



Hounslow Local Plan Examination

**Response to Matter 10 – Delivering
the identified requirements over the
Plan Period**

**Representations on behalf of
Sainsbury's Supermarkets Ltd (SSL)**



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Independent Examination of the Hounslow Local Plan - Inspectors Matters, Issues and Questions (MIQs) for Examination

Introduction

1. On behalf of our client, Sainsbury's Supermarkets Ltd (SSL), we welcome the opportunity to respond to the Inspectors MIQs relating to the Stage 2 of the independent examination of the Hounslow Local Plan.
2. SSL has been involved in the London Borough of Hounslow (LBH) Local Plan Review process since 2016. In December 2023, SSL submitted representations to the Regulation 18 consultation on the emerging Hounslow Local Plan following the Council's decision to combine several draft Volumes into a single consolidated document, within which their store in Chiswick town centre (the site) has been allocated for redevelopment to provide a mixed-use residential development including a reprovided foodstore. SSL submitted representations to the Regulation 19 consultation on the consolidated Hounslow Local Plan in October 2024.
3. Most recently, WSP appeared on behalf of SSL at the Stage 1 Examination Hearing on 27th January 2026. We also responded to the Council's Stage 1 Follow Up Retail Note (EX50) in April 2026.
4. SSL's store in Chiswick is located within the designated town centre and provides an important opportunity to deliver a town centre mixed-use redevelopment, providing new homes, new retail space and contributing to the revitalisation of Chiswick High Road. SSL's store is proposed for allocation on this basis under Site Allocation 107 'Sainsbury's Chiswick' in the draft Hounslow Local Plan for 300 new homes and 5,300sqm of replacement retail floorspace. SSL's response to the MIQs is made with regard to Site Allocation 107
5. The following response to the Inspectors' MIQs is made within the context of the preceding representations and does not supersede these, but rather emphasises and adds to the important factors that the Council and Inspector should consider to find the new Local Plan sound.

ISSUE – Whether the Plan approach towards the identification and supply of land and anticipated delivery of development is positively prepared, justified, effective, consistent with national policy and in general conformity with the London Plan, so as to ensure the timely delivery of the identified requirements for the Borough?

Q15) Is there a suitable range and choice of employment locations, town centres and proposed allocations, in terms of type, quality and size, to address the particular characteristics, roles and functions of areas of the Borough and to meet the requirements for employment growth and associated requirements for employment floorspace and main town centre uses in the Plan?

Q16) What land supply remains available within existing employment areas and town centres and what contribution can they make relative to identified needs? Is there any evidence of long-term vacancy of land and premises?

6. SSL support the dual approach of housing delivery and improving the economy via regeneration of town centres. There must be an equal focus on providing job opportunities as well as new housing. The new Hounslow Local Plan must support all forms of economic development which

creates jobs, such as retailing. SSL would support changes to remove overly prescriptive policies which in practice can act as a deterrent to investment, job creation and ability to deliver development and regeneration.

7. It is imperative that the allocations make best use of the sites, in accordance with London Plan Policies D2 and D3 and NPPF paragraphs 124-126. As such the capacities included in the draft allocations should be optimised.
8. Sainsbury's Chiswick store has been allocated for the retail space of 5,300sqm (Site allocation 107). While SSL support the inclusion of retail floorspace within the allocation, the existing store is overtrading, is a significant provider of jobs within the Borough and is a vital contributor to the vitality and viability of Chiswick Town Centre. As such, the allocation should confirm that no less retail floorspace than existing should re-provided, with adequate car parking and servicing. The retail quantum in the allocation should be amended to require a *minimum of 7,000sqm* of retail floorspace.