

5.10 THE ENCOURAGEMENT OF LOCAL AND VILLAGE SHOPS (SHOP. 5)

5.10.1 The Council is proposing a number of housing sites across West Berkshire. As a consequence, demand in these areas for local shops will increase, together with the importance of retaining existing local shops.

5.10.2 It should be noted that West Berkshire has a considerable scatter of settlements in the rural area, some quite large, such as Mortimer and Burghfield to the east, and Kintbury and Lambourn to the west. The importance of the shops in these villages is significant to the local community, albeit the numbers may be small and the range limited. The vitality of the rural economy is, in part, dependent upon village shops and therefore every encouragement should be given to their retention. It is not possible, however, for the Council to prevent the closure of these shops. Farm shops are also valuable to the local economy and the local consumer, but their potential impact on the vitality of nearby village shops must be taken into consideration in any development proposed.

SHOP.5 The Council will encourage proposals for the provision and retention of local shops within both new and existing residential areas and in village settlements. It will also encourage the provision and retention of farm shops, provided that they do not adversely affect the vitality of nearby village shops.