

May 2018

Statement of Community Involvement

Land at the Ruabon Business Park, Ruabon

Created for Aldi Stores Ltd

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Executive Summary

Aldi Stores Ltd (Aldi) and Liberty Properties are committed to consulting with the local community regarding their plans to redevelop land at Ruabon Business Park, Ruabon. The plans include a new high-quality food store to be delivered by Aldi as well as a petrol filling station and drive-thru coffee shop which will be developed by Liberty Properties.

Residents and stakeholders were given the opportunity to provide their feedback on the proposal via a number of different channels, including a feedback card provided with a community newsletter, a Freephone information line number, and a feedback email address.

A community newsletter was sent to 2,015 households and businesses surrounding the site and provided them with detailed information about the proposal. A postage-paid feedback card was included so that residents could return their comments to the project team free of charge.

The project team have carefully reviewed all feedback received to date. The proposal has received a very high level of local support, with 87.5% of all pre-application feedback supporting the scheme in principle. Respondents noted that the development would be welcome in the local area, and that it would be a good use of the proposed site.

In total, Aldi and Liberty Properties received 232 responses from local people, all via postage feedback cards. These responses have been carefully reviewed. The main comments raised by the local community have been addressed within this document and the wider material submitted as part of this planning application.

Aldi and Liberty Properties are committed to engaging with the local community, and following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the Ruabon proposal. This document provides a chronological account of the pre-application consultation undertaken, and a review of the feedback received.

1 Introduction

- 1.1 Aldi and Liberty Properties are submitting a reserved matters application to develop a new, high-quality food store alongside a petrol filling station and drive-thru coffee shop on land at Ruabon Business Park, Ruabon. This would form part of phase one of the wider masterplan, which received outline planning permission in 2015.
- 1.2 Aldi and Liberty Properties are committed to pre-application consultation and have a strong track record of consulting and communicating with members of the local community in which they seek to operate.
- 1.3 In order to assist with the community consultation and communication, Aldi and Liberty Properties appointed **becg**, a specialist communications consultancy, to form part of its wider project team for the proposed development.
- 1.4 This document has been produced with the aim of clearly and concisely highlighting the pre-application community consultation undertaken in respect of the proposal for Ruabon Business Park.
- 1.5 This document provides a chronological account of the consultation activity that has been undertaken so far, and the activity that Aldi proposes to undertake once the application has been submitted.
- 1.6 All feedback received is accounted for and represented within this document.

2 Background

2.1 The site

- 2.1.1 The site is located off Park Road in Ruabon.
- 2.1.2 Ruabon Business Park obtained outline planning permission in 2015 for a mixed-use development including a discount supermarket, petrol filling station, and food and drink floorspace.
- 2.1.3 Aldi will deliver the supermarket and Liberty Properties will deliver phase 1 of the masterplan. The supermarket will sit alongside both a petrol filling station and a drive-thru coffee shop.
- 2.1.4 The site has good public transport links, with Ruabon train station and nearby bus stops linking the proposed store with the wider area.



Aerial CGI and location of the site

2.2 Proposal

- 2.2.1 The proposal comprises a high-quality Aldi food store with a retail area of 1,254m²; a petrol filling station; and a drive-thru coffee shop
- 2.2.2 Attractive landscaping will be incorporated around the edge of the site to enhance its appearance.
- 2.2.3 The proposed Aldi food store would create around 40 jobs for local people, with a further 30-35 created by the petrol filling station and drive-thru coffee shop. This represent a significant investment in Ruabon.
- 2.2.4 The site is ideal for this type of development and will improve shopping choice for the local community.
- 2.2.5 Vehicle access to the site will be provided off a new road built to an adoptable standard off the A539/B5605 roundabout, as approved by the masterplan. In addition to this, the A539/B5605 roundabout will be upgraded to include a traffic light controlled pedestrian crossing.

3 Pre-application consultation

In view of its commitment to community engagement, Aldi and Liberty Properties have undertaken a programme of pre-application consultation on their proposal, as outlined in the following pages.

