Statement of Community Involvement

Peveril Securities

Proposed shopping development, including discount foodstore on Nanny Marr Road, Darfield

October 2014

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1. Introduction

This report details the public consultation which was carried out by Peveril Securities ahead of it submitting a planning application for a new shopping development in Darfield, Barnsley.

The family-owned developer is proposing to redevelop the former Foulstone School site on Nanny Marr Road into a £10m scheme, including a discount foodstore plus five smaller shops. The proposal includes parking for 166 cars and the developer is also submitting an outline planning application for 35 new homes.

The public consultation process was designed to ensure that the local community could review and discuss the plans, as well as provide feedback on the proposal.

Feedback from the local community has been actively encouraged to ensure that stakeholders are involved in the process. All feedback has been captured and analysed.

2. Government policy on consultation

Peveril Securities has complied with the Government's National Planning Policy Framework (The Framework) which places great emphasis on community consultation within the planning system.

The principles of consultation detailed in this report are based on the government's advice in the Decision Taking section of the Framework. It makes clear the central role in the planning process for consultation and participation:

188. 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 coordination between public and private resources and improved outcomes for the community.

189. Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they do offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications.

190. The more issues that can be resolved at pre-application stage, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active

approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

3. Council policy on consultation

Barnsley Borough Council adopted its Statement of Community Involvement (SCI) in September 2006.

The SCI states that the Council strongly recommends that applicants "*talk to us, people who live near the site and anyone else who might be affected by the development before making the application.*"

The consultation strategy has been developed in line with the Council's SCI and to engage with as many members of the local community as possible.

4. Localism Act

The aim of the Localism Act is to increase public participation in the decision-making process and has particular emphasis on the planning process. The Act, for large scale applications, has introduced a statutory requirement for the developer to consult local communities. Although the scheme is not large enough to be considered a large scale application we have benchmarked our proposals with the requirements listed in the Act.

The Act under Chapter 4 61W states:
The person must publicise the proposed application in such manner as the person reasonably considers is likely to bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

It goes on to indicate in 61X (Duty to take account of responses to consultation) that the applicant must take in to consideration responses made during the community consultation process.

5. Consultation objectives

The public consultation had a number of key objectives:

- To encourage as much input as possible from the local community.
- To provide the community with a genuine opportunity to provide feedback on the plans.
- To allow people to become actively involved in the process.

- To identify and address any issues raised by the local community and stakeholders.

6. Consultation process

The consultation process consisted of a number of key elements to involve as many key stakeholders and members of the local community as possible using the following methods:

6.1 Pre-application engagement with key stakeholders

Prior to submitting the planning application, Peveril Securities sought to engage with a number of political stakeholders with the following activity/meetings taking place:

18/07/13: First pre-application meeting with Barnsley Council Planning Officer to discuss the principle of the development and relevant planning policy and highways.

26/08/13: The project team met with the Darfield Ward Alliance, including a local ward councillor and other key stakeholders representing faith, community and heritage groups – all were very receptive to the plans.

September/October/13: Ongoing communication took place with the Council's planning department, agreeing a catchment area within which to focus the retail impact assessment to accompany the application.

30/10/13: A letter was sent to the local MP, Michael Dugher informing him of the proposal and public exhibition.

07/08/14: Second pre-application meeting took place at Barnsley Council at which updated layout plans were tabled. Attendees included: Development Team; Planning Officer; Highway Officer; Affordable Housing Officer; Conservation Officer; and Asset Management. Comments from the Policy Officer, Drainage Officer and Tree Officer were also discussed at the meeting.

12/09/13: The Architect and Arboricultural Consultant met with the Planning Officer and Tree Officer on-site to discuss the proposal and potential impact on existing trees and the streetscene – changes to the site layout plan were tabled.

6.2 Public exhibitions

A series of public exhibitions were organised by Peveril Securities to enable the local community to view the plans and provide feedback.

