

Lidl UK GmbH

**Full Planning Application for a
Lidl Foodstore Development**

Land at Mitchells Way, Wombwell

Statement of Community Involvement

July 2015

Issue	Date	Status	Issued by	Checked by
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3	30/07/2015	Final	JM	LB

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1 INTRODUCTION

- 1.1 This Statement of Community Involvement has been prepared by Walsingham Planning on behalf of Lidl UK GmbH. It seeks to provide information on the publicity and community involvement in the development of proposals for a retail scheme, comprising a discount neighbourhood foodstore to be occupied by Lidl on land at Mitchells Way, Wombwell.
- 1.2 One of the core principles of national planning policy is to encourage early engagement of all stakeholders in the process of plan making and bringing forward development proposals.
- 1.3 The Statement contains information on the consultation programme undertaken prior to the submission of the planning application to Barnsley Metropolitan Borough Council. It explains the policy background guiding the programme, the methodology, the approach adopted, the response to the consultation and how the scheme has evolved as a consequence.
- 1.4 This report describes the voluntary consultation activity undertaken by the applicant and does not in any way replace the formal statutory consultation which the Council will undertake once the application is formally registered.

2 CONTEXT

The Application Proposal

- 2.1 The application seeks full planning permission for the erection of an A1 retail foodstore and sub-station, with associated car parking, access, landscaping, servicing and other associated works on land at Mitchells Way, Wombwell. The retail unit is proposed to measure 2,545sq.m (GEA) with a sales area of 1,424sq.m. The unit will be occupied by Lidl, a deep-discount foodstore operator.
- 2.2 The proposal includes the provision of 132 parking spaces of which 5 spaces will be reserved for the use of less able-bodied customers and 4 spaces for parent and child users. The location of the site is shown in **Figure 2.1** below

Figure 2.1: Location of Application Site



Source: Google Maps

Planning Policy Context

- 2.3 Planning shapes the places where people work, live and learn so it is right that people should be able to take an active part in the planning process. With localism at the top of the Government's agenda, community involvement is at the heart of national planning policy.

National Planning Policy Framework (NPPF, March 2012)

- 2.4 The NPPF sets out the Government's overarching policy towards community involvement in planning. Paragraph 188 explains the guiding principle, which is that:

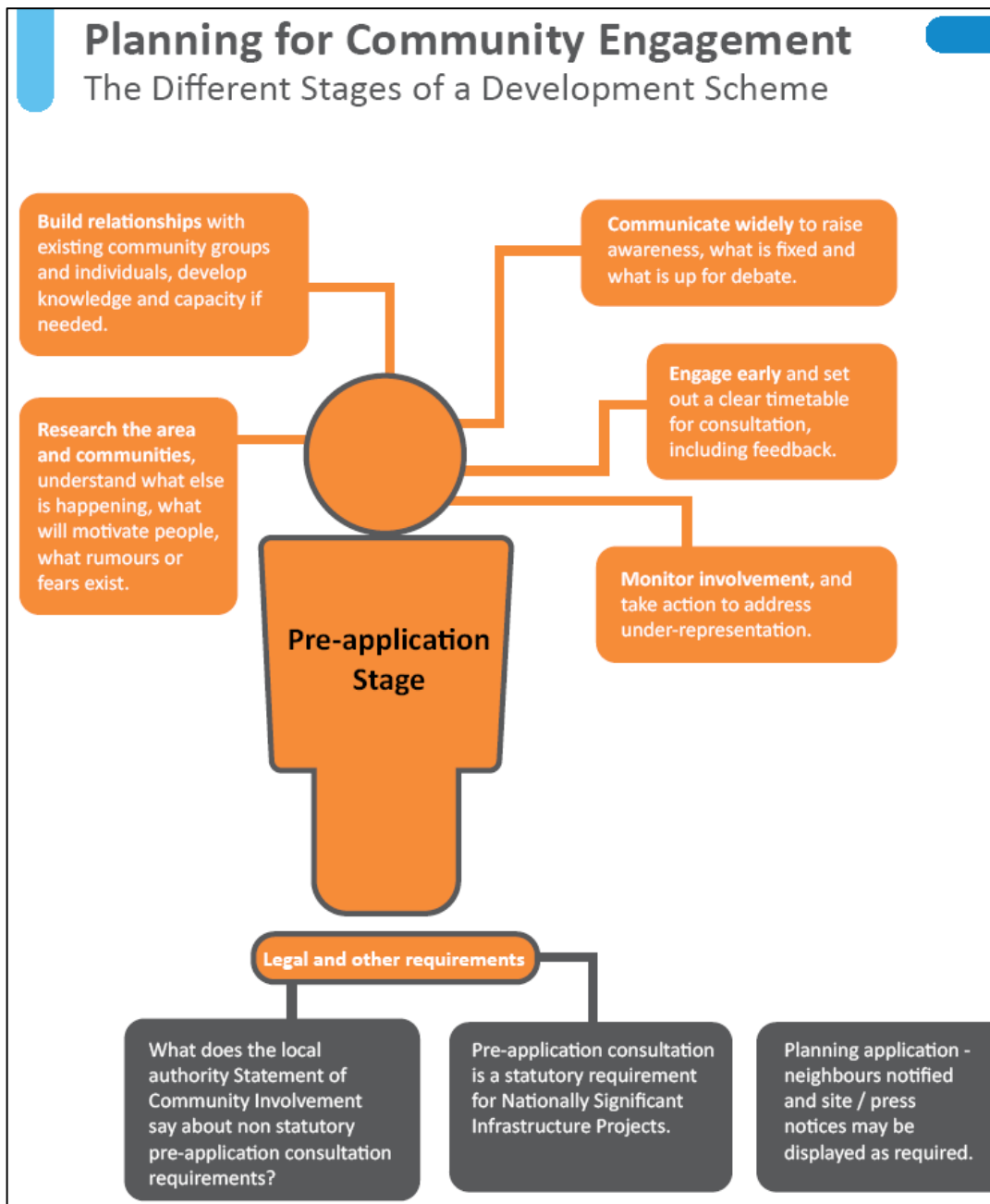
“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better co-ordination between public and private resources and improved outcomes for the community”

- 2.5 The NPPF also urges local planning authorities to encourage applicants to engage with the local community before submitting their applications (paragraph 189).