The purpose of the pre-application consultation programme was to:

- Inform local people and stakeholders about the proposed development
- Provide the local community with the opportunity to comment on the proposal
- Ensure that relevant issues had been identified and addressed in the planning application

3.1 Community newsletter

3.1.1 A community newsletter with postage-paid feedback card was distributed to 2,015 addresses around the site, to inform the local community about the proposal and to gather feedback. The following map illustrates the distribution area:



Newsletter distribution area

3.1.2 The double-sided A4 community newsletter was posted (1st class) on Thursday 12th April 2018 to 2,015 households and businesses near the site. The newsletter contained:

- Information about Aldi's proposal, including a CGI of the store
- Information about Aldi
- Information about the petrol filling station and drive-thru coffee shop
- A plan of the proposed site
- The project team's vision for the site
- Details about Aldi's in-store offering
- Details about the masterplan for the Ruabon Park development

3.1.3 **A copy of the community newsletter can be found at Appendix 1.**

3.1.4 The purpose of the newsletter was to present the proposal to the wider community and gain feedback prior to submitting a full planning application.

3.1.5 The newsletter displayed the details of a Freephone information line (0800 298 7040) and email address (feedback@consultation-online.co.uk) to allow people to request further information and/or to record their views.

3.1.6 The newsletter contained a postage-paid feedback card. The feedback card enabled residents to indicate whether they were/were not supportive of the proposal and to provide feedback on the scheme.

3.1.7 **A copy of the postage-paid feedback card can be found at Appendix 2.**

3.2 Stakeholder liaison

3.2.1 Aldi is also keen to hear the views of local stakeholders and elected representatives. Contact was established with the ward member for Penrycae & Ruabon South and also with Ruabon Community Council to ensure they were fully briefed on the proposal and to provide an opportunity for a two-way flow of information.

3.2.2 The ward member for Penrycae & Ruabon South was invited to attend a meeting with representatives of the project team.

3.2.3 Representatives of the project team met with ward member Councillor Joan Lowe on 1 March 2018 and 11 April 2018, to provide more information about the plans, and answer any questions.

- 3.2.4 Additionally, a meeting was held with Ruabon Community Council on 28 March 2018 at 7pm. The Aldi project team presented information about the proposal and answered any questions.

3.3 Dedicated email address

- 3.3.1 A dedicated email address was available for residents and stakeholders to send through their feedback. The email address is feedback@consultation-online.co.uk.
- 3.3.2 The email address was printed on the newsletter, however no responses have been received as of Monday 23rd April 2018

3.4 Freephone information line

- 3.4.1 During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposal, or to register their comments via the telephone.
- 3.4.2 The telephone number used (**0800 298 7040**) was in operation Monday to Friday between the hours of 8.30am and 5.30pm. Outside of these hours, a voicemail facility was available for messages to be left and were responded to at the earliest opportunity.
- 3.4.3 Information was given to callers where possible, and if questions were of a technical nature, these were passed on to project team members for a response.

