- 7.26. The survey results identified the highest noise levels at the nearest receptor (identified at Location 1 in the Noise Report) were at 12:00 on 29 April at 55dB (LAeq 1 hour). The lowest levels were at 03:00 on 30 April (36.1 LAeq 1 hour).

- 7.27. In respect of fixed external plant, the Noise Report recommends conditions should be imposed restricting night time noise to 35dB (between 23:00 and 07:00).
- 7.28. The Report also assesses noise from store operation and deliveries. In respect of both of these activities, the proposal is not considered to cause any severe impacts.
- 7.29. The Report also assesses the possible impacts on the future residential uses to the east of the site. Tables 9 and 10 of the Noise Report confirms that delivery noise at existing and future residential receptors will comply with WHO guidelines during day time hours. However, at the future residential units, there could be night time impacts. In light of this, the Report recommends that prior to the residential uses coming forward, the site can be serviced 24 hours per day. At the point at which the residential dwellings become occupied, deliveries should be restricted to between 07:00 and 23:00 only. However, this does depend on the level of mitigation integrated into that development. This would be controlled by a condition.
- 7.30. Aldi is committed to being a good neighbour, and so noise and lighting impacts have been considered from the start of the design process. Any disturbances will be kept to a minimum.
- 7.31. The store manager will build a relationship with local residents, and will act as a point of contact if any local issues arise. Aldi has demonstrated across the UK that it is a responsible neighbour, and will work closely with the community to ensure this continues.

Flooding

- 7.32. The site is located entirely within Flood Risk Zone A so is at little to no risk of flooding.
- 7.33. A Flood Consequences Assessment (FCA) and Drainage Strategy for the site has been prepared by Craddys, and these form part of the application submission.
- 7.34. The developable land at the application site is at between 7.2m and 9.8m AOD, and the risk of flooding in any given year is less than 0.1%.
- 7.35. As the site is less than 1 hectare, surface water at the site is unlikely to have a significant impact on local flooding. There is also no known history of flooding on the site.
- 7.36. The proposed drainage system will be carefully designed to ensure the site can mitigate against the effects of the additional surface water generated by the development.
- 7.37. As the site is over 100 sq. m, the proposal is subject to a SuDS Approval Body (SAB) application. This is a separate process to the planning application. On the Proposed Soft Landscaping Plan, several areas to accommodate SuDS features have been included.
- 7.38. In summary, the FCA and Drainage Strategy demonstrates that the proposed development on the application site will not lead to an increase in the risk of flooding at the site or surrounding area. It is therefore compliant with the relevant local and national policy tests.

Ecology

- 7.39. A preliminary ecological appraisal of the site was undertaken by Tyler Grange on 8 April 2021. An Ecological Assessment was then produced and forms part of this application.
- 7.40. The Report states that the site is currently of negligible ecological importance.
- 7.41. The proposed development will not adversely impact upon any important habitats, and the proposed planting at the site will include native or ecologically beneficial flora, which could provide foraging opportunities for fauna.
- 7.42. The development will include the planting of 35 new trees around the application site. Additionally, low level shrubs will be planted in and around the car park. This new planting will have a positive effect on the ecological value of the site.
- 7.43. The Ecological Assessment recommends the measures proposed within the Construction Environmental Management Plan (CEMP) are implemented, in addition to erecting bird boxes on the building, and the future production of a Landscape Ecological Management Plan (LEMP).

- 7.44. In conclusion, the application site is of negligible importance for various flora and fauna, and the proposal will not lead to any adverse impacts. Furthermore, the proposed landscaping scheme and other mitigation measures will improve the site overall. It is therefore in full compliance with Policy SP4 of the Development Plan and Chapter 6 of PPW which respond to Section 6 Duty of the Environment (Wales) Act 2016.

Highways and Access

- 7.45. A Transport Assessment (TA) has been produced by Entran Limited, which accompanies this application. The submitted TA demonstrates that the proposals are consistent with local policy and the site access has been designed to provide safe and efficient access, for all modes of transport.
- 7.46. Based on the TRICS assessment the proposed development is expected to generate 169 trips in the weekday evening peak, and 265 trips in the weekend peak. Proposed trip generation rates have been obtained from TRICS surveys to form a reasonable and robust estimate of the expected development traffic.
- 7.47. The TA also assess the local highway network to ensure there is capacity for the additional trips. The adjacent Portway roundabout has been assessed and it is considered to be well within its design capacity, and the expected level of queues and delays will be 'very minor'.
- 7.48. In respect of impacts on road safety, there are no local accident 'blackspots'. The proposal is not considered to change this situation.
- 7.49. The level of car and cycle parking provided within the scheme is appropriate and complies with the local parking standards.
- 7.50. As set out within the Salt Lake North Development Brief, there is a requirement for the developer of the site to make a financial contribution towards a series of highways improvements in the local area. These works are set out at paragraph 3.2.5 of the TA. The works will make a significant improvement to the accessibility of the site for pedestrians and cyclists.
- 7.51. The application also includes a Staff Travel Plan to encourage staff to use sustainable forms of transport. Furthermore, the site is located in an edge of centre location, which is a sustainable location which can benefit from linked trips, which helps reduce the need to travel.
- 7.52. Based on these findings, the development proposals are not expected to lead to any localised material off-site highways issues on the adjacent transportation network. It is therefore concluded that the impact has been fairly and reasonably addressed and there should be no reason for highways related objection to the proposed development.