Good Practice Guide to Public Engagement in Development Schemes (2010)

- 2.6 In addition to the Council's SCI requirements, which were advised at the pre-application consultation, careful note has been taken of the document entitled: *Good Practice Guide to Public Engagement in Development Schemes*, which was authored by Planning Aid and the Royal Town Planning Institute and published in 2010.
- 2.7 **Figure 2.2** below, which is taken from the Good Practice Guide, presents a useful summary in diagrammatical form of the types of consultation to consider at the pre-application planning stage.

Figure 2.2 – Summary of The Pre-Application Process



Source: *Good Practice Guide to Public Engagement in Development Schemes (2010)*

3 PUBLIC CONSULTATION - METHODOLOGY

- 3.1 This section of the report summarises the community engagement strategy employed by the applicants, with regards to the proposed development scheme.

Leaflet Distribution

- 3.2 The applicants identified the residential catchment area around the application site. This included just under 8,000 local households from the Royal Mail address database.
- 3.3 Following the identification of the catchment area, each address was sent a leaflet, which introduced the proposal to the residents and identified Lidl as the intended occupier of the neighbourhood foodstore. The leaflet provided an overview of the application proposal for the retail scheme, its key features and proposed site layout.
- 3.5 The leaflet invited the local community to the organised public consultation event to view the proposals and speak to the development team directly. Clear details were provided on the leaflet of the date, time and location of the public consultation event. A copy of the leaflet is reproduced in **Appendix 1**.
- 3.6 Ward Councillors in the local area were also contacted by post to inform them of the leaflet distribution and to invite them to a preview of the public exhibition, where the Councillors could discuss the development proposals in detail with the project team. An example of the letter sent to local Councillors is presented at **Appendix 2**.

Public Exhibition

- 3.7 In accordance with best practice, the applicant considered the most appropriate venues in which to hold the public exhibition, recognising that it should be held as close to the application site as possible. St Michael and All Angels Church, Park Street, Wombwell was chosen as the event venue. This location was considered a prime venue for the consultation event as it is accessible to all members of the local community, is easily recognisable and is in a prominent location within Wombwell and in close proximity to the application site

- 3.9 In order to ensure a reasonable attendance, it was decided to hold the exhibition on Thursday 9 July 2015, between 3.00pm and 7.30pm. The timing of the exhibition would allow local businesses and employees to attend the event, as well as local residents who were visiting the area during the day-time and local residents who would only be able to attend the event in the evening after their day-to-day commitments.
- 3.10 Councillors were invited to attend the consultation event from 2.30pm onwards, to enable them to discuss the proposals in more detail if they wished and raise any issues or concerns.
- 3.11 The exhibition involved the display of the proposed plans and a series of exhibition boards explaining the proposals. The information displayed on the exhibition boards is reproduced at **Appendix 3**. Representatives from the development team were on hand to further explain the proposed scheme and answer any queries arising from the proposals.
- 3.12 In total, around 25 members of the public and stakeholders visited the consultation event.
- 3.13 Feedback forms were available at the exhibition to allow local people to express their opinions formally. A check box was included on the feedback form to ascertain whether the recipient was in favour of the scheme or not, and there was also scope to provide additional comments. A copy of the feedback form can be found at **Appendix 4**.

Open Dialogue

- 3.14 The consultation process did not end with the public exhibition. Contact details for the development team were provided at the event, so that local residents with a particular interest in the scheme could continue to liaise with the applicant as the scheme evolved.

4 CONSULTATION FINDINGS

- 4.1 The findings of the public consultation exercise are set out below. As explained in **Section 3**, around 25 members of the local community attended the consultation event on the 9 July 2015.
- 4.2 Despite leaflets being distributed to just under 8000 households, there was a low turnout at the event. It is often the case that contentious or unpopular proposals attract more attendees than proposals which are welcomed by the local community. The low turnout can potentially be interpreted as local acceptance of the scheme, as residents had no issues or reason to attend the exhibition.
- 4.3 It was apparent at the exhibition that the majority of residents who did attend supported the principle of a foodstore development on the site, and the Lidl scheme was received very positively. Indeed, a few residents that did attend stated that they attended the exhibition specifically to register their support for this store, and it was widely perceived that there is a need for further supermarket provision in the local area, in addition to other locally known retail foodstore commitments.
- 4.4 However, slight concerns were raised about the proposed development on site. In particular, concerns were raised regarding pedestrian access to the proposal from the opposite side of Mitchells Way and improving access for the elderly to the site.

Public Exhibition: Feedback Forms

- 4.5 During the consultation event attendees were encouraged to complete a feedback form, details of which are discussed below.
- 4.6 A total of 9 feedback responses were received at the public exhibition. Albeit limited in terms of feedback, the response to the scheme was overwhelmingly positive with 8 people expressing support (88 per cent).
- 4.7 Residents noted the following key benefits of the proposal on the feedback forms:
- Job creation.
 - Improved consumer choice.
 - Improvement to the environment of the local area.

- Efficient use of unviable agricultural farmland.

4.8 One of the only concerns raised in relation to the proposals was pedestrian access for potential customers and staff across Mitchells Way from the west of the site. One resident noted that customers, especially the elderly or those with children, may face difficulties crossing the main road safely.

