



STATEMENT OF COMMUNITY INVOLVEMENT

Construction of new Foodstore, with car parking, landscaping
and associated works

AT

Land East of Sheffield Road,
Birdwell

ON BEHALF OF

Aldi Stores Ltd.



July 2013

CONTENTS

1.	Introduction	3
2.	Background	5
3.	Pre- application consultation	7
4.	Changes to the application following consultation	15
5.	Post - application consultation	16

Appendices

1.	Barnsley Council's Statement of Community Involvement
2.	Consultation area map
3.	Copy of Newsletter
4.	Copy of Reply Card
5.	Copy of Display Boards
6.	Copy of Feedback forms

1.0 INTRODUCTION

- 1.1 This Statement of Community Involvement is submitted on behalf of Aldi Stores Ltd in support of a planning application for the demolition of existing units (Use Class B1 and B8) and the erection of an Aldi foodstore (Use Class A1), with car parking, landscaping and associated works at land East of Sheffield Road, Birdwell. The proposed store will have a net floorspace of 1,125sqm and is designed to serve a distinct local catchment of Birdwell.
- 1.2 It is considered that the introduction of a new discount foodstore to Birdwell will provide choice and competition within the convenience shopping market.
- 1.3 The scheme will contribute significant investment into the local economy and deliver approximately 30 new local job opportunities within Birdwell.
- 1.4 Aldi is committed to consulting local stakeholders and the local community about its planning applications. As a result, Aldi has a strong track record in consulting and communicating with members of the local community, community groups, local councillors and other relevant third party stakeholders.
- 1.5 This statement has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by Aldi in respect of its new proposal for the site.
- 1.6 This document will provide a chronological account of the consultation activity which has been undertaken within the pre-application stages of the planning application. In addition, it details the activities which Aldi proposes to undertake post application.
- 1.7 To assist with community consultation and communication, Aldi have appointed Planning Potential Ltd to deal with consulting local residents.

- 1.8 All feedback received is accounted for and represented within this document.

2.0 BACKGROUND

Proposal site

- 2.1 The site is located to the East of Sheffield Road within the settlement limits of Birdwell. The application site is located at the junction of Sheffield Road (A61) and Rockingham Row and is approximately 1.61 acres (0.65ha) in size. The site forms part of a larger area of land which is allocated as an Employment Policy Area in the Barnsley Unitary Development Plan. At present, the site is unused and in a poor condition, it is covered with a concrete/tarmac hard standing, and appears under-utilised in terms of built development when viewed from Sheffield Road, and also suffers from an area of unkempt scrubland which has been poorly maintained.

Proposal

- 2.2 The proposed Aldi food store will have 1,125 sqm of sales floor space. The store is contemporary, featuring high quality glazing and rendering to give a clean, crisp look to the building. A total of 88 car parking spaces will be provided for the food store adjacent to the store. This will include 5 disabled spaces and 8 parent / toddler spaces. The application will also include associated landscaping and respectful lighting of public areas.
- 2.3 Overall, the redevelopment proposal will provide a modern food store which will provide choice and competition within the market place, and enhance Birdwell's retail offer.

Statement of Community Involvement (SCI)

- 2.4 Barnsley Borough Council's SCI was formally adopted in September 2006. The document encourages applicants to undertake pre-application

discussions and initiate consultation with the local community. The relevant section is shown below in **Appendix 1**.

3.0 PRE-APPLICATION CONSULTATION

- 3.1 In line with Barnsley Council's 'Statement of Community Involvement', prior to submitting the formal planning application for the site, Aldi undertook a detailed programme of community consultation as outlined in the following documentation.

Planning meeting 19th June 2012

- 3.2 An initial planning meeting was held on 19th June 2012. This was attended by the case officer, highways officer and members of the Aldi design team. The site history was discussed, including the approval for retail uses and access arrangements.

Planning Meeting 17th May 2013

- 3.3 A formal pre-application meeting was held on 17th May 2013. This meeting was attended by the case officer, policy and design officers and members of the Aldi design team. It was agreed at this meeting that the catchment area for the proposals would be Birdwell only. Whilst the Councils draft policy for a retail impact assessment is 500sqm, this has not been adopted and it was therefore agreed that this policy had limited weight. Design was highlighted as an issue and it was agreed that Aldi would work with the Council prior to submission to produce an agreed scheme. In terms of highways, a fat lane had previously been agreed with the highways authority. A transport assessment is submitted with the application to cover all highways issues.

