

remarkable[®]

Supporting Consultation Statement

**Proposals for Claycliffe Road,
Barugh Green.**

Prepared for Aldi

June 2010

CONTENTS

1.	Introduction	3
2.	Background	4
3.	Pre- application consultation	5
4.	Post - application consultation	14
5.	Appendix	16

1. Introduction

Aldi is promoting proposals for a new store on Claycliffe Road, Barugh Green. This will be Aldi's first store in the area and is on a site which already benefits from outline planning permission. The proposals would deliver a new neighbourhood food store alongside parking for the store. In addition, the plans provide for up to four further small retail units and parking.

The scheme would bring up to 60 new jobs to the area and dramatically improve the appearance of the site. It will also provide a local supermarket which the area is currently lacking.

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.

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.

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.

To assist with community consultation and communication Aldi appointed Remarkable Property and Planning Communications, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.

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

2. Background

2.1 Proposal site

The site is located at the corner of Claycliffe Road and Barugh Green Road. The site has an existing pub and car parking, both of which will be retained. The site benefits from planning permission, granted in 2009 for a mixed use development including a convenience store, office units, additional employment accommodation, retail units, associated parking and access.

2.2 Proposal

Further planning permission will be sought for a new food store which would have a net sales area of 990 square metres and a gross internal area of 1,457 square metres. The site has associated space for a further four retail units. The design of the food store would be high quality and contemporary in appearance whilst reflecting nearby traditional buildings.

The car park for the supermarket will provide a total of 80 car parking spaces. The site plans also earmarks will be an additional 41 spaces provided for the other retail units, The proposed food store would be a single storey building with a net sales area of 990 sq m

2.3 Statement of Community Involvement

Barnsley Borough Council formally adopted its SCI in 2006, it encourages developers to undertake pre-application discussions and initiate early community consultation with residents considered to be affected by proposals. The relevant section is shown below in Appendix 1.

3. Pre-application consultation

In line with Barnsley Metropolitan Borough Council's SCI, prior to submitting the formal planning application for the site Aldi undertook a detailed programme of community consultation as outlined in the following documentation.

3.1 Contacting statutory bodies

During the pre-application discussions, a meeting was held with planning officers to discuss the proposals. Here, the most recent layout of the site was presented and documentation to be submitted was agreed. In addition, timings and arrangements for the public exhibition were discussed.

3.2 Member briefing

Initial briefings were held with ward councillors to understand the views of local representatives. Furthermore, councillors were invited to a stakeholder briefing before the public exhibition was held. One ward member, Councillor Burgess, attended.

3.3 Public exhibition

A public exhibition displaying the proposals was held on Wednesday the 24th of March between 4.00pm and 8.00pm. The exhibition was held at Barugh Green Working Mens Club, Higham Common Road, Barugh Green, S75 1LD. 41 people attended, details of which are provided below.

3.3.1 Invitation letter

An introductory newsletter and feedback postcard were distributed to 971 homes in the local area advising them of the proposals. A map of the distribution area is shown in Appendix 2. They were sent to those homes and businesses thought to be most affected by the proposals and were distributed on the 11th of March. The invitation letters contained details of the exhibition alongside information about a telephone enquiry line.

The newsletter included details about the proposals including a map and an artist's impression 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.

3.3.2 Feedback card

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 3.5.

3.3.3 Stakeholder invitation

An invitation was also issued to the following local stakeholders. They were invited to attend a preview session of the plans for the hour prior to the main exhibition. A copy of the invitation letter is shown in Appendix 5.

- Ward members
- Neighbouring ward members
- Leader of the Council
- Council Group Leaders
- Planning Regulatory Board Members
- County division members
- MP and PPCs

3.3.4 Media relations

A press release was specifically created for the exhibition which contained details of the proposed new food store. It was sent on 4 February to the Yorkshire Post and the Barnsley Chronicle. It is available to view in Appendix 6. The subsequent Yorkshire Post (electronic version) article from the 22nd of March is included in Appendix 7.

A reporter from the Barnsley Chronicle attended the public exhibition. The subsequent article, published on the 26th of March, is shown in Appendix 8.

3.3.5 Exhibition display

The exhibition displayed details about the new proposals pre-application, which included information about:

- The Aldi brand and offering;
- The current use on 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.

Copies of the exhibition display boards are shown in Appendix 9.

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
- Freepost envelopes for the feedback forms

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
- An opportunity to request further information

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. Feedback could also be given via the proposals website. A copy of the feedback form is included within Appendix 9.

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

3.4 Post-paid and 0800 comment facility

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.

This telephone enquiry line was manned between the hours of 8.30am to 5.30pm with a message facility out of hours.