4.9 Having considered the issues raised above in greater detail, it is understood that the footways surrounding the adjacent roundabout and on either side of Mitchells Way have recently been re-surfaced to include demarcated drop down kerbs and a shared cycle and pedestrian path. The measures recommended are already in force. Nevertheless, it is notable that as part of the application scheme, Lidl proposes to improve the pedestrian link over Bradberry Balk Lane, by providing a new footpath and crossing points.

4.10 As stated above, 88% of respondents were in favour of the scheme as a whole, and a summary of the feedback results is provided below:

Do you....	Respondents	%
Support	8	88
Object	1	12
Don't Know	0	0

4.11 For information, the feedback comments are also set out below.

Q3; What do you like about the Scheme?	<ul style="list-style-type: none"> • <i>Another useful competitive store.</i> • <i>Use of a patch of ex-farmland.</i> • <i>Choice of products for consumers</i> • <i>I think it's a good store. The plans look good and I'm sure the people of Wombwell will support you.</i> • <i>Gives people more choice where to shop.</i> • <i>Local jobs.</i>
Q4: What would you improve about the scheme?	<ul style="list-style-type: none"> • <i>To look at crossing the road safely.</i> • <i>As long as crossing roads for customers is safe I cannot think of anything negative.</i> • <i>Consideration given to the over 65 age group.</i>
Q5: Any further comments?	<ul style="list-style-type: none"> • <i>Lidl in Wombwell.</i> • <i>Consider pedestrian crossing at end of Mitchells Way particularly for older people arriving by bus.</i> • <i>The plans should sail through.</i> • <i>Hope you get planning. Sooner rather than later!</i>

	<ul style="list-style-type: none"> • <i>Barriers at vehicle entrance to stop car park being used after dark.</i>
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Open Dialogue

- 4.12 Support for the proposed foodstore was also received by way of telephone calls and emails from local residents and stakeholders. In particular, comments received by telephone from a South Yorkshire small business federation advised that the scheme would significantly benefit Wombwell and local residents by enhancing consumer choice, whilst not impacting on local businesses in the area including butchers, delicatessens and dry cleaners.

Response and changes to proposals

- 4.13 As mentioned above, the suggestions put forward by local residents with regards to improving the proposals have already been implemented by the Council. This includes the footpath improvement works around the site. It could be suggested that the improvements outlined above highlight the Council's intentions of making the footpaths around the site more accessible to the public. No other suggested improvements were provided by residents and stakeholders who engaged with the public consultation exercise.
- 4.14 In summary, there was an overwhelmingly positive response to the proposed development on land at Mitchells Way. This is despite the low turnout; however as noted above, the public's impression of the proposals should not be based solely on the number of people whom engaged throughout the exercise but rather their comments and suggestions. The need for a new local supermarket has been confirmed by the positive response from the majority of residents. Although some concerns were raised regarding the proposal, particularly in relation to pedestrian access across Mitchells Way, these should be afforded limited weight since footway re-surfacing works surrounding the site have recently taken place.

5 CONCLUSIONS

- 5.1 National planning policy encourages promoters of development proposals to engage with the local community at an early stage. Through the process set out in this report and in accordance with national planning policy and guidance, the development proposals have been widely publicised.
- 5.2 The pre-application consultation exercise undertaken by Walsingham Planning has provided valuable feedback, and an awareness of the local community's thoughts on the proposals. It has given the developers the opportunity to demonstrate why its development proposals will have a positive impact on the local area, and an opportunity to take on board constructive feedback to inform the final scheme design.
- 5.3 The public consultation event held on 9 July 2015 provided an opportunity to present our proposals and collect valuable feedback from the local community. In summary, residents were overwhelmingly in favour of the proposed Lidl foodstore, but expressed some minor reservations regarding pedestrian access across Mitchells Way. Whilst this has been addressed by works already undertaken by the Council, the scheme also proposes footway improvements along Bradberry Balk Lane.
- 5.4 The applicant has taken all the responses and suggestions into consideration within the planning submission and wishes to continue to engage with local residents to ensure the scheme maximises its potential benefits for the local community.

Appendix 1

About Lidl

Through cost effective management practices and cost savings achieved through retailing a limited range of products, Lidl offers customers high quality products which are 'deep' discounted to a more significant extent than other foodstores.

Customer satisfaction is our top priority, which is why we will never compromise on the standard of product we sell.



To find out more visit
www.lidl.co.uk

Contact Us

Jake McLeod
Walsingham Planning
Brandon House,
King Street,
Knutsford,
Cheshire WA16 6DX

