

Draft Letter to LBH regarding the proposal  
by DSGI to build a mezzanine floor at PC World.

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To Whom It May Concern:

The Brentford Community Council (BCC) wish to object to the proposal by DSGI on the grounds that it will harm the Town Centre by reducing diversity along the High Street.

DSGI state that the diversion of trade from the High Street will be only 1% of turnover but this will be offset by growth year on year. However, this can be considered fallacious since:

- Given the current economic climate such growth in real terms is by no means certain in the short to medium term
- The bulk of the impact of this loss of turnover for the High Street as a whole will fall on two shops rather than being spread evenly across all traders. Since these shops already operate on slender margins the consequential effect will be that they will find it increasingly difficult to trade and even go out of business.

Since these shops offer a much needed service for the area the BCC object to the planned expansion on the grounds that it will harm the viability of some local services and the diversity of the High Street. The reduction of this diversity will harm the remaining businesses since fewer people will visit the area than now.

DSGI told BCC that they had arrived at the decision to expand the PC World premises by taking a sequential approach to finding alternative sites but that no sites had met the criteria other than the PC World building with the proposed expansion. BCC would ask that there should be an independent evaluation of the DSGI exercise to ascertain whether it had been carried out objectively with no preconceived notions or whether certain assumptions were built in that drove the process and excluded other possibilities.

The BCC also request that there should be a full disclosure of the dialogue between DSGI and Ballymore as regards siting themselves within the Ballymore Development. For this to have been ruled out so completely there must have been considerable exploratory correspondence between the two parties.

Furthermore BCC recommend that Members insist in a full disclosure of the terms of DSGI's current leases on the Great West Road premises so as to satisfy themselves the extent of the influence these factors had on the process of selecting alternative premises.

Sincerely,