

Background Paper for Local Development Plan: Local Retail Centres Pembrokeshire County Council

Development Plans

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Executive Summary

Pembrokeshire County Council has prepared a Local Retail Centres assessment as part of the evidence base for the Local Development Plan. The purpose of this paper as a background paper is to present general trends and identify Local Retail Centres across Pembrokeshire (excluding the area of the Pembrokeshire Coast National Park). The data gathered will form part of the evidence base used to develop policies for inclusion within the Local Development Plan. Neyland, Crymych, Kilgetty and Goodwick are proposed as Local Retail Centres.

Evidence from a range of datasets has been compiled in line with advice from the Welsh Assembly Government provided in Technical Advice Note (Wales) 4, Retailing and Town Centres (November 1996) which establishes the types of information Local Planning Authorities should consider when examining retail centres.

Although no retail hierarchy has been established between the Local Retail Centres Neyland and Crymych are identified as having the largest provision of A class units of the Local Retail Centres surveyed. However all have comparable levels of floorspace.

A separate background paper on retail provision has been produced for the Main Town Centres in the County. The retail provision within Local Centres is significantly below that of Main Retail Centres but still plays an important role within the locality. Local Centres should not create leakage from the main retail areas within the county, rather the position they will hold should be one of convenience, reducing the need to travel to the Main Retail Centres for smaller items and services.

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Glossary of terms

A1 Shops

• Shops; retail warehouses; hairdressers; travel and ticket agencies; post offices; dry cleaners; pet shops; sandwich bars; show rooms; domestic hire shops; funeral directors

A2 Financial and professional services

• Banks; building societies; bureau de change; estate and employment agencies; professional financial services; betting offices

A3 Food and drink

• Restaurants; cafes; hot food takeaways; pubs; bars; other drinking establishment including those selling non-alcoholic drinks

Comparison goods	Retail items not bought on a frequent basis for example clothing, Televisions and white goods (fridges, dishwashers etc).
Convenience goods	Everyday essential items such as food.
Leakage	Loss of trade (spend) to an area outside the Town Centre
Services	Providing a service rather than a product to a customer, for example banks and estate agents.
Viability	In terms of retailing, a centre that is capable of commercial success.
Vitality	In terms of retailing, the capacity of a centre to grow or develop its likeliness and level of activity.
Wales Spatial Plan	"People, Places, Futures, The Wales Spatial Plan" was adopted by the National Assembly of Wales in 2004. The 2008 Update has recently been out for public consultation. The Wales Spatial Plan sets a vision for how each part of Wales should develop economically, socially, and environmentally over the next 20 years.

1. Introduction

The framework for analysing retail trends in preparation for a Development Plan is set out in Planning Policy Wales (2002) as updated by Ministerial Interim Planning Policy Statement 'Planning for Retailing and Town Centres' (MIPPS 02/2005). Additional advice is given in Planning Guidance (Wales), Technical Advice Note (Wales) 4, Retailing and Town Centres - November 1996 (TAN 4, 1996) and the Planning Policy Wales Companion Guide (2006).

MIPPS 02/2005 states that its objectives for retailing and town centres are to:

• Promote established town, district, local and villages centres as the most appropriate locations for retailing, leisure and for other functions complementary to it.

• Enhance the vitality, attractiveness and viability of town, district, local and village centres; and to

• Promote access to these centres by public transport, walking and cycling.

It goes on to state that 'Wherever possible this provision should be located in proximity to other commercial businesses, facilities for leisure, community facilities and employment. Town, district, local and village centres are the best locations for such provision at an appropriate scale' (MIPPS, 02/2005)

TAN 4 sets out three elements for area-wide information that might be useful to help establish Retailing and Town Centre background information. These are: population change, retail provision and retail expenditure.

This report examines existing levels of retail provision and retail expenditure within a range of locations across Pembrokeshire County Council's jurisdiction and identifies centres of with a similar level of provision as being Local Retail Centres.

The Wales Spatial Plan Update Consultation in 2008 identifies a series of Hub Towns within Pembrokeshire. Hub Towns are identified as primary key settlements (Haverfordwest, Milford Haven/Neyland, Pembroke and Pembroke Dock).