Telephone: 01565 757500

Email: jake.mcleod@walsingplan.co.uk



AN INVITATION TO A PUBLIC CONSULTATION EVENT



**Walsingham Planning are to submit
a planning application for a new Lidl
foodstore on:**

Land at Mitchells Way, Wombwell

**You are invited to view our proposals and
speak to our development team at:**

**St Michael and All Angels Church,
Park St, Wombwell, Barnsley, S73 0HQ**

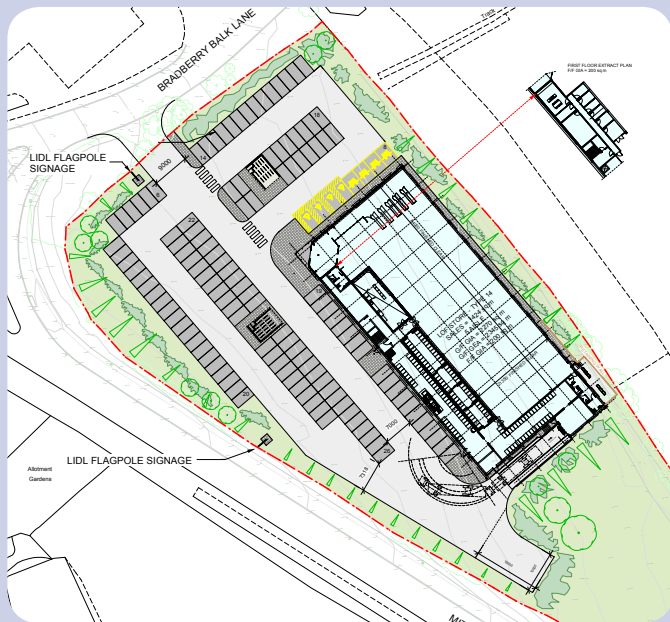
Thursday 9th July 2015

3:00pm – 7:30pm



Features of the proposals

- Approximately 40 full and part-time jobs to be created from the foodstore.
- Provision of a modern Lidl foodstore with 133 car parking spaces; including disabled, parent and toddler, plus cycle parking.
- The proposed new store will be Lidl's most up-to-date model, and will offer Lidl's full product range.
- Landscape architect designed planting to complement the existing street scene.
- The proposed building will minimise energy consumption levels and therefore reduce the carbon footprint.
- Green Building Design which encompasses:
 - Low energy fittings
 - Energy efficient building management system
 - Low waste with high packaging recoverability
- Sustainable location, easily accessible by motor car, bus cycle and foot.



Is Lidl right for Wombwell?

- The concept of high quality products at discounted prices is universally popular regardless of location. Currently customers have to travel to Barnsley or Mexborough. The new neighbourhood foodstore will be of high quality design and will offer Lidl's full product range, with additional in-store facilities.

Is Mitchells Way the best location for a new Lidl foodstore?

- The site is easily accessible, by foot, vehicle and public transport.
- The scheme will address the local shortfall in supermarket provision.

How will a new Lidl foodstore benefit Wombwell?

- The Lidl foodstore will serve Wombwell and function as a local alternative to the larger supermarkets located further afield.
- Lidl do not offer an in store butchers, newsagent, dry cleaners or similar in store off shoots. In this respect we complement local independent traders.
- Lidl will help to regenerate the settlement of Wombwell by enhancing a prominent site, creating jobs, and providing additional consumer choice.

Can I get involved in the decision making process?

- There will be an opportunity to leave your comments at the Open Day on the 9th July at St Michael and All Angels Church, Park St, Wombwell, Barnsley, S73 0HQ. Alternatively, you can contact Walsingham Planning at its Knutsford office or pick up a feedback form on the day.



Appendix 2

Our Ref: JM/KN0141/14

XX June 2015

Councillor XXXXXX
XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXX

Dear Councillor XXXXXXX

Proposed Lidl Foodstore on land at Mitchells Way, Wombwell

We write on behalf of Lidl UK GmbH, who are currently formulating proposals for a neighbourhood foodstore on land at Mitchells Way, Wombwell. The site is currently used for low level agricultural activities and has been found to be unviable by its landowner to operate further.

The proposal is for a neighbourhood discount foodstore (Lidl), together with 133 car parking spaces, which will include provision for parents and children and disabled customers.

Please find enclosed a copy of a leaflet which has been sent to just under 8,000 people living in and around the site. If you live within this catchment area, you may have already received one.

We are holding a public consultation event on Thursday 9th July at Michael and All Angels Church, Park Street, Wombwell, which will run from 3pm to 7:30pm. However, I would like to extend to you a special invitation to come and preview our proposals at 2.30pm. If you are available, this will give you the opportunity to review the proposals in greater detail before the local residents arrive, and discuss any particular matters relating to the development with members of the project team.

I would be grateful if you could send me an email confirming whether you are able to attend, to jake.mcleod@walsingplan.co.uk

We look forward to meeting you at our public consultation event on 9th July, but if you have any questions in the meantime, please don't hesitate to get in touch.

Yours faithfully



Jake McLeod
Planning Assistant
Walsingham Planning
jake.mcleod@walsingplan.co.uk

Enc. Leaflet

Appendix 3



Wombwell BARNSELEY

WELCOME

Welcome to our exhibition for our proposed new store in Wombwell, which involves the construction of a new Lidl foodstore with associated car parking and delivery area.

Our Open Day event aims to provide local residents and other interested parties with an opportunity to view and comment on our proposals at an early stage, before the planning application is submitted to Barnsley Metropolitan Borough Council. It also enables a discussion of the proposed scheme with members of our Development Team, who are on hand to explain a little about the Lidl brand and our recruitment process.

Your feedback is valuable to us and all comments and suggestions will be reviewed during the final design process prior to the submission of the planning application.

SITE BACKGROUND

The site is located on the corner of Mitchells Way and Bradberry Balk Lane.

The site measures approximately 12,779 m² and is an irregular shape. It is well served by public transport, including a network of buses which provide key links within Wombwell and to Barnsley more widely.

It is our aim to ensure that the development is treated sensitively, reflecting the unique qualities of the site and its surroundings whilst also addressing transportation, design and sustainability.



Aerial View of Development Site (in red) and Surrounding Area



View of the North of the site [from Mitchells Way]



View of the South of the site [from Mitchells Way]





