

DEPUTATIONS FROM MEMBERS OF THE PUBLIC

A period of not more than fifteen minutes shall be allowed at each ordinary meeting of the Council for the hearing of deputations from members of the public. Each deputation may be heard for a maximum of five minutes following which one Member of the Council, nominated by the Mayor, may speak in response. It shall then be moved by the Mayor and voted on without discussion that the deputation be thanked for attending and its subject matter noted.

Notification of two Deputations has been received. The spokesperson is entitled to speak for 5 minutes.

(a) Deputation concerning London Road**Ms Christina Summers (Spokesperson)**

St. James's Investments (SJI) has been steadily buying up property along the London Road and has produced proposals for regenerating the area ostensibly based on two public consultations. Brighton & Hove City Council has an ongoing 'Masterplan' for this area that lays down definite parameters for any regeneration proposal. 'Another London Road' Campaign (ALR) is concerned that SJI is not only ignoring these parameters, but is also pursuing a pre-planned agenda that includes a Tesco superstore which does not reflect the needs and wishes of the local residents and businesses.

Councillor Kemble, Cabinet Member for Enterprise, Employment & Major Projects will respond.

Note: A supporting document of two pages in accordance with the procedural rules for deputations is detailed as follows:

Supporting Documentation

‘Another London Road’ Summary of Feedback:

“What would you like changed in London Road?”

From leaflets, stall comment book and public meeting of 22 July 2008 held at Calvary Evangelical Church, Preston Circus

Retail

Open Market: develop, invest, expand and cover. Include local/farmers’ produce.

Retain diversity

Shops: small, diverse, variety, unique, affordable. Enough supermarkets already.

No more large chains or supermarkets.

More restaurants.

Co-op Building: use as a department store or for small shops/businesses: indoor market.

Retain and enhance historical shop fronts.

Commercial/ Housing

Keep **New England House** for its small business and historical value

Vantage Point: affordable rents for creative industries

Encourage **local businesses** and co-operatives

Housing co-operatives/affordable housing

Traffic and Transport

Reduce traffic by encouraging alternatives:

Pedestrianisation, wider pavements, fewer obstructions, pedestrian routes linking to other areas and separated from traffic. More favourable pedestrian crossings.

Cycling: segregated cycle lane

Buses: more imaginative bus routes, possibly using area behind station as terminus

Park and Ride if feasible

Environment/ Cultural/ Community

More **trees**

Open spaces to sit – pocket parks

Safe **playground**

Better **toilets**

Public **Art**

Sports and Leisure

Graffiti

London Road Festival

The Impact of the Supermarket: Factsheet

- Every £10 spent in a local food initiative is worth £25 to the local economy because small local food businesses support other local businesses. The same £10 spent in a supermarket produces just £14 worth of benefits for the local community, as money is diverted out of the area to distant shareholders.
Joanna Blythman, Shopped, 2004
- In 2004, small, family-owned business took £42,000 worth of turnover to create a job. Superstores took an average of £95,000 of sales to create a single job.
Andrew Simms, Tescopoly, 2007
- Research funded by the supermarkets themselves shows that new stores do not result in new jobs but in job losses: an average of 276 jobs are lost when a new supermarket opens with strong evidence that new out-of-centre superstores have a negative net impact on retail employment up to 15km away.
Sam Porter and Paul Raistrick, The Impact of Out-of-Centre Food Superstores on Local Retail Employment, The National Retail Planning Forum, c/o Corporate Analysis, Boots Company Plc., Nottingham
- Between 1997 and 2002, specialist stores like butchers, bakers and fishmongers shut at the rate of fifty per week. Nearly one third of unaffiliated independent stores closed between 2000 and 2006. Just under 2,500 food, beverage and tobacco wholesalers were lost in the decade to 2002, with wholesalers closing at the rate of 6 per week in the two years up to 2003. Also, traditional pubs are closing at a rate of 20 per week, largely because they cannot compete with the cheap alcohol sold in supermarkets.
Andrew Simms, Ghost Town Britain & Ghost Town Britain II, New Economics Foundation. 2002/2003
VAT registered businesses, Department of Trade and Industry
Campaign for Real Ale
- In a Guardian report on the impact of a 24-hour Tesco on traders in a run-down area of Oldham a year after opening, only one trader reported a slight increase in business after the store opened – a shoe-repair, key cutting and dry cleaning business not facing direct competition from Tesco. Other traders saw declines.
The Guardian, 8 October 2008:
<http://www.guardian.co.uk/society/2008/oct/08/regeneration.tesco.communities>
- Supermarkets' supply and distribution chains have a significant negative impact on the environment, importing food that can easily be grown in this country. For example, at the height of the UK apple season under half of the apples on offer in the big four supermarkets were home-grown. This increases food miles and has had a devastating effect on the British farming industry.
Friends of the Earth media briefing 'British Apples for Sale'. Nov 2002
- A 2000 Competition Commission report on supermarkets concluded that Tesco, and other supermarkets, "operates against the public interest" by being "engaged in the practice of persistently selling some frequently purchased products below cost", and "varying prices in different geographical locations in the light of local competitive conditions, such variation not being related to costs" – in other words dropping prices to undercut competitors, then raising them again later.
Joanna Blythman, Shopped, 2004.

