



Statement of Community Involvement

Aldi, Old Mill Lane, Barnsley



Contents

Executive Summary	ii
1. Introduction	1
2. Background to Site and Proposals	2
3. Key Consultation Activity	3
4. Themes Raised during the Public Consultation	7
5. Changes to the proposals following the consultation	9
6. Post Application Consultation	10
7. Conclusion	11

Appendices

1. Barnsley Metropolitan Borough Council's Statement of Community Involvement
2. Consultation Area Map
3. Community Newsletter
4. Response Cards

Planning Potential Ltd

London

Magdalen House
148 Tooley Street
London SE1 2TU
T: 020 7357 8000

Harrogate

14-15 Regent Parade
Harrogate HG1 5AW
T: 01423 502115

Bristol

13-14 Orchard Street
Bristol BS1 5EH
T: 0117 905 5346

Report Author: Dan Elvin

dane@planningpotential.co.uk

Report Reference:
15/2313

Executive Summary

This Statement of Community Involvement is submitted on behalf of Aldi Stores Ltd and Barnsley Developments Ltd. The application seeks full planning permission for the erection of an Aldi food store together with car parking, landscaping and associated works at the former Transco Depot Site, to the East of Old Mill Lane, Barnsley.

Aldi Stores Limited has a strong track record on community consultation. Residents and stakeholders were given the opportunity to give their feedback regarding the proposals via a number of different channels.

A Freephone information line was made available throughout the course of the planning stages, for interested parties to receive further information and provide their feedback to the project team.

Planning Potential on behalf of Aldi have contacted 3 Ward Councillors in an attempt to discuss the application prior to submission, although have been unsuccessful in attempts to arrange a meeting. Two of the three Ward Councillor are Members of the planning committee. The Aldi team would be more than happy to meet to discuss the proposal at any stage on an 'information only basis' throughout the application process if this is considered necessary.

A community newsletter detailing the application proposal was issued to 1,581 residential and business addresses in the Old Mill Lane area, a copy was also emailed to Ward Councillors.

Aldi has received an overwhelming level of local support for the proposed development, with nearly **90% of consultees in support** of the proposals.

Feedback from residents has been carefully reviewed and, where possible, has evolved the proposals.

Overall, this document provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.

1. Introduction

- 1.1. This Statement of Community Involvement provides a chronological account of the consultation activity which has taken place during the pre-application stages of this planning application.
- 1.2. The statement also provides key details of the activities Aldi Stores Limited seek to undertake post-application.
- 1.3. Planning Potential have been instructed by Aldi Stores Limited to lead on public relation matters for the proposals.
- 1.4. All feedback received relating to the consultation is accounted for and represented within this document.

2. Background to Site and Proposals

Application Site and Surrounding Area

- 2.1. The site lies off Old Mill Lane in Barnsley, a large town in South Yorkshire located halfway between Leeds and Sheffield.
- 2.2. The application site lies in an out-of-centre position although can be considered to form part of the urban fabric of Barnsley.
- 2.3. The application site is located within a predominantly commercial area on a principal transport route into Barnsley Town Centre and is surrounded by compatible planning uses including an 'Asda', 'Wickes', 'Carphone Warehouse', 'Tile Giant' and a number of smaller independent garages, builders yards etc. Residential development is located beyond to the north and north east. The application site therefore occupies a sustainable and accessible location within the wider urban fabric, occupying a gateway location on a main arterial route into and out of Barnsley Town Centre which is less than one mile to the south of the application site.
- 2.4. The site is 0.65 hectares in size and is currently vacant.

Application Proposals

- 2.5. This planning application seeks permission for an Aldi food store with a GEA of 1,822 sqm and a net sales area of 1,254 sqm, with 93 car parking spaces and landscaping. Further details regarding the nature of the development proposals are provided in the accompanying Planning, Economic and Retail Statement produced by Planning Potential and the Design and Access Statement prepared by the Harris Partnership.

3. Key Consultation Activity

- 3.1. This section provides key information on the extent of community consultation undertaken by the Aldi Development Team:

Engaging with Ward Councillors

- 3.2. The Aldi team have not been successful in attempts to arrange a meeting with the three Ward Councillors. As a result, it has not been possible to discuss the proposals with them. However, we would like to reiterate that the Aldi team is available throughout the application process to meet and discuss the proposal with Ward Councillors as and when required.

