

MINUTES

Minutes of a meeting of the **REPRESENTATIONAL COMMITTEE** held at the Guildhall, Mill Street, Ludlow on **WEDNESDAY 14th JANUARY 2015** at **7.00pm**.

R/203 PRESENT

Chairman: Councillor Ginger

Councillors: Draper, Gill, Lyle and Sheward and Smithers

Officers: Gina Wilding Town Clerk,
Stephanie Williams, Admin Assistant

Also attending: Shropshire Unitary Councillor Andy Boddington (Ludlow North)

R/204 HEALTH & SAFETY

The Chairman informed Councillors and members of the public of the fire exits, fire assembly point and asked that everyone sign the attendance log.

R/205 APOLOGIES

Apologies for absence were received from Councillors Holcombe and Kemp.

R/206 DECLARATIONS OF INTEREST

Disclosable Pecuniary Interests

None

Conflicts of interest

None

Personal Interest:

Cllr Ginger	14/05491/FUL 14/05573/OUT	Knows the applicant Town centre business owner
Cllr Lyle	14/05053/FUL	Knows the applicant
Cllr Sheward	14/05434/FUL	Connections with St. Johns Hall

R/207 PUBLIC OPEN SESSION (15 minutes)

There were seven members of the public present.

Mr Robin Pote Mill Street, Ludlow (Chair of Ludlow Town Centre Residents Association)

Dun Cow Farm, Rocks Green, Ludlow

Mr Pote supplied the following statement:

The proposal to build a new supermarket and petrol station on the Dun Cow site at Rocks Green [14/05573/OUT] has prompted a storm of protest. LTCRA has a strong mandate from a majority of our 160+ members to oppose the application. I would like to draw this to the attention of LTC as they consider the application and to consider the following points:

There are already 3 supermarkets in the town, as well as some smaller convenience stores. One of these supermarkets is at severe risk, is under trading, and the site is up for sale.

The proposed supermarket would increase the trading area by 60+%. LTCRA questioned is this necessary given what we already have? Whilst accepting the need for a second petrol filling station in the town, the proposed site only a quarter of a mile from the existing one, on the same side of the town. The proposed site is on the East of the A49 and would set a precedent for industrial development to spread in that direction.

The success of Ludlow as a small market town rests on precisely those points, it is a small market town. The visitors who come here do so to visit the thriving high street with specialist and local artisan retail outlets as well as the market in front of an iconic castle in the shadow of one of the great parish churches of England.

An out-of-town supermarket would damage this trade and lead to the gradual demise of the town centre as trade becomes less efficient. Trading margins are small enough at the moment, any further pressure could be see the demise of many.

LTCRA would urge LTC to oppose this application as vigorously as they can and with all the powers at their disposal.

Tish Dockerty Castle View Terrace (Secretary of Ludlow Chamber of Trade and Commerce and Chair of Love Ludlow Campaign)

Dun Cow Farm, Rocks Green, Ludlow

Mrs Dockerty commented that the Love Ludlow Campaign has over 70 members and has been holding meetings since September 2014. The Dun Cow Supermarket/Petrol Station has been discussed at the meetings. The majority of the Love Ludlow members are opposed to the out of town development as it will have a detrimental effect on the town centre businesses.

Ludlow is a unique town with many individual shops, a thriving market, restaurants, Public Houses and Cafes which rely on footfall of linked in shopping, Ludlow unique shops are the envy of many towns in the country.

Throughout the country shopping habits are changing which has been recently acknowledged and published by the four leading supermarket chains, the once a week shop has shifted towards smaller more frequent shops.

If the supermarket is permitted, there will no doubt be job losses as businesses within the town suffer due to a reduction in footfall as shoppers will be less likely to re-park in the town centre to purchase other goods and visit cafes. This will have a knock on effect through the supply chain resulting in job losses in many industries.

She urged LTC to support the majority of Love Ludlow members and oppose the application.

The Chair informed members that there is a public meeting held by Ludford Parish Council on Thursday 29th January 2015 at 7pm at the Ludlow Mascall Centre.

R/208 LUDLOW'S UNITARY COUNCILLORS QUESTION AND ANSWER SESSION

Councillor Andy Boddington (Ludlow North)

14/05573/OUT Dun Cow Farm, Rocks Green, Ludlow.

