

Appendix E - 14 to 18

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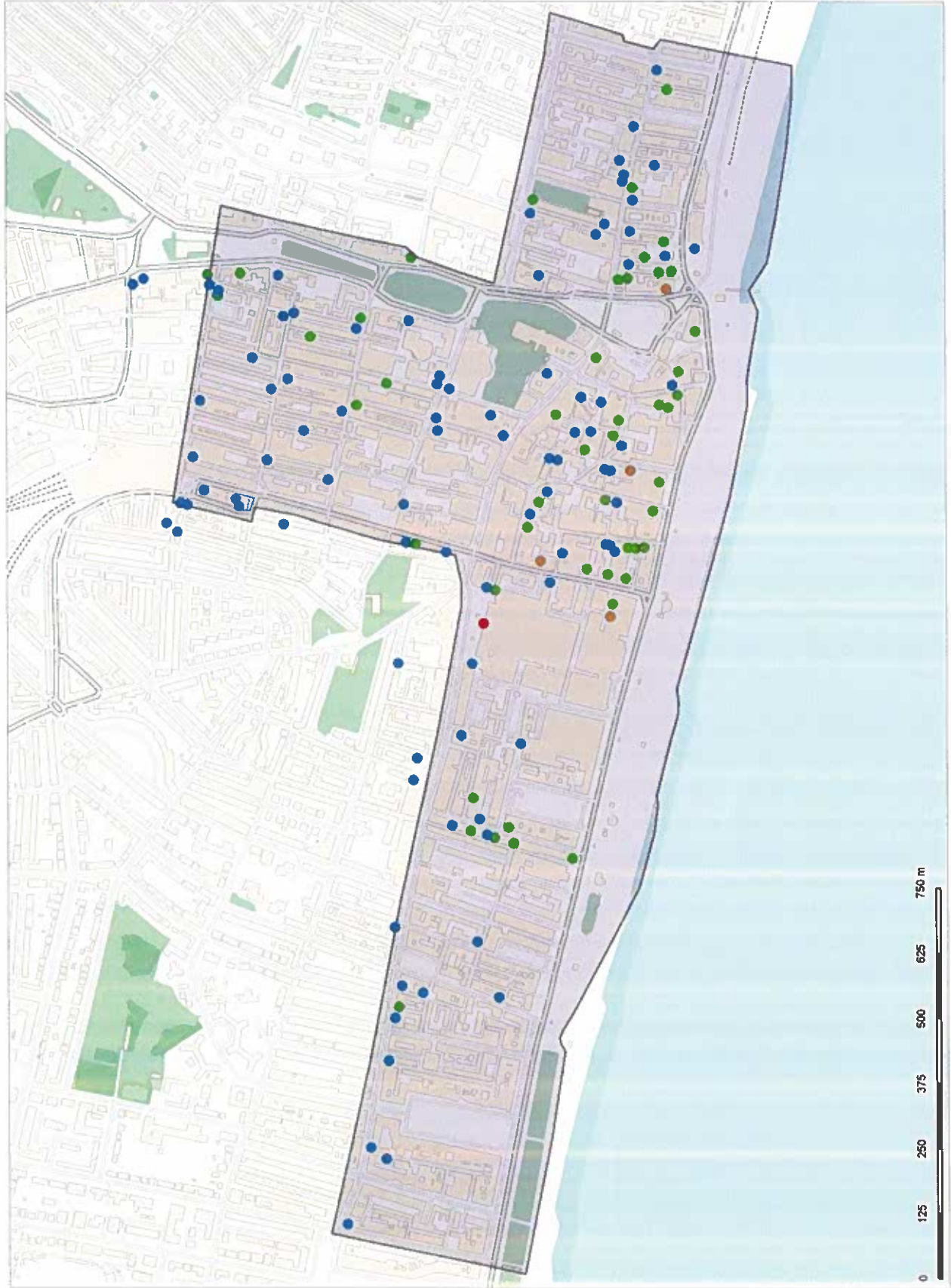
## **APPENDIX 14**

### **CUMULATIVE IMPACT ZONE (LAND USES)**

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**LAND USES WITHIN  
THE CUMULATIVE  
IMPACT ZONE**

- Application Site
- Cumulative Impact Area
- Pub
- Bar
- Nightclub



**LOCATION:**  
Brighton

**DATE:**  
April 2022

**SCALE:**  
1:2,500 @ A3



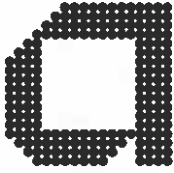
**WESTFIELD PARKS**  
LANDSCAPE ARCHITECTS  
100, WESTFIELD WAY  
LONDON, SE26 6BE  
T: +44 (0)20 7963 4002  
WWW.WESTFIELD-PARKS.CO.UK

Licensing Authority: Brighton and Hove City Council  
Applicant: New World Trading Company (UK) Ltd  
Application: Premises Licence  
Proposed premises: The Botanist  
Address: Ground and 1<sup>st</sup> Floor Churchill Square Shopping Centre, Brighton

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**APPENDIX 15**  
**LETTER OF SUPPORT, ABRDN (JANUARY 2023)**

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Edinburgh  
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Tel: 07734 973993

email: [angus.stenhouse@abrdn.com](mailto:angus.stenhouse@abrdn.com)  
[www.abrdn.com](http://www.abrdn.com)

Date:

6 January 2023

To whom it may concern

**Re: New world Trading (t/a The Botanist) Licensing Application – Churchill Square, Brighton**

I write in support of the application by New World Trading (trading as The Botanist) in relation to the licence for premises to be formed out of MSU7 (former Top Shop) at Churchill Square, Brighton. Abdrn managed funds have owned Churchill Square for over 30 years. The centre has matured and grown into one of the country's leading shopping destinations. Through the length of our ownership, we have continually invested in development and asset management initiatives to ensure it remains relevant as consumer needs change. In 1998 we completed the modernisation of the 1960's precinct to create what is now Churchill Square. More recently, we have upgraded the Western Rd frontage and reconfigured numerous units to accommodate new retailer requirements including Zara, H&M, Urban Outfitters, Berhka, Hollister and Apple. As consumer and occupier needs continue to change it is essential that Churchill Square adapts its offer. With the inexorable move of fashion spend online, we need to extend the Churchill's Square appeal beyond core shopping brands and provide an enhanced leisure and catering offer that complements them and helps drive more customer into the heart of the city centre.