Contamination

- 7.53. A Geo-Environmental Appraisal of the application site has been prepared by Groundtech Consulting. This reviews previous uses of the site and advises on the likelihood of contamination.
- 7.54. Given the historic use of the site as a shipbuilding yard, dock, and railway sidings, there is potential for below ground contamination.
- 7.55. The Report advises that there is a low risk to human health, a low risk to controlled waters, and a moderate to high risk of ground gas.
- 7.56. In light of the above it recommends further work is undertaken, including ground gas monitoring and assessment, and detailed design of building foundations. These surveys can be dealt with via a condition should planning permission is granted.

Heritage and Archaeology

- 7.57. A proportionate Heritage Impact Assessment (HIA) has been produced by Foundations. This is included with this submission.
- 7.58. The HIA has considered the potential for development on land at Salt Lake North, Porthcawl, Wales to affect known and potential heritage assets, as required by Chapter 6 of National Planning Policy Wales, Edition 11.
- 7.59. There are a number of designated and non-designated heritage assets around the site area, which share intervisibility or other relevant relationships with the site. The nature of these assets is such that they have little in common with the site area and no adverse effect on their heritage significance as conveyed by setting has been identified.

- 7.60. The HIA has also considered the potential for heritage assets with an archaeological interest to be present on the site, based on the known archaeological remains that are presently recorded in the vicinity. The potential has been assessed as negligible-low for the Prehistoric, Roman, Early Medieval and Medieval periods, with the recognition that if non-agricultural features were present, they would be of moderate or moderate-high significance, where well-preserved or able to positively contribute to identified research themes.

Air Quality

- 7.61. An Air Quality Assessment ('AQA') has been produced by Aeolus Air Quality Consulting. This is included with this submission.
- 7.62. The AQA assesses the possible impacts upon air quality caused by the construction and operational phases of the proposed development.
- 7.63. The assessment concluded that the largest risk of these activities was 'dust soiling' which is considered to be medium. However, the risk to human health of this is considered to be low.
- 7.64. Following mitigation measures set out in the AQA, the impact of the construction phase is considered to be 'negligible'.
- 7.65. In the operational phase of the store, the AQA demonstrates that there will be no adverse impacts from road traffic or external plant, even without mitigation measures.
- 7.66. Overall, the proposed development is not considered to conflict with any local or national planning policies.

8. Summary and Conclusions

- 8.1. This Planning Statement is submitted by Planning Potential, on behalf of Aldi Stores Limited in support of an application to construct a new Aldi store on land at Salt Lake North in Porthcawl.
- 8.2. The proposed store will measure 1,965 sq. m (GIA), and have a net sales area of 1,421 sq. m. The car park will have 114 spaces, including five disabled spaces, seven parent and child spaces, and 24 spaces for electric vehicles (four live, and a further 20 with passive provision).
- 8.3. The proposed store will create up to 40 part time and full time new job positions (a full time equivalent of 27). This jobs will be at a range of levels of seniority, and will be a sector leading pay rates. Short term jobs will also be created through the construction process.
- 8.4. This Statement addresses all of the relevant planning policy considerations associated with the proposal, but should be read in conjunction with other documents and drawings submitted in support of this application.
- 8.5. In summary:
- The LPA has formally confirmed in its LDP that there is a quantitative need for a new foodstore in Porthcawl.
 - There are clear qualitative benefits of a new store in this location, including:
 - Addressing a clear deficiency in convenience floorspace in Porthcawl;
 - Providing healthy competition for existing local convenience retailers;
 - Helping to 'clawback' convenience expenditure which is being lost to locations such as Pyle and Bridgend. Retaining expenditure locally will have clear benefits for existing retailers and other businesses in Porthcawl; and
 - Helping to reduce the need to travel which has sustainability benefits.
 - Our impact assessment demonstrates that there will not be any significant adverse impacts upon any defined centres. Conversely, the proposal could actually help to improve the level of footfall and therefore trade in Porthcawl town centre, which would help its overall level of vitality and viability.
 - There are no sequentially preferable sites on which the proposed development could be accommodated.
 - The proposal will regenerate a long term vacant site in the high profile location, and it will provide a catalyst for the development of the wider site.
 - The design of the building and the site has been discussed extensively with various parties. It is of a bespoke and high quality design which clearly addresses its surroundings, and will help to set a high standard of design for future developments in the wider Salt Lake development area.
 - The development will generate significant economic benefits at a time when the effects of Covid-19 are still being felt.
 - There are no other technical considerations which would prevent the granting of planning permission.
- 8.6. On the basis of the consideration of the proposals set out in this Statement (and other supporting documents), we consider that the application proposals represent appropriate development and comply with relevant planning policy at all levels.
- 8.7. We therefore consider that when assessed against relevant planning policy, the 'presumption in favour of sustainable development' applies and the planning application should be granted permission.

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Appendix A

Site Location Plan

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Chartered Architects
Chartered Building Surveyors
Interior Designers
CDM Services

Glentworth Court, Lime Kiln Close
Stoke Gifford, Bristol BS34 8SR
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Project
Aldi Porthcawl, Salt Lake North

Client
Aldi Stores Ltd

Scale Paper Size Filename
1:1250 ISO A3 200959 PLANS MASTER.vwx
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P2	24/06/21	JS	GS	Planning issue
P1	13/04/21	JS	GS	First Issue
Rev	Date	By	Ap	Note

