

Aldi, Site 7a, Pacific Drive – Ref: 220849

Supplementary Note on Employment Land Considerations and Retail Matters



1. Introduction

- 1.1. This Supplementary Note on Employment Land Considerations and Retail Matters has been prepared further to ongoing discussions in respect of the above and specifically in response to Officer feedback at a meeting on 09 January 2023.
- 1.2. Prior to considering these matters in detail, it is relevant to re-cap on the key objective of the application i.e. improving and enhancing convenience retail choice within the catchment, notably within the discount sector. To this end, and as set out within the submitted Planning Statement ('PS'), there is a specific lack of diversity within convenience retail choice for Sovereign Harbour and the adjacent residential areas.
- 1.3. The proposals seek to address this deficiency through significant investment in the area to deliver a new Aldi foodstore on a vacant allocated site in an accessible location, providing additional retail choice for those living to the east of the town.
- 1.4. As Officers will be aware, the application is submitted alongside concurrent applications for the adjacent sites submitted on behalf of McCarthy Stone (MCS) and LNT for a Retirement Home and Care Home respectively. Combined, the proposals will deliver the comprehensive development of Site 7a, which has been identified for development for almost 30 years, but to date has failed to progress, despite planning permissions being in place. Combined, the proposals will be completing a significant phase of Sovereign Harbour regeneration, a longstanding aspiration for Eastbourne. This represents a significant net benefit.
- 1.5. In accordance with Paragraphs 39 and 41 of the NPPF (2021) and best practice, the applications followed early pre-application engagement with officers and the local community. For the Aldi application, this included early engagement in respect of the scope of the retail assessments including impact and sequential in accordance with NPPG Paragraph 011 (Ref: 2b-011-20190722. Planning Potential sought to agree the extent of information which officers would expect to be submitted as part of any future application, however no formal written response was received. Preparation of the application was thus informed by policy guidance and best practice to allow consideration of the application.
- 1.6. Planning law requires applications for planning permission to be determined in accordance with the development plan unless material considerations indicate otherwise as per Section 38(6) of the Planning and Compulsory Purchase Act 2004. The NPPF is also clear at paragraph 38 that *"local planning authorities should approach decisions on proposed development in a positive and creative way"*. The comprehensive suite of supporting documents, including the PS, set out full justification for the proposals including how they accord with the development plan. For ease of reference and noting the nature of matters raised to date, below we draw attention to pertinent points that demonstrate how the principle of the proposed development is both in accordance with key policy principles, as well as the resultant benefits that will arise:
 - In respect of why Aldi have chosen this particular site, the application is supported by a sequential assessment, which confirms that there are no alternative suitable or available sites to locate the proposed development in accordance with Eastbourne Core Strategy Policy D4, Paragraphs 87 and 88 of the NPPF, and associated Planning Practice Guidance (Paragraph 2b-011-20190722). In respect of retail impacts, it was discussed at the pre-app meeting that a retail impact assessment was not required as the proposals fall well below the floorspace threshold set by the NPPF and there is no locally set threshold in adopted policy. Notwithstanding the clear justification provided within the initial submission, it is noted Officers have requested further clarity in respect of retail matters, which this note provides.
 - The proposals will make a much more efficient and effective use of the site. The development will transform a prominent vacant allocated site to bring forward a high-quality and contemporary development. In respect of the allocation, detailed justification was set out within the submission, including commentary on the direction of travel as set out within emerging policy, where there is clear evidence prepared by both the Council and consultants acting on their behalf indicating that the continued allocation of the site for office development is no longer viable or necessary. The site has been allocated as part of the wider Sovereign Harbour development for over 30 years, during which time, despite several applications and extensive marketing, development has not been forthcoming. The proposed development will unlock site 7a to deliver commercial floorspace and employment creation to assist in meeting the wider objectives for Sovereign Harbour (which has been undeniably underutilised for over 30 years) without

prejudicing the supply of office floorspace. Notwithstanding the clear justification provided within the initial submission, it is noted Officers have requested further clarity in this regard, and this is set out below.

- The PS also set out how the proposals will also deliver tangible economic benefits for the immediate and surrounding area. Indeed, Paragraph 81 of the NPPF is clear that *“significant weight should be placed on the need to support economic growth and productivity, taking in account both local business needs and wider opportunities for development”*. Firstly in this respect, the development represents a multi-million-pound inward investment to the Sovereign Harbour area, including significant commitment by a national retailer to double Aldi’s investment in Eastbourne, bringing additional retail choice and competition to the east of the town. In this respect, the proposals will result in development of a highly accessible site to provide a local convenience offer for the local community, enabling access to affordable food locally, an important consideration given the current cost of living crisis. In this respect, the proposals will have a knock-on effect in facilitating a reduction in unsustainable travel patterns by reducing the need for residents to travel across town to visit Aldi, allowing local people to shop closer to home via more sustainable modes or if by car, as a shorter journey.
- The new store will provide up to 50 new local job opportunities in a location that is accessible to Sovereign Harbour and surrounding existing and future residential areas on a site that is currently providing no economic benefit to the area. The proposals will therefore result in a net uplift of employment on the site of circa. 50 jobs in a sector that contributes significantly to total economic output in the UK. Employment opportunities will include both full and part time opportunities and will be targeted at those living locally. In this respect, Aldi are willing to sign up to local labour agreements where necessary and are market leaders in pay and offer no zero-hour contracts. The importance of this is reflected at Policies D2 (Economy) and EL1 (Economy and Employment Land) which stipulate that job growth and economic growth will be supported, with the authority taking a positive approach which reflects a presumption in favour of sustainable economic development. Policy EL1 states this should be achieved through encouraging development which supports improvements in the local jobs market through additional job creation and employment diversification.
- In addition to employment creation, the proposals will also deliver secondary economic benefits for the site and surrounding area. Redevelopment of the site will breathe new life into the street scene, significantly enhancing a prominent but currently underutilised site, making more efficient use of the site whilst providing physical and environmental regeneration. This is a significant improvement to the current appearance of the site and its contribution to the surrounding area and street scene.

1.7. The remainder of this note provides further information in respect of economic development considerations and retail matters.

2. Economic Development Considerations

- 2.1. To confirm, Section 5 of the submitted PS considers relevant economic development considerations. Specifically, Paragraphs 5.3-5.57 set out in chronological order the policy position and various key stages in relation to the development of Sovereign Harbour. Following this, Paragraphs 5.58-5.68 then consider the proposed development against the overriding objectives identified within reviewed documents, having regard to the change in position that has taken place since the original site allocation and the future direction of travel indicated within emerging policy.
- 2.2. Notwithstanding the position set out, during the meeting on 09 January 2023, Officers requested further justification in respect of the principle of a retail development on the site. Without repeating information already set out, we provide a summary of the pertinent points below.
- 2.3. As noted, Paras 5.3-5.57 of the PS set out in detail the policy position and background to aspirations for the development of Sovereign Harbour. Further, a detailed planning history of the site was set out at Section 2 of the PS, noting that the original planning permission for redevelopment of the site for office use was granted over 30 years ago, with the most recent outline planning permission granted in 2014. Condition 5 of this 2014 permission allowed 10 years for various reserved matters to be submitted. In line with policy aspirations, Condition 10 required that the development of sites 6, 7a and 4 shall provide a maximum of 20,000 sqm of B1 floorspace.
- 2.4. Despite the allocation and permission in principle being in place and remaining extant, as noted within the PS, no reserved matters applications have been submitted in relation to Site 7a and no deliverable development has progressed. This is also despite the fact that the site continues to be marketed to reflect the outline consent. In this respect, Figure 5.4 of the PS provided details of the marketing boards that have been on site since at least July 2018, whilst appended to this note as **Annex 1** are full particulars.
- 2.5. This provides important and helpful context demonstrating why the site has not progressed in line with the original policy aspirations and outline consent.
- 2.6. In parallel to this 'on the ground' lack of progress, Section 5 of the PS further draws attention to the Council's own independent evidence base, including that prepared in the relation to the Employment Land Local Plan (ELLP) which was adopted in 2016. These noted the viability issues associated with delivering development on the remaining sites at Sovereign Harbour, including that office floorspace would be unviable to bring forward. Specifically, as noted at Paras 5.31 and 5.32 of the PS, the ELLP noted a reduction in the aspired floorspace allocation for Sovereign Harbour from 30,000sqm to 23,125sqm to reflect a changing demand for flexible floorspace and to accommodate other uses, such as a community centre.
- 2.7. Whilst there is no policy requirement to undertake a viability assessment to demonstrate that development of the site in accordance with its policy allocation is not viable, it is nonetheless useful to consider other examples of proximate development in accordance with the site allocation when considering whether there is any merit in maintaining the site allocation going forwards. The site opposite the application site (Pacific House) has been brought forward for development, with planning permission (ref: 130967) approved in March 2014 for a three-storey office building comprising 2,323 sqm floorspace for use within use classes B1 (a), (b) and (c).
- 2.8. The scheme was developed by Sea Change Sussex (a not-for-profit economic development company for the County) and was completed in July 2015. In terms of the funding of the scheme the Eastbourne Employment Land Local Plan (2016) sets out at paragraph 4.37 that:
- "Eastbourne Borough Council has been active in promoting the delivery of business space at Sovereign Harbour. In 2013, the Growing Places Fund confirmed the allocation of £6 million to deliver a new "Innovation Mall" at Sovereign Harbour. Completed in 2015, Pacific House has provided 2,350 sqm NIA of service employment floorspace, and will help to establish Sovereign Harbour as a business location, which will help to attract future occupiers. The commitment from the Growing Place Fund highlights the potential for Sovereign Harbour to accommodate high quality employment space that is not available elsewhere in the area."*
- 2.9. The building is currently occupied by a range of local businesses; however, some vacant units remain that are currently being advertised by agents (www.huntcommercial.co.uk). It is clear that the original development of Pacific House would not have been possible without public funding. Indeed, as noted within the PS, viability evidence has subsequently been produced by JLL to consider whether a building similar to Pacific House could be delivered in the absence of public funds. This concluded that the *"viability fundamentals are not present that would allow private sector development to be brought forward."*
- 2.10. Further in respect of the application site, the viability analysis undertaken at Section 3 of the JLL Report which considered the potential for further office development to come forward at Sovereign Harbour concluded that:

“At all the points in this sensitivity analysis the scheme fails to reach the level of profitability necessary to encourage a private developer to bring the site forward and these appraisals assume that the site can be acquired for a pound which will not be the case in reality. In our opinion the GVA analysis updated by us suggests an unviable proposition likely to remain unviable for the foreseeable future.” (Page 5).

