

Community Engagement Statement

Compiled by IPB Communications on behalf of:

**Litton Properties Limited
Land at Market Street, Hoyland
March 2011**

Community Engagement Statement

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1. SUMMARY

This report summarises the method of public consultation that has taken place in advance of the planning application relating to a new supermarket positioned off Market Street in Hoyland.

The proposal being brought forward by Litton Properties is for a new 20,000 sq ft net retail store targeted at the weekly grocery shop. The Council's own report into retail trends has demonstrated a need for a new supermarket in Hoyland. As part of the study a street survey of Hoyland highlighted that shoppers would like to see a new supermarket.

This document details the pre-application consultation activity of Litton Properties Limited and their desire to engage with stakeholders and the public.

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2. BACKGROUND

The community engagement programme has included meetings with planning officers, key stakeholders and local politicians as well as a public exhibition and therefore meets both national and local guidelines for pre-application consultation. Litton Properties Limited appointed IPB Communications, specialists in community consultation, to help carry out this engagement programme.

2.1 Relevant National & Local Guidance Relating to Consultation

2.1.1 National Guidance

The Planning and Compulsory Purchase Act 2004 placed an unprecedented emphasis on community consultation within the planning system. The principles of consultation detailed in this report are based on the government's advice in '*PPS1: Delivering Sustainable Development*'. PPS1 makes clear the central role in the planning process for consultation and participation:

- Community involvement policies should provide opportunities for participation in identifying issues and debating options from the earliest stages
- It is not enough to focus on providing information and consultation on proposals that have already been developed to the point where it is difficult to take other views on board.
- Effective involvement cannot happen without a good understanding of the make up, needs and interests of all those different groups and their capacity to engage.
- An inclusive approach is needed with the results of pre-application community consultation being reported as part of the planning application process.

Furthermore, PPS12 '*Local Development Framework*' requires all councils to adopt a Statement of Community Involvement as part of their Local Development Framework.

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The Statement of Community Involvement not only lists the council's requirement to consult on Local Development Framework Documents but also encourages pre-application consultation on major developments.

2.1.2 Barnsley Council's Statement of Community Involvement

Barnsley Council's adopted 'Statement of Community Involvement' (SCI) forms part of the Local Development Framework (LDF). It sets out how the council will involve all sectors of the community in the evolution of new planning policy and development of application proposals. The Council's SCI was formally adopted in September 2006 and Appendix 4 covers pre-application consultation on large development. It recommends that pre-application consultation should be conducted:

"If you are making a planning application, we strongly recommend that you talk to us [Barnsley Council], people who live near the site and anyone else who might be affected by the development before making the application."

(Barnsley Council's Statement of Community Involvement)

Furthermore, the Statement of Community Involvement goes on to provide advice on the most appropriate forms of engagement.

"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."

(Barnsley Council's Statement of Community Involvement)

The Statement of Community Involvement provides three levels for large scale applications and lists relevant consultation techniques for each level. As the store size is considerably under 5,000 sq m it is deemed that the development requires level two consultation. Barnsley Council's Statement of Community Involvement recommends the below options to be included in the pre-application consultation campaign:

- 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

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- Hold a public meeting and exhibition
- Hold a local surgery where people can come and talk to you about your plans in a local venue
- 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 online

2.2 Purpose of this Report

This document details how Litton Properties has had regard to the principles laid out in PPS1 and the Council's Statement of Community Involvement throughout the consultation process.

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3. THE CONSULTATION PROCESS – AIMS

Prior to embarking on any consultation process, it is crucial to set out the aims of any future event or process. In this case the key aims were:

- To inform the local representatives, local residents and the wider community and provide details of the proposals for the site
- Gain a full understanding of local views towards the current proposals that have been developed following discussions with officers
- Engage the local community in a discussion about the plans for the site and allow for constructive feedback through the appropriate mechanisms
- Reach out to the wider community through consultation.

3.1 Achieving the Aims

In order to best address these key aims and adhere to national and local guidelines it was decided that the main element of the community engagement programme should be consulting through a public exhibition (further details available in Section 5 and 6). The key aims to any wider consultation method would be to maximise attendance and gain meaningful feedback.