Stakeholders

- 3.4 Councillors Andrews and Lamb were met on separate occasions due to other commitments. Both Councillors asked questions in relation to impact

on local shops, local employment opportunities, highways and the potential effect on existing retailers.

Community Consultation

- 3.4 A newsletter with response card was posted to 850 addresses prior to the public consultation as well as the Ward Councillors. A map of the distribution area is shown in **Appendix 2**. The purpose of the postal consultation was to interact with the local residents, offering them the opportunity to learn more about Aldi and invite them to the public consultation, or provide a response via reply cards if they could not attend the public consultation.
- 3.6 The newsletter included details about the proposals including a map and a computer generated image of the proposed site. It also provided information about Aldi in general and how the new store would fit into the area. A copy of the newsletter is shown in **Appendix 3**.
- 3.7 The postage paid feedback card allowed local residents to say whether they supported the proposals and to provide comments, a copy of this is shown in **Appendix 4**. Details of the responses received are given below in section 3.21.

Community Consultation Event 30th April 2013

- 3.9 A public exhibition displaying the proposals was held on Tuesday 30th April between 3.00pm and 7.00pm. The exhibition was held at Birdwell Methodist Church, Sheffield Road, Birdwell. 78 people attended, details of which are provided below.

Exhibition display

3.10 The exhibition displayed details about the development proposal, which included information about:

- The Aldi brand and offering;
- The current use of site, site plan and images of existing site;
- The proposal and layout;
- Design and landscaping;
- Form and scale; and
- Next steps and information of the projects free-phone information line and email address.

3.11 Copies of the exhibition display boards are shown in **Appendix 5**.

3.12 The following materials were also available:

- Copies of the display boards;
- Examples of typical Aldi products;
- Feedback forms;
- A visitor's book, for registering interest and a desire to receive further information; and
- Freepost envelopes for the feedback forms.

3.13 The exhibition also provided:

- A ballot box to deposit completed feedback forms;
- An A3 copy of the consultation area;
- A3 copies of plans which illustrated details about the proposed development;
- Pens and pads of paper;
- Direction signs to lead attendees into the venue; and
- An opportunity to request further information.

3.14 Feedback forms could either be filled in at the venue or posted back by using the supplied postage paid envelopes. These were then collated and

the feedback analysed. A copy of the feedback form is included within **Appendix 6.**

- 3.15 Representatives of the Aldi project team were on hand to answer questions throughout the exhibition including Aldi's property director, the architect, planner, and highways consultant.

Post-paid and 0800 comment facility

- 3.16 During the consultation access to a telephone enquiry line was offered to those who wished to find out more about the proposals or register their comments via telephone.
- 3.17 This telephone enquiry line was manned between the hours of 8.30am to 5.30pm with a message facility out of hours.
- 3.18 The telephone number was 0800 978 8968.
- 3.19 Information was given to callers where possible and if questions were of a technical nature they were passed on to relevant people within the team for comment.
- 3.20 A post paid envelope was available to all attendees of the public exhibitions, so no postage had to be paid when commenting on the proposals away from the venue.

Review of comments/response to public consultation

- 3.21 Responses received up to 31st May 2013 (including postal and email responses)¹.

¹ Due to rounding percentages may not total 100.

Number and type of responses received

Total no. of responses	Supporters	Objectors	Neither support nor object
179	166	11	2

Breakdown of responses

Total no. of responses	Supporters with positive comments	Support with reservations	Support no comment	Objectors	Neither support nor object
179	120 (67%)	18 (10%)	28 (16%)	11 (6%)	2 (1%)

How responses were received

Forms filled at exhibition	By post	By email	By Telephone
44 (25%)	134 (75%)	1 (<0.5%)	-

Overview of responses

- 3.21 Overall, there has been a positive response to the proposed development at Sheffield Road. From the 179 responses received 166 (93%) supported the proposals with only 6 percent of respondents objecting.
- 3.22 Of the 166 supporters, 67% (120 respondents) provided positive comments. However, 16% of the respondents indicated they were supporters but did not add a comment and 10% of respondents were supporters but had some reservations.

