

National Policy Context

planning for retail development in deprived areas

- **National Strategy for Neighbourhood Renewal** aims to narrow the gap in outcomes between the most deprived areas and the rest of England so that within 10-20 years, no one should be seriously disadvantaged by where they live
- Tackling social exclusion and delivering neighbourhood renewal by narrowing the gap in health, education, crime, worklessness, housing and liveability outcomes

Planning provides a positive framework through which deprivation issues can be proactively addressed

Planning Policy Context

- PPS1: Delivering sustainable development
- PPS6: Planning for town centres
- PPG13: Transport
- Related guidance such as:
 - *Planning for town centres : guidance on design and implementation tools*
 - *By Design and Safer Places*



“The Government is committed to developing strong, vibrant and sustainable communities and to ...**promoting** personal well-being, **social cohesion and inclusion** and creating equal opportunity for all citizens.”

PPS1, paragraph 14

“Regeneration of the built environment alone cannot deal with poverty, inequality and social exclusion. These issues can only be addressed through the **better integration of all strategies and programmes, partnership working and effective community involvement.**”

PPS1, paragraph 15

“...encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment.”

PPS6, paragraph 1.5

“Deprived areas often have poor access to local shops and services. To tackle this problem, local authorities should work with the local community and retailers to identify opportunities to remedy any deficiencies in local provision.”

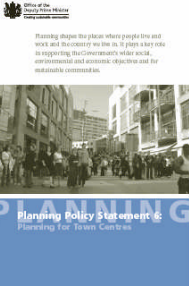
PPS6, paragraph 2.56

- Government objectives (chapter 1)
- Plan-making (chapter 2)
- Managing Development (chapter 3)
- Other important considerations

- Key objective: “town centre-first”- promoting vital and viable town centres
- Other objectives (e.g. social inclusion, consumer choice and design quality)
- Main town centre uses (para 1.8)- not just retail

Social inclusion objectives

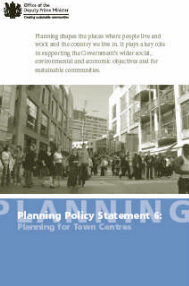
- To enhance consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community; and particularly socially-excluded groups (Paragraph 1.4)
- To promote social inclusion, ensuring that communities have access to a range of main town centre uses, and that deficiencies in provision in areas with poor access to facilities are remedied (Paragraph 1.5)
- To encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment (Paragraph 1.5)



- Key emphasis in PPS6 is on positive and proactive planning
- Promoting growth and managing change
- Regional spatial strategies set broad framework
- Local Development Documents provide detail (DPDs, incl. AAPs)

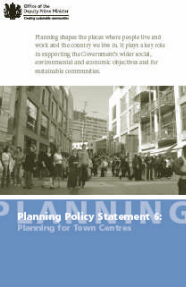
- **Consumer choice** a key qualitative need consideration (Paragraph 2.35)
- Where growth is planned or where deficiencies exist in the town centre network, designate new centres in plans, **giving priority to deprived areas** (Paragraph 2.7)
- Plan for local shopping and other services, **particularly in deprived areas** (Paragraph 2.55-58)
- Local authorities to work collaboratively with stakeholders to develop policies and proposals to **secure investment in deprived areas**, by strengthening and/or identifying opportunities for growth of centres and improving access to local facilities (Paragraph 2.16)

Deprived Areas: what are they?



Areas experiencing significant levels of “multiple deprivation” – typically areas in the most deprived 10% of super output areas in the Index of Multiple Deprivation (Footnote 8)

Key policy considerations



- **Need** for new floorspace
- **Sequential Approach** to selecting sites
- **Scale** of development
- **Impact** on centres
- **Accessibility** of the development

- **Social inclusion** - will development help those with poor access to goods and services?
- **Employment** - realistic assessment of net change and higher skill opportunities
- **Economic growth** - need to unpack and avoid double counting through displacement
- **Physical regeneration** - need to unpack and avoid double counting through displacement

- Policy is about encouraging retail development and other services in deprived areas
- Providing new retail developments that meet the local shopping needs of deprived areas, not simply encouraging retail development in deprived areas to create jobs or develop a vacant site
- Seeking to deliver shopping for deprived communities, preferably in centres in deprived communities
- Understanding what local communities need and prepare local strategies, in partnership with key stakeholders