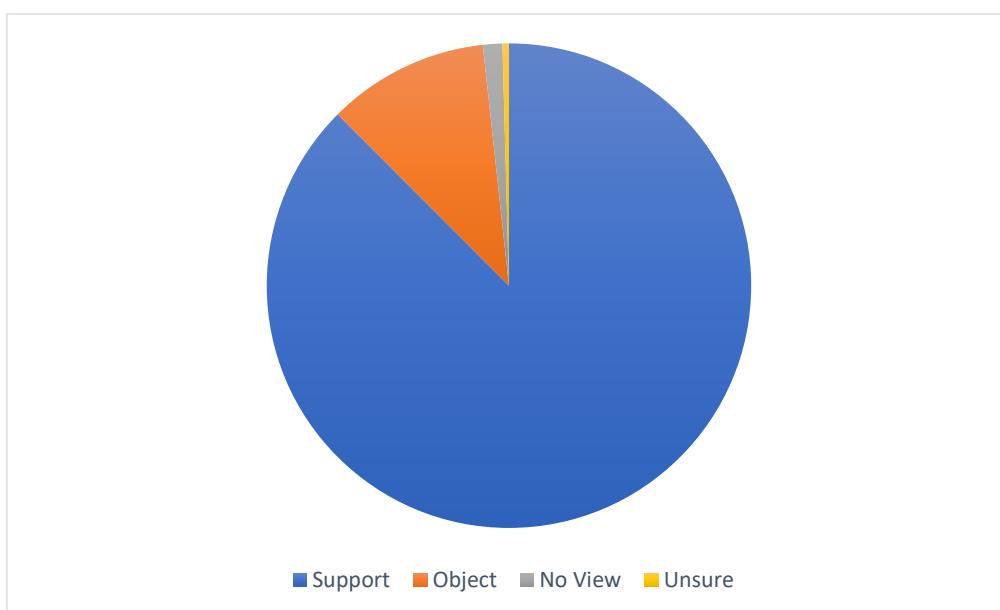
4 Review of Comments

4.1 Feedback overview

- 4.1.1 The following review includes all comments received up to Monday 23rd April 2018, including email, telephone and postcard responses. The feedback received is summarised in the table below.

Total no. of responses	Supporters	Objectors	Unsure	No view
232	203 (87.5%)	25 (10.5%)	1 (0.5%)	3 (1.5%)

- 4.1.2 An overwhelming majority of the feedback received has been supportive of the plans, with 87.5% of respondents expressing support for the proposal.
- 4.1.3 Of the respondents who offered their support for the scheme, many provided specific reasons for supporting the proposal. This included reduced travel times for shopping; creation of jobs; and the added benefits the store would have for the area, such as cheaper food prices.
- 4.1.4 There were a very small number of residents who objected to the proposal, the most frequently raised topics focussed on general traffic concerns and a lack of need for an additional supermarket.
- 4.1.5 Overall, the feedback regarding the proposed store has been extremely positive. The below pie chart provides an overview of the feedback received:



4.2 Comment breakdown

4.2.1 Below is an overview of the support received, and the frequency with which comments appeared:

Comment	Frequency
Looking forward to an Aldi food store specifically	57
Good for the area / local economy	31
Will create jobs	26
Will reduce travel time	18

4.2.2 Below are samples of some of the supportive comments received:

Comment	Street of respondent
<i>"Fantastic. When can we start shopping?"</i>	Alwch
<i>"As we do our weekly shop at Aldi this proposal would be very welcome."</i>	Woodbank Court
<i>"I've shopped at Aldi for a number of years so it will be brilliant if one came to the village."</i>	Stanley Grove
<i>"Would be nice to have Aldi near home - don't need to go to busy town."</i>	Turner House
<i>"So please to hear about new food retailer as we use Aldi in Llangollen and it is very good in all aspects"</i>	Bryn Fields
<i>"It will be an advantage to the area and surrounding business"</i>	Alwen
<i>"Great for anyone who cannot drive."</i>	Albert Grove
<i>"Nice to see you thinking about putting store outside of town centres and all the things you say you are putting along side food store."</i>	Watts Dyke View
<i>"About time we had something instead of houses."</i>	Stanley Grove

4.2.3 Although 87.5% of residents supported the proposal, some respondents included concerns and preferences in their feedback. Below is an overview of the general comments or concerns received and the frequency with which they appeared:

Comment	Frequency
General traffic concerns	9
Too many supermarkets locally	8

Development of a greenfield site	5
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5 Responses to comments

5.1 Introduction

- 5.1.1 All comments received have been reviewed by the project team and, where possible, amendments made to the proposal. Many of the issues raised are covered in the application documents which accompany this report.
- 5.1.2 The project team is encouraged by the high level of community support (87.5%) to date for its proposal to redevelop the site.
- 5.1.3 Aldi and Liberty Properties would like to thank those residents and stakeholders who took part in the consultation and provided their feedback.
- 5.1.4 The main themes which arose during the pre-application consultation and the project team's response to each are detailed below.

5.2 Support for the development of the site

- 5.2.1 An overwhelming majority (203 respondents; 87.5%) supported Aldi's proposal for a new food store at Ruabon Business Park as they felt that the development would improve the current site, provide employment opportunities, and be convenient for local residents to use.
- 5.2.2 Residents welcomed a new Aldi at this location, stating that it would benefit the local area and make good use of the site. Many residents expressed that they would like to see the Aldi food store open as soon as possible.
- 5.2.3 Many respondents noted that a new store in this location would save on travel times, with many having to travel to Aldi stores further afield such as the one in Ruthin Road, Wrexham. This would not only provide residents of Ruabon with more convenient access to an Aldi store, but help residents save time and money.
- 5.2.4 Aldi and Liberty Properties are grateful for the high number of positive responses received from local people during the consultation. Given the overwhelming level of support received, the applicants are confident that there is substantial demand for the development at Ruabon Business Park.