- 2.11. The Eastbourne Economic Development Needs Assessment (EEDNA) (2017) further acknowledged the challenges in delivering new office development at Sovereign Harbour due to suitability and viability issues as identified in the ELLP. Of note, paragraph 9.28 recognises that less than 10% of the original 1988 permission for 30,000 sqm of office space across two sites at Sovereign Harbour has been delivered. This refers to Pacific House which as noted, was made possible only by public funding. In terms of the remaining allocation of land at Sovereign Harbour, the EEDNA recognises that this exceeds the objectively assessed need for office space in Eastbourne in quantitative terms over the study period to 2035, stating at paragraph 9.30 that *“the development of Pacific House in early 2016 (providing 2,350 sqm of new office floorspace) in itself delivers approximately 25% of the highest Borough-wide requirement for office space over the 20-year plan period to 2035.”*

- 2.12. More recently and as noted within the PS, Eastbourne are underway with preparation of a new Local Plan - The New Eastbourne Local Plan (NELP), which sets out the vision for the development of Eastbourne going forward. As noted within the PS, the Issues and Options Consultation draft (2019) noted that the current planning policies allocate land for 28,750 sqm of additional office floorspace, before going on to recognise that (pages 37 - 38):

“This is in excess of the amount of office space that more recent forecasts suggest is needed in Eastbourne over the next 20 years, which means that not all of the existing office space land allocations will need to be carried forward into the new Local Plan.

Research has suggested that successful local economies have a higher proportion of office space than retail space in their town centres, and they have better quality of office space in their town centres compared to their suburbs. This would indicate that the future office provision would be best directed towards the town centre.”

- 2.13. With specific regard to the role of Sovereign Harbour in terms of a location for providing additional office floorspace the Issues and Options Consultation draft recognised that (page 40):

“At the current time, Sovereign Harbour Site 7a is no longer needed to meet the office space forecast. However, it is considered the land should be developed for alternative employment-generating use to support the local community at Sovereign Harbour.”

- 2.14. Paragraph 122 of the NPPF recognises that where there is no reasonable prospect of an application coming forward for the use allocated in a plan, this should either be reallocated, or, in the interim, alternative uses proposed. The Council's own evidence clearly indicates that there is no reasonable prospect of delivery and this is reflected in the direction of travel in policy.

- 2.15. This is a highly compelling material consideration, acknowledging that the historic allocation aspirations for office space are simply not a viable or realistic option, thereby opening the door for alternative employment generating uses to come forward. In this context, the Class E nature of the proposals provides an appropriate option, which would provide an employment generating use which would support the local community at Sovereign Harbour.

- 2.16. In this respect, it is important to highlight that since submission of the application, the Council consulted on the next stage of the Local Plan (The 'Growth Strategy'), between November 2022 and January 2023. This consultation document provides more detail on the level of housing and employment growth that could be accommodated in Eastbourne up to 2039 and where it might be located.

- 2.17. Specifically with regard to site 7a, the Growth Strategy comments that it is, *“...currently allocated for employment (office) use, but the high need for homes means that new uses now need to be considered”*. Nevertheless, the desire to see a mix of uses is also recognises, stating that, *“...the site should still provide some employment-generating uses, but could also provide around 40 residential units”*. This approach would ensure a much more flexible approach, which in turn means significantly greater potential for a deliverable development to finally be secured and in turn help to complete this part of the Sovereign Harbour Community. Further, it should nonetheless also be noted that, in the event that office space was viable at Sovereign Harbour, the remainder of Site 6 still remains for this purpose, which the Growth Strategy suggests could support some 10,000 sqm of such space.

- 2.18. As noted by the above commentary and as set out within the PS, it is clear that through the passage of time and understanding of local market conditions, there has been an increasing recognition and acceptance that the historic forecasts for office floorspace at Sovereign Harbour may have been significantly overestimated and that the continued allocation of Site 7a for office development is no longer viable or necessary. Aldi welcome this direction of travel and submitted representations to the 'Growth Strategy' consultation

to that effect. The proposed development will deliver commercial floorspace and employment creation which will assist in meeting the wider objectives for Sovereign Harbour without having a detrimental impact on the supply of office floorspace. Furthermore, it should be noted that since outline planning permission was granted there has been a change to the Use Class Order, with retail (previously A1) and business (previously B1) now grouped within Use Class E. As such the proposal has the considerable benefit of establishing a significant component of employment generating commercial floorspace on site.

- 2.19. The proposed development will finally guarantee use of this underutilised site, unlocking site 7a to make a significant contribution to the long-envisioned regeneration of the Sovereign Harbour neighbourhood. Although not in direct accordance with the historic adopted policy position in securing B1 floorspace on site, it is considered that significant justification has been set out to demonstrate that the principle of development is acceptable in account of being in accordance with Policy D2 (Economy) and Policy EL1 (Economy and Employment Land) leading to sustainable job creation and diversification, benefiting the Borough's changing local population and job market, as well as demonstrating investment in the area. In addition, the proposals are broadly aligned with the clear direction of travel as documented within the latest consultation draft of the emerging Eastbourne Local Plan for the district up to 2039 for employment-generating uses.
- 2.20. On the basis of the above and information already provided within the PS (including the sites planning history and marketing undertaken), as well as having regard to the policy position and direction of travel, it is considered that the principle of introducing a retail development on the site has been adequately justified and is an appropriate option to assist with unlocking Site 7a.

3. Retail Matters

- 3.1. Section 6 of the submitted PS considers relevant retail matters, including detailed commentary on both sequential and impact. The following commentary should therefore be read in conjunction with information already provided within the PS submitted with the application.

Sequential

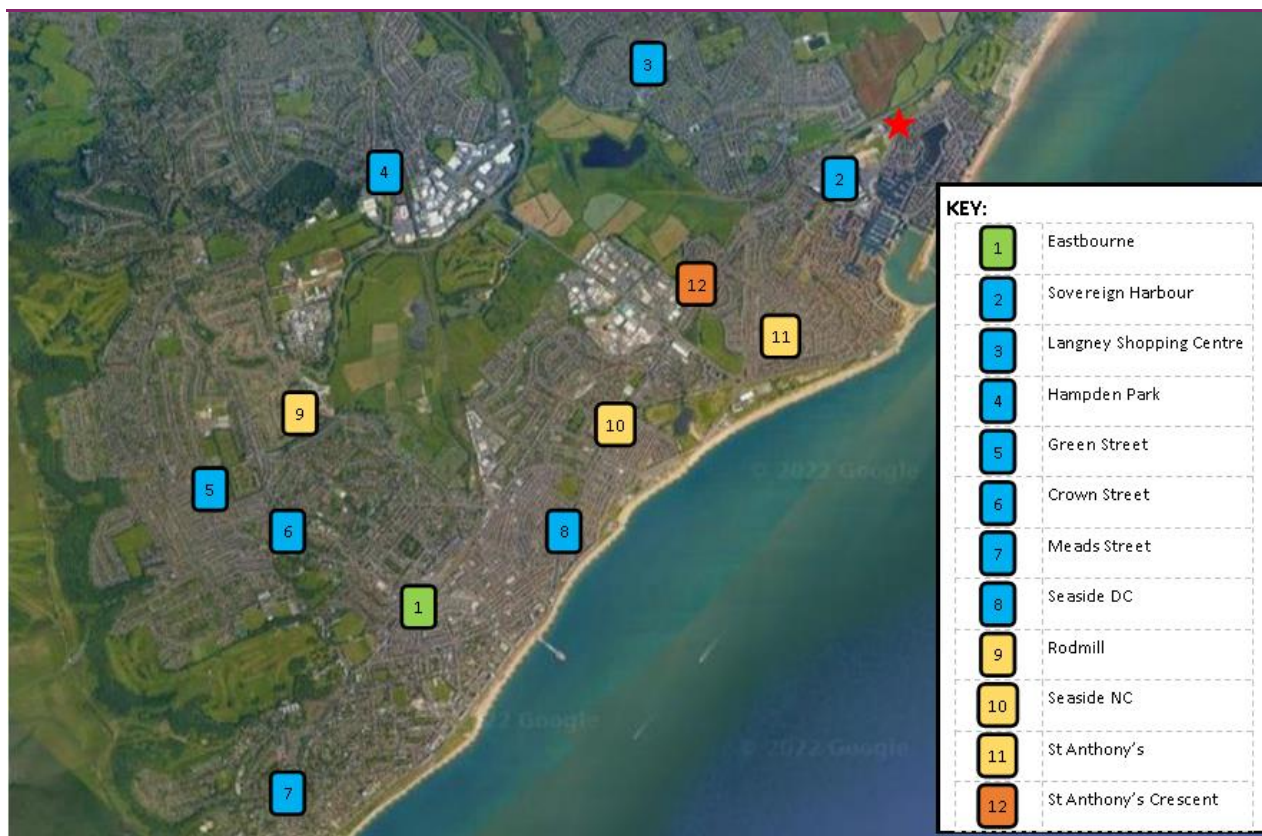
- 3.2. In respect of sequential, a robust sequential assessment was provided at Section 6 and Appendix 4 of the submitted PS. This was undertaken in accordance with best practice and local and national policy, namely Core Strategy Policy D4, Paragraphs 87 and 88 of the NPPF and associated Planning Practice Guidance (paragraph 2b-011-20190722).
- 3.3. In summary, the assessment concluded that the site represents the only suitable and available site within the catchment to accommodate a retail development of this nature. Notwithstanding and without prejudice, during the meeting on 09 January 2023, Officers queried the scope of the assessment submitted, suggesting that it wasn't immediately clear what centres had been considered for potential sites. These matters were in fact covered within the PS, but for ease of reference are again set out below.
- 3.4. Paragraphs 6.21-6.25 of the submitted PS set out the area of sequential search, which, having regard to guidance, is based on the catchment area that the store will serve. Table 6.1 clearly detailed the centres (and their position within the Council's retail hierarchy) which were assessed for potential sites. A map was then included at Figure 6.2 showing the location of these centres in relation to the application site. These are re-provided below for completeness (Table 1 and Figure 1).
- 3.5. To confirm, despite some centres falling outside of the primary catchment area i.e. those to the west of the town, for completeness all of the centres listed and shown below were assessed for potential sites in August 2022. For the avoidance of doubt, any designated centres not included below were not assessed as they do not fall within the catchment area that the store will serve.
- 3.6. As discussed with Offices at the meeting on 09 January 2023, updated site visit work was undertaken in January 2023 to inform this note. This including a further visit to centres located to the east of the town i.e. within the primary catchment area. Those centres visited again in January 2023 are highlighted below for ease of reference.

