

LF/1732A/06(08Feb13)Chesterfield

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08 February 2013

Dear Sir/Madam

**CHESTERFIELD BOROUGH COUNCIL  
STAVELEY AND ROTHER VALLEY CORRIDOR AREA ACTION PLAN, PREFERRED OPTIONS  
(NOVEMBER 2012)**

With reference to the above and on behalf of our client, Wm Morrison Supermarkets plc ('Morrison's'), we write to thank you for providing us with an opportunity to comment on the above document. Morrison's is a major food and grocery superstore retailer which operates a store in Staveley Town Centre. The store acts as an anchor and is therefore essential in contributing to the vitality and viability of the town centre.

In principle our client supports the regeneration of the Staveley and Rother Valley Corridor, the re-use of derelict ex-industrial land and the significant new residential properties the development will bring. However, our client has concerns regarding the scale of the new retail facilities proposed through the AAP.

Whilst it is acknowledged that some very small-scale retail provision may be required within the AAP site to serve the day-to-day needs of the proposed development, our client does not consider that the proposed 1,000sq.m foodstore within the Works Road character area is necessary.

Staveley Town Centre abuts the eastern boundary of the AAP site and is only 1.5km from the centre of the site. Staveley is an existing town centre that serves the surrounding communities and caters for their bulk convenience shopping needs. However, as a whole the centre is relatively small and does not appear to be particularly vital and viable. It should therefore be a priority to preserve the existing facilities it contains and assist it in becoming a vibrant centre. The new 2,000 home community proposed as part of the AAP would provide additional footfall in the centre, which would in turn improve its chances of success.

However, if significant retail proposals for the AAP site are adopted, such as the provision of a 1,000sq.m foodstore, this could be to the detriment of the existing town centre by drawing trade away from a location that is in need of additional footfall and custom.

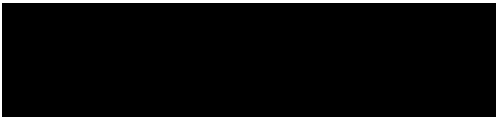
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Our client considers that only small-scale retail provision should be identified for the site, such as that proposed within The Lagoon and Hall Lane character areas (i.e. maximum of 200sq.m per unit). We consider that the LPA should seek to integrate the new neighbourhood with Staveley Town Centre by creating good links between the proposed development and the town centre in a sustainable manner thereby ensuring that the town centre is well used.

We trust that the above is helpful. However, if you have any queries or require any further information, please do not hesitate to contact Peacock and Smith at the address shown above.

Yours faithfully



PEACOCK & SMITH