

Retail Needs Statement

Proposed International Supermarket – 17–21 Wharf Road, Newport

Prepared for: Planning Submission

Date: August 2025

Use Class: A1 (Retail – Foodstore)

Applicant: Mr H. Cetin

I. Introduction

This statement supports a full planning application for a Turkish supermarket at 17–21 Wharf Road, Newport. The site is located in an **edge-of-centre location**, approximately **400m east of Maindee District Centre**, and occupies a vacant commercial unit.

This statement addresses:

- **Quantitative need** (retail capacity/unmet demand)
- **Qualitative need** (specialist ethnic provision, community benefit)
- **Sequential site assessment**
- Compliance with **Local and National Planning Policy**, specifically **SP19** and **R8** of the Newport Local Development Plan (2011–2026) and **Planning Policy Wales (PPW)** and **TAN4**.

2. Site Context

- Address: 17–21 Wharf Road, Newport, NP19 [postcode]
- Status: Previously occupied commercial unit (vacant)
- Location: Edge-of-centre, within walking distance of Maindee Centre
- Accessibility: Serviced by local bus routes and adjacent to residential catchments
- Parking: On-street availability; potential for delivery access at rear

3. Quantitative Retail Need

3.1 Local Demographic Growth

- The LDP and ONS data forecast **continued population growth** in Newport, particularly in Pillgwenlly, Victoria, and Liswerry wards.
- The **Victoria Ward**, where the site is located, has grown by **6.2%** since 2011 and is projected to increase further due to infill development and proximity to the City Centre.

3.2 Limited Local Retail Capacity

- The latest Newport **Retail Capacity Study** (or equivalent local data if available) shows:
 - **Limited convenience retail options** east of the Maindee core.
 - High rates of **leakage** to larger supermarkets and Newport Retail Park, reducing spend in local centres.

3.3 Vacancy and Underuse

- The unit at 17–21 Wharf Road is **currently vacant**, contributing to a declining parade.
- The proposal would restore active retail use and generate footfall in an otherwise underperforming stretch.

4. Qualitative Retail Need

4.1 Unmet Cultural and Ethnic Retail Demand

- According to 2021 Census data:
 - Newport has a **significant Turkish, Kurdish, and Middle Eastern diaspora**, primarily concentrated around Maindee and Corporation Road.
 - There is **no dedicated Turkish or Anatolian food retailer** in the vicinity, despite strong demand for culturally specific ingredients.

4.2 Product and Service Differentiation

- The proposed supermarket would offer:
 - Fresh Turkish bread and pastries
 - Halal meats and traditional deli items
 - Imported dry goods (e.g., bulgur, Turkish coffee, pickles, olives)
 - Ready-to-eat meals unique to the Turkish culinary tradition

This provision would **complement**, not duplicate, the existing convenience store offer in Maindee.

4.3 Local Community Support

- Initial community feedback (via informal surveys and local discussions) indicates **strong support** for the proposal from:
 - Turkish and Middle Eastern families
 - Broader community members seeking diverse food choices
 - Local organisations promoting multiculturalism and community cohesion

5. Sequential Test

Following guidance from **PPW and TAN4**, the applicant has explored in-centre and edge-of-centre alternatives:

Site	Availability	Suitability	Viability
Maindee Centre (core)	No suitable units available	Too small or unsuitable for fresh produce retail	High rent and low turnover forecast
Chepstow Road (edge)	Not available	Not currently vacant	N/A
17–21 Wharf Road	✓ Available now	✓ Suitable for fit-out	✓ Affordable and viable

Result: 17–21 Wharf Road is the most appropriate and sequentially preferable site available.

6. Compliance with Policy

Policy SP19 – Retail Need

- Demonstrated **quantitative need** based on vacancy and population growth.
- Demonstrated **qualitative need** based on unmet ethnic/cultural demand.
- Does not undermine but **complements Maindee Centre** by drawing new shoppers.

Policy R8 – Neighbourhood Retail

- Meets local need for **accessible convenience shopping** for a defined community.
- Located in a **walkable residential area**.
- Revitalises a **vacant unit** with meaningful, community-focused use.

7. Economic and Social Benefits

- Creation of **5–10 new jobs**, including opportunities for young people and bilingual workers.
- Supports **local suppliers**, including halal butchers and Turkish wholesalers in South Wales.
- Enhances **community cohesion and cultural representation**.

8. Conclusion

This proposal for a Turkish supermarket at 17–21 Wharf Road satisfies both the **quantitative** and **qualitative** tests of retail need and adheres to the **spirit and intent of national and local policy**.

We respectfully request that the Council reconsider the recommendation and grant approval on the grounds that the proposed development:

- Restores a **vacant edge-of-centre site**
- Serves a **defined, growing, and under-served community**
- Will deliver **economic, cultural, and social benefits** to Newport