Wombwell
BARN SLEY

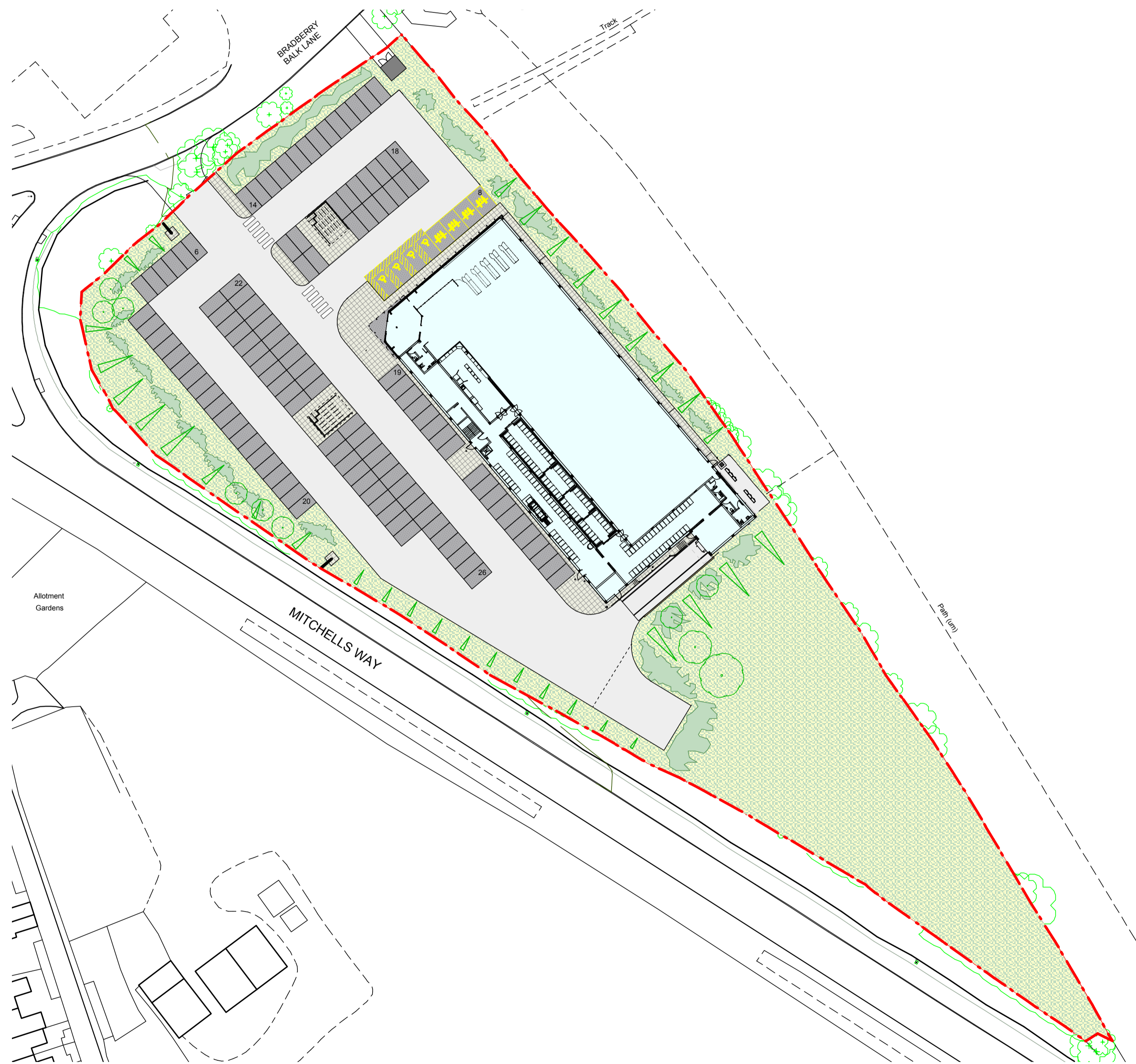
PROPOSED NEW LIDL STORE





Wombwell BARNSELEY

SITE LAYOUT PLAN



The Proposed Development

- Provision of new Lidl food store with a 1,424 m² sales area;
- 133 car parking spaces will be provided (4 disabled, 4 parent and child);
- Contemporary double storey building;
- A design that responds to the site's characteristics, context and local built environment;
- Provision of 40 new jobs (part-time and full-time) for local residents;
- Proposed building will minimise energy consumption levels and therefore reduce its carbon footprint;
- Redevelopment of vacant site;
- Green Building Design which encompasses: low energy fittings, energy efficient building management system and low wastage.

Site Layout and Access

The Lidl store's entrance will front the junction of Mitchells Way and Bradberry Balk Lane. A dedicated 133-space car park will be provided immediately adjacent to the building, ensuring that access to the store is as straight-forward as possible for all shoppers.

Accessibility

The site is highly accessible by a number of different modes of transport. There are a number of bus stops located within close proximity to the site.

Mitchells Way Site Location

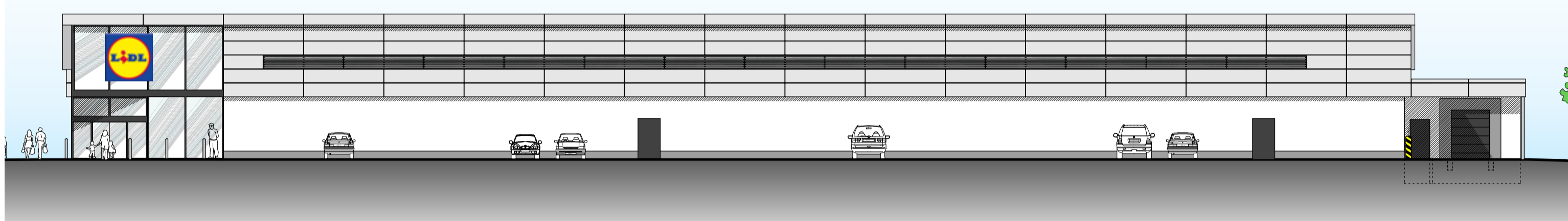
- The scheme will address the local shortfall in supermarket provision. Currently Lidl customers have to travel to the centre of Barnsley or Mexborough.
- The site is sustainable and easily accessible by foot, vehicle and public transport.
- Lidl will help to provide a key community asset.