Table 1: Centres included within the Sequential Site Assessment

Town Centre	District Shopping Centres	Local Shopping Centres	Neighbourhood Shopping Centres
Eastbourne	Green Street (Albert Parade) Hampden Park (Brassey Avenue) Langney Shopping Centre Meads Street Old Street (Crown Street) Seaside (Langney Road to Springfield Road and adjacent to St James' Road) Sovereign Harbour	Rodmill St Anthony's (Beatty Road) Seaside (Seaford Road to Channel View Road)	St Anthony's (Winston Crescent including local supermarket)

Source: Planning Potential Research

Figure 1: Location of centres included within sequential site assessment



Source: Planning Potential Research

- 3.7. The PS then set out the approach undertaken to identify potential sites within and to the edge the identified centres. For each, this included a review of any sites suggested in various policy and evidence base documents as well as previous applications and a review of units available on the market. This was followed by desk-based research and a physical site visit to each centre to further identify development sites or vacancies which would be able to accommodate the development proposed.
- 3.8. The sites identified through this exercise were set out at Paragraphs 6.33-6.73 of the PS, including details of their suitability and availability and conclusions reached. Additional justification for any vacant sites identified was provided at Appendix 4 of the PS.
- 3.9. Having clearly set out the area of sequential search, for ease of reference, any sites identified within and to the edge of the centres listed in Table 1 above were grouped into the following categories:
- Existing vacant units (identified as part of site visits and a review of units on the market);
 - Sites identified by the Council (site allocations / opportunity sites / transition areas / potential areas of change);
 - Other sites (identified through desktop research and site visits)
- 3.10. To confirm, where no sites were identified within or to the edge of a centre or where vacancies were clearly too small to accommodate the development proposed and could not be amalgamated to form a larger unit, no further commentary was provided.
- 3.11. However, it is understood that Officers remain unclear on the approach, specifically what centres were assessed and how specific sites included came about. For completeness and as requested, we set this out below taking each centre in turn. For the avoidance of doubt, this includes commentary on centres even where no sites were identified. It is not intended to repeat information already provided, and so we cross-reference to relevant paragraphs of the PS where appropriate.

Eastbourne Town Centre

Vacant units

- 3.12. Table 6.2 on page 43 of the PS set out the vacant units identified within Eastbourne Town Centre which were assessed as part of the sequential test. As noted, further details of these was provided at Appendix 4. Given the size of Eastbourne Town Centre, any vacant units which were clearly too small to accommodate the proposed development and where any amalgamation to form a larger unit would not be possible, have not been assessed further.
- 3.13. For ease of reference, the units identified included the following:
- Vacant Debenhams Store, 152 – 170 Terminus Road
 - Former Curzon Cinema, 14 Langney Road
 - T.J. Hughes, 177 – 187 Terminus Road
 - Bonners Piano Centre, 56 Langney Road
- 3.14. To confirm, as set out at Table 6.2 and Appendix 4, none of the above vacant units within Eastbourne Town Centre were found to be suitable and available for the proposed development, and as such, were discounted as sequential sites.

Development Plan Allocations

- 3.15. The PS also included assessment of sites within Eastbourne Town Centre identified by the Council as development opportunities. As above, these included those identified within the Local Plan as Development Opportunity Sites, Transition Areas, and Potential Areas of Change. An extract showing the location of these sites was provided at Figure 6.3 of the PS.
- 3.16. The following opportunity sites within Eastbourne Town Centre were included, and commentary on these was provided within the PS as below.
- TC18 Opportunity Site 1 - Land at the junction of Terminus Road and Ashford Road (Paras 6.40-6.42 of the PS)
 - TC19 Opportunity Site 2 – Land adjoining the railway station (Paras 6.43-6.46 of the PS)
 - TC20 Opportunity Site 3 – Land adjacent to Upperton Road (Paras 6.47-6.50 of the PS)
 - TC21 Opportunity Site 4 – Area to south-eastern end of the Arndale Centre (Paras 6.51-6.54 of the PS)
 - TC22 Opportunity Site 5 - Former Co-operative (Paras 6.55-6.58 of the PS)
- 3.17. The following two transition areas within Eastbourne Town Centre as identified by the Council were included, and commentary on these was provided within the PS as below.
- Seaside Road and Terminus Road East (Paras 6.61-6.63 of the PS)
 - Station Street and Mark Lane (Paras 6.64-6.65 of the PS)
- 3.18. The following two potential areas of change within Eastbourne Town Centre as identified by the Council were included, and commentary on these was provided within the PS as below.
- Potential Area of Change One: International Lawn Tennis Centre (Paras 6.69-6.70 of the PS)
 - Potential Area of Change Two: Land at Langney Road and Pevensey Road (Paras 6.71-6.72 of the PS)
- 3.19. To confirm, as set out within the PS, none of the above development plan allocations within Eastbourne Town Centre are suitable or available to accommodate the proposed development, and as such, these were discounted as sequential sites.

Sovereign Harbour District Shopping Centre

- 3.20. Two vacant unit was identified within Sovereign Harbour District Shopping Centre:

- Unit 7, Former Cineworld Sovereign Harbour Retail Park, BN23 6JH (Para 6.35 of the PS)
- Former Frankie & Benny's, Sovereign Harbour Retail Park, BN23 6JH

3.21. To confirm, as set out within the PS, B&M have agreed terms to occupy unit 7, which is understood to be under fit out. The site is not available and, as such, was discounted as a sequential site. The former Frankie and Benny's unit at c. 440 sqm is clearly too small to accommodate the development proposed and as such, no further commentary was provided within the PS.

Langney District Shopping Centre

3.22. Following the above approach, no sites were identified within this centre which warranted further assessment. It is noted that while some vacant units were identified within this centre, these were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

3.23. Notwithstanding, as set out, the centre was visited in January 2023 and the identified vacant units are listed below for completeness:

Table 2: Langney District Shopping Centre Vacancies

Unit Address	Former Use	Floor Area (sqm)
70 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Unknown Use Class E	150
78 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Experience It Now Travel Agent – Use Class E	90
88 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Unknown Use Class E	80
92 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Age UK Charity Shop – Use Class E	180
94 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Unknown Use Class E	210
SU9, Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Sweetie Choice – Use Class E	80
Unit adjacent to Ladbroke's, Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Bank – Use Class E	80
Unit adjacent to Poundland and Ladbroke's, Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Restaurant – Use Class E	80

Source: Experian GOAD (October 2022)

3.24. All of these are clearly far too small (either individually or where adjacent, as amalgamated) to accommodate the proposed development, and as such, can be discounted from the sequential assessment.

Seaside (Langney Road to Springfield Road and adjacent to St James' Road) District Shopping Centre

3.25. Following the above approach, no sites were identified within this centre which warranted further assessment. It is noted that while some vacant units were identified within this centre, these were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

3.26. Notwithstanding, as set out, the centre was visited in January 2023 and the identified vacant units are listed below for completeness:

Table 3: Seaside District Centre Vacancies

Unit Address	Former Use	Floor Area (sqm)*
73 Seaside, Eastbourne BN22 7NG	Comparison – Use Class E	<100
139 Seaside, Eastbourne BN22 7NN	Dry Cleaner – Use Class E	<100
187 Langney Rd, Eastbourne BN22 8AH	Unknown	<100
Former Kathmandu Valley Restaurant, Seaside, Eastbourne BN22 7QP	Restaurant – Use Class E	<100
Former Pastry Shop, 104-106 Seaside, Eastbourne BN22 7QP	Restaurant – Use Class E	<100
146 Seaside, Eastbourne BN22 7QW	Restaurant – Use Class E	<100
150 Seaside, Eastbourne BN22 7QW	Beauty Salon – Use Class E	<100
156 Seaside, Eastbourne BN22 7QW	Barber – Use Class E	<100
176 Seaside, Eastbourne BN22 7QR	Perfect Body Care – Use Class E	<100

Source: Planning Potential Research

*floorspace based on Planning Potential estimate

3.27. All of the vacant units recorded during Planning Potential's site visit in January 2023 were clearly too small (either individually or where adjacent, as amalgamated) to accommodate the proposed development, and as such, can be discounted from the sequential assessment.

St Anthony's (Beatty Road) Local Shopping Centre

3.28. Following the above approach, no sites were identified within this centre which warranted further assessment. No vacant units were identified and as such, no further commentary was provided within the PS.

Seaside (Seaford Road to Channel View Road) Local Shopping Centre

3.29. Following the above approach, no sites were identified within this centre which warranted further assessment. Any vacant units were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

3.30. Notwithstanding, as set out, the centre was visited in January 2023 and the identified vacant units are listed below for completeness:

Table 4: Seaside Local Centre Vacancies

Unit Address	Former Use	Floor Area (sqm)*
299 Seaside, Eastbourne BN22 7NU	Greengrocer – Use Class E	<100
355 Seaside, Eastbourne BN22 7PA	Convenience Store – Use Class E	<100
204-206 Seaside, Eastbourne BN22 7QT	Convenience / Post Office – Use Class E	<100

Source: Planning Potential Research

*floorspace based on Planning Potential estimate

3.31. All of the vacant units recorded during Planning Potential's site visit in January 2023 were clearly too small (either individually or where adjacent, as amalgamated) to accommodate the proposed development, and as such, can be discounted from the sequential assessment.

St Anthony's (Winston Crescent including local supermarket) Neighbourhood Shopping Centre

- 3.32. Following the above approach, no sites were identified within this centre which warranted further assessment. No vacant units were identified and as such, no further commentary was provided within the PS.

Hampden Park (Brassey Avenue) District Shopping Centre

- 3.33. Aldi are already present in Hampden Park and therefore falls outside of the primary catchment. Realistically this should be excluded from any sequential analysis for a discount store serving the east of Eastbourne, but was assessed, nonetheless. No sites were identified that warranted further assessment.
- 3.34. Any vacant units were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

Meads Street District Shopping Centre

- 3.35. This centre falls outside of the primary catchment. Realistically this should be excluded from any sequential analysis for a discount store serving the east of Eastbourne, but was assessed, nonetheless. No sites were identified that warranted further assessment.
- 3.36. Any vacant units were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

Old Street (Crown Street) District Shopping Centre

- 3.37. This centre falls outside of the primary catchment. Realistically this should be excluded from any sequential analysis for a discount store serving the east of Eastbourne, but was assessed, nonetheless. No sites were identified that warranted further assessment.
- 3.38. Any vacant units were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

Green Street (Albert Parade) District Shopping Centre

- 3.39. This centre falls outside of the primary catchment. Realistically this should be excluded from any sequential analysis for a discount store serving the east of Eastbourne, but was assessed, nonetheless. No sites were identified that warranted further assessment.
- 3.40. Any vacant units were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

Rodmill Local Shopping Centre

- 3.41. This centre falls outside of the primary catchment. Realistically this should be excluded from any sequential analysis for a discount store serving the east of Eastbourne, but was assessed, nonetheless. No sites were identified that warranted further assessment.
- 3.42. Any vacant units were clearly far too small to accommodate the proposed development and any amalgamation to form a larger unit would not be possible, and as such, no further commentary was provided within the PS.

