

Basildon Borough Local Development Framework

Topic Paper TP4 Town Centres and Retailing

February 2012



Introduction

- 1 Retail is an important economic activity in the Borough, with over 1,100 retail premises ⁽¹⁾ and employing an estimated 11% of the population ⁽²⁾. Town centres provide a focus for retailing, civic and community activities and provide access to services. They are generally the most versatile, resilient and active locations with the greatest potential footfall and the greatest retail range.
- 2 The Borough's town centres are Basildon, Billericay, Laindon, Pitsea and Wickford, with Basildon being the principal centre. These are supported by a number of Local or neighbourhood centres. While not the only retail locations, the Borough's town centres provide a strong local identity, employment opportunities and are important convenience and comparison shopping destinations.
- 3 In addition to designated centres, there are a number of locations which contribute towards the Borough's versatile retail provision. These mainly accommodate large format stores or retail parks:
 - i. **Four out-of-centre superstores** (all south of the A127)
 1. ASDA Pipp's Hill
 2. Sainsbury's Nethermayne
 3. Tesco Mandeville Way
 4. Tesco Mayflower
 - ii. **One edge-of-centre superstore**
 1. Tesco Pitsea
 - iii. **Two out-of-centre retail parks**
 1. Pipp's Hill Retail Park
 2. Mayflower Retail Park
 - iv. **One out-of-town retail park**
 1. London Road, Vange
 - v. **A number of trade outlets that operate from employment areas.**
- 4 While each centre has a separate identity, within the Borough there is a clear hierarchy of provision. Basildon is a Regional Town Centre with a wide catchment area beyond its urban settlement and a broad retail offer. It provides a range of services and cultural facilities in a largely pedestrianised environment and includes the Eastgate Shopping Centre and Westgate retail park. Billericay and Wickford have developed along identifiable high streets, with a range of retail provision and services that serve each towns' immediate population and attract some additional visitors. Pitsea and Laindon offer, to a varying degree, more local convenience and comparison retail, with services that compliment the nearby Regional Town Centre of Basildon.
- 5 Accessibility to town centres and retailing (the distance people must travel to reach goods and services) is generally good throughout the Borough, due to the pattern of centres, superstores and retail parks in relation to the wider urban realm. Notable exceptions are the A127 employment corridor, which is not directly served by town centre services (although there are a number of local centres and a superstore within the Mayflower Retail Park to serve employee needs), and the Pound Lane / North Benfleet area where convenience and comparison shopping is relatively distant at around 2km from Pitsea Town Centre.
- 6 It is important to determine appropriate policies for retailing focused on town centres as they are often a locus of community identity and contain the shops, services, pubs, restaurants, leisure, entertainment and other facilities that people wish to access locally, as well as businesses, employment and homes. Town centres are accessible by a wide range of transport modes and provide the greatest opportunity for linked trips.
- 7 This Topic Paper provides an overview of the issues affecting retail in the face of changing demands and sets out the drivers of change that should be considered in order to ensure retail locations remain competitive and attractive, and that

1 ONS (2011) Commercial and industrial floorspace statistics, 2005 Revaluation

2 BRC (2009) *Planning Best Practice Guide* p.16

residents have access to convenience and comparison goods throughout the Borough.

that should be subject to impact assessments;

5. Identify a range of sites to meet the identified retail need, applying the sequential approach to site selection and assessing the impact of sites on existing centres.

Policy Context

National Policy Context

- 8 PPS4 - *Planning for Sustainable Economic Growth* (December 2009) brings together all of the Government's key planning policies relating to the economy in both urban and rural areas. The statement promotes sustainable economic growth with a focus on 'town centres first'. It promotes economic development in sustainable locations and expects authorities to show, through the LDF process, where such development should be located. The statement promotes existing centres as ordinarily the most accessible and sustainable locations and expects development to be targeted within centres, although efforts should also be made to target socially disadvantaged areas.
- 9 Competition and consumer choice through a wide variety of retailing formats are supported, together with sustainability and high quality, inclusive design. Economic development should ensure centres are vibrant with a variety of services, jobs, shops and means of access (transport). A proactive approach is expected, with the Local Planning Authority (LPA) promoting new development of the right scale, in the right place, at the right time, as part of an overall development strategy.
- 10 Specifically, LPAs are expected to:
 1. Define a network of retail centres and a hierarchy, having made a decision on where growth will be accommodated;
 2. Set flexible policies for the centres which, where appropriate, encourage high density, accessible locations;
 3. Define the extent of the centre and the primary shopping area and show these in a Proposals Map;
 4. Set floor space levels for edge of centre and out of centre development

