

STATEMENT OF COMMUNITY INVOLVEMENT

Hybrid Planning Application for the Construction of a New Food Store, with Car
Parking, Landscaping, and Associated Works (Full) and Erection of
Residential Development (Outline), with Access Unreserved

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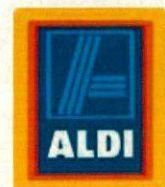
High Street, Royston
South Yorkshire

ON BEHALF OF

Quora Ltd and
Aldi Stores Ltd

QUORA

excellence in property development



March 2014

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1.0 INTRODUCTION

- 1.1 This Statement of Community Involvement is prepared on behalf of joint applicants 'Quora Ltd' and 'Aldi Stores Ltd' in support of a Hybrid Planning Application for the construction of a new food store, with car parking, landscaping, and associated works (full) and erection of residential development (outline), with access unreserved at High Street, Royston.
- 1.2 The site in total (comprising both development plots) is approximately 1.02ha (2.53acres) in size and is regular in shape, with a slope down from High Street to the rear of the site. The site was once occupied by a factory and associated warehouses (Use Classes B1, B2, and B8). The site was cleared for redevelopment post 2009, and now comprises vacant scrubland, with mature trees and hedging which border the site.
- 1.3 At present the site is under-utilised in terms of built development when viewed from High Street. The site also suffers from a generally poor quality environment, with much of the land overgrown and in need of investment.
- 1.4 It is important to note from the outset that the application proposal represents a significant investment by the joint applicants in the local economy. This considerable investment would undoubtedly have a tangible and long term positive impact on the local area. Notwithstanding the significant economic benefits that would be realised if the development came forward, there are also positive impacts arising from the proposed retail floorspace. This includes the creation of up to 40 new full and part time jobs. It is considered that the introduction of a new discount food store to Royston will provide choice and competition within the convenience shopping market.
- 1.5 In addition to the above, an area of 0.33ha (0.82acres) is identified for residential development. This site has the potential to deliver approximately 10 two and three bedroomed dwelling houses, all capable of being provided with car parking and private gardens in line with the

LPA's requirements. This figure is based on a d.p.h figure of 37. The existing boundaries around the site will be maintained and/or enhanced with additional landscaping and boundary treatments.

- 1.6 The joint applicants are committed to consulting local stakeholders and the local community about its planning applications, and have a strong track record in consulting and communicating with members of the local community, community groups, local councillors and other relevant third party stakeholders.
- 1.7 This document will provide a chronological account of the consultation activity which has taken place within the pre-application stages of the planning application. In addition, it details the activities which the joint applicants seek to undertake post application.
- 1.8 To assist with community consultation and communication, Planning Potential Ltd has been appointed to deal with consulting local residents.
- 1.9 All feedback received relating to the consultation is accounted for and represented within this document.

2.0 BACKGROUND

Proposal site

- 2.1 The application site is located along High Street (B6428), a key arterial route in to Royston district centre which lies to the east of the application site.
- 2.2 The site in total (comprising both development plots) is approximately 1.02ha (2.53acres) in size, is regular in shape, with a slope from High Street. The site was once occupied by a factory and associated warehouses (Use Classes B2, and B8) which was cleared for redevelopment post 2009, and now comprises vacant scrubland, with mature trees and hedging which border the site.
- 2.3 The site is bounded to the north by High Street (B6428), with a range of land uses surrounding the site including a small working men's club (Alexandra); area of green space; a small NHS practice including a pharmacy; a school and playground; and dense areas of residential development.

Joint Development Proposals

Residential Element

- 2.4 The layout for the proposed development shows an area of 0.82 area (0.33 ha) for residential development. This site has the potential to deliver approximately 10 dwellings comprised of 2 and 3 bed dwellings. All units are capable of providing car parking and private gardens in line with the LPA's requirements.

Retail Element

- 2.5 The proposed Aldi food store will have of sales floor space of 1,000 sqm net. The store is contemporary, featuring high quality glazing and stone finish to give a clean, crisp look to the building which complements the character of the local area. A total of 94 car parking spaces will be provided for the food store adjacent to the store. This will include 5 disabled spaces and 7 parent / toddler spaces. In addition 2 motorcycle spaces and 5 cycle hopes are to be provided. The application will also include public realm improvements, associated landscaping and respectful lighting of public areas.
- 2.6 Overall, the development proposal will provide a modern food store which will increase choice and competition within the market place, and enhance Royston's retail offer.