Drawing Title
SITE LOCATION PLAN

Project Number	Drawing Number	Revision
200959-1001	P2	

Date	Drawn	Checked	Purpose/Status
13/04/21	JS	GS	PLANNING

Check all dimensions and levels on site

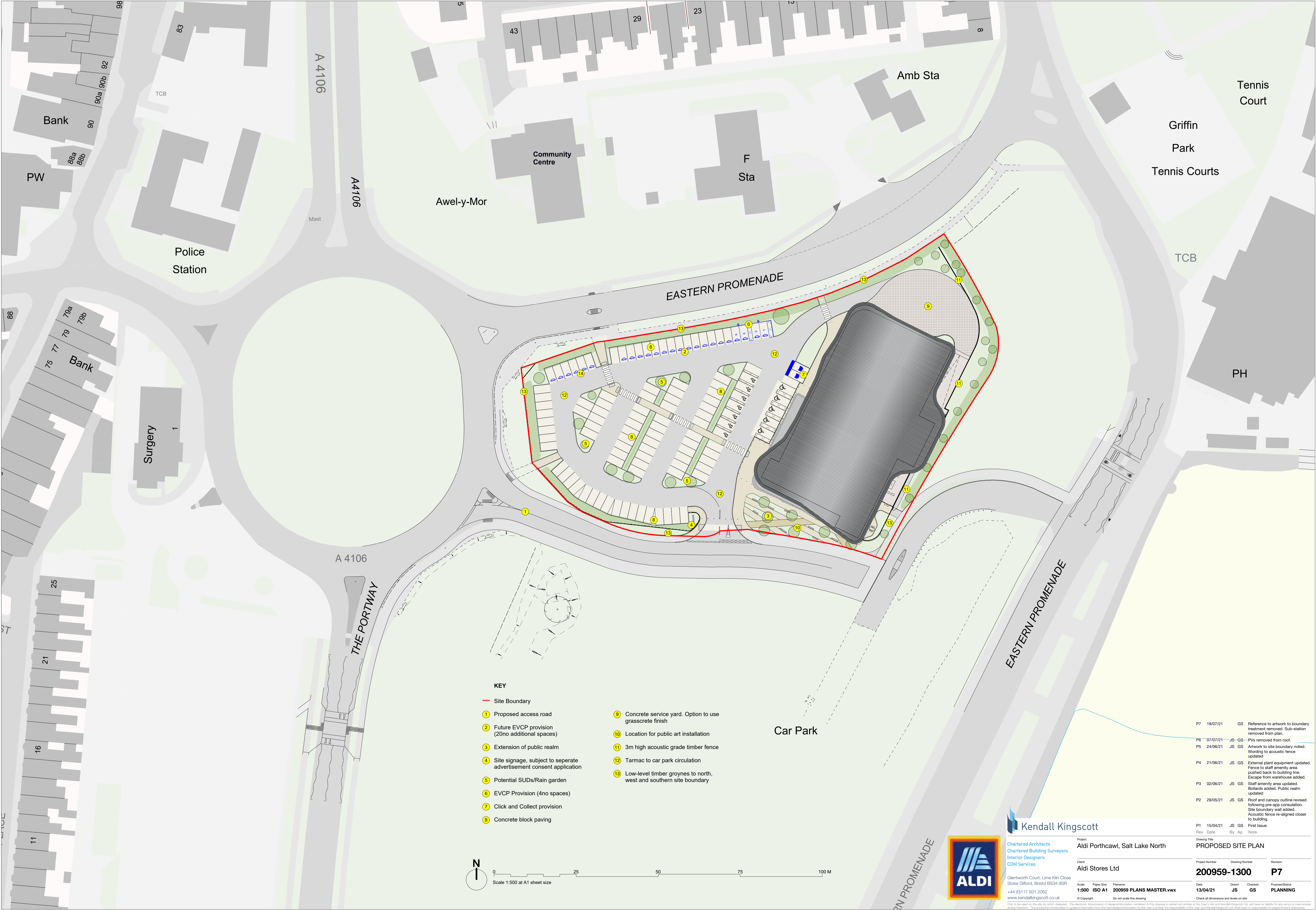
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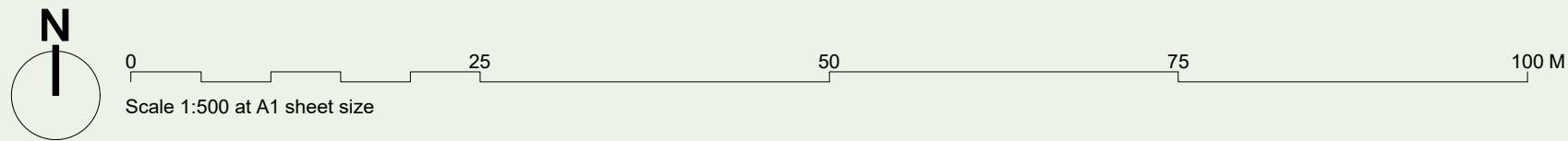
Appendix B

Proposed Site Plan

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- KEY**
- Site Boundary
 - Proposed access road
 - Future EVCP provision (20no additional spaces)
 - Extension of public realm
 - Site signage, subject to separate advertisement consent application
 - Potential SUDs/Rain garden
 - EVCP Provision (4no spaces)
 - Click and Collect provision
 - Concrete block paving
 - Concrete service yard. Option to use grasscrete finish
 - Location for public art installation
 - 3m high acoustic grade timber fence
 - Tarmac to car park circulation
 - Low-level timber groynes to north, west and southern site boundary



Kendall Kingscott

Chartered Architects
Chartered Building Surveyors
Interior Designers
CDM Services

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Paper Size: ISO A1
Revision: JS GS
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P7	19/07/21	JS	GS	Reference to artwork to boundary treatment removed. Sub-station removed from plan.
P6	07/07/21	JS	GS	PVs removed from roof.
P5	24/06/21	JS	GS	Artwork to site boundary noted. Wording to acoustic fence updated.
P4	21/06/21	JS	GS	External plant equipment updated. Fence to staff amenity area pushed back to building line. Escape from warehouse added.
P3	02/06/21	JS	GS	Staff amenity area updated. Bollards added. Public realm updated.
P2	29/05/21	JS	GS	Roof and canopy outline revised following pre-app consultation. Site boundary wall added. Acoustic fence re-aligned closer to building.
P1	15/04/21	JS	GS	First Issue
Rev	Date	By	Ap	Note
Drawing Title				PROPOSED SITE PLAN
Project Number		Drawing Number	Revision	
200959-1300			P7	
Client		Drawn	Checked	Proposed Status
Aldi Stores Ltd		JS	GS	PLANNING
Date		Check all dimensions and levels on site		
13/04/21				