The failure of Top Shop and Debenhams presents a unique opportunity to continue the evolution of Churchill Square. It has been a key element of our asset strategy post the pandemic to add more food and beverage uses and the former Top Shop gives us the ideal opportunity to assess various options. The conclusion is that this is the ideal space to introduce those catering uses that will augment the existing food outlets and add vibrancy to the principle Western Road frontage. The existing food court trades well but its mix is very one dimensional and its location and lack of independent access makes trade outside of core shopping hours difficult. Top Shop's external frontage provides a unique opportunity to attract a different quality

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ABRONPLCUKES-2021.09.16

of tenant. Off market conversations with a number of operators have confirmed that this location is not part of the traditional circuit and needs a strong food anchor. We are keen to maximise the opportunity as follows:-

- The Top Shop unit is laid out over 4 levels and we need derive maximum value from all of it - not just the element that fronts onto Western Rd
- Churchill Square is a very inward facing centre and we are keen to add more of the "Brighton Experience". The proposed letting to The Botanist opens up an underutilised area of roof top carparking and will provide a unique experience for customers and will give Churchill Square a managed spill out zone. Key to this is the area that will be retained by the centre which we can use as an external promotional and events space.
- We are concerned that 2 or 3 traditional restaurants will not provide a sufficient draw to be viable in the long term and we need a unique anchor to draw in evening trade.

A great deal of consideration has been given to how this space would be re-let. The changing nature of retail with a contracting list of occupiers allowed the opportunity to explore other options that will add to the retail mix, bringing vibrancy to the location. I am conscious that Churchill Square is part of the prime retail core in Brighton, but lacks a mix of uses that provides Churchill Square and the city centre a sustainable retail destination.

Since the demise of Top Shop, we have been approached by a number of leisure and F&B operators for the space. Ranging from vertical drinking bars to family entertainment centres. We have reviewed all options carefully with our consultants and centre management team, coming to the conclusion that The Botanist is the best solution. This is based on our experience of The Botanist as a tenant at monument Mall, Newcastle where they trade well, We have had very few operational issues and they have changed the nature of our development. Botanist's style of trade and menu offer is well suited to this location and they are very respected by restaurant brands which are keen to trade in close proximity. We have visited a number of the branches across the country (Including Newcastle, Edinburgh, Liverpool, Cardiff and Lincoln) all of which are in retail led locations and we feel they will add to the ambience of Wester Rd and create a complementary point of difference to our current very retail focused mix.

Churchill Square's food offer is poor compared to other comparable locations, the addition of Botanist and other complementary restaurants will go some way to redressing the balance. Allied to this, by incorporating nonretail uses onto the Western Rd frontage, we can focus retail demand to space within the main body of the centre.

The Western Road frontage remains an important part of the ownership and the ideal location to provide a more diverse range of operators and extended trading hours. With the right restaurant operators, we can add to the vibrancy of the city centre and bring an evening trade where there is currently none. This is an important consideration as the piazza area is one of the main meeting points in the city, having the principle bus routes passing in front and a short walk from the main city centre car parks and railway station. Out with core retailer trading hours, the piazza area is less inviting and can be enhanced with a mix of uses that trade beyond the core retailing hours.

This initiative is part of a more comprehensive strategy to develop the tenant mix in Churchill Square which is at the core of maintaining Brighton's position as a regional retail destination. We are evolving plans to reutilise the department store space previously occupied by Debenhams and we have a number of options for this space. Whilst we could affect an immediate letting we are driven by getting the correct long term strategy. In addition, we are upgrading the centre toilets and baby change facilities that will include an adult changing facility and prayer room and continually looking to enhance our customer offer in a number of other ways.

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We see the addition of The Botanist as part of a wider relaunching of the former Top Shop store that will have a positive impact on Churchill Square, Western Road and Brighton City Centre.

I will be pleased to address any queries that the Panel may have.

Yours Sincerely



**Angus Stenhouse**  
**Senior Asset Manager**

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**APPENDIX 16**  
**LETTER BHEP DATED JULY 2022**

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Michael Tucker  
Planning Officer  
Brighton & Hove City Council  
Hove Town Hall  
Norton Road, Hove  
BN3 3BQ

Dear Mr Tucker,

28 July 2022

**Planning Application Reference Number - ref: BH2022/01639**

I am writing as Executive Director on behalf of the Brighton and Hove Economic Partnership (BHEP) in support of the application for The Botanist, Churchill Square, Brighton.

The planning application was submitted to Brighton & Hove City Council on 14 April 2022. This application seeks to facilitate the use of part of Unit MSU7 as a food and drinking establishment (Sui Generis) by The Botanist. An external terraced desk is also proposed within an area of the existing car park, which has been closed to the public since March 2020. The remainder of the unit is to be subdivided to provide four units for continued use within Class E, which could include further restaurants and / or cafes.