Statement of Community Involvement (SCI)

- 2.7 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 Metropolitan Borough Council 'Statement of Community Involvement', prior to submitting the formal planning application for the site, the joint applicants undertook a detailed programme of community consultation as outlined in the following documentation.

Pre-application meeting 11th July 2013

- 3.2 An initial meeting was held with Officers at Barnsley MBC. Matters discussed included policy, highways, the residential element and design.

Meeting with Ward Councillors 15th November 2013

- 3.3 An initial meeting was held between the Development Team and two ward Councillors prior to public consultation on the proposals. Here issues surrounding the Kier foodstore scheme, retail planning matters and traffic generation were discussed.

Planning Meeting 27th February 2014

- 3.4 A meeting was held with Officers to discuss the details of the submission and the results of the public consultation. Submission requirements were also agreed.

Community Consultation

- 3.5 A newsletter with response card was posted to 1593 addresses prior to the public consultation as well as the Ward and Parish 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 the development proposals 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 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. The newsletter also provided information on the proposed residential scheme. 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 3.20.

Community Consultation Event 13th February 2014

- 3.8 A public exhibition displaying the proposals was held on Thursday 13th February 2014 between the hours of 3.00pm and 7.00pm. The exhibition was held at the Alexandra Working Men's Club, High Street, Royston. It was attended by over 100 people, including three councillors, details of which are provided below.

Exhibition Display

- 3.9 The exhibition displayed details about the development proposal, which included information about:
- The proposed residential development;
 - 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.

3.10 Copies of the exhibition display boards are shown at **Appendix 5**.

3.11 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.

3.12 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.

3.13 Feedback forms could either be filled in at the venue or posted back by using the supplied postage paid envelopes. These were then collated along with the initial response cards and the feedback analysed. A copy of the feedback form is included within **Appendix 6**.

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

Post-Paid and 0800 Comment Facility

3.15 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.

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

3.17 The telephone number was 0800 978 8968.

3.18 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.

3.19 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

3.20 Responses received up to 27th February 2014 (including postal, telephone and email responses)¹.

Number and type of responses received

Total no. of responses	Supporters	Objectors	Neither support nor object
248	224 (90%)	21 (9%)	3 (1%)

Breakdown of responses

Total no. of responses	Supporters with positive comments	Support with reservations	Support no comment	Objectors	Neither support nor object
248	136 (55%)	12 (5%)	76 (31%)	21 (9%)	3 (1%)

¹ Due to rounding percentages may not total 100.

Overview of responses

- 3.21 There has been substantial support for the proposed development at Royston. From the 248 responses received 224 (90%) supported the proposals with only 9% percent of respondents objecting.
- 3.22 Of the 248 supporters, 55% (136 respondents) provided positive comments, 31% of the respondents indicated they were supporters but did not add a comment and 5% of respondents supported the proposal but had some reservations.
- 3.23 9% percent of respondents objected to the proposals, the reasons are detailed in section 4 of this Statement.
- 3.24 The majority of responses (68%) were received by post following the initial consultation, and 29% percent were returned at the public exhibition.

Public Exhibition

- 3.25 Over 100 people attended the drop-in session which took place over a four hour period at the Alexandra Working Men's Club, High Street, Royston. This ran from 3pm to 7pm.

Comments Received – Postal and Exhibition

Support with positive comment

Comment	%
Improve Site	17%
Create Jobs	13%
Already travel to an Aldi Store	12%
Good for Royston / Community	12%
General Positive Comments	11%

Value for Money / Quality	11%
Convenient / Location	9%
Choice and Competition	5%
Needed in Royston	5%
Create Parking	4%

Selected positive comments

Comment	Location
<i>"I feel the village is growing with people but the amenities are staying the same"</i>	Summer Road
<i>"We are regular Aldi customers and would find it very convenient and economical, both grocery and fuel wise to have a local store. We also believe in the redevelopment of a brownfield site"</i>	Station Road
<i>"other Aldi's are too far for me as I don't drive, this would be more convenient plus would create much needed jobs for Royston"</i>	Manor Grove
<i>"So glad to see something being developed on this site as it has been an eyesore for years."</i>	Newtown Avenue
<i>"It will be ideal for the people who haven't got cars. And competition for the existing supermarkets."</i>	Grange Road

