

**Planning and Regulatory Committee – Thursday, 24 June 2021, 2.30 pm**  
**Committee Statement in Support of Application Ref 20/P/1673/FUL – Agenda Item 8**

**Submitted on behalf of the Applicant**

On behalf of our team, we want to express our passionate belief in the potential of Clevedon and the significance of the benefits this proposed scheme will deliver, and are sorry that current restrictions prevent us from being there in person to fully convey our excitement and long-term commitment to the town's future.

This scheme is the culmination of 24 months of stakeholder engagement and design evolution. From the outset, our aspirations for the site have been simple yet powerful, to:

1. Create an attractive gateway that increases Clevedon's appeal as a destination
2. Modernise, diversify and increase the resilience of the centre's retail offering
3. Provide more life and activity to the area through a complementary mix of uses
4. Deliver a scheme that local residents and businesses are proud of and that stimulates further investment and regeneration

We strongly believe the submitted scheme will achieve these goals.

We are approaching the end of a 35-year lease, which provides a once-in-a-generation opportunity to regain control of the site and reverse its persistent decline through a multi-million-pound investment - something that is rare in the current retail and economic climate.

We also want to help rejuvenate Queen's Square recognising its importance to the community and the traders. As the land is mainly outside our ownership boundary, we commit to contributing a minimum of £100,000 to the council for improvements to be carried out in consultation with local stakeholders, which will revitalise the public space at the community's 'heart' and provide a safer environment for residents after hours.

The plans incorporate a well-designed, modest block of senior living accommodation. To clarify: this accommodation is the non-assisted, modern type increasingly sought by active downsizers. These residents are typically strong contributors to their community, not least as spenders and volunteers.

We understand that parking is a sensitive subject, but it is important to note that this is a private car park whose owner has no legal obligation to make any public provision. The car park is over-provisioned, a legacy of its original service to car-dependent foodstore customers in the 1980s and if a similar new-build store sought permission today, the adopted parking standards would require approximately the number of spaces that our plans propose.

The proposals have emerged through an extensive consultation with officers and stakeholders, and has secured support from key local groups including traders, Clevedon BID and the Chamber of Commerce.

To summarise: these proposals represent a genuine, once-in-a-generation opportunity to regenerate and future proof Clevedon town centre and fulfil North Somerset's placemaking aspirations. We urge this committee to seize it – for the sake of local businesses, residents and all those striving to help the town thrive long into the future.