National Planning Policy Framework (NPPF)

- 11 The Coalition Government are in the process of revising Planning Policy Statements into a single document, the NPPF. This framework states the Government's objectives to meet the challenges of global competition and a low carbon future by promoting the vitality and viability of town centres and meet the needs of consumers for high quality and accessible retail services⁽³⁾. Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres. It retains a town centre first approach, sequential site selection, the identification of a network and hierarchy of centres and definition of the extent of a centre and its primary shopping area.
- 12 The policy states that it is important that retail and leisure needs are met in full and are not compromised by limited site availability, with LPAs assessing the need to expand town centres to ensure a sufficient supply of sites⁽⁴⁾.

Regional Policy Context

Regional Spatial Strategy (RSS)

- 13 The Government Office for the East of England produced the East of England Plan 2001-2021, which is the Regional Spatial Strategy (RSS) for the East of England. The RSS identifies Basildon as part of the Thames Gateway, a priority area for regeneration and an Engine for Growth (Policy SS5). To support this, the Plan sets a target of 55,000 new jobs across the Gateway between 2001 and 2021 (Policy E1), with Basildon to provide 11,000 of these (Policy ETG5). The plan is currently part of the Development Framework but is due to be revoked.

3 CLG (2011) *Draft National Planning Policy Framework* para.72
4 CLG (2011) *Draft National Planning Policy Framework* para.76

- 14 The RSS states that major new retail development and complementary town centre uses should be located in Regional and Major centres and be consistent in scale with the size and character of the centre and its role in the regional structure (Policy E5). Basildon Town Centre is designated as a Regional Town Centre. There are no Major Town Centres in the Borough. Nearby Regional Centres include Southend-on-Sea and Chelmsford, with Lakeside proposed to be re-designated as a Regional Centre when certain criteria are met.
- 15 Policy ETG3 identifies Basildon as a Key Centre for Development and Change, and amongst other things, it promotes the regeneration of the town centre to provide a full range of high quality services and facilities, including an enhanced retail and leisure offer, new jobs and homes and the development of a strategic transport interchange. The identification and designation of centres lower than Regional or Major status rests with individual LPAs.
- 16 In addition, the East of England Regional Economic Strategy - *Inventing our Future - Collective Action for a Sustainable Economy*⁽⁵⁾ includes a strategic ambition to reinvent and revitalise the town centre in Basildon, with thriving residential, retail and leisure offers.

Evidence Base

Leisure, Arts, Culture and Tourism Study 2010 (LACT 2010)

- 17 In July 2010 the Council commissioned a study into the provision of Leisure, Arts, Culture and Tourism facilities, together with an update to a 2007 Retail Capacity Study by Nathaniel Litchfield and Partners. The update and the original study provide robust evidence for projected retail need in the Borough.
- 18 In general terms the study recommended that the current town centre boundaries should remain unaltered and that the environmental standard of all centres should be raised. A vibrant night time economy focused on restaurants and cafes should be encouraged and options for the

provision of more car parking and parking management should be considered. Recommendations were also made for each of the following areas:

Basildon / Laindon / Pitsea

- 19 The majority of floor space needs for this urban area should be focused in Basildon. There is a need for convenience provision of superstore size (>2,500m²) preferably in both Basildon Town Centre and Laindon Town Centre to meet future out-of-centre demand. Positive planning policies should encourage the redevelopment needed in Laindon Town Centre.
- 20 In Basildon Regional Town Centre there is a medium-term need for a small increase in additional convenience floor space by 2023 (190m²) and by 2026 (390m²) based on current undertrading. While the projected need is quite small, an additional superstore would meet some of the identified out-of-centre need for the Borough. More substantially, there is need for 59,020m² of comparison floor space by 2026 and the Centre could accommodate a new generation 3-star hotel, or equivalent or greater, provided there is operator interest. It also advocates establishing a vibrant night time economy to supplement its comparison offer, with a focus on restaurants and cafes⁽⁶⁾.
- 21 An area specific review of the LACT's findings in 2011 by CB Richard Ellis examined retail demands specifically in Basildon Town Centre to inform the emerging Town Centre Masterplan. It suggests an alternative approach to the LACT by reducing the quantity of retail floorspace (A1 retail (shops) in particular) and increasing A3 (restaurants). This would create a slight under-supply of floorspace and increase the retail expenditure density. The intention is to decrease the number of vacant units to improve the desirability of the centre and attract new retailers to locate in Basildon.