Neyland is grouped together with Milford Haven as a Haven Town by the Wales Spatial Plan Update. The Wales Spatial Plan highlights the potential to consolidate and upgrade much of the built fabric in the town centre. Although Neyland is a larger settlement than the other Local Retail Centres surveyed, due to its limited level of retail provision Neyland has not been included as a Main Retail Centre.

Goodwick grouped with Fishguard are important drivers of the north Pembrokeshire economy. The area needs to be regenerated to respond to economic change. Again, despite its grouping with Fishguard as a Hub in the Wales Spatial Plan Update 2008, due to its more limited retail offer, for retail Goodwick has been identified as a Local Centre rather than a Main Retail Centre.

The Wales Spatial Plan identifies smaller more local centres and includes Letterston, Kilgetty and Crymych in this category. The Wales Spatial Plan Update Consultation in 2008 state 'These medium and smaller sized settlements are a key part of the Area's attractiveness as a place to live work and visit'.

This report analyses the A class unit retail provision in the centres defined as Local Centres within Pembrokeshire County Councils jurisdiction by the Wales Spatial Plan.

To justify Local Retail Centre designation within this report a number of settlements were surveyed. A separate background evidence report produced for the Local Development Plan called the Rural Facilities Survey was completed in December 2008. This report looked at service provision within all settlements in Pembrokeshire and established a hierarchy for the Local Development Plan. The Rural Facilities Survey included questions about whether there was a shop or post office in the village, but did not analyse numbers of shops. To assess which settlements were likely to be Local Retail Centres, all of the settlements that had been identified as having achieved a score of at least 15 (Primary Service Villages and above) were surveyed. The settlements identified as Service Centres were also surveyed (Letterston, Crymych, Johnston and Kilgetty) as were those settlements identified as Hubs but with lower retail provision (Goodwick and Neyland). Appendix 1 gives full details of the survey. Following on from analysis of the results, only those settlements with over 15 A class units and over 2000 metres sq of A class floorspace were identified as being Local Centres.

The next section in this report sets out the type of data analysed and its source.

Within the chapters on each centre a range of datatsets are examined drawing on the framework of analysis set out in TAN 4. These include gross floorspace of A class units, diversity of uses, occupancy levels and expenditure levels.

The fourth section presents overall conclusions from the evidence gathered.

The final sections contain references and additional information in the form of appendices.

2. Data information-Sources and Methodology

Retail provision in a total of 20 settlements were surveyed within Pembrokeshire County Council's jurisdiction. Using data of gross floorspace of A Use Class units (Class A1-A3 of the use classes order), quantity of A Use Class units and the strength of the Local Retail Centre in terms of occupancy levels Neyland, Crymych, Kilgetty and Goodwick have been identified as settlements that act as Local Retail Centres within their catchment area. A summary of all of the settlements surveyed is included in Appendix 1.

Each Local Retail Centre is allocated its own chapter and includes the following information:

Retail floorspace and quantity of units within Local Retail Centres

Source: Pembrokeshire County Council Local Retail Centre survey October 2008 *Brief description:* Quantitative data of various indicators was collected for each Local Retail Centre. Some of these indicators have been included here in table-form. Only units within the defined settlement boundaries set out in the currently adopted Development Plan for the County-the Joint Unitary Development Plan for Pembrokeshire (JUDP) were surveyed. Therefore any retail units outside these settlement boundaries were not included in the survey. The base date for this survey is October 2008.

CACI Retail Footprint Dataset

Source: Authority owned dataset purchased from CACI (2008)

Brief description: Retail Footprint is CACI's national comparison goods shopping model, covering circa 3,000 shopping destinations across Great Britain. It is built using gravity modelling principles, that is: the flow of customers from a postal sector will be directly proportional to the size of the Centre and inversely predicted proportional to its Distance/Drivetime. Catchments. shopper/expenditure flows and postal sector market share penetration outputs are recalibrated annually using retailer exit surveys and credit card transaction Retail Footprint recognises that shoppers have a choice therefore data. catchments overlap - Retail Footprint defines primary, secondary, tertiary and quaternary sub-catchments for each retail centre. In order to define these catchments, all Great Britain postal sectors are ranked according to a centre's achieved market share penetration, with the greatest percentage at the top. These proportions are then accumulated until at least 50% of total catchment expenditure has been assigned - this is the primary remaining catchments at 75% (secondary), 90% (tertiary) and 100% quaternary respectively. Maps illustrating these catchment areas for comparison shopping have been included for Pembrokeshire's centres.