Councillor Boddington informed members that he has a neutral position as he is on the Shropshire Council Planning Committee. He highlighted to members that there were technical data errors in the information submitted from Indigo Planning on behalf of Blackfriars. He questioned the developers definition of the town centre in planning terms which includes Tesco but defines Aldi as an out of town development.

The location of Tesco could be said to enable linked visits i.e., where shoppers visit the supermarket then walk into the town to make further purchases in the shops, market and visit cafes.

The proposed location of the Dun Cow would not enable linked visits and therefore would have a different impact to Tesco.

**R/209 MINUTES
RESOLVED (unanimous)
PD/CS**

That the minutes of the Representational Committee meeting held on the 17th December 2014, be approved as a correct record and signed by the Chairman.

**R/210 ITEMS TO ACTION
RESOLVED (unanimous)
PD/JS**

That the items to action be noted.

R/211 **LCAAC MINUTES**
RESOLVED (unanimous)
GG/CS

That the LCAAC agenda of 2nd December were not available and are deferred to the next meeting.

R/212 **NOTICES OF PLANNING DECISIONS FROM SHROPSHIRE COUNCIL**

RESOLVED (unanimous)

JS/PD

That the decisions be noted.

12/04328/OUT	PENDING
13/02286/FUL	PENDING
13/02903/OUT	PENDING
14/00563/FUL	PENDING
14/02846/OUT	PENDING
14/03091/OUT	PENDING
14/03102/FUL	PENDING
14/04608/OUT	PENDING
14/04637/FUL	PENDING
14/04678/VAR	PENDING
14/05397/TCA	PENDING
14/05118/COU	PENDING
14/04853/FUL	PENDING
14/05185/FUL	PENDING
14/05536/LBC	PENDING
14/05293/FUL	PENDING

R/214 **SHROPSHIRE COUNCIL DECISIONS GRANTED**

RESOLVED (unanimous)
JS/CS

That the decisions be noted.

R/215 **14/00563/FUL Brian Mears (Bricks) Ltd Former Burway Abattoir**
Bromfield Road Ludlow SY8 1DN

The Chair reiterated the comments of the Representational Committee submitted to Shropshire council in March 2014.

Members noted that the environmental Agencies concerns regarding flooding and resultant ground water contamination risks had been addressed by moving the tanks to a higher position. However this had reduced parking spaces from fourteen to eight.

RESOLVED (unanimous)
GG/JS

Members acknowledged that Ludlow needs an additional Petrol Station but this site remains unsuitable because the following concerns have not been addressed.

Members recognise the need for an additional petrol station in Ludlow and acknowledged there is a lack of suitable sites within the town and for this reason had no objection in principle to the applications. However, members raised a number of concerns detailed below.

In light of the interdependent nature of the applications, members would like their comments to be viewed in relation to all three planning applications above.

Members raised concerns over highway issues including safety, access and the potential for traffic build up on an already busy approach road into the town and the main pedestrian route to Ludlow Secondary School. Also the impact of lighting and deliveries required to run a 24 hour petrol station and convenience store.

Members requested that due to the complexity of the proposed site Shropshire Council's Planning Committee should undertake a visit. Members of Ludlow Town Council would also like to attend this meeting.

Members would also like to propose some potential solutions for the concerns they have raised. Members suggest that the developer should pay for i) and ii) in full:

i) To create a mini roundabout at the entrance to Burway Lane as a traffic calming measure and to assist traffic flow.

ii) A roundabout on the northern bypass (A49) approach into Ludlow to enable delivery lorries to exit Ludlow from the north with the option to then travel south as this is currently only possible if vehicles exit via Corve Bridge, New Road Bank and Henley Road or through the town and over Ludford Bridge.

iii) Pedestrian barriers to ensure the safety of pedestrians particularly the school children.

iv) Restrictions to the hours of business to 7am - 10pm and restrictions to the hours of deliveries to be outside school start and finish times in order to protect the amenity of the local community.

Highway safety, access and the potential for traffic build up on an already busy approach road into the town and the main pedestrian route to Ludlow Secondary School.

R/216 **14/05053/FUL Ludlow Brewing Company Ltd Station Drive Ludlow SY8**
2PQ
RESOLVED (unanimous)
GG/JS

No objection

R/217 **14/05491/FUL Linneybank Upper Linney Ludlow SY8 1EF**
RESOLVED (unanimous)
GG/JS

No objection

R/218 **14/04854/ADV Specsavers 33 Bullring Ludlow**
RESOLVED (unanimous)
GG/JS

No objection: Members supported the amendments to the application of change of material and upheld their support of previous comments from the Conservation Officer.

