

Sainsbury's, Barnsley Statement of Community Involvement

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Introduction

This Statement of Community Involvement, prepared on behalf of Sainsbury's Supermarkets Ltd, outlines the pre-application consultation process undertaken in relation to its proposed new store B&Q on Stairfoot Business Park, Bleachcroft Way in Barnsley.

Consultation will continue following the submission of the planning application and feedback will, where possible, be incorporated into the plans.

About Local Dialogue

Local Dialogue was commissioned to assist the pre-application public consultation on these proposals.

Local Dialogue delivers effective community and stakeholder consultation and engagement programmes to support planning, development and regeneration activities.

Our experience straddles both the private and public sectors; we understand the development process; we work across the UK and across sectors; and on projects of all sizes.

Local Dialogue has undertaken consultation on many projects over the years. We always aim to exceed the consultation requirements, seeking to deliver thorough and robust public consultation.

Why Consult?

Consultation is core to the planning process. It allows local communities to view and comment on proposals and for applicants to consider this feedback as they develop their schemes. Government Planning Policy Statements and related documents encourage organisations making development proposals to engage local communities from an early stage.

This policy and advice supports 'front loading' public engagement as proposals are developed and before the official submission of planning applications to the relevant local authority. It also recognises that all

parties will benefit from a programme of communications ensuring all those with an interest are fully informed of proposals.

Background

National Planning Policy Framework

The importance of consultation has been recently elevated with the Coalition Government's localism agenda. The Government has emphasised the preference for collaboration between developers and the local community in the recent Localism Act.

The National Planning Policy Framework (NPPF, paragraph 188) advises that *'Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community'*. Paragraph 189 states that Local Authorities *'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'*.

Barnsley Council's Statement of Community Involvement

The Council's Statement of Community Involvement was first adopted in 2006 as part of their Local Development Framework and sets out how the community and other stakeholders are involved in the planning process in Barnsley. It relates to both the preparation of new local planning policies and the determination of individual planning applications.

The document makes clear that the Council advises effective community involvement to ensure communities are not only notified and informed about development proposals, but enabled to participate in developing proposals rather than simply commenting on a fixed scheme.

Chart 4 & Appendix 4 sets out the level and methods of community engagement expected, and includes:

- Notifying the council
- Notifying local residents
- Holding a public meeting and exhibition
- Produce a development brief that sets out exactly what the plans are in some detail

- Working closely with the local media to help tell people about the plans.
- Producing a website to help tell people about the plans

As detailed below, Sainsbury's has gone above and beyond the minimum requirements for consultation on the Barnsley proposals.

Consultation

B&Q

In October 2013, members of the Sainsbury's planning team informed B&Q Barnsley staff members of the proposals by holding a staff information event, starting with a presentation and followed by a question and answer session. Two events were held on Thursday 10 October, each lasting an hour, commencing at noon. All staff were invited to attend. Sainsbury's property and planning representatives were on hand to answer any questions from staff.

Brochures detailing the plans and containing freepost feedback forms were also provided (*Appendix 1*). A box of approximately 150 brochures was also left at the store so that staff who were unable to join the information event had the opportunity to view plans and send their feedback.

The response to the information day was positive. It was well attended with approximately 80 attendees. Staff welcomed the prospect of a Sainsbury's if the B&Q was to close and the offer of a guaranteed interview.

Stakeholder Preview Event

In October 2013 Local Dialogue, Sainsbury's retained communications and consultation specialists, wrote to key political and community stakeholders, neighbouring businesses, residents and other interested groups to inform them of the proposals and to invite them to an invitation-only preview session (*Appendix 2 & 3*). This took place on Thursday 10 October at the Ardsley House Hotel, Doncaster Road from 4pm until 8pm.

Invitees included:

Key political stakeholders

- Barnsley Council ward councillors for Stairfoot: Cllr Wayne Johnson, Cllr Karen Dyson & Cllr Brian Mathers
- Neighbouring ward councillors for Central: Cllr Margaret Bruff, Cllr Martin Dyson and Cllr Doug Birkinshaw
- Leader of Barnsley Council: Cllr Sir Stephen Houghton CBE
- Cabinet Member for Development, Environment and Culture: Cllr Roy Miller
- Chief Executive of Barnsley Council: Diana Terris
- MP for Barnsley East: Michael Dugher
- MP for Barnsley Central: Dan Jarvis

Key community stakeholders

- Ardsley Residents Association
- Barnsley Federation of Tenants & Residents Association
- Barnsley and Rotherham Chamber of Commerce
- Barnsley Civic Trust
- Barnsley Rotary Club
- Barnsley Association of Community Partnerships
- One Barnsley

1,301 Neighbouring residents and businesses on the following streets:

Wombwell Lane	Hillside
Hunningley Lane	Ennerdale Road
Doncaster Road	Eksdale Road
Grange Lane	St Pauls Parade
Field Lane	Winchester Way
New Street	Nottingham Close
Kenwood Street	Albany Close
Waterfield Place	Kay's Terrace
Hopewell Street	Wheatley Road
Foster Street	Darton Street
Chapel Court	Oxford Place
Crown Well Hill	Hill Street
Scar Lane	Bank Street
Northumberland Way	Kenwood Close
Horse Carr View	Gordon Street

Hoyle Mill Road	Pinfold Close
Conway Street	Carwood Road
Chapel Street	Greggs Court
Alexandra Terrace	Shaftesbury Street
Mount Street	Sheepcote Walk
Quaker Lane	Victoria Street
Penrith Grove	Chapel Place
Ambleside Grove	Coronation Terrace
Borrowdale Close	Scarfield Close
Kenswick Walk	Cumberland Drive
Manor Gardens	Kendal Grove
Foxroyd Close	Hawkwell Bank
St Andrews Way	Penrhyn Walk
Earlsmere Drive	Ullswater Road
Aldham Crescent	St David's Drive
Stanley Road	Roehampton Rise
Hunningley Close	St Leonard's Way
Bleachcroft Way	Ash Street

Public Exhibition

Following the stakeholder preview, the wider community was consulted via a public exhibition. It was held on Friday 11 October at the Ardsley and Stairfoot Community Centre on Doncaster Road from 11am until 7pm and Saturday 12 October at the Ardsley House Hotel on Doncaster Road, from 10am until 4pm.

Representatives were present from Sainsbury's property and planning teams, highway consultants Vectos, planning consultants Turley Associates and public relations and community consultation specialists, Local Dialogue. Members of the public were encouraged to view the plans on display, ask questions and leave feedback.

For the public exhibition to be a success, and for as many people as possible to see the plans and have their say, the following factors were taken into consideration:

Accessibility

The venues for the exhibitions were chosen as their prominent locations would encourage passers by or visitors to drop-in.

The Ardsley and Stairfoot Community Centre provides essential community and leisure services for the area, and holds several community groups and activities so is well-known for local people.

The Ardsley House Hotel is located near to the site, and is also popular with the local community.

Both venues were accessible on foot and by public transport, and were fully DDA compliant.

Publicity

In addition to the invitation letters sent to residents and stakeholders, a press release was issued to the Barnsley Chronicle (*Appendix 4*). This received prominent coverage on Friday 4 October 2013.

An advert was also placed (*Appendix 5*) and was printed on Friday 4 October.

A second press release was sent to the Barnsley Chronicle (*Appendix 6*) and it ran a story that showcased the plans and the exhibition on Friday 11 October. It provided the Freephone community number and project website.

Display

Large roller banners and A2 sized boards (*Appendix 7 & 8*) were produced to display the plans and provide information about the proposed development.

Information brochures (*Appendix 1*), including freepost feedback forms, were available at the exhibition. The forms asked if respondents supported the proposals and for any further comments.

Forms could be posted in the ballot box provided at the exhibition, or returned freepost. The leaflet also included contact details for further information, and a 'QR' code which allowed users to link directly to the project website from their mobile phone.

Website

A dedicated website - www.sainsburys-barnsley.co.uk - was set up to allow people to view the plans and submit their feedback online (*Appendix 9*).

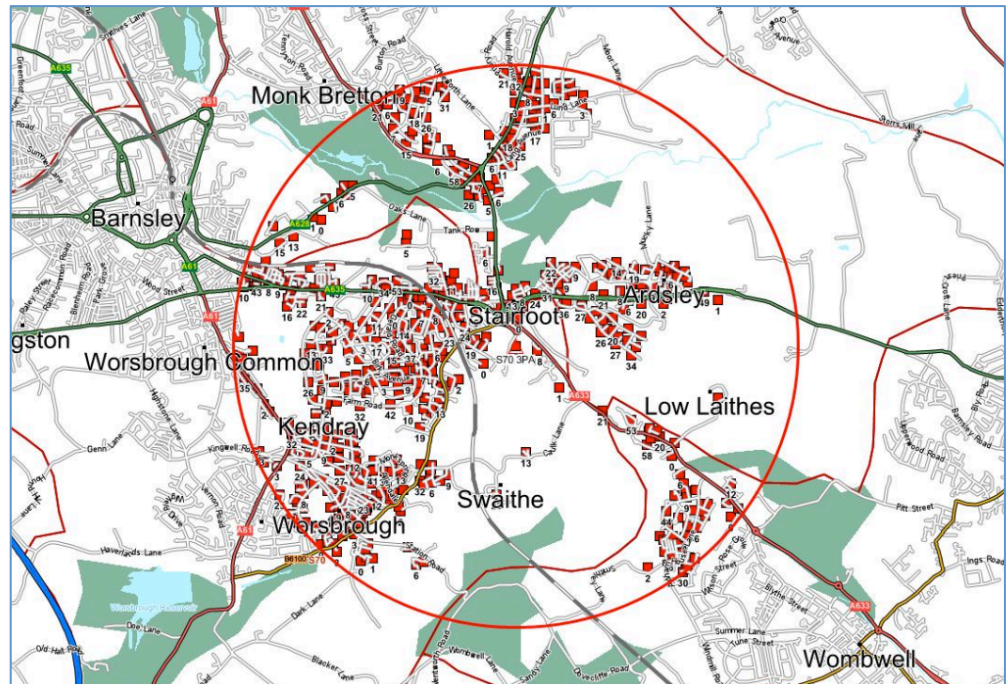
The website was advertised on the information banners, leaflets, adverts and press coverage of the exhibition.