Support with reservation

Comment	%
Traffic	43%
Parking on High Street	22%
Boundary Fencing	7%
Antisocial Behavior	7%
Signage	7%
Effect on Solar Panels	7%
Not Required	7%
Total	100%

Selected reservation comments

Comment	Location
"Would like an Aldi in Royston but am concerned about the traffic all the time. We travel to Barugh Green, staff are really nice with us, always smiling, really helpful."	Newtown Avenue
"We have concerns regarding the position of the signs as we live opposite the site"	High Street

Objections

Comment	Number
Don't need another supermarket	11
Traffic / Congestion	4
Effect on Local Businesses	3
Impact on View	1

Local Newspaper Coverage- Barnsley Chronicle

- 3.26 An article was published on 10th February 2014 about the proposals in the Barnsley Chronicle. A copy of this article is attached in **appendix 7** of this statement.

4.0 **THEMES RAISED AT THE PUBLIC CONSULTATION**

4.1 There has been substantial support for the proposed development at Royston. From the 248 responses received 224 (90%) supported the proposals with only 9% percent of respondents objecting.

4.2 In terms of analyzing the concerns raised, these tend to fall within five broad categories, as follows:

Retail and Residential: Traffic impact and Highway Safety

4.3 As requested by the Local Planning Authority a Transport Assessment has been submitted with the planning application to address perceived impacts on the local road network and highway safety. This Transport Assessment has been informed by discussions with Barnsley Council prior to submission.

Retail: Adequate Shopping Facilities Already within Royston/ Impact on Local Businesses/ Aldi Offer

4.4 The proposed Aldi Store is designed to serve the specific catchment of Royston. At present this area is dominated by a Co-op and ASDA supermarket, supplemented by a Sainsburys Local and Fulton Foods, alongside a number of smaller independent retailers which seek to meet the day-to-day shopping needs of local residents.

4.5 Aldi serve an entirely different purpose to a smaller convenience store. The customers that Aldi will be targeting are those who are currently travelling outside Royston to undertake a main food shop at larger supermarkets. These people are currently visiting other Aldi stores i.e. Barugh Green, as well as the ASDA at Old Mill Lane.

4.6 Whilst 'need' is no longer a reason to refuse planning permission for retail schemes, we note that the RIA assessment undertaken by IDG

Planning for the supermarket proposals at Royston High School identify sufficient capacity for further convenience floorspace (table 7 of Appendix 4) within Royston; this equates to £13.7m.

- 4.7 There are significant benefits for the town as a whole, as the provision of a car park close to the centre and other community facilities will encourage people to undertake 'linked trips'. On this point, Aldi have a limited number of branded goods and do not have in-store trade counters. Indeed, the nature of an Aldi store ensures that people still shop at other convenience stores to complete their shopping needs. Aldi are flexible in terms of their car parking arrangements and will allow sufficient time for customers to visit other stores.
- 4.8 We note that smaller convenience stores tend to attract customers who undertake 'top-up' shopping, mainly as they are conveniently located close to home and are open when the larger stores are closed. In light of this, Aldi do not consider that there will be a detrimental impact to local traders, as people will still continue to use this type of shopping facility. Indeed, the intention is that trade is retained in Royston for the benefit of the wider community.

Retail and Residential: Impact on View

- 4.9 The design proposal seeks to deliver an Aldi foodstore, alongside a number of residential dwellings in outline form. The layout for the residential element is for illustrative purposes only. Concern has been raised on the positioning of the Aldi store and residential scheme.
- 4.10 The proposed Aldi foodstore has been positioned to the north of the site to enable active frontage onto High Street. The proposed store in its current position will also enable linked trips to Royston district centre. It is also important to note that the proposed site layout in line with Aldi's business model and responds to the physical constraints of the site including the sites significant change in levels.

- 4.11 Elevation treatments and materials particularly on to High Street have been carefully considered to provide architectural details to break it up for adjacent residents and uses materials that reflect local context.
- 4.12 In respect of the residential element; the proposed 10 dwellings have been located to the south of the site, adjoining existing residential development. The location of the proposed dwelling will minimise any potential issues on amenity, and will integrate with the surrounding land uses.