5.3 Need for a food store

- 5.4.1 Only 8 residents (3%) disputed the need for a food store, or for an Aldi food store, on the site.
- 5.4.2 Aldi's public consultation showed that over 87.5% of respondents supported the proposal for an Aldi food store at the site, demonstrating the need for such a development in Ruabon.
- 5.4.3 Moreover, 57 respondents (24%) specifically commented that they were existing Aldi customers, and currently travelled to stores further afield to do their food shopping.

5.4 Traffic and congestion

- 5.4.1 The most frequently raised concerns about the proposal related to potential traffic impacts, with 9 respondents (4%) noting that a proposed development in this location alongside upgrades to the existing road network would increase traffic on the A539 and B5605. Some concern was also expressed about increased traffic at the A539/B605 roundabout
- 5.4.2 Aldi expect that traffic will be diverted towards the proposed Aldi store from existing Aldi stores, other competing stores, and passing traffic. No significant impact on the existing road infrastructure is expected.

5.5 Construction period impact

- 5.5.1 Aldi is committed to being a responsible neighbour and will work closely with the local community to ensure that any disturbance is kept to a minimum, from construction right through to, and beyond, when the store is open.
- 5.5.2 With regards to deliveries, Aldi operates a closely managed servicing arrangement for each of its stores. All manoeuvring takes place within the site and a unique delivery ramp arrangement removes the need for external activity. This process is not only efficient but also reduces any potential noise and litter disturbance to neighbouring properties.

6 Post-submission engagement

6.1 Ongoing engagement

- 6.1.1 The email address and Freephone information line for the project will remain active throughout the application process.
- 6.1.2 Given the interest shown by residents and stakeholders in the proposal, Aldi will ensure information flows through existing channels to interested parties.

7 Appendices

Appendix 1	Community newsletter
Appendix 2	Postage-paid feedback card

7.1 Appendix 1: Community newsletter



Proposals for a new Aldi food store and commercial scheme at the Ruabon Business Park

Computer generated image of the proposed Aldi food store

INTRODUCTION

Ruabon Business Park obtained outline planning permission in 2015 for a mixed use development including a discount supermarket, petrol filling station and food and drink floorspace.

Aldi, the award-winning discount food retailer, a petrol filling station operator, and drive through Costa Coffee shop are to deliver Phase 1 as part of a multi-million pound investment into this part of Ruabon. A reserved matters application is due to be submitted for the design of the scheme only. The principle is already approved as set out in the masterplan.

Aldi will deliver the supermarket and Liberty Properties will deliver phase 1 of the masterplan. The supermarket will sit alongside both a petrol filling station and a drive thru coffee shop. Aldi's proposal would create around 40 jobs for local residents and bring high-quality produce to the whole community. A further 30-35 jobs will be created at the petrol filling station and drive thru and a mix of full-time and part-time jobs will be created across the development.

Aldi's nearest store for the local community is located six miles away in Llangollen and is very popular. The introduction of a new store in this part of Ruabon will not only provide residents of Ruabon with more convenient access to an Aldi supermarket, but help residents to save time and money by reducing travel times.

Aldi is the lowest priced supermarket in the UK (The Grocer 33, published 13th January 2018) without compromising on quality, with everyday items available at low prices. Aldi stores only stock around 1500 product lines and therefore do not act as a 'one-stop shop'. A new store in this location alongside the petrol filling station and coffee shop has a lot to offer the local community.

ALDI, THE UK'S FAVOURITE SUPERMARKET

Aldi is one of the world's largest privately-owned companies with more than 2000 stores across Europe, North America and Australia. Aldi opened its first stores in the UK in 1990 and now has over 700 stores nationwide.

Aldi focuses on quality rather than quantity, stocking a range of groceries which includes many of the weekly food items shoppers need. This allows Aldi to get the lowest prices from suppliers and then pass on the savings to customers.

This commitment to quality has led to Aldi being awarded a host of industry and customer accolades, including UK's Favourite Supermarket 2018 in the Which? 2018 annual supermarket survey.

