



Retail Study, South Somerset District Council

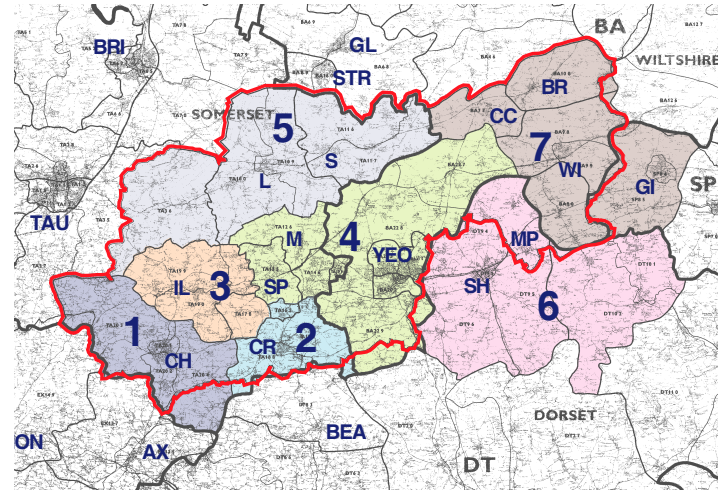
DPDS CONSULTING GROUP
RETAIL PLANNING

Project Description

DPDS prepared the South Somerset Retail Study for the District Council. The objectives were to examine the relationship between the main centres within and beyond the District, examine the vitality and viability of the town and district centres, the accessibility of the retail facilities in the rural areas and to identify the need for additional retail floorspace in the towns of Yeovil, Chard, Crewkerne, Ilminster and Wincanton.

The study found that Yeovil was a healthy town centre with strong retailer interest and rents/yields capable of sustaining significant retail development. It also found a need for additional retail floorspace in the town, identified the most appropriate location for additional floorspace on the edge of the town centre and specified the design requirements to make it function as part of the centre. Planning permission has now been granted for such a scheme.

The need for and ability to achieve further retail development in the smaller towns was more limited and the strategy suggested a more protective approach, particularly with regard to development outside the primary shopping areas.



- Subsequently has advised the Council on Planning Applications for retail proposals.
- Has updated the statistical analysis to reflect new expenditure and retail data and the emerging Regional Spatial Strategy.

DPDS Involvement

- Identified the study area and zones in consultation with the Council; commissioned a telephone survey of households and an on street survey to establish the shopping patterns in the area.
- Carried out a thorough survey of all the centres in the district, including the retail facilities and the diversity of uses, the environmental quality and opportunity sites.
- Undertook statistical analysis of the need for more retail floorspace in the towns taking account of the population and retail expenditure forecasts and retail trends.
- Prepared strategies for the town centres and drafted the report as part of the Local Development Framework evidence base.



Client	South Somerset District Council
Business Sector	Town Centre, Retail and Leisure
Approximate Contract Value	£25,000
Project Status	Research Report Evidence Base
DPDS Key Personnel Involved	Duncan McCallum Kevin Hodgson Madlen Bray