The BHEP believe the development ties in strongly with a number of the key aims of the current Brighton & Hove Economic Strategy, namely:

- **A Growing City** with focus on business space. The priority action which is to unlock stalled development sites
- **An Open City** with a focus business investment, thriving visitor, retail, leisure and cultural offer with better quality places
- **A Talented City** with a focus Economic participation, skills for growth and labour market productivity
- **A Fair City** with a focus economic and social inclusion and business responsibility

To highlight these links the applicant has provided a full Economic Impact Assessment. The areas which are of particular merit include the proposed promise to:

- Create 116 new jobs, including 59 Full Time roles and 57 Part Time roles. There will be a variety of job types created, including Management (including a General Manager, two Assistant General Managers and four Duty Managers), back of house and front of house. The Botanist concept also promotes live music and will create opportunities for musicians.
- It is estimated that around 75 Full Time Equivalent (FTE) jobs will be created directly. According to ONS data on labour productivity, the Food & Beverage sector generates around £32,000 per annum in Gross Value Added (GVA) per FTE. On this basis, *The Botanist* Brighton would contribute around £2.4m to the national economy as a direct result of its operations.
- In addition to direct employment and GVA, The Botanist will also generate indirect and induced impacts, arising in The Botanist's supply chain and as a result of The Botanist and supply chain workers spending their wages in the wider economy. Overall, it is estimated



that The Botanist Brighton could support an additional 22 FTE jobs indirectly through its supply chain, plus a further 4 jobs through induced spending at the national level – a total of 101 FTE jobs supported and a total estimated GVA of £3.3m per annum.

- The above represents the 'Gross' economic benefit of the proposal at the national level. On a net, local basis, taking account of the potential for economic displacement (i.e. gains of jobs and GVA from the opening of The Botanist resulting in losses of jobs and GVA elsewhere in the economy) and leakage from the local area (i.e. benefits being realised outside of the greater Brighton & Hove area – defined for the purpose of this assessment as being beyond 20km of Churchill Square), it is estimated that The Botanist will have a GVA benefit to the local economy of £2.1m per annum.

The applicant also has a focus on Learning and development and staff benefits packages, which create additional social value that will indirectly benefit the city and its local communities. Some of these key benefits are summarised below:

- Prior to opening, management and kitchen staff will undertake up to 6 weeks of training to enable experienced and skilled staff to familiarise themselves with the operating environment and learn NWTC's procedures.
- Other staff receive 2 weeks of onsite training provided by NWTC's dedicated opening team.
- On an ongoing basis, staff receive regular training of around 8 hours per quarter, delivered through a mixture of face to face training and online courses. Staff are also encouraged to enrol on courses which can help them to grow their careers – funded through the **Apprenticeship Levy**, and an Education Allowance from the company allows staff to pursue other qualifications, even if not directly related to their day-to-day role. NWTC also runs a 'chef academy', in conjunction with local colleges to provide additional skills and qualifications for the kitchen teams.
- The Leisure sector is vital to the Brighton & Hove economy, and therefore, providing additional reasons for visitors to visit the city centre in particular are key to underpinning a £860m per annum Tourism sector (which 1 in 5 jobs in the city relies on).
- Though the city has a relatively young demographic and enjoys high levels of economic participation, unemployment rates remain high, and the claimant count remains 50% above pre-pandemic levels. Creating opportunities for entry level jobs, as well as the highly skilled jobs being created elsewhere in the local economy, will be key to reducing levels of unemployment which in turn will create wider health and wellbeing benefits for individuals and communities.
- The Hospitality sector is highly dependent on local labour, with 87% of the workforce being contained within a 10km radius. This means that jobs created in the sector have a strong local economic benefit – as money earned locally is also more likely to be spent locally, creating a multiplier effect.

The intent of the DA1 strategic allocation is to protect prime retail frontage and the BHEP continues to support this policy, although a degree of malleability is anticipated in the City Plan and with this

application representing a limited volume of space within the strategic allocation itself, prime retail can continue to remain the key focus of this area.

In summary we fully support the application given the economic benefits it will bring to the city.

Yours sincerely



Gavin Stewart  
Executive Director  
Brighton and Hove Economic Partnership

**APPENDIX 17**

**BRIGHTON AND HOVE ECONOMIC STRATEGY &  
BRIGHTON AND HOVE VISITOR ECONOMIC  
STRATEGY (EXCERPTS)**

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## BRIGHTON AND HOVE VISITOR ECONOMY STRATEGY 2018 - 2023

Pg 6 "As a successful and thriving destination, the goal for tourism in Brighton & Hove is to safeguard the long-term sustainability of tourism. That does not mean standing still and maintaining the status quo. It means selective, clearly defined and carefully managed growth which will influence how Brighton talks about the place to the outside world - to potential visitors, buyers and investors - and how city partners value tourism and integrate tourism into the wider planning of the city. It means going about the day-to-day business of tourism in different ways. It also means safeguarding jobs and nurturing the facilities that attract visitors and looking at creative ways to fill the gaps."

Pg 4 - "Because tourism is well-established and successful, the focus in Brighton & Hove in recent years has been primarily on day-to-day management and tactical activity, all essential for the smooth running of the sector and the city. But in a highly competitive marketplace no destination can stand still."

Pg 4 - 5 "Tourism is a complex sector that touches many aspects of the day-to-day life of a place and supports the facilities that create a high quality of life that make Brighton & Hove a good place to live, work and study. Tourism in Brighton & Hove:

- Creates a platform and a big audience for the arts and heritage in the city, helping to sustain a vibrant arts scene enjoyed by local people.
- Delivers an extensive choice of independent shops and places to eat and drink that the resident population alone could not support.
- Ensures a vibrant weekday city centre which becomes increasingly important as more of Brighton's population commute to jobs outside of the city.
- Creates job opportunities in the city that cannot be outsourced to another location or automated - tourism is based on personal service delivered in the destination.
- Provides a platform to talk about the city at a national and international level that creates profile and positioning.

