



29th April 2024

To: Nigel Jacobs
Intelligent Land
Hillview Business Centre
2 Leybourne Avenue
Bournemouth
Dorset
BH10 6HF
[REDACTED]

Appeal: APP/D1265/W/23/3336518: Land to the South of Ringwood Road, Alderholt.

Ref: Market Square, Neighbourhood Centre, Alderholt.

NeighbourHub is a specialist developer and investor of local district centres. We create community focused and successful local and district centres by working with strategic landowners and residential developers to create places people love. We believe a valued local neighbourhood centre is the beating heart of a community and should be attractive, offer a diversity of uses and be easily accessible to the local and wider community. Finding the right blend of amenity provision and commercial occupiers is key to delivering a local centre that will be used and cherished by the community.

Our inclusive approach to placemaking enables us to understand how residents will interact with the space and determine the key commercial value drivers. Early consultation and collaboration with local stakeholders enables us to deliver a sustainable and flourishing local centre.

When it comes to optimizing space and value, having detailed knowledge of occupier requirements is essential as each has its own nuanced operating model. Our relationships and experience of developing convenience stores, local retail and leisure and working with medical and nursery providers, enables us to design well balanced centres.

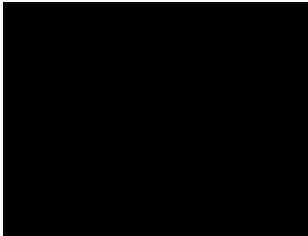
The benefits of new technology and innovation in management, construction and decarbonisation are applied across our schemes to improve and enhance both delivery and the long-term occupation of the space.

Our experience of curating well-planned and commercially viable centres unlocks further sustainability benefits to both existing and new residential developments – as communities grow so does the demand for local services.

We have reviewed and appraised the proposals for the Market Square neighbourhood centre at Alderholt Appeal reference above. The scheme is designed well at Masterplan level, creating an attractive retail environment within short walking distance of all the residential areas of Alderholt. The scale of the proposal is suitable for the wider development in our view, and the retail elements will have sufficient flexibility to cater for specific retail demand.

We would therefore be very interested in working with the wider Development team to deliver neighbourhood centre in line with the phasing plan and IDP.

Kindest regards,



Quinton Hill-Lines
Director