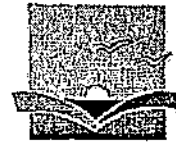


South Hams Local Development Framework

Sherford Area Action Plan (Submission Stage) – ~~Alternative Sites Consultation Response Form~~



South Hams
District Council

Please read the Guidance Notes before completing this form in black ink.

A separate form should be used for each matter and should relate to a Test of Soundness for your representation to be properly considered.

All comments should be received by 4:00pm on Tuesday 10 October 2006 to guarantee that they will be considered.

For Official Use Only
Reference No:
Date Acknowledged

Please complete this form if you are responding to the Alternative Sites Consultation ONLY

1. Personal Details		2. Agents Details (if applicable)
Title		MR
First Name		MARK
Last Name		EAGLAND
Job Title (where relevant)		ASSOCIATE
Organisation (where relevant)	WM. MORRISON SUPERMARKETS PLC	PEACOCK & SMITH
Address Line 1	C/O AGENT	SUITE 2A
Line 2		JOSEPHS WELL
Line 3		HANOVER WALK
Line 4		LEEDS
Post Code		LS3 1AB
Telephone Number		0113 2431919
E-mail		mark@peacockandsmith.co.uk

Data Protection

The comment(s) you submit on the Local Development Framework (LDF) will be used in the plan process and may be in use for the lifetime of the LDF in accordance with the Data Protection Act 1998. The information will be analysed and issues raised will be considered by the Council. Please note that comments cannot be treated as confidential and will be made available for public inspection at the Council offices, and available to view on the Council's website (www.southhams.gov.uk).

3. History of Representation

Did you make a representation with the Council earlier in the process of the preparation of the Sherford Area Action Plan ?

No	Yes (Issues & Options Stage)	Yes (Preferred Options)	Yes (Submission Stage)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

If you answered 'No' to the above, can you briefly explain why you did not do so:

4(a). Nature of Representation

Do you consider the Alternative Site to be:

Sound¹ Go to Q.5 i.e. that you support the alternative site	<input type="checkbox"/>	Unsound Go to Q.4(b) i.e. you do not support the alternative site to the one proposed in the Sherford AAP	<input checked="" type="checkbox"/>
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4(b). Nature of Representation

If you consider the Alternative Site is **unsound**, please tick which test of soundness your representation relates to. For more information on any of the 9 Tests of Soundness please see the Guidance Note.

Please note you should complete a separate form for each test you consider the Alternative Site fails.

	Please tick one Test only
Failure to meet a Soundness Test	
1. It has not been prepared in accordance with the authority's Local Development Scheme (LDS).	<input type="checkbox"/>
2. (A) It has not been prepared in compliance with the Statement of Community Involvement (SCI).	<input type="checkbox"/>
(B) Where no SCI exists, it has not been prepared in accordance with the minimum requirements of the Town and Country Planning (Local Development) (England) Regulations 2004.	<input type="checkbox"/>
3. The plan and its policies have not been subject to sustainability appraisal.	<input type="checkbox"/>
4. (A) It is not a spatial plan, or it has not properly had regard to any other relevant plans, policies and strategies relating to the area or to adjoining areas.	<input type="checkbox"/>

¹ The Planning Inspectorate defines 'sound' within its ordinary meaning of 'showing good judgement' and 'able to be trusted' and within the context of fulfilling the expectations of legislation.

(B) It is inconsistent with national planning policy.

(C) It is not in general conformity with the regional spatial strategy.

5. It does not have regard to the authority's community strategy.

6. The strategies/policies/allocations in the plan are not coherent and consistent within and between Development Plan Documents (DPDs) prepared by the authority and by neighbouring authorities, where cross boundary issues are relevant.

7. The strategies/policies/allocations fail to represent the most appropriate in all the circumstances, having considered the relevant alternatives, and they are not founded on a robust and credible evidence base.

8. There are no clear mechanisms for implementation and monitoring.

9. The plan is not reasonably flexible to enable it to deal with changing circumstances.

For more information on any of the 9 Tests of Soundness please see the Guidance Note

5. Explanation of Representation

Please give details of why you consider the Alternative Site to be either 'sound' or 'unsound'. If you consider it to be 'unsound' please have regard to the test you have identified in response to question 4(b). Please be as precise as possible.

PLEASE REFER TO ATTACHED SHEET(S)

Please note your representation should cover succinctly all the information, evidence and supporting information necessary to support/justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further representations based on the original representation. After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.

6(a) Examination

Can your representation seeking a change be considered by written representations or do you consider it necessary to attend in person at the Examination?

Written Representations Attend Examination

6(b) Examination

If you wish to attend in person at the examination, please outline why you consider this to be necessary:

[Empty box for providing reasons for attending in person]

Please note the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to attend the Examination.

Signature

Date

9 OCTOBER 2006

MARK EAGLAND FOR PEACOCK & SMITH ON BEHALF OF WM. MORRISON SUPERMARKETS PLC

Please return your completed Alternative Site Response Form to:

Post: Major Developments Team, South Hams District Council, Follaton House, Plymouth Road, Totnes, TQ9 5NE

Fax: Marked: Major Developments (01803) 861404

Email: major.developments@southhams.gov.uk

For any enquiries please call **01803 861234**

**SHERFORD AREA ACTION PLAN -- EVIDENCE BASE CONSULTATION
COMMENTS BY WM MORRISON SUPERMARKETS PLC
(OCTOBER 2006)**

Wm Morrison notes that the Savills Property Market and Mixed Use Development Futures report has been made available as part of the evidence base to support the Sherford AAP.

Having reviewed the Savills report, we do not think that this addresses our previous concerns (as expressed in our client's 11/08/06 comments on the Submission AAP) that the retail and service floorspace proposed in the AAP does not appear to be founded on a robust and credible evidence base. Whilst the report contains a comparative assessment of Sherford to similar sized towns to identify a possible retail high street property mix for the community, it fails to provide the type of need assessment as described at paragraph 2.34 of PPS6. Such an assessment would typically include projections of retail expenditure taking into account the role and function of the proposed retail centre and its likely catchment area.

In our view there are dangers in using other towns as a way of identifying an appropriate mix of retail uses for Sherford, since these towns may have differing retail functions. Moreover, any such assessment assumes that the retail provision in these settlements is at an appropriate level when considered in the light of the guidance in PPS6.

Given that the retail and service floorspace proposed in the AAP does not appear to be based on a credible evidence base, we maintain our previous objection that paragraph 7.77 and Policy SNC8 should be amended. The retail and service floorspace requirement should be deleted and substituted with text which requires retail facilities proposed at Sherford to be justified in respect of retail need.