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A new Lidl store
Brookside Road, Uttoxeter
Statement of Community Involvement

prepared by

FIELDSEND ASSOCIATES
political stakeholder & community engagement

on behalf of



February 2018

Introduction

This Statement of Community Involvement (SCI) has been prepared by Fieldsend Associates on behalf of Lidl UK GmbH (Lidl) to accompany the planning application for a new Lidl store, two retail units and a Drive Thru Restaurant on land off Brookside Road in Uttoxeter.

Lidl places great importance on public consultation and has paid close attention to the criteria set out in East Staffordshire Borough Council's (ESBC) own SCI on pre-application public engagement.

The consultation undertaken was transparent and inclusive and every effort has been made to encourage feedback from the local community and other stakeholders throughout the planning process. All feedback to date has been considered by the development team.

About Fieldsend Associates

Fieldsend Associates has over 30 years of experience in providing public and stakeholder engagement around all aspects of the built environment, including public affairs, public relations, communications, digital and social media, community consultation and visual design.

Consultation is key

National and local government encourage developers to consult with local communities and stakeholders before submitting any planning application.

Consultation and communication with local communities is an important element of the planning process. Local communities should be made fully aware of proposals that could affect their area and developers should ensure that residents and stakeholders are provided with the opportunity to view, discuss and have their say on any such plans with the developer and their professional team.

As a responsible retailer, Lidl is keen to engage with the community throughout the planning process.

National Planning Policy Framework

Paragraph 188 of the National Planning Policy Framework places emphasis on improving communication and engagement at pre-application stage. It advises 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 coordination between public and private resources and improved outcomes for the community.

Paragraph 189 states the local authority should:

Encourage any applicant who are not already required to do so by law, to engage with the local community before submitting their applications'. As Paragraph 190 suggests, 'the more issues that can be resolved at pre-application stage, the greater the benefits.

Local Planning Policy – ESBC’s SCI

ESBC adopted a revised Statement of Community Involvement (SCI) in 2013; however, the Publicity Requirements for Planning Applications and Prior Notification Guidance section of the document was updated in May 2014.

The local authority ‘*encourages pre-application discussion on all applications*’ and advises developers to ‘*involve the community at the earliest practicable opportunity*’. It also suggests that, for major projects, ‘*notice in a local newspaper and...neighbour notification*’ should be used to publicise the proposals.

Engagement with the surrounding community, as well as key local stakeholders, has been undertaken in relation to Lidl’s application for a new store, two retail units and a Drive Thru Restaurant on land off Brookside Road in Uttoxeter. All consultation has been inclusive and transparent, and every effort has been made to encourage feedback and comments from consultees.

The proposals

Lidl would like to replace its existing store at Dovefields Retail Park in Uttoxeter with a new, modern store on land just off Brookside Road.

The proposals form part of a larger retail development, which also includes a Drive Thru Restaurant and two retail units, and would see the company relocate to partially disused site just off Brookside Road and adjacent to the Tesco Superstore.

The plans include:

- A new 1,325 sq m (14,262 sq ft) net sales Lidl store, with 182-space car park including 11 disabled and 12 parent & child spaces
- A 169 sq m (1,819 sq ft) Drive Thru Restaurant, with 24 car-parking spaces, including 2 disabled spaces
- Two additional 697 sq m (7,500 sq ft) retail units
- New job opportunities for local people throughout the construction of the proposed store and at the Drive Thru Restaurant and retail units.



Engagement & Consultation

Identifying stakeholders

Prior to the start of consultation, a number of key local stakeholders, including politicians and organisations with a likely interest in the proposals, were identified, as follows:

- Councillor Philip Hudson - ward member for Town (ESBC)
- Councillor Susan McGarry - ward member for Town (ESBC)
- Councillor Richard Grosvenor - Leader of the Council (ESBC)
- Councillor Jacqui Jones - Cabinet Member for Planning (ESBC)
- Councillor Patricia Ackroyd - Cabinet Member for Enterprise (ESBC)
- Councillor Julia Jessel - Cabinet Member for Town Centre and Neighbourhoods (ESBC)
- Councillor David Leese - Cabinet Member for Environment (ESBC)
- Councillor Greg Hall - Cabinet Member for Regulatory Services (ESBC)
- Councillor Colin Whittaker - Cabinet Member for Cultural Services (ESBC)
- Andrew Griffiths MP - Member of Parliament for Burton
- Sara Williams - Chief Executive of Staffordshire Chambers of Commerce
- Uttoxeter Town Council.

Letters to stakeholders

On Friday 27 October 2017, a letter detailing the proposals was issued to all of the above stakeholders by post and email (see Appendix 1). The letter informed recipients about the upcoming public consultation drop-in event on Friday 3 November 2017, between 11am and 7pm, (see below) and also invited them to attend a preview of the plans between 10am and 11am.

The letter also offered stakeholders the chance to meet with members of the development team to discuss the plans in further detail at a time and date at their convenience. Contact details for the communications team were also provided:

- jake.cunliffe@fieldsendassociates.com
- 0800 0246 109.

Publicising the public consultation drop-in event

The public consultation drop-in event was advertised in a number of ways, including:

Flyer

Week commencing Monday 30 October 2017, 1,000 A5 flyers publicising the event were distributed to members of the public visiting the existing Lidl store at Dovefields Retail Park (see Appendix 2). The flyer included the time, date and location of the public consultation drop-in event and provided contact details for the communications team.

Press release

On Thursday 26 October 2017, a press release regarding the upcoming public consultation drop-in event was issued to the *Burton Mail*, the *Uttoxeter Advertiser*, and the *Stoke Sentinel* (see Appendix 3). This generated coverage in the *Burton Mail* and *Stoke Sentinel* (see Appendix 4), providing another way for people to learn about, and make arrangements to attend, the event.