Annual surveys

As part of our monitoring of adopted plan policies annual surveys will be carried out. Indicators such as floorspace measurements, vacancy rates, changes in occupation and use of units will be used to evaluate the vitality and viability of new developments within Local Retail Centres.

3. Local Retail Centres - Context

Number of units and population size of Local Retail Centres

An analysis of population size and unit number demonstrated that the population of a settlement alone does not determine unit number. Crymych has the smallest population size but has one of the highest numbers of A class units, suggesting that Crymych acts as a Local Retail Centre for the surrounding areas. The population of Neyland which is 5 times larger than Crymych supports the same number of A class units; this suggests shoppers are leaking from Neyland, not surprising given its proximity to Milford Haven.

	Total occupied A use class units	Population size (2001 census)
Neyland	20	3220
Crymych	20	610
Kilgetty	18	1105
Goodwick	17	2050

Table 1: Unit to Population size

Figure 1: Unit to Population size	Fiaure	1:	Unit to	Popu	lation	size
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Local Retail Centre total A use class unit floor space

The area of occupied A use class floor space varies considerably between Local Centres. The table below gives an indication of the area covered by A use class units within Local Retail Centres. Neyland and Crymych have the highest number of occupied A class units, the potential retail provision in Neyland however is greater as the centre has 11 unoccupied A class units. Kilgetty has a higher total occupied floorspace than the other centres, primarily due to the Cooperative supermarket.

Table 2: Unit to floor space

		Total occupied A use class unit floor space (m ²)	
Neyland	20	2338.54	11
Crymych	20	2704.97	3
Kilgetty	18	3177.21	1
Goodwick	17	2593.33	0

Occupied units within Local Retail Centres

In general the total number of unoccupied units is low for all Local Retail Centres. Neyland has the highest total number of unoccupied units, with 55% of all units unoccupied.

3. Local Retail Centres

3.1 Neyland

The Wales Spatial Plan 2008 Update highlighted a need within Neyland to upgrade the town/commercial centre properties to provide a more attractive retail area. The majority of convenience and service units operate along High Street, where there are also a high proportion of vacant units, impacting negatively on the appearance of the town. The Wales Spatial Plan 2008 Update highlights the potential to consolidate and upgrade much of the built fabric, which would be particularly relevant to the retail facilities along High Street.

Neyland, although a much larger settlement area in comparison to the other Local Retail Centres, is included as a Local Retail Centre as opposed to a Main Retail Centre due to the comparatively low level of retail provision it offers. Occupied A class floorspace is 2406.55m² compared to the smallest Main Retail Centre of Narberth which has 7,805m².

Noticeably all of the A use class in Neyland is either convenience or service based, with no comparison shopping units (more durable goods) in the Centre. This indicates that Neyland is primarily used for topping up shopping and services such as a public house or hairdressers rather than more durable purchases, which may be made further a field.

	Number of units	Floor space within settlemen boundary (as currently defined by JUDP) Areas gross m ² all floors	
A1	7	936.15	
A2	2	318.02	
A3	11	1084.37	
Total A Class	20	2338.54	
Vacant	11	951.47	

Table 3: Floor space

Table 4: Floor space within settlement boundary

	A use class floorspace with Local Retail Centre (as currently defined by JUDP)		
	No. of units % of Total Area (gross m ² all floors)		
Total A Use Class	20		2338.54
Total Convenience	4 18.3% 428.96		428.96
Total Comparison	0	0%	0
Total Services	16	81.7%	1909.58

Source: PCC Local Centre Survey 2008





Neyland summary for CACI Footprint



Map illustrating Comparison Goods Shopping Catchment for Neyland Map 2: CACI Neyland

The map above demonstrates where people who shop in Neyland travel from. The Primary catchment shows where 50% of Neyland's total catchment expenditure is achieved, the Secondary catchment is where 75% is achieved and the Tertiary is where 90% is achieved. Neyland's total expenditure from resident shoppers is £10, 871.85 a week which equates to £565,336.32 in comparison goods spend a year. Note: This excludes spend from tourism and also any spend on convenience goods.

