

107 High Street
Creditor
Devon EX17 3LF

Mr Keith Garside
The Planning Department
Mid Devon District Council
Phoenix House
Phoenix Lane
Tiverton EX16 6PP

3rd January 2007

Dear Mr Garside

**06/02670/OUT - Land To South Of Exeter Road, Wellparks, Creditor, Devon
EX17 3PP**

Further to my letter dated 24th January 2007 objecting to the above planning application. I would also like to raise the following points.

Is the proposed Tesco store a food store or really a hypermarket?

UK retail statistics	2001	2003	2004	2005	2006
Number of stores	729	1,982	1,878	1,780	1,898
Total sales area – 000 sq ft ¹⁰	18,822	21,829	23,291	24,207	25,919
Revenue per employee ¹¹	163,443	160,157	162,459	166,534	170,923
Weekly sales per sq ft ¹²	22.43	21.86	22.48	23.89	25.06

From Tesco's Accounts 2006

The above table has been taken from Tesco's latest accounts. It shows that the average sales per sq ft is currently £25.06/week. That gives the new store a projected turnover of £77,398,812 per year. Accounts show a pre tax profit of 5.66% on turnover for 2006, this equates to a potential **£4,380,773 profit per year** for the new store.

From Wikipedia, the free encyclopedia:-

“Tesco Extra” are larger, out-of-town hypermarkets that stock all of Tesco's product ranges. The first Extra opened in 1997. The 100th store opened in the 2004/05 financial year (specifically opening Monday 29th November 2004, located on the Newport Road in Stafford, Midlands). The number of these is now being increased by about 20 a year, mainly by conversions from the second category. Typical size 6,300 m² (68,000 square feet). The largest Tesco Store in Scotland is Glasgow Silverburn which opened in July 2006 on the site of the former Pollok store and is around 9,569m² (103,000 square feet). For comparison a standard Wal-Mart Supercenter in the U.S. is around 18,400 m² (200,000 square feet). Tesco Extra stores can also be on two floors, ground floor for mainly food and first floor for clothing, electronics etc.

Tesco's planning application in Crediton is 5518 sq m (59,395 sq ft) making it 88% the size of a typical hypermarket. (so it is basically a hypermarket not a superstore) which are typically 2900 m². Tesco's application shows a ground floor and a mezzanine so it is a 2 floor development.

From Wikipedia, the free encyclopedia :-

"Tesco" stores are standard large supermarkets, stocking groceries plus a much smaller range of non-food goods than Extra. They are referred to as "superstores" for convenience, but this word does not appear on the shops. It is the "standard" Tesco format, accounting for the majority of UK floorspace. Most are located in suburbs of cities or on the edges of large and medium-sized towns. The typical size is 2,900 m² (31,000 square feet).

From www.acnielsen.co.uk 15th November 2006

The "Fresh Phenomena" drives supermarket sales up 7%

Mike Watkins, Senior Manager Retailer Services at ACNielsen commented, "The food retail sector is firing on all cylinders, in particular within Grocery Multiples, where shoppers are spending more than last year. The 4 weekly spend per buyer (i.e. the amount of food, drink and non foods purchased) within Grocery Multiples - retailers such as Tesco, Sainsbury, Asda, and Waitrose - has increased from £206 to £227.

*"This growth in total market value is ahead of the growth in the average spend per visit -still typically £25 per shopping trip - **shoppers are making more visits** to food shops than last year, spreading their purchasing across a wider range of shops and taking the opportunity to add new items to their basket such as Non Foods, as well as buying more premium foods such as the up-market retailer private labels.*

So we can assume that people will spend an average of £25 per trip. With a possible turnover of £21,2051 per day divided by £25 average equates to 8482 shopping trips per day average – most by car. These figures are similar to what's stated in the Tesco's transport assessment 6.4.1 @ 9413 car trips per day, but puts it in perspective as far as retail sales go and one wonders where the money will come from. The money cannot be generated from nowhere it has to come from an existing source i.e. some of it from the current Somerfield and shops in the high street and possibly from Exeter supermarkets.

Where will the shopping trips be generated from?

There are a potential 59,374 trips per week for the store. If we assume that each shopping trip is a weekly trip then: Crediton's projected population for 2006 from www.devon.gov.uk/profiles/markettowns/crediton/proj_pop.html is 22,262 (includes all parishes Tedburn St Mary, Eggesford etc). If we take an average household size as 2.3 this gives 9679 households who need to do a weekly shop.

So where are the extra 49,695 shopping trips coming from?

- This would suggest that this store is going to pull in people from a much wider area. I can assume that this store will attract people from the western side of Exeter as it is easily accessible (in fact may be nearer in travel time or more convenient to many people in Exeter than their existing supermarkets see below). Exeter has 49,500 households.

- People will visit the store more than once a week, perhaps twice weekly or more as the trend to buy fresh produce grows.

I took a recent trip through Exeter from the M5 to Crediton and noted the following times/distances. Traffic flows were what I would consider normal with no hold ups.

Time	Friday 2 nd Feb 2007	Distance
15:38	Tesco Store, Rydon Lane Exeter	0
15:51	Central Station, Exeter	4
15:53	Nr Univerity, Exeter	4.5
15:56	Cowley	5.6
16:00	Newton St Cyres	8.1
16:04	Site Entrance to proposed store	10.6

From Central Station in Exeter it is only a 13 minute drive (6.6 miles) to the proposed store in Crediton, the same time as it is to the Rydon Lane store in Exeter (4 miles). From Cowley it is only an 8 minute drive (5 miles) to the proposed store.

For many people in west Exeter especially in peak times/Saturdays it would be quicker or more convenient to travel to Crediton rather than across Exe Bridges to Sainsburys or into the centre of Exeter (with car parking charges etc).

Conclusion

This new store is clearly aimed at generating business from Exeter not just Crediton. Tesco only have one supermarket in Exeter and that's on the far Eastern Side, a Tesco Metro in Heavitree and a Tesco Express in High Street. This new store could be a significant traffic generator from Exeter and will not reduce vehicle kilometres along the A377 as in their statement below.

7.8.1 of Tesco's Transport Assessment says:-

7.8 Vehicle Kilometres Savings

7.8.1 The development will result in increased trips on the network, but an overall reduction in vehicle kilometres along the A377. The Retail Assessment of Crediton undertaken by GVA Grimley in 2004 showed that almost a quarter of food retail trips by the residents of Crediton and the surrounding area were undertaken to Exeter (21%) and Okehampton (1%).

Again I urge you to refuse planning permission for the above application.

Yours sincerely

John Rochester