Billericay

- 22 There is a need for additional comparison and convenience floor space in Billericay to improve the overall retail offer and

5 Available at: <http://www.eeda.org.uk/res.asp>

6 LACT (2010) p.4

enable the centre to compete with other centres. Some 6,715m² of comparison and 1.032m² of convenience floor space is needed by 2026. There are currently no planned additions to the retail provision in the town centre nor are there many sites that could provide such a physical increase and this will require careful consideration in the Core Strategy.

Wickford

- 23** Provision should be made for major retail led, mixed use development in Wickford, supporting redevelopment of the town centre. There is identified need for 1,003m² of convenience retail in the town, although a food store development greater than this is considered appropriate to meet Wickford's needs, which are currently being met elsewhere, and provision of superstore size (>2,500m²) may be required to facilitate the investment needed. There is projected need for an additional 6,358m² of comparison retail up to 2026. Around 2,600m² has already been proposed but physically providing the greater quantity over the long term would require careful consideration.

General recommendations

- 24** The balance of future convenience floor space should be taken up by extensions to existing convenience stores for additional food retailing, as opposed to broadening the range of non-food goods on offer in convenience stores.
- 25** The LPA should support the expansion of existing, or the creation of new, country house hotels.
- 26** Throughout the Borough there is a maximum capacity for 39,681m² of retail floorspace for comparison goods, based on overtrading in existing retail warehousing.
- 27** In comparison to the UK average, as of July 2010, Basildon had more convenience and comparison units and fewer financial and retail services units. It also had fewer vacant stores than the average. Billericay and Wickford were more comparable to the UK average in terms of unit numbers and floor space. Pitsea was comparable to UK averages in numbers of units but had much lower floor space in all

categories except convenience goods. Laindon has very high vacancies and convenience shopping but comparably low numbers of all other categories (comparison; retail services; leisure services; financial and business services).

Basildon Employment Capacity Study, June 2008

- 28** The retail aspects of the capacity study have since been updated by the Leisure, Arts, Culture and Tourism (LACT) study in July 2010 (see above). However, a number of findings remain relevant to town centres in general. In particular, there is a negative perception in relation to the demand for offices caused by:

- The environmental quality of Basildon town centre;
- The legacy of poor quality office stock in meeting modern office requirements; and
- Skills shortages to adequately serve recruitment in the sector.

- 29** While the fundamental benefits of location and accessibility exist in Basildon, low demand for office space is linked to the need for greater improvements in strategic infrastructure throughout Essex and the region. The provision of appropriate sites for development and associated improvements in facilities that make a location attractive to businesses, such as a high quality environment, are important factors. A particular issue for Basildon is that many businesses find the main employment area along the A127 more attractive than the Borough's town centres.

The Basildon Town Centre Development Framework 2006

- 30** The Basildon Town Centre Development Framework sets out the vision and intentions for the regeneration of the town centre. It is a detailed framework for the creation of 'quarters' and some major changes to the environment of the town centre. It was adopted by the Council in June 2006 and carries weight in the determination of planning applications.

Topic Paper TP4: Town Centres and Retailing

- 31 The framework states the intended quantities of development and a vision for each of 8 quarters. A Master Plan will be subject to public consultation in early 2012 to determine the nature of development.

Wickford Town Centre Master Plan 2006

- 32 Wickford has a population of around 30,000 but despite recent growth, investment in the Town Centre has not kept pace. The town centre is now in a poorer physical and environmental condition to competing locations. Recognising this situation, the Council adopted the Wickford Town Centre Master Plan on 16 February 2006 to guide regeneration in the area.