Pg 5 "Yet a competitive visitor destination needs to deliver what their target markets want, and some new tourism development will be needed to remain competitive and retain market share. That requires a strong rationale for investment in the face of competing land uses, and creative thinking about how Brighton & Hove can fill any gaps in its offer."

Pg 5 "Destinations across England are increasingly working together to find creative and cost-effective ways to access new markets, in particular international leisure visitors and international conference trips"

### **How is it going to achieve strategy?**

Pg7 "Develop a place brand that builds on the values in the destination brand and sharing it across all sectors including the tourism industry and applying it consistently across the city."

- Currently, the message is that Brighton is 'closed' after midnight.

### **What are the financial targets of the strategy?**

Pg 8 "3% annual growth in bednights and overnight visitor spend per annum - achieved through attracting more higher spending visitors and extending the length of trip"

Pg 8 Target person type: "Urban dwellers who are active and frequent break takers, with an optimistic and socially liberal outlook. They are likely to be relatively time-poor, media-literate, brand-conscious, trend sensitive and culturally aware. They will have above average disposable income. Urban dwellers are more likely to use public transport - an important consideration for the city both practically and ideologically. They also have a higher tolerance for the more negative aspects of urban life - e.g. litter, graffiti, traffic, crowds, begging, drunkenness, noisy nights etc."

pg 10 - "Investing in Brighton's Brand -  
In a sentence

*A creative city with a blend of modern culture and exotic architecture, sea and countryside, and a distinctive free-spirited atmosphere you won't find anywhere else. In a couple of words 'Free-thinking city'*

*Who we are*

- *Creative - Brighton is an inspiring and forward-thinking city in which the arts, business, culture and opportunity for learning thrive.*
  - *European - Brighton is a cosmopolitan meeting place with international recognition and broad appeal.*
  - *Free - Brighton exudes a lively, free-spirited personality with an easy-going atmosphere.*
  - *Energy - Brighton is a compact, dynamic and young city with passionate, imaginative and welcoming people.*
- Extract from "Our Brand – Official brand guidelines for Brighton" published by Visit Brighton"*

*Pg 10*

*"The city's brand must respond to market trends and be motivating to potential new growth markets across all sectors, and relevant whether Brighton & Hove is being talked about as a place to live, work, invest, study or visit. It is important to make sure that people see the city as more than just for day trips, more than just for seaside fun, more than just a summer or fine-weather destination, and more than just a party town. Its history of alternative thinking is key – and that has already been recognised in the current brand's "free-thinking city" and talk in the brand materials of "an independent spirit" and "the story of alternative thought".*

*Pg 11*

*There are two aspects of the current Brighton Brand which are thematic strengths and should be a focus for tourism. They will shape the priorities for leisure and business tourism – how it is developed and communicated. They work more widely for the city as a place to live and study too, and therefore have potential value for place branding.*

- *Culture – which includes heritage, the arts, architecture and events & festivals.*
- *Wellness – this is defined in the broadest sense and for Brighton & Hove means escape, fresh air, nature and good food.*

*Pg 14 – "There is a proven connection between public realm design, how people use and treat public spaces and their day-to-day management."*

*NB: Botanist is beautifully curated and presented – impacts on behaviour in the location (in terms of who it attracts / their conduct)*

*Pg 14 "Brighton & Hove also needs to identify best practice on what works in similar destinations elsewhere in UK..."*

### *Marketing Focus*

*Pg 18 "Involve partners beyond tourism in marketing the city – to increase resources and channels and have greater impact."*

*Pg 19 "Because the scale of the challenge is big in Brighton, the city needs to be in the vanguard of piloting new schemes and programmes to generate more employment now. That means:*

- *The different Council departments and the different training and skills providers in the LEP area becoming much better connected; sharing information and knowledge to draw up a more accurate picture of the immediate and medium-term challenge, identifying the pinch-points and agreeing action.*
- *Setting up a tourism skills group – potentially as a working or sub-group of a city region wide skills group – with industry, skills organisations and local authority representatives."*

