

Wm Morrisons, Cambourne

Addendum to Carter Jonas report (November 2013)



The Property People

This addendum note provides additional information on:

- (a) why Cambourne is described as a “town centre” for the purposes of applying policy guidance in the National Planning Policy Framework (the Framework) and yet it is also described in the Adopted Local Plan and draft Local Plan as a “Rural Centre”, and
- (b) the catchment area used in the North West Cambridge Supplementary Retail Study, Nathaniel Lichfield and Partners (2010).

Definition of a town centre

The definition of a “town centre” for the purposes of applying national planning policy guidance contained in the Framework is broader than the one used normally to describe centres in a development plan, and hence there is some misunderstanding of the references in our advice to Cambourne as a “town centre”, whereas in the Adopted Local Plan and draft Local Plan it is referred to as a “Rural Growth Settlement” and a “Rural Centre”, respectively.

Both definitions are correct. It is simply that they are being applied in different contexts. For the purposes of applying the guidance in the Framework relating to the sequential approach and impact on a town centre Cambourne is properly defined as a town centre.

In the Annex to the Framework, a town centre is defined as an:

“Area defined on the local authority’s proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.” (our emphasis)

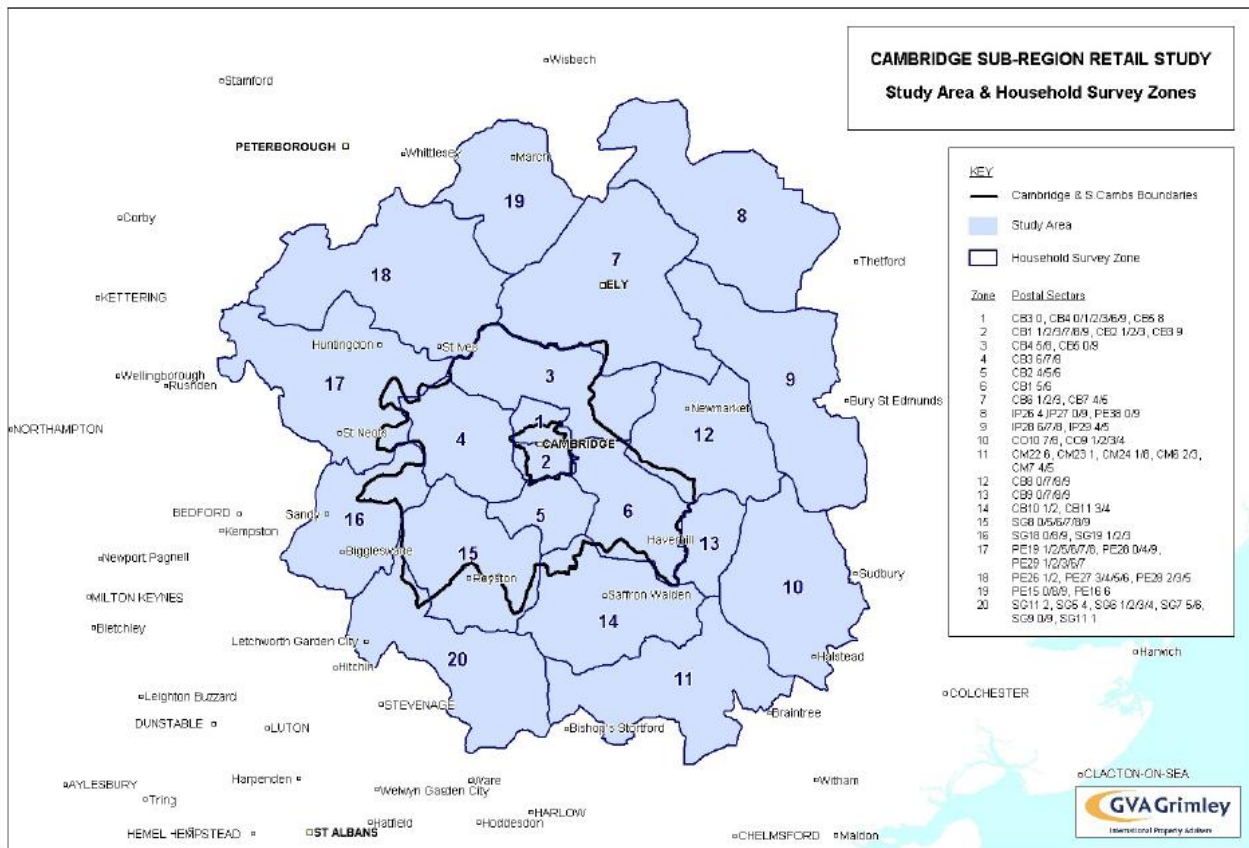
There is no mention of rural centres in the definition, although it is clear from applying this guidance that Cambourne is a town centre because it is clearly more than a small parade of “purely neighbourhood significance”. Ipso facto it is a town centre.

In the draft Local Plan (2013), South Cambridgeshire District Council seeks to identify a hierarchy of retail centres within the District, and it is within this context that Cambourne is defined as a Rural Centre which is the definition that is applied to a centre that is a “larger more sustainable village”.

It is not the case that we are advising the Cambourne’s status should change. It is simply that in applying the tests in the Framework relating to the sequential approach and impact, it is properly referred to as a town centre.

Extent of household survey

At paragraph 3.5 of the report, reference is made to the findings of the North West Cambridge Supplementary Retail Study, and in particular the trade drawn to Morrisons’s store at Cambourne drawn from Zone 4. We have been asked to provide a map of the zones and this is provided below.



The survey is based on the City of Cambridge, South Cambridgeshire District Council and beyond. It comprises 20 zones and Cambourne is located in Zone 4.

In 2010, Tesco at Bar Hill attracted 45% of all shopping trips in Zone 4 and this is the main store that Morrisons competes with (Morrisons attracts 18% of all trips). On the basis of the changes that Morrisons have made, we consider that the store at Cambourne will have increased its turnover at the expense of Tesco at Bar Hill. This is why we provided this information.

It is clear that with the opening of the Co-op store in Cambourne, it will be competing with Morrisons and will divert some trade from it, and so too will Iceland store opens in 2014.