

I support the mixed used allocation at Westbridge Park along with a significant proportion of the local population. This has been demonstrated by the facebook group that has been set up in support of the allocation, and through the various local consultations that were undertaken by the borough council.

The scheme proposed by SBC is for a modest sized foodstore which is needed, A new leisure centre and play facilities which will transform and modernise what is currently an underused and dilapidated area of the park.

The area highlighted for development is already built on and the wooded area to the rear of the existing leisure centre and the majority of the park is a former landfill site as shown on the page below.

<http://maps.environment-agency.gov.uk/wiyby/wiybyController?value=st158lx&submit.x=-240&submit.y=-188&submit=Search%09&lang=e&ep=map&topic=waste&layerGroups=default&scale=9&txonly=off#x=390137&y=333600&lg=1,2,&scale=9>

I am representing local residents who support the scheme and have developed a facebook page to talk about the proposals in a positive manner despite what could be termed a misleading campaign against the proposals. Details can be found below.

<https://www.facebook.com/WestbridgePark?fref=ts>

I believe that the development would attract significant visitor numbers to the town and boost the local economy.

I do not accept that the foodstore would draw people away from the town centre. This has been demonstrated in the survey compiled by the Morrisons supermarket in town. It showed that their presence on the edge of the town centre actually encouraged linked trips into the town and vice versa.

This formed part of their submission to be included within the town centre boundary as part of the examination.

Stone needs to attract new visitors into the town in order to encourage businesses to grow and develop and it could prove difficult in light of the proposed developments at Trentham Gardens to expand its retail offering as outlined in its planning application below.

<http://www7.staffordbc.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=MDDDB2IPS45000>

I fully support the findings of the final retail report undertaken by WYG however it is now out of date in respect of shop vacancies in the town. As ever with the ever changing face of retail we have seen the closure of the Oak Furniture Shop on the High St but the property is now under offer so should be returned to use soon.

We have also seen the closure of Pour Les Pieds in Adies Alley, the sudden closure of the Crown Hotel and the Indian restaurant on Radford St.  
We understand a sale is currently going through for the hotel.

With regards to additional retail floorspace there is planning permission granted for the historic maltings building on Crown St to incorporate two new retail outlets and three additional dwellings.

Details found below

<http://chiverscommercial.co.uk/properties/html/property/id/1307/The-Maltings>.

In the WYG report it mentions two other sites that were considered for a supermarket. These include the Trent Vision Trust land (A34) and the Bowers land on the A34/A51 junction. However i understand these two sites have requested to be included for housing which have been mapped out on the local SHLAA website below

<http://stafford.addresscafe.com/app/exploreit/default2013.aspx>

These sites are also not considered to be sequentially preferable to Westbridge Park.

In light of the above I feel that there are no other viable alternative sites available for the foodstore. Also by allowing this development we have the opportunity to enhance the whole park.

Kind Regards

Richard Evans