Stakeholder and public consultation drop-in event

Both the stakeholder preview and public consultation drop-in event were held at Uttoxeter Town Hall (High Street, Uttoxeter, Staffordshire, ST14 7HN) on Friday 3 November 2017. The stakeholder previous took place between 10am and 11am while the public drop-in event was held from 11am until 7pm.

Uttoxeter Town Hall was selected as the consultation venue due to its central location in the town, and because it offered excellent disabled access.

A number of A2 information boards detailing the proposals and providing contact information for the communications team were displayed (see Appendix 5) and members of the development team were on hand to answer questions.

Consultation leaflets were also made available at the event (see Appendix 6). Like the information boards, these featured information on the proposals, as well as contact details for the communications team. The leaflets also enabled people to have their say on the proposals by providing a tear-off, freepost feedback card.

This asked people whether they were '*generally in favour of Lidl's proposed new store in Uttoxeter*' and offered three tick-box answer options (agree, disagree and not sure), as well as space to leave additional comments.

The feedback card could be filled in at the event and returned via a ballot box on the day or taken away, completed and send back to the development team at a more convenient time using the freepost address provided.

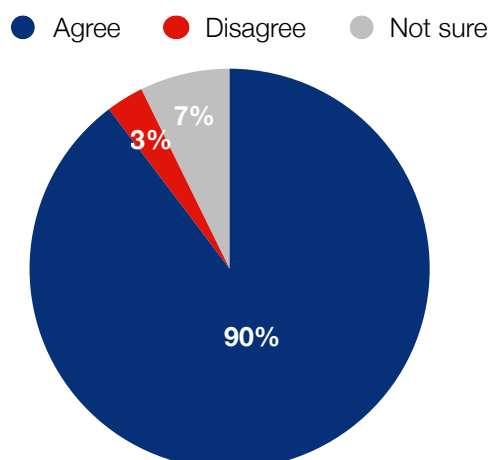
Presentation to Uttoxeter Town Council

Following the public consultation drop-in event, Lidl was asked to present the plans for the new store to Uttoxeter Town Council.

On Tuesday 12 December 2017, members of the Lidl team delivered a presentation of the proposals to Town Councillors at Uttoxeter Town Hall.

Feedback

Since the public consultation drop-in event, a total for 165 feedback cards have been returned. Of those, 148 (90%) stated that they agree with the proposals, five (3%) disagree and 12 (7%) are not sure.



Positive comments focus on breathing new life into a partially disused 'eyesore' site; the creation of employment opportunities for local people; the need for a larger Lidl store with improved carp parking facilities; and an expanded range of products. Comments include:

- *"It is just what the town needs - a good supermarket. It will boost the town's economy and give people a choice."*
- *"The proposed redevelopment scheme will remove an eyesore for visitors arriving in Uttoxeter at the train station."*
- *"More parking space would be brilliant."*
- *"This is a great idea. A larger Lidl will be an asset to the town. The current site where the development is planned is very run down and is an eyesore. This development will improve the town and its amenities."*
- *"Can't wait. Get on with it please."*
- *"This will be a great asset, better access and more convenient."*
- *"Good area for development and the creation of new jobs will be great for the area."*

However, a number of issues have also been raised by respondents, including:

Highways (potential congestion and safety)

The accessibility and safety of the proposed site for customers and employees is of great importance to Lidl. As such, the proposed site access junction with Brookside Road will be improved, including the establishment of a new central refuge island, dropped kerbs and tactile paving to assist pedestrians. A link will also be provided between the site and Dovefields Retail Park to allow motorists, pedestrian and cyclists to move between the two developments from within the site.

Experience shows that the majority of people visiting the proposed development are likely to already be on the road. With this in mind, and in addition to the short distance of the relocation, Lidl does not anticipate a large increase in traffic flow, especially at peak times.

As such, the Transport Assessment, which will be submitted as part of the planning application, concludes that the introduction of traffic relating to the proposed development will not alter the operation, in capacity terms, of the junctions surrounding the site, including the Brookside Road/A518 Town Meadows Way roundabout.

Lidl has also reviewed the safety of the Brookside Road/A518 roundabout as part of the Transport Assessment. This shows that no incidents involving motorists, pedestrians or cyclists have occurred at this junction in the last five years. Therefore, while the junction can be busy at peak times, the accident data does not suggest that there are any underlying highway safety issues with the design of the junction.

Impact on the town centre

Lidl's proposals will help to redevelop a key local site which has been left mainly disused for more than 10 years, ensuring that it once again plays an important, commercial role in the future of the town.

The proposed site is just 200 metres away from the existing store at Dovefields Retail Park, meaning customers would not need to travel much further away from the town centre than they already do to shop at the proposed site.

A larger, much-improved Lidl store would also help to create more footfall in the local area, which would benefit businesses operating in the town centre.

Although tenants for the retail units and Drive Thru Restaurant have not yet been found, experience shows that the majority of customers likely to visit them will already be on the roads surrounding the proposed site and will visit the development as a stop-off on a wider trip (for example, travelling past the site to or from work), or undertaking linked shopping trips with businesses already operating in the town centre.

The proposed development will also provide a dedicated pedestrian access onto Town Meadows Way. This access will be located close to the pedestrian crossing on Town Meadows Way and will help to encourage linked pedestrian trips between the site and Dovefields Retail Park, as well as the town centre.

A detailed Retail Impact Assessment has been carried out as part of the planning application for the proposed store. This report, which adheres to the guidelines and policies set out by East Staffordshire Borough Council, concludes that the proposed development would not have an adverse effect on the town centre and the businesses operating there.

