GKA

PROPERTY PUBLIC AFFAIRS

GKA Limited
1 Bell Business Park
Smeaton Close
Aylesbury
Bucks HP19 8JR
T - 01296 678 300
F - 01296 678 301
www.gka.co.uk

WATERLOOVILLE

Report on Community Engagement

26 October 2010

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Registered No. 2481710 England
Registered Office: As above

gka

CONTENTS

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

		Page No.
1.	Introduction and background	1
2.	Rationale and approach to stakeholder consultation	2
3.	Consultation methodology	3
4.	Community participation and feedback	6
5.	Public exhibition feedback and responses	8
6.	How the scheme has evolved	11
7.	Activity prior to the submission of the planning application	14
8.	Conclusion	15

APPENDICES

1. Sample copy of letter to politicians
2. Sample copy of letter to MP
3. Plan of consultation area
4. Sample copy of letter to residents
5. Press release and associated press coverage
6. Press advert
7. Exhibition boards
8. Comments form

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

GKA

1. Introduction and background

1.1 This report on community engagement has been prepared by GKA Limited in support of a planning application by Sainsbury's for the redevelopment of the former Caetano Coach works site on Hambledon Road, Waterlooville.

1.2 A survey undertaken last year on behalf of Havant Borough Council found that Waterlooville retains only 47.5% of the convenience expenditure generated within it. This means that despite the two main foodstores in the town, 52.5% of people are still doing their main food shop out of the area, principally at Asda in Bedhampton, Tesco in Havant and Morrisons in Horndean.

1.3 Sainsbury's therefore believes there is a strong case for a new foodstore in Waterlooville which would deliver greater main food *shopping* choice for local residents. This would, in turn, reduce the number of car-based shopping trips being made to supermarkets *outside* of the town and therefore deliver savings in carbon dioxide emissions.

1.4 Sainsbury's submitted a planning application to Havant Borough Council for a 60,000sq ft foodstore and 465 space car park together with proposals for a pedestrian ramp from the retail park to Maurepas Way in 2009 following public consultation, to which the response was very positive. However, the application was withdrawn in early 2010 to resolve issues raised by the Council's planning officers.

1.5 Since then, Sainsbury's has evolved revised plans for the Caetano site which respond positively to the issues previously raised by the Council. The amendments to the scheme include:

- A smaller store with a sales area reduced from 60,000sq ft to 45,000sq ft;
- The realignment and widening of Aston Road, to include a new lane, to increase its capacity at the junction with the B2150;
- A revised design for the store;
- A petrol filling station proposed for the site of the existing Household Waste Recycling Centre.

1.6 The revised scheme will also include a new café and approximately 430 parking spaces for customers. A pedestrian ramp from the retail park to Maurepas Way is still proposed in order to improve accessibility between the site and the town centre.

1.7 This report provides an overview of the stakeholder consultation undertaken as part of the redevelopment proposals, outlining the stakeholders who were identified and the methods used to engage with them. It also identifies the main issues raised through the consultation process and how Sainsbury's has sought to respond to them. This report forms part of a comprehensive package of documents submitted in support of the planning application.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

2. Rationale and approach to stakeholder consultation

2.1 Havant Borough Council's Statement of Community Involvement (SCI), adopted in October 2006, encourages applicants to consult stakeholders at the pre-application stage. This ensures that consultees understand the proposals and are given the opportunity to comment. Sainsbury's has therefore sought to undertake a widespread approach to consultation with the local community in line with Havant Borough Council's SCI.

2.2 As such, Sainsbury's identified those stakeholders who would be most interested in the proposals. These groups participated in the consultation on the previous scheme and included:

- local politicians including all members of Havant Borough Council, the County Councillor for Waterloo and Stakes North electoral division and the MP for the Meon Valley constituency;
- Waterlooville North and South Community Boards which comprise representatives of Havant Borough Council, residents' associations and local residents;
- *residents living in close proximity to the former print works site (who were involved in* discussions on the previous proposals);
- wider local Waterlooville residents and traders.

2.3 A focused public engagement exercise which sought to advise on the new proposals and explain how the scheme has evolved in response to concerns raised previously was thought to be the best approach. This still enabled all parties most interested in (or potentially most affected by) the proposals to participate.

2.4 It was considered that a public exhibition of the proposals with representatives of the development team in attendance together with written briefings and presentations to key local stakeholders were the best ways to introduce the revised proposals to the local community. This maximised the opportunities for all interested parties to view and comment on the plans.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

3. Consultation methodology

3.1 A number of activities were undertaken to fully engage with politicians, interest groups and the local community. These are detailed below.