### *Delivering the Plan*

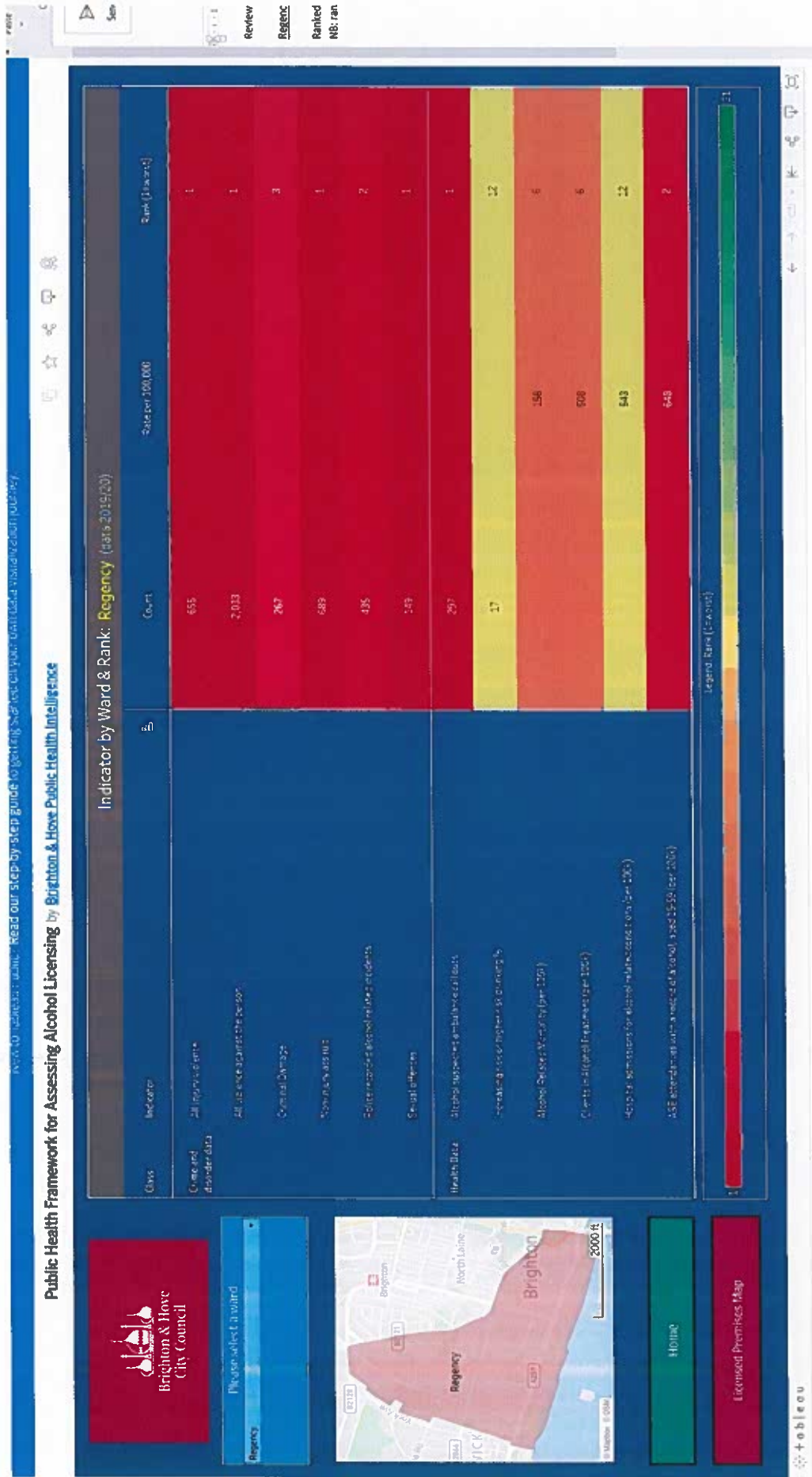
*Pg 20 – "Developing a skilled workforce – how the soft skills needed for tourism can be better appreciated and taught, what industry incentives will be needed to train and retain employees, the implications on business costs and subsequent competitiveness of the sector."*

**APPENDIX 18**  
**PUBLIC HEALTH DATA AND MAPS**

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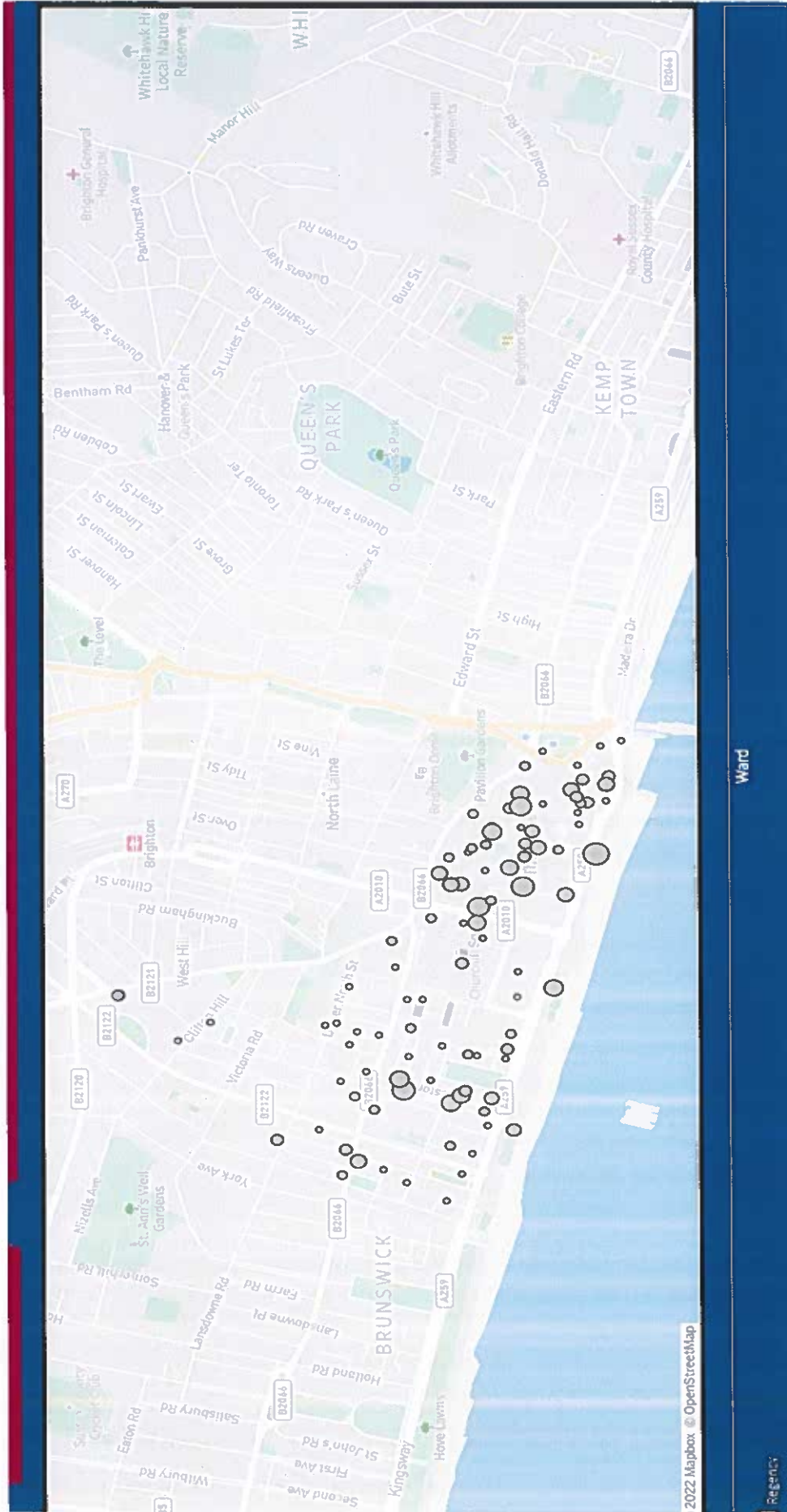
Appendix 18: PHF Statistics