3.1.1 Maximum Attendance

The highest attendance possible would be sought at the public event in order to get the widest and most balanced feedback possible from the local community. A number of considerations therefore had to be given to the timings of the event and to how to invite and attract attendees.

3.1.2 Meaningful Feedback

A consultation exercise is meaningless unless feedback is sought. This should not be restricted and consultees should have an opportunity to submit their comments.

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4. THE CONSULTATION PROCESS – METHODOLOGY

This consultation process comprised of a number of methods including the following:

4.1 Officer Discussions

Litton Properties gained a thorough understanding of local issues prior to drawing up proposals. As part of this process there has been on-going discussions and liaison with Barnsley Council officers including the case officer, policy officer and highways.

As per the council's SCI, relevant Barnsley Council officers provided advice on the community engagement framework to ensure the programme was as effective as possible.

4.2 Informing Local Elected Members

As the democratically elected representatives of the citizens of Hoyland, it is only right that the local ward members should be kept informed and given the opportunity to comment on schemes that will have an effect on the communities which they serve. This must, of course, respect any potential conflicts that members may have regarding their roles or committee memberships at the council.

Prior to launching the public consultation contact through Barnsley Council officers with the local and neighbouring councillors was made through holding two meetings, one for Hoyland Milton members (12th January 2011) and one for Rockingham members (14th January 2011). As some members currently sit on the planning committee a member of Barnsley Council's planning department was in attendance and all relevant guidelines on probity were met.

Prior to the submission of the application a meeting on 18th February 2011 with the local MP, Michael Dugher was arranged. Members of the project team were in attendance to go through the proposals and answer any questions raised.

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4.3 Informing Local Traders

The project team recognised at an early stage that local traders needed to be kept informed and engaged. After discussions with Barnsley Council officers and local councillors it was decided that hand delivered letters offering private briefings with local traders was the most appropriate way to engage with local traders. Furthermore, a number of local traders attended the public exhibition.

4.4 Public Exhibition

A public exhibition at St Andrew's Community Hall was held from 3.00pm until 7pm on Wednesday 19th January 2011 and 2.00pm until 6.00pm on Thursday 20th January 2011.

On the Thursday morning members of the project team also attended the Sure Start coffee morning at St Andrew's Community Hall on Thursday 20th January 2011.

4.5 Summary of Consultation Methodology

The consultation process has followed a methodology in order to be as inclusive and as effective as possible. A summary of this pre-application process is:

1. **Discussions with Council Officers**
2. **Informing local residents**
 - a. *Initial letters sent out to immediate residents informing them about the development agreement*
3. **Informing local councillors**
 - a. Meetings held with ward and neighbouring ward councillors
4. **Informing local traders**
 - a. Informing them of the plans
5. **Wider Public Engagement, according to the following principles:**
 - a. Maximum attendance sought
 - i. *5,000 leaflets sent out to nearby residents*
 - ii. *Press release and newspaper advertisement*
 - iii. *Timing event to allow maximum attendance*
 - b. Project team members available to answer questions

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- c. Meaningful feedback sought, through:
 - i. *Feedback forms*

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5. PUBLIC EXHIBITION

5.1 Introduction

An exhibition provides an informal setting where attendees are able to view the proposals in their own time but also provides an opportunity to ask questions or discuss the proposals on a one-to-one basis.

5.2 Timings and Logistics

The public exhibition at St Andrew's Community Hall was held from 3.00pm until 7pm on Wednesday 19th January 2011 and 2.00pm until 6.00pm on Thursday 20th January 2011.

On the Thursday morning members of the project team also attended the Sure Start coffee morning at St Andrew's Community Hall on Thursday 20th January 2011.

The aim was to cover a long time period, in order to maximise the opportunity for the local community to attend.

5.3 Media and Advertising

To make people aware of the exhibition, 5,000 flyers were delivered to households around the proposed site. In addition, an article was published on the front page of the Barnsley Chronicle (Hoyland edition) advertising the location and timings of the event. An advert was also placed in the same edition of the paper.