Resident potential - Table 5: CACI summary

Sector	Comparison Spend £/w	Post-Impact Catchment	Percentage flows
SA73 1	336,455	PRIMARY	2.85%
SA72 4	37,757	SECONDARY	0.36%
SA71 4	213,764	TERTIARY	0.29%
SA71 5	202,709	QUATERNARY	0.26%

Source: CACI Retail Footprint

The table above shows that of the total population in Neyland's Primary Catchment (where Neyland gains 50% of its total expenditure) only 2.85% of available flows of shoppers in that catchment actually shop in Neyland, a very small percentage. So of an available £336,455 comparison spend a week, only £9,588 is spent in Neyland.

Note: in this case the Primary catchment is over 50% of the available Catchment expenditure as the post code sector cannot be subdivided further.

Leakage

Due to Neyland's proximity to larger centres such as Milford Haven, Pembroke and Pembroke Dock, Neyland inevitably loses shopper spend to these centres.

3.2 Crymych

Crymych operates as an important local service provider for the north of Pembrokeshire. It has the greatest A use class floorspace and one of the greatest convenience offer of any Local Retail Centre in Pembrokeshire. The centre is compact, lining the A478. Crymych is arguably the best example of a rural centre which is serving a wider rural area – indicated by the high number of A class units relative to population size. As well as shops and pubs, Crymych also contains A2 uses of Insurance (NFU offices) and Accountants.

Table 6: Crymych occupied floor space

	Number of units	Floor space within settlement boundary (as currently defined by JUDP) Areas gross m ² all floors
A1	13	1909.04
A2	2	176.42
A3	5	619.51
Total A class units	20	2704.97
Vacant	3	184.95

Table 7:

	Floor space within settlement boundary (as currently defined by JUDP)		
	No. of units % of Total Area (gross m ² all floors)		
Total A Use Class	20 2704.97		
Convenience	4 41.4% 1120.36		
Services	11	34.8%	943.39
Comparison	5 23.7% 641.22		

Source: PCC Local Centre Survey 2008

Map 3: Crymych



3.3 Kilgetty

Kilgetty is a small Local Retail Centre which, like Johnston benefits from close proximity to major roads. As a Local Retail Centre Kilgetty has a high provision of services; the Co-Operative supermarket plays an important role for the area and represents a significant portion of the A use class floorspace of the Centre. The Pembrokeshire 2008-2013 Regeneration Masterplan identifies Kilgetty as a smaller rural settlement for continued regeneration. As with Crymych, as well as shops and pubs Kilgetty also supports A2 class units supporting professional and administration use (eg the Credit Union).

Table 8:

	Number of units	Floor space within settlement boundary (as currently defined by JUDP) Areas gross m ² all floors	
A1	11	2496.88	
A2	3	332.17	
A3	4	348.16	
Total A class	18	3177.21	
Vacant	1	29.18	

Table 9:

	Floor space within settlement boundary (as currently defined by JUDP)		
	No. of units % of Occupied Total Area (gross m ² all floors)		
Total A Use Class	18		3177.21
Service	11	30.4%	967.97
Convenience	2	44.6%	1416.9
Comparison	5 25.0% 792.34		

Source: PCC Local Centre Survey 2008







The map above demonstrates where people who shop in Kilgetty travel from. The Primary Catchment shows where 50% of Kilgetty's total catchment expenditure is achieved, the Secondary catchment is where 75% is achieved and the Tertiary is where 90% is achieved. Kilgetty's total expenditure from resident shoppers is £94,543.30 a week which equates to £4,916,251.6 in comparison goods spend a year. Note: This excludes spend from tourism and also any spend on convenience goods.

Resident potential -	Table 10: CACI summary
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Sector	Comparison Spend £/w	Catchment	Percentage
SA69 9	176,293	PRIMARY	24.94%
SA68 0	178,548	PRIMARY	13.46%
SA67 8	216,254	SECONDARY	5.57%
SA70 8	248,737	TERTIARY	2.65%
SA70 7	155,712	QUATERNARY	2.62%
SA67 7	88,135	QUATERNARY	1.87%
SA66 7	138,390	QUATERNARY	0.89%
SA34 0	225,431	QUATERNARY	0.42%

Source: CACI Retail Footprint

The table above shows that of the total population in Kilgetty's Primary Catchment (where Kilgetty gains over 50% of its total expenditure) only 24.94% of available flows of shoppers in SA69 9 and 13.46% of flows in SA68 0 of that catchment actually shop in Kilgetty, a smaller percentage. So of an available £176,293 comparison spend a week from SA69 9, only £43,967.47 is spent in Kilgetty and of an available £178,548 comparison spend a week from SA68 0, only £24,032.56 is spent in Kilgetty.