3.23 Six percent of respondents objected to the proposals, the reasons are detailed in section 3.25 below.

3.24 The majority of replies (75%) were received by post following the initial consultation, 25% percent were returned at the public exhibition and less than 1% of comments were made by either telephone call or email.

Public exhibition

3.25 A total of 78 individuals attended the drop-in session which took place over a four hour period at the Birdwell Methodist Church, Sheffield Road, Birdwell 30th April 2013. This ran from 3pm to 7pm.

Comments Received – Postal and Exhibition

Support with positive comment

Comment	Number
General Positive Comments	22
Good For Birdwell	21
Birdwell needs another store/Supermarket	17
Local Jobs	14
Improve Existing Site	12
Choice / Competition	11
Already travel to an Aldi	10
Good Location / Convenience	7
Value For Money	4
Total	120

Selected positive comments

Comment	Location
"I think having a new Aldi store would be good for Birdwell as we currently do not have a local foodstore that meets the village needs"	Sheffield Road
"It will be in a prime location for towns like Hoyland, Piley, Tankersley, it will also create local jobs and will bring the community of Birdwell together"	Sheffield Road
"Any redevelopment in our area with a chance of jobs and cheaper shopping is welcomed"	Sheffield Road
"I really hope this proposal goes ahead, it will be excellent for the area. It will smarten up a derelict site and provide a much needed boost to the area"	Sheffield Road

Support with reservation

Comment	Number
Traffic	15
Litter/Rubbish	1
Environmental	1
Deliveries	1
Total	18

Selected reservation comments

Comment	Location
"Fantastic news, at last something positive getting rid of the eyesore of vacant properties as you enter Birdwell. Slightly concerned about the level of additional traffic on Sheffield Road."	Alverley Avenue

Objections

Comment	Number
Traffic	8
Aesthetics	2
Wrong Location	1
Total	11

4.0 CHANGES TO PROPOSALS FOLLOWING CONSULTATION

4.1 During the consultation process, changes were made to the scheme, in particular, discussions have been held in relation to design. The following changes were made to the design of the scheme.

- Moving the building away from Sheffield Road,
- Low Stone wall to the front of the Aldi unit to match in with the surrounding area,
- Additional trees to the frontage as requested,
- Materials changed to stone,
- Increased stone reveal adjacent the shopfront,
- Larger pillars to the store entrance,
- Columns recessed to Sheffield Road and removed at high level,
- Columns introduced to the main roadside elevation to break up the building and provide some relief to the long elevation, also stone colour to contrast with the main facing stone,
- Contrasting stone band above the windows in line with the canopy,
- Additional window introduced adjacent the store entrance,
- Stone altered to split face to create more texture.

4.2 The design changes were agreed with Officers prior to submission.

5.0 POST APPLICATION CONSULTATION

- 5.1 Given the interest displayed by residents and stakeholders in the proposals, Aldi will seek to ensure that information continually flows through existing channels to interested parties.
- 5.2 When the application has been submitted, ward Councillors will be informed and a copy of this SCI will be sent by email for information purposes.
- 5.3 The project's dedicated freephone information line number and email address will be available throughout the course of the planning process for those that require further information or to discuss the proposals in more detail.

Appendix 1:
Barnsley Council's Statement of Community Involvement
(Relevant Section – Pages 47 to 49)

Appendix 4

How you should involve people in your plans before making a planning application for a relatively large development

If you are making a planning application, we strongly recommend that you talk to us, people who live near the site and anyone else who might be affected by the development before making the application. Chart 4 sets out how you should involve us and other people in your plans.

This appendix is about planning applications for relatively large developments. If your plans are for a smaller development (such as extending your house or building a garage), you do not need to do the things shown here. However, it is best if you talk to us and your neighbours before making a planning application. Chart 4 should tell you all you need to know.

This appendix gives you some detailed advice about how you should involve other people who live near the site or who might be affected by the development. This depends on the type and size of development you propose.

Table 1 below sets out three levels of development. Each level includes types of development that are similar in terms of the type or scale of the effects they might have.