The telephone number was 0800 298 7040.

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.

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.

3.5 Review of comments/response to public consultation

Responses received up to 6th April, 2010 (including postal and email responses)¹.

Number and type of responses received

Total no. of responses	Supporters	Objectors	Neither support nor object
185	174 (94%)	9 (5%)	2 (1%)

Breakdown of responses

Total no. of responses	Supporters with positive comments	Support with reservations	Support no comment	Objectors	Neither support nor object
185	118 (64%)	26 (14%)	30 (16%)	9 (5%)	2 (1%)

How responses were received

Forms filled at exhibition	By post	By email
31 (18%)	154 (82%)	0 (0%)

3.5.1 Overview of responses

There has been an overwhelmingly positive response to the development in Barugh Green. From the 185 responses received to date, 174 (94%) supported the proposals with only five percent of respondents objecting.

Of the supporters, the vast majority (64%) of total respondents provided positive comments. However, 14% of those supporting the proposals did so with reservations; examples of these are provided below. 16% of the respondents indicated they were supporters but did not add a comment.

Eight people (five percent of respondents) objected to the proposals, again the reasons are detailed below.

The great majority of replies (82%) were received by post with the remainder returned at the public exhibition. No replies were received by email.

3.5.2 Public exhibition

A total of 41 individuals attended the drop-in session which took place over a four hour period at the Barugh Green Working Men's Club, Higham Common Road on the 24th of March 2010. This ran from 3pm to 7pm.

¹ Due to rounding percentages may not total 100.

A preview session was held from for local stakeholders from 2pm to 3pm. Out of the invited stakeholders one, Councilor Burgess, a ward member attended the session.

3.5.2 Posted Comments²

Support with positive comment

Comment	Number
Store required in area	33
Long time coming / sooner the better	10
Great news	5
Fully support proposal	5
Would like information on getting a job	5
Good layout / design / location	5
Good quality / prices in Aldi	4
Good for local jobs	4
Good luck to Aldi	3
Have petition for a shop in the area	1
Total	75

Selected positive comments

Comment	Location
"Local and useful"	St. Austell Drive
"Just what Barugh Green needs. I think it is a great spot for an Aldi"	St. Austell Drive
"Long overdue. Not a Store near here"	Claycliffe Avenue
"Will save round trip of seven miles"	Claycliffe Avenue
"Nice to have a shop within walking distance"	Claycliffe Avenue
"Went round estate with a petition asking for support for a shop and every single person was positive"	Mawfield Road

² Total comments may be fewer or less than forms received as some did not comment on specific question and some gave more than one comment.

"Would be fantastic if your shop would open. Can't wait"	Mawfield Road
"Would welcome store as we have nothing near hand"	Medina Way
"We need it badly as there is only one shop around here"	Medina Way
"Good as a large number of elderly people... who will have less journey to do their shopping"	Byrne Close
"Welcome to the area"	Willbrook Rise
"We really need this supermarket, nothing around this area for us...have spoken with several people and everyone supports these proposals"	Milne Street
"Fantastic for area"	Dovebush Way
"Excellent idea"	Barugh Green Road
"I own a café across from site...the people shopping there will benefit it... I love Aldi, it the best news"	Redcliffe Road
"About time! It's been a long time coming. This can only make for a better future for this area"	St. Thomas' Road

Support with reservation

Comment	Number
Would increase traffic	6
Plans should include a footpaths to avoid crossing busy Claycliffe Road	3
Problems with access onto Claycliffe Road	3
Conservation of and plant more trees and hedges	2
Should consider light pollution issues	1
Possible pollution from near by bio-mass generator	1
Lack of variety in Aldi products	1
Total	16

Selected reservation comments

Comment	Location
"Please consider a footpath on left side of Claycliffe Road leading to Medina way"	Medina Way
"I would like more variety and more brand names"	Medina Way
"Should have sensible illumination and maintain boundary hedges"	Redthorpe Crest
"Existing access on Claycliffe Road inadequate...exit through Barugh Green Road would benefit"	Redthorpe Crest
"A much needed development, however concerns about peak traffic"	Calthorne Road
"What about possible pollution from bio-mass generator situated near by?"	Wilbrook Rise
"Only downside would be congestion on Barugh Green Road"	Barugh Green Road

Objections

Comment	Location
"The proposed venture will put some local shops out of business"	Medina Way
"Traffic congestion affecting local businesses. Loss of green belt land"	Nicholson Avenue
"We have enough supermarkets in town...this is a very busy road"	Not given
"Concerned that it will reduce value of my property...increase traffic... in the area...will raise the amount of crime due to the clientele it attracts"	Medina Way
"Do not like the appearance of the building...I worry that the locality will suffer by attracting traffic, litter, noise and inappropriate gathering"	Medway Close
"Already too much traffic through the area... the roundabout is often congested"	The Meadows