Loss of industrial and employment space

No other developers are looking to bring the proposed site forward for industrial use, as this has not proved to be a viable option for developing the land. Lidl recognised the site's value in terms of location, feasibility and size and determined that it offered a fantastic opportunity to provide a better shopping experience and working environment for the company's customers and employees.

A number of employment opportunities will be created by the development, including more staff in the proposed Lidl store, new jobs at the two retail units and Drive Thru Restaurant, and opportunities for local people during the construction of the development.

Although numbers cannot be confirmed until tenants have been found, the Lidl store is expected to create approximately 30 full and part-time jobs while the retail units and Drive Thru Restaurant could create around 40 jobs between them.

Every effort will be made to ensure jobs go to local people.

What will happen to the old site?

Lidl is currently in discussion with a number of potential operators for the old site and further information will be made available in due course.

A full list of comments received throughout the consultation period can be found in Appendix 7.

Conclusion

An inclusive, informative public and stakeholder consultation exercise has been undertaken in support of Lidl's planning application for a new store, two retail units and a Drive Thru Restaurant on land off Brookside Road in Uttoxeter.

This has enabled local residents and key local stakeholders to have their say and provide feedback on the proposals. A presentation of the plans was also made to members of Uttoxeter Town Council on Tuesday 12 December 2017.

Of the 165 pieces of feedback returned, 148 (90%) are in support of the proposals.

Issues raised throughout the consultation period have been addressed and evidenced in the relevant supporting documents that form part of the planning application.

Appendix 1

Stakeholder letter

Address 1
Address 2
Address 3
Address 4



**Lidl UK GmbH
Eastgate Way
Manor Park
Runcorn
Cheshire
WA7 1NT**

27 October 2017

Dear

PUBLIC CONSULTATION: LIDL REPLACEMENT STORE FOR BROOKSIDE ROAD, UTTOXETER

I am writing to let you know that Lidl would like to replace its existing store at Dovefields Retail Park in Uttoxeter with a new, modern store on land just off Brookside Road.

We will be holding a public consultation drop-in event at **Uttoxeter Town Hall (High Street, Uttoxeter, Staffordshire, ST14 7HN)** on **Friday 3 November 2017, from 11am until 7pm**, in support of the proposals.

However, if you would like to view the plans before the public exhibition begins, we would be delighted to see you between **10am and 11am**. Members of the Lidl team will be on hand to answer any questions you might have about the plans.

The proposals form part of a larger retail development, which also includes a Drive Thru Restaurant and two retail units, and would see us relocate to the partially disused site just off Brookside Road and adjacent to the Tesco Superstore.

The plans would enable us to provide a much-improved shopping experience and working environment for our customers and employees, and include:

- A new, modern 1,325 sq m (14,262 sq ft) net sales Lidl store, with 182-space car park including 11 disabled and 12 parent & child spaces
- Lidl's full range of high-quality products at the lowest possible prices
- A dedicated in-store bakery
- A 169 sq m (1,819 sq ft) Drive Thru Restaurant, with 24 car-parking spaces, including 2 disabled spaces
- Two additional 697 sq m (7,500 sq ft) retail units
- New job opportunities for local people throughout the construction of the proposed store and at the Drive Thru Restaurant and retail units.

I hope this letter has been useful and look forward to hearing back from you soon. In the meantime, if you have any questions about the new store proposals or would like to arrange a meeting, please feel free to contact Jake Cunliffe from our community relations team on **0800 024 6109** or **jake.cunliffe@fieldsendassociates.com**.

Leah Taylor MRICS
Senior Acquisitions Consultant

Appendix 2

Flyer



We're applying for planning permission to replace our store at Dovefields Retail Park with a **new store on land off Brookside Road**. But before we do, **we'd like your views**.

Have your say



Come to our **drop-in consultation event** at **Uttoxeter Town Hall** High Street Uttoxeter ST14 7F

Friday 3 November 2017
11 am - 7 pm

If you're already in favour then please sign our online petition at **tinyurl.com/supportlidluttoxeter**

For more details call **0800 0246 109** or email Jake.Cunliffe@FieldsendAssociates.com

Appendix 3

Press release

LIDL TO HOLD PUBLIC CONSULTATION FOR PROPOSED STORE NEW STORE IN UTTOXETER

Lidl UK has announced that it will be holding a public consultation to outline plans for a brand new store on Brookside Road, which will replace its existing store on Dovefields Retail Park.

The public are invited to attend the event, which will take place at Uttoxeter Town Hall on 3rd November at 11am – 7pm. Lidl's dedicated property team will be on hand to outline the supermarket's plans for a new store and answer any questions from the local community.

The supermarket first revealed plans for a new and improved store in July, forming part of its ongoing expansion and regeneration ambitions within the UK.

The multi-million pound investment will see Lidl commit to building a sustainable store with 1,325m² sales area, with 182 car parking spaces and plans to create up to 20 new jobs. The supermarket will boast state of the art facilities including an in-store bakery, longer-style tills with dual packing facilities, customer toilets and ample parking for both cars and bicycles.

Lidl UK's Regional Head of Property, Joanne Hawley, commented: "We are committed to working with both the Council and local residents to deliver an attractive new store in Uttoxeter, which will allow for a larger, more modern store and enhanced shopping experience, whilst providing customers the full range of quality Lidl products at unbeatable prices."

"We hope that as many people as possible are able to attend the public exhibition on 3rd November, and look forward to sharing and discussing our plans with everyone."

The supermarket, which was crowned 'Best Supermarket 2016' by readers of Good Housekeeping, has experienced continued growth over the years, as consumers flock to the shop to discover products ranging from quality British fruit and vegetables to premium wines from its much coveted Wine Cellar collections. Lidl's success shows no signs of slowing, as the latest Kantar Worldpanel results highlighted the supermarket as the fastest growing in the UK with sales up 16% year on year and a market share high of 5.2%

The planned store in Uttoxeter will add to Lidl's existing store portfolio of 680, and will form part of the company's growth plans which hope to see it open between 50 to 60 stores a year.