5.0 CHANGES TO PROPOSALS FOLLOWING CONSULTATION

- 5.1 During the consultation process, a number of residents and Ward Councillors highlighted the need for a pedestrian crossing across High Road, to aid pedestrian movement in the area. This has now been incorporated in to the design proposals.

6.0 POST APPLICATION CONSULTATION

- 6.1 Given the interest displayed by residents and stakeholders in the proposals, the joint applicants will seek to ensure that information continually flows through existing channels to interested parties.
- 6.2 When the application has been submitted, the Ward Councillors will be informed and a copy of this SCI will be sent by email for information purposes.
- 6.3 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.

7.0 CONCLUSION

7.1 Throughout the pre-application consultation stages the Development Team have received informative feedback from Barnsley Metropolitan Borough Council, Ward Councilors and local residents which have been useful in assisting the formulation of development proposals.

7.2 To conclude, it is considered that the community and stakeholder consultations held are compliant with the requirements of the Barnsley Metropolitan Borough Council's Statement of Community Involvement. The key stages and outcomes were:

- The development proposal is in line with the Council's future aspirations for growth and development within the Barnsley District and will enable the regeneration of a brownfield site which has been identified for development within the Council's Local Development Framework Documents.
- Public consultation provided the opportunity for the community and wider stakeholders to review the proposals for comment and ask questions about the proposed development.
- Pre-application discussions with other relevant stakeholders on the principle of development resulted in the opportunity to highlight any specific points at an early stage.

7.3 The applicants have undertaken a thorough consultation in accordance with Barnsley Metropolitan Borough Council's SCI as advocated by national guidance.

**Appendix 1: Barnsley Council's Statement of Community
Involvement**

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



An exciting Regeneration and Investment Opportunity for High Street, Royston



Invitation to a Community Consultation Event, 3pm to 7pm Thursday 13th February at Alexandra Working Men's Club, High Street Royston.

A new mixed-use regeneration scheme for High Street

Award winning discounter, Aldi and development partners Quora Developments, are preparing proposals to regenerate the site of the former factory site to the south of High Street, Royston.

The proposed development will include an Aldi foodstore and an attractive residential scheme comprised of 10 dwellings. As well as the comprehensive redevelopment of the site, Quora Developments are investing in landscaping improvements and facilitating enhanced linkages with the surrounding area.

The introduction of a neighbourhood food store and free shoppers car park will benefit the local area adding to choice and competition, with Aldi customers saving 40 percent on their shopping without compromising on quality. The proposals will ensure immediate investment to prevent deterioration of the site. The proposals will provide significant job opportunities during the construction phase and 40 new opportunities at the Aldi food store.

Serving local residents

The 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 the comprehensive regeneration of a brownfield site, the proposal will act as a catalyst for further investment and economic growth in Royston. Further, the proposals will provide **up to 40 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

As a food store with predominantly own labelled brands, Aldi will not compete directly with existing businesses in the town, for instance, it does not have an in store baker, butcher, fishmonger or café and does not sell national newspapers, magazines, cigarettes or lottery tickets. The car park will be free of charge and available for anyone wishing to walk into the town.

Indeed, we consider that the proposed store will offer choice and competition within the market place – given that no discount food operator is present within the area to date. The nearest operating discount store is 3.4 miles away, therefore residents who prefer this type of operator will no longer need to travel.



Existing Site and Surrounding Area

The site is currently comprised of a former factory and warehouse premises now demolished.

The site has been marketed for redevelopment opportunities for several years and has been stood vacant during this time period.

The proposals will provide a sustainable beneficial use for the site as well as improving the visual appearance of the overall site. The surrounding area has suffered through the recession.

The proposed Aldi food store will not only provide access to low cost high quality food but will provide a substantial investment in the area and around 40 local job opportunities as well as jobs at construction stage.

Design and layout

The proposed Aldi food store will have 1,000 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 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.

About Aldi

Award winning retailer Aldi opened its first stores in the UK in 1990 and now has more than 500 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 versions of the same product. 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.

Aldi were recently awarded the prestigious **Which? Best Supermarket award in 2012 and again in 2013**, they were also awarded **Grocer Gold Award 'Grocer of the Year 2013** and 16 Gold and 10 Silver at the Grocer Own Label Awards 2013.

Next Steps

Quora Developments and Aldi Stores Ltd are 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 community consultation.