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Appendix C

Retail Impact Assessment Tables

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Aldi Stores Limited
Salt Lake North, Porthcawl
Retail Impact Assessment

Table 1: Population

Zone	2021	2026
1	46,798	47,537
2	29,149	29,343
3	29,584	29,950
4	32,137	32,663
5	43,156	43,734
6	47,949	48,399
7	19,127	19,166
8	16,304	16,470
Total	264,204	267,262

Table 2: Convenience Goods Expenditure Per Capita (£)

Zone	2018	2021	2026
1	2,140	£2,122.25	£2,109.53
2	2,320	£2,300.76	£2,286.97
3	2,032	£2,015.14	£2,003.07
4	2,168	£2,150.02	£2,137.13
5	2,438	£2,417.78	£2,403.29
6	2,018	£2,001.26	£1,989.27
7	2,029	£2,012.17	£2,000.11
8	2,165	£2,147.04	£2,134.17

Table 3: Total Convenience Goods Expenditure (£m)

Zone	2021	2026
1	£99.32	£100.28
2	£67.06	£67.11
3	£59.62	£59.99
4	£69.10	£69.81
5	£104.34	£105.11
6	£95.96	£96.28
7	£38.49	£38.33
8	£35.01	£35.15
Total	£568.89	£572.05

Notes

- 1) Population data sourced from Table 1 of Appendix C of the Bridgend Retail Study 2018
- 2) Per capita expenditure figures are sourced from Table 2 of Appendix C of the Bridgend Retail Study 2018.
- 3) 2018 expenditure figures have been grown to 2021 and 2026 figures using growth rates from Experian Retail Planner Briefing Note 18 (October 2020)
- 4) 2017 price base

Aldi Stores Limited
Salt Lake North, Porthcawl
Retail Impact Assessment

Table 4 - Market Shares

Centre/Store	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Zone 1								
Aldi, Brackla Street, Bridgend	7.40%	1.80%	1.90%	7.80%	3.30%	0.00%	0.30%	5.20%
Asda, Coychurch Road, Bridgend	18.90%	4.70%	2.00%	19.50%	0.70%	0.00%	0.50%	1.70%
Bridgend out of centre stores	0.60%	0.00%	0.50%	1.90%	0.00%	0.00%	0.50%	0.50%
Bridgend Town Centre	7.00%	1.30%	1.20%	3.00%	0.00%	0.00%	0.20%	0.60%
Iceland, Bridgend	0.10%	0.30%	0.00%	0.50%	0.00%	0.00%	4.20%	0.00%
Lidl, Bridgend Retail Park, Bridgend	7.60%	6.90%	1.50%	4.60%	5.60%	0.00%	0.40%	1.30%
Other, Zone 1	0.90%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%
Tesco Express, Broadlands, Bridgend	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Cowbridge Road, Bridgend	18.10%	20.70%	3.30%	9.90%	7.40%	0.20%	0.00%	8.90%
Tesco, Brewery Lane, Bridgend	17.10%	5.50%	2.80%	6.20%	0.30%	0.00%	2.50%	0.80%
Zone 1 total	79.60%	41.50%	13.20%	53.40%	17.30%	0.20%	8.60%	19.10%
Zone 2								
Co-op, Lias Road, Porthcawl	0.00%	12.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%
Other, Zone 2	0.00%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Porthcawl	0.10%	13.90%	0.00%	0.70%	0.10%	0.00%	0.30%	1.30%
Zone 2 total	0.10%	27.40%	0.00%	0.70%	0.10%	0.00%	0.30%	1.50%
Zone 3								
Aldi, Llynfi Road, Maesteg	0.00%	0.00%	20.50%	0.60%	0.00%	4.00%	0.00%	0.20%
Asda, Castle Street, Maesteg	0.00%	0.00%	10.70%	0.00%	0.00%	1.00%	0.90%	0.00%