(b) Deputation concerning Park House Development, Old Shoreham Road: 5-storey block 72 of Flats – BH2008/03640

Dr D Barker (Spokesperson)

From HydeMartlet's *Statement of Community Engagement* you may think local residents are largely in favour of this scheme. The fact that more than fifty firm and considered objections have been received by the Council shows just how far local feeling has been misrepresented in this matter. Local people have the strongest objections to these plans and will not acquiesce in them as they stand.

72 units are far too many – socially and environmentally – for both current and prospective residents. We have all seen the plans and we all know the area. This is an unprecedented density of occupation and an unprecedentedly large building. All our objections spring from this point.

I refer Councillors to written objections on the inability of the local infrastructure to support so large a scheme. Shops are not easily accessible – especially with pushchairs, let alone by disabled people; public transport is not readily amenable; surgeries are full. This is a suburban area, not a city centre. To provide only 24 parking-spaces is naïve or cynical. There will inevitably be greatly increased pressure on local parking – north and south of the A270, given the displacement of 16 spaces on Hove Park Gardens. The traffic-lights at the crossroads – backed up to Hove Park Villas in the rush hour – will be even more hard-pressed to cope with an increase in service vehicles, inevitable delivery lorries and taxis, without any extra car-traffic, let alone the dream of 100 bicycles. How many more accidents must there be?

72 units on this site mean a building which is too large as seen from the outside and too small as lived in on the inside. The plan is for poky units with poky outdoor spaces – balconies and terraces which open straight onto the main road. Read HydeMartlet's own noise survey if you think these could be usable. Residents do not sit out in front gardens opposite.

72 units entail a vast visual impact on the area. At five storeys the building would overlook and dominate all the neighbouring properties – even flats. It would be as high as most established nearby trees – those, at least, that HydeMartlet doesn't propose felling – and a storey and a half higher than tall private houses. It would reach unacceptably close to the pavement. At present the established tree-line makes a continuous sweep from Hove Park to the Recreation Ground. HydeMartlet proposes replacing what is essentially a continuation of the suburban parkscape with a lowering and unrelieved urban façade hardly screened by the miniature elms it proposes to squeeze uneasily between the building and the pavement.

72 units, finally, means that the Edwardian Park House itself must be destroyed. We wonder why. Many similar period properties have been refurbished. This one, surrounded by established palms, is not only attractive but architecturally in keeping with the area. It would convert readily into desirable flats.

But this bloated scheme – pushed aggressively in the face of local opinion – has regard to nothing but the number of units it can pack onto the Park House site. The concerns of residents, neighbours, visitors and passers through are afterthoughts. Concessions have been laughable and cynical. This is not an appropriate use of this attractive and important site. On behalf of more than 50 local households, I urge you to reject this application.

Councillor, Cabinet Member for Environment will respond.