- 33 The Master Plan divides the centre into areas with distinct identities and roles in order to establish a more coherent and attractive urban realm. It recommends the production of development briefs for each section of the town, to guide developers with sufficient clarity on the expectations of development and design requirements. The Wickford Masterplan sets the following aspirations:

- A new Gateway to the town
- 650 new jobs
- 500+ new homes
- 2,600m² retail
- 1,000m² mixed commercial development
- New public squares
- New community service centre, including health centre, swimming pool, library and community centre

Pitsea Town Centre Master Plan

- 34 Pitsea Town Centre, despite a growing population, has struggled to maintain growth and does not provide a sufficient quality and range of services to meet the expectations of a thriving town in the Thames Gateway.
- 35 A Master Plan, which was adopted by the Council in April 2007, provides a vision for the town centre. It suggests that over the short to medium term, projects could potentially be progressed, including Central Gateway; Retail Heart; and Healthy Living Quarter. The anticipated outputs include:

- A total of between 10,000m² and 15,000m² of retail floor space, with an improvement to the quantum and quality of the retail floor space essential to transform the centre;
- Around 4,500m² of commercial leisure floor space developed across the town centre and an increase in the quality of Pitsea's eating and drinking offer;
- Between 300-400 new dwellings developed across the town centre. A range of dwelling types is envisaged to create mixed communities, with apartments and higher density development nearer the heart of the town centre.

The Laindon Centre

- 36 The Laindon Shopping Centre has been the subject of outline planning consent for demolition of the existing centre and construction of a large food retail unit, 21 retail units and 138 residential units. Due to the economic downturn, an application setting out the fuller details of the development (a reserved matters application) has not been made and in 2010 the applicant, Laindon Regeneration LLP, applied for an extension to the time limit for the approved outline consent.

Portrait

Portrait

- 37 Over the past 50 years retail trends have changed significantly, from traditional high street shopping in relatively small units, to retail warehouses and retail parks, supermarkets, shopping centres and Regional Shopping Centres; most recently moving into electronic and mobile retailing. These changes have been influenced by national trends in technology, efficiency, affluence, mass car ownership and the changing demands and habits of consumers.
- 38 Basildon contains a diverse collection of retailing and leisure environments throughout the Borough, providing suitable locations for most retail opportunities. The Borough's town centres range from more traditional high streets in Billericay and Wickford to the modernist expressions of Basildon and Laindon and the

market-oriented environment of Pitsea, dominated by a large edge-of-centre superstore. Within Basildon and Pitsea, but also out-of-centre, retail parks provide large format stores and flexible retailing. Each town centre has at least one supermarket providing convenience goods, with the choice of several others within the urban area. There are a large number of local centres that support neighbourhood areas and a small number of more limited shopping parades. This diversity provides good retail accessibility and consumer choice to borough residents.

- 39 However, the borough competes with other desirable shopping locations, with an identified leakage of expenditure to other areas, particularly from the north of the Borough, which is not matched by attracting external consumers. For each town centre, the prevailing characteristics and demographics raise different issues and a number of adopted Masterplans have identified ways of managing urban change in specific centres. A consistent issue within the Borough is the need for better quality, modern premises which are more flexible to changing demands and more attractive to retail and leisure operators. A lack of suitable sites within existing centres is not a significant concern in the Borough, but there are limited opportunities for new formats to develop⁽⁷⁾.
- 40 The economic environment in 2011 is not encouraging for many retailers. Those that do wish to expand to meet their growth plans are hampered by a lack of suitable premises being constructed, particularly large format stores. Shopping centre development is declining significantly, retail warehouse development is limited (partly due to a successful town-centre-first policy rather than a lack of demand) and there continues to be a retreat to particular locations with large catchment areas⁽⁸⁾.
- 41 The main retail businesses still growing are grocery operators and there remains strong demand for out-of-town grocery space nationally. In 2010 the increase in sale of non-food goods from supermarkets dwarfed the impact of internet trading (14% against 8%), highlighting the shift in

shopping patterns and the need for High Streets to remain attractive to consumers. By 2020, internet trading is expected to increase to 25% of market share.

- 42 Combined with national trends, Basildon Borough competes with nearby centres, including Bluewater, Lakeside, Southend, Chelmsford and Stratford. Such competition provides choice for residents and businesses but is also a threat to the success of the Borough's own centres. With the exception of the emerging regional centre at Lakeside, Basildon is the closest major retail destination for many people in South Essex and needs to maintain its status by offering an appropriate environment and accessibility.