Sequential Summary

- 3.43. As confirmed in the sequential summary at Paragraph 6.74 of the PS, having been through the above exercise, none of the identified vacant sites or development plan allocations are suitable or available for the development proposed. The site therefore represents the only site within the catchment area to locate the proposed Aldi store.
- 3.44. Throughout the course of both pre-application discussions and at the recent meeting, officers were asked if there were any specific sites they were aware of that should be considered. They were not and therefore we trust it is agreed that the above represents an exhaustive assessment of potential alternatives.
- 3.45. As such, the sequential test has been satisfied and the proposals are in accordance with Eastbourne Core Strategy Policy D4, Paragraphs 87 and 88 of the NPPF, and associated Planning Practice Guidance (Paragraph 2b-011-20190722).

Impact

- 3.46. In respect of impact, as the PS set out, the proposals (Aldi foodstore of 1,787 sqm gross, comprising 1,315 sqm net retail sales) are well below the 2,500 sqm threshold set by paragraph 90 of the NPPF for when a retail impact assessment is required.
- 3.47. Further, having regard to NPPG guidance (Paragraph: 015 Reference ID: 2b-015-20190722), there is no lower locally set adopted policy requiring such an assessment. It is noted that a lower threshold is not proposed within emerging policy nor is there an up-to-date evidence base which would justify introduction of a lower threshold at this stage. As such, it is clear that there is no policy requirement for a retail impact assessment to accompany the proposals.
- 3.48. As set out, retail matters were discussed at pre-application stage, whereby Officers did not request that a retail impact assessment should be provided contrary to the clear policy position highlighted above. No formal written pre-application response was received to suggest otherwise, and as such, the application was submitted on this basis. Notwithstanding for completeness and robustness, further commentary is provided on potential retail impacts below.
- 3.49. Before considering in detail, it is first relevant to consider the 2,500 sqm threshold at which policy requires an assessment of impact to be carried out. This is no arbitrary figure, but instead is mindful of the nature and scale of a retail facility of that size. Typically, such stores will be major supermarkets carrying upwards of 40,000 lines, contain multiple concessions (such as butcher, bakery, pharmacy, café, delicatessen, fishmonger etc.), as well as having considerable non-food (i.e. clothing, electricals, homeware etc.) floorspace. By comparison, the sales area of the proposed Aldi is just over half of the 2,500 threshold, will have only around 2,000 product lines and will have none of these concessionary offers.
- 3.50. In the local context, Table 5 below provides a summary as to how the proposed store compares to the other main supermarkets that currently serve the local area. Notwithstanding that the proposed floorspace is well within the NPPF threshold, it is also well below what already exists locally, being a fraction of the size and offer of any of the incumbents. Shops and services within nearby centres are already trading in the context of these existing foodstores and any competition arising. Further, given both Aldi and Lidl are already present in Eastbourne, the proposals are not introducing a new entrant to the area. The proposals must be considered in this clear policy context and the reality of the 'on the ground' situation.

Table 5 - Foodstore Comparison

	PROPOSED ALDI STORE	Asda, Sovereign Harbour	Tesco, Langney Shopping Centre	Tesco Extra, Lottbridge Drove	Lidl, Seaside	Morrisons, Lottbridge Drove, Hampden Park	Aldi, Lottbridge Drove, Hampden Park
Net Sales Area (sqm)	1,315	4,540	2,007	5,614	1,191	3,437	1,254
Convenience Goods	✓	✓	✓	✓	✓	✓	✓
Bakery	-	✓	✓	✓	✓	✓	-
Delicatessen	-	✓	-	✓	-	✓	-
Fishmonger	-	✓	-	✓	-	✓	-
Specialist food bar (sushi / pizza / salad)	-	✓	-	-	-	✓	-
Rotisserie / Hot Food	-	✓	-	-	-	✓	-
Butcher	-	✓	-	✓	-	✓	-
Florist	✓	✓	✓	✓	-	✓	✓
Tobacconist	-	✓	✓	✓	-	✓	-
Comparison Offer	Rotating 'weekly' specials	Homeware, Clothes, Books, CDs/DVDs, Cards, Computer Games, Electricals, Toys, Specials	Homeware, Clothes, Books, CDs/DVDs, Cards, Computer Games, Electricals, Toys, Specials	Homeware, Clothes, Books, CDs/DVDs, Cards, Computer Games, Phones, Electricals, Toys, Specials	Rotating 'weekly' specials	Homeware, Clothes, Books, CDs/DVDs, Cards, Computer Games, Phones, Electricals, Toys, Specials	Rotating 'weekly' specials
Pharmacy	-	✓	-	-	-	-	-
Opticians		✓	-	✓	-	-	-
ATMs	-	✓	✓	✓	-	✓	-
Travel Money		✓	-	✓	-	-	-
Click & Collect	-	✓	✓	✓	-	✓	-
Café / Coffee Bar	-	✓	-	✓	-	✓	-

Source: Planning Potential Research

- 3.51. The Planning Practice Guidance states that any assessment of impact needs to be “undertaken in a proportionate and locally appropriate way” (Paragraph 017-20190722). Having regard to this, and given the above policy position, we have undertaken a proportionate assessment, making reasonable assumptions on the potential for impacts on designated centres.
- 3.52. In this context and in preparing the assessment, regard has been had to the NPPG (Paragraph: 015 Reference ID: 2b-015-20190722) which recognises that a ‘guiding principle’ should be that these are “assessed on a like-for-like basis in respect of that particular sector...Retail uses tend to compete with their most comparable competitive facilities”.
- 3.53. In this regard, the PS set out why Aldi provides an alternative retail offering through their specialist business model as a Limited Assortment Discounter (LAD). To recap, the result of this distinction means Aldi is not a one-stop-shop, meaning that many customers have to visit other shops and services to fulfil their shopping needs. As the majority of the sales area and range of consistent goods

comprises a convenience offer, and as the majority of Aldi customers are doing a bulk food shop, it is other larger format supermarkets (such as those identified within Table 2 above) that stores mainly compete with on a like for like basis. This forms the basis of any assessment of potential impacts.

3.54. To inform the proportionate assessment, the starting point has been an assessment of the health of existing centres within the catchment area which are most likely to be affected by the proposals. This has involved visits to all of the centres in January 2023 to assess their physical composition, retail offer and overall environmental quality, as well as observing in centre activity. As agreed with Officers, the nearest centres to the site are Sovereign Harbour District Shopping Centre and Langney District Shopping Centre, and therefore these are the primary focus for consideration. In addition, consideration has also been given to the smaller centres of Seaside District Centre, Seaside Neighbourhood Centre, St Anthony's Crescent Local Centre and St Anthony's Neighbourhood Centre as these also fall within the immediate catchment area. Detailed health checks for these centres are provided at **Annex 2** however a summary of the main centres closest to the application site is provided below.

- **Sovereign Harbour District Shopping Centre:** The centre is principally arranged around the 'L' shaped Sovereign Harbour Retail Park, which primarily comprises multiple national comparison retailers, alongside a 24-hour gym. The remaining area of the designated centre comprises a purpose-built leisure complex located to the south east at Harbour Quays which is made up of small units almost exclusively occupied by food and beverage uses orientated towards the night-time economy. In terms of convenience offering, Sovereign Harbour is anchored by a large-format Asda store which bookends the retail park to the north-west. As noted, Planning Potential's latest visit identified only two vacancies, one of which is currently being fit out for B&M who have agreed terms to occupy the former Cineworld. The centre was trading well at the time of the visit and appeared to be well used by the local community. The centre were considered to be well maintained and had a good perception of safety. Given the scale and nature of the offer available at Sovereign Harbour, there is enough attraction for the centre to continue to provide a well-utilised comparison shopping and leisure destination.
- **Langney District Shopping Centre:** The centre is principally formed of a standalone shopping centre of a significant critical mass, totalling c.11,160sqm floorspace across 45 units, which is noted to have been subject of extension over the years. The majority of units are located indoors and accessed by a central walkway through the shopping centre, although it is noted a small number of units are located outside of the centre itself to the rear. The centre comprises a large-format Tesco store which anchors the centre, however, otherwise mainly comprises a service and comparison offer, including a range of independent shops as well a national multiples, as well as a 24-hour gym, cafes, and takeaways. As noted, Planning Potential's latest visit identified 8 vacant units which is acknowledged to be marginally higher than the national average. As noted above, these units were small in scale and evidence of marketing was noted. Although areas of the original centre appeared outdated when compared to more recent extensions, the centre were considered to be generally well maintained and fit for purpose.

Notwithstanding, the centre was considered to be trading well at the time of the visit and appeared to be well used by the local community. The main footfall across the centre was observed outside and entering the Tesco foodstore and within the car park nearest to the store. In this respect, while the new Aldi store will attract a proportion of trade from the Tesco store within this centre, this will not be significant given any impacts will be spread across various other large format operators. Further, the Tesco is already trading in the context of existing discounters and foodstores (including those with a more similar offer) as set out at Table 2 above. Given the scale and other offer available at the Langney Centre, there is enough attraction for the centre to continue to provide a well-utilised shopping destination.

3.55. All of the centres assessed as included at **Annex 2** have a wide diversity of uses relative to their respective functions. This includes both in terms of convenience, comparison, services, and food and drink and comprised a good level of independent representation as well as a number of multiple retailers. The centres appeared to be well used by the local community with medium/good levels of pedestrian movement. At the time of visit, vacancy rates within the centres were generally in line with the national average. All the centres were noted to be of good environmental quality and while some areas were noted to be more dated than others, they were fit for purpose and appeared to be well used by the local community with good levels of pedestrian movement.

3.56. In order to further illustrate this point and in turn highlight the limited potential for 'like for like' competition with shops and services within nearby centres, we have undertaken further analysis of active uses within the closest centres to the site to provide a more granular assessment of the potential like-for-like competition with Aldi. This is provided at **Annex 3**. As agreed with Officers, the nearest centres to the site are Sovereign Harbour District Shopping Centre and Langney District Shopping Centre, and therefore these are the primary focus for consideration. For Sovereign Harbour, the uses contained within the purpose-built leisure complex

have been excluded from this analysis owing to the fact these are almost exclusively occupied by food and beverage uses orientated towards the evening economy which Aldi will clearly not compete with on a like-for-like basis.