6.2.1 Timings

The exhibitions were held at the following times and at three different sites to enable people from across Darfield to attend:

- Thursday, 7th November 2013 from 4pm -7.30pm at Darfield Community Centre

- Friday, 8th November 2013 from 5:30pm - 7:30pm at Darfield Valley Methodist Church, Snape Hill Road, Darfield

- Saturday, 9th November 2013 from 10am -2.30pm at All Saints Church Hall, Church Street, Darfield

6.2.2 Publicity

To help promote the events:

- A press release was issued to local media on 31st October 2013 resulting in coverage in the:

    - Barnsley Chronicle
    - The Star
    - Yorkshire Post
    - Yorkshire Business Insider
    - Yorkshire Business Desk
    - wearebarnsley.com

- 5,000 A5 flyers were distributed by members of Haughton Main Football Club to local residents surrounding the site.

Copies of the press release and flyer used to promote the exhibition can be found in the appendices of this report.

6.2.3 Exhibition materials

A series of banner stands were on view at the exhibition, displaying and detailing the following:

- An overview of the proposal
- A site layout plan
- CGIs of the proposed development
- Details of the proposed new shops including the discount foodstore
- Next steps and timescales

Members of the project team, including architects and planning consultants were available to explain the plans in further detail and answer questions.

In addition, an information leaflet was distributed at the event providing details of the scheme including a feedback form which people could tear off and post into a box.

Additional copies of this leaflet were also given to Councillor Key for distribution to local residents.

Copies of the exhibition materials can be found in the appendices of this report.

All written comments submitted at the exhibition have been analysed.

7. Consultation findings

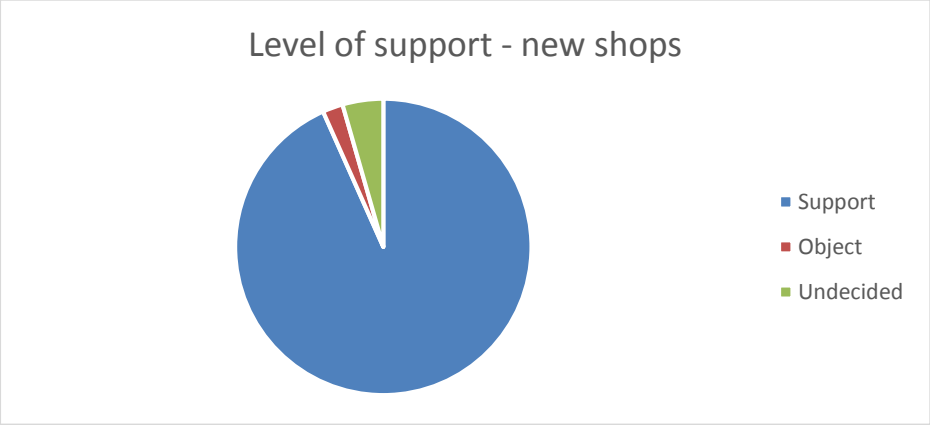
7.1 Summary of feedback received

Nearly 300 people visited the consultation events.

A total of 166 people completed a feedback form with the vast majority of respondents stating that they were in favour of the proposal:

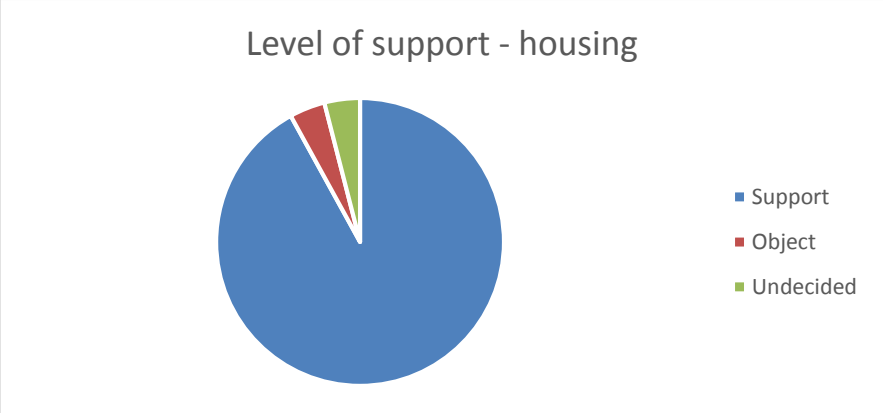
Shopping development:

- 156 support (94%)
- 4 object (2%)
- 6 are undecided (4%)



Housing:

- 153 support (92%)
- 6 object (4%)
- 7 undecided (4%)



7.2 Supporters

Many of those who support the development said they want to see more shops in Darfield as they currently have very limited choice. They feel the proposal will give the town a much needed boost and means they won't have to travel out of the area to carry out their shopping.