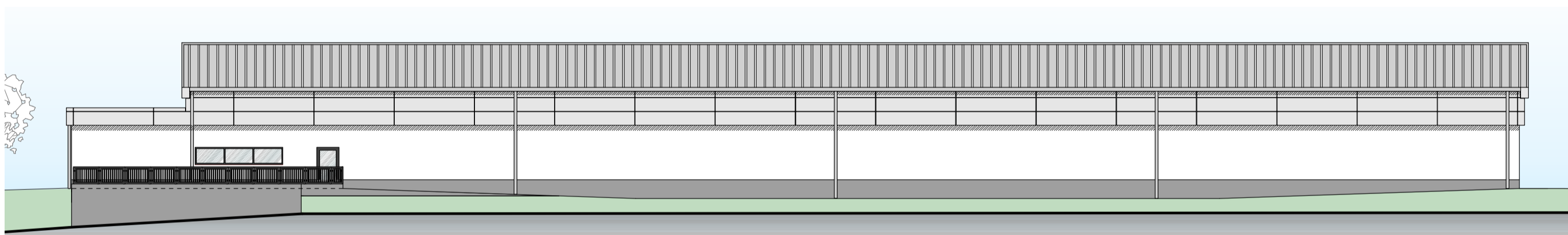


Wombwell BARNSELEY

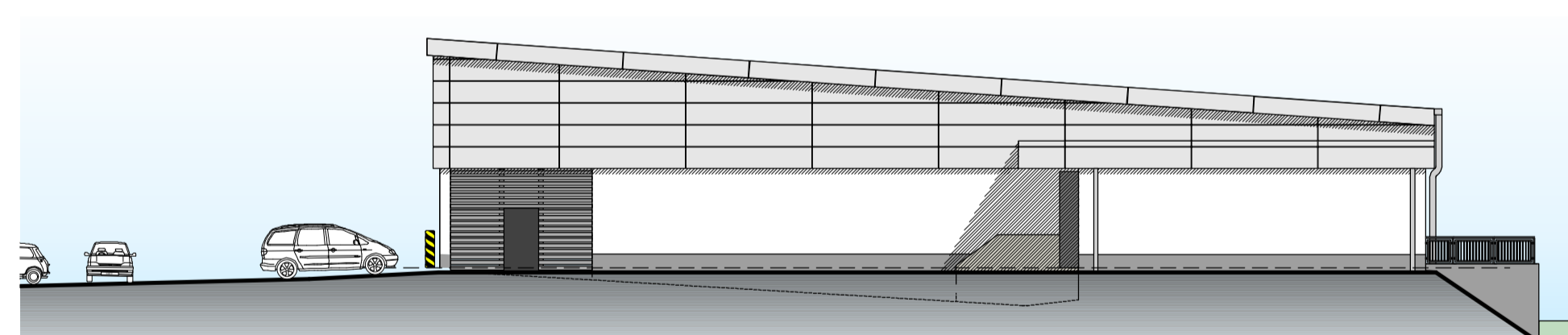
ELEVATIONS



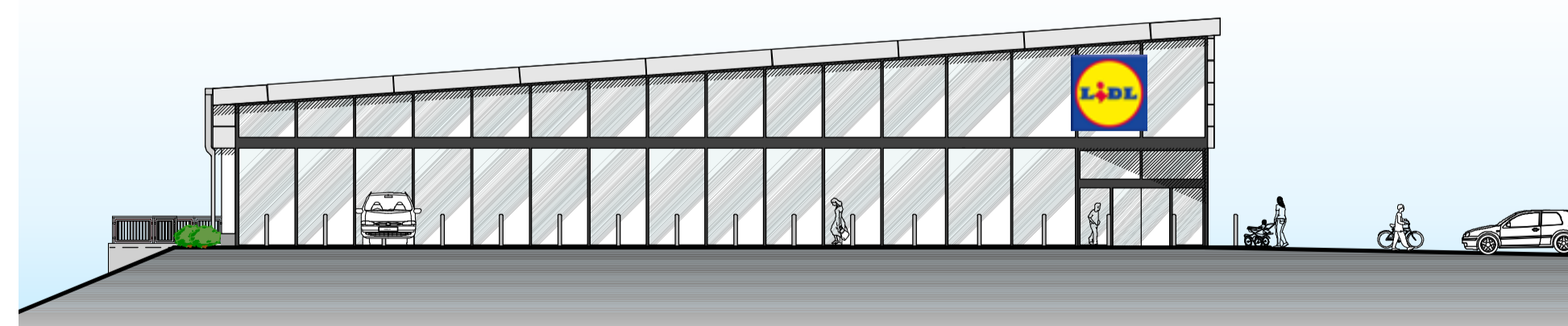
SOUTH WEST/ FRONT ELEVATION



NORTH EAST/ REAR ELEVATION



SOUTH EAST/ DELIVERY ELEVATION

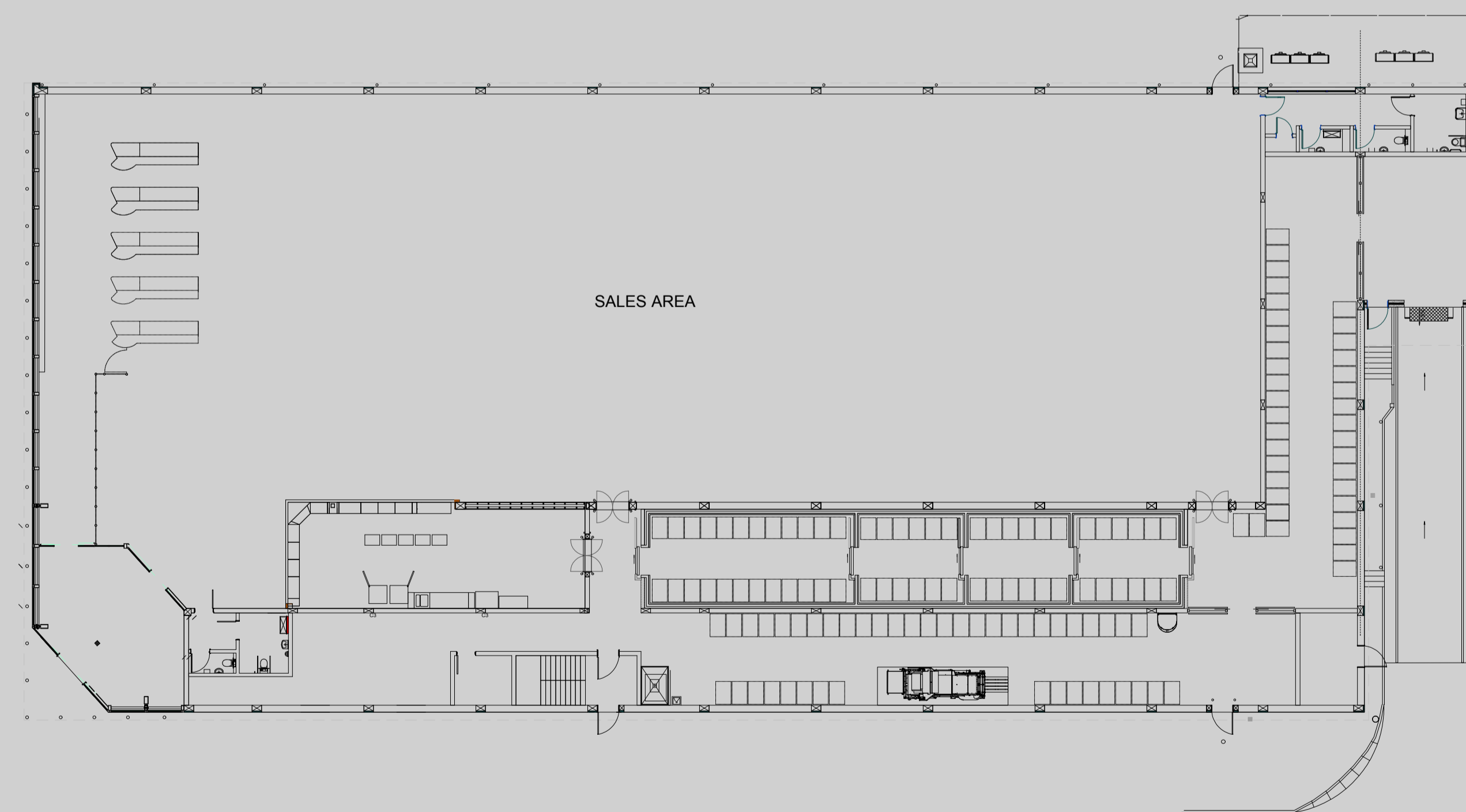


NORTH WEST/ FULL HEIGHT GLAZING ELEVATION

Proposals include:

- Site remediation and preparation works;
- Construction of a 2,270m² ground floor and 200m² first floor Lidl foodstore (GIA) comprising a sales area of 1,424m²;
- Resurfacing of external areas in tarmacadam and block paving;
- Soft landscaping treatment to boundaries and;
- Landscape architect designed planting to complement the existing street scene.

The planning application is being prepared following pre-application discussions with Barnsley Metropolitan Borough Council and any comments from today's Open Day.





Wombwell BARNSELEY

SUMMARY INFORMATION

- New Lidl foodstore;
- Provision of a new neighbourhood foodstore to serve the residents of Wombwell, to be occupied by Lidl;
- Ample car parking including disabled, parent and toddler parking is proposed;
- Easily accessible on foot and readily accessible by public transport;
- Landscaping and enhanced boundary treatments proposed;
- The Lidl store will improve consumer choice by introducing a retailer renowned for high quality products at discounted prices;
- Investment in the local economy and the creation of up to 40 new jobs;
- A planning application for the development is expected to be submitted soon.

NEXT STEP

Thank you for attending today. We hope you found it useful and informative.

