

**From:** [Kerry Challoner](#)  
**To:** [Kerry Challoner](#)  
**Subject:** FW: Planning Application P/2019/01270, Land at the corner of Old Knotty Way, Uttoxeter, Erection of a single storey detached building to form a Class A1 foodstore, together with car parking, landscaping, lighting, fencing and associated works.  
**Date:** 28 September 2020 14:00:32  
**Attachments:** [image001.png](#)  
[Uttoxeter Objection January 2020\[1\].pdf](#)  
[Uttoxeter Objection September 2020\[1\]\[1\].docx](#)

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**From:** Andrew Lester [<mailto:Andrew.Lester@pagodapr.com>]

**Sent:** 28 September 2020 13:15

**Subject:** Planning Application P/2019/01270, Land at the corner of Old Knotty Way, Uttoxeter, Erection of a single storey detached building to form a Class A1 foodstore, together with car parking, landscaping, lighting, fencing and associated works.

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Dear Councillor,

I am writing to you on behalf of Asda Stores regarding the above planning application that is recommended for approval and due to be determined at the Planning Committee on Tuesday 29<sup>th</sup> September. Asda has submitted two representations regarding the proposals which I attach to this email for your information.

The Asda store in Uttoxeter lies within the Town Centre boundary and provides an anchor store within the Carters Square shopping centre. In comparison, this out of centre development has the potential to drive much needed footfall away from existing businesses to this new location away from the established centre. Given the additional impacts the ongoing Covid-19 issue is having on local town centres across the country it is concerning that no assessment of this has been requested from the applicant.

Asda therefore cannot see how the Council can conclude that the proposed development would not have a significant adverse effect on vitality and viability of any of the centre before the full effects of the lockdown are known. These concerns are also shared by the operators of the Maltings Shopping Centre, Waitrose and Partners and the Central England Co Operative, all of whom operate within the Town Centre and have submitted representations as noted in the committee report.

The Council's own Policy Position in the Local Plan specifically mentions the importance of the Town Centre, the anchor developments and regeneration investment which has taken place there over the last 5 years. Whilst Asda is not opposed to competition, in fact it believes competition within the retail market is to the benefit of consumers, but it must be located in the correct place, which this proposal demonstrably is not.

To allow this development to proceed would undermine those policy objectives and have a

significant adverse impact on the Town Centre thereby detracting from its vitality and viability costing local jobs in these difficult times. As such we urge you to vote to refuse this planning application.

Kind regards

Andrew Lester

Director

Pagoda Public Relations

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