

Business in the

Community

**Retail & Regeneration Roundtable**  
**PPS6 Consultation:**  
**Planning & Deprived Areas**  
**USM Workshops**

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**Business in the Community**

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## Investment in Under-served Markets

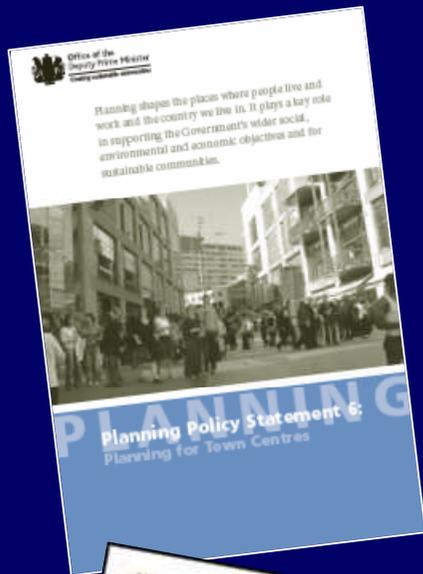
**“To promote private investment in deprived areas as a catalyst for regeneration”**

On 29th October 2007, John Healy, Minister for Local Government, launched the Under-served Markets, Retail and Regeneration Guide. The Guide provides advice to local authorities and their private sector partners on maximising the regeneration benefits of retail investment in deprived areas.

**Attracting  
Investment**

**Connecting  
Investment**

## Planning & Deprived Areas



### Policy-basis: Joining Up Planning, Economic Development & Neighbourhood Renewal

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

PPS6 - Town Centres First, Not Town Centres “Only”

Deprived areas aren't limited to town centres



## Planning & Deprived Areas



### Speke neighbourhood country's most deprived

Jamie Carpenter, Regen.net, 13 December 2007

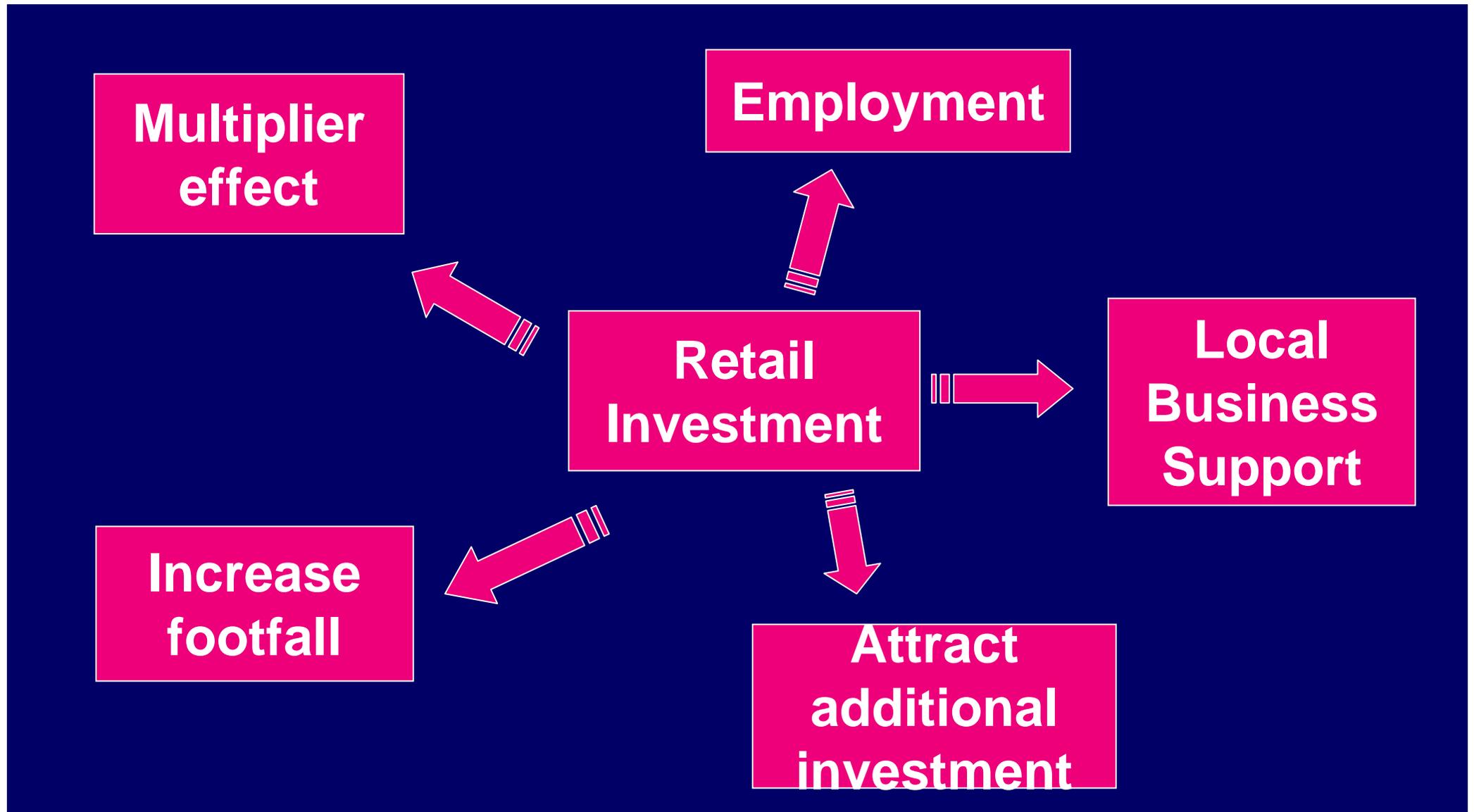
**A south Liverpool suburb contains the most disadvantaged neighbourhood in England, according to official figures published last week.**