Examples of supportive comments include:

- "This will help Darfield to prosper."
- "The sooner the better."
- "We thoroughly support the plans as feel they will provide well needed retail facilities in the local area."
- "I believe that this development will enhance and improve Darfield village and the life of residents."
- "A welcome development for our village."
- "Fantastic plans – this is going to give Darfield a massive lift. People will again want to move to Darfield to live."
- "We in Darfield really need something. Some of the people live in the area have to travel to Barnsley for basic items."
- "This project has been a long time coming, something I feel will benefit the community, creating jobs and a shopping centre people can afford."
- "A great boost to our village."

- "This is something that is needed in Darfield. We were beginning to feel like the forgotten village, this should bring new life to the village."

- "This proposal is what Darfield has needed for a long time."

- "Good to see some heart put back into the village giving it a centre."

- "Darfield was becoming neglected hopefully it will bring it back to a good village again."

- "Excellent news. Would be foolish not to go ahead with this. The elderly would benefit and jobs for local people would be a bonus."

7.2.1 Supporters' queries

The main queries raised by supporters related to:

- The potential increase in traffic, in particular at the junction of Barnsley Road and Nanny Marr Road
- Need for a library in the development
- Need for double yellow lines on surrounding roads
- Controlled delivery times

7.3 Objectors

7.3.1 Shopping development:

Of the four respondents who objected to the shops, three feel that the development needs different shops to those proposed at the consultation. One objector suggests designing so it could be "converted into flats or low cost housing" if there was a lack of interest. Another suggests 'better quality' shops such as 'Waitrose, Sainsburys or M&S."

The other reason for objection was a concern that the arterial roads to the development are inadequate to deal with the extra traffic generated.

7.3.2 Housing:

The main reasons for objecting to housing include:

- Need for more car parking spaces to prevent new residents parking on Barnsley and Nanny Marr Road
- Preference for a community centre/library

7.4 Undecided

The main queries raised by those who are undecided about the development related to:

- The need for the houses to fit with the surrounding area
- Security of the development
- Traffic on surrounding roads
- Preference for a community facility on the site alongside housing
- Requests for no hot food takeaways
- Access to the properties on Nanny Marr Road located directly opposite the proposed entrance to the development.

8. Response to main issues raised:

8.1 **Traffic and car parking:**

The impact of the proposed scheme on traffic has been assessed by a team of transport consultants. This robust assessment has demonstrated there will be no significant impact on the existing Nanny Marr Road/Barnsley Road/Garden Street junction. It has also confirmed that the proposed access road junction with Nanny Marr Road will have enough capacity to accommodate the anticipated number of visiting vehicles.

In addition, the development will encourage people to use sustainable methods of transport as is easily accessible by public transport and will provide good pedestrian access and facilities for cyclists.

Regarding parking, the facilities included in the development all comply with all the Council's standards.

Further information on the scheme's impact on highways as well as car parking can be found in the transport assessment that forms part of this planning application.

8.2 **Design changes:**

Following the consultation process, there have been a number of design changes to the scheme in line with feedback received, including:

- A reduction in the number of proposed houses to reduce densities and allow for more side and rear car parking
- Moving the retail element of the proposal northwards to create further separation from the dwellings on the other side of Barnsley Road
- Retaining the main grouping of trees along the southern boundary (abutting Barnsley Road)
- Additional soft landscaping and green space within the proposed public realm
- Additional landscaping along Nanny Marr Road, including the retention of two key trees and semi-mature Lime tree plantings to help create a boulevard effect on the road

9. Conclusions

- Peveril Securities has engaged with a large number of stakeholders to ensure the local community is fully aware of the proposal and to enable them to ask questions.

