

The Meridian Centre

Peacehaven & Telscombe Neighbourhood Plan

The Yellow Group –
University of Brighton
MSc Town Planning

JUNE 2020

[Contents Page](#)

C0. Executive Summary	Page 3
<i>Figure 1. Map Meridian Centre Extent</i>	
C1. Background and Introduction	Page 3
<i>Figure 2. Lewes District Local Plan</i>	
<i>Figure 3. Meridian Centre Uses Map</i>	
C2: Current policy context	Page 5
C2a: National Policy	Page 6
C2b: Regional Policy	Page 7
C2c: Local Policy	Pages 7-8
<i>Figure 9. DM policy SD37: Development in Town and Centre Village Centres</i>	Page 9
C2d: Neighbourhood Planning	Page 10
C3. Data and evidence base	Page 11
C3b. Placemaking analysis	
C4. Comparisons	Page 12
C5. Options	
<i>Figure 15: Options Appraisal Summary</i>	Page 14
C6. Policies	
Figure 16: Policies Summary	Pages 15-16
C7. Summary/Conclusion	Page 17

Cont...

APPENDIX A: Report Methodology	Page 18
APPENDIX B: <i>Figure B1: Defined Indicator Test</i>	Page 19
<i>Figure B2: Distribution of Public Amenities</i>	Page 20
<i>Figure B3: Potential Change of use options</i>	Page 20
APPENDIX C: <i>Figure C1: Placemaking</i>	Page 21
<i>Figure C2: SWOT Analysis</i>	Page 22
<i>Figure C3: PESTLE Analysis</i>	Page 23
APPENDIX D: Comparison examples	Pages 24-25
APPENDIX E: National Policy Context	Pages 26-27
APPENDIX F: Options Appraisal	Page 28
<i>Figure F1. Options Appraisal Expanded Summary Table</i>	
APPENDIX G: Full Policy Draft Wording	
Policy S.CQ1: Meridian Centre Cultural Quarter	Page 29
Policy D.MC1: The Meridian Centre	Pages 29-30
Policy D.MC2: Transport	Page 30
Policy D.MC3: Infrastructure	Page 30
Bibliography	Pages 31-33

The Meridian Centre

C0: Executive Summary

C0.1. This report will relate to the future development and growth of Peacehaven, specifically the 'Meridian Centre' and the way in which customers frequent this, including their general shopping habits. The Meridian Centre has been identified as an area of redevelopment within the Lewes District Council Local Plan, with the aim of enhancing the centre by improving connectivity, functionality for users, and uses provided by the Meridian Centre.

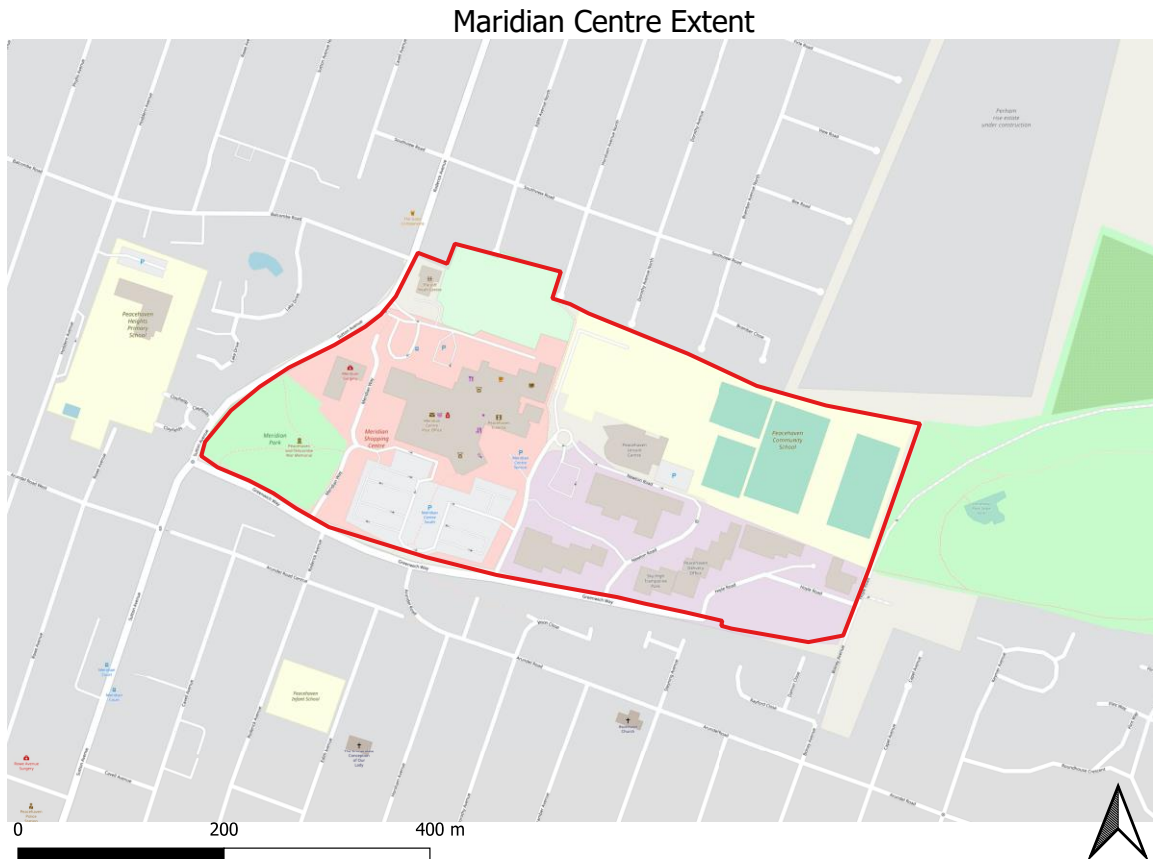


Figure 1. Map Meridian Centre Extent

C0.2. This report will assess the current use of the centre and provide three alternative solutions for future growth.

C1: Background and Introduction

C1.1. Peacehaven is a smaller, mostly economically vibrant, coastal settlement in the South East of England, within the administrative District of Lewes. The Lewes District Local Plan Pt1 (LDC, 2016) identifies Peacehaven as a town with a relatively large population with significant out-commuting for employment. The strategy identifies the Meridian Centre as the primary retail centre of the town and aspires to improve the town centre offer by 2030 (LDC, 2016).

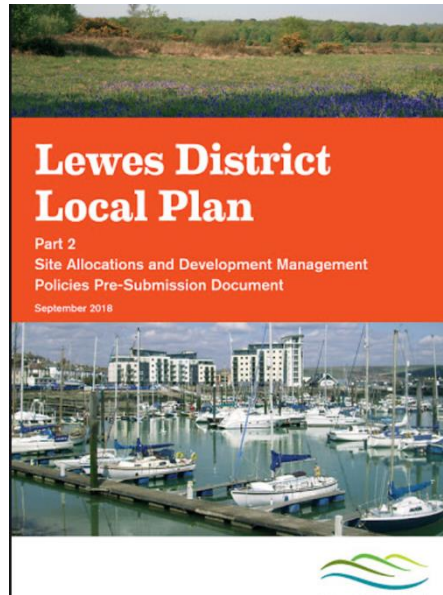


Figure 2 – Lewes District Local Plan Part 2 (Lewes, 2018)

C1.2. The scope of this report is to analyse and make suitable policy recommendations regarding the current and future form and function of the Meridian Centre and surrounding land, as part of the evidence base for the emerging Peacehaven and Telscombe Neighbourhood Plan (PTC, 2018).

C1.3. The Meridian Centre is located north of the coast and the main A259, in an area predominantly residential in character. The Meridian Centre is bound by open space (north), Peacehaven Community School and leisure units (east), parking provisions (south), and open space, Drs Surgery and Peacehaven Children’s Centre (west).