Appendix 18a: Crime and Alcohol Statistics



Appendix 18: PHF Statistics

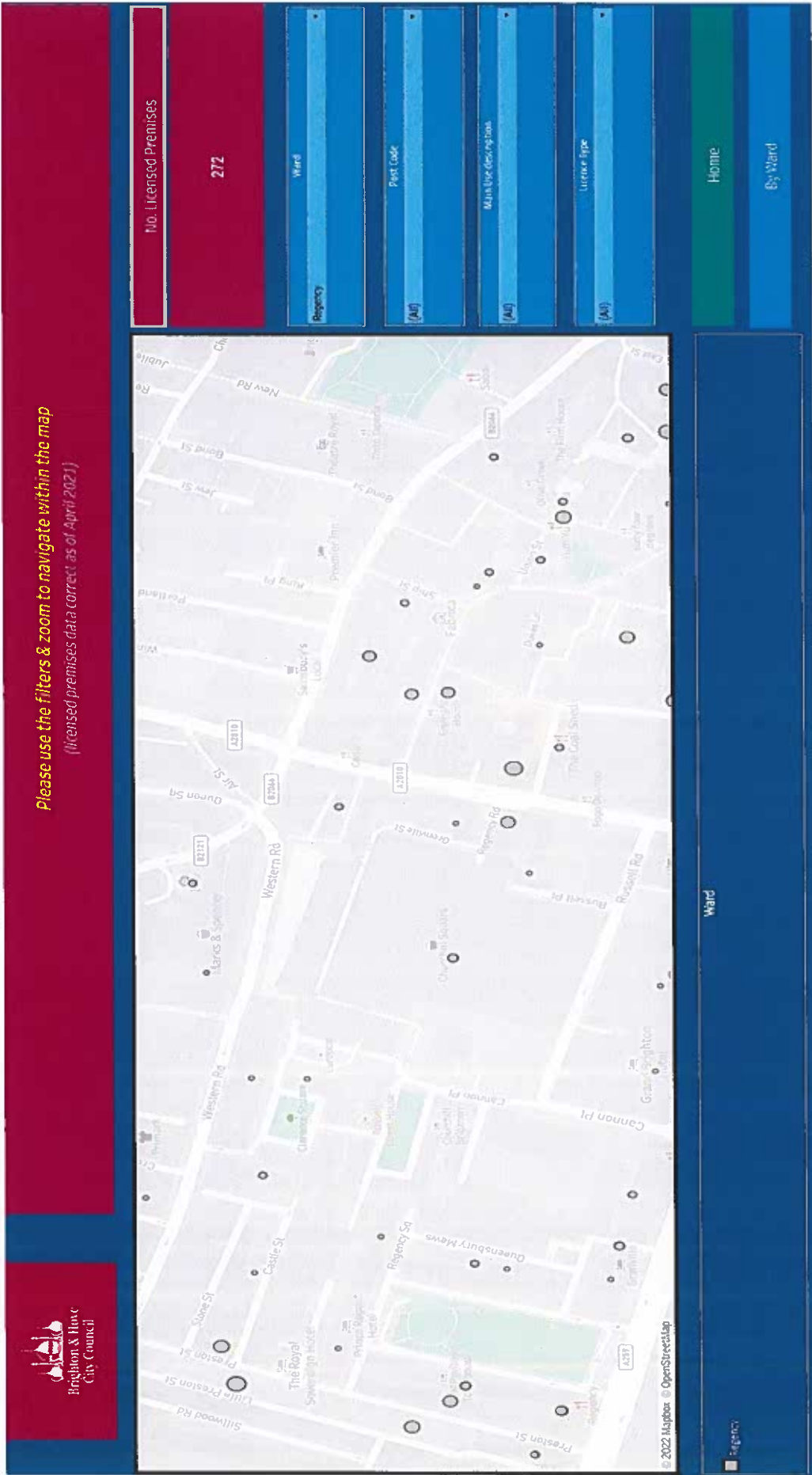
Appendix 18b: Map 1 – licensed premises in Regency Ward