PRESS RELEASE

Appendix 3 (continued)

Lidl hopes to submit a planning application in November following the consultation and those who wish to share any feedback on the plans can do so at the event on the feedback forms provided which can be filled out on the day or returned at a later date via the freepost address included.

ENDS

Notes to Editors

For more information please contact:

pressoffice@lidl.co.uk

About Lidl UK GmbH

Since establishing itself in the UK in 1994, Lidl has experienced continuous growth in Great Britain and today has over 20,000 employees, 680 stores and 11 distribution centres in England, Scotland and Wales. As part of the Schwarz retail group, Lidl is one of Europe's leading organisations in the food retail industry. With a presence in 30 countries around the world, the supermarket, which has more than 225,000 employees globally, currently operates approximately 10,000 stores and more than 150 distribution centres in 28 countries globally. The family supermarket takes pride in providing its customers with the highest quality products at the lowest possible prices throughout Great Britain, from Kirkwall to the Isle of Wight. Social responsibility and sustainability are at the core of the company's daily operations, with the company placing a strong emphasis on its responsibility for people, society and the environment. Lidl UK is passionate about working with British producers and sources two thirds of its products from the UK, working with suppliers across the British Isles wherever possible.

The Schwarz Group (Kaufland, Lidl) has been Europe's largest food retailer since 2014 and generated a turnover of €90.2 billion in financial year 2016.

For more information about Lidl UK visit www.lidl.co.uk.



PRESS RELEASE

Appendix 4

Media coverage

Lidl set to create jobs by opening new supermarket in Uttoxeter

Supermarket giant to close existing town store



Lidl staff Martin Steele, Mike Micallef, Aggie Bednarek, Matthew Lucking, Jack Terry and Danny Hurworth outside the Uttoxeter supermarket after a massive expansion in 2015

The UK's fastest-growing supermarket chain has pledged to create 20 new jobs as part of a multi-million-pound move from its current [Uttoxeter](#) home to a brand new store in the town.

Lidl has announced plans to close its Town Meadows Way supermarket and open a new branch close to [Uttoxeter](#) Railway Station in nearby Brookside Road.

Bosses say the new 1,325-square-metre store will have 182 parking spaces and create up to 20 new jobs.

Burton Mail, Thursday 26 October 2017

1 of 3

Appendix 4 (continued)

Its "state-of-the-art" facilities will include an in-store bakery, longer till areas with bigger packing areas, customer toilets with baby changing areas and bicycle parking.

The move comes just two years after the existing store underwent a massive expansion amidst increasingly fierce competition among supermarkets in Uttoxeter.

Lidl stands opposite Tesco, while Asda opened in Carter's Square in 2013 and Waitrose moved into Bridge Street last year.



Uttoxeter Lidl after a massive expansion in 2015

Joanne Hawley, Lidl UK's regional head of property, said: "We are committed to working with both the council and local residents to deliver an attractive new store in [Uttoxeter](#), which will allow for a larger, more modern store and enhanced shopping experience, whilst providing customers the full range of quality Lidl products at unbeatable prices.

Burton Mail, Thursday 26 October 2017

2 of 3

Appendix 4 (continued)

"We hope that as many people as possible are able to attend the public exhibition on 3 November, and look forward to sharing and discussing our plans with everyone."

Lidl will be outlining its plans in detail at a public consultation event at Uttoxeter Town Hall on Friday, November 3 from 11am to 7pm.

Its property team will be on hand to answer any questions from shoppers.

The supermarket chain has experienced strong growth in recent years and its success shows no signs of slowing.

The latest results published by consumer insight group Kantar Worldpanel highlighted the supermarket as the fastest-growing in the UK, with sales up 16 per cent year on year and a market share high of 5.2 per cent.

The new [Uttoxeter](#) store will add to Lidl's existing store portfolio of 680 and will form part of plans to open between 50 to 60 stores a year.

Lidl hopes to submit a planning application in November and feedback forms will be provided at the consultation event.

Burton Mail, Thursday 26 October 2017

3 of 3

Appendix 4 (continued)

Plans for new supermarket in town

20 new jobs will be created by the store

Enter your **postcode to see news and information** near you
Community updates, Crime Statistics, Local News & Events and much more...



The existing Lidl store in Uttoxeter

A supermarket giant is set to hold a consultation on plans to set up a new store in a Staffordshire town.

Lidl are set to outline plans for a brand new store on Brookside Road, [Uttoxeter](#) at a public consultation at Uttoxeter Town Hall on November 3.

Up to 20 jobs are set to be created by the new plans - which also include an in-store bakery, longer-style tills and 'ample' parking for both cars and bicycles.

Stoke Sentinel, Thursday 26 October 2017

1 of 2

Appendix 4 (continued)

The German supermarket chain first revealed plans for a new store in the town in July.

The shop, which will be built on Brookside Road, will replace the company's existing store on Dovefields Retail Park.

Lidl UK's Regional Head of Property, Joanne Hawley, commented: "We are committed to working with both the Council and local residents to deliver an attractive new store in Uttoxeter, which will allow for a larger, more modern store and enhanced shopping experience, whilst providing customers the full range of quality Lidl products at unbeatable prices."

"We hope that as many people as possible are able to attend the public exhibition on 3 November, and look forward to sharing and discussing our plans with everyone."

The public consultation will take place between 11am and 7pm on November 3.

Elsewhere in North Staffordshire the company has stores in [Stoke](#), [Tunstall](#), [Longton](#), [Newcastle](#), [Cheadle](#) and [Stafford](#).