Further contact

Contact details for people wanting further information was also provided, including:

- A freephone consultation hotline;
- A dedicated email address - info@sainsburys-barnsley.co.uk;
- Project website - www.sainsburys-barnsley.co.uk

During the week commencing 14 October (the week following the public exhibition), an additional 10,000 information brochures (*Appendix 1*) detailing the proposals were delivered to the nearest 10,000 properties to the site - see map below - allowing those who could not attend the public exhibition to have their say. These leaflets contained a detachable freepost response form.



Map showing initial leaflet drop

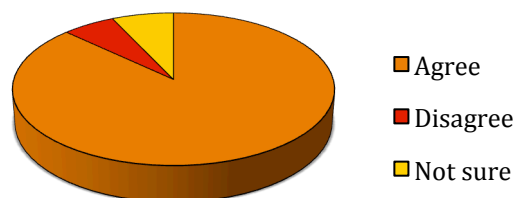
Feedback

Approximately 140 people attended the public consultation over the course of the stakeholder reception and two-day exhibition.

In addition to the verbal feedback received, a total of 344 representations were made during the exhibition and afterwards, via post.

Of these, 298 (87%) indicated support for the plans, 20 (6%) indicated opposition to the plans and 24 (7%) were not sure or did not state a preference.

I am generally in favour of Sainsbury's new store proposals in Barnsley



For those who were in favour of the plans, the main benefits were seen as:

- A new foodstore would bring more retail choice
- Good use for the site when B&Q closes
- New jobs and investment
- The Sainsbury's brand and offer was generally seen as desirable for the town
- Sainsbury's stocks gluten-free products which are difficult to find in other supermarkets
- A more convenient location - if people in Barnsley want to do their shopping at Sainsbury's currently they would have to travel to stores in Wakefield or Leeds City Council's jurisdiction
- A petrol station on the site

For those who opposed the scheme, the over-riding concern was access and traffic. People said that:

- Stairfoot roundabout is an on-going issue for the community and they felt that a Sainsbury's would accentuate the existing issue if no additional highway works were implemented

- On weekends and early mornings traffic is heavy
- Traffic on Wombwell Lane is a particular issue and is largely caused by traffic accessing Tesco
- Several people suggested that the land behind the site, currently a scrapyard, should be developed into another access point to help alleviate traffic
- The traffic lights on the roundabout are the root of the issue, as when they aren't working traffic runs smoothly

A full record of all comments received can be found in *Appendix 9*.

Local Dialogue also received and responded to several emails and phone calls from local residents.

Further Consultation

Contact with ward councillors

Following the public exhibition we wrote to ward councillors inviting them to meet with the project team (*Appendix 10*). Enclosed in letter was also the brochure, detailing the plans.

Conclusions

A full and thorough public consultation exercise in line with the Council's Statement of Community Involvement has been undertaken in support of this application, producing responses from over 300 people.

Events have been well-publicised, and those interested have had the opportunity to provide their feedback in person, by post and via email.

Key local stakeholders, residents and local businesses have all had the opportunity to meet the project team and discuss the plans in detail.

The initial consultation event demonstrated significant support for the proposals, with over 85% of respondents stating they were in favour. The vast majority of respondents said that they would welcome a Sainsbury's in Barnsley and that more retail choice was needed in the area. They also welcomed the employment and investment opportunities that a new Sainsbury's would bring, including guaranteeing an interview for all Barnsley B&Q staff who are interested in working in the Sainsbury's.

Of the few who stated their objection to the scheme, the majority did not oppose a Sainsbury's in Barnsley but were concerned about a Sainsbury's store adding to existing issues of increased traffic

Local Dialogue will continue to monitor all incoming feedback and relay this to the project team.