Because Kilgetty is not in close proximity to a main settlement it has a large retail catchment area.

3.4 Goodwick

Goodwick is grouped with Fishguard as the key hub in North Pembrokeshire by the Wales Spatial Plan 2008 Update. The High Street of Goodwick has a compact convenience and service provision. Goodwick has no unoccupied units. The high level of Service unit provision and low provision of Comparison units gives a clear indication of the retail use within Goodwick. Many of the services within Goodwick are the provision of pubs and cafes with no A2 class units (financial and professional services) within the Centre.

	Number of units	Floor space within settlement boundary (as currently defined by JUDP) Areas gross m ² all floors
A1	8	1419.42
A2	0	0
A3	9	1173.91
Total A class	17	2593.33
Vacant	0	0

Table 12: Goodwick oc	cupied floor space

	Floor space within settlement boundary (as currently defined by JUDP)		
	No. of units % of Total Area (gross m ² all floors Occupied		Area (gross m ² all floors)
Total A Use Class	17		2593.33
Total Convenience	5	23.5%	1106.86
Total Comparison	1	2.7%	72.21
Total Services	11	54.5%	1414.26

Source: PCC Local Centre Survey 2008





4. Overall conclusions

The following settlements within Pembrokeshire have been proposed as Local Retail Centres:

Neyland Crymcyh Kilgetty Goodwick

The Welsh Assembly Government has acknowledged that town, district and local centres are the "*most appropriate locations for retailing, leisure and for other functions complementary to it;*" (MIPPS 10.1.1, 02/2005).

Pembrokeshire is predominantly a rural county; local facilities such as post offices, convenience shops and other units provide local services and support the (predominantly rural) communities. The Local Retail Centres should support the settlements in which they are located, whilst also acting as a Local Retail Centre to outlying houses and farms in the surrounding areas - this level of provision is particularly apparent for the settlements in the north of the county. The main retail facilities in Pembrokeshire are based within town centres: Haverfordwest, Pembroke Dock and Pembroke, Milford Haven, Fishguard and Narberth. The retail provision of Local Retail Centres is significantly below that of Main Retail Centres but still plays an important role within the locality. Local Retail Centres aim to complement the facilities within the Main Retail Centres.

The promotion of Local Retail Centres would also meet objectives set by the Welsh Assembly Government for sustainable development, reducing the need to travel long distances for facilities and supporting existing facilities within villages and market towns. As policy 15 in the emerging Local Development Plan sets out, all new retail development should be consistent in scale with the size and character of the Local Retail Centre. New shops which regenerate and increase the vitality and viability of Local Retail Centres but which do not undermine the vitality and viability of Main Retail Centres will be supported. Policies will need to provide the framework for upgrading the built environment which is especially a priority for Neyland.

Appendix 1 Survey of Villages – number of A class units and Total A class floorspace.

Centre	Total A Class Units	Total A class floorspace
Neyland	20	2406.55
Crymych	20	2705.6
Kilgetty	18	3696.55
Goodwick	17	2593.33
Johnston	12	1748.48
Clunderwen	10	1240.38
Letterston	9	1698.2
Cilgerran	8	
St Dogmaels	8	
Llandisilio	6	
Boncath	2	
Maenclochog	5	
Llangwm	4	
Pentlepoir	4	
Penally	3	
St Florence	3	
Lamphey	3	
Croes-goch	3	
Hook	2	
Wolfs Castle	2	
Roch	2	