3.5.3 Comments received at public exhibition

Below is a breakdown of the comments on the proposals which respondents gave as a result of viewing the initial plans at the public exhibition;

Thoughts on the proposals

Comment	Number
Area lacks shops	9
Generally good idea	9
Good use of site	3
Good for local jobs	2
Should have a exit on Barugh Green Road	1
Need supermarket but not an Aldi	1
Will benefit local community	1
Increase business in the area	1
Concern over 60 mph limit on A635	1
Hope that there are positive social and environmental impacts	1
Total	29

Will the Aldi store benefit the area?

Comment	Number
Yes – will benefit generally	13
Cut down travel to other stores	8
Good for jobs	4
Meet local need	3
Add more traffic and accidents	1
Total	29

General comments

Comment	Number
Should be entrance on Barugh Green Road	3
Reduce speed limit on Barugh Green Road	2
Look forward to proposals being accepted	2
Concern over possibly opening 24 hours	1
Would like local produced products to be available	1

Will improve vacant area	1
Entry / Exit on Claycliffe Road is dangerous	1
Should be more variety and brands available	1
Would like joint marketing opportunities with other local businesses	1
Total	13

4. Post application consultation

4.1 On-going stakeholder engagement

Given the interest displayed by residents and stakeholders in the proposals Aldi will ensure that information continually flows through existing channels to interested parties. This includes a number of initiatives, listed below:

4.2 Community newsletter

When the application has been submitted, a fully designed community newsletter will be issued to the following:

- Ward members
- Neighbouring ward members
- Leader of the Council
- Council Group Leaders
- Planning Regulatory Board Members
- County division members
- MP

The aim of the newsletter is to inform stakeholders on the submission of the plans while responding to the main comments that were raised throughout the pre-application consultation.

4.3 Continued media contact

A further media briefing will be offered to the journalist of the Barnsley Chronicle to provide detailed information on the submitted plans. This will allow the wider public to be kept informed of the proposals.

4.4 Ongoing consultation

The projects 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.

5. Appendix

5.1 Barnsley Metropolitan Borough Council Statement of Community Involvement (relevant section – pages 45 to 47)

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 <i>Environmental Impact Assessment Regulations</i> 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.