Briefing for local politicians and interest groups

3.2 Letters were issued to all members of Havant Borough Council on 28 September 2010 to inform them that Sainsbury's was bringing forward amended plans for the Caetano Coach works site and to invite them to the public exhibition. A sample copy of the letter is included at Appendix 1.

3.3 Sainsbury's also made presentations to the Waterlooville South and North Community Boards on the 29 September and 4 October 2010 respectively. The Boards represent the local community and comprise a number of politicians, representatives of Residents' Associations and local residents and are open to the public. Following the presentation, members of the Board and the public were able to make comments and ask questions of Sainsbury's representatives. Further detail on this is provided in section 4.

3.4 As part of the consultation activities carried out in respect of Sainsbury's initial proposals for the Hambledon Road site in 2009, a presentation was given to the members of Havant Borough Council's Development Consultation Forum (DCF). Although a number of detailed issues were raised at that time, members of the Forum were broadly supportive of the principle of the proposals. Havant Borough Council officers advised that a second presentation to the DCF was not necessary but, in order to provide comprehensive responses to issues raised at the 2009 DCF and to demonstrate how the revised proposals have addressed the issues raised, a briefing note is being prepared for circulation to all members of the Borough Council (as all members are eligible to attend the DCF).

3.5 In addition, a letter was issued to the Member of Parliament for the Meon Valley constituency on 8 October 2010 prior to the exhibition and to provide update on the revised proposals. A copy of this is provided at Appendix 2.

Briefing for the local community

3.6 It was considered that the proposals to redevelop the Hambledon Road site would be of interest to the wider Waterlooville community but would be of particular relevance to residents living in the immediate vicinity of the site. To this end, a consultation area was scoped out which comprised 1,124 households and businesses. A plan of the consultation area is included at Appendix 3.

3.7 A sample copy of the letter issued to the local community is included at Appendix 4. The letter informed

of the revised proposals and the exhibition arrangements.

3.8 For ease of communication, a wide range of contact options were provided in each of the letters. These options included a community information line telephone number and email address should members of the local community wish to discuss any aspect of the proposals. The opportunity to make alternative arrangements to view the plans was also offered if people were unable to attend the exhibition.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Local media engagement

3.9 Liaison with local journalists continued in the run up to the public exhibition to provide additional information and to publicise the arrangements. Providing such information through the local media ensures that people outside of the identified consultation area who are interested in the proposals can be reached.

3.10 A press release announcing Sainsbury's revised proposals for the Hambledon Road site was issued to the Portsmouth News on 1 October 2010. The press release included information on the proposals and gave the arrangements for the public exhibition.

3.11 Copies of the press release and associated press coverage are provided at Appendix 5.

3.12 To ensure that details of the exhibition were well publicised, a press advert was also taken out in the Portsmouth News.

3.13 The press advert was published on 6 October 2010. A copy of the press advert is included at Appendix 6.

Public exhibition

3.14 The exhibition was held at Waterlooville Community Centre between 10am and 4pm on Saturday 9 October 2010. A Saturday was chosen in order to maximise the opportunity for attendance.

3.15 Waterlooville Community Centre was selected as the venue for the public exhibition as it is located close to the proposed site and town centre, has plenty of parking and is easily accessible by disabled members of the public.

3.16 A number of posters were displayed outside the exhibition venue to publicise the event.

3.17 In addition, an "A frame" was placed outside of the building advertising the entrance to the exhibition. This was further supplemented by displaying directional signage within the Community Centre.

3.18 In order to clearly and effectively communicate key details of the scheme, eight large display boards provided a comprehensive overview of the plans. A copy of the exhibition boards is included at Appendix 7.

3.19 In order to aid understanding of how the proposed road layout amendments would improve traffic flows around the retail park, a graphic representation showing existing and improved traffic flows was available via a computer simulation model for exhibition attendees to view.

3.20 Visitors were invited to register their attendance at the exhibition and were encouraged to fill in a comments form in order to provide any written feedback on the proposal or to request further information. A sample copy of the comments form is included at Appendix 8.

3.21 To encourage responses, the comments forms could be returned to members of the development team at the exhibition, via a freepost address or via email.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

4. Community participation and feedback

Waterlooville South and North Community Board presentations

4.1 Following a presentation of the revised proposals to the Community Boards, members of the Board and the public were able to make comments and ask questions of Sainsbury's representatives.

Waterlooville South Community Board feedback

4.2 Ten Board Members attended the Waterlooville South Community Board on 29 September 2010. The revised proposals were welcomed in principle, with issues being raised in relation to the potential traffic impact associated with the proposed store and PFS. Specific concerns were raised and discussed about the potential traffic disruption caused by cars queuing to access the proposed PFS.