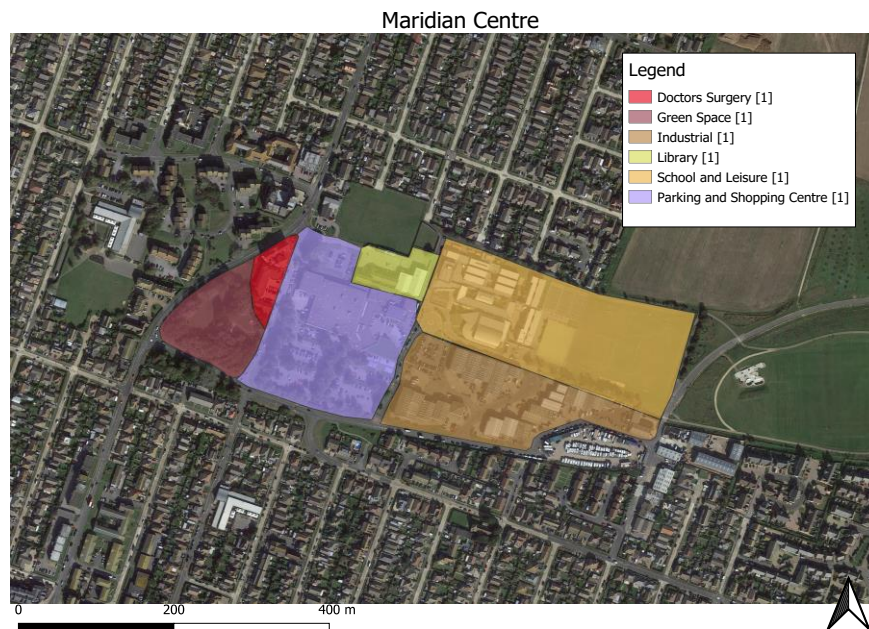


Figure 3. Meridian Centre Uses Map

C1.4. It should be noted that due to the impact of COVID-19, (WHO, 2020) this is predominately desktop analysis and is restricted in methodology (Appendix A).

C2: Current policy context

C2a: National Policy

C2a.1. The Meridian, as a district centre, sits relatively high within the town centre hierarchy as set out in NPPF (MHCLG, 2018) as a location for investment and growth. However, the vacancy rate is currently high to very high, and tenanted units are primarily filled with community uses as opposed to offering a range of occupancies as defined in the NPPF and PPG (MHCLG, 2018; 2019).

C2a.2. National modelling suggests impact of COVID-19 on The Meridian, which is already failing to attract a diverse mix of town centre uses, will accelerate the decline of the centre if current policies and positioning are maintained (Ramuni, 2020).

C2a.3 The NPPF is clear that town centres must be able to adapt rapidly to change; offer an appropriate mix of uses including housing, office, leisure and retail and should be able to support market growth (MHCLG, 2018). The PPG further identifies a need for a clear and positive vision for town centres, which may include methods to encourage a suitable range of uses to failing town centres and plan for appropriate transport links (MHCLG, 2019).

C2a.4. Use of the defined indicators test (MHCLG, 2019) would be an appropriate measure of to test the economic health of town centres.

See Appendix B, Figure 1.

C2a.5. Based on the defined indicator test, the health of the Meridian Centre in present usage can be considered poor. Statutory instruments which may support the recovery and evolution of the centre in policy findings will therefore be considered in this report, including:

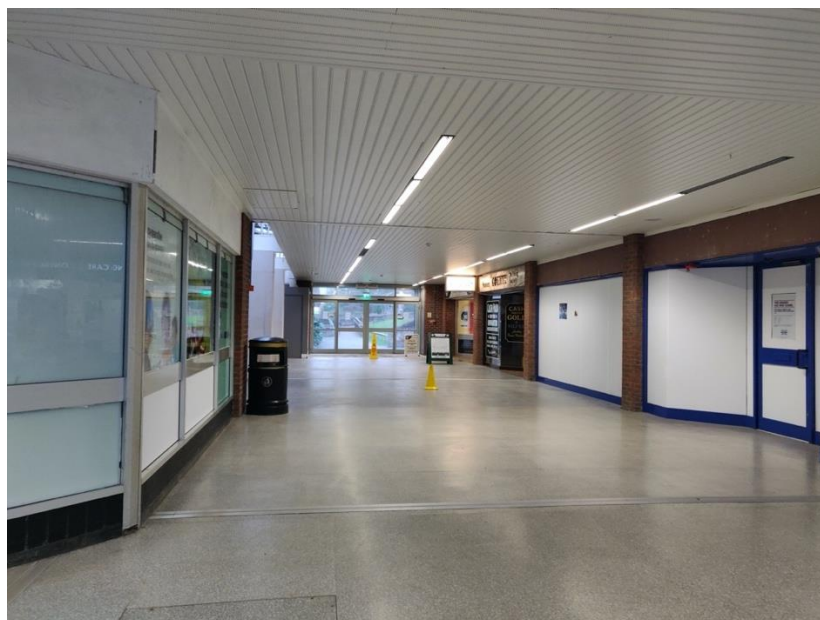


Figure 4 – Inside the Meridian Centre (Author, 2020)

C2a.6 Town and Country Planning (General Permitted Development) Order (GPDO) 2015, Schedule 2, Part 3 'Changes of Use' sets out the limitations for alterations to be undertaken without the need of receiving a formal planning permission, however a prior approval application will be required to be submitted and considered by the Local Planning Authority. The predominant uses within the Meridian Centre comprise; cafes/ restaurants (A3 & A5), shoe shops/ retail/ supermarkets (A1), and travel agents (A2). The classes identified in **Appendix B, Figure 3**, can be considered potential options to provide a change of use to either assembly and leisure, to improve the community asset of the Meridian Centre, or to contribute towards the housing provisions.



Figure 5 – Greenwich Way (Google, 2020)



Figure 6 – Meridian Way (Google, 2020a)

C2b: Regional Policy

C2b.1. The English Planning system is not formally subject to regional policy (Cullingworth, 2015). However, when considering how employment and skills needs will be addressed during the life of a plan, the NPPF expects plan makers to have regard to the Local Industrial Strategy (LIS), produced by the Local Enterprise Partnership (SE LEP) and other relevant local strategies (MCHLG, 2018, paragraph 81).

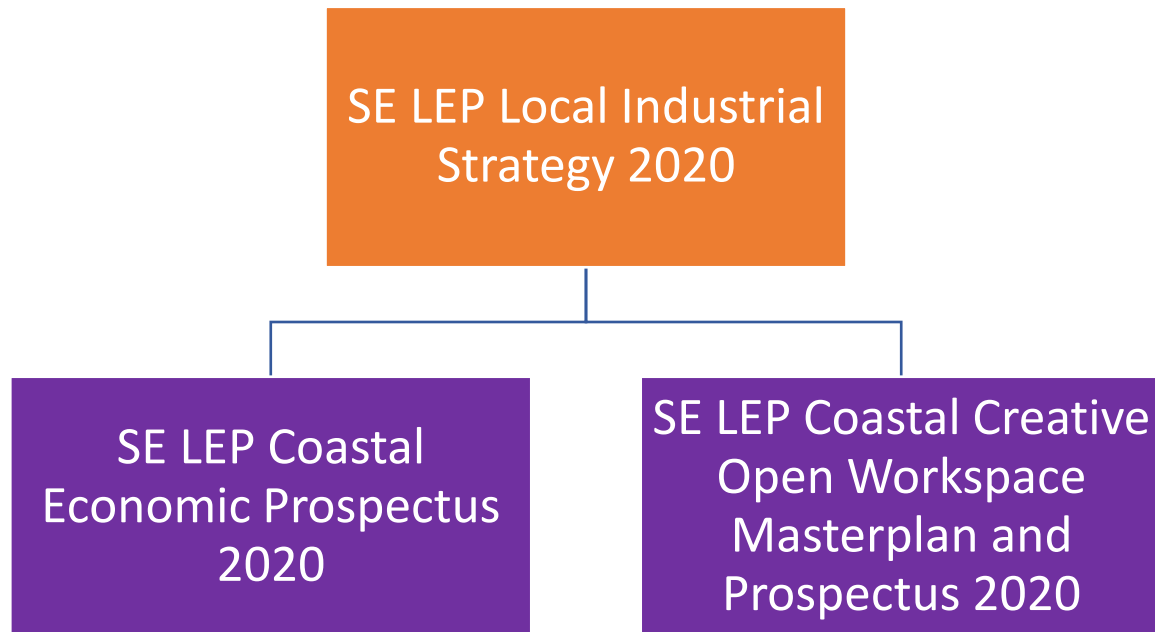


Figure 7: LIS Structure (SE LEP, 2020)

C2b.2. The LIS and its supplementary documents specific to coastal areas highlight the need to support job creation on the coast, specifically by encouraging proposals shape around cultural and creative industries and supply chains, including tourism (SE LEP, 2020).