Table 1

Level	Type of development
1	Large development, and development that may interest people across a wide area. This includes plans for large shops or retail warehouses, large business development, major projects on roads and railways, and development that is not in line with the development plan. Here are some examples. • Urban development projects, including shopping centres and car parks, sport stadiums, leisure centres and multiplex cinemas, where the area of the development is more than 5000 square metres. • Residential development of 150 or more homes. • All development listed in the Environmental Impact Assessment Regulations as 'Schedule 1 Development'. This includes open-cast mining or quarrying where the site is more than 25 hectares in area. • Any development that is not in line with the development plan.

Level	Type of development
2	Development that is smaller than the development listed in stage 1 but which may interest people across a wide area. This includes development that is in line with the development plan. Here are some examples. • Urban development projects, including shopping centres and car parks, sport stadiums, leisure centres and multiplex cinemas, where the area of the development is less than 5000 square metres. • Residential development of 80 to 150 homes. • All development listed in the Environmental Impact Assessment Regulations as 'Schedule 2 Development'. This includes development that is likely to have a significant effect on the environment because of its type, size and location. • Development where the planning application must include a transport assessment. • Office development of between 2500 square metres and 5000 square metres.
3	Development that is smaller than the development listed in stages 1 and 2 but which may interest people across a wide area. Here are some examples. • Development that would be locally significant where we think people should be involved – for example, where affordable homes are proposed or will be needed. • Development on sites that may be more 'sensitive' – for example, substantial development in or near a conservation area. • Residential development of up to 80 homes. • Other development that may interest people across a wide area – for example, a small business development in a residential area.

Table 2 below shows the methods you should use to involve other people before making a planning application, broken down into each stage from table 1.