Waterlooville North Community Board feedback

4.3 The six Board Members who attended the Waterlooville North Community Board on 4 October 2010 supported the amendments to Sainsbury's proposals and recognised the economic benefits of the proposals, including job creation. The following specific issues were discussed which are dealt with in more detail in section 6 below:

- There could be potential for congestion within the retail park as a result of queuing for the PFS.
- Will the at-grade crossing on Maurepas way impact on traffic flows?
- Could a roundabout at Hambledon Road / Aysgarth Road be installed to allow people to turn around and return to a left turn into the PFS?
- Could disabled toilets be accessible at ground floor level?
- Could an exit be created from the PFS straight onto B2150?

Meeting with site-adjacent residents

4.4 A representative of Sainsbury's development team met with residents of the properties nearest to the proposed site on Hambledon Road on 29 September 2010 to discuss the revised proposals in more detail.

4.5 A meeting was also held with the residents during the 2009 consultation where concerns regarding the potential impact of the PFS (which was previously proposed on the former print

works site) were discussed.

4.6 The revised proposals now site the PFS 45m away from their properties on the site of the existing HWRC which minimises any additional amenity impact on nearby residential properties. The residents discussed concerns regarding the need to mitigate the potential noise impact of relocating the enlarged Aston Road / Hambledon Road roundabout closer to their properties.

Public exhibition attendance and participation

4.7 Ninety people signed the register, however it is recognised that not everyone who attends the exhibition also signs the register. As such, a tally counter was used to record approximate attendance. It is estimated that around 200 people actually visited the exhibition in total.

4.8 Once visitors had reviewed the material on display, they were invited to complete a comments form. In total, 62 comments forms were returned during the exhibition.

4.9 Some visitors took comments forms away from the exhibition with a view to sending them on at a later date. Four additional supportive comments forms have been received via post and four supportive emails have been received up to Tuesday 26 October 2010.

4.10 A detailed breakdown of the written feedback from the comments forms is provided in Section 5.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

5. Public exhibition feedback and responses

5.1 The comments form was designed to gauge public opinion on the revised plans. Below is a detailed breakdown of the comments forms received:

Question 1 – How do you feel about our plans for a new Sainsbury's store in Waterlooville?

5.2 Below is a breakdown of responses received to this question:

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

- 79% (52) supported the plans
- 12% (8) tended to support
- 1.5% (1) tended to oppose
- 6% (4) opposed
- 1.5% (1) did not express a clear view either way

5.3 In summary, 91% of respondents supported or tended to support the plans and 7.5% opposed or tended to oppose the plans.

5.4 Question 2 sought to expand the answers given in response to question 1. This feedback gathered through the comments forms demonstrates clear support for the proposals but also some detailed issues of concern. An overview of the comments raised in the comments forms is provided below:

Positive comments

Issue	No. of times raised
Welcome the creation of new local jobs	15
More shopping choice	13
Welcome Sainsbury's / I support the proposals / hurry up / this will be good for Waterlooville	12
Will keep people in / attract people to / stop people going out of Waterlooville	11
Competition for existing food stores is good	11
Will regenerate a run-down site	7
Will improve traffic flows	6
Will bring increased business / economic improvement to Waterlooville	6
Welcome relocation of HWRC	4
Proposal is much needed	4
Revised plans are an improvement over the first proposals	3

New PFS will be convenient	2
Will help speed up relocation of the HWRC	1
Better shopping area (improve retail park shopping offer)	1
Hope Havant Borough Council gives Sainsbury's planning permission	1

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Negative comments

Issue	**No. of times raised**
Traffic congestion / increased traffic concerns	10
Smaller store is a backward step	1
Not convinced of the need for another supermarket	1
350 new jobs means 350 existing ones are lost elsewhere	1
Concerned about noise impact	1
Concern about staff parking on Fennell Close	1

Other comments

Issue	**No. of times raised**
Proposed store will serve the residents of new houses that are being built in the area	2
Tend to support the proposals providing the removal of the HWRC is given priority	2
Hope access will improve	1
Some councillors oppose any new plans thus leaving Waterlooville behind	1
Will be able to walk to store instead of driving	1
Traffic problems must be addressed	1
Hopefully the proposals wont take trade away from existing butchers and greengrocers	1
Any plans to re-open Jubilee Road?	1
Success relies on moving the HWRC	1
Aysgarth Road requires improvements before HGV delivery lorries can use it	1
New road layout must be clearly signed to avoid road-rage that affects confusing access/departure points	1

5.5 In considering the issues raised in response to questions 1 and 2, there is clear support for a new Sainsbury's in Waterlooville. Many people welcome the creation of new, local jobs and the potential increase in main food shopping choice locally. In addition, respondents recognised the benefits of

retaining and attracting shoppers to Waterlooville.