C2b.3. Regard will therefore be given to the priorities set out in these documents in the development of policy options for Peacehaven Neighbourhood Plan.

C2c: Local Policy

C2c.1. Peacehaven is within Lewes District (a Designated Neighbourhood Area), their Development Plan being the *Lewes District Local Plan Part 1* (2016) and *Part 2* (2020). The South Downs National Park is an adjoining authority along the town's northern civic boundary, their Development Plan being the *South Downs Local Plan* (2019).

C2c.2. Joint Core Strategy Core Policy 4 on Economic Development and Regeneration seeks to stimulate and maintain a buoyant and balanced local economy through regeneration of the coastal towns. Additionally, Spatial Policy 2 of the Lewes Local Plan Part 1 requires a minimum of 255 net additional dwellings provided within the settlement of Peacehaven and Telscombe by 2030.

C2c.3. The Meridian Centre is described as a "District Retail Centre" within Lewes Local Plan (LLP) providing convenience and comparison in retail goods, but relying on larger retail centres such as Lewes, Seaford and Brighton to provide a wider range of retail goods and services. The LLP seeks to support and retain a predominance of retail units in district retail centres.

C2c.4 The South Coast Road / Telscombe Cliffs area of Peacehaven is described in the LLP as providing a level of basic goods to support the day to day needs of the residents but does not perform a 'self-sufficient'

function. In this area, the LLP will seek to retain important local shops and community facilities (such as meeting places, sports facilities, public houses, places of worship and cultural assets) and ensure local shopping areas / parades remain a vibrant focus for the local community, this may include a range of retail, employment, leisure and community uses.

C2c.5. Point 7.65 of the LLP explains that the purpose-built Peacehaven Meridian Centre functions as a District Centre and operates largely independently from the Local Centre identified along South Coast Road. The latter mainly serves residents in the vicinity, with a certain level of passing trade.

C2c.5. The main LLP policy relating to retail is Core Policy 6:

The potential for improving links between the Seaford town centre and the promenade and beach is included in a specific Seafront Improvement Plan. Specific links between the Meridian Centre and the Peacehaven seafront could also be considered.



Figure 8: Image seafront (author, 2020)

Figure 9: DM Policy SD37: Development in Town and Centre Village Centres

South Downs Local Plan Wording		How it could Apply to Peacehaven	Positive effects to Peacehaven adoption	Negative effects to Peacehaven adoption
A. Within the town and larger village centres as shown on the Policies Map, development proposals for town centre uses, in particular those that promote or protect local markets and retailers linked to supply chains across the National Park, will be permitted providing they do not harm the retail function of the centre, and are compatible with its scale and historic nature.		Development proposals for town centre uses, in particular those that protect local markets and retailers linked to supply chains across the greater areas, will be permitted providing they do not harm the retail function of the centre, and are compatible with its scale and historic nature.	Takes a positive approach to retail development, whilst ensuring local trade links in line with sustainable development goals.	Prevents businesses with non-local service chains.
B. Within the defined primary shopping frontages as shown on the Policies Map, the loss of units in Use Class A will not be permitted.		Within the defined primary shopping frontages, the loss of units in Use Class A will not be permitted.	Protects existing business and core centres, & the existing character of the area.	Prevents non-Class A businesses from opening.
C. Planning permission will be granted for retail uses and for non-retail main town centre uses within the secondary shopping frontage as shown on the Policies Map.		Planning permission will be granted for retail uses and for non-retail main town centre uses within the secondary shopping frontage as shown on the Policies Map.	This could create shopping areas of differing characteristics, e.g. more art-centric zones, which could specialize bringing in more visitors.	The current scale of the town may prevent this.
D. Development that supports the evening economy within the defined town and larger village centre, particularly for visitors / tourists, will be permitted provided the use would not result in adverse impacts on the amenity of residents and businesses.		Development that supports the evening economy within the defined town and larger village centre, particularly for visitors / tourists, will be permitted provided the use would not result in adverse impacts on the amenity of residents and businesses.	The night-time economy of Peacehaven appears relatively small, so there could be opportunities.	May be local concern regarding this move & the character of the town could change.
E. Within the smaller village centres, development proposals for retail purposes will be permitted where they are compatible with its historic nature and of a scale appropriate to the community they sit within. Such development should be well related to any existing shops and services within the village unless it can be demonstrated that this is not feasible or practical.		Development proposals for retail purposes will be permitted where they are compatible with its historic nature and of a scale appropriate to the community they sit within. Such development should be well related to any existing shops and services within the village unless it can be demonstrated that this is not feasible or practical.	This could ensure retail proposals that do not already exist, and thus protect existing retail operations.	Reduces the opportunity for competition and could deter development proposals in the area.
F. The loss of units in Use Class A that are fit for purpose will not be permitted within smaller village centres unless evidence of a marketing campaign of at least 24 months demonstrates that there is no market demand for the premises, and that its continued use for retail purposes is not viable. Details of marketing requirements are set out in Appendix 3.		The loss of units in Use Class A that are fit for purpose will not be permitted unless evidence of a marketing campaign of at least 24 months demonstrates that there is no market demand for the premises, and that its continued use for retail purposes is not viable.	Protects existing business and core centres, & the existing character of the area.	Would require additional marketing requirement: prevents non-Class A businesses from operating.

C2c.6. The purpose of this policy (DM SD37) is to support the vitality and viability of the retail function of towns and villages, ensuring residents have access where possible, to essential services and facilities. Proposals that would result in the loss of these services and facilities are not supported unless there is evidence of marketing, and that alternate uses have been sought such as leisure, entertainment and sport uses, as well as uses relating to the evening economy for example pubs, bars, restaurants and late-opening cafes. However, if considered, these proposals should have regard to the amenity of existing neighbouring uses, including residents.

C2c.7. Although agricultural land may be limited within Peacehaven, Farm Shops are actively supported within the *South Downs Local Plan* because they support farm diversification, which in turn supports farm income. To be considered a Farm Shop, a premises should aim to sell fresh produce and /or local foods that are produced on the farm or on land close to where the shop is located (for the purposes of the *South Downs Local Plan*, “local food” is considered to be no more than 30 miles away). If there are opportunities to use agricultural land within Peacehaven, then this could be considered (preferably using disused or obsolete agricultural buildings). This would also be in line with Lewes Local Plan policy DM9 regarding Farm Diversification.

C2c.8. Likewise, diversification in relation to garden centres can also help with any agricultural units adapt to seasonal fluctuations and meet customer expectations, these can be of value to local communities and visitors alike.

C2d: Neighbourhood Planning

C2d.1. Neighbourhood Plans were established through the Localism Act 2011 and the NPPF states that a Neighbourhood Plan gives the community “power to develop a shared vision for their area” (MHCLG, 2018, para 29), acknowledging that local people are best placed to understand what issue and challenges are in their local area. By producing a Neighbourhood Plan, this can set-out how problems can be improved upon and needs met. However, Neighbourhood Plans cannot be used as a tool to prevent development but, can shape, direct and help to deliver sustainable development by influencing local planning decisions helping to guide inevitable change.

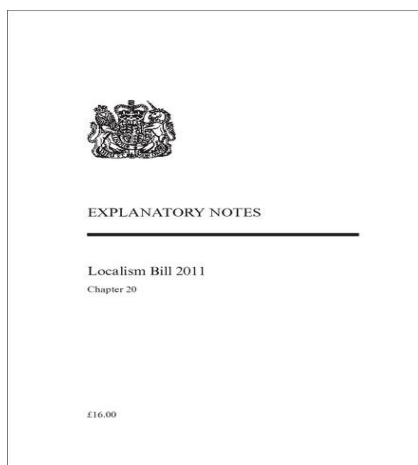


Figure 10: Image Localism Act

C.3 Data and evidence base

C2d.2. Peacehaven serves a generally aging population, with a higher than average percentage of over 65s and with fewer residents employed in professional, management and technical roles than the East Sussex and Lewes average (ONS, 2011).

