

- 2.8 Evidence of this is that we understand it is anticipated that a modest foodstore of around 1,000m² would anchor any new district / local centre. A facility of this size would not be of sufficient scale to enhance the town's overall attraction to successfully clawback trade from, in particular, larger foodstores in Trowbridge or, to a lesser extent, provide an enhanced non-food offer.
- 2.9 The application site falls within the Town Policy Limits of Melksham, as identified in the Adopted Local Plan. This point was agreed and established at the 17/06/08 meeting.
- 2.10 It is also reiterated that a lawful use certificate (LPA Ref: 06/01720/EUD) was issued on the 23/10/08, which confirms that the site is an established retail destination in Melksham. A copy of this certificate is attached to Appendix 3 of the December 2007 Planning and Retail Statement and confirms that the site benefits from an unrestricted A1 retail use.
- 2.11 In justifying quantitative capacity for the proposed ASDA, our analysis adopted a thoroughly robust goods based approach, as advocated by PPS6. Further, a bespoke telephone survey was taken, which assessed detailed shopping trends to further inform the overall quantitative justification.
- 2.12 Further clarification as to how this relates to available expenditure within the PCA is provided in both the 2007 P&RS and this Supplementary Retail Statement. However, the site's established retail character is also of compelling material significance and, in particular, the unrestricted Use Class A1 retail operation.
- 2.13 The existing Countrywide Store has a sales area of some 2,500m², or 96% of the net sales area of the proposed ASDA store (2,601m²). Indeed, if the existing external sales area is taken into account, this would increase the total sales area to almost 3,000m² i.e. some 15% greater than the proposed store. As it is the existing site that benefits from the CLEUD, an even greater level of retail sales can take place both internally and externally.
- 2.14 Notwithstanding this clearly established position, we have sought to provide detailed clarification on the analysis and have made this bespoke to ASDA and, specifically, a new ASDA store within the specific market context of Melksham.
- 2.15 On this basis, whilst we accept the site is not within Melksham Town centre, it does represent a well located, recognised and established retail destination serving the community. This itself is reflected in the results of the shopping survey, where some 46% of respondents indicated that they regularly visited the store.