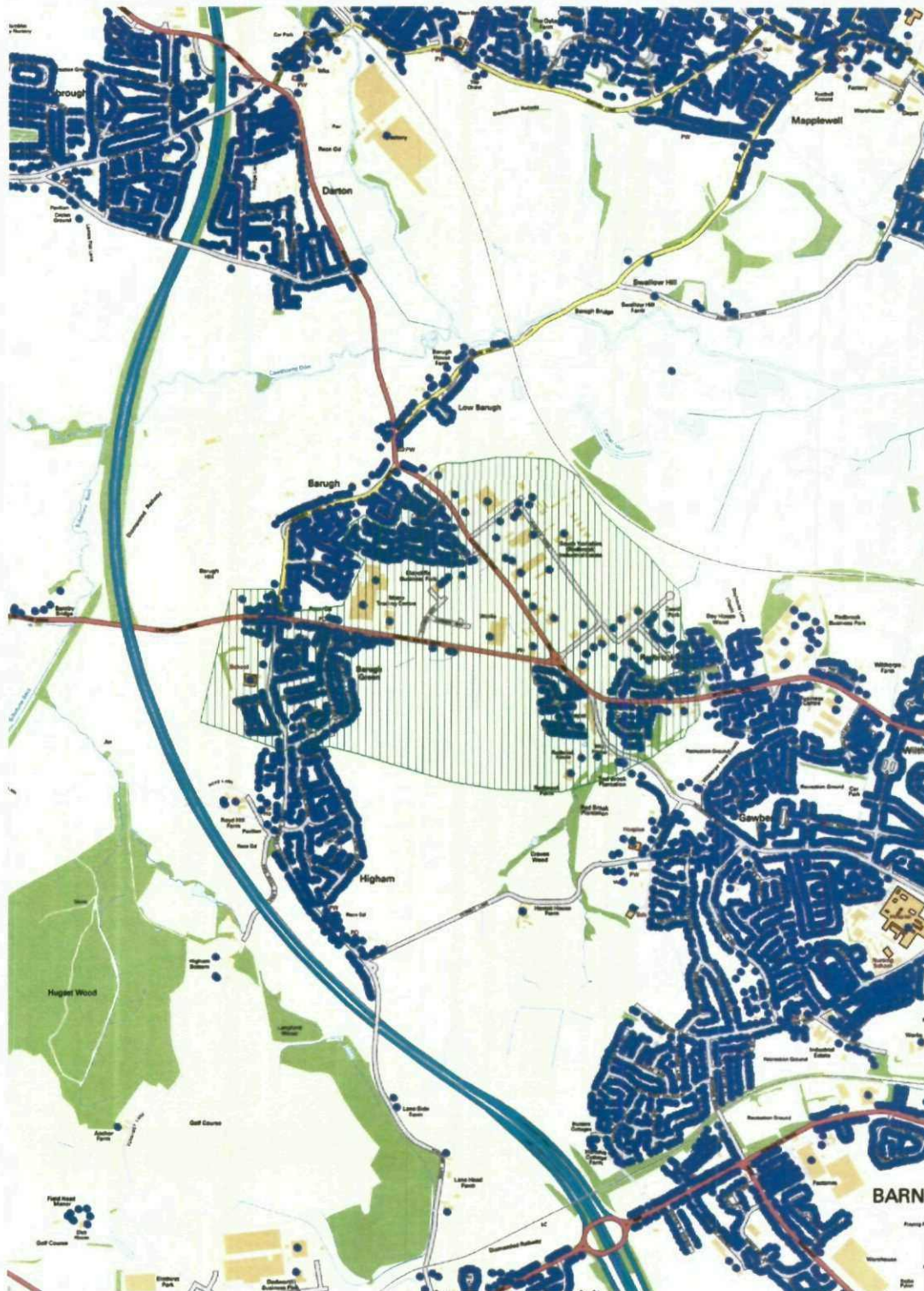
Table 2

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.

5.2 Consultation area map



5.3 Copy of newsletter



Proposed local centre for Claycliffe Road



Proposed Aldi store

Welcome to our newsletter

Aldi, the premium discount food retailer, is preparing proposals for a new neighbourhood centre on the derelict and underutilised land adjacent to the Chestnut Tree Public House in Barugh Green. The site already has planning permission, granted in 2009, for a mixed use development including a convenience food store. Aldi has now taken an interest in the site and is progressing proposals for a new local centre, anchored by an Aldi food store.

The proposals would bring a brand new, custom built food store designed to complement existing offerings and provides more choice for local residents. The nearest Aldi store is currently over 4 miles away.

A new Aldi store would provide residents with the opportunity to purchase deeply discounted quality products. Aldi customers save between 20 and 30 percent on their shopping without compromising on quality. Aldi stores focus on serving the surrounding neighbourhood, providing a relatively local store for residents with everyday items available at low prices, giving residents an alternative to traditional supermarkets.

Creating an attractive new store

The site falls within an area where there is already a deficiency - with residents often having to travel out of the local area to pick up their weekly shopping. This new store will be easily accessible for local residents, of which 33,000 live within a five minute radius.

The proposals offer the opportunity to redevelop this Brownfield site, the majority of which has been underused for a number of years. The outlook of the site will be improved with the introduction of a modern food store, smaller retail units and car parking facilities.



Existing site

A good neighbour

As well as regenerating the site itself, the proposal will provide between 50 and 60 jobs, including 20-30 jobs to be provided at the Aldi store alone. Aldi operates generally between 9am - 8pm Monday - Friday, 8.30am - 8pm on Saturdays and 10am - 4pm on Sunday, with no 24 hour operations or late night openings.

More local choice for high quality food

Aldi believe there is a need for a new discount food store in the neighbourhood, bringing additional local choice for residents, especially those with a limited budget.

The aim is that the new Aldi food store would add to the vitality of the area, encouraging shoppers to complete their shopping locally, with a store that offers excellent produce at a low cost.

Aldi stores sell predominantly own brand products and do not sell national newspapers, lottery tickets or cigarettes. They therefore sit well with other smaller stores, with shoppers using adjacent stores to 'top up' their Aldi shop.



Proposed local centre for Claycliffe Road



Design and layout

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

The proposed Aldi food store will have 990 sqm of sales floor space, with 80 percent dedicated to convenience goods and 20 percent for the sale of a varied range of non-food products. The store is contemporary, featuring high quality glazing and rendering to give a clean, crisp look to the store.

Local centre facilities

As part of the proposals for a new Aldi store, there will also be the provision of a range of new local centre facilities - including new shops and services. It is proposed that the smaller retail units will be available for other retail uses and services for the community.

The car park will provide a total of 80 car parking spaces with an additional 41 spaces for the users of the additional retail units, which would be constructed separately as part of the wider development of the site. The new stores, including the Aldi, could provide up to 60 new jobs for the local area.

