

11 September 2015
Delivered by email

Bob Duxbury
Head of Planning
Cherwell District Council
Bodicote House
Bodicote
Banbury
OX15 4AA

Dear Sirs

REPRESENTATION ON BEHALF OF ABERDEEN ASSET MANAGEMENT TO PLANNING APPLICATION FOR NEW WAITROSE FOODSTORE ON LAND AT KRAFT FOODS, SOUTHAM ROAD, BANBURY 15/00831/F

We act on behalf of our client Aberdeen Asset Management. Officers will be aware of Aberdeen Asset Management's (AAM) interests in Castle Quay Shopping Centre and our current outline planning application for mixed use leisure and retail development (including a foodstore) at Spiceball, benefiting from a Committee resolution to approve. Our objections have been outlined in previous letters, most recently in a letter dated 16 June.

We have reviewed DPDS' report to Officers as retail advisors to the Council, dated August 2015. This provides their recommendations to Officers on the applicant's retail assessment.

We write in response to this report and in particular to address and clarify matters relating to the phasing of development at Spiceball, as dealt with in paragraphs 4.23-4.25 of the report. This is important because DPDS confuses AAM's phased delivery with viability considerations which leads to misplaced conclusions about the extent to which the Waitrose proposal at Kraft would undermine investment at Spiceball, as per the relevant 'test' in NPPF.

DPDS asserts (at 4.24) that as Spiceball is proceeding as a phased development, this strongly suggests that the foodstore is not essential to the viability of the overall scheme. DPDS then go on to say that their instructions are that the rest of the Spiceball development is expected to go ahead anyway and conclude that there is little evidence that the proposed store would undermine the main investment proposals in the town centre.

DPDS fails to take account of up to date adopted planning policy for the site which seeks to achieve comprehensive development. The proposed phasing of the scheme is to ensure comprehensive delivery, in line with policy objectives and it is wrong to assert that this is a component of development viability, and further that 'the foodstore is not essential to the viability of the overall scheme'. Failure to deliver comprehensive development would not meet the site's planning policy allocation and would fail to capture

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the maximum benefits of this accessible and sustainable town centre site. AAM has worked hard over many years with CDC to bring forward this site for comprehensive development. Further out of town development damages investor confidence and makes it increasingly more difficult to bring forward development in town centres.

For the avoidance of doubt, we maintain our strong objection to the proposals for a new Waitrose foodstore on land at Kraft foods.

Please confirm that these representations are duly noted and that they will be included in your officer report to Planning Committee.

Yours Faithfully

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Associate Director

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