ABOUT THE PROPOSAL

- A new, modestly sized Aldi food store with a sales area of 1,254m²
- A new drive thru coffee shop
- Free customer car parking
- A new PF5 & kiosk
- Around 40 jobs created by Aldi
- 30-35 jobs created in the petrol filling station and coffee shop
- A high-quality design which offers a contemporary shopping experience
- Improvements to the roundabout and delivery of the new road into the site in line with the approved masterplan

THE NEXT STEPS

Please take a moment to complete the post-paid feedback form and let us know what you think about the proposals for Ruabon.

If you would like more information or have any questions, please contact the Freephone information line on **0800 298 7040**, or email a member of the team on **feedback@consultation-online.co.uk**

Proposals for a new Aldi food store - Development of land off Park Road, Ruabon



A CONTEMPORARY DESIGN

Aldi plans to introduce a contemporary food store, designed to complement its setting off the A5605, Park Road.

The new food store would provide a modern shopping environment, offering a quality design with clean lines. A simple pallet of materials and crisp contemporary style are proposed with the inclusion of a large expanse of glazing to the principle elevations and pressed metal feature canopy wrapping around to signify the store entrance and trolley location. Silver and Anthracite grey cladding are proposed to the elevations with high level ribbon glazing which will flood the sales area with natural day light making the store feel bright and spacious.

The coffee shop drive thru unit is single storey in height, offering a simple pallet of materials including red brick, render and timber. Large expanses of glass floods the unit with natural daylight and allows customers to appreciate their surroundings. The Petrol Filling station has a relatively simple building consisting of silver cladding and a brickwork plinth.

LANDSCAPING & UPGRADE OF THE EXISTING ROAD NETWORK

Aldi takes great pride in the quality and design of its stores, with landscaping a key part of creating an attractive and welcoming environment.

Landscaping across the overall site would aim to deliver an attractive scheme with a mix of tree and shrub planting, providing a pleasant setting for the store. The appearance of Aldi's stores is very important to the operator.

Aldi is committed to investing in the road network that surrounds the proposed site. Specifically, the A539/B5605 roundabout will be upgraded to include a traffic light controlled pedestrian crossing and a new road will be built within the site to an adoptable standard, as approved by the masterplan.



Proposals for a new Aldi food store -
Development of land off Park Road, Ruabon

LOCAL JOBS

The new Aldi food store would create around 40 jobs on site.

Aldi aims to provide flexible jobs for local people, and more employment opportunities would also be available through the construction of the development.

Aldi employees receive wages above the industry average, proven opportunities for career progression, high levels of training, and a guaranteed minimum of 20 hours' work per week.

Apprenticeships are also offered, giving local people the chance to gain the Retail Apprenticeship Level 3 qualification and progress to store management positions.

It is Aldi's aim to recruit staff locally for its new store. As a result, most staff live close to the store where they work. More information on career opportunities with Aldi can be found at www.aldirecruitment.co.uk

On top of the jobs created by Aldi, 30-35 further jobs will be available in the petrol filling station and coffee shop, increasing opportunities for local people.

NEXT STEPS

Please take a moment to complete the post-paid feedback form and let us know what you think about the proposals for Ruabon.

If you would like more information or have any questions, please contact the Freephone information line on **0800 298 7040**, or email a member of the team on feedback@consultation-online.co.uk

AN AWARD-WINNING RETAILER

Last year, Aldi won the Favourite Supermarket and Favourite Wine Retailer awards at the Good Housekeeping Food Awards 2017.

7.2 Appendix 2: Postage-paid feedback card

WE VALUE YOUR VIEWS*		Any additional comments
Title (Miss/Mrs/Ms/Mr/Other)		
First Name		
Surname		
Address		
Postcode		
Telephone		We welcome feedback from local residents and stakeholders on our proposals for a mixed use development at Ruabon Business Park, with a high-quality discount food store. The views of the local community are important and we believe should be taken into consideration together with environmental, social and economic factors, when developing sites. Data Protection The details of people who provide feedback will not be released to third parties or companies outside the planning team for marketing purposes. You may attach this feedback form to a DL envelope if you wish to write more, or keep details from being on show.
Email		
Do you support this proposal?		
		YES NO
*PLEASE COMPLETE IN BLOCK CAPITALS		

Business Reply Plus
Licence Number
RTYC-TZRU-ARGA



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