Engaging with Local Community

- 3.3. A newsletter with a response card was posted to 1, 581 residential and business addresses on 16 September 2016.
- 3.4. A map of the distribution area is shown in **appendix 2**. The purpose of the postal consultation was to interact with local residents, present them with details of the proposed development and invite them to provide comments and suggestions. A freepost reply card was included with the leaflet, together with a Freephone number to enable local residents to respond by either telephone or post.
- 3.5. The newsletter provided key details of the proposals, including a plan 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**.
- 3.6. The postage-paid response cards allowed local residents to comment on the proposals. A copy of this is shown in **appendix 4**. Details of the responses received are given below from paragraph 3.10 onwards.
- 3.7. During the consultation, access to a telephone enquiry line was offered to those who wish to find out more about the proposals, or register their comments.
- 3.8. This telephone enquiry line operated between the hours of 8.30am to 5.30pm, with a message facility for out of hours. The telephone number was 0800 978 8968.
- 3.9. All available information was provided to callers, and if questions were of a technical nature they were addressed by relevant staff within the wider professional team for comment.

Engaging with the Local Authority

- 3.10. Initial discussions on highways and retail scoping have been held with Highways and Planning Policy Officers prior to submission of this application.
- 3.11. A meeting was held on 27th January with planning officers to discuss the proposals. Following on from this, further information on the sequential approach was submitted to the Authority, Design changes were made in line with comments from the design officer. Further investigations were made via the Environment Agency.

Review of Comments/Response to Public Consultation

- 3.12. Responses received up to submission of the application were collated (including postal, telephone and email responses). A summary of responses received is provided below:

Do you support Aldi coming to Old Mill Lane	Number of responses	%
Yes	204	89
No	24	11

Source: Planning Potential Research

Overview of Responses

- 3.13. Of the 228 responses received, 204 (89%) were in support of the proposals, with 11% of respondents objecting.
- 3.14. Of the 204 supporters; 41% provided additional positive comments, 42% of the respondents indicated they were supporters but did not add a comment; and 6% of respondents supported the proposals, but had some reservations.
- 3.15. 24 (11%) respondents objected to the proposals, the reasons are detailed below.
- 3.16. The majority of responses, 218 (96%), were received by post using the freepost form. 8 of the responses were provided by email and 2 telephone calls were received on the Freephone telephone number.

Comments Received – Postal, Telephone and Email

Breakdown of reasons for support from residents:

Comment	%
Provide a local convenience/reduce need to travel	23
Already an Aldi shopper - more convenient	18
General supportive comments	14
Develop/improve the site	12
Create jobs	11
Provide choice and competition	10
Provide value for money/cheaper shopping	7
Great location	6
Total (allowing for rounding)	100%

Source: Planning Potential Research

Sample of positive comments:

Comment	Address
<i>"A new store would be great for this area. New jobs are always welcome news, greater choice in this area with all the housing development happening."</i>	Coleridge Avenue
<i>"The wasteland is unsightly and a new Aldi store would be welcome, bringing jobs to the community"</i>	Windsor Crescent
<i>"Aldi offers good value for money with good quality produce."</i>	Tor Close
<i>"Extra choice of shopping is much needed in this area, will be an asset to this side of Barnsley."</i>	Byron Drive
<i>"It will create cheaper shopping for us. As we are pensioners and like to save money on our food bills."</i>	Wakefield Road
<i>"An Aldi on this site would be great. A good location for people of our area and beyond."</i>	Wakefield Road

Source: Planning Potential Research

Support with reservations

Comment	%
Highways/traffic/congestion	88
Road Safety	13
Total (allowing for rounding)	100%

Source: Planning Potential Research

Selected reservation comments

Comment	Location
<i>"I like the idea of a new Aldi close to where I live, my only concern is the additional traffic in the area"</i>	Burton Bank Road
<i>"Consider the impact on the local primary school, including traffic and parking"</i>	Longdale Croft
<i>"It will be an improvement to the waste ground, my only concern is the increased traffic for delivery trucks on the Burton Road leading to the new store."</i>	Burton Road

Source: Planning Potential Research

Objections

Comment	%
Highways, traffic, congestion	66
Another supermarket not needed	23
Not a suitable site/location	6
Noise/air pollution	6
Total (allowing for rounding)	100%

Source: Planning Potential Research

- 3.17. In addition to the above, Planning Potential asked respondents where they currently shop. The table below shows that the highest proportion of respondents use Asda for their main food shop with Aldi being the second most commonly used foodstore.