Your feedback is very important to us and we will take all suggestions and comments into account when the plans are finalised prior to submission of the planning application.

If you have any further questions, please do not hesitate to contact

Jake McLeod
01565 757500

or

jake.mcleod@walsingplan.co.uk



Wombwell OPEN DAY

Proposed Lidl Foodstore, Land at Mitchells Way, Wombwell
Public Exhibition – 9 July 2015
Feedback Form

Thank you for coming along to our exhibition today. We hope you found it useful and we welcome your comments/feedback regarding our proposals.

1. Contact details:
Name:
Address:

2. We would appreciate your views of the proposed development now that you have seen the plans. Do you:

(a) Support the proposal

(b) Object to the proposal



(c) Don't know

3. What do you like about the scheme?
.....
.....

4. What would you do to improve the scheme?
.....
.....

5. Any further comments?
.....
.....

Please place this form in the box provided, or alternatively you may return it by post to the following address:
Mr J McLeod, Walsingham Planning, Brandon House, King Street, Knutsford, Cheshire, WA16 6DX



Appendix 4

Proposed Lidl Foodstore, Land at Mitchells Way, Wombwell

**Public Exhibition – 9 July 2015
Feedback Form**

Thank you for coming along to our exhibition today. We hope you found it useful and we welcome your comments/feedback regarding our proposals.

1. Contact details:

Name:

Address:

2. We would appreciate your views of the proposed development now that you have seen the plans. Do you:

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.....
.....
.....

4. What would you do to improve the scheme?

.....
.....
.....