Maesteg	0.00%	0.00%	13.90%	0.50%	0.00%	1.00%	0.00%	0.40%
Pontycymer	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Castle Street, Maesteg	0.00%	0.20%	26.00%	0.80%	0.00%	10.50%	0.00%	2.20%
Zone 3 total	0.00%	0.20%	71.20%	1.90%	0.00%	16.50%	0.90%	2.80%
Zone 4								
Bridgend Designer Outlet	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%
Lidl, Broadview, Tondy, Bridgend	0.90%	0.40%	3.70%	14.40%	2.10%	0.00%	0.30%	1.80%
Other Zone 4	0.00%	0.00%	0.00%	2.60%	0.00%	0.00%	0.20%	0.00%
Sainsbury's The Derwen, Bridgend	6.20%	8.70%	2.90%	12.10%	3.20%	0.20%	0.40%	4.30%
Zone 4 total	7.10%	9.10%	6.60%	29.20%	5.30%	0.20%	0.90%	6.10%
Zone 5								
Aldi, Glamorgan Vale Retail Park, Llantrisant	0.00%	0.00%	0.00%	0.00%	6.50%	0.10%	3.30%	1.50%
Cowbridge	7.10%	1.40%	0.00%	0.60%	11.10%	0.00%	0.00%	0.10%
Other Zone 5	0.00%	0.00%	0.00%	0.60%	1.40%	0.00%	0.00%	0.00%
Pencoed	2.40%	0.00%	0.50%	9.10%	1.90%	0.00%	0.00%	0.10%
Pontyclun	1.00%	1.40%	1.20%	0.80%	10.80%	0.10%	0.70%	0.00%
Talbot Green	0.00%	0.30%	0.20%	0.90%	1.70%	0.00%	0.30%	0.00%
Tesco Extra, Talbot Green	0.00%	0.40%	0.00%	0.80%	26.70%	4.20%	5.90%	0.60%
Zone 5 total	10.50%	3.50%	1.90%	12.80%	60.10%	4.40%	10.20%	2.30%
Zone 6								
Asda, Colliers Way, Tonypandy	0.00%	0.00%	0.00%	0.00%	0.60%	14.50%	30.80%	0.00%
Other Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	0.00%
Porth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.50%	0.00%
Tonypandy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.00%	0.00%
Tonyrefail	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%	0.00%
Zone 6 total	0.00%	0.00%	0.00%	0.00%	0.60%	14.50%	45.00%	0.00%
Zone 7								
Co-op, Station Road, Treorchy	0.00%	0.00%	0.00%	0.00%	0.00%	9.00%	3.10%	0.00%
Lidl, High Street, Treorchy	0.00%	0.00%	0.20%	0.00%	0.00%	20.20%	9.30%	0.50%
Other Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	0.00%	0.00%
Treorchy	0.00%	0.00%	0.00%	0.00%	0.00%	12.60%	1.70%	0.00%
Zone 7 total	0.00%	0.00%	0.20%	0.00%	0.00%	44.50%	14.10%	0.50%
Zone 8								
Asda, Pyle Industrial Estate, Pyle	0.30%	13.00%	0.00%	0.60%	0.10%	0.00%	0.00%	34.90%
Kenfig Hill	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%
Other Zone 8	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	3.40%
Port Talbot	0.00%	0.20%	0.00%	0.00%	0.30%	1.90%	0.00%	1.90%
Zone 8 total	0.30%	13.40%	0.00%	0.60%	0.40%	1.90%	0.00%	43.70%
Outside Study Area								
Cardiff out of centre	0.50%	1.60%	0.40%	0.60%	4.40%	1.30%	0.60%	0.00%
Other outside study area	0.10%	1.30%	1.60%	0.90%	2.90%	5.80%	6.40%	1.90%
Port Talbot	1.80%	2.30%	4.90%	0.00%	8.80%	8.20%	2.70%	22.10%
Porth	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	10.40%	0.00%
Outside Study Area total	2.40%	5.20%	6.90%	1.50%	16.10%	18.00%	20.10%	24.00%