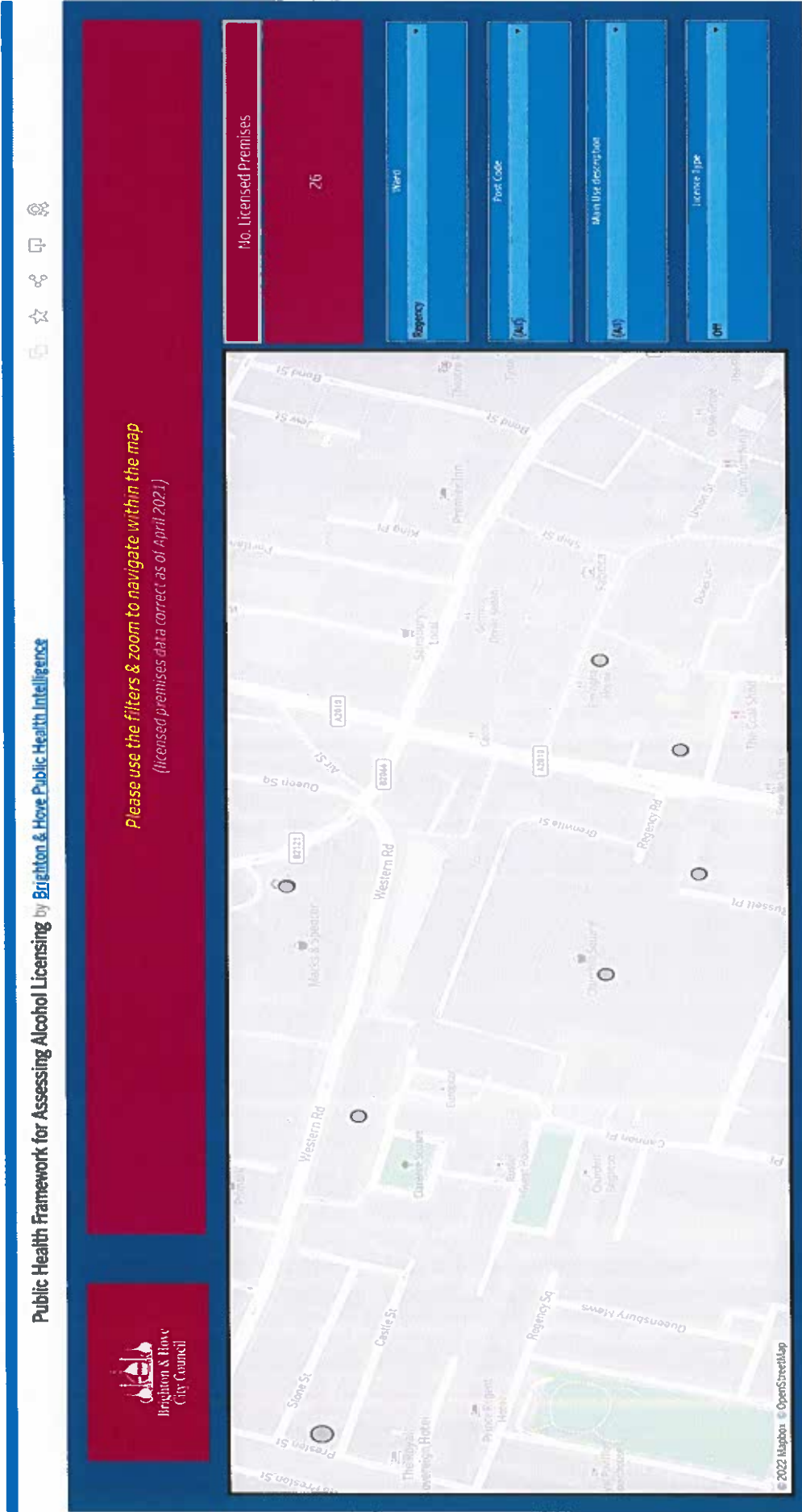
Appendix 18: PHF Statistics

Appendix 18c: Map 2 – licensed premises close to Churchill Shopping Centre

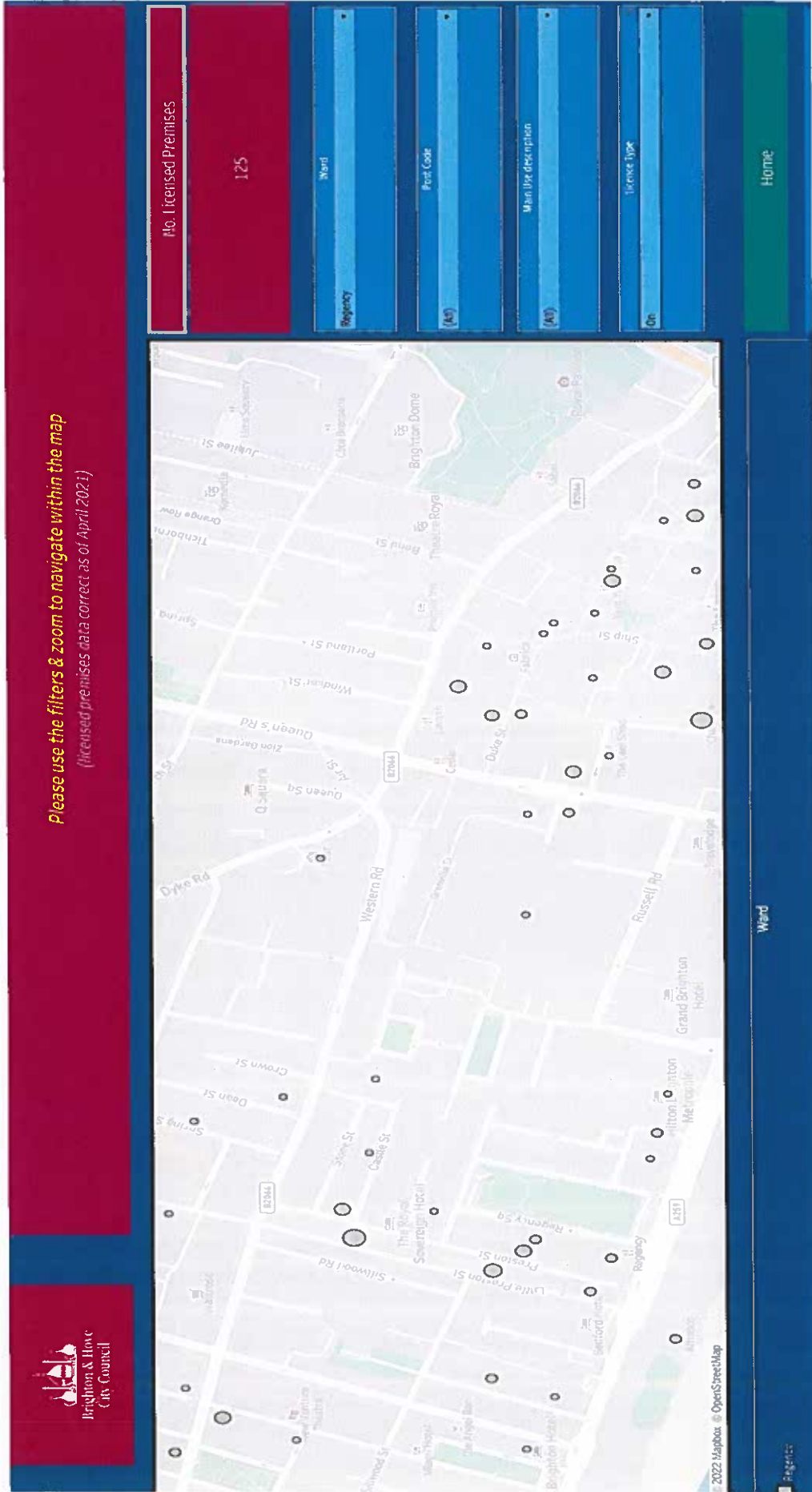


Appendix 18: PHF Statistics

Appendix 18d: Map 3 – off licences near to proposed site




Appendix 18e: Map 4 – on licences near to proposed site