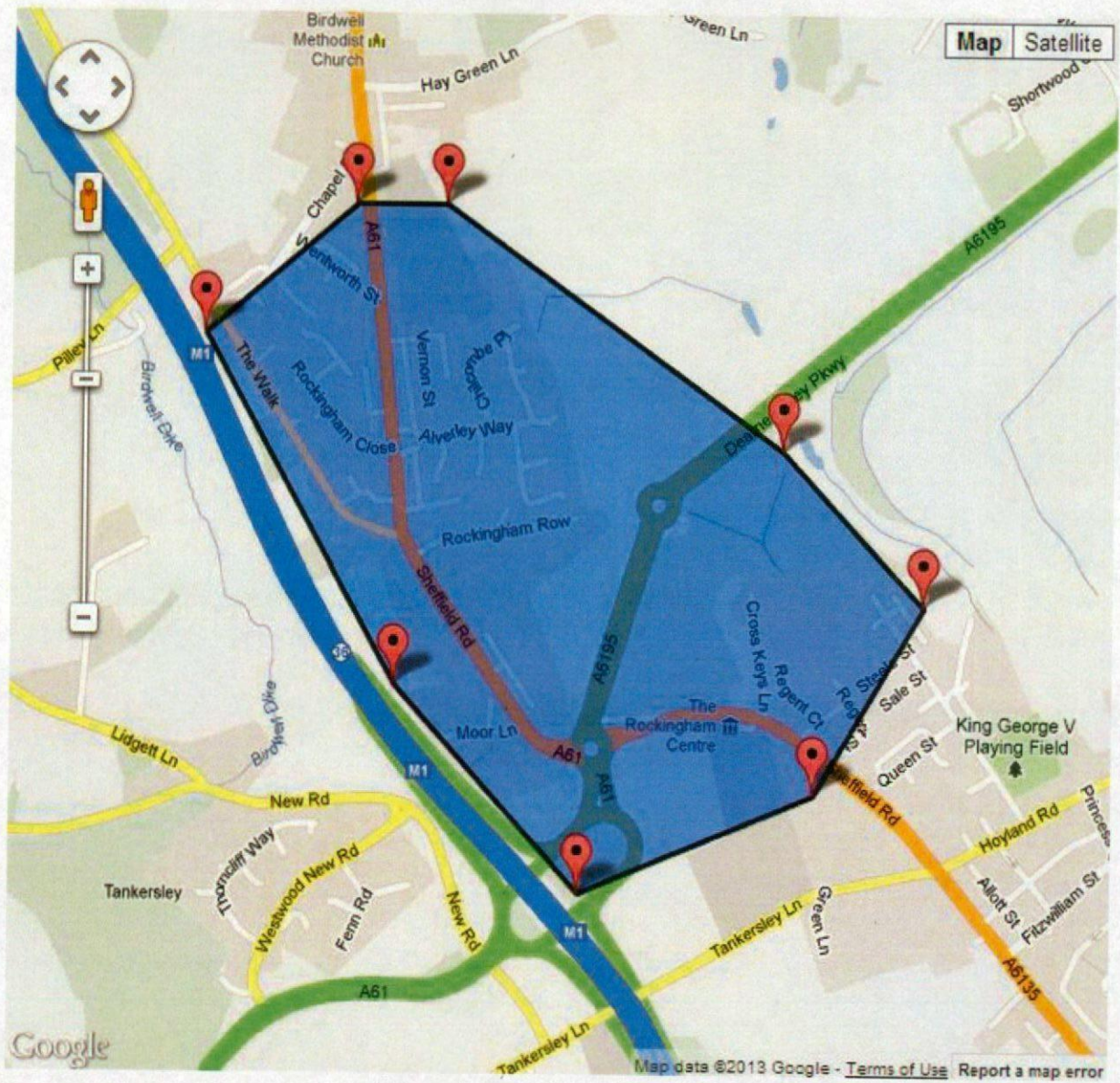
Table 2

Methods you should use to involve other people before making a planning application			
Method	Level 1	Level 2	Level 3
Write to people who live in the local area to tell them about your proposals and where they can see any plans or documents you have that show and explain what you want to do.	✓	✓	✓
Hold a public meeting and exhibition.	✓	✓	
Hold a local surgery where people can come and talk to	✓	✓	

Methods you should use to involve other people before making a planning application			
Method	Level 1	Level 2	Level 3
you about your plans in a local venue.			
Produce a development brief that sets out exactly what your plans are in some detail.	✓	✓	
Hold a 'workshop' where people can help you to solve any issues that are causing problems.	✓		
Involve the town or parish council. They will tell you what they think and may be able to help you solve any issues that are causing problems.	✓	✓	✓
Use the local media, such as a local newspaper or radio station, to tell people about your plans. An advert in a local newspaper can be seen by a lot of people.	✓	✓	✓
Use your website, or set one up, so that people you tell about your plans can see them on-line.	✓	✓	✓
Talk to Yorkshire Planning Aid. They can give you free, independent and professional planning advice if you cannot afford to pay a planning consultant. Their contact details are at the front of this document.	✓	✓	

If you are not sure about who you should involve in your plans before making a planning application, or how to involve people, please ask us. We will be happy to talk to you about this and to give you advice.

Appendix 2:
Consultation area map



Appendix 3:
Copy of newsletter



A new Aldi food store Birdwell

Invitation to a Community Consultation Event 30th April



A new Aldi store for Birdwell

Aldi, the award winning discount retailer, is preparing proposals for a new neighbourhood foodstore at the former Hangmanstone Depot on Sheffield Road. The proposal will also include a new car park to serve the store. The proposals seek to deliver a beneficial use of the site, adding to local choice. The site already benefits from planning consent for retail uses, the forthcoming application will seek to enable Aldi to occupy the site.

The proposals will bring a brand new, custom built foodstore designed to provide a localised shopping facility increasing choice for local residents in the Birdwell area. A new Aldi store would provide residents with the opportunity to purchase deeply discounted products, saving around 40% on their shopping without compromising on quality. Aldi stores focus on serving the surrounding neighbourhood, providing a local store for residents with everyday items available at low prices, giving residents an alternative to traditional supermarkets.



Serving local residents

The site is currently occupied by vacant buildings that do not offer any contribution to the local street scene.

This new store will be easily accessible for local residents, creating an attractive place for locals to shop. Aldi have given full consideration to Highways issues and will submit a robust Transport Assessment as part of the application proposals.

As well as regenerating the site itself, the proposal will provide **up to 30 full and part time jobs aimed at local people**. Aldi operates generally between 8am-9pm Monday - Saturday and 10am - 4pm on Sunday with no 24 hour operations or late night openings.