Landscaping

Aldi takes great pride in the style and design of its stores, with landscaping schemes a key part in creating an attractive and welcoming environment. The landscaping will include high quality structured soft and hard landscaping to create an attractive frontage.

About Aldi

Aldi is one of the world's largest privately owned companies with more than 7,000 stores across Europe, North America and Australia. Aldi opened its first stores in the UK in 1990 and has more than 410 stores across the UK.

Aldi is able to achieve lower prices through an extraordinary 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 thing. Aldi focuses on quality rather than quantity, stocking a range of groceries that includes everything shoppers need, everyday of the week. This allows Aldi to get the lowest prices from suppliers - then pass on the savings to customers with quantity discounts.

As most of the range is own label, inflated brand-name prices are also out. The stores offer ranges of fresh fruit and vegetables, freshly delivered 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 aims 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

Aldi is holding an Open Day for residents to find out more about the proposals. You can visit us between 3pm and 7pm on **Wednesday 24 March 2010 at the Barugh Green Working Mens Club, Higham Common Road, Barugh Green, S75 1LD.** Members of the team will be on hand to answer any questions you may have and talk more about what is proposed. You can also fill in the enclosed pre-paid postcard or call our freephone information line on **0800 298 7040.**

WE VALUE YOUR VIEWS*

Title (Miss/Mrs/Ms/Mr/Other)

First Name

Surname

Address

Postcode

Telephone

Email

Do you support these proposals?*

YES

NO

*PLEASE COMPLETE IN BLOCK CAPITALS

Any additional comments

We welcome feedback from local residents and stakeholders on our proposals for Claycliffe Road, Barugh Green. Aldi believes that the views of the local community are important and must be taken into consideration together with environmental, social and economic factors, when redeveloping sites.

Data Protection
The personal details of people who provide feedback on Claycliffe Road, Barugh Green, will not be released to third parties outside of the companies immediately involved for mailing or marketing purposes.

5.5 Copy of stakeholder invitation letter

Information Line: 0800 298 7040

11 March 2010

Dear Councillor **(name)**

Proposals for a new Aldi store on Claycliffe Road, Barugh Green

Aldi, the premium discount food store, is promoting proposals for a new local centre and Aldi food store on Claycliffe Road in Barugh Green. More information is included in the enclosed community newsletter, which has been sent to approximately 900 local residents.

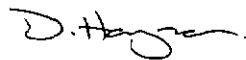
The proposals seek to build a light, bright and modern food store on the site alongside additional smaller retail units and associated car parking. Aldi believes there is strong local demand for the new store and is looking to bring forward the scheme for a planning application later in the spring.

Aldi is keen to explain these proposals fully to local residents and the wider community and as such will be holding an Open Day on **Wednesday 24 March 2010** at the **Barugh Green Working Mens Club, Higham Common Road, Barugh Green, S75 1LD** between **3pm** and **7pm**.

As part of this we will be holding a **special preview session** for local representatives and interest groups beforehand, from **2pm to 3pm** at the same venue, to which you are very welcome to attend and speak to the team before we open to the public.

If you have any questions or concerns prior to the exhibition, do not hesitate to contact me on **0800 298 7040** or via email at **feedback@consultation-online.co.uk**.

Yours sincerely



Daniel Hayman
On behalf of Aldi Stores Ltd
Enc.

5.6 Pre public exhibition press release

NEWS RELEASE



Aldi unveils plans for new local centre on Claycliffe Road, Barugh Green

Aldi, the premium discount food retailer, is preparing proposals for a new neighbourhood food store and local centre on the derelict and underutilised land adjacent to the Chestnut Tree Public House on Claycliffe Road in Barugh Green.

The site already has planning permission for a mixed use development, the new application seeks permission to amend this to include the national discount food store alongside smaller retail units. Aldi's proposals would bring a brand new, custom built development designed to provide more choice for local residents. The nearest Aldi store is currently four miles away and there is a strong local demand for such a store.

The site falls within an area where residents often having to travel out of the local area to pick up their weekly shopping. A new Aldi food store would significantly increase local choice by offering high quality, deeply discounted food products.

As well as regenerating the site itself, the total proposed development will provide up to 60 full and part time jobs aimed at local people.

Aldi is holding a public exhibition to explain its proposals to the local community on **Wednesday 24 March, 2010 between 3pm and 7pm at the Barugh Green Working Mens Club, Higham Common Road, Barugh Green, S75 1LD.**

Members of the team will be on hand to answer questions about the proposals and the exhibition will allow residents to find out more about what Aldi has to offer along with an opportunity to provide feedback.