C2d.3. Almost 30% of working age residents have no formal qualifications, and the percentage of those achieving level 4 or above is over 10% lower than the regional and Lewes average (ONS, 2011), a skills gap requiring resolution if social mobility aims should be achieved.

C2d.4. A higher than average percentage of the population identify as having some form of disability that limits day to day activities and a larger than average percentage of the population (3.3%) provide 50 hours or more of unpaid care (ONS, 2011).

C2d.5. The percentage of people who work from home is significantly lower than the East Sussex and Lewes averages, as is the number of people able to walk and cycle to work (ONS, 2011). This is likely due to the high volume (95%) who out-commute for work and therefore use some form of motorised transport (Lewes, 2016).

C3b: Placemaking analysis

C3b.1. Placemaking analysis is a key tool in identifying features that make an area attractive to people to live and visit and is a crucial process for understanding and acting on the connection between places and people (Project for Public Spaces). Placemaking analysis can be used as a Supplementary Planning Document (SPD) to supplement Neighbourhood plans and guide development proposals to successfully meet policy objectives. Placemaking analysis enables distinct local characteristics to be identified and when applied to development proposals preserve and enhance local communities.

C3b.2. Through engagement with stakeholders from within the community and visitors, a place can be created that both preserves and enhances communities and when implemented within an SPD can be interpreted by developers unfamiliar with the area. The following examples of placemaking demonstrate policy guidance that can be considered in development.

SWOT Analysis Themes

- Strengths
- Weaknesses
- Opportunities
- Threats

PESTLE Analysis Themes

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

Figure 11: SWOT and PESTLE Framework themes

C2b.3. SWOT and PESTLE framework analysis were also used to inform findings. SWOT and PESTLE analysis are outlined in **Appendix C figures C2 and C3**.

C4. Comparisons

C4.1. The concept objectives and policies outlined in **Appendix D** have been identified for a number of seaside/ coastal towns for assessment and comparison. This information has been used to create potential policies for the Peacehaven Neighbourhood Plan.

The neighbourhood plans as assessed above, share key visions and objectives; provision of house (including affordable), the natural environment, society/ community, transport, and climate change.

These neighbourhood plans show good examples of responding positively to their area. For example, Lewes has identified tourism as an area to aid economic improvements, whereas the Fowey have identified the need for community, given that this area of Cornwall has a high percentage of holiday homes/ secondary homes. Where Selsey has identified the need for policies to improve 'society'; improving existing medical centres/ health services, and the desire/ potential to convert Selsey Hall into a key community hub, to provide beneficial impacts for the wider community.



Figure 12: Lewes shopping scene (Alamy, Unknown)



Figure 13: Selsey Hall



Figure 14: Image Fowey

C4.2. Peacehaven and the Meridian Centre are similar to that Selsey Hall in that there is the desire to redevelop the unit to provide a stronger sense of community and potentially housing.

C5: Options

C5.1. Given the policy context, and evidence explored in preceding sections, the following options have been identified for the Meridian Centre and surrounding area (see Appendix G):

Option A	Option B	Option C
• “Business as usual” – Keep local plan policies	• AECOM option – keep existing options but with enhancements, including housing and indoor parking provision.	• Meridian Cultural Quarters • Including retail; workspace; community use; residential

Figure 15: Options appraisal summary

C5.2. It is considered that based on the needs of Peacehaven residents, national, regional and local policy; availability funding and the need to foster accelerated recovery following COVID-19 that Option C should be the preferred option for the Meridian Centre.

C5.3. It should be noted that there is no requirement for the Town Council to be supportive of these proposals and this approach represents the preferred approach based on policy, the current economic climate and the evidence presented.

C6. Policies

C6.1. Based on Option C above, the following policies are proposed for inclusion within the Peacehaven and Telscombe Neighbourhood Plan. It is recommended that these policies are taken forward in line with those policies recommended by our colleagues.

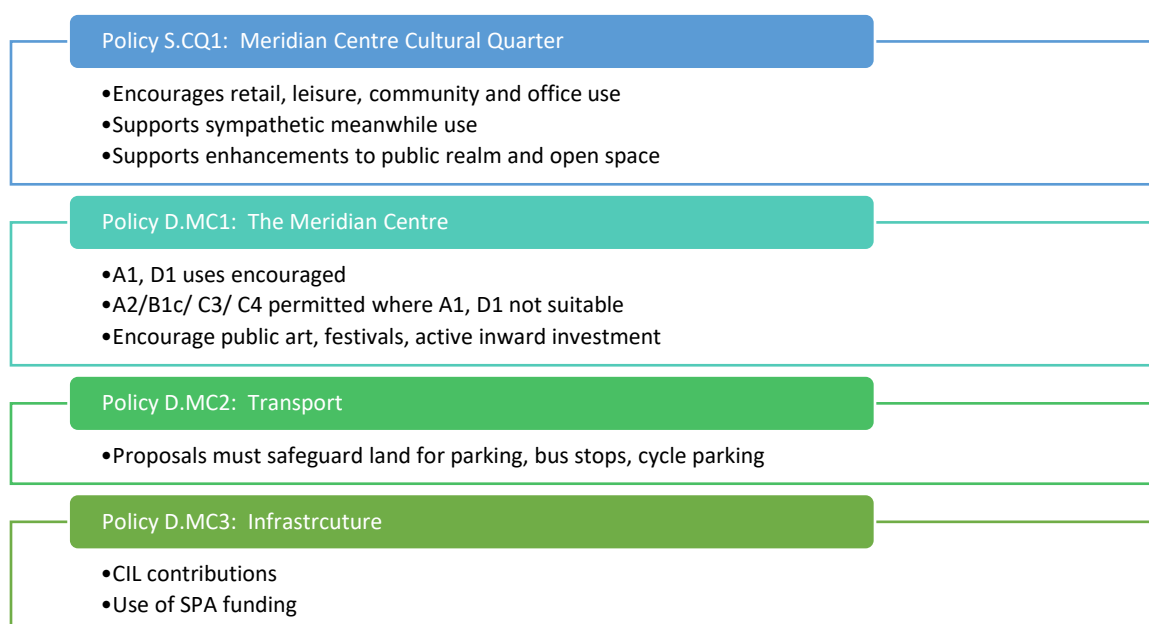


Figure 16: Policies summary

See Appendix G for full policies text

C6.2. Justification for policy S.CC1

C6.3. The LIS (SE LEP, 2020a) and more importantly, it's supplementary coastal area specific guidance states that cultural and creative business investment should be prioritised in coastal towns (SE LEP, 2020a). Driving investment in the cultural and creative industries through a cultural quarters policy will act as an enabler for broader regeneration of the area by actively encouraging proposals that will catalyse the cultural, creative and digital economies whether indigenous or much needed inward investment (Montgomery, 2003).

C6.7. SE LEP Creative Open Workspace Masterplan and Prospectus (SE LEP, 2020b), also a supplementary document to the LIS, acts as a strategic driver to secure the delivery of suitable cultural and creative workspaces. This will include an adoptable planning policy guidance toolkit which will

enable Local Planning Authorities to re-purpose underused buildings as cultural and creative workspaces (SE LEP, 2020b). This may also enable Peacehaven to leverage public funding through the SECCADS (BEIS, 2019);) or UK Shared Prosperity Funding (Brokenshire, 2018) as it is unlikely in the current economic climate that such an ambitious regeneration would attract 100% private inward investment (BBC News, 2020).

C6.8. However, ambition is the key word in the aspirations of the Town Council for the Peacehaven and Telscombe neighbourhood plan (PTC, 2018) and this should not be restricted by a short-term potential for investment.

C6.9. Case studies including the Custard Factory (Digbeth, Unknown); Rock House (Rock House, Unknown); and Newtown Ladywell Centre (BBC, 2020) provide worked examples of this type of cultural regeneration in practice. The policy also provides the basis for a Neighbourhood Order (Gallent and Robinson, 2012) which would simplify development, potentially enhancing the attractiveness of the Quarter to developers.