Complementing existing businesses

Aldi stock mainly own labelled brands unlike large supermarkets and are not a 'one-stop-shop'. For example, Aldi do not have an in-store baker or café and do not sell national newspapers, magazines, cigarettes or lottery tickets. This means Aldi will complement rather than compete with local shops and services.

We consider that the proposed store will offer choice and competition within the market place - given that no discount food operator is present within Birdwell. The nearest discount store is in Barnsley so residents living in Birdwell who prefer this type of operator will no longer need to travel.



Design and Layout

Aldi has designed the scheme to provide a high quality modern shopping environment for the community.

The proposed Aldi foodstore will have 1,125sqm of sales floorspace, with 80 percent dedicated to convenience goods and 20 percent for the sale of range of non-food products that changes on a week to week basis. The store will be contemporary, featuring high quality glazing and rendering to give a clean, crisp look to the building.

Measures will also be taken to ensure that the store respects the surrounding area, with comprehensive landscaping, noise minimisation measures and respectful lighting of public areas.

Community Consultation

Aldi is holding a Community Consultation for residents to find out more about the proposals and help shape the scheme.

The exhibition is being held at:
Birdwell Methodist Church, Sheffield Road
On Tuesday 30th April 2013
Between 3pm and 7pm

Or you can phone our Freephone information line on 0800 9788968 or email aldiconsultation@planningpotential.co.uk to find out more.

About Aldi

Award winning retailer Aldi opened its first stores in the UK in 1990 and has more than 460 stores across the UK. Aldi is able to achieve lower prices through an extraordinarily efficient operation, from the sourcing of its products, to the retail experience in store. In an Aldi store, you will not find 100's of versions of the same product; Aldi focuses on quality rather than quantity.

Aldi products regularly win blind taste tests and the Company was voted Which? Supermarket of the Year (2012) and Which? Discounter of the Year (2012).

Next Steps

Aldi is preparing a planning application which will be submitted in the next few months, taking into account - where possible- the views of the local community through the public consultation. If you can't attend our exhibition on Tuesday 30th April 2013 please let us know what you think by filling in the feedback form provided and returning it to us by 13th May 2013.

©2013 Aldi Foodstore Ltd. All rights reserved.

Appendix 4:
Copy of reply card

Business Reply
Licence Number
RSLY-BATZ-TKTE



Consultation Response
Aldi Stores Ltd
PO Box 750
HARROGATE
HG1 9PZ

Appendix 5:
Copy of display boards shown at public exhibition



What to expect from an Aldi store

About Aldi Aldi is one of the world's largest privately owned companies with over 7,000 stores across Europe, North America and Australia and we are proud to count ourselves amongst the leading global retailers. Aldi opened its first store in the UK in 1990 and currently operate approximately 500 stores across the country.

Aldi prices are, on average, around 45 percent lower than most supermarkets. Aldi is able to do this by working smarter with their shops, products and services.

In an Aldi store, you will not find 100's of versions of the same thing. Aldi focuses on quality rather than quantity, stocking a range of groceries that includes everything shoppers need, every day of the week. This allows us to get the lowest price from suppliers - then pass on the savings to customers. And because most of the range is own label, inflated brand-name prices are also out.



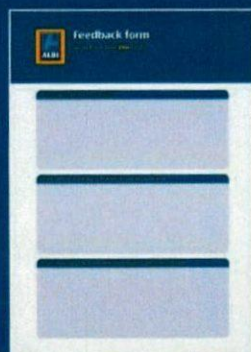
The stores offer ranges of fresh fruit and vegetables, fresh baked bread, great tasting wines, toiletries and great meal ideas - all selected for their quality. Aldi is a regular award winner for product excellence, regularly beating well-known brands and retailers. Quality is not compromised when you make a switch to Aldi.



Aldi aim to provide a clean, modern and friendly store with great products but without those hidden extras such as trolley collectors, bag packers, 'free' bags and 'free' loyalty points.

Next Steps

Thank you for taking the time to visit our exhibition. If you have any further comments, queries or questions - feel free to ask a member of the team. They are all happy to help.