Aldi Stores Limited
Salt Lake North, Porthcawl
Retail Impact Assessment

Table 5 - 2021 Turnovers

Centre/Store	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Zone 1									
Aldi, Brackla Street, Bridgend	7.35	1.21	1.13	5.39	3.44	0.00	0.12	1.82	20.46
Asda, Coychurch Road, Bridgend	18.77	3.15	1.19	13.47	0.73	0.00	0.19	0.60	38.11
Bridgend out of centre stores	0.60	0.00	0.30	1.31	0.00	0.00	0.19	0.18	2.57
Bridgend Town Centre	6.95	0.87	0.72	2.07	0.00	0.00	0.08	0.21	10.90
Iceland, Bridgend	0.10	0.20	0.00	0.35	0.00	0.00	1.62	0.00	2.26
Lidl, Bridgend Retail Park, Bridgend	7.55	4.63	0.89	3.18	5.84	0.00	0.15	0.46	22.70
Other, Zone 1	0.89	0.20	0.00	0.00	0.00	0.00	0.00	0.04	1.13
Tesco Express, Broadlands, Bridgend	1.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.89
Tesco Extra, Cowbridge Road, Bridgend	17.98	13.88	1.97	6.84	7.72	0.19	0.00	3.12	51.70
Tesco, Brewery Lane, Bridgend	16.98	3.69	1.67	4.28	0.31	0.00	0.96	0.28	28.18
Zone 1 total	79.06	27.83	7.87	36.90	18.05	0.19	3.31	6.69	179.89
Zone 2									
Co-op, Lias Road, Porthcawl	0.00	8.45	0.00	0.00	0.00	0.00	0.00	0.07	8.52
Other, Zone 2	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.60
Porthcawl	0.10	9.32	0.00	0.48	0.10	0.00	0.12	0.46	10.58
Zone 2 total	0.10	18.38	0.00	0.48	0.10	0.00	0.12	0.53	19.70
Zone 3									
Aldi, Llynfi Road, Maesteg	0.00	0.00	12.22	0.41	0.00	3.84	0.00	0.07	16.54
Asda, Castle Street, Maesteg	0.00	0.00	6.38	0.00	0.00	0.96	0.35	0.00	7.68
Maesteg	0.00	0.00	8.29	0.35	0.00	0.96	0.00	0.14	9.73
Pontycymer	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06
Tesco, Castle Street, Maesteg	0.00	0.13	15.50	0.55	0.00	10.08	0.00	0.77	27.03
Zone 3 total	0.00	0.13	42.45	1.31	0.00	15.83	0.35	0.98	61.05
Zone 4									
Bridgend Designer Outlet	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.07
Lidl, Broadview, Tondy, Bridgend	0.89	0.27	2.21	9.95	2.19	0.00	0.12	0.63	16.25
Other Zone 4	0.00	0.00	0.00	1.80	0.00	0.00	0.08	0.00	1.87
Sainsbury's The Derwen, Bridgend	6.16	5.83	1.73	8.36	3.34	0.19	0.15	1.51	27.27
Zone 4 total	7.05	6.10	3.93	20.18	5.53	0.19	0.35	2.14	45.47
Zone 5									
Aldi, Glamorgan Vale Retail Park, Llantrisant	0.00	0.00	0.00	0.00	6.78	0.10	1.27	0.53	8.67
Cowbridge	7.05	0.94	0.00	0.41	11.58	0.00	0.00	0.04	20.02
Other Zone 5	0.00	0.00	0.00	0.41	1.46	0.00	0.00	0.00	1.88
Pencoed	2.38	0.00	0.30	6.29	1.98	0.00	0.00	0.04	10.99
Pontyclun	0.99	0.94	0.72	0.55	11.27	0.10	0.27	0.00	14.83
Talbot Green	0.00	0.20	0.12	0.62	1.77	0.00	0.12	0.00	2.83
Tesco Extra, Talbot Green	0.00	0.27	0.00	0.55	27.86	4.03	2.27	0.21	35.19
Zone 5 total	10.43	2.35	1.13	8.84	62.71	4.22	3.93	0.81	94.41
Zone 6									
Asda, Colliers Way, Tonypandy	0.00	0.00	0.00	0.00	0.63	13.91	11.85	0.00	26.39
Other Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.85
Porth	0.00	0.00	0.00	0.00	0.00	0.00	0.96	0.00	0.96
Tonypandy	0.00	0.00	0.00	0.00	0.00	0.00	3.46	0.00	3.46
Tonyrefail	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.19
Zone 6 total	0.00	0.00	0.00	0.00	0.63	13.91	17.32	0.00	31.86
Zone 7									
Co-op, Station Road, Treorchy	0.00	0.00	0.00	0.00	0.00	8.64	1.19	0.00	9.83
Lidl, High Street, Treorchy	0.00	0.00	0.12	0.00	0.00	19.38	3.58	0.18	23.26
Other Zone 7	0.00	0.00	0.00	0.00	0.00	2.59	0.00	0.00	2.59
Treorchy	0.00	0.00	0.00	0.00	0.00	12.09	0.65	0.00	12.75
Zone 7 total	0.00	0.00	0.12	0.00	0.00	42.70	5.43	0.18	48.42
Zone 8									
Asda, Pyle Industrial Estate, Pyle	0.30	8.72	0.00	0.41	0.10	0.00	0.00	12.22	21.75
Kenfig Hill	0.00	0.07	0.00	0.00	0.00	0.00	0.00	1.23	1.29
Other Zone 8	0.00	0.07	0.00	0.00	0.00	0.00	0.00	1.19	1.26
Port Talbot	0.00	0.13	0.00	0.00	0.31	1.82	0.00	0.67	2.94
Zone 8 total	0.30	8.99	0.00	0.41	0.42	1.82	0.00	15.30	27.24
Outside Study Area									
Cardiff out of centre	0.50	1.07	0.24	0.41	4.59	1.25	0.23	0.00	8.29
Other outside study area	0.10	0.87	0.95	0.62	3.03	5.57	2.46	0.67	14.27
Port Talbot	1.79	1.54	2.92	0.00	9.18	7.87	1.04	7.74	32.08
Porth	0.00	0.00	0.00	0.00	0.00	2.59	4.00	0.00	6.59
Outside Study Area total	2.38	3.49	4.11	1.04	16.80	17.27	7.74	8.40	61.23
TOTAL	99.32	67.27	59.62	69.16	104.24	96.15	38.53	35.01	569.28