- 3.57. As noted, these centres primarily comprise a comparison and service function. Aldi will clearly not compete with service uses. In respect of comparison, Aldi only comprises a small area of comparison floorspace, and the nature of this range is changing weekly specials, which are a characteristic of LADs. Goods sold from this floorspace will vary throughout the year and include one-off special offers that vary from week to week, and season to season. These goods are sold on the basis of 'when they're gone, they're gone' and so there will not be a consistent range of e.g. clothing, electricals, DIY, leisure' gardening etc. sold from the store. As such, it should be noted that the potential periods for 'direct' competition are low when such goods are being sold just a few days in the year and not over a prolonged period. Further, as noted at Table 2, the nature and range of non-food goods in LADs differs from that of larger supermarket formats, which by comparison will often have a much greater range of non-food goods (clothing, homeware, cookery etc.) that are sold throughout the year, with greater potential for 'like for like' competition.
- 3.58. As noted, any convenience uses within these centres comprise larger national multiple supermarkets, which already trade in competition with discounters both in Eastbourne and in countless locations across the country. In this respect, potential levels of impact will not solely be on a particular retailer, but rather spread across a range of operators. In any event, as above, Aldi is not a new entrant to Eastbourne nor is it a one-stop-shop, meaning customers will often still need to visit these larger supermarkets for products not available at a discounter. Given this and the scale and offer of larger supermarkets, the introduction of Aldi is unlikely to significantly alter their trading performance.
- 3.59. From the information provided at **Annex 3**, it is clear that when considered on a granular basis, the proposed Aldi will not provide direct competition for the majority of the existing retailers. Any competition will be directed towards the larger supermarkets, which already trade in the context of discounters as noted above. Whilst there may be limited periods of overlap in respect of comparison goods with a particular weekly special, it should be noted these will be only for a few days in the year and, even then, will be limited only to when the limited range of specials is on sale and not for any sustained period.
- 3.60. Indeed, the above potential impacts relate only to the retail aspects of the proposals. They do not consider the potential for linked trips given the close proximity of the store to Sovereign Harbour District Shopping Centre and the fact that customers would be able to park for 90 minutes in the car park (on average an Aldi shop takes 20-30 minutes, meaning customers have an hour to combine a trip with other services).
- 3.61. The above commentary also does not consider the significant regenerative benefits of the proposals, including delivering economic investment and regeneration of this prominent allocated site, which remains undelivered and is currently providing no beneficial output to the local economy. The proposals are unlocking the development of Site 7a, to deliver commercial floorspace and employment creation to assist in meeting the Council's wider objectives for Sovereign Harbour. When such aspects are considered, any potential for retail impacts, which as the above demonstrates, are unlikely to be significant, would be further reduced.
- 3.62. On this basis, and due to matters discussed above, the proposals have satisfied relevant retail policies i.e. Core Strategy Policy D4 (Shopping) as well as Paragraphs 87-91 of the NPPF.

4. Summary & Conclusion

4.1. The information set out in this note provides a response in respect of economic development considerations and retail matters in order to assist with Officers consideration of the application. In summary the following points are of note:

- Despite being allocated as part of the wider Sovereign Harbour development for over 30 years, various applications and extensive marketing, no deliverable development has come forward and the site remains vacant, therefore making no economic contribution to the surrounding area. As such, the policy framework could not have done more to assist in delivering this site and the fact that the market has not responded is telling. Indeed, as noted, this is identified within the emerging policy position.
- Changes to the Use Classes Order recognise that retail is a commercial use, the jobs provided by retail development are comparable in both quantity and quality to other uses, and both national and local policy recognise the importance of supporting economic growth and development;
- There are no sequentially preferable sites that are suitable or available for the proposed development, further clarity has been provided within this note which confirms this position;
- There is no policy requirement to provide a retail impact assessment. Notwithstanding and without prejudice, a proportionate assessment has been undertaken, noting the proposed development is unlikely to have a significant adverse impact on surrounding centres by virtue of the scale and types of uses found within those centres, against which Aldi will not directly compete;
- There are no retail grounds on which to refuse this application.

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Client Contact: Aldi Stores Ltd.

Report Reference:

6142N

Annex 1 – Marketing Particulars



ILLUSTRATIVE CGI
SHOWING THE OFFICE SCHEME

SITE 7A

SOVEREIGN HARBOUR | EASTBOURNE | EAST SUSSEX | BN23 6FA

FOR SALE - FREEHOLD / LEASEHOLD
SITES ALLOCATED FOR OFFICE USE



THE WATERFRONT
SOVEREIGN HARBOUR



EASTBOURNE TOWN CENTRE



SOVEREIGN HARBOUR



PACIFIC HOUSE - OFFICE SCHEME,
SOVEREIGN HARBOUR, INNOVATION PARK

THE SITE

Site 7a provides two hectares (5 ½ acres) of employment land. The site is part of the larger Sovereign Harbour mixed development.

ABOUT

With a population of 100,000 people, Eastbourne is the second fastest-growing seaside town in the UK, and is the economic driver of one of the fastest-growing counties in the country. Eastbourne has a broad economic base and is home to companies in a wide range of industries.

The UK innovation charity Nesta named Eastbourne as a “creative cluster”, with 969 creative firms representing 9.1% of total businesses in the town and providing employment for 2,703 people. The town is home to the largest book distributor in the UK, as well as to a number of specialist advanced manufacturing and engineering companies, many of which are based on industrial estates in and around the town.

Opened in 1993, Sovereign Harbour is a leisure focused mixed use development to the east of the town centre. Formerly known as The Crumbles, the marina now consists of four separate harbours, a retail park with a number of housing schemes and and the newly constructed Pacific House offices a building of 25,000 sq ft providing ultra flexible office accommodation to lease which is now part let.

Eastbourne has a growing South East office market with a number of large companies choosing to locate in the town such as County Clean Environmental, Gardeners Books and Jones Bootmaker.



1. Site 7a

2. Sovereign Harbour
Marina & Village

3. Sovereign Retail Park

4. Sovereign Harbour
Innovation Park

5. Pacific House Offices

6. Hampden Park
Railway Station

7. Eastbourne Town Centre

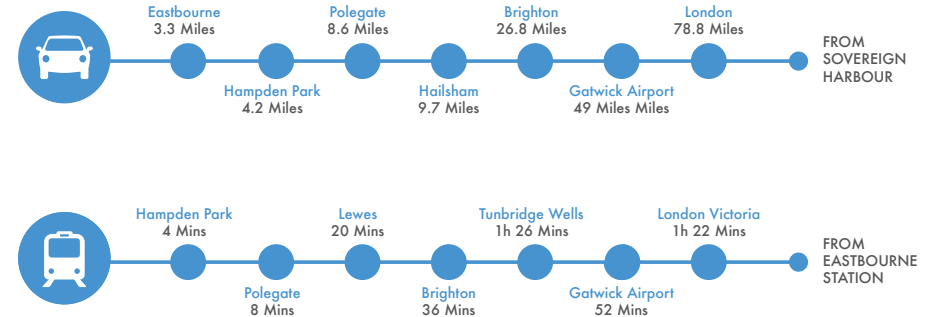
8. Eastbourne
Railway Station

KEY FACTS

- **4.9 million visitors** come to Eastbourne each year and **spend £287 million**
- **£129 million is spent** each year by day visitors
- **13%** of the total £287million spend each year comes from **overseas visitors**
- Tourism is worth over **£388m** to the local economy and supports **8,037 jobs**
- Eastbourne is in the Top 10 of the **UK's happiest towns**
- Award winning events include Airbourne Eastbourne – one of the few free Airshows in the UK
- The MCS Good Beach Guide rates Eastbourne **seawater "Excellent"**
- Eastbourne is expecting over **£200 million inward investment** up to 2020 (Arndale Centre £85m, Devonshire Park Conference and Tennis Centre £44m, Sovereign Centre £24m, local shopping centre £15m, town centre roads £3m, Eastbourne College £33m)
- According to the Met Office, Eastbourne is the sunniest place in the UK
- 31.4% of the population of Eastbourne is **under 30 years old**



DISTANCES



PLANNING

The site is allocated in the adopted Eastbourne Local Plan as a retained employment site for Class B1 uses.

TERMS

Sites are available on a freehold or leasehold basis. Minimum size of half an acre. Further information on application.

SITE 7A

SOVEREIGN HARBOUR | EASTBOURNE | EAST SUSSEX | BN23 6FA

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Annex 2 – Health Check Assessment

Annex 2 - Town Centre Health Checks

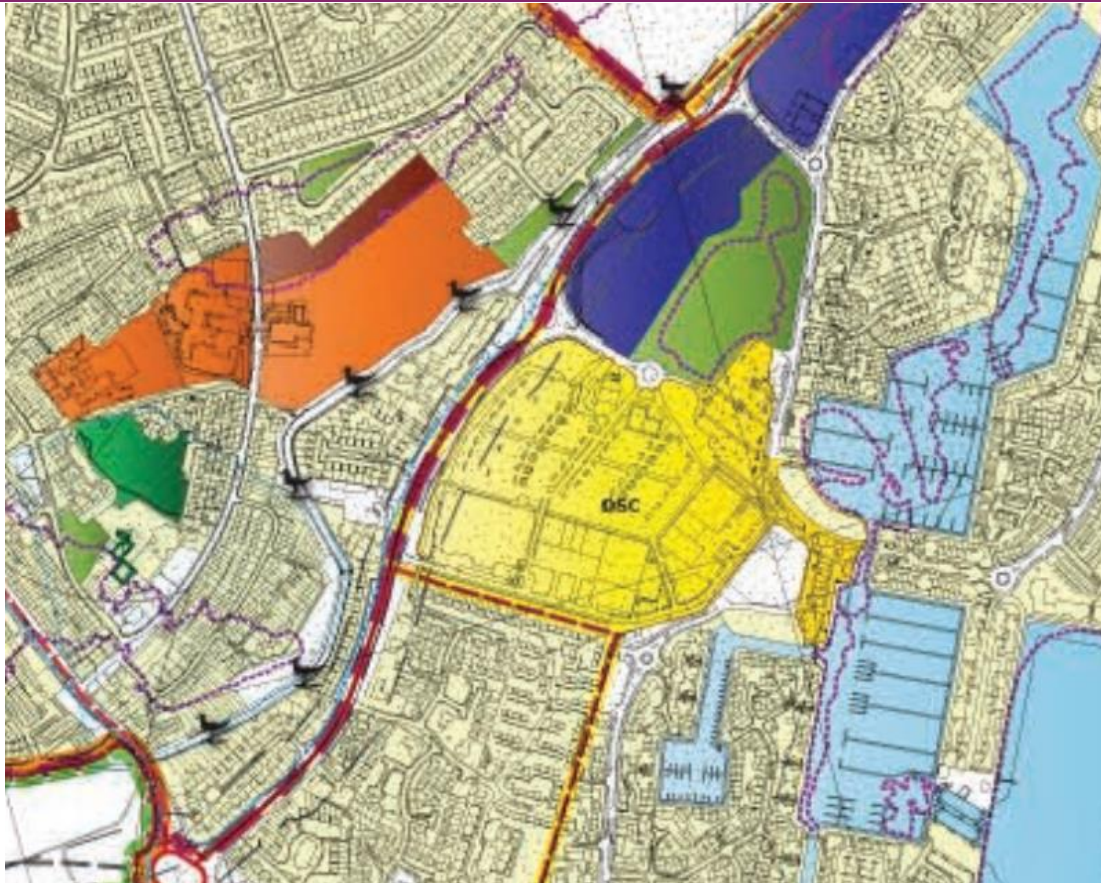
Site 7a, Pacific Drive, Sovereign Harbour



1. Sovereign Harbour District Centre

Introduction

Sovereign Harbour Frontage Map – Adopted



Source: Eastbourne Core Strategy Policies Map (February 2013)

- 1.1. Sovereign Harbour is designated as a District Centre as identified in the Eastbourne Core Strategy Local Plan, located approximately 3.5 miles to the northeast of the Eastbourne Town Centre. As a designated district centre, Sovereign Harbour sits below Eastbourne Town Centre in the Council's hierarchy of shopping centres.
- 1.2. The centre is principally arranged around the 'L' shaped Sovereign Harbour Retail Park. This is a purpose built retail park, primarily comprising multiple national comparison retailers and anchored by an Asda supermarket. The remaining area of the designated centre comprises a purpose-built leisure complex located to the south east at Harbour Quays which is made up almost exclusively by food and beverage uses orientated towards the night-time economy.