Let us know what you think

We would love to hear your feedback on what you have seen today. Please take the time to fill in one of our feedback forms and pop it into the ballot box. Alternatively you can email your comments to: aldiconsultation@planningpotential.co.uk

We will then review the comments received and look for opportunities to incorporate them, where possible, into our proposals. These will then be submitted to the local authority planning department as part of a formal application.

Thank you for coming and please keep in touch!

Spend a little Live a lot



A new Aldi Store for Sheffield Road, Birdwell, Barnsley

Aldi, the nationwide food retailer, is proposing a new neighbourhood foodstore and as part of our commitment to community consultation, we are holding this exhibition so local business operators and representatives can understand a little more about the proposals.

This exhibition displays some more information about the details of the scheme alongside answering some commonly asked questions. Members of the team are on hand to help with any queries you may have and will happily talk you through the proposals.

You can also call us on our freephone information line - 0800 978 8968 - following this exhibition if you have any further comments or queries.



The site of the new Aldi Store is on Sheffield Road. The site sits to the South of Barnsley town centre on a main arterial route to the centre.

The proposal site is currently occupied by vacant buildings that do not offer any contribution to the local street scene.

The site already benefits from planning consent for retail units.

The proposal will bring the site into a beneficial use, introducing a modern foodstore and car park, providing a local discount retailer for residents, as an alternative to larger foodstores.

The site is on a busy arterial route with bus stops located very close to the site in easy walking distance of nearby residential streets.

The site falls within the Rodkingham ward which has a large local population with 1,137 people living within 1km of the site. This offers a number of ways in which people can visit the store, including walking and cycling. The Aldi store would be a local neighbourhood facility for residents providing the opportunity for a weekly shop. The store will increase customer choice and complement the smaller retailers in the area.



View of the site from the South East



View of the site from the North West



View of the site from the North East



View of the site from the South West



View of the site from the North



View of the site from the South

Spend a little Live a lot



The Proposal, Form and Scale

The Aldi store would:

- Create upto 30 jobs for local people.
- Employ local contractors and labour during the construction of the store.
- Play an active role in the community, working with local residents and schools and supporting local events and initiatives.
- Provide a welcome addition to Sheffield Road and offering a modern, high quality convenience food store.
- Offer low prices and high quality products. Aldi customers save upto 40 percent on their shopping without compromising on quality and providing exceptional value for money.



The proposal introduces a contemporary foodstore to regenerate the area creating upto 30 jobs.

Aldi have spoken to local representatives and listened to their comments regarding the proposals over the design of the store. Aldi is proposing a scheme to complement the street scene and neighbouring properties.

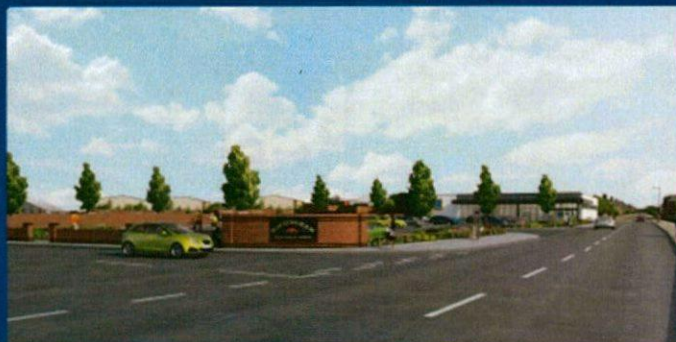
The store includes:

- Development of a vacant site helping to regenerate the area, creating a long term viable investment.
- Ease of access to the site, parking and pedestrian access from the main road through the site to the store entrance.
- Creation of a vibrant retail store.
- A bespoke design approach so that optimum use can be made of the site.

The store will be high quality development that incorporates a modern palette of materials giving a contemporary crisp feel to the surrounding area. This respects neighbouring properties and fits comfortably with the surroundings.

The proposed will provide 88 parking spaces, including 5 disabled and 8 parent and child and secure bicycle parking.

Work on the store could start as early as 2014 and the store could open in 2014.



Spend a little Live a lot

Appendix 6: Feedback



Feedback form

Let us know what you think

What do you think about the proposals?

Do you feel that a new Aldi store would be a benefit to the area?

Do you have any general comments or observations about the proposals?

