



WALSINGHAM PLANNING

SPECIALIST PLANNING & DEVELOPMENT CONSULTANTS

Brandon House, King Street, Knutsford, Cheshire, WA16 6DX

T 01565 757500 F 01565 757501 E knutsford@walsingplan.co.uk

www.walsinghamplanning.co.uk

18 AUG 2014

Our Ref: VH/KN0003/13

15 August 2014

Mr M Shaw
Blackpool Council
Customer First Centre
Municipal Building
Corporation Street
Blackpool
FY1 1NF



Dear Mr Shaw

Application for Ice Skating Centre at Former TVR Buildings, Bristol Road, Bispham
Application Reference: 12/0485

I write to you with regard to the above application and following our conversation on 8 August 2014.

We discussed at this time that I had been in conversation with management at the Jubilee Ice Rink who confirmed that the opening of the Fylde Coast Ice Arena, in advance of receiving planning permission, was already having an adverse impact on their business. The details of these operational effects have now been conveyed to me via e mail, the contents of which I enclose below;

"Dear Vicky

The ice rink employs one full time manager, two full time duty managers and 14 part time staff, the turnover for the ice rink last week was £3014, this turnover in the last few weeks has declined, this is due to the rumours that the new ice rink was about to open. As you know, an ice rink has a lot of birthday parties for children, these have declined sharply, again, due to the rumours that the new ice rink is bigger and better and the ice rink is full size. More importantly, it is cheaper than our ice rink.

With the continuation of the decline in business, costs must be saved in every shape and form, starting from staffing levels. For the ice rink to survive, the turnover must be around £8k per week, the profit is not what we are chasing, just survival.

At present, with the current turnover, bearing in mind that it is the school holidays and we should be busy, the ice rink is not feasible, it does not cover the staff wages, let alone the overheads and this can only continue for a limited period of time. The ice hockey team has now moved, some of the private coaching have also moved, public footfall such as birthday parties etc are also moving, Blackpool as a town including our area has already got two ice rinks, one at the pleasure beach and the other, us. For the third one to open up so close to us will result in one closing, especially with the cheap prices that the new ice rink is charging. In simple terms, the

Also at: Bourne House, Cores End Road, Bourne End, Bucks SL8 5AR
T 01628 532244 F 01628 532255 E bourne.end@walsingplan.co.uk

Directors: Stephen Brooker Dip. T&CP. MRTPI. Mark Krassowski MRICS.

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new ice rink will do whatever is possible in order for us to close or indeed, if we survive, they have to close. Their price policy does not add up to any business sense.

Please let me know if you require any further information

Regards

*Mehdi Afshar
CEO
MFA (GB) Ltd*

In summary the effects being felt by Jubilee Ice rink are very real and have been immediate; the business has seen a sharp decline in both bookings and takings since the opening of the Fylde Ice Coast Arena.

The Addendum to the Socio Economic Statement prepared by Cassidy and Ashton and submitted to you in June 2014 makes direct reference to the Jubilee Ice rink and concludes that the impact of the opening of the Fylde Coast Ice Arena will be '*minor and not significant enough to warrant further analysis*' The above evidence makes it clear that the effects on the Jubilee Ice rink are far from minor and are in fact, even at this early stage, significant.

It remains the position of PAG that the planning application on the former TVR site should be refused for the reasons set out in our letters dated 4 and 31 January 2013 and 23 May and 18 July 2014. The proposals are contrary to planning policy at all levels and the absence of any material planning considerations to sufficiently outweigh the harm caused means that the application should be refused.

Yours sincerely

A black rectangular redaction box covering the signature of Vicky Harper.

Vicky Harper Msc
Assistant Planner

A black rectangular redaction box covering the contact information of Vicky Harper.