Stoke Sentinel, Thursday 26 October 2017

2 of 2

Appendix 5

Information boards

A NEW LIDL STORE
FOR UTTOXETER



Welcome

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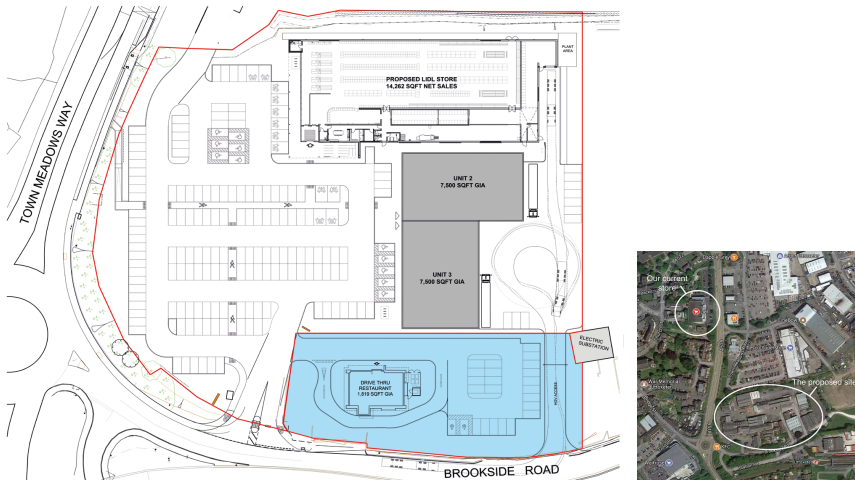
Before we submit a planning application to East Staffordshire Borough Council, we would like to know what the local community thinks about our proposals. To have your say, please fill in one of the feedback forms provided and return it via the ballot box.

Alternatively, you can take a feedback form away with you and return it at a later date using the freepost address provided.

www.lidl.co.uk

Appendix 5 (continued)

A NEW LIDL STORE
FOR UTTOXETER



The proposals

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www.lidl.co.uk

Appendix 5 (continued)

A NEW LIDL STORE
FOR UTTOXETER



New job opportunities for local people

All existing staff at our Dovefields Retail Park store will be relocated to the new site. In addition, the two retail units and Drive Thru Restaurant will also create new jobs for local people, with numbers and how to apply to be confirmed at a later date.



Lidl was the first major supermarket to pay all of its employees the living wage, meaning our store employees are paid a minimum of £8.25 per hour. Lidl does not operate 'zero hour' contracts.

www.lidl.co.uk

Appendix 5 (continued)

A NEW LIDL STORE
FOR UTTOXETER



About Lidl



We opened our first Lidl supermarket in Germany in 1973. Following positive customer feedback, we quickly expanded and by the 1980s, Lidl had become a household name.

Our first Lidl in the UK opened in 1994 and we now have over 670 stores across Britain.

We take great pride in providing top-quality products at the lowest prices. Our stores are operated by a network of dedicated, friendly store staff, helping to establish and develop the success of the company.

Social responsibility and sustainability are at the core of our daily operations, and we place a strong emphasis on our responsibility to people, society and the environment.

Lidl UK is passionate about working with British producers and sources two thirds of its products from the UK, working with suppliers across the British Isles wherever possible. In support of this, we have signed up to the National Farmers' Union's 'Fruit and Veg Pledge' in order to support our British farmers and ensure they are treated fairly.

We also work hard to ensure that the key ingredients in our products are ethically-sourced, and have collaborated closely with organisations including Fairtrade Foundation, UTZ and Rainforest Alliance to ensure this.

www.lidl.co.uk

Appendix 5 (continued)

A NEW LIDL STORE
FOR UTTOXETER



What happens next

All feedback will be carefully considered and, where possible and appropriate, incorporated into our proposals. A planning application for the site will then be submitted to East Staffordshire Borough Council in the coming weeks.

Contact us

If you have any queries, please feel free to contact us.

📞 0800 0 246 109

✉️ jake.cunliffe@fieldsendassociates.com



www.lidl.co.uk

Appendix 6

Consultation leaflet



A new Lidl supermarket for Uttoxeter

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Before we submit a planning application to East Staffordshire Borough Council, we would like to know what the local community thinks about our proposals. To have your say, please complete the feedback form in this leaflet and return it via the freepost address provided.



The proposals

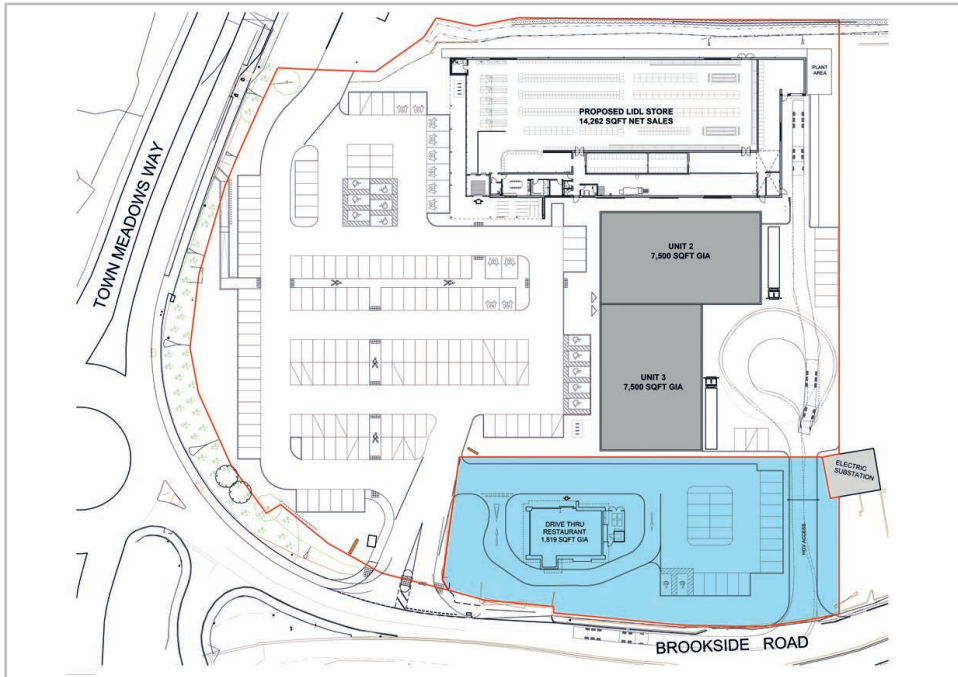
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Appendix 6 (continued)



New job opportunities for local people

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Appendix 6 (continued)

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What happens now?