5.6 The key concern (which was also raised by some supporters of the scheme) was impact on traffic flows. The results of the 2010 consultation reflects the results of the first consultation undertaken in 2009.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

6. How the scheme has evolved

6.1 The following section includes responses to the main issues that were raised by consultation respondents.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Store-generated traffic

6.2 The potential increase in traffic is often an issue frequently raised during the consultation process. Sainsbury's transport consultants have undertaken a Transport Assessment (TA) in support of the planning application which analyses this area in detail and demonstrates that there is sufficient capacity on the local road network to accommodate the predicted vehicle movements that would be generated by the new Sainsbury's store.

6.3 This is partly because a new Sainsbury's store in this location would not necessarily generate new shopping trips. It is anticipated that 90% of predicted trips during the weekday peak period and 80% of the predicted trips during the Saturday peak period are already on the local road network travelling to existing stores, such as Asda in Bedhampton, Morrisons in Horndean and Tesco in Havant, and would instead divert their journey to the new Sainsbury's store. The TA calculates that only 10% of the predicted trips would be new to the highway network during the weekday peak hours and only 20% would be new during the Saturday peak hour. For further information, please refer to the TA submitted as part of the planning application.

6.4 In addition, a number of highway improvements are proposed to provide additional capacity and help alleviate queuing within the retail park at peak times (a concern highlighted through consultation on the 2009 scheme). These improvements comprise:

- The realignment of Aston Road to provide a larger roundabout at its junction with Hambledon Road.
- An additional left-turn lane from Aston Road at the signal controlled junction with the B2150 Hambledon Road to create additional queuing capacity.
- A new right-turn lane would be provided to allow vehicles to enter the PFS from the eastbound lane of Hambledon Road.
- Improvements to the phasing of the traffic signals at the Aston Road / B2150 Hambledon Road junction.

PFS-generated traffic

6.5 A concern was raised about the potential for congestion within the retail park as a result of queuing for the PFS.

6.6 It is worth noting that, the traffic impact of the PFS has been fully assessed in the TA and this demonstrates that, owing to the proposed highway improvements, traffic associated with the proposed development can be accommodated satisfactorily on the local highway network. Furthermore, due to the nature of the PFS development, it is anticipated that the vehicular trips associated with the PFS will already be travelling on the local highway network during the peak periods. It is estimated that 70% of the predicted PFS trips will be pass-by / diverted trips from the B2150 Hambledon Road and 30% will be linked trips with the Sainsbury's foodstore.

6.7 Members of the Waterlooville North Community Board raised the suggestion of installing a roundabout at the Hambledon Road / Aysgarth Road junction which would allow people to turn around and return to a left-turn into the PFS. As mentioned in 6.4 above, as part of the package of highway improvement, a new right-turn lane into the PFS will be created on Hambledon Road to improve access to the proposed PFS which is considered to be sufficient.

6.8 Sainsbury's is unable to take this suggestion forward, primarily because Aysgarth Road is in private ownership. It is therefore not within Sainsbury's gift to amend it. In addition, a u-turn manoeuvre at a mini roundabout would cause unacceptable delays to traffic wishing to reach the rest of the retail park.

6.9 A suggestion was also raised to create an exit from the PFS site straight onto the B2150. As demonstrated in the TA, the traffic generated by the proposed development can be satisfactorily accommodated on the highway network. Therefore an additional exit is not deemed necessary. Furthermore, this suggestion would not be an acceptable arrangement in highway terms due to the close proximity of the signalised junction to the west and the roundabout to the east.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

<u>Proposed pedestrian crossing over Maurepas Way</u>

6.10 Sainsbury's proposes to enhance the existing pedestrian linkage between the retail park and the town centre through the provision of a new Disability Discrimination Act (DDA) compliant ramp from the retail park to Maurepas Way (as included in the 2009 scheme). The revised plans also include a new at-grade, signalised crossing on Maurepas Way, to the east of the junction with Hambledon Road. The existing subway will be retained and the proposed crossing will tie into the existing footway on the southern side of Maurepas Way.

6.11 Concerns were raised about the impact on traffic flow on Maurepas Way as a result of the new pedestrian crossing. However, the operation of the crossing has been modelled by Sainsbury's transport consultants which has shown that, even if the crossing was used on a regular basis, there would be no material impact on traffic flows along Maurepas Way.