Diversity of Uses

	Number of Units	Percentage of Units (%)	National Average (%)*
Convenience	1	8	9
Comparison	7	58	27
Service	2	17	49
Vacant	2	17	14

*As identified by Experian GOAD

- 1.3. The bulk of the retail offer consists of 12 large-format units and clearly functions more as a retail park rather than a more traditional 'high street' style centre. The Sovereign Harbour Retail Park primarily consists of multiple national comparison retailers with examples such as Matalan, Wilko, and Sports Direct being present. The Asda Superstore offers the full Asda range, which also consists of a sizeable comparison offering, selling clothes, homeware, and electronics. A full breakdown of uses within this centre is provided at **Annex 3**.

Vacancy Rates

- 1.4. At the time of the visit made by Planning Potential in January 2023, two vacant units were recorded within the retail park; the former Cineworld unit and former Frankie & Benny's. The former was identified as a potential sequential site, however as set out in the accompanying note, is understood to be soon occupied by B&M who have agreed terms, and evidence of fit out was observed on site.

Footfall Rates

- 1.5. During Planning Potential's site visit to Sovereign Harbour Retail Park the footfall and pedestrian activity across was observed.
- 1.6. The District Centre appeared to be trading well with a number of people walking through the retail park and entering the various stores. The car park was also noted to be relatively full at the time of the visit. The main footfall across the centre was observed within the Asda car park and from visitors entering this store. Footfall rates were lowest towards the edge of the retail park such as around the vacant former Cineworld, for obvious reasons.

Accessibility

- 1.7. Sovereign Harbour District Centre benefits from accessibility by both public transport and car. The centre is located adjacent to the main A259 (Pevensey Bay Road) which connects the district centre to main settlement of Eastbourne to the southwest as well as the adjacent neighbourhood of Pevensey Bay.
- 1.8. The centre appears to be well served by public transport with several frequent bus services running along Pevensey Bay Road, with bus stops in both directions as well as bus services which serve Sovereign Harbour itself being a viable option.
- 1.9. Accessibility of the centre by private car is evident and appears to be the most common form of transport to the site with the large car park at high capacity at the time of Planning Potential's site visit January 2023. The busiest areas of the car park were those around the Asda Superstore suggesting people drive to the store to undertake a bulk food shop, visiting other adjacent shops and services at the same time.
- 1.10. In terms of pedestrian and cycle access, there was limited evidence of people walking or cycling to and from the centre.

Environmental Quality

- 1.11. The Sovereign Harbour District Centre was considered to be of moderate environmental quality. The quality of the store frontages within the centre were considered to be well maintained and of a high with the large units having active store frontages and being of modern quality.

- 1.12. During the visit it was noted that no townscape improvement features were present on site with no planters or benches observed. There was evidence of regular bins throughout the centre as well as cycle hoops being present at various points, most notably outside the Asda foodstore.



Source: Planning Potential Research



Source: Planning Potential Research

Perception of safety

- 1.13. Good perception of safety was evident from the visit. The district centre area is well overlooked with active frontages and areas also overlooked by car parking. The centre was relatively busy, however potential safety concerns may be raised at night with no obvious night time economy present in the retail park area of the centre.

Summary

- 1.14. In summary, the centre was identified to be trading well. Given its character as a retail park the principal retail offering of the centre was that of comparison retail, anchored by a large Asda store. Generally the centre was of high environmental quality with stores of modern design with active frontages with a good perception of safety and appeared to be well used by the local community given the number of cars utilising the car park.

2. Langney Shopping Centre District Centre

Langney Shopping Centre Frontage Map – Adopted



Source: Eastbourne Core Strategy Policies Map (February 2013)

- 2.1. Langney Shopping Centre is designated as a District Centre as identified in the Eastbourne Core Strategy Local Plan located approximately 3.5 miles to the northeast of the Eastbourne Town Centre. As a designated district centre, the Langney Centre sits below Eastbourne Town Centre in the Council's hierarchy of shopping centres.
- 2.2. The centre is a purpose-built mall, principally formed of the main shopping centre with an Esso Petrol Station located at the Langney Rise entrance. The majority of units are located indoors and accessed by a central walkway through the shopping centre, however a number such as The Kingfisher Tavern and Ladbrokes are located outside of the centre itself off the access road.
- 2.3. The centre was subject of a major extension in 2014 (application ref: 130229) which extended the centre eastward to create 4,052sqm (GEA) floorspace, totalling an additional nine retail units, along with car parking and internal access roads reconfiguration as well as landscaping improvements around the mall. Units located within the shopping centre extension include a variety of uses with service providers such as Costa and Churchill's being present as well as comparison offering with Home Bargains and The Vapour Room located in the new units.

Diversity of Uses

	Number of Units	Percentage of Units (%)	National Average (%)*
Convenience	6	13	9
Comparison	14	31	27
Service	17	38	49
Vacant	8	18	14

*As identified by Experian GOAD

- 2.4. The centre as a standalone shopping centre consist of a total of 45 units, the majority of which are in Service (38%) and Comparison (31%) use. Service uses include a 24-hour gym, cafes, hairdressers / salons and restaurants / takeaways. In respect of comparison goods, the centre consists of a variety of retailers with several national multiple retailers such as Iceland, Costa Coffee and The Works alongside other independent local retailers such as The Vapour Room and The Toy Stop identified.
- 2.5. Alongside this primary service and comparison offer, the centres convenience offer makes up 13% of the total provision. In this respect, the centre is anchored by a large Tesco store, which sits alongside and Iceland, and small-scale independent convenience retailers such as the Langney Mini Market. A full breakdown of uses within this centre is provided at **Annex 3**.

Vacancy Rates

- 2.6. At the time of the visit made by Planning Potential in January 2023, 8 vacant units were recorded (18%). This is marginally higher than the national average of 14%. These vacancies were small in scale and generally interspersed however it was noted that several appeared to be located at the newer eastern extension and the outside of the shopping centre itself.

Footfall Rates

- 2.7. During Planning Potential's site visit to the Langney Shopping Centre the footfall and pedestrian activity across was observed.
- 2.8. The District Centre appeared to be trading relatively well with a number of people walking through the centre and entering the various stores. The main footfall across the centre was observed outside and entering the Tesco foodstore and within the car park nearest to the store. Footfall rates were perceived to be lowest in areas outside of the shopping centre itself, where separate units such as Poundland and Betfred are accessed.
- 2.9. The car park was well-used and appeared to be near full at the time of the visit. The busiest areas were those nearest to the Tesco foodstore off Kingfisher Drive however the car park was fairly busy throughout.



Source: Planning Potential Research



Source: Planning Potential Research

Accessibility

- 2.10. The district centre benefits from accessibility by both public transport and car. The centre is situated between the main roads of Langney Rise and Willingdon Drove, providing good connections to surrounding residential areas and across Eastbourne.
- 2.11. In terms of public transport, the shopping centre again appeared to be well served with bus stops noted along Willingdon Drove and serving the centre itself with a dedicated bus stop off Kingfisher Drive in front of the district centre. A desk-based search suggests several routes provide a frequent service to the centre.
- 2.12. In terms of pedestrian and cycle access, there was limited evidence of people walking to and from the centre however it was noted that some members of the public utilised the pedestrian bridge over Langney Rise to access the centre, presumably local residents from the residential areas immediately to the east.

Environmental Quality

- 2.13. The Langney Centre is generally considered to be of good environmental quality. Within the shopping centre it appeared to be clean, modern and well maintained however, there was limited evidence of any townscape improvements, with the exception of the central seating area within the centre itself.
- 2.14. Demonstrated by the pictures below the new eastern side extension represents a significant investment in the centre and improvement to its environmental quality creating a new double height, glazed entrance to the eastern end of the mall. The extension has sought to significantly improve the retail provision of the Shopping Centre and has dramatically improved its appearance as can be seen in the comparison of the two photos below of the new eastward extension (left) compared to the rear of the original centre (right).
- 2.15. Quality of the store frontages at the centre was considered for the most part to be high, particularly in the extended eastern part of the centre, however units on the outside of the older (original) parts of the centre such as Poundland and Betfred are perhaps dated when compared against the more modern parts, albeit still fit for purpose and reasonable well presented.



Source: Planning Potential Research



Source: Planning Potential Research

Perception of safety

- 2.16. Good perception of safety was evident from the visit. The district centre area is well overlooked with active frontages in the centre itself, with areas outside to the rear overlooked by car parking. The centre was relatively busy, however potential safety concerns may be raised in areas surrounding the centre at night once the main shopping centre is closed, due to with no obvious night time economy present other than the Kingfisher Pub, albeit it is noted that the Tesco and the Gym are likely to be open later into the evening, with the latter identified online to operate 24/7 resulting in a degree of activity outside typical store trading hours.

Summary

- 2.17. In summary, the centre was identified to be trading relatively well with the main activity being around the main anchor store of Tesco. Generally, while some areas to the rear would benefit from some investment, the centre was of good environmental quality with stores

of modern design with active frontages and a good perception of safety. The centre appeared to be well used by the local community given footfall levels and the number of cars utilising the District Centre's car park.

3. Seaside District Centre

Seaside District Frontage Map – Adopted



Source: Eastbourne Core Strategy Policies Map (February 2013)

- 3.1. Seaside District Centre is identified in the Eastbourne Core Strategy Local Plan located approximately a mile to the east of the Eastbourne Town Centre. As a designated district centre, Seaside District Centre sits below Eastbourne Town Centre in the Council's hierarchy of shopping centres.
- 3.2. The centre is a linear run of retail units on both sides of the main road 'Seaside'. Starting from the junction of Langney Road and Seaside, the centre extends up to the Seaside Rec and Playground as shown by the above policy map taken from the Eastbourne Core Strategy. The majority of units are located on the western side of Seaside with the centre being the row of retail units adjacent to the Sainsbury's Local store and opposite the Army Reserve Centre.