All feedback will be carefully considered and, where possible and appropriate, incorporated into our proposals. A planning application for the site will then be submitted to East Staffordshire Borough Council in the coming weeks.



Contact us

If you have any queries, please feel free to contact us on **0800 024 6109** or by emailing **jake.cunliffe@fieldsendassociates.com**.

For more information about Lidl UK, please visit **www.lidl.co.uk**.



Appendix 6 (continued)

Feedback form Please complete the feedback form and return it to the freepost address overleaf.

Name	<input type="text"/>		
Address	<input type="text"/>		
	<input type="text"/>	Postcode	<input type="text"/>
Email	<input type="text"/>		

I am generally in favour of Lidl's proposed new store in Uttoxeter.

Agree Disagree Not sure

Comments:

The information you provide will only be used by the development team for the purpose of this consultation exercise. Copies will be made available to the relevant planning authority so it can note your comments. However, we will request that your personal details are not placed on the public record. The data will be held securely by us in accordance with the Data Protection Act 1998.



Appendix 7

Public comments

- Will tidy the old dairy site. Also will be an asset to the town.
- This will be a great asset, better access and more convenient.
- When built, please supply a toilet for the public. Let me know if you need a mystery shopper.
- Looking forward to shopping at a larger store. Good luck.
- Our main concern would be the vehicle access on Brookside Road.
- Good idea, as extra parking. But should have been planned before expansion over the road.
- More parking space would be brilliant along with the possibility of another outlet of some kind at the existing site.
- A much needed improvement to Brookside Road. This area is the first to be seen when leaving the station.
- Very impressive.
- A welcome addition of retail units in a run down area that will enhance this side of town, in conjunction with JCB legacy site plans.
- Traffic leaving the store, station and locations near the site could have a problem accessing the main road onto the roundabout. Heavy traffic at peak times.
- Would like to see more self service checkouts!
- It's what the town needs - new developments.
- Include a bus stop and empty plastic bottles return (be innovative).
- Lidl is a good store with helpful staff. Things can only get better still.
- We have always found good prices and quality. A bigger store means more choices.
- Uttoxeter needs a larger Lidl.
- Although a new store would be good for Uttoxeter, stores get too big and make the shopping more complicated (harder to find things) and therefore it takes longer - big isn't always beautiful! Not at all keen on self checkout, we enjoy the rapport with the staff. Care needs to be taken with access. The centaur roundabout is already quite dangerous.
- It will tidy a very unsightly area and route into the town from the railway station, just hope more checkouts used and 'manned'.
- Great idea - looking forward to shopping in the new, larger store ASAP.
- Great news. Better parking. More space and job opportunities. Well done, Lidl.
- Very impressive.
- It is just what the town needs, a good supermarket. It will boost the town's economy and give people a choice. This town is in a growth area.
- It would be good to have a larger Lidl and it would make the area look much smarter, as it's a very untidy bit of land.
- Look forward to a bigger store. Hopefully wider aisles, more parking and a better selection of goods. Uttoxeter will benefit from a new modern store with supporting retailers close by.

- Will bring employment to the area in the proposed Drive Thru Restaurant and retail units plus the new modern store.
- New, larger Lidl - excellent idea but vehicular exit - HUGE doubt over proposed exit via Brookside Road. Joining the roundabout is extremely tricky due to ext steep slope up and speed of traffic coming from the right.
- Totally agree. Well done, Uttoxeter, you've done it again. Unlike Ashbourne. Still in dark ages!
- A suggestion which was spurned by Waitrose. Car parking ever more difficult with larger cars so I think you should angle the parking bays to make it easier to pull in and reverse out. A small angle would make a big difference and few spaces lost. I have seen this idea often in France.
- Good for Uttoxeter and employment.
- This can only be of benefit to the town, with improved facilities and layout within the store (we do 90% of our shopping in Lidl). We like the idea of the store being on the same side as the other outlets including fuel, plus access being available from both roundabouts.
- As long as the road has tarmac applied, please! Lovely idea. Hope you get permission.
- I think it would be very good for Uttoxeter to have a bigger store. I use Lidl every week two or three times.
- Excellent news. Just what Uttoxeter needs. A greater choice, as that lets the current store down. Shopping is expensive and any retail that brings good value and more employment must be good news all round.
- Good for Uttoxeter and employment.
- The proposed redevelopment scheme will remove an eyesore for visitors arriving in Uttoxeter at the train station. Any free offers will be greatly received at the above address.
- We have traded at Lidl from when you first came to Uttoxeter. We have seen you grow and improve, and we can only imagine the new store and Drive Thru Restaurant will be a good asset to the town.
- I welcome a bigger store but I don't think we need another restaurant.
- Love it, love it, love it! Do all my shopping in this store. Must be one of biggest spenders there. Have a house in France and do all shopping at Lidl there. Please, please have a bread slicer in Uttoxeter. Great staff in Uttoxeter.
- Excellent idea to have a bigger store. Great for business, employment and the community of Uttoxeter and surrounding area.
- It will be good to see even more of your excellent ranges of food and household etc. goods.
- A new Lidl will get rid of all the derelict buildings. Much nicer for Uttoxeter residents. A bigger, better Lidl. Great!
- Hopefully the car park will be free and decent sized spaces allowing for wide opening doors for people who are infirm but not disabled.
- The more the better.
- I think it will be good for the town.
- This is a great idea. A larger Lidl will be an asset to the town. The current site where the development is planned is very run down and is an eyesore. This development will improve the town and its amenities.
- We need a bigger Lidl cause Tesco in Uttoxeter has got more footage than any other supermarket in Uttoxeter.
- The more businesses that come/expand in Uttoxeter, the more likely there will be some regeneration of the town. "If you build it, they will come."
- Self service - some of these checkouts needed inc cash one. If this area is to be developed, in conjunction with County Council and East Midlands Trains, the whole area around the station should be