Town Centres and Other Locations

- 43 Basildon Regional Centre is the subject of a development framework and masterplanning exercise that will alter the arrangement, environment and perception of the centre. For retail and leisure, the focus is on improving the quality of premises and creating an evening economy in order to compete with other centres and provide an alternative to the Festival Leisure Park. The public environment will be enhanced and accessibility will be improved to attract more people to use the town centre rather than travelling to other locations. Combined with new homes, the Masterplan should address issues of low activity in the evening, the perception of a dated, poor quality environment in some parts of the town centre, enhance the unique New Town architecture and improve the economic prospects.
- 44 Billericay is a successful High Street environment that attracts visitors from surrounding areas. It has a strong economy throughout the day and evening, with a good range of shops, restaurants, cafes, pubs and services. However, it retains little of its comparison trade, which leaks to Basildon and other towns beyond the Borough. Estimated capacity for additional comparison floorspace to 2026 is 6,700m², around 1/4 again of all existing retail space. There is also capacity for

7 See Draft Retail Land Capacity Study Update 2011

8 CBRE (July 2011) *retail warehouse pipeline*; CBRE (July 2011) *Grocery Pipeline*; CBRE (July 2011) *shopping centre pipeline*

1,000m² of convenience floorspace by 2026. There are few opportunities to expand the centre without replacing significant buildings, which constrains growth. Opportunities at the edge of the centre are limited due to high value housing and protected open spaces. Without growing, the centre may fail to capitalise on its success and lose further expenditure to external areas. A more immediate practical concern for the town centre is traffic congestion and perceived need for greater parking provision.

- 45 Wickford functions reasonably well as a town centre but suffers from a neglected appearance and fails to attract people from surrounding areas, while losing a proportion of local expenditure to surrounding towns. Estimated capacity for comparison shopping is for an additional 6,300m² (28% of total existing retail floorspace) by 2026, and 1,000m² of convenience goods. In order to attract funding for environmental improvements, a superstore may be required (>2,500m²). The centre is the subject of a development framework that identifies improvements to the local environment by developing a number of 'quarters' to give the centre greater identity.
- 46 Pitsea serves its town centre function well, with a range of services, leisure and retail. The town has a popular market with some shops only open on market day. A small cluster of 1930s buildings provide a sense of identity, but the town is dominated by an edge of centre Tesco Extra superstore, which provides a wide range of goods and services. Pitsea is very accessible due to its position close to the A13, but the environment is consequently harmed by highway infrastructure. Overall, the quality of the environment and its retail and leisure provision requires improvement to meet local expectations and modern standards.
- 47 Laindon town centre comprises The Laindon Centre (a self-contained modernist designed shopping centre), a supermarket, library and a number of dwellings. The centre has been failing to provide a substantive town centre environment, with commensurate services and employment, for a number of years. However, it is

expected that redevelopment of The Laindon Centre will alter its prospects. With new housing development in and around Laindon, there is potential for an improved retail environment to meet local demand.

- 48 There are over 40 Local Centres throughout the Borough which provide access to goods and services for residents, complimenting the town centres. Retail monitoring of local centres has not recognised concerns that should be addressed at the strategic level. Access to retail is generally good throughout the Borough due to the number of local centres which provide goods within a short distance for many residents.
- 49 In addition to the town and local centres, Basildon hosts a number of out of centre developments. The 2010 LACT Study (see Policy Context) identified that over 70% of convenience store capacity is for out-of centre floorspace (capacity is a measure of higher than average expenditure for a store, indicating a need to expand the floorspace provision). National policy would direct development firstly to town centres, but this proportion of capacity highlights the success of out-of-centre grocery stores in the Borough. It also indicates the potential for expenditure to be lost to other areas if stores cannot keep pace with demands, with over-trading leading to congestion and customer discomfort.
- 50 The success of out of centre locations in Basildon is not necessarily due to car ownership. 23% of all households in the Borough do not own a car⁽⁹⁾ (with significant variations between wards ranging from 35% down to 11%) and three of the Borough's out-of-centre superstores are within residential areas, maintaining a local catchment. Capturing some of the predicted growth in grocery store expenditure within town centres will be a challenge over the plan period.

Drivers for Change

Competition with neighbouring towns

- 51 The entire Borough competes with high profile retail environments nearby, including Lakeside, Bluewater, Chelmsford

and Stratford. During the economic downturn, these are some of the few locations nationally that are expanding their retail offer, or adapting to include a more diverse range of leisure activities. The scale of development at these locations is designed to pull people away from other centres within their catchment areas, such as Basildon, Billericay and Wickford.