5.4 Feedback

For the event an exhibition brochure was provided to everyone who attended. The brochure included a comment form in order to record the local community's comments and ideas. These could be completed at the event or returned to a freepost address. As of 10th February 2011, a total of 86 comment forms had been returned.

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6. EXHIBITION RESPONSE

This section contains a brief analysis of the comment forms received at the event. The aim of this section is to present a fair representation of the comments made in the feedback by attendees to the public exhibition. The feedback was split into two sections:

6.1 Question 1

The first question asked 'What facilities/ range of goods would you like to see in-store?'

A variety of answers were given, including:

- Customer Café
- Hot food counter
- Mobility access
- Clothing range
- Large range of non-food goods
- Just food and groceries
- Deli
- CDs/DVDs
- Fresh food
- Good cheese selection
- Good car parking

6.2 Question 2

The question which was asked was: 'Are you supportive of our proposals?' Results of the question in tabular format below:

Answer	Comment
Yes	86%
No	12%
Undecided	2%

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The overwhelming majority of respondents who completed the form was that they would like to see a new Tesco in Hoyland at the Market Street site.

6.3 General Comments

This section produced a wide range of views as it deliberately gives space for personal opinions not catered for by standard quantitative questions. A summary of the main comments raised in this section are listed below:

- Interested in the employment opportunities
- Concern about traffic generation
- Want to see it built as quickly as possible
- Security when shop is closed (security barrier)
- Provide weekly grocery shop in Hoyland
- Concern about effect on Hoyland town centre
- Small café
- Greater competition for other supermarkets
- Good for the local area

6.4 Sample Comments

- *'Hurry up and build it! It is what Hoyland wants.'*
- *'Do not feel the need that there needs to be another supermarket in such a close proximity to other close by.'*

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- *'The best thing to happen in Hoyland for a long time, more jobs for local people – especially myself. The sooner the better!'*
- *'At present we use Tesco at Wath and Morrisons at Corton Wood. We do not like to use Co-op as prices can be expensive. The new store will be across the road from us, but we think it would be good for the community.'*
- *'My main concern is the extra traffic this store would make particularly on Market Street. My second concern is the effect this store would have on Hoyland town centre.'*
- *'I feel that at the moment only very basic items of groceries are available in Hoyland and Tesco could fill the gap.'*
- *'We wonder whether there could be a security barrier that would stop people racing round in cars'*
- *'If the store was bigger with more items of each range of goods it would save me from going to Handforth Dean.'*
- *'There is no need to change this Tesco. It is the right size for our small town.'*
- *'Your store in Whaley Bridge is a great service to the community in terms of produce, service and employment.'*

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7. LITTON PROPERTIES LIMITED'S RESPONSE

In any consultation process there is little point in 'consulting' if the views of those being consulted are not taken in to account.

Litton Properties Limited is pleased by the overwhelming majority of respondents supporting the proposals. Below is the response from Litton Properties Limited to the key comments made during the consultation period:

7.1 Responding to neighbouring residents

A number of residents in close proximity raised several issues either verbally or in writing during the pre-application consultation process. Issues that were raised were security on site, positioning of substation, pedestrian crossing point on the access and egress.

7.1.1 Security

A number of residents mentioned that they would like to see measures to prevent anti-social behaviour.

We have therefore agreed to add a barrier to the access and egress point to prevent any cars using the car parking facility outside of opening hours.

We are also currently looking at other surveillance options for the store.

7.1.2 Positioning of Substation

After consultation with residents on Kingswood Crescent we have repositioned the substation further away from houses on Kingswood Crescent. The substation will also be behind a retaining wall.

7.1.3 Pedestrian crossing point

Politicians and residents throughout the pre-application consultation have raised pedestrian safety.

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We take the safety of pedestrians very seriously and we are looking into the possibility of additional road markings on the crossing.

7.2 Economic Boost / Employment Opportunities

We would like to thank all the local residents who took time out of their schedules to visit the exhibition and enquire about employment opportunities.

We will be offering full and part time jobs across a variety of positions. We provide excellent training and career opportunities for all our staff and further benefits including; one of the best rates of pay in the industry; share schemes; pension scheme and staff discounts

We have already been in contact with the local Job Centre Plus to discuss how we can target local residents during our recruitment campaign.