Figure 17: Newtown Ladywell. Credit KE Design.



Figure 18: Custard Factory, Digbeth. Credit Suzanne Lea Smith



Figure 19: Rock House, Hastings

C6.10. Policy S.CQ1 will be supported by three development management policies, which set out a blueprint for development lead enhancements to the Meridian Centre and surrounding area

C7: Summary/ Conclusion

C7.1. The report above sets out a direction of travel that will drive viable dynamic change, through use of an overall strategic policy that protects those uses that are of importance to the local community, and redirects investment to create a vibrant centre which is well supported by infrastructure capacity, including enhancements to public realm.

C7.2. However, it should be noted and a point for action by the Peacehaven Town Council, that the act of the plan being 'made' will only be the first step to regenerating the area and that an active implementation plan must accompany these policies. Such following actions including but not limited to working with the Location Board (Locate East Sussex, 2020), District Council economic development functions and County Council to attract good quality inward investment and access appropriate funding streams including SECCADS (BEIS, 2019) and to ensure that the contribution Peacehaven can make to the LIS and daughter documents is realised.

C7.3. Provided these policies are incorporated into the plan with this level of support, it is the expectation that the centre will become a genuine 'centre' for residents and visitors alike and cement the cultural legacy of the area.

Word Count: 2,677 (Excludes numbering; captions; figures; contents; bibliography and appendices)

Appendix A: Report methodology

The following research methods were utilised to develop this report and the recommendations within. A confidence level has been attached to each methodology.

<u>Methodology</u>	<u>Confidence level</u>
<u>Desk based geographical study</u>	<u>High</u>
<u>Site visit</u>	<u>Medium</u>
<u>Data</u>	<u>Medium</u>

Appendix B: Defined Indicator Test Supplementary Images and Modelling

Indicator	Result	Health Rating
Property of vacant street level property	Significant vacancies in Meridian Centre (>50%)	Low
Commercial yields on non-domestic property	Unknown	Unknown
Customers' views & behaviour	A plan redefining the Meridian Centre was the preferred option in the Neighbourhood Plan Survey conducted by the steering group (P&TNP, 2018). Reviews on the Meridian Centre Facebook page are generally negative, with one reviewer noting that "Peacehaven deserves better" (Facebook, 2018).	Low
Retailer representation & intentions to change representation	Enhancements to retailer presentation, including market trading and a focus for tourism and office space were identified as key focus points by the Neighbourhood Plan Survey (2018). The Co-Operative (owner) has disclosed plans to dispose of Meridian Centre Asset (Brighton & Hove News, 2020). There is a stronger retail presence along the A259 (see figure 1 in Appendix B) and majority of respondents to the Neighbourhood Plan Survey identified this as a suitable area for an enhanced retail offer (P&TNP, 2018).	Low
Commercial Rents	Rental prices in the centre are significantly higher than those for commercial properties on the A259 (Zoopla, 2020)	Low
Pedestrian Flows	Pedestrian flows data unknown. The provision of walking routes is identified in the Neighbourhood Plan Survey (2018) as a key objective.	Low
Accessibility	Accessibility by car is considered good with adequate parking facilities. Pedestrian access is poor from Meridian Way, roadside pavement ends and clear evidence of pedestrians walking on verge to access Meridian Centre (see figure 5). Access from Greenwich Way is good with pedestrian crossing and footpath through the car park. Pedestrian access from the east is considered poor with evidence of pedestrians crossing verge to access Meridian Centre (see Figure 6) and eastern entrance not clearly signposted. The Meridian Centre is served by an hourly bus via Route 14 running from Brighton to the west and Newhaven to the east with bus stops located throughout Peacehaven. Pedestrian access from the bus stop to the Meridian entrance is in poor condition, however it is accessible to all pedestrians. No clear footpath for pedestrians to travel west towards the Dr's, further evidence of walking across grass. No dedicated cycle paths.	Low

Figure b2:

Distribution of Public Amenities

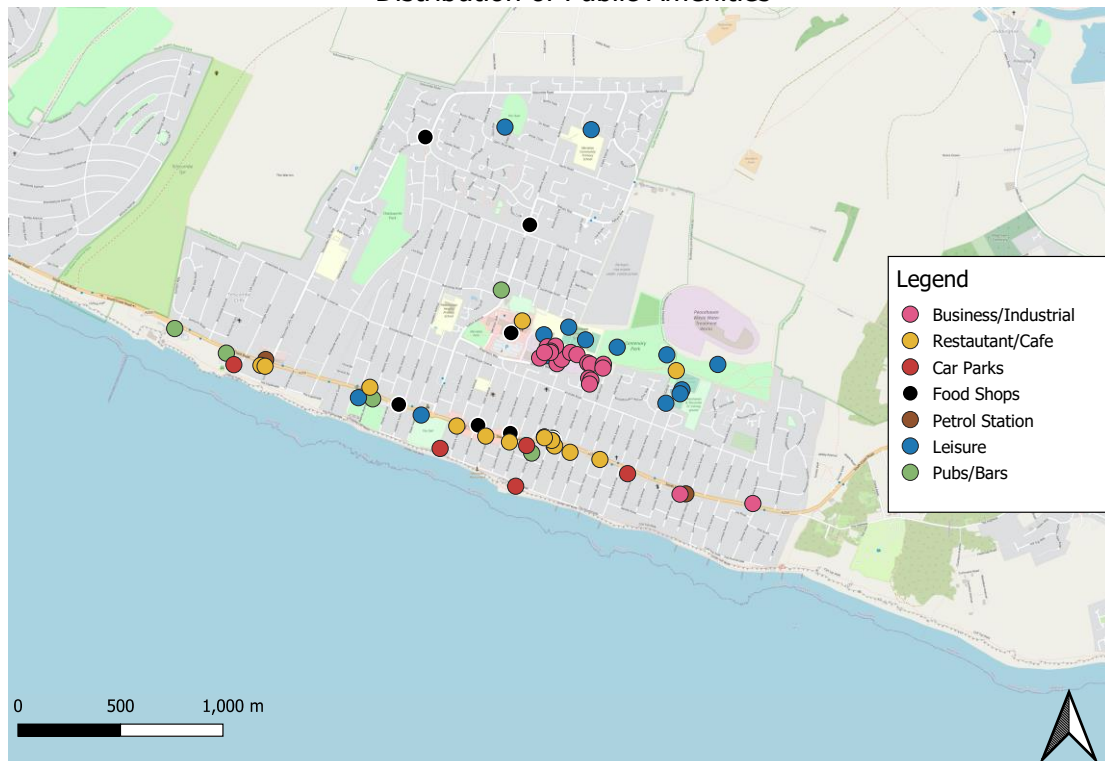


Figure b3: Distribution of Public Amenities

<u>Class J – retail or betting office or pay day loan shop to assembly & leisure</u>	A unit subject to this application must have been in an A1 or A2 use on 5 December 2013. The floor space of the unit cannot exceed 200 square metres or be on Article 2 (3) land. The site shall not form part of a special scientific interest, safety hazard area, military explosives storage area, a listed building/ curtilage of a listed building or contain a scheduled monument. The main considerations within the prior approval application would be: noise impact, opening hours, transport highways impact, and the desirability for the building to change to a use falling within class D2 (assembly & Leisure) because of impact of change of use, adequate provision of services (A1 & A2), sustainable shopping area.
<u>Class M – retail/ takeaways and specified sui generis uses to dwelling houses</u>	A unit subject to this application must have been in an A1, A2, or A5 use on 20 March 2013. The floor space of the unit cannot exceed 150 square metres or include external alterations, demolition (other than partial demolition which is reasonably necessary). The site shall not be on Article 2 (3) land, be a site of special scientific interest, a safety hazard area, a listed building or scheduled monument. The main considerations within the prior approval application would be: transport and highways, contamination risks, flooding risks, and desirability for the change of use.

