

Asda conclusions



In this enquiry I have spent approximately 4 months, with a lot of time, effort and energy, studying all the different perspectives, facts and opinions for the proposals made by ASDA for a new superstore to be located on the former West St Leonards School site, East Sussex. Therefore having studied this case for a considerable amount of time, I would see myself as having a reasonably in-depth knowledge of the case, and be perfectly justified and able to make a fair decision, whether the proposals, in my opinion, should go ahead.

Near the beginning of this enquiry I have studied the views of the local community. From the residents surveys carried out you are able to see that most people in and around the West St Leonards area appear to be largely in favour of the proposed developments. (Roughly 70%) But clearly other people also seem to be concerned for the welfare of the surrounding environment, wildlife, the impact the extra traffic may have and the construction jobs.

In the second section to my enquiry I carried out surveys of the old West St Leonards school site. From my environmental quality survey and site analysis, it is evident that the environmental quality in and around the site previous to the development would be far greater than if the proposals were to take place.

For the third part to my studies I carried out a traffic survey for the roads in the neighbouring areas to the site. This was to indicate whether the developments would generate any increase in traffic, and congestion. As you

may have noticed from the links flows, the impact on the surrounding roads would generate a surprisingly low increase and flows and congestion.

In the fourth area of this enquiry I investigated other sites considered and later rejected by ASDA; the silverhill site appears overall not entirely suitable for a superstore of this scale. This is largely because I believe the surrounding roads couldn't cope with the traffic increase. Whereas the railways goods yard strikes me as more suitable, it is a very good and central location with excellent access for both cars and pedestrians (possibly having alighted from the very frequent public transport running very nearby.) But unfortunately this site would undoubtedly have competition from nearby Safeway's, and smaller convince store. Lastly I don't believe that the Bohemia road site is appropriate as the impact on the surrounding environment and roads would outweigh the advantages of the site.

In my fifth and final section I have been looking at the already existing ASDA superstore in the crumbs Retail Park, Eastbourne. This ASDA, I think is in a very suitable location and scored well when I carried out a site survey. From my shoppers questionnaire, and task disk survey I have discovered that the store attracts some long distance visitors but overall it is primarily a local store.

After investigating all the pros and cons for the old West St Lenoards school site, and considering possible alternatives, I believe that yes the proposed developments should get the 'go ahead.'

In my opinion it is the most appropriate site within the town, this is because it is by far the largest site. If these developments aren't to go ahead, some

other development such as houses/flats would take its place, almost defiantly resulting in an equal, if not worse impact on the surrounding environment. As for the traffic, well from my research the increase of traffic on the surrounding roads would be minimal. Overall my opinion is the advantages convincingly outweigh the disadvantages, therefore, I believe the council would be justified in allowing the proposals to proceed.