- 52** Regeneration proposals to revitalise the offer in Basildon Regional Centre are progressing, but the Borough currently fails to retain a significant proportion of resident expenditure, particularly in Billericay and Wickford. This means the Borough does not contain some of the destinations (stores, leisure venues or environments) that residents would visit. Further competition may diminish the Boroughs desirability, due to greater choice elsewhere and more modern units for retailers to occupy. To maintain a competitive environment, the Borough must recognise and promote its unique retail and leisure attributes in each town and improve the quality of buildings and the public realm.
- 53** In order to encourage investment during difficult economic circumstances, the planning framework should recognise the primacy of its town and other centres as appropriate locations for most retail and leisure development, offering certainty for operators. Where development cannot be accommodated in existing centres, a flexible approach towards other successful retail destinations within the Borough should be taken (where this would meet demand, attract visitors to the Borough, provide local employment and improve customer choice) provided it does not compromise the viability of existing centres.
- 54** Retail and leisure are significant employment sectors, providing a range of skilled and entry level jobs. Failing to compete with neighbouring towns may result in fewer opportunities for many people living in the Borough and increased travel to other towns for retail and leisure work.

Improving town centre environments

- 55** The public environment is the retail environment. Without a well managed and attractive public realm, people will not be encouraged to spend time and dwell in a place. Four of the Borough's town centres are considered to need improvements to the buildings and public spaces in order to increase their appeal to consumers, retailers and leisure operators alike. Regeneration plans for town centres promote higher quality environments and, in particular, a drive to improve the leisure offer.
- 56** A specific competitor to leisure growth in the Borough is the Festival Leisure Park at Pipp's Hill, which offers a significant range of restaurants, a cinema, bowling alley, night clubs and a hotel. However, it is an out-of-centre, mono-functional environment that would not be encouraged by current planning practice or national policy. It contains a high number of typical town centre uses but without the support of other town centre functions, particularly transport choice, the opportunity for linked-trips and a local residential population within walking distance. While the Park is popular and probably attracts operators that would not have set up in other parts of Basildon, it has reduced opportunities for similar leisure provision within the Borough's town centres. Such leisure provision could encourage an evening economy and assist with improving the overall quality of centre environments.

Meeting Expansion Demands

- 57** A number of the Borough's town and local centres are constrained by physical limitations and cannot easily accommodate additional retail or leisure development without replacing existing buildings, developing car parks, or expanding town centre boundaries. Alternatively, edge of centre and out of centre locations may be capable of accommodating some growth, where accessibility and viability of existing centres are not compromised.
- 58** There are indications that Billericay and Wickford are not retaining a substantial portion of local expenditure and that opportunities exist for a greater range of

comparison shopping to reduce this. To be ready to meet demand for new premises when investment returns, a number of priority redevelopment sites should be identified, which will offer certainty to developers and reduce speculative out of centre proposals. This will need to be balanced with other demands such as services, accessibility and parking, while maintaining the positive unique characteristics of each town.

- 59** The expansion demands on Basildon Regional Centre are to improve the quality of retail provision. Through extensive Master Planning, consultation and viability testing, an improvement in the quality of retail and leisure provision in the short to medium term is desirable and is projected to maximise the value and effectiveness of the centre, reduce vacancies and focus the retail offer. A re-balancing of the offer to reduce the proportion of comparison shopping and increase leisure floorspace is a fundamental aspect of the regeneration aimed at encouraging an evening economy. Over the longer term, expansion of the overall floorspace may prove viable. Monitoring demand will enable the authority to capitalise on successful changes to the centre.
- 60** Laindon has an opportunity to improve the retail environment through investment and redevelopment. It requires an improvement to the quality and scale of its central area and to attract new retailers in order to stem its decline to a lower-function District Centre. Comprehensive redevelopment appears to be the only appropriate option for The Laindon Centre, with the additional possibility of retail and leisure expansion between the Centre and Laindon Station, possibly creating a new high street between the two. Some out-of-centre demand could possibly be directed to Laindon.
- 61** Expansion demands in Pitsea are for an improvement in the quality of premises and the public realm, with its development framework identifying an overall increase in floorspace, particularly leisure.



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