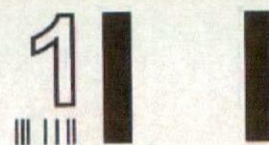
A public exhibition of our plans is to be held for residents to find out more and help shape the scheme. The exhibition is being held at: **Alexandra WMC, High Street, Royston**

On Thursday 13th February between 3pm and 7pm. You can drop in at any time between 3pm and 7pm to speak to a member of our team, or you can call our freephone information line on 0800 9788968 or email aldiconsultation@planningpotential.co.uk to find out more. If you are unable to attend the exhibition, please let us know what you think by filling in the feedback form provided and returning to us by 27th February.

11/24/2014 Royston Local Plan 2014

Appendix 4: Copy of Reply Card

Business Reply
Licence Number
RSLY-BATZ-TKTE



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

We value your views

Type (Mess/Mrs/Ms/Mr/Other)

First Name

Surname

Address

Postcode

Telephone

Email

*PLEASE COMPLETE IN BLOCK CAPITALS

Data protection

The personal details of people who provide feedback on a new Aldi foodstore, will not be released to third parties outside of companies immediately involved for mailing or marketing purposes.

Do you support Aldi coming to Royston?

Yes

☐

No

☐

Which of the following are important to you if an Aldi store were to come to High Street?

Cheaper shopping

☐

Jobs

☐

Fresh fruit and vegetables

☐

Redevelopment of a vacant site

☐

Local foodstore

☐

Please provide any comments you would like us to consider in our application

We welcome feedback from local residents and stakeholders on our proposals for a new Aldi foodstore. The views of the local community are important and we believe should be taken into consideration together with environmental, social and economic factors, when redeveloping sites.

Appendix 5: Copy of Display Boards



A new mixed use regeneration scheme for High Street, Royston

Aldi, the nationwide food retailer and partners Quora developments are proposing a new mixed use regeneration scheme, including a new neighbourhood foodstore, 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 proposed development will include an Aldi foodstore and an attractive residential scheme, comprising of 10 dwellings.

The site is currently comprised of a former factory and warehouse premises now demolished.

The site has been marketed for redevelopment opportunities for several years and has been stood vacant during this time period.

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 Royston ward which has a large local population with 9,775 people living within walking distance. 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 compliment the smaller retailers in the area.



View of High Street



View of High Street



The site



The site



View of High Street



View of High Street

Spend a little Live a lot



The Proposal, Form and Scale

The Aldi store would:

- Create 40 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 High Street and offering a modern, high quality convenience food store.
- Offer low prices and high quality products. Aldi customers save up to 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 up to 40 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 brownfield 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 96 parking spaces, including 5 disabled and 7 parent and child and secure bicycle parking.

Work on the store could start as early as 2014 and the store could open in 2015.



Spend a little live a lot



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 true.



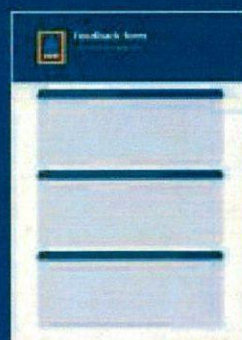
The stores offer ranges of fresh fruit and vegetables, fresh baked bread, great tasting wines, toiletries and great meal ideas - all selected for their quality. Aldi is a regular award winner for product excellence, regularly beating well-known brands and retailers. Quality is not compromised when you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

Thankyou 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 aldisustainability@planningportal.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**

Appendix 6: Copy of Feedback forms



Feedback form

Let us know what you think

Let us know what you think

Name:

Address:

Postcode:

Email:

Telephone:



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?

Appendix 7: Copy of Local Press Coverage

But how can they be expected to give their opinion on whether they want this, if we don't know what is happening on the old Roydon High School site?"

Houses are already being built on that site after planning permission was granted last year for houses, a supermarket, petrol station and medical centre. Coun Chettham said news of the supermarket on the high school site has gone quiet.

"What we are led to believe is the health centre, and all of the interested supermarkets, have pulled out. The planning permission was for the scheme as a whole, so it looks like they're going to have to come back with a pretty major redesign. There was huge public opposition to it all in the first place.

If the people of Roydon are going to be asked about plans for another supermarket down the road, they can't make a rational decision until we know what's happening. Two made requests to the council and developer but nobody has been available for comment. The people of Roydon need the truth."

Comments

Click here to add a comment...

There are no comments on this story yet.

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