Where do you currently shop?	Number of responses	%
Asda	135	37
Aldi (Various)	105	29
Morrisons	33	9
Tesco	28	8
Iceland	21	6
Lidl	19	5
Other (Including town centre, Farmfoods, M&S)	23	6
Total (allowing for rounding)		100%

Source: Planning Potential Research

NB Most respondents gave more than one choice.

- 3.18. It is clear that a high proportion of people (29%) living within the area already shop at an Aldi store, thus the proposals will help reduce the need to travel.

4. Themes Raised during the Public Consultation

- 4.1. The majority of respondents are in support of the proposed development at Old Mill Lane. From the 228 responses received 204 (89%) supported the proposals, with 11% of respondents objecting.

Issues Raised during the Consultation

- 4.2. In terms of analysing the concerns raised, these tended to fall within 2 broad categories, as detailed below. Planning Potential seeks to address comments raised and provide key information which has been provided during the course of the pre-application consultation period.

Highways/Traffic/Congestion

- 4.3. As required by the Local Planning Authority, a Transport Assessment has been submitted with the planning application to address perceived impacts on the local road network, access design, parking provision and highway safety. This will enable the Council to understand fully the potential impact of the proposal on the existing highway network.
- 4.4. It is clear from the Transport Assessment that the traffic associated with the development can be accommodated within the existing highway infrastructure, with no adverse impact on highway safety.
- 4.5. The proposed development is not predicted to create any significant issues at any of the junctions tested, with a negligible reduction in capacity and increases of small amounts of vehicles queuing on some arms. The traffic impact assessment has predicted that traffic associated with the development can be satisfactorily accommodated on the local highway network, with a minimal impact on existing capacity and queuing.
- 4.6. The development is considered to be accessible by all and will reduce the need for people to leave this area of Barnsley to carry out their local shop and is served by frequent public transport services and good pedestrian and cycle links.
- 4.7. Overall, the Transport Assessment concludes that the development proposals are acceptable in highways and transportation terms, and the proposals can be accommodated within the site, with no adverse implications on the highway network.

Another Supermarket not needed

- 4.8. The site is located in a highly accessible position on a key arterial route into and out of Barnsley town centre with good public transport links.
- 4.9. The development will encourage sustainable shopping patterns in this area of Barnsley and reduce the number of trips and journey times for those currently travelling further afield to reach a discounter supermarket.
- 4.10. Based on the Household Survey data provided in the 2014 Retail Study, a number of the survey turnovers for the popular main food destinations are shown to be overtrading based on a benchmark assessment. Notably, the out of centre Asda which is located nearby on Old Mill Lane is overtrading by

£46.89m. The accompanying Planning and Retail Statement considers this issue in further detail.

- 4.11. Given the scale of the development, a formal Retail Impact Assessment is not required under planning policy, but it is felt that the development will not result in a 'significant adverse impact' on existing stores as defined by paragraph 27 of the NPPF.

5. Changes to the proposals following the consultation

- 5.1 During the consultation process changes were made to the design of the building following comments from the design officer. No further comments were made on design or layout as part of the consultation process.

6. Post Application Consultation

- 6.1. Given the interest displayed by residents and stakeholders in the proposals, Aldi Stores Limited will seek to ensure that information continually flows through existing channels to interested parties.
- 6.2. The projects dedicated Freephone information line number and email address will still be available throughout the course of the planning process for those that require further information or to discuss the proposals in more detail.

7. Conclusion

- 7.1. Throughout the pre-application consultation stages; the applicant's consultants have received informative feedback from local residents and the Council which has been useful in assisting the formulation of development proposals.
- 7.2. To conclude, it is considered that the consultation exercise has been thorough and has targeted all households within a reasonable catchment of the site. The key stages and outcomes were:
- A leaflet drop advising local residents of the proposals, providing the opportunity for residents to comment by telephone, email or freepost return;
 - Pre-application discussions with Barnsley Council at Officer level resulted in the opportunity to highlight any specific points at an early stage.