Aldi is quite different from conventional supermarkets. As a premium discounter, it focuses on approximately 1000 high quality, mainly own brand lines rather than potentially more expensive branded goods. Typically, customers save between 20 and 30 percent on their shopping without compromising on quality. Access to this kind of quality choice and value is not currently available in the area.

A spokesperson for Aldi commented:

"This is a great opportunity to deliver additional choice and a new local centre for people in Barugh Green. The proposed development and associated car parking will provide a new focal point for the community and has the potential to offer a range of much needed community stores and services to the benefit of everyone. This scheme is deliverable and brings real opportunity for this disused site."

"The public exhibition offers local residents an opportunity to talk with the project team and find out more about the proposals. In the meantime we welcome calls to our freephone information line on 0800 298 7040."

ENDS

For more information call Daniel Hayman on 01962 893 867

Notes to editors

Aldi is one of the world's largest privately owned companies with more than 7,000 stores across Europe, North America and Australia. Aldi opened its first stores in the UK in 1990 and currently has more than 400 stores across the UK, with 30 stores in Yorkshire alone.

5.7 Pre public exhibition article from yorkshirepost.co.uk

Jobs vow as store bids to move in - Yorkshire Post

Page 1 of 2



[Search](#)

Thursday, 25th March 2010

Jobs vow as store bids to move in

Published Date:

22 March 2010

By [Jeni Harvey](#)

DISCOUNT supermarket Aldi is planning to open a new store in Barugh Green, Barnsley, which would create 60 new jobs for locals.

Planning permission is already in place for a "mixed-use development" on the disused site in Claycliffe Road but now Aldi is seeking permission from Barnsley Council to amend the plans to include the new supermarket beside smaller shops.

An Aldi's

ADVERTISEMENT

spokesman said: "This is a great opportunity to deliver additional choice and a new local centre for people in Barugh Green.

"The proposed development and associated car parking will provide a new focal point for the community and has the potential to offer a range of much-needed community stores and services to the benefit of everyone.

"This scheme is deliverable and brings real opportunity for this disused site."

The planning consent already granted for the site, which is referred to as an "unsightly parcel of land", gives the go-ahead for offices, shops and car parking.

Previously the same area, adjacent to the Chestnut Tree pub, was used as a petrol station, MOT testing centre and garden centre but has fallen into dereliction over some time.

An application from George Wimpey South Yorkshire and Claycliffe Property Developments to build 44 new homes on the site was refused in 2005, with Barnsley Council's planning board saying the land was unsuitable for housing and would be better used as an "employment site."

Claycliffe Property Developments then revised the application and resubmitted it in August 2007, for offices and a "small element of local retailing." Planning consent was granted last year but, as yet, no work has taken place.

Aldi's plans involve a main supermarket with 990 square metres of floor space, of which 80 per cent would be groceries and 20 per cent would be non-food and household goods.

A spokesman said: "The store is contemporary, featuring high quality glazing and rendering to give a clean, crisp look to the store.

"As part of the proposals for a new Aldi store, there will also be the provision of a range of new local centre facilities, including new shops and services.

"It is proposed that the smaller retail units will be available for other retail uses and services for the community.

"The car park will provide a total of 80 car parking spaces, with an additional 41 spaces for the users of the additional retail units, which would be constructed separately as part of the wider development of the site."

The Aldi spokesman added there is currently a "deficiency" of supermarkets in Barugh Green and residents often have to travel out of the area for their weekly shop.

"As well as regenerating the site itself, the proposal will provide between 50 and 60 jobs, including 20 to 30 jobs to be provided at the Aldi store alone," he added.

"Aldi believes there is a need for a new discount food store in the neighbourhood, bringing additional local choice for residents, especially those with a limited budget.

"Aldi stores sell predominantly own brand products and do not sell national newspapers, lottery tickets or cigarettes.

"They therefore sit well with other smaller stores, with shoppers using adjacent stores to 'top up' their Aldi shop."

The supermarket chain will be holding an open day to provide more information about its plans between 3pm and 7pm on Wednesday, March 24, at the Barugh Green Working Mens Club in Higham Common Road.

A freephone telephone line has also been set up on (800) 298 7040, which people can contact to find out more about the scheme.

Aldi plan to create 60 jobs

By Katia Harston

SUPERMARKET chain Aldi is hoping to create 60 jobs in Barugh Green if a planning application is approved for a store.

Planning permission has already been granted for a mixed-use development on a disused site behind the Chestnut Tree pub on Claycliffe Road.

However, Aldi is now applying to amend the plans to include the new supermarket alongside smaller retail shops rather than building office units.

It comes after developer Claycliffe Properties Ltd was given permission for the site last year but since then no work has taken place because it has not been financially viable, according to Aldi's property manager Mark Taylor.

