

Liverpool City Council
Planning Department,
Municipal Building,
Dale Street,
Liverpool,
L2 2DH

11 April 2016

Our Ref: C-0262011-01

Dear Sirs

ASDA Store, Regent House, Green Lane, Stoneycroft, Liverpool, L13 6RH

On behalf of our client ASDA Stores Limited (ASDA), please find enclosed an Application submitted under Section 73 of the Town and Country Planning Act 1990 (as amended).

This Application seeks to vary Condition 2 attached to Planning Permission Ref: 12F/2365 (23 October 2012) to allow an extension to the store trading hours. There are no other alterations proposed as part of this Application. The Application does not propose any additional retail floorspace at the store.

The extended hours sought have previously been approved by Liverpool City Council on a temporary basis (Planning Permission 13F/2368, dated 12 February 2014 and Planning Permission 15F/0259, dated 10 April 2015). This application seeks to make the extended hours permanent.

Condition 2 states:

“The premises shall not be open for business outside the hours of 08.00 and 22.00.”

Since the temporary trading hours consent was granted on 10 April 2015, (Ref: 15F/0259) ASDA has been trading between 0700 hours and 2300 hours Monday to Saturday and between 1000 hours and 1600 hours on Sundays. Throughout the last 12 months, the store has received no objections from nearby residents. ASDA now seeks permanent permission to trade at these hours to meet business requirements. As part of ASDA's continual commitment to improve their service, they seek to ensure that their stores can operate efficiently and effectively whilst providing the services and facilities that are requested by its customers.

This Application seeks to address customer demand by applying to Liverpool City Council to grant a consent to allow the store to trade 0700 – 2300 hours Monday to Saturday and 1000 – 1600 hours on Sundays permanently.

The Application therefore seeks to vary Condition 2 as follows:

“The premises shall not be open for business outside the hours of 7.00 and 23.00 hours Monday to Saturday and 10.00 hours and 16.00 hours Sundays.”

ASDA's Business Strategy is centred on their mission, purpose and values, which guide them as they work to make their business even better. ASDA's strategic framework is structured on their operating model, colleagues, shareholders and the focus for benefiting their customers through the operation of their customer pledges, to provide the customer with a service and facility they require.

ASDA have identified a need to vary the trading hours in the case of this particular store. In doing so, ASDA are mindful of the need to ensure that local amenity is appropriately protected. As set out above, the store has been opening these hours for the last two years (under temporary consents 13F/2368 and 15F/0259) without an adverse impact on residential amenity.

The Proposal accords with National Planning Policy Framework Policy Paragraph 123 which states that planning policies and decisions should aim to avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development, and to mitigate and reduce to a minimum other adverse impacts on health and quality of life arising from noise from new development.

It is considered that the Proposal will not materially impact upon the amenity of residents in the surrounding area and therefore accords with the City of Liverpool Unitary Development Plan (November 2002) Policies E5 (Economic Development Outside the Regeneration Areas), H4 (Primarily Residential Area) and EP11 which states that planning permission will not be granted for development which has the potential to create unacceptable air, water, noise and other pollution or nuisance.

We enclose the relevant Application documents including the completed Application Forms and Certificates together with the Location Plan and a copy of the Decision Notice to which the Condition relates (Ref: 12F/2365). We would be grateful if you could acknowledge receipt of payment and notify us of validation of the Application.

We trust that you have all the information you require to determine the Application favourably, if however you require any further information, please do not hesitate my colleague Hannah Shine (0161 455 8014 or hshine@deloitte.co.uk).

Yours faithfully



Mark Underwood
For Deloitte LLP