tidied and developed. It could be a joined up complex, benefitting visitors to the town and daily travellers. Not all customers arrive by car. Please think of pedestrian visitors. Also, there should be a joint venture with the Tesco site to have access through to Tesco and Cinema, etc.

- Lidl staff are usually of the highest standard and prices are competitive. However, the shopping experience is not enjoyable (read dated). Take this opportunity to give a fresh, modern look to Lidl stores.
- Ensure highway by brook is wide enough for two HGVs to pass. Also, possible widening of brook with a footpath along Picknall Brook to allow safe walking!
- Would provide a better environment with more space. Also, more employment possibilities for local people.
- Sounds that it is a good proposal with improved facilities.
- Please make the counter at the end of shopping a bit larger, as older people take a while to pack it in their baskets.
- It would be unique to have 'trolley collection points' at both ends of the parking areas. At the present site it is a long way to walk if it is wet or icy.
- The existing roundabout on Town Meadows Way would have to be well improved, as would become a bit of a bottleneck trying to exit out of the roundabout with Lidl new road in-out. Why can't the new drive through restaurant take over Lidl store when it relocates, as would be more practical off Town Meadows Way. The roundabout is also a blind spot to the right as well.
- I've used and loved your shop since its inception. Carry on the great work.
- Not only am I delighted with a larger store, I cannot help but congratulate the staff. All welcoming, especially Steve and Tom.
- Hoping to work in the restaurant when it opens.
- I am delighted that at last Malcolm Barratt's business eyesore will be demolished and a smart new supermarket built. I am a frequent shopper at Lidl and have always received excellent service from your excellent, friendly staff. It will improve the look of the area so much.
- Could we have the old store in Cheadle, please?
- What would make this store ideal would be if you would sell more foods, tins, bottles, etc - reduced sugar suitable for diabetics and I could do more of my shopping at your store.
- Love Lidl - do not want another brand of supermarket to take the proposed site.
- Important that local companies are used in the development process, i.e. spoil removal and aggregates required.
- I think Brookside Road and the junction to Town Meadows Way may want some rethinking. Exit at this junction can already be slow at peak traffic hours with traffic on Town Meadows Way and poor visibility to Church Street.
- What about swapping premises? You are taking over Tesco outlet and Tesco moves into your old premises! Never mind! Good luck.
- Can't wait!
- Very good idea. Need more shops and jobs. Just what we need to make town more competitive and keep people in Uttoxeter instead of travelling to Burton and Stoke.
- Always shops in Lidl. Really excited about new store.
- More competition for Tesco.
- A larger Lidl would be an excellent addition to the range of supermarkets in Uttoxeter. It would also provide good employment for more local people.

- It is great to see your growth in the retail trade. My wife and I fully support this development. What we are surprised by is the fact that you have invested considerable finances and resources into the existing site just last year and now looking to move so soon! We hope your enterprise is successful, and good luck with the planning application.
- A new store will be a great asset to the town and surrounding area. Any new jobs created will be a bonus and being paid the living wage is fantastic.
- 1) Make the parking bays large enough for today's wider cars. 2) Set out the bays in chevron pattern (as in the USA) to make it easier and safer to drive in and out of the car park. Tight angle parking makes for more stressful situations for motorists. The UK is obsessed with right angle parking.
- Love shopping at Lidl's store in Uttoxeter. Good quality food at competitive prices. Can't wait for the new store!
- Access in a cul-de-sac is going to impact on passing traffic and make the existing roundabout much busier. Is a through route into Tesco (garage) to be opened up into the rest of the estate? Hopefully you will get served quicker.
- Looking forward to shopping in a larger store.
- Great, as it will create more jobs for the area. Hoping old store will not stand empty!
- We need a larger store to compete with Tesco and their inflated prices.
- Would be nice if you could stock currants, marzipan, black treacle all the year round. I find it difficult to buy enough to last me 12 months. If I have to go to Tesco to get them, I might as well do all my shopping there. It would also be nice to be able to get Trex.
- Fabulous idea! Would bring lots of new opportunities for the locals. Also, a bigger and better store would be visited more.
- I do most of the family shopping. Over the last two/three years I have moved almost all our purchasing from Tesco to Lidl. Great value, fantastic staff at the Uttoxeter store and absolutely love the theme weeks. Brilliant!
- It will be an asset to the town and improve the area as well as providing jobs. It will also enhance the shopping experience of a popular store in Uttoxeter.
- I admire the trading ethos of Lidl and support the proposal, which will bring more employment to the town.
- Can't wait. Get on with it please. Great store. I do most of my shopping at Lidl, as do our family.
- Fully supportive.
- Lidl seems cheaper than other shops.
- New Lidl - great. Self scan checkouts please!
- It would be fantastic to have a larger Lidl on this quiet area (mostly disused). Uttoxeter housing is increasing, so we need bigger supermarkets to support ground Lidl is quality at affordable prices!
- Love Lidl. The staff are very good. Help whenever you need it. We love the kindness. Very good prices. Best in town.
- Good news!
- Although I used to work in a unit on Brookside and have now lost my job due to having to close, the site has been long overdue for redevelopment, so I am looking forward to the Lidl store taking shape.
- A larger Lidl would be an asset to the town and community.
- I already use the existing Uttoxeter store for the majority of my grocery shopping, so a bigger, newer store would be welcomed. Really pleased that the existing staff will be kept on, as they are generally a pleasant, helpful team.
- Good area for development and the creation of new jobs will be great for the area. Well done.

- Great idea. This would be a massive improvement to a now derelict, unsightly corner of Uttoxeter. Plus the benefits of a new, larger Lidl store. I'm all for it!
- I think it is a wonderful plan and hope ESBC agree to your proposals.
- Go for it!
- Delighted that this proposed development will replace a currently significantly shabby area of Uttoxeter.
- To have a larger Lidl store in Uttoxeter would be a great advantage to people living there and in the villages surrounding. There is the added advantage of more jobs available. Lidl gives excellent value for money for its shoppers.
- Very pleased with the idea. Thank you for investing in our town.
- Is there also going to be access from the road? Currently a dead end coming from Tesco petrol station. If not, there would be traffic problems with trying to get onto the roundabout shown in your scheme. This is a busy roundabout at most times of the day. Also, a petrol station selling discounted petrol would be good. This would bring down petrol prices in Uttoxeter, plus increase Lidl good position.
- Good for the town.
- Needs to have sufficient (say six) electric vehicle charging points.
- The existing Lidl is too small. Considering its client base, and notably the store is often sold out of stock (regular). However, the added traffic is going to contribute to the already abysmal road system! Un-mended tarmac all over (seriously big holes), and the pathetic dual carriageway, and pedestrian footbridge x 2. To assist the horrible tailbacks up to the A50, and protect the public! I witnessed an elderly man who tripped and badly hurt himself on the central reservation between the Waitrose and Lidl roundabouts. Those bone idle lot at Staffs Council need to take responsibility and improve this terrible infrastructure as part of a new Lidl and other businesses!
- Keen to see a wider range of Lidl product, especially seasonal offers being offered all year round. Additional parent and child parking is good to see along with the electric car charging points since the two at Asda rarely work. Would be good to know who's taking over the Drive Thru Restaurant too.
- Always shopped at Lidl, way before Uttoxeter shop opened. Many, many years ago, I travelled to Lidl Burton-on-Trent before scanner day and cash only payment! Just hope that the new store supplies weekend supplement in Saturday's Daily Mail - never have them at this store.
- Will provision be made on the highway for pedestrians coming from down Bridge Street, i.e. controlled pedestrian crossing?
- What a good idea.
- Good idea but what will happen to the old site? Don't want it to stand empty. Looks bad for the town.
- You won't get the students, foot trade.
- Make the one you got bigger. Uttoxeter. Do not move.
- Store only recently refurbished - a new store would just be a waste of money.
- Location of proposed site will be very difficult to access. It is down a narrow, cobbled street, which is already difficult to access for the station. Leaving the store will involve a difficult, dangerous hill start on a roundabout that we already try to avoid. Moving location will mean people won't go there.
- Your shop is perfectly positioned already. It suits the needs of Uttoxeter and you have also already expanded the surface a few years ago. Please do not build a bigger store somewhere else.
- I am concerned about the movement of retail away from the town centre - this is not just Lidl but other units. I am concerned about the loss of industrial/employment space. The proposed access is off a busy roundabout on a dangerous junction which will need altering.
- As a member of the Town Council, I believe that Lidl should formally consult with the Council on its plans before submitting the application. While expansion of Lidl may create jobs, an expansion of out of town

retail on this site will impact on industrial units and may have an adverse effect on town centre. Lidl should address these concerns.

- We already have a large shop that was a supermarket in the Maltings which now stands empty, along with many other small shops in town. What will happen to the present store once empty? Left empty? Surely you get more passing trade because you are at the side of the busy road and seen by people. New site not so obviously seen or easy to just pull into. Will trade drop? Already have large Tesco, Waitrose and Asda.
- On the proposal, it shows a drive through restaurant, which we are firmly set against. There are already two in the town and we have to put up with the litter caused as people throw their leftovers out of the car windows after they've eaten their take away. There also needs to be safe and accessible pedestrian routes to the new shop from the station and the Town Meadows Way.
- It is very useful where it is with its own access and parking.
- It will not make any difference to me. I will still shop at Lidl. I just hope you will employ someone who will water the plants. You must waste more than you sell. What a waste.
- The development will increase traffic into and out of Brookside Road. This is already a dangerous exit onto the traffic island. The brook and trees on Brookside Road must not be interfered with. It is a pleasant feature on the road to the station.
- The development itself off Town Meadows Way is OK. But Brookside Road brook and trees must be retained. If the road is widened, it would affect the green section. Safety is also a concern, as access to Brookside Road is already difficult and dangerous.
- Access and exit could be difficult. Tesco's store has separate access and exit. Proposed new store shares entrance and exit of station, and also of proposed drive through restaurant. Race days would also create congestion, unless an alternate parking area was made available. NB - we do 90% of our shopping in Lidl.
- If you are not going to extend your range, is all the upheaval to staff and possible loss of customers during the changeover really worth it? I shop here weekly, and have noticed the increase in customers. If it's not broken, don't fix it.
- A positive for the fact that it will create new jobs and opportunities for local people but I worry regards access as it's not the easiest roundabout to get onto and the current access to the store is ideal.
- Love it. Love it. Love it. As a regular customer to Lidl, where you are having your bakery, it would be nice to be able to have a sit in coffee-tea area, although you are having a drive through. Have a think about it.