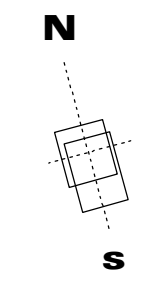
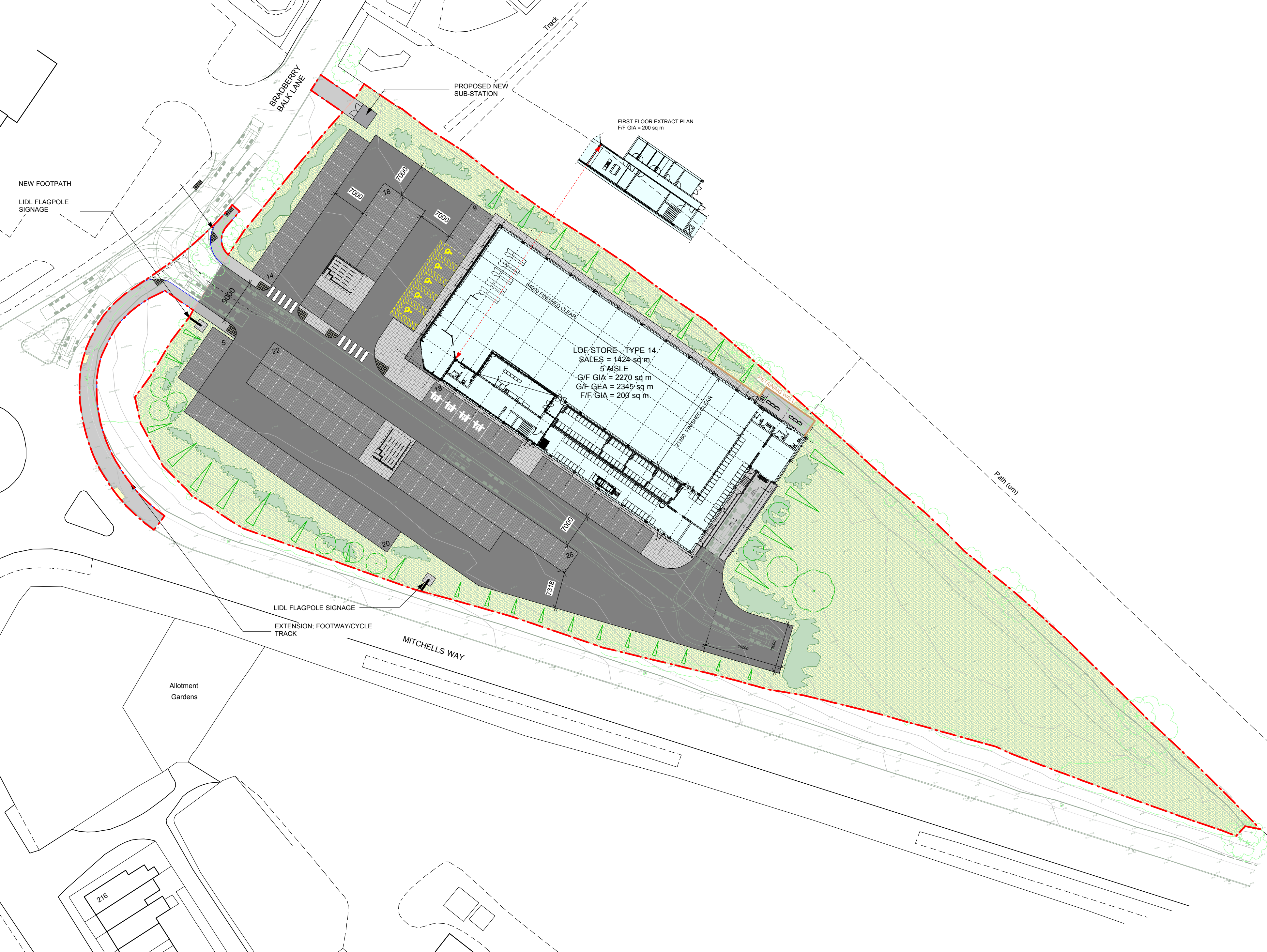
5. Any further comments?

.....
.....
.....

Please place this form in the box provided, or alternatively you may return it by post to the following address:

Mr J McLeod, Walsingham Planning, Brandon House, King Street, Knutsford, Cheshire, WA16 6DX

Appendix 5



LOE STORE - TYPE 14
SALES = 1424 sq m
5 AISLE
G/F GIA = 2270 sq m
G/F GEA = 2345 sq m
F/F GIA = 200 sq m

Site Area (sq m)	13,154.5 sq m
Store Type Reference	LOF Type 14 (19.03.15)
Sales Areas (sq m)	1,424 sq m
Number of Aisles	5 Aisle
G/F GIA (sq m)	2,270 sq m
G/F GEA (sq m)	2,345 sq m
F/F GIA (sq m)	200 sq m EST
Car Park Spaces	132

Rev	Date	Description	Drawn
N.	30.07.15	Parking spaces reordered to include fifth disabled space in line with client instruction	DW
M.	29.07.15	Boundary Amended in line with planning consultant comments to include highways works. Drawing size amended show all site area and scheme rotated.	DW
L.	27.07.15	Updates in accordance with Highways Consultant	LS
K.	23.07.15	Site Access amended in accordance with Highways Consultant	LS
J.	21.05.15	Access into site widened to 9m. Flagpoles labelled. Tracking added. Scale changed to 1:500 @ A3	MH
H.	13.05.15	Layout updated as per previous sketch.	NJV
G.	13.05.15	Sketch - car park updated for discussion	MH
F.	08.05.15	Retaining wall adjacent to Mitchells Way omitted. Parking layout amended accordingly.	DW
E.	29.04.15	Scheme updated for planning issue	DW
D.	27.04.15	FF added	LS
C.	27.04.15	Sales area increased from 1421 to 1424 sq m	MH
B.	23.04.15	Updated with proposed EGL's and retaining wall requirements	MH
A.	13.04.15	2 Trolleybays + landscaping added	LS

htcarchitects
York Place Studio
8 Briannia Street
Leeds
LS1 2DZ
T:(0113) 244 3457
W: www.htcarchitects.co.uk
E: info@htcarchitects.co.uk

client
Lidl UK GmbH

project
**New Store
Mitchells Way, Wombwell,
Barnsley**

drawing title
Proposed Site Plan

date **April 2015**
status **Planning Issue**
scale **1:500 @ A2**
drawn **DW** checked **JH**
job no. **1849** dwg no. **10** rev. **N**

Appendix 6