7.3 Affect on the town centre

Before deciding whether to go ahead with proposals we undertake several assessments. This includes reviewing the retail impact of a proposal to make sure there is sufficient retail capacity in the area. The research has indicated that there is enough retail capacity to support our Hoyland store.

The store will focus on our grocery range with a very limited non-food range. The Council's own independent retail study demonstrates that 90% of residents currently conduct their weekly shop outside of the Hoyland area. Our proposals will provide shoppers with the opportunity to conduct their weekly grocery shop in Hoyland.

The new store will also mean that Tesco can stock even more produce from the area, supporting local businesses and giving customers a wide range of fresh and home-grown products.

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7.4 Highways and Transport

A full Transport Assessment has been completed and is submitted in support of the application. Following discussions with Barnsley Council highways, the scope of the TA was agreed and the surrounding highway and all major junctions in the vicinity of the site have been examined and tested for any impact.

The Tesco traffic will mainly comprise of pass-by, transferred and diverted trips which are already on the local highway network.

We are also proposing a couple of highways improvements to existing network to mitigate any potential future increase in traffic. This includes:

- Providing a priority controlled site access off Wombwell Road with a right turning ghost island provided.
- Providing a new mini roundabout at the Wombwell Road and Market Street improving junction capacity and traffic flow

7.5 Being a good neighbour

For us, being a good neighbour begins as soon as we start work on a site. At the construction stage we only employ contractors who are members of the Considerate Constructors Scheme. There will be hoardings erected around site with dust control measures and wheel washing at the entrance.

Once we open we continue our work in the community and we encourage our staff to get involved with local charity work. The store will also have a designated Community Champion, whose main role will be to liaise with local community groups and charities.

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8. CONCLUSION

Litton Properties Limited has put together a team of experienced professionals to provide expert advice on the planning application. The community engagement programme has met and exceeded the requirements set out in national planning guidelines. It has:

- Provided the opportunity for participation in identifying issues and debating options.
- Allowed those involved in the community engagement programme to comment on the proposals and, wherever possible, take their views in to consideration.
- Provided a good understanding of the make up, needs and interests of all those different groups and their capacity to engage.
- Allowed an inclusive approach which has seen the consultation programme being reported as part of the planning application process.

When creating the community engagement programme the project team has also utilised methods recommended by Barnsley in their SCI. It has:

- Advertised the public exhibition in the newspaper
- Leaflet dropped local residents notifying them about the consultation programme
- A public exhibition with members of the project team available to answer any questions
- Discussions with council members and Member of Parliament, which are ongoing
- Engaged local traders in the area
- Recorded all comments received during consultation period and fed back into the design process
- Committed to continued community engagement throughout the post-application process

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9. APPENDIX 1 – CONSULTATION DOCUMENTATION



Public Exhibition

Exciting plans for a new store in Hoyland

- ✓ New full and part-time jobs
- ✓ Wide range of goods helping to keep shoppers in Hoyland

Come along to view our proposals.

The exhibition will be held on:

Wednesday 19th January 2011

Between 3pm - 7pm

Thursday 20th January 2011

Between 2pm - 6pm

**At St Andrews Church Hall,
Market Street, Hoyland**

**We look
forward to
hearing your
views**

TESCO
Every little helps
LITTON PROPERTIES

- ✓ Create new jobs for local people
- ✓ Breathe new life into a key development site
- ✓ Offer a pleasant and spacious modern shopping environment



TESCO
Every little helps

The store still has a number of environmentally friendly initiatives including:

- ✓ Timber frame store
- ✓ Bare lighting allowing natural lighting into the store
- ✓ Rainwater harvesting
- ✓ Wind turbines



Delivering Regeneration

The majority of local residents travel outside of Thailand to spend time at the resort park at Chulabhorn to do their weekly grocery shop.

Our recycling programs will allow local residents to stay in the area.

We see these programs as an important first step in the wider regeneration of Thailand by bringing a national identity to the area.