"In the current financial climate Claycliffe have not been able to develop the site and at the end of last year Aldi bought the land with planning permission already in place," said Mr Taylor.

"We believe this is a great opportunity to deliver additional choice for people in Barugh Green and the store will create up to 20 or 30 full

Claycliffe have not been able to develop the site and at the end of last year Aldi bought the land with planning permission already in place

and part-time jobs.

"There is also the capacity to create a further 30 in the smaller retail units."

"We're submitting a planning application to amend existing plans in April and are hoping to start work on the store this year and have it opened for spring time in 2011."

The proposals include a main supermarket with 990 sq m of floor space alongside a range of smaller units for retail and community services.

There will be an 80-space car park for Aldi customers and a further 41 for the smaller units, which will be constructed separately as part of the development.

At a public consultation on Wednesday at Barugh Green WMC, more than 100 turned up to look at the proposals.

Eric Roebuck, 78, lives on Mill Street.

He is hoping the amended plans are given the green light by Barnsley Council.

"I think it's a great idea and something the village really needs," said Eric.

"The shops we have are quite small and there is a restriction on the things you can buy."

"Having an Aldi will really make things a lot easier for people and give locals more choice when it comes to doing their shopping and save them from travelling to the other side of town."

People might be worried about an increase in traffic but the access will be off Claycliffe Road so it shouldn't affect the village too much.

"The best part is that it is bringing jobs to the area which can only be a good thing."

Alan Steel, also from Barugh Green, thinks the supermarket is a great idea.

"Like a lot of people have been saying the village needs something like this."

What to expect from an Aldi store

Aldi prices are, on average, around 20 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.



What to expect from an Aldi store

Aldi prices are, on average, around 20 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.



A new Aldi Store for Claycliffe Road

The site of the new Aldi Store is on Claycliffe Road (A637). The site sits to the west of Barugh Green town centre which is a main arterial route to Barnsley.

The site comprises of an overgrown brownfield site adjacent to the Chestnut Tree Public House. Bus stops are located very close to the site and it is within easy walking distance of nearby residential streets. There are a number of ways in which people can visit the store, including walking and cycling.

The site currently contains a number of large trees and landscaping. Many of the existing trees on the site would be retained where possible with additional structured landscaping to compliment the site and surroundings whilst improving the pedestrian frontage to Claycliffe Road.

The Aldi store would create a local neighbourhood facility providing residents the opportunity for a weekly shop.



Aerial Photograph of site





Aerial photograph of site



View of site from across point on Claydon Road



View of site across from Claydon Road



View along Claydon Road from site across looking towards Banagh Green centre



View along Claydon Road from site across away from Banagh Green centre



View of adjacent car showroom



View of Chestnut Tree Public House neighbouring site



The Proposal

The proposal introduces a contemporary foodstore with an additional development of retail space (6,500ft²) providing a new local centre to regenerate the area creating upto 60 jobs.

The Aldi store would:

- Create between 20-30 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.
- Enhance this part of Claycliffe Road by transforming a run-down site into a modern, high quality food store.
- Offer low prices and high quality products. Aldi customers save between 20 and 30 percent on their shopping without compromising on quality and providing exceptional value for money.

Work on the store could start in 2010 with a store opening in 2011.



Proposed Site Plan



Barugh Green Local Centre

The proposals promote the redevelopment and regeneration of the site through the creation of a new modern local centre to serve the Barugh Green area of Barnsley.

The site is in a prominent position and includes the Chestnut Tree Public House which will remain in its current form. It is intended that Aldi will anchor the local centre with additional shop units. Aldi will provide the vital element to the scheme in terms of bringing the rest of the site forward for development.

The buildings have been designed to a high specification and include elements to reduce carbon emissions and promote sustainable development.

The site benefits from an accessible location and provides a suitable opportunity for retail led regeneration to serve the local community. The site is ideally located to serve the needs of residents of Barugh Green who do not currently benefit from a local centre, the closest being over 5 minutes drive away.

Overall, there are long term benefits to the local community such as jobs, regeneration, reducing the need to travel and increasing consumer choice.

In terms of planning policy, Government Guidance contained in PP54 envisages the need for new local centres. The site currently has a designation for employment uses within the Barnsley Unitary Development Plan. Retail jobs will also provide employment opportunities and are recognised in Government Guidance as contributing towards economic development.



Form and Scale

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:

- 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 new district centre would provide 121 parking spaces, including five disabled, five parent and child and secure bicycle parking. The car park would be accessed from Claycliffe Road.

