

## **APPENDIX 2**

### **What are Designer Outlet Centres/Villages**

The principal proposed retail allocation at J27 is intended to be for a Designer Outlet Village (DOV) or Designer Outlet Centre (DOC)

Designer Outlet Centres' (DOC) or 'Designer Outlet Villages' (DOV) are a specialist form of retailing with a primary function of selling, at significantly discounted prices, high value and luxury products that are end of range, seconds or surplus to requirements. The DOC concept is borne out of the 'Factory Outlet Centre. The factory outlet centres typically provide space for manufacturers to sell end of range and surplus products directly to the public at heavily discounted prices. It is this concept that continues to define new and existing DOCs today. Typically Designer Outlet Centres are more fashion-dominated than their Factory Outlet Centre counterpart, focusing on high end and high value products.

There are now around 45 purpose built outlet centres trading in the UK, with further centres planned.

Existing outlet centres in the south west of England comprise: Clarks Village (Street); Swindon Designer Outlet Centre, Gloucester Quays; Atlantic Village (Bideford); Poole Pottery Factory; Dolphin Quay (Poole) and the Wilton Shopping Village (Salisbury).

### **How do Designer Outlet Centres differ from Town Centres?**

The DOCs comprise managed, purpose built, units accommodating groups of manufactures/retailers selling brand name goods. These goods typically include fashion, sportswear, household, general apparel and accessories at heavily discounted prices, typically between 30% and 70% off the recommended retail price.

Historically planning consents for DOCs have sought to control the use of floorspace ensuring that a significant percentage (typically between 70% and 95%) of gross retail floorspace is to be used only for the purposes of manufacturers selling their branded seconds, surplus stock, or discounted lines. This remains the case within recent planning applications including the proposed outlet centres at Ashchurch (M5, Junction 9), Tewkesbury and Scotch Corner, Richmond

Goods often comprise previous season's stock, seconds, run-ons and samples, and are intended to complement rather than compete with the 'current' products available in town centre shops. Conditions are often imposed restricting the scope of the Class A1 (shopping) use, precluding the units from retailing, for example, convenience goods, DIY goods, tools, garden furniture, carpets, floor covering, electrical/gas/appliances, hardware, motor vehicle spares and accessories. Similar conditions have been applied preventing or limiting the sale of A3, A4 and A5 uses (Cafes, restaurants, takeaways etc)

Such conditions also typically tie into pricing restrictions to ensure that goods are heavily discounted (typically between 30% and 70% of the recommended retail price).

It may also be appropriate to impose conditions restricting the individual unit size or the overall total floorspace of a specific use within the proposal. Typically restrictions are placed on units falling below a certain size. Such restrictions could also be applied to the installation of mezzanines.

More recently conditions on proposed DOCs at Ashchurch, Tewkesbury, and Scotch Corner, Richmond, have been applied in order to secure a shuttle bus linking the DOC to the town centre.

The DOC concept is often about more than a functional shopping trip. DOCs are usually high quality, traffic free environments with an emphasis on leisure. DOCs are increasingly combining with other leisure uses. Many visitors to DOCs consider themselves to be on 'a day out' rather than responding to everyday shopping needs to which Town Centres are aligned to.

Generally shoppers will continue to visit town centre stores as well as DOCs, in order that they can access a full range of products including, for example, the latest fashions and products available in high street stores.