- The new fascia has the new logo in the middle and the word 'opticians' either side, it seems to be replication to simply balance the design, is there chance that it can sit below the logo as existing or applied to the glass (sticker form)

R/219 **14/05434/FUL St. Johns Hall Lower Galeford Ludlow**
RESOLVED (unanimous)
GG/PD

No objection: subject to disabled access is provided at the entrance to the existing building.

R/220 **15/00015/TCA 22 Julian Road Ludlow**
RESOLVED (unanimous)
GG/JS

No objection

R/221 **14/05586/FUL 64 Bringewood Road Ludlow**
RESOLVED (unanimous)
GG/JS

No objection

R/222 14/05573/OUT Dun Cow Farm, Rocks Green, Ludlow (Ludford Parish)

RESOLVED (5:0:1)

GG/JS

Objection

Members acknowledged that the application is in Ludford Parish however the detrimental impact of the proposed supermarket in the town of Ludlow would be significant.

Members were opposed to the application on the following points:

Community Representations

At the time of writing there were fifty-eight public comments of which fifty-two are in opposition to the proposal. These figures give a clear indication of the high level of local concern and opposition to the proposal.

Ludlow Town Centre Residents Association and local organisation Love Ludlow have both made representations to the Committee to voice their members' opposition to the proposal.

Detrimental to Existing Street Scene & Residents' & Visitor Amenity

Ludlow currently has an enviable range of local independent shops including three butchers, two delis, three bakers and many unique retailers selling clothes, giftware, domestic goods, confectionary, flowers, snacks, meals & drinks. These shops trade, surrounded by the beautiful architecture and ambience of the town centre, alongside small chain store outlets, however, there is parity because they are all subject to the same restriction imposed by the medieval street layout.

The status quo of Ludlow, as it currently exists, is a workable balance that will enable the town to develop and make plans to ensure Ludlow continues to thrive, however, an out of town supermarket would distort the status quo and devastate the town centre.

Local Knowledge

Members noted that the developer identified the existing Aldi store as 'out of town', but, in reality, Aldi is on the opposite side of the same street (Station Drive) as Tesco and a pedestrian crossing permits shoppers to safely walk ten metres from one store to the other, so both supermarkets are effectively in the town centre. In planning terms, the defined area of the town centre may be correctly represented; however, the information is misleading without local knowledge.

Outside SAMDev Boundary

The proposed supermarket, petrol station and parking is an 'out of town' development and outside the SAMDev boundary. There is concern that this would set a precedent for unplanned and unwanted retail development on the outskirts of Ludlow. Members resolved to object to the proposal for all the reasons stated in this letter, but one of the primary concerns is the devastating effect that similar out of town developments have had on nearby towns such as Leominster and Kidderminster. Shropshire's SAMDev submission is currently

being assessed by central government, and has passed some significant stages, which now means it carries some weight within the local planning framework.

Infrastructure in the wrong place

An 'out of town' supermarket and petrol station offering a similar number of parking spaces as the town centre car parks will have a detrimental impact on the town centre. The location of the self contained facilities of the proposed 'out of town' supermarket would not facilitate linked shopping trips to the town centre because it is on the wrong side of a busy roundabout on the A49 bypass with no pedestrian crossing on the road leading to the supermarket. The proposed supermarket is not on the local bus route.

Linked Trips

One the other hand, the proximity of existing supermarkets Tesco, Aldi & Co-op to the town centre enables linked shopping trips into the town centre shops and cafes. Linked shopping is important to the town centre shops & businesses because they rely on impulse buying, which requires footfall in the town centre.

Sufficient Provision Already Exists

There is no need for an out of town supermarket in Ludford. Current provision of supermarkets is more than sufficient clearly evidenced by the fact that one of the existing supermarkets is under trading and up for sale.

R/223 **Shropshire Council Numbering and Naming of the Riddings Road Development**
RESOLVED (unanimous)
 GG/PD

Members agreed that they had no preference to the names for the new development

Meeting closed at 7:48pm

 Chairman

 Date

NB: No Closed Session minutes will be issued