Diversity of Uses

	Number of Units	Percentage of Units (%)	National Average (%)*
Convenience	4	7	9
Comparison	10	17	27
Service	37	62	49
Vacant	9	15	14

*As identified by Experian GOAD

- 3.3. The district centre consists of a total of 60 units excluding other uses including residential dwellings which are interspersed throughout. During the site visit it was recorded that over half of the units (62%) of the centre were in some form of service use with the most common being takeaway restaurants as well as hair and beauty uses. The centre therefore has a clear service function.

- 3.4. In terms of convenience provision, the offer within the centre is limited, consisting of a small Sainsbury's local alongside small scale convenience shops. The convenience offering of the centre is therefore clearly focused on small scale localised top-up shopping rather than providing an opportunity for a main food shop.

Vacancy Rates

- 3.5. At the time of the visit made by Planning Potential in January 2023, there were 9 vacant units (15%). There was no apparent trend in terms of the location of vacant units with those identified interspersed throughout the centre.



Source: Planning Potential Research



Source: Planning Potential Research

Footfall Rates

- 3.6. During Planning Potential's site visit to Seaside District Centre, the footfall and pedestrian activity across was observed.
- 3.7. Footfall rates of the centre were considered to be relatively low. Although there was a constant stream of people moving through the centre, these were generally low in number with most appearing to be travelling through the centre rather than stopping and using the various units. This is to be expected given the scale and offer of the centre and time of visit. The main footfall was identified around the Sainsbury's Local which appeared to be trading well.

Accessibility

- 3.8. The district centre appears to benefit from accessibility by both public transport and car. The centre is situated along the main Seaside road with several bus stops noted along its extent.



Source: Planning Potential Research



Source: Planning Potential Research

- 3.9. Located along the main road, accessibility of the centre by private car was evident with frequent street parking noted during the site visit. Again, as stated the busiest area of parking was around the Sainsbury's Local with people parking in front or on the adjacent streets such as Belmore Road to visit this store.
- 3.10. In terms of pedestrian and cycle access, the centre appeared to be easily accessed on foot with people travelling through, and visiting from the adjacent residential neighbourhoods. Sheffield bike stands were noted outside the Sainsbury's Local and at some points in the centre, however these did not appear to be in use.

Environmental Quality

- 3.11. The District Centre was considered to be of relatively good environmental quality. The centre is formed of various frontages, the quality of which varied dependent on operator, with the main core around the Sainsbury's local appearing to be more well-kept compared to those units at the centre's peripheries. Limited evidence of streetscape improving features were identified.

Perception of safety

- 3.12. Good perception of safety was evident from the visit. The district centre area is well overlooked with active frontages at ground floor with residential units above and interspersed throughout the centre. Presence of various takeaways and some evening economy use such as The King Arms and The Marine suggested there would be some activity in the evenings. It is also likely that the Sainsbury's, being a local format store, is likely to be open later into the evening.

Summary

- 3.13. In summary, the centre was identified to be trading well considering the number of units, and primarily comprised a service function, owing to the above average proportion of service uses (62%). The centre was considered to be of moderate environmental quality with more attractive active store frontages located at the central hub around Sainsbury's Local. The centre has a good perception of safety and appeared to be moderately well used by the surrounding community.

4. Seaside Local Centre

Seaside Local Centre Frontage Map - Adopted



Source: Eastbourne Core Strategy Policies Map (February 2013)

Seaside Local Centre



Source: Planning Potential Site Visit (January 2023)

	Number of Active Units	Percentage of Active Units (%)
Convenience	4	17
Comparison	6	26
Service	10	43
Vacant	3	13

- 4.1. Seaside is a designated local centre situated approximately 1.5 miles to the northeast of Eastbourne Town Centre. It is arranged in traditional shopping parade format along Seaside (A259). Owing to its designation as a local centre, it mostly comprises small-scale service uses and comparison retailers, with a more limited convenience offering serving a highly localised top-up function.
- 4.2. During Planning Potential's site visit the footfall and pedestrian activity at Seaside Local Centre was observed. Despite being a very small centre, The Local Centre was relatively busy. The centre serves the everyday needs of the surrounding residential area and was busy with people visiting essential shops mainly the Tesco Express and Coop.
- 4.3. At the time of the visit in January 2023 three vacant units were recorded in Seaside Local Centre suggesting the resilience and health of the centre. The centre was generally well maintained with the majority of units well-kept with attractive frontages, and had a good perception of safety.

5. St Anthony’s Local Centre

St Anthony’s Local Centre Frontage Map - Adopted



Source: Eastbourne Core Strategy Policies Map (February 2013)

St Anthony’s Local Centre



Source: Planning Potential Site Visit (January 2023)

	Number of Active Units	Percentage of Active Units (%)
Convenience	3	33
Comparison	0	0
Service	6	66
Vacant	0	0

- 5.1. St Anthony’s is a designated local centre situated approximately 2.5 miles to the northeast of Eastbourne Town Centre. It is a traditional shopping parade accessed Beatty Road with its own small car park. Owing to its designation as a local centre, it consists only of a small-scale convenience offer and everyday services to meet the needs to the surrounding community, therefore serving a highly localised function.
- 5.2. During Planning Potential’s site visit the footfall and pedestrian activity at Seaside Local Centre was observed. Despite being a very small centre, the centre was fairly busy often with people visiting the Coop store present. The centre serves the everyday needs of the surrounding residential area, and this is demonstrated by uses present for everyday essentials.
- 5.3. At the time of the visit in January 2023 no vacant units were recorded in St Anthony’s Local Centre suggesting the resilience and health of the centre. While it is considered the centre is relatively dated, it was generally well maintained and had a good perception of safety given presence of first floor residential uses.

6. St Anthony’s Crescent Neighbourhood Centre

St Anthony’s Crescent Neighbourhood Centre Frontage Map - Adopted



Source: Eastbourne Core Strategy Policies Map (February 2013)

St Anthony’s Crescent Neighbourhood Centre



Source: Planning Potential Site Visit (January 2023)

	Number of Active Units	Percentage of Active Units (%)
Convenience	3	25
Comparison	2	17
Service	7	58
Vacant	0	0

- 6.1. St Anthony’s Crescent is a designated neighbourhood centre situated approximately 2 miles to the northeast of Eastbourne Town Centre. It is a small shopping parade set in a crescent around a central parking area. The parade comprises a variety of uses including convenience and comparison uses and a service offering, with main anchor being the Lidl store to the north east of the parade.
- 6.2. During Planning Potential’s site visit the footfall and pedestrian activity at the Neighbourhood Centre was observed. Despite being a very small centre, the centre was fairly busy with the majority of people observed visiting the Lidl store.
- 6.3. At the time of the visit in January 2023 no vacant units were recorded in St Anthony’s Crescent Neighbourhood Centre suggesting the resilience and health of the centre. The centre was generally well maintained and had a good perception of safety given presence of first floor residential uses.

Addendum – List of Units

1. Sovereign Harbour District Centre

Unit	Category
Sovereign Harbour Retail Park	
1. Asda Supermarket	Convenience
2. Next	Comparison
3. Boots	Comparison
4. Sports Direct	Comparison
5. Matalan	Comparison
6. TK Maxx	Comparison
7. The Gym	Service
8. Harvey's Furniture	Comparison
9. Wilko	Comparison
10. Vacant	N/A
11. Vacant	N/A
12. Defiant Sports Inclusion Hub	Service

3. Langney Shopping Centre District Centre

Unit	Category	Unit	Category
Langney Shopping Centre			
1. MG Car Garage	Comparison	20. Experience It Now	Service
2. The Toy Stop	Comparison	21. Tony Picante	Service
3. Tesco	Convenience	22. Vacant	N/A
4. Langney Mini Market	Convenience	23. White Lines Tanning	Service
5. Windmill Cafe	Service	24. Vacant	N/A
6. Card Factory	Comparison	25. Vacant	N/A
7. Vacant	N/A	26. The Works	Comparison
8. Boots	Comparison	27. Iceland	Convenience
9. Age Concern	Comparison	28. Kube	Service
10. In Perspective	Service	29. Marie Curie Cancer Care	Comparison
11. Vacant	N/A	30. Sussex Furniture	Comparison
12. Kidicity	Service	31. Domino's Pizza	Service
13. Snap Fitness	Service	32. The Kingfisher Tavern	Service
14. Streat Greek	Service	33. Betfred	Service
15. Churchill's	Service	34. Ladbrokes	Service
16. Costa	Service	35. Vacant	N/A
17. Vacant	N/A	36. Vacant	N/A
18. Kube	Service	37. Poundland	Comparison
19. The Vapour Room	Comparison	38. Home Bargains	Comparison

4. Seaside District Centre

Unit	Category	Unit	Category
Langney Road (north)		44. Bosun's Locker	Comparison
1. The Vapour Room	Service	45. Hand Car Wash	Service
2. Gingner Sanders	Service	46. Dwelling	Resi
Seaside (A259) (west)		47. Matthew 25 Missions	Comparison
3. Just Sew	Service	48. Eastbourne Technical Repairs	Service
4. Tim's Hair Company	Service	49. Seaside Newsmart	Convenience
5. Vacant	N/A	50. M&P Removals	Service

6. Vacant	N/A	51. Dwelling	Resi
7. Whata Gwan	Service	52. Dwelling	Resi
8. Dwelling	Resi	53. Dwelling	Resi
9. Ladbrokes	Service	54. Sainsburys	Convenience
10. Newman Pharmacy	Service	55. King's Arms	Service
11. Barber Shop	Service	Seaside (west) (A259)	
12. Dolphin	Service	56. DVLA Test Centre	N/A
13. Crown Carpets	Comparison	57. The Marine	Service
14. Seeracha	Service	58. Pistols Tattoos	Service
15. Features Foot Clinic	Service	59. Shanghai Street Food	Service
16. Jade Garden	Service	60. Dwelling	Resi
17. Dana's	Service	61. Vacant	N/A
18. Vacant	N/A	62. Papa Johns	Service
19. Iphix	Service	63. Dwelling	Resi
20. Bliss	Service	64. Dwelling	Resi
21. Cats Protections	Comparison	65. Dwelling	Resi
22. Seaside Mix Mini Market	Convenience	66. Army Reserve Centre	N/A
23. Washteria	Service	67. Seaside Community Hub	N/A
24. Whatnots Trading	Comparison	68. Tumeric	Service
25. Vacant	N/A	69. Either Grill	Service
26. Bill's Cafe	Service	70. New World	Service
27. Vacant	N/A	71. Herron Fisher	Service
28. CBD Hemp Shop	Comparison	72. Chopsticks	Service
29. Well-being	Service	73. Vacant	N/A
30. Vacant	N/A	74. The Corner Shop	Convenience
31. Smiths	Service	75. Payne and Dons Funeral Directions	Service
32. Kerala Flavour	Service	76. Dwelling	Resi
33. Dwelling	Resi	77. Place of Worship	N/A
34. GP	N/A	78. Dwelling	Resi
35. The Plumbers Mate	Comparison		
36. Bakers Bar	Convenience		
37. Baz's Barber	Service		
38. Vacant	N/A		
39. Head 4 Hair	Service		
40. Pizza GoGo	Service		
41. Dwelling	Resi		
42. Dwelling	Resi		
43. Record Shop	Comparison		