**The revised Indices of Deprivation (IoD), which rank neighbourhoods in England in order of disadvantage, found an area of Liverpool's Speke ward to be the country's most deprived.**

**The indices rank 32,482 "super-output areas" according to factors such as employment, crime and low income.**

**Super output areas (SOAs) are small geographical areas, which exist below ward level, typically with populations of around 1,000.**

# Under-served Markets Model



## Planning & Deprived Areas

### Casebook: Lidl demonstrates need and job benefits from store plan

*Planning - 16 June 2006*

Lidl has won **an appeal** for a two-storey building at an out-of-centre location in Oxford for a discount food store on the ground floor with offices above after showing that the scheme would **improve provision for residents of a deprived housing area and bring employment benefits.**

The inspector acknowledged that the location was not close to any existing centre. However, he maintained that...it was inevitable that the majority of people would use cars rather than travel by bus or cycle or on foot. On that basis, he concluded that the proposal offered a realistic choice of access.

DCS No: 100042431; Inspector: David Bushby; Inquiry.



### Planning Inquiry

The Evidence emphasised:

- Qualitative benefits of Lidl
  - Lack of deep discount stores in Oxford / choice
  - Site is well positioned to serve deprived area
- No sequentially preferable sites
- Employment benefits
- Accessible site

## Planning & Deprived Areas: Workshops

**The launch was followed by a series of workshops promoted in collaboration with the Regional Government Offices.**

**The audience was a mix of local authority planning and regeneration officers, with about 20% representing some private sector developers, retailers and planning practitioners.**

**Each workshop averaged between 40-60 people in attendance. Each workshop was opened with a presentation delivered by the respective Government Office Planner, a text written and designed in collaboration with DCLG, on the current planning policy on investing in deprived area and the implications of upcoming changes to the planning system.**

## **Planning & Deprived Areas: Workshops**

**This was followed by presentations/case studies promoting the three main themes of the USM Guide –**

- **How can retail investment in deprived areas be encouraged.**
- **How can the planning system be used to plan for and facilitate such investment, and**
- **How can the positive benefits of such investment – employment, business support and community regeneration – be maximised for local stakeholders**

# Planning & Deprived Areas: Workshops

## 5 Initial Workshops

- Yorkshire Humberside - November 2007 in Leeds
- North West - November 2007 in Manchester
- North East - December 2007 in Newcastle.
- combined East and West Midlands - March 2008 in Nottingham
- London – March 2008.

All materials, including agenda, presentations and minutes, can be found on the USM page of one of our co-sponsors, the National Retail Planning Forum ([http://www.nrpf.org/USM\\_publication.htm](http://www.nrpf.org/USM_publication.htm) )

## *Key Feedback from the Workshops*

- *While the deprived area focus is embedded in PPS6, from the Government's objectives up front, through the plan-making preference for deprived areas,*
  - » *the policy needs to more clearly articulate how best to address the regeneration of deprived communities in the context of town centres first.*
  - » *Policy isn't missing but the guidance on how to apply it is*

## Key Feedback from the Workshops

### *Policy*

- *“There is a danger of supporting town centres but letting suburban deprived areas decline.”*
- *Many attendees felt the emphasis of the Workshops seems to be on qualitative issues whereas PPS6 is more focused on quantitative measures.*
- *Apples & Pears – “How do you balance 300 jobs against 7% trade diversion?” - i.e. moving beyond a sterile swapping of statistics by planning consultants*
- *“Concern that the planning system is reactive and often the only responses are to say either yes or no”*

## Key Feedback from the Workshops

### *Impact*

***It is important to address social and economic impact of retail. A need for the proposed impact test to consider positive impacts as well as negative ones***

***“There is a need to also use qualitative data when measuring impacts. Should there be more guidance on this?”***

***“We need to get behind ‘impact test’ – not just business displacement –but socio-economic impact too”***

## Key Feedback from the Workshops

### Local Authorities

*“Local authorities could ask much more of developers in terms of social benefits. While local authorities have got a lot better at requiring improved environmental practices, the social elements of sustainability lag behind”*

*“What are the levers to make developers/retailers provide facilities, training, etc to make the development work for deprived areas?”*

*“There may be a downside to investment by major retailers in deprived areas. The Tesco development in Batley, Sheffield is taking over as a one stop shop and damaging small, independent retailers.”*

## Key Feedback from the Workshops

### *Small Business*

- *Discussions have focused on employment part of regeneration, but there is a need to focus on strategies for existing businesses.*
- *“There is a need for strategies to help smaller retailers adapt to the (new) presence of a large supermarket in its area. The question is how you allow small neighbourhood shops to flourish without opening a loophole for larger retailers to slip through”*

# Planning & Deprived Areas

## *Key Concern*



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## Planning & Deprived Areas



## Key Questions for Proposals

- **How** it is considering locating in deprived areas
- **How** it will increase local employment and training
- **How** it will support local business development
- **How** it will engage & support community issues
- **How** it will increase socio-economic activity