Figure b4: Potential change of use options

Appendix C. Placemaking, SWOT & PESTLE Analysis

Considerations	Policy Guidance
Built Context	Development should be designed sympathetically to the existing character of Peacehaven and wider area to maintain or create a sense of identity. Proposals should take account of and consider local landscape character including existing built environment. Proposals must respect and complement building height and densities to maintain a coherent built environment as well as appropriate building materials and architecture.
Environmental Considerations	Proposals should consider the wider benefits of providing open green space and the integration of green spaces within proposals for recreational uses and access routes. Development must incorporate green infrastructure where possible
Access	Development must be accessible to all users and integrate where possible with green spaces and link with existing walking routes. Access by public transport, bicycle and walking is required and dedicated pedestrian and cycle routes supported.
Retail	The provision of covered shopping areas received the highest number of votes and indicates the desire for the local community to retain retail uses at the Meridian site. Weekend market spaces were also a popular result of the survey and the provision of suitable open space can accommodate this.
Social Issues	Proposals should consider a wide variety of uses to create a sustainable environment and enable a range of facilities to benefit the community. The provision of safe, clean and accessible public spaces is encouraged with facilities such as public seating and toilets.

Figure C1: Placemaking analysis

Strengths Central location – the Meridian centre is based within the geographic centre of Peacehaven. Close to employment centres – the main employment centre of Peacehaven is adjacent to the site, providing a customer base for the local offer. Adjacent community infrastructure - adjacent to main leisure centre, secondary leisure, green space, play space, schools, doctors, library, town council and other community facilities.	Weaknesses Severance from the A259 (see figure 2)- the Meridian centre is severed from the A259 by boundary landscaping and the positioning of the crossing point at Arundel road, which deviates from the “grid” design of Peacehaven as a whole. FEMA – the overall FEMA radius is broad and encompasses a series of larger settlements with a more diverse town centre offer. Scale and massing – the layout, scale and massing of the Meridian Centre is somewhat characteristic of 1970s development, without significant update to alter the size, scale and layout to meet the needs of contemporary markets. Meeting community needs – social media, survey work and site analysis indicate that the current offer does not meet community needs and expectations. Skills gap – Lack of professional skills and higher-level qualifications will be damaging to social mobility if not resolved.
Opportunities Public realm enhancements – better connection to nearby community infrastructure, employment sites and open space; “Cultural Hub” connectivity – create a ‘string of pearls’ approach from gateway to meridian to seafront alongside a stronger green grid and create a “cultural quarter” around the meridian centre. Residential development – NPPF paragraph 118 d and e identify opportunities to bring forward residential development at underutilised location Diversity of use - the NPPF and PPG promote a diversification of use away from traditional comparison and convenience goods retail, provided that diversification is a main town centre use. Reduce skills gap – there is an opportunity to reduce the local skills gap by providing new employment and skills opportunities and providing social mobility. Protect and enhance local culture and heritage – protect and enhance the way of life and social capital that is important to the community by enhancing what is already effective. Reopening High Streets Safely Fund – use of allocated funding by negotiation with Lewes District Council may allow for ‘trail runs’ of new concepts, including outdoor markets and ‘pop up’ pedestrian and cycle infrastructure (MHCLG,2020).	Threats COVID-19 – the impact of coronavirus on already failing town centres is likely to be significant and will require adaptive policy. Long term change in retail habits – online and out of area shopping impacts significantly on comparison goods and to some extent on convenience goods. Town centre migration - a significant number of main town centre uses (NPPF) are positioned along the A259, including franchise and chain stores. Viability – there is a possibility that options proposed will exceed reasonable cost of development. Testing is external to this study. Aging population – significant numbers of retirees and pre-retirees creates a grey economy.

PESTLE analysis

PESTLE Analysis	
Political	Local Councillors
Economic	1. Close to employment centre 2. Co-Op store looking to reduce square footage yet retain same number of lines.
Social	1. Central hub connectivity 2. Library important to elderly residents – can use facilities at no cost 3. Play space near by 4. Adjacent to leisure centre
Technological	1. Parking - Electric car charging points 2. Consider whole life sustainable build 3. Adopt low and zero carbon technologies – solar/solar PV, biomass boiler, combined heat & power (CHP), vertical-axis mini wind turbine, district heating & cooling, etc. (combination of suitable for site & location).
Legal	a. NPPF b. Local Plan c. PPG
Environmental	1. Pre-existing central location 2. Close to open space

Figure C3: Pestle analysis

Appendix D

Name and date of plan	Vision and Objectives	Policies
Lewes Neighbourhood Plan (2019)	The vision statement for Lewes is set out below: “Lewes has a rich and unique historical, geographical and cultural heritage. Development in the town will look to the future by reflecting this heritage and maintaining a thriving town where business and the arts flourish, and where the challenges of climate change and the need to create sustainable communities will be met with resilience and imagination. The town will house its residents and their children at an affordable cost for local average incomes. Lewes will be a place where the quality of people’s lives matters most as we engage with future development” — Vision Statement for the Lewes Neighbourhood Plan. The key objectives below are seen to be equally as important (Lewes Neighbourhood Plan): 1. Sustainable Communities 2. Locally Affordable Housing 3. Locally Affordable Workspace 4. Efficient Use of land 5. Environmental Design 6. Easily Moving Around 7. Reduced Energy Demand 8. Natural Environment, Green Spaces & Biodiversity 9. Climate Change 10. Village & Town Connections 11. Tourism 12. Flexible Housing for All Generations & Incomes	The following is a list of policies which have been set out to aid future development, and are key focal points, whereby new development should seek to adhere to: Policy HC1 Protection of Existing & New Community Infrastructure Policy HC2 New Services & Facilities Policy HC4 The Working Town Policy HC5 Sustainable Tourism Policy PL2 Architecture & Design - Design Guidance Principles: Integrate, Locality, Tradition, Amenity, Domestic, Discreet, Extend, Gateway, Skyline, Lighting, Workspace, Storage, Biodiverse, Natural Capital, Energy Conservation, Renewable Energy, Surface Water Management, Flexible, Retail. Policy PL3 Flood Resilience Policy PL4 Renewable Energy and the Resource and Energy Efficiency of New Buildings Policy AM1 Active Travel Networks Policy AM2 Public Transport Strategy Policy AM3 Car Parking Strategy Policy SS2 Social & Civic Spaces

Selsey Neighbourhood Plan (2017)	Foreword "Selsey Town Council has committed to producing a Neighbourhood Plan for Selsey, recognising the opportunities that having an adopted plan offers in terms of the community's chance to play a part in the planning process and the increased benefit to the town through being able to take advantage of greater share of the Community Infrastructure Levy."	Society – Policy 005 & Policy 006 Infrastructure – Policy 007 Transport – Policy 008 & Policy 009 Economy – Policy 010, Policy 011, Policy 012 & Policy 013
Fowey Parish Neighbourhood Development Plan (2019-2030)	Fowey Parish have developed a Neighbourhood Development Plan, incorporating planning policies which seek to enable delivery of the following vision and objectives. The visions of Fowey Parish are channelled into the Neighbourhood Development Plan via policies, covering the following focal areas: general development, housing, natural environment, heritage and the built environment, business, employment and transport, community facilities, health and well-being, renewable energy and climate change.	Policies: Policy 1: Sustainable Development Policy 2: Design and Character of Fowey Parish Policy 3: Housing within Fowey Development Boundary Policy 4: Small-scale affordable Housing on Rural Exception Sites Policy 5: Principal Residence Requirement Policy 6: The Landscape and Natural Environment Policy 7: Views, panoramas and vistas Policy 9: Marine Heritage Policy 10: Open Spaces of Heritage/ Landscape Value Policy 11: Jobs and the economy Policy 13: Transport Policy 14: Cycle ways and Public Rights of Way Policy 16: Protection of Open spaces – Play/ sports and recreational spaces Policy 18: Renewable energy and energy reduction Policy Policy 19: Ground mounted solar panels Policy 20: Tidal and surface water flooding Fowey Parish has created policies to tie in with the Cornwall Local Plan: Strategic Policies 2010-2030.

Appendix E: National Policy Context

Paragraph 18: Policies to address non-strategic matters should be included in local plans that contain both strategic and non-strategic policies, and/or in local or neighbourhood plans that contain just non-strategic policies.