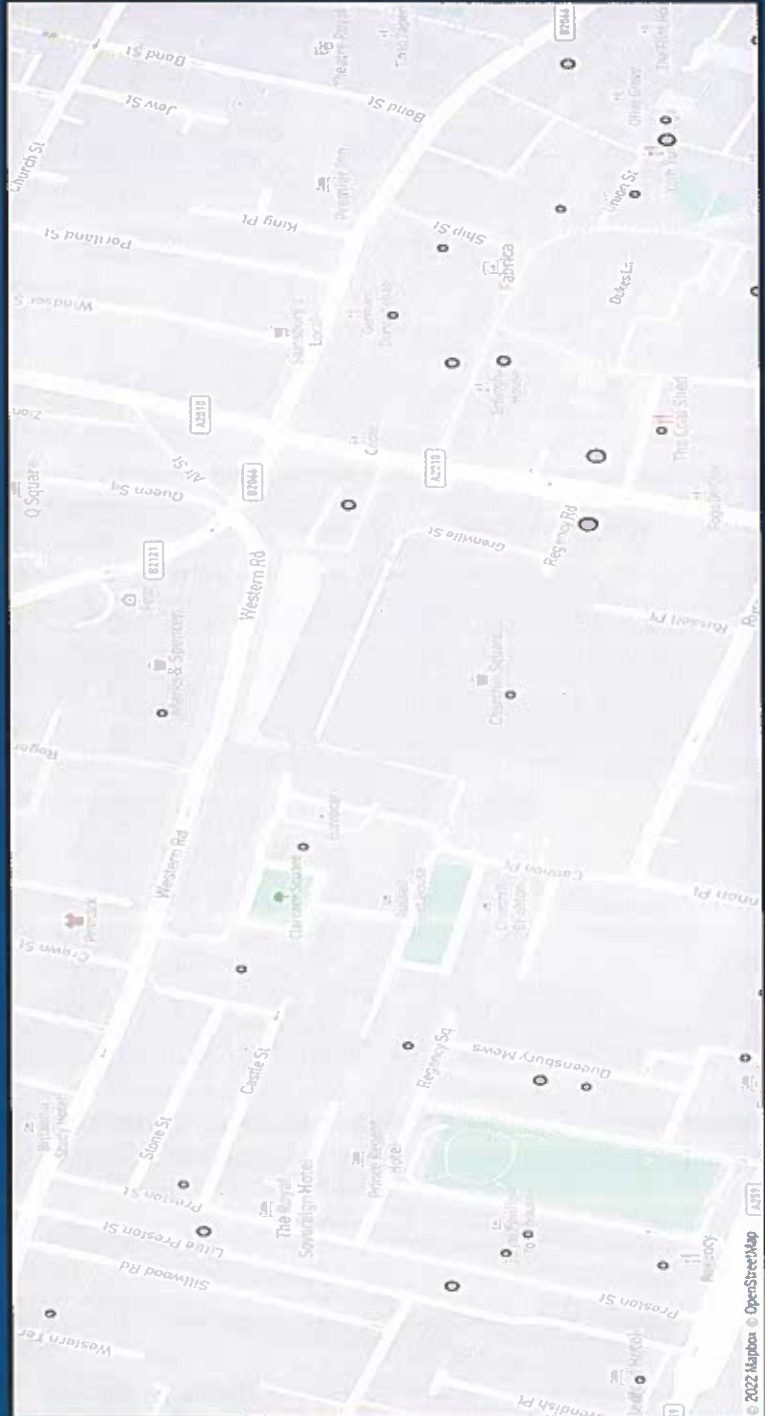
Appendix 18: PHF Statistics

Appendix 18f: Map 5 – on and off licences near to proposed site



Brighton & Hove  
City Council

*Please use the filters & zoom to navigate within the map  
(licensed premises data correct as of April 2021)*



No. Licensed Premises
121
Agency
Ward
Post Code
Map tile description
License type

Home

Ward