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Table 6 - 2026 Turnovers

Centre/Store	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Zone 1									
Aldi, Brackla Street, Bridgend	7.42	1.21	1.14	5.44	3.47	0.00	0.12	1.83	20.62
Asda, Coychurch Road, Bridgend	18.95	3.15	1.20	13.61	0.74	0.00	0.19	0.60	38.44
Bridgend out of centre stores	0.60	0.00	0.30	1.33	0.00	0.00	0.19	0.18	2.60
Bridgend Town Centre	7.02	0.87	0.72	2.09	0.00	0.00	0.08	0.21	10.99
Iceland, Bridgend	0.10	0.20	0.00	0.35	0.00	0.00	1.61	0.00	2.26
Lidl, Bridgend Retail Park, Bridgend	7.62	4.63	0.90	3.21	5.89	0.00	0.15	0.46	22.86
Other, Zone 1	0.90	0.20	0.00	0.00	0.00	0.00	0.00	0.04	1.14
Tesco Express, Broadlands, Bridgend	1.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.91
Tesco Extra, Cowbridge Road, Bridgend	18.15	13.89	1.98	6.91	7.78	0.19	0.00	3.13	52.03
Tesco, Brewery Lane, Bridgend	17.15	3.69	1.68	4.33	0.32	0.00	0.96	0.28	28.40
Zone 1 total	79.82	27.85	7.92	37.28	18.18	0.19	3.30	6.71	181.25
Zone 2									
Co-op, Lias Road, Porthcawl	0.00	8.46	0.00	0.00	0.00	0.00	0.00	0.07	8.53
Other, Zone 2	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.60
Porthcawl	0.10	9.33	0.00	0.49	0.11	0.00	0.12	0.46	10.59
Zone 2 total	0.10	18.39	0.00	0.49	0.11	0.00	0.12	0.53	19.72
Zone 3									
Aldi, Llynfi Road, Maesteg	0.00	0.00	12.30	0.42	0.00	3.85	0.00	0.07	16.64
Asda, Castle Street, Maesteg	0.00	0.00	6.42	0.00	0.00	0.96	0.35	0.00	7.73
Maesteg	0.00	0.00	8.34	0.35	0.00	0.96	0.00	0.14	9.79
Pontycymer	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06
Tesco, Castle Street, Maesteg	0.00	0.13	15.60	0.56	0.00	10.11	0.00	0.77	27.17
Zone 3 total	0.00	0.13	42.71	1.33	0.00	15.89	0.35	0.98	61.39
Zone 4									
Bridgend Designer Outlet	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.07
Lidl, Broadview, Tondy, Bridgend	0.90	0.27	2.22	10.05	2.21	0.00	0.12	0.63	16.40
Other Zone 4	0.00	0.00	0.00	1.81	0.00	0.00	0.08	0.00	1.89
Sainsbury's The Derwen, Bridgend	6.22	5.84	1.74	8.45	3.36	0.19	0.15	1.51	27.46
Zone 4 total	7.12	6.11	3.96	20.38	5.57	0.19	0.35	2.14	45.82
Zone 5									
Aldi, Glamorgan Vale Retail Park, Llantrisant	0.00	0.00	0.00	0.00	6.83	0.10	1.27	0.53	8.72
Cowbridge	7.12	0.94	0.00	0.42	11.67	0.00	0.00	0.04	20.18
Other Zone 5	0.00	0.00	0.00	0.42	1.47	0.00	0.00	0.00	1.89
Pencoed	2.41	0.00	0.30	6.35	2.00	0.00	0.00	0.04	11.09
Pontyclun	1.00	0.94	0.72	0.56	11.35	0.10	0.27	0.00	14.94
Talbot Green	0.00	0.20	0.12	0.63	1.79	0.00	0.12	0.00	2.85
Tesco Extra, Talbot Green	0.00	0.27	0.00	0.56	28.06	4.04	2.26	0.21	35.41
Zone 5 total	10.53	2.35	1.14	8.94	63.17	4.24	3.91	0.81	95.08
Zone 6									
Asda, Colliers Way, Tonypandy	0.00	0.00	0.00	0.00	0.63	13.96	11.81	0.00	26.40
Other Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.84
Porth	0.00	0.00	0.00	0.00	0.00	0.00	0.96	0.00	0.96
Tonypandy	0.00	0.00	0.00	0.00	0.00	0.00	3.45	0.00	3.45
Tonyrefail	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.19
Zone 6 total	0.00	0.00	0.00	0.00	0.63	13.96	17.25	0.00	31.84
Zone 7									
Co-op, Station Road, Treorchy	0.00	0.00	0.00	0.00	0.00	8.67	1.19	0.00	9.85
Lidl, High Street, Treorchy	0.00	0.00	0.12	0.00	0.00	19.45	3.57	0.18	23.31
Other Zone 7	0.00	0.00	0.00	0.00	0.00	2.60	0.00	0.00	2.60
Treorchy	0.00	0.00	0.00	0.00	0.00	12.13	0.65	0.00	12.78
Zone 7 total	0.00	0.00	0.12	0.00	0.00	42.84	5.41	0.18	48.54
Zone 8									
Asda, Pyle Industrial Estate, Pyle	0.30	8.72	0.00	0.42	0.11	0.00	0.00	12.27	21.82
Kenfig Hill	0.00	0.07	0.00	0.00	0.00	0.00	0.00	1.23	1.30
Other Zone 8	0.00	0.07	0.00	0.00	0.00	0.00	0.00	1.20	1.26
Port Talbot	0.00	0.13	0.00	0.00	0.32	1.83	0.00	0.67	2.95
Zone 8 total	0.30	8.99	0.00	0.42	0.42	1.83	0.00	15.36	27.32
Outside Study Area									
Cardiff out of centre	0.50	1.07	0.24	0.42	4.62	1.25	0.23	0.00	8.34
Other outside study area	0.10	0.87	0.96	0.63	3.05	5.58	2.45	0.67	14.31
Port Talbot	1.81	1.54	2.94	0.00	9.25	7.89	1.04	7.77	32.24
Porth	0.00	0.00	0.00	0.00	0.00	2.60	3.99	0.00	6.59
Outside Study Area total	2.41	3.49	4.14	1.05	16.92	17.33	7.71	8.44	61.48
TOTAL	100.28	67.31	59.99	69.87	105.00	96.47	38.37	35.15	572.45

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Table 7 - Turnover of Proposal

	Net Retail Floorspace (sq. m)	Net Convenience Area (sq. m)	Net Comparison Area (sq. m)	Sales Density 2020 (£/sqm)		Sales Density 2021 (£/sqm)		Benchmark Turnover 2021 (£m)		Benchmark Turnover 2026 (£m)	
				Convenience	Comparison	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison
New Aldi, Salt Lake North	1,421	1,137	284	11,538	9,865	11,584	10,043	13.17	2.85	13.43	3.12

Notes

1) Convenience floor area is 80% of the total net sales area

2) Aldi Sales Density Figures taken from Mintel 2020 (2019 data) and grown to give a 2020 estimate using efficiency rates set out below

3) 2025 figures are grown using efficiency growth rates of 0.4% (convenience) and 1.8% (comparison)