Paragraph 21: Plans should make explicit which policies are strategic policies. These should be limited to those necessary to address the strategic priorities of the area (and any relevant cross-boundary issues), to provide a clear starting point for any non-strategic policies that are needed. Strategic policies should not extend to detailed matters that are more appropriately dealt with through neighbourhood plans or other non-strategic policies.

Non-strategic policies

Paragraph 29: Neighbourhood planning gives communities the power to develop a shared vision for their area. Neighbourhood plans can shape, direct and help to deliver sustainable development, by influencing local planning decisions as part of the statutory development plan. Neighbourhood plans should not promote less development than set out in the strategic policies for the area or undermine those strategic policies.

Paragraph 30: Once a neighbourhood plan has been brought into force, the policies it contains take precedence over existing non-strategic policies in a local plan covering the neighbourhood area, where they are in conflict; unless they are superseded by strategic or non-strategic policies that are adopted subsequently.

Paragraph 37: Neighbourhood plans must meet certain 'basic conditions' and other legal requirements before they can come into force. These are tested through an independent examination before the neighbourhood plan may proceed to referendum.

Section 5. Delivering a sufficient supply of homes

Paragraph 65: Strategic policy-making authorities should establish a housing requirement figure for their whole area, which shows the extent to which their identified housing need (and any needs that cannot be met within neighbouring areas) can be met over the plan period. Within this overall requirement, strategic policies should also set out a housing requirement for designated neighbourhood areas which reflects the overall strategy for the pattern and scale of development and any relevant allocations. Once the strategic policies have been adopted, these figures should not need retesting at the neighbourhood plan examination, unless there has been a significant change in circumstances that affects the requirement.

Paragraph 69: Neighbourhood planning groups should also consider the opportunities for allocating small and medium-sized sites (of a size consistent with paragraph 68a) suitable for housing in their area.

Open space and recreation

Paragraph 99: The designation of land as Local Green Space through local and neighbourhood plans allows communities to identify and protect green areas of particular importance to them. Designating land as Local Green Space should be consistent with the local planning of sustainable development and complement investment in sufficient homes, jobs and other essential services. Local Green Spaces should only be designated when a plan is prepared or updated and be capable of enduring beyond the end of the plan period.

Section 12. Achieving well-designed places

Paragraph 125: Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development.

Section 14. Meeting the challenge of climate change, flooding and coastal change

Paragraph 152: Local planning authorities should support community-led initiatives for renewable and low carbon energy, including developments outside areas identified in local plans or other strategic policies that are being taken forward through neighbourhood planning.

Appendix F: Options appraisal expanded summary table

Option A	Option B	Option C
“Business as usual” – Keep local plan policies	AECOM option – keep existing options but with enhancements, including housing and indoor parking provision.	Meridian Cultural Quarters
This option offers a “standing still” approach with no active intervention and no specific policies for the Meridian Centre other than those in existing relevant Local Plan Policy. This would leave the Meridian Centre in the same existing condition, with the majority of units vacant and no overall direction for the surrounding area.	Residents would like a covered shopping centre. It is proposed the area move towards more ‘active frontages’. Above the shopping centre will be parking and flats. Also: • Improve access from east Peacehaven. • Seek a reduction in car use • Link green spaces • Provide a public square & provide small, intimate outside spaces. • Need to alleviate possible ‘wind tunnel’ effect • Peacehaven should market itself as ‘gateway to the South Downs’,	This option proposes change the use of the Meridian Centre through the submission of prior approval applications to create a vibrant “cultural quarter” including residential accommodation; “pop up shops”; workspace; community hubs and facilities; markets; an extension to the Meridian Drs Surgery; enhanced green infrastructure connectivity. This option will also retain Local Centre designation at the A259 to ensure that occasional retail and leisure provision remains well dispersed throughout the area and to enable a Meridian Cultural Quarter walking route from the Gateway through the Meridian and down to the Meridian Monument.

Figure F1: Options appraisal expanded summary table

Appendix G: Full Policy Draft Wording

Policy S.CQ1: Meridian Centre Cultural Quarter

The cultural and creative sectors are of importance to the local economy and quality of life for people who live, work and visit the Peacehaven and Teslcombe.

The Meridian Centre Cultural Quarter (extent shown in Figure1) has been identified as the principal area where the densification, intensification, extension and development of cultural and creative sector activity will be supported.

Within this area:

- a) Proposals that enhance the area as a hub for cultural, creative and related uses including leisure, retail, community and office will be encouraged;
- b) The opportunity to redevelop the Meridian Centre should be pursued in line with policy D.MC1;
- c) Proposals that enhance the vitality and vigour of the area will be supported;
- d) The use of permitted development rights to encourage sympathetic meanwhile use of vacant units will be supported;
- e) Proposals that will enhance the public realm, including green infrastructure, and support flexible yet active use of open space will be supported.

Policy D.MC1: The Meridian Centre

The role of the Meridian Centre is to provide nearby residents with the opportunity to shop locally for day to day items such as food and household products as well as more specialist items such as clothing. This should also provide services to further improve the community; assembly/ leisure/ health services.

The following criteria will apply to development at the Meridian Centre:

- a) Shopping (A1) uses will be encouraged
- b) Offices (A2/B1(a)) may be supported where there would be the justified need for 'pop-up' office space, where the units could not fall within (D1)
- c) Assembly/ leisure (D1) uses will be encouraged
- d) There would also be the potential to support the principle of residential (C3/C4) usage at either ground or first floor where other uses were not viable

There are very few instances when exceptions will be made to the parts of this policy which manage the balance of uses in this centre. Although flexibility may be given for units to change from their existing uses (vacant or occupied) to form an established part of the high street; leisure (D2) and social/community uses will be supported subject to the specific proposals below for each district centre;

Proposals for restaurants (A3), drinking establishments (A4) and hot food takeaways (A5) will be supported, subject to and provided that:

- e) The development would not result in an over-concentration of non-shopping uses in the centre as a whole or in the vicinity of the proposed development; and

- f) There is no unacceptable adverse impact on the amenity of adjoining or nearby residents, taking into account the cumulative impact of other similar uses nearby.
- g) The loss of assembly/ leisure (D1) floorspace will generally be resisted.

Proposals that would result in a loss of office floorspace at first floor and above will only be supported where the site is inherently unsuitable for continued employment use or the redevelopment would make a positive contribution to the vitality and viability of the area and create equivalent employment opportunities.

The District Council will also work to improve the four centres by:

- Supporting physical improvements that enhance the appearance of the centres as well as the pedestrian experience;
- Encouraging public art, festivals and events that promote the centres and make them interesting and unique places to visit;
- Encouraging independent traders to locate in all four centres; and

Maintaining and improving accessibility by walking, cycling and public transport

Policy D.MC2: Transport

The proposed redevelopment of the Meridian Centre will safeguard/ retain land for parking provisions.

A) Where electric charging points are installed, the submission of associated advertisement applications will be supported to ensure that users are aware, providing that this does not have a harmful impact upon the highways safety network.

B) Where residential units are created, a standard of 1 no. vehicle parking space per bedroom will be encouraged.

C) Where residential units are created, a standard of 2 no. cycle parking spaces per bedroom will be encouraged.

D) In order to promote public transport, land will be safeguarded for bus stops.

E) Where other uses are permitted within the Meridian Centre, applications should be accompanied by a parking assessment to prove that there is sufficient parking for visitors and employees.

Policy D.MC3: Infrastructure

To enhance the visual dynamic and for ease of users, improvements to the public realm are encouraged. This includes the provision of public art and seating arrangements, as well as general maintenance of the Meridian Centre/ and surrounding area.

A) A budget within the Community Infrastructure Levy be allocated to the Meridian Centre/ surrounding area.

B) Where residential units are proposed, additional SPA monies are encouraged to be able to enhance the Meridian Centre/ surrounding area and provide assets that would enhance the public realm.