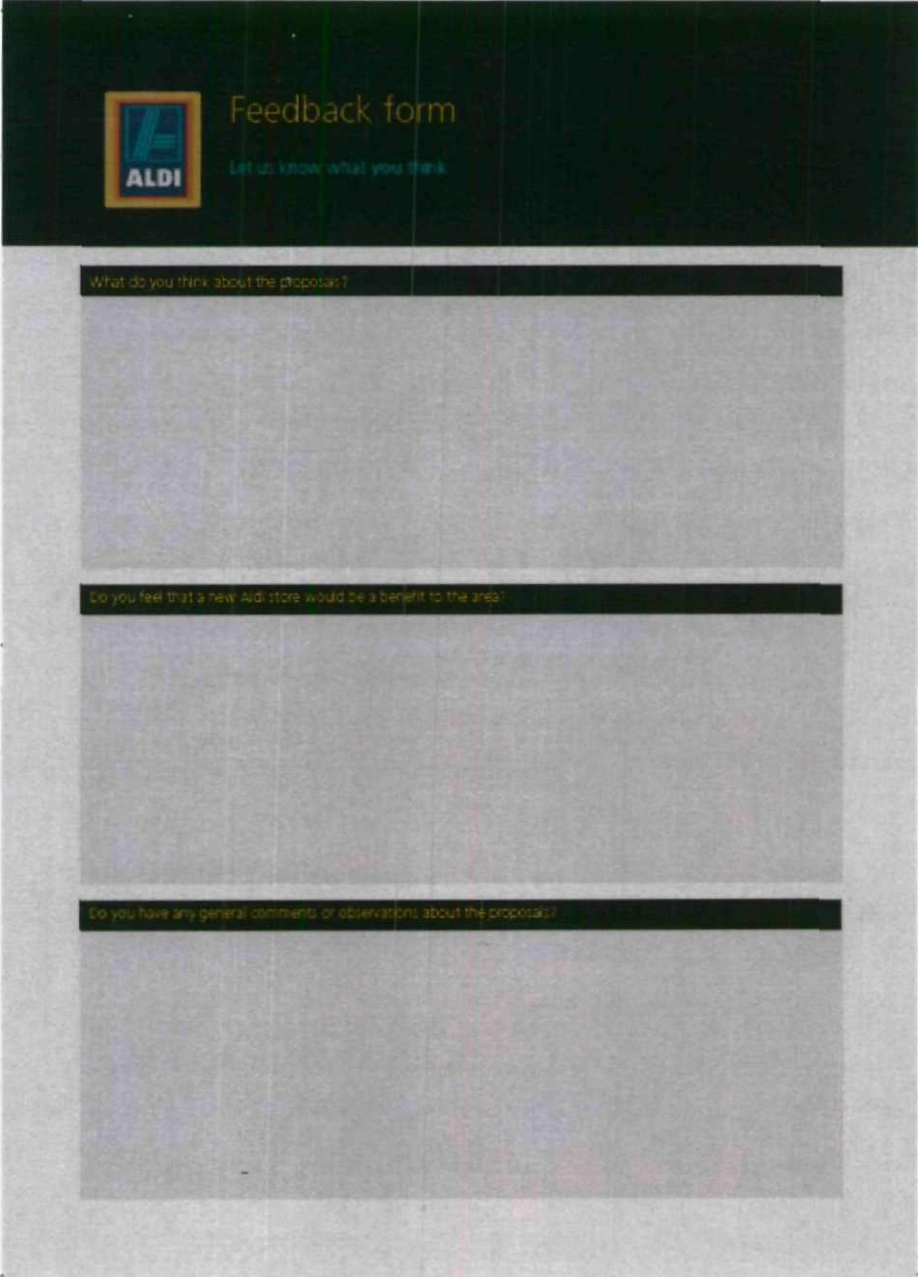


View of proposed Aldi & car park from Claycliffe Road

Spend a little Live a lot



5.10 Feedback form



The image shows a digital feedback form for Aldi. At the top, there is a dark header bar. On the left of this bar is the Aldi logo, which consists of a blue square with a white 'A' and the word 'ALDI' in white capital letters below it. To the right of the logo, the text 'Feedback form' is written in a light blue font, and below it, in a smaller font, is the phrase 'Let us know what you think.' Below the header bar, the form is divided into three sections, each with a dark header bar and a light gray text area. The first section's header bar contains the text 'What do you think about the proposal?'. The second section's header bar contains the text 'Do you feel that a new Aldi store would be a benefit to the area?'. The third section's header bar contains the text 'Do you have any general comments or observations about the proposal?'. The text areas are large and empty, intended for user input.

Feedback form
Let us know what you think

What do you think about the proposal?

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 proposal?