We want to listen and respond to your suggestions so please take 4 minutes to fill in a comment card and place it on the top of your ballot. See www.MHMPH.org

Low Prices



TESCO
Every little helps

More Choice



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Being local to Barnsley

Tesco is committed to being part of the local community—keeping people shopping in Hoyland as well as attracting new shoppers to the area. It is not just by keeping shoppers in the area and offering employment opportunities that we can support the local economy. We are also committed to working with local Yorkshire suppliers, delivering fresh, quality, homegrown products to our customers including:

Haywood and Padgett Ltd—One of the UK's major score producers based in Barnsley. They have 25 years experience of baking scores and produce over 1.5 million products a week.

Henderson's Relish—For over 100 years Sheffield based Henderson's has been producing its spicy and fruity sauce.

Seabrook Grapes Ltd—Seabrook has been producing the finest potato crops for over 65 years, and is still a family-owned business in Bradford. Seabrook offers the largest range of crinkle cut potatoes in Britain, all cooked in pure sunflower oil and spiced with sea salt.

What's next?

We want the support of the local community for our proposals. We will be shortly applying for planning permission from Barnsley Council.

We want to listen and respond to your suggestions so please take a minute to fill in a comment card and place it in the box or post it back to us FREEPOST.

Thank you

LITTON PROPERTIES

TESCO
Every little helps

Exciting plans for a new store in Hoyland

Being a green grocer

We continue our commitment to cutting our carbon emissions in every area of our business.

Our plans will have a number of environmentally friendly initiatives including:

- Energy Efficiency
- Reducing energy consumption
- Reducing water consumption
- Reducing waste

TESCO
Every little helps

For further information please contact:

Head Office, Tesco PLC, 270, Victoria Road, Welwyn Garden City, Herts AL9 1DA

01438 744000
tesco.com



Together Tesco and Litton Properties are bringing forward exciting proposals to build a new supermarket.

Freemantle, RSCH-202C-1708
Unit 3
Barnsley Road, P1400
S40 1TJ
Barnsley
Head Office
NE1 3SD

111

Exciting plans for a new store in Hoyland

We would like to provide a brand new first-class food store, which will give local people more shopping choice.

We will help keep shoppers in Hoyland, and support people who do not want to travel out of town for their shopping.

Our proposals will:

- ✓ Provide a wider choice of quality fresh goods and low prices
- ✓ Create new jobs for local people
- ✓ Breathe new life into a key development site
- ✓ Offer a pleasant and spacious shopping environment

Delivering Regeneration

The new store will help regenerate the town centre and provide a new focus for the community. It will also create new jobs and help to improve the local economy.

The new store will be a key part of the regeneration of the town centre and will help to improve the local economy.



Key

- 1 Market Street
- 2 Wombwell Road
- 3 Access
- 4 Kingswood Crescent
- 5 Service Yard
- 6 192 Car Parking Spaces

fresh meat



fresh fruit



fresh bread



New Jobs

Jobs for local people

The proposed store would allow us to offer more full-time and part-time jobs as well as flexible working hours, adding the variety of requirements of people looking for employment in the local area.

We provide excellent training and career opportunities for all our staff.

Our jobs:

- ✓ There will be a variety of jobs at all levels with the opportunity to progress in a supportive and rewarding environment.
- ✓ We look after our staff with benefits including one of the best rates of pay in the industry, share schemes, pension schemes and staff discounts.

Low Prices

Let us know what you think

Thank you for taking the time to read this leaflet. If you have any comments please fill out the form below and return it to us using our FREEPOST address.

What facilities/goods would you like to see in-store?

Are you responsible for your proposals?

☐ Yes ☐ No ☐ Undecided

Further comments

Name

Address

Postcode

Tel

Email

Thank you

We are a company limited by guarantee. Registered office: 100, The Quadrant, Leeds LS2 9JF. Registered in England. No. 02068812. The company is a company limited by guarantee. Registered office: 100, The Quadrant, Leeds LS2 9JF. Registered in England. No. 02068812. The company is a company limited by guarantee. Registered office: 100, The Quadrant, Leeds LS2 9JF. Registered in England. No. 02068812.