Bibliography

BBC News (2020) Newtown Ladywell Centre to get cafes, bars and offices. Available from:

<https://www.bbc.co.uk/news/uk-wales-52457713> [Accessed 28 April 2020]

Brokenshire, J. MP (2018) Local Growth: written statement. Available from:

<https://www.parliament.uk/business/publications/written-questions-answers-statements/written-statement/Commons/2018-07-24/HCWS927> [Accessed 12 May 2020]

Chichester District Council (2017) Selsey Neighbourhood Plan. Available from:

<https://www.chichester.gov.uk/neighbourhoodplan#selsey> [Accessed 21 May 2020].

Cullingworth, B. 15th ed. (2015) *Town and Country Planning in the UK*. Abingdon, Routledge.

Custard Factory (The) , Digbeth. Details available from: <https://digbeth.com/spaces/custard-factory> [Accessed 14 May 2020]

Department for Business, Energy & Industrial Strategy (BEIS) (2019) South East Creatives. Available from: <https://www.gov.uk/business-finance-support/south-east-creatives-seccads> [Accessed 20 May 2020]

Le Duc, F. (2020) Co-op to sell Meridian Centre as Peacehaven plans new town centre. Available at:

<https://www.brightonandhovenews.org/2020/05/21/co-op-to-sell-meridian-centre-as-peacehaven-plans-new-town-centre/> [Accessed 21 May 2020]

Fowey image, available at:

<https://www.bing.com/images/search?view=detailV2&ccid=szh7tRNT&id=B2FEE2F7624FC090C6266F8E1EE962D066A1839A&thid=OIP.szh7tRNTMZ4GDb4oPe-P7wHaC6&mediaurl=http%3a%2f%2fwww.cornwall-online.co.uk%2frestormel%2ffowey%2ffowey-cornwall.jpg&exph=354&expw=900&q=fowey+uk&simid=608023508942194670&selectedIndex=7&ajaxhist=0>

Fowey Parish (2020) Neighbourhood Development Plan 2019-2030. Available from:

<https://www.cornwall.gov.uk/environment-and-planning/planning/neighbourhood-planning/neighbourhood-planning-in-cornwall/tab-placeholder/a-i/fowey-parish-neighbourhood-development-plan/> [Accessed 21 May 2020].

Peacehaven and Telscombe Neighbourhood Plan Steering Group (2018) Neighbourhood Plan Survey Summary Findings. Available from: https://faf0d0ab-681e-4c9d-85ac-bf8c57ee6b9b.filesusr.com/ugd/6d59de_97028ff44a844d60900347d4fcec828f.pdf [Accessed 26 May 2020]

Department for Business, Energy and Industrial Strategy (BEIS) (2019) South East Creatives. Available from: <https://www.southeastcreatives.co.uk> [Accessed 20 May 2020]

Lewes Street Scene, Available from:

https://www.bing.com/images/search?view=detailV2&ccid=9KS5acCT&id=C1A3946D743FE1C922E7E8615E5195A50C0D092D&thid=OIP.9KS5acCTnJRXObp4_1yQYgHaFb&mediaurl=https%3a%2f%2fc8.alamy.com%2fcomp%2fBA5KHA%2fhigh-street-buildings-in-the-historic-lewes-town-centre-west-sussex-BA5KHA.jpg&exph=953&expw=1300&q=lewes+city+centre&simid=608007239597556668&selectedIndex=3&ajaxhist=0

Lewes District Council (2016), *Lewes Local Plan Part 1* [Online]. Available: https://www.lewes-eastbourne.gov.uk/_resources/assets/inline/full/0/257159.pdf (Accessed 12 May 2020).

Lewes Town Council (2019) Neighbourhood Plan 2015-2033. Available from: <https://www.southdowns.gov.uk/wp-content/uploads/2019/04/Lewes-Neighbourhood-Plan-Made-Plan.pdf> [Accessed 21 May 2020].

Lewes District Council (2020) *Lewes Local Plan Part 2* [Online]. Available from: https://www.lewes-eastbourne.gov.uk/_resources/assets/inline/full/0/287648.pdf [accessed 12 May 2020]

Locate East Sussex (2020) Landing Page. Available from: <https://locateeastsussex.org.uk/> [Accessed 4 June 2020]

Meridian Centre Facebook Page (2018) Available from: <https://www.facebook.com/Meridiancenterpeacehaven/> [Accessed 1 May 2020]

Ministry for Housing Communities and Local Government (MHCLG) (2019) *National Planning Policy Framework*. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/810197/NPPF_Feb_2019_revised.pdf [Accessed 17 February 2020]

Ministry for Housing Communities and Local Government (MHCLG) (2019) *High Streets and Town Centres in 2030*. Available from: <https://publications.parliament.uk/pa/cm201719/cmselect/cmcomloc/1010/1010.pdf> [Accessed 17 February 2020].

Montgomery, J. (2003) Cultural Quarters as Mechanisms for Urban Regeneration. Part 1: *Conceptualising Cultural Quarters, Planning, Practice & Research*, Vol.18:4, pp.293-306,

Nazir, S. (2020) Coronavirus: Is it 'survival of the fittest' when it comes to retail? Available from: <https://www.retailgazette.co.uk/blog/2020/03/coronavirus-is-it-survival-of-the-fittest-when-it-comes-to-retail/> [Accessed 27 March 2020]

Office of National Statistics (ONS) (2011) Census. Available from: <http://www.eastsussexinfigures.org.uk/webview/index.jsp?mode=area&submode=result&areaname=peacehaven&areatype=PA> [Accessed 17 May 2020].

Peacehaven & Telscombe Neighbourhood Steering Group (2018) Neighbourhood Plan Survey Summary Findings. Available from: https://faf0d0ab-681e-4c9d-85ac-bf8c57ee6b9b.filesusr.com/ugd/6d59de_97028ff44a844d60900347d4fcec828f.pdf [Accessed 26 May 2020]

Peacehaven Town Council (PTC) (2018) *Neighbourhood Plan Landing Page*. Available from: <https://www.peacehaventowncouncil.gov.uk/neighbourhood-plan/> [Accessed 17 February 2020]

Police UK (2020) Peacehaven North Crime Map 2020. Available from: <https://www.police.uk/pu/your-area/sussex-police/peacehaven-west-and-north/?tab=CrimeMap> [accessed 1 May 2020]

Rock House, Hastings. Details available from: <https://www.rockhouse.org.uk/>

Ramuni, L. (2020) *Will coronavirus speed up the high street's demise?* Centre for Cities. Available from: <https://www.centreforcities.org/blog/will-coronavirus-speed-up-the-high-streets-demise/> [Accessed 1 May 2020]

Seaford Town Council (2019) *Seaford Neighbourhood Plan* [Online]. Available from: <https://www.seafordtowncouncil.gov.uk/neighbourhood-plan/> [Accessed 12 May 2020].

Selsey Hall Image. Available at:

https://www.bing.com/images/search?view=detailV2&ccid=6F805IXj&id=05AA74451F2521A3F39657B64FF6EF24C989D624&thid=OIP.6F805IXj4roYWaRp7HB7ngHaFj&mediaurl=https%3a%2f%2fc1.staticflickr.com%2f4%2f3929%2f15358873817_c00ec7ff3e.jpg&exph=375&expw=500&q=selsey+hall&simid=608028332214585832&selectedIndex=0&ajaxhist=0

South Downs National Park Authority (SDNPA) (2019) *South Downs Local Plan*, AK Purkiss: Lewes, pp. 133-138.

South East Local Enterprise Partnership (SE LEP) (2020) *Local Industrial Strategy*. Available from: <https://www.southeastlep.com/our-strategy/local-industrial-strategy/> [Accessed 10 May 2020]

South East Local Enterprise Partnership (SE LEP) (2020a) *Boosting coastal productivity: An economic prospectus for the south east coast*. Available at:
from: <https://www.southeastlep.com/app/uploads/2019/08/Item-5a-Coastal-Communities-Economic-Prospectus.pdf> [Accessed 11 May]

South East Local Enterprise Partnership (SE LEP). 2020b. *Creative Open Workspace Masterplan and Prospectus*. Available from: <https://www.southeastlep.com/project/creative-open-workspace-masterplan-and-prospectus/> [Accessed 17 May 2020]

World Health Organisation (WHO) (2020) *Coronavirus*. Available from: https://www.who.int/health-topics/coronavirus#tab=tab_1 [Accessed 29 April 2020].