- The public exhibition was well attended with approximately 300 visitors.

- The local community indicated strong support for the proposal with 92 per cent of respondents stating support for both the shops and housing.

- The feedback received to date indicates that people believe that the development would provide more shopping choice in Darfield and help to boost the area.

- The main queries raised during the consultation relate to traffic and car parking.

10. Appendices

10.1 A5 Flyer

A new shopping destination for Darfield

Rothstone Estates would like to invite you to view and discuss a proposal for an exciting new shopping destination in the heart of Darfield.



Located on the site of the former Foulstone School on Nanny Marr Road, the proposed development includes a new Lidl foodstore and six smaller shops, including a Sainsbury's convenience store and Heron Foods. We are also proposing 39 new homes.

To find out more, please come along to one of our consultation events which are taking place from 7th - 9th November 2013 at the following venues and times:

- Thursday, 7th November from 4pm -7.30pm
  at Darfield Community Centre, Illsley Road, Darfield
- Friday, 8th November from 5:30pm - 7:30pm
  at Darfield Valley Methodist Church, Snape Hill Road, Darfield
- Saturday, 9th November from 10am -2.30pm
  at All Saints Church Hall, Church Street, Darfield

You will have the opportunity to speak to the team, ask questions and provide your feedback.

We hope you can join us and look forward to seeing you.

ROTHSTONE

10.2 Press release

31st October 2013

Plans for new £10m shopping destination in Darfield announced

Plans to go on display from 7th - 9th November 2013

Rothstone Estates has announced plans to transform the former Foulstone School site in Darfield, Barnsley, into a new shopping destination which could create up to 80 jobs for local people.

The family-owned developer is proposing to redevelop the six-acre site on Nanny Marr Road into a £10m scheme, including a Lidl foodstore with a sales area of 21,160 sq ft plus six smaller shops, with terms agreed so far with Sainsbury's for a 4,200 sq ft convenience store and Heron Foods for a 4,000 sq ft unit. There would be a car park with 180 spaces and the developer is also submitting an outline planning application for 39 new homes.

Before the application is submitted, Rothstone Estates is holding three consultation events from 7th – 9th November 2013 to enable local people to view and discuss the plans, ask questions and provide feedback.

These will take place at the following venues and times:

- Thursday, 7th November from 4pm -7.30pm at Darfield Community Centre, Illsley Road, Darfield
- Friday, 8th November from 5.30pm -7.30pm at Darfield Valley Methodist Church, Snape Hill Road, Darfield
- Saturday, 9th November from 10am -2.30pm at All Saints Church Hall, Church Street, Darfield

Mark Rothery, managing director of Rothstone Estates said: "This development would provide a much needed boost to local retail facilities as well as a significant number

of new jobs. Currently Darfield residents have very limited choice, so many people have to travel out of the village to carry out their shopping. The new scheme would provide convenient access to a range of shops all targeted at meeting the needs of the local community.

"As well as the retail element, our proposal would also offer benefits for pedestrians with space for public realm and a new footpath running through the site, directly into Darfield Park making it much easier for people to access it."

Rothstone Estates is aiming to submit the application by the end of this year. If it is approved, construction is likely to start in June 2014, which means the new Lidl foodstore and other shops could be open by December 2014.

If the outline planning application for the housing is approved, a developer would need to be secured before construction could start. The properties are likely to be a mix of two and three-bedroom properties.

-ends-

10.3 Exhibition stands

Welcome



Rothstone Estates, a family-owned property developer, is proposing to transform the former Foulstone School site on Nanny Marr Road into a new shopping destination, providing more choice, convenience and jobs for the local community.

Our proposal includes a Lidl foodstore plus six smaller shops, including a Sainsbury's Local and Heron Foods.

We are also submitting an outline planning application for 39 new homes.

This £10m investment could result in up to 80 jobs for local people.