4) 2017 price base

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Table 8 - Impact Assessment

Centre/Store	Current Destinations			Aldi Porthcawl Proposal			
	Turnover 2021 (£m)	Turnover 2026 (£m)	Turnover Growth 2021- 2026	Proportion of Turnover Diverted (%)	Diversion (£m)	Post-Impact Turnover (£m)	Retail Impact (%)
Zone 1							
Aldi, Brackla Street, Bridgend	£20.46	£20.62	£0.17	15%	£2.02	£18.61	-9.77%
Asda, Coychurch Road, Bridgend	£38.11	£38.44	£0.34	5%	£0.67	£37.77	-1.75%
Bridgend out of centre stores	£2.57	£2.60	£0.02		£0.00	£2.60	0.00%
Bridgend Town Centre	£10.90	£10.99	£0.09		£0.00	£10.99	0.00%
Iceland, Bridgend	£2.26	£2.26	-£0.00		£0.00	£2.26	0.00%
Lidl, Bridgend Retail Park, Bridgend	£22.70	£22.86	£0.16	10%	£1.34	£21.52	-5.88%
Other, Zone 1	£1.13	£1.14	£0.01		£0.00	£1.14	0.00%
Tesco Express, Broadlands, Bridgend	£1.89	£1.91	£0.02		£0.00	£1.91	0.00%
Tesco Extra, Cowbridge Road, Bridgend	£51.70	£52.03	£0.34	20%	£2.69	£49.34	-5.16%
Tesco, Brewery Lane, Bridgend	£28.18	£28.40	£0.22	5%	£0.67	£27.73	-2.37%
Zone 1 total	£179.89	£181.25	£1.36	55%	£7.39	£173.86	-4.08%
Zone 2							
Co-op, Lias Road, Porthcawl	£8.52	£8.53	£0.01	10%	£1.34	£7.18	-15.76%
Other, Zone 2	£0.60	£0.60	£0.00		£0.00	£0.60	0.00%
Porthcawl	£10.58	£10.59	£0.01	10%	£1.34	£9.25	-12.68%
Zone 2 total	£19.70	£19.72	£0.02	20%	£2.69	£17.04	-13.62%
Zone 3							
Aldi, Llynfi Road, Maesteg	£16.54	£16.64	£0.09		£0.00	£16.64	0.00%
Asda, Castle Street, Maesteg	£7.68	£7.73	£0.04		£0.00	£7.73	0.00%
Maesteg	£9.73	£9.79	£0.06		£0.00	£9.79	0.00%
Pontycymer	£0.06	£0.06	£0.00		£0.00	£0.06	0.00%
Tesco, Castle Street, Maesteg	£27.03	£27.17	£0.14		£0.00	£27.17	0.00%
Zone 3 total	£61.05	£61.39	£0.34		£0.00	£61.39	0.00%
Zone 4							
Bridgend Designer Outlet	£0.07	£0.07	£0.00		£0.00	£0.07	0.00%
Lidl, Broadview, Tondy, Bridgend	£16.25	£16.40	£0.14		£0.00	£16.40	0.00%
Other Zone 4	£1.87	£1.89	£0.02		£0.00	£1.89	0.00%
Sainsbury's The Derwen, Bridgend	£27.27	£27.46	£0.19	5%	£0.67	£26.79	-2.45%
Zone 4 total	£45.47	£45.82	£0.35	5%	£0.67	£45.15	-1.47%
Zone 5							
Aldi, Glamorgan Vale Retail Park, Llantrisant	£8.67	£8.72	£0.05		£0.00	£8.72	0.00%
Cowbridge	£20.02	£20.18	£0.16		£0.00	£20.18	0.00%
Other Zone 5	£1.88	£1.89	£0.01		£0.00	£1.89	0.00%
Pencoed	£10.99	£11.09	£0.10		£0.00	£11.09	0.00%
Pontyclun	£14.83	£14.94	£0.10		£0.00	£14.94	0.00%
Talbot Green	£2.83	£2.85	£0.02		£0.00	£2.85	0.00%
Tesco Extra, Talbot Green	£35.19	£35.41	£0.22		£0.00	£35.41	0.00%
Zone 5 total	£94.41	£95.08	£0.66		£0.00	£95.08	0.00%
Zone 6							
Asda, Colliers Way, Tonypandy	£26.39	£26.40	£0.00		£0.00	£26.40	0.00%
Other Zone 6	£0.85	£0.84	-£0.00		£0.00	£0.84	0.00%
Porth	£0.96	£0.96	-£0.00		£0.00	£0.96	0.00%
Tonypandy	£3.46	£3.45	-£0.01		£0.00	£3.45	0.00%
Tonyrefail	£0.19	£0.19	-£0.00		£0.00	£0.19	0.00%
Zone 6 total	£31.86	£31.84	-£0.02		£0.00	£31.84	0.00%
Zone 7							
Co-op, Station Road, Treorchy	£9.83	£9.85	£0.02		£0.00	£9.85	0.00%
Lidl, High Street, Treorchy	£23.26	£23.31	£0.05		£0.00	£23.31	0.00%
Other Zone 7	£2.59	£2.60	£0.01		£0.00	£2.60	0.00%
Treorchy	£12.75	£12.78	£0.04		£0.00	£12.78	0.00%
Zone 7 total	£48.42	£48.54	£0.12		£0.00	£48.54	0.00%
Zone 8							
Asda, Pyle Industrial Estate, Pyle	£21.75	£21.82	£0.06	15%	£2.02	£19.80	-9.24%
Kenfig Hill	£1.29	£1.30	£0.01		£0.00	£1.30	0.00%
Other Zone 8	£1.26	£1.26	£0.00		£0.00	£1.26	0.00%
Port Talbot	£2.94	£2.95	£0.01		£0.00	£2.95	0.00%
Zone 8 total	£27.24	£27.32	£0.09	15%	£2.02	£25.31	-7.38%
Outside Study Area							
Cardiff out of centre	£8.29	£8.34	£0.05		£0.00	£8.34	0.00%
Other outside study area	£14.27	£14.31	£0.05		£0.00	£14.31	0.00%
Port Talbot	£32.08	£32.24	£0.16	5%	£0.67	£31.56	-2.08%
Porth	£6.59	£6.59	-£0.01		£0.00	£6.59	0.00%
Outside Study Area total	£61.23	£61.48	£0.25	5%	£0.67	£60.80	-1.09%
TOTAL	£569.28	£572.45	£3.17	100%	£13.43		

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Appendix D

Salt Lake Phasing Plan (Stantec 2019)

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Appendix B Salt Lake phasing plan