5. Seaside Neighbourhood Centre

Unit	Category	Unit	Category
Seaside (A259) (east)		Seaside (A259) (west)	
1. Kim's Chinese Takeaway	Service	20. Mini Mart	Convenience
2. Startec	Service	21. R&B Butchers	Convenience
3. Vacant	N/A	22. Princess Café	Service
4. Chipperfield Florist	Comparison	23. Vacant	N/A
5. Coral	Service	24. Mr India	Convenience
6. Office	Service	25. Weald Mobility	Comparison
7. Dwelling	Resi	26. Tesco Express	Convenience
8. Dwelling	Resi	27. Clear Wall Mobility	Comparison
9. Bamboo Garden	Service	28. Sapphire Lights	Comparison
10. Manser's Flowers	Comparison	29. The Armoury	Comparison
11. Dwellings	Resi	30. Coop	Convenience

12. Squires	Service		
13. Dwellings	Resi		
14. Fibrecare	Service		
15. Seaside Grill	Service		
16. Dwellings	Resi		
17. Seaside Fish and Chips	Service		
18. Vacant	N/A		
19. Dwelling	Resi		

6. St Anthony's Neighbourhood Centre

Unit	Category
St Anthony's	
1. Beatty Café	Service
2. The News Rack	Convenience
3. Your Move	Service
4. Sovereign Fish Bar	Service
5. Poppyseed	Service
6. Beatty Dental	Service
7. Hair Salon	Service
8. Cavendish and Co	Service
9. Coop	Convenience

7. St Anthony's Crescent Local Centre

Unit	Category
St Anthony's Crescent	
1. Wildfire Vape	Comparison
2. Washateria	Service
3. Beauty Basics Skin Clinic	Service
4. Fish and Chips	Service
5. Class Barbers	Service
6. Early Bird Café	Service
7. Car Shop	Comp / Serv
8. One Stop	Convenience
9. Fox and Sons	Service
10. Stylex	Service
11. St Anthony's Post Office	Serv / Conv
12. Lidl	Convenience

Annex 3 – Breakdown of Active Retailers Within Nearby Centres

Active Retailers in Sovereign Harbour District Shopping Centre

Fascia / Name	Address	Goods Range	Commentary
Asda Supermarket	The Crumbles, Pevensey Bay Rd, Eastbourne BN23 6JH	Foodstore, Homeware, and Electronics	<p>Whilst Asda principally serves as a foodstore, Aldi is not considered to compete directly, operating as a 'limited assortment discounter' (LAD). Aldi stores are considerably limited in comparison to larger format supermarkets with no concession counters such as butchers, pharmacies, post offices, delicatessens, fishmongers, etc. Further Aldi carries a limited number of product lines compared to larger format supermarkets, not stocking multiple brands of single items. As such, Aldi stores do not act as a 'one-stop-shop' meaning customers who wish to, for example, buy branded products or specialist meat products need to visit other shops and services to fulfil their shopping needs.</p> <p>The Asda store already trades in the context of existing discounters.</p>
Next	Unit 1, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Clothing and Homeware	No direct like for like competition. While some clothing and homeware items may occasionally feature as part of Aldi's middle aisle 'weekly specials', the product range is limited and the time the products are available for is also extremely limited.
Boots	Unit 2, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Cosmetics and Pharmaceuticals	No direct like for like competition. While there is some overlap in health and beauty products sold, it should be noted that the range offered by Aldi is extremely limited when compared to these national retailers with a very specialised offer. A lot of Aldi's products are also typically unbranded.
Sports Direct	Unit 3, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Sports Goods	No direct like for like competition. While some sporting goods may occasionally feature as part of Aldi's middle aisle 'weekly specials', the product range is limited and the time the products are available for is also extremely limited.
Matalan	Unit 4a, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Clothing and Homeware	No direct like for like competition. While some clothing and homeware items may occasionally feature as part of Aldi's middle aisle 'weekly specials', the product range is limited and the time the products are available for is also extremely limited.
TK Maxx	Unit 4b, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Clothing and Homeware	No direct like for like competition. While some clothing and homeware items may occasionally feature as part of Aldi's middle aisle 'weekly specials', the product range is limited and the time the products are available for is also extremely limited.
The Gym Group	Unit 4c, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Gym	No direct like for like competition. This is a service offer.
Bensons for Beds	Unit 5, Sovereign Harbour Retail Park, Pevensey	Beds, Mattresses, Bedding, and	No direct like for like competition. These are not products that are stocked by Aldi.

	Bay Road, BN23 6JH	Bedroom Furniture	
Wilko	Unit 6, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Homeware, DIY	No direct like for like competition. While a variety of household items may be available at Aldi, these are usually unbranded. Branded products may occasionally feature as part of the middle aisle 'weekly specials', however the product range is limited and the time the products are available for is also extremely limited.
Vacant	Unit 7, Sovereign Harbour Retail Park, Pevensey Bay Road, BN23 6JH	Household Goods	<p>Unit 7 has an extant application on behalf of B&M Retail Ltd (application ref: 211058) for the change of use of the unit from a cinema (sui generis) to retail (Class E(a)) to enable occupation of the unit.</p> <p>Once occupied by B&M, there will be no direct like for like competition with Aldi. While a variety of household items may be available at Aldi, these are usually unbranded. Branded products may occasionally feature as part of the middle aisle 'weekly specials', however the product range is limited and the time the products are available for is also extremely limited.</p>

Source: Planning Potential Research

Retailers in Langney District Shopping Centre

Fascia / Name	Address	Goods Range	Commentary
Eastbourne MG	54 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Automotives	No direct like for like competition. These are not products that are stocked by Aldi.
The Toy Stop	58 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Toys and Games	No direct like for like competition. While toys and games occasionally feature as part of Aldi's middle aisle 'weekly specials', the product range is limited and the time the products are available for is also extremely limited.
Tesco	60 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Foodstore, Homeware, and Electronics	<p>Whilst Tesco principally serves as a foodstore, Aldi is not considered to compete directly, operating as a 'limited assortment discounter'. Aldi stores are considerably limited in comparison to larger format supermarkets with no concession counters such as butchers, pharmacies, post offices, delicatessens, fishmongers, etc. Further Aldi carries a limited number of product lines, not stocking multiple brands of single items. As such Aldi stores do not act as a 'one-stop-shop' meaning customers who wish, for example, to buy branded products of specialist meat products need to visit other shops and services to fulfil their shopping needs.</p> <p>The Tesco store already trades in the context of existing discounters.</p>
Langney Mini Market	62 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Food Convenience	Whilst the store principally serves as a convenience offer and there will be some overlap in terms of products sold, given its size, this store is not comparable to the Aldi store. This is a convenience store, which predominately serves a top-up shopping function rather than a main food destination.
Windmill Cafe	66 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Cafe	No direct like for like competition. This is a service offer.

Card Factory	68 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Cards and Gifts	No direct like for like competition. While a limited range of cards are sold at Aldi, the range and diversity of cards offered does not compare to those offered by specialist retailers.
Boots	72 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Cosmetics and Pharmaceuticals	No direct like for like competition. While there is some overlap in health and beauty products sold, it should be noted that the range offered by Aldi is extremely limited when compared to these national retailers with a very specialised offer. A lot of Aldi's products are also typically unbranded.
Age Concern Eastbourne	74 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Charity Shop	No direct like for like competition. These are not products that are stocked by Aldi.
In Perspective	76 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Arts and Crafts	No direct like for like competition. These are not products that are stocked by Aldi.
Amuse Kidicity	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Amusement	No direct like for like competition. This is a service offer.
Snap Fitness	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Gym	No direct like for like competition. This is a service offer.
Streat	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Restaurant	No direct like for like competition. This is a service offer.
Churchill's	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Restaurant	No direct like for like competition. This is a service offer.
Costa Coffee	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Cafe	No direct like for like competition. This is a service offer.
The Vapour Room	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Vape and E-Cigarettes	No direct like for like competition. These are not products that are stocked by Aldi.
Experience it Now	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Travel Agent	No direct like for like competition. This is a service offer.
Tony Picante	86 Langney Shopping Centre, Kingfisher Drive,	Restaurant	No direct like for like competition. This is a service offer.

	Eastbourne, BN23 7RT		
Solarium	90 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Tanning	No direct like for like competition. This is a service offer.
The Works	98 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Books	No direct like for like competition. While a limited range of books may sometimes form part of the specials range, these will typically have a specific focus e.g. children's books. The range and diversity of books offered does not compare to those offered by specialist retailers. The time the products are available for is also extremely limited.
Iceland	100 - 102 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Frozen Foods	Whilst Iceland principally serves as a foodstore, Aldi is not considered to compete directly given the Iceland offer is more specialised i.e. primarily focuses on frozen food items. While Aldi sells some frozen food items, the bulk of the offer differs.
Kube	104 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Hairdresser	No direct like for like competition. This is a service offer.
Marie Curie Cancer Care	106 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Charity Shop	No direct like for like competition. The product range of charity stores is primarily clothing and comprises a second-hand offer for charity. Aldi do not sell a comparable or regular range of clothing. The potential for overlap in goods sold extremely limited.
Sussex Furnishers	108 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Furniture	No direct like for like competition. While some homeware items may occasionally feature as part of Aldi's middle aisle 'weekly specials', the product range is limited and the time the products are available for is also extremely limited. The range and diversity of goods does not compare to those offered by specialist retailers.
Domino's Pizza	114 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Restaurant	No direct like for like competition. This is a service offer.
The Kingfisher	116 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Public House	No direct like for like competition. This is a service offer.
Betfred	108B Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Betting Shop	No direct like for like competition. This is a service offer.
Ladbrokes	98A Langney Shopping Centre, Kingfisher Drive,	Betting Shop	No direct like for like competition. This is a service offer.

	Eastbourne, BN23 7RT		
Poundland	96 Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Pound Store	No direct like for like competition. While a variety of household items may be available at Aldi, these are usually unbranded. Branded products may occasionally feature as part of Aldi's middle aisle 'weekly specials', however the product range is limited compared to Poundland, and availability is not consistent, so potential overlap is limited. Poundland also focusses on the price point and attracts customers as a result of this.
Home Bargains	Langney Shopping Centre, Kingfisher Drive, Eastbourne, BN23 7RT	Household Goods	No direct like for like competition. While a variety of household items may be available at Aldi, these are usually unbranded. Branded products may occasionally feature as part of Aldi's middle aisle 'weekly specials', however the product range is limited compared to Home Bargains, and availability is not consistent, so potential overlap is limited. Home Bargains also focusses on the price point and attracts customers as a result of this.

Source: Planning Potential Research