ROTHSTONE

Investing in Darfield



Our proposal includes:

- A Lidl foodstore with a sales area of 21,160 sq ft
- A 4,200 sq ft Sainsbury's Local
- A 4,000 sq ft Heron Foods store
- Four smaller shops totalling 9,770 sq ft
- Space for public realm
- A new footpath leading through the site directly into Darfield park

Car parking and transport:

- There would be 180 car parking spaces
- The site can be reached by bus services on a number of routes giving good public transport access
- A comprehensive transport assessment will form part of the planning application

ROTHSTONE

A new Lidl foodstore



- We are proposing to include a 21,160 sq ft Lidl foodstore at the heart of the development
- The store would offer around 1,000 different product lines, including many well-known labels at the lowest prices
- Around 10 per cent of the product range would be non-food such as clothing and DIY items
- Non-food items would change twice weekly offering customers a wide choice of different products
- Up to 30 job opportunities would be available including full and part-time positions
- As a responsible retailer, Lidl would seek to support the local community by getting involved in local good causes, events and charities

ROTHSTONE

More shopping choice



In line with Barnsley Council's core strategy, our proposal would support the Council's aim to enhance the centre of Darfield, which has recently been identified as a 'Local Centre'.

In addition to a supermarket, the new shopping destination would include six smaller shops.

To date, we have agreed terms with Sainsbury's and Heron Foods to operate two of these smaller units:

- The Sainsbury's Local would be a convenience store providing local people with quality, fresh, affordable food within walking distance of their homes and targeted at those needing to top up their shopping
- Heron Foods is a family-owned food retailer that offers customers value frozen, chilled and grocery products

Discussions are underway with potential operators of the remaining four retail units. These are likely to be confirmed after our planning application is submitted and if permission is granted.

ROTHSTONE

Have your say and next steps

We are keen to hear your views on our plans.

Please talk to us about the proposal and tell us what you think by completing the feedback form attached to the leaflets available today.

Following this consultation and after reviewing the feedback received, we are aiming to submit a planning application by the end of 2013.

If this is approved, we hope to start re-developing the site in June 2014, which means the new Lidl foodstore and other shops could be open by December 2014.

If our outline planning application for 39 new homes is approved, a developer would need to be secured before construction could start.

The properties are likely to be a mix of two and three-bedroom properties.

ROTHSTONE

10.4 Information leaflet and feedback form

Investing in Darfield



Rothstone Estates, a family-owned property developer, is proposing to transform the former Foulstone School site on Nanny Marr Road in Darfield, into a new shopping destination.

Our proposed development includes a Lidl foodstore and six smaller shops including a Sainsbury's Local and Heron Foods. We are also submitting an outline planning application for 39 new homes.

We are keen to hear your views on our plans. Please talk to us about the proposal and tell us what you think by completing the feedback form attached to this leaflet.

ROTHSTONE

Our proposal

In line with Barnsley Council's core strategy, our proposal would support the Council's aim to enhance the centre of Darfield, which has recently been identified as a 'Local Centre'.

Our aim is to create a new shopping destination for Darfield, providing more choice, convenience and jobs for the local community. This £10m investment could result in up to 80 jobs for local people and includes:

- A Lidl foodstore with a sales area of 21,160 sq ft
- A 4,200 sq ft Sainsbury's Local
- A 4,000 sq ft Heron Foods store
- A further four smaller shops totalling 9,770 sq ft
- 180 car parking spaces
- Space for public realm
- A new footpath leading through the site directly into Darfield park



Feedback form

We would like to know what you think about our plans. Please provide your feedback by completing the form below and posting it into one of the boxes provided.

Name _____

Address _____

Email _____

Telephone number _____

Do you support our proposal for a new shopping destination in Darfield including a foodstore and six smaller shops?

☐ Yes ☐ No

Do you support our outline planning application for 39 new homes?

☐ Yes ☐ No

Any additional comments?

_____

_____

_____

_____

Thank you for taking the time to visit our consultation event and complete this form.

Our policy on data protection: Under the Data Protection Act 2000, we will never release your personal details to any company outside Rothstone Estates for mailing or marketing purposes.

ROTHSTONE

Next steps



Following this consultation and after reviewing the feedback received, we are aiming to submit a planning application by the end of 2013.

If this is approved, we hope to start re-developing the site in June 2014, which means the new foodstore and other shops could be open by December 2014.

ROTHSTONE