Appendix 2 List of Shops and services within settlements

Code	Centre	Description	Name
CRYM005	Crymych	Shop	Siop Sian
CRYM008	Crymych	Shop	Antiques Ash and Glass
CRYM009	Crymych	Post Office	Post Office
CRYM016	Crymych	Shop and display	Siwel windows
CRYM018	Crymych	Shop	General stores
CRYM021	Crymych	Pharmacy	Crymych Pharmacy
CRYM022	Crymych	Butcher	Ken Davies Butchers
CRYM023	Crymych	Hairdresser	Jacalier hair salon
CRYM024	Crymych	Electrical shop	D E Phillips and son
CRYM025	Crymych	Hairdresser	Chris hair stylists and delwedd beauty
CRYM026	Crymych	General store	Bydd Y Byo
CRYM032	Crymych	Convenience store	Murco
CRYM033	Crymych	Shop	Spar
CRYM007	Crymych	Insurance, pensions, investments	NFU Mutual
CRYM019	Crymych	Accountants	J D Jones and Co
CRYM001	Crymych	Public House	Crymych Arms
CRYM002	Crymych	Take away	Y Badell Ffrio
CRYM003	Crymych	Café	Caffi Llyn
CRYM004	Crymych	Café	Beths baguettes and pizza
CRYM010	Crymych	Take away	Dragon Inn
GDW003	Goodwick	Convenience store	SPAR
GDW004	Goodwick	Food Store	Tesco Express
GDW024	Goodwick	Convenience store	Parrs
GDW027	Goodwick	Hairdresser	Michelles hair salon
GDW028	Goodwick	Post Office	Post Office
GDW033	Goodwick	Convenience store	The Top Shop
GDW034	Goodwick	Pharmacy	Mytle Pharmacy

GDW029	Goodwick	Charity Shop	
GDW005	Goodwick	Café	Parrog Café
GDW025	Goodwick	Launderette	Smithfield service wash
GDW031	Goodwick	Café	No. 10 café
GDW032	Goodwick	Public house	Glandower Arms
GDW035	Goodwick	Public house	The Farmhouse Kitchen
GDW036	Goodwick	Public house	Hope and Anchor Inn
GDW037	Goodwick	Public house	Rose and Crown
GDW038	Goodwick	Take Away	Fish and Chips
GDW016	Goodwick	Public House	Ferry boat inn
KIL005	Kilgetty	Glass Manufacturing	Avondale glass
KIL006	Kilgetty	Shop	CO OP supermarket
KIL007	Kilgetty	Post Office	Post Office
KIL009	Kilgetty	Pharmacy	Pharmacy
KIL012	Kilgetty	Wholesale	Classic carpet and beds
KIL013	Kilgetty	car parts shop	CMF Bumper to Bumper
KIL014	Kilgetty	Shop	Seasons fabric
KIL015	Kilgetty	Hairdresser	The Barber Shop
KIL016	Kilgetty	Shop	D and A Thomas Bridgestore
KIL017	Kilgetty	Hairdresser	Chi hair studio
KIL020	Kilgetty	Hairdresser	Helens hair studio
KIL003	Kilgetty	Financial services	Credit Union
KIL013	Kilgetty	Office	
KIL018	Kilgetty	Professional services	G.H. Evans and co
KIL002	Kilgetty	Filling station	Hyundai/Haven group
KIL010	Kilgetty	Public House	The White Horse Inn
KIL021	Kilgetty	Restaurant and takeaway	Star of Saigon
KIL022	Kilgetty	Restaurant and takeaway	Kilgetty fish bar
NEY014	Neyland	Convenience store	Spar
NEY020	Neyland	Shop	Convenience store
NEY022	Neyland	Shop	Card craft
NEY023	Neyland	Shop	No name

NEY025	Neyland	Barber	Barber Joes
NEY029	Neyland	Post Office	CO OP
NEY058	Neyland	Hairdressers	Elgan Hair and Beauty
NEY028	Neyland	Professional	Cleddau insurance
NEY042	Neyland	Professional	MTM contracts Audrey Johns
NEY007	Neyland	Public house	Rose and Willow Pub
NEY008	Neyland	Public house	Admiral Benrom pub
NEY009	Neyland	Public house	Foresters Arms pub
NEY010	Neyland	Butcher	Hendersons Butchers
NEY013	Neyland	Take away	The plaice to eat
NEY015	Neyland	Launderette	Neyland launderette
NEY017	Neyland	Take away	Neyland Chinese take away
NEY018	Neyland	Public house	The Coburg Inn
NEY021	Neyland	Take away	Charcoal grill
NEY033	Neyland	Public House	Gunnings Bar
NEY048	Neyland	Café	Neyland 'The bar' and café

5. References

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