Provision of disabled toilets

6.12 A request was made for disabled toilets within the store which could be accessible at ground floor level.

6.13 Customer toilets in the proposed store are located at the first floor store level which is readily accessible by travelator and lifts. This provision is therefore in accordance with approved Document Part M of the Building Regulations and the Disability Discrimination Act.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

7. Activity prior to the submission of the planning application

7.1 This section provides details of the activities that are due to take place regarding the submission of the planning application.

7.2 Local politicians, interest groups, residents and traders will be advised about the submission of the planning application. A press release will also be issued to the Portsmouth News to report on the results of the public exhibition and to inform of the submission of the planning application.

7.3 In order to provide comprehensive responses to issues raised at the 2009 DCF and to position the revised proposals, a briefing note is being circulated to all members of the Borough Council.

7.4 As part of the ongoing dialogue with the local community, more detailed discussions will be held with some of the closest neighbours to the site.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

8. Conclusion

8.1 In accordance with good practice and Sainsbury's commitment to community consultation, a thorough engagement exercise has been undertaken in order to introduce the proposals for the former Caetano Coach works site to the wider Waterlooville community and encourage feedback and comments on the scheme.

8.2 The consultation has resulted in constructive discussions and feedback with members of the local community, including local politicians and interest groups.

8.3 A dialogue with all parties who have expressed an interest in the revised proposals to date remains open. Sainsbury's would be happy to attend any additional meetings or engage further with stakeholders on aspects of the proposals should this be required prior to the determination of the planning application.

ENDS

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

APPENDIX 1

Sample copy of letter to politicians

Sainsbury's

28 September 2010

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Telephone 020 7695 6000
Fax 020 7695 7610
www.sainsburys.co.uk

Sample letter to Havant Borough Council - previously written to

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

BY EMAIL ONLY

Dear Councillor...

Caetano Coach works, Hambledon Road, Waterlooville

I write to you in your capacity as a member of Havant Borough Council to update you regarding Sainsbury's proposals to open its first store in Havant Borough at the former Caetano coach works site on Hambledon Road, Waterlooville.

You may recall that I wrote to you on 6 April to confirm that we had withdrawn our planning application, registered at the beginning of this year, as we were unable to resolve issues raised by the Council's planning officers within the target period for determining the planning application.

Following the withdrawal of the application, Sainsbury's has reviewed its proposals for the site and has evolved a new scheme in consultation with officers. We believe that our plans respond positively to their previous concerns and that we can now build on the strong support demonstrated for our initial scheme at our public exhibitions in November last year.

The amendments can be summarised as follows:

- the sales area of the proposed store has been reduced from 60,000sq ft to approximately 50,000sq ft;
- Aston Road will be realigned and widened to increase its capacity by providing an additional lane at the junction with the B2150;
- improvements have been made to the store's design and setting;
- a petrol filling station is proposed on the site of the existing Household Waste Recycling Centre.

The revised scheme will also include a new café, 436 parking spaces for customers and a pedestrian ramp from the retail park to Maurepas Way to improve linkage to the town centre. The proposals would represent a multimillion pound investment in Waterlooville and generate up to 350 new jobs for the local community.

We will be presenting to the Waterlooville South Community Board on 29 September and the Waterlooville North Community Board on 4 October and will be outlining the changes to the scheme in more detail.

Cont'd...

Registered office as above
Registered number 3261722 England
A subsidiary of J Sainsbury plc

100% post consumer waste recycled paper

We will also be holding a public exhibition on 9 October at Waterlooville Community Centre between 10.00am and 4.00pm. Our revised plans for the site will be on display at the exhibition and members of the development team will be on hand to answer any questions that visitors may have.

You would be very welcome to attend, but if you are unable to do so, we would be happy to make alternative arrangements for you to view the proposals.

I hope that you will find this information helpful. However, should you have any queries or require any further information, please do not hesitate to contact me or Maria Twomey on 0845 602 1151 or via email at sainsburyswaterlooville@gka.co.uk.

Yours sincerely

Barry Taylor
For and on behalf of Sainsbury's

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

APPENDIX 2

Sample copy of letter to MP

Sainsbury's

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Telephone 020 7695 6000
Fax 020 7695 7610
www.sainsburys.co.uk

8 October 2010

George Hollingbery MP
The Coach House
Worthy Park
Abbots Worthy
Winchester
SO21 1AN

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

BY EMAIL ONLY

Dear Mr Hollingbery

Caetano Coach works, Hambledon Road, Waterlooville

I write to you in your