

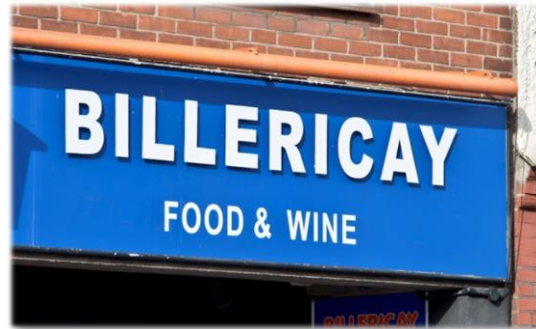
Local Plan 2016

Billericay Town Centre

Policy R6 says “To support the vitality and viability of Billericay Town Centre the strong independent retailing sector and evening economy will be protected, and the provision of a local store format foodstore which enhances consumer choice will be considered favourably” Para 8.60 says “ The study recommended that the town centre could benefit from the introduction of a second supermarket, likely to be in the form of a local store format, to improve consumer choice. As the town centre is fairly constrained with limited opportunity to expand the Council will consider positively applications which seek to modify or amalgamate suitable units providing they do not conflict with the historic setting to provide additional convenience goods floorspace.”

How much consumer choice on the High Street do we need?





Where will people park?

What has the choice of shops on Billericay High Street got to with Basildon Council?

Billericay residents may recall consumer choice has already led to the Co-op vacating the building now occupied by the Blue Boar and Somerfield, subsequently the Co-op, leaving the building now occupied by Poundland.



There appears to be some evidence that major supermarket local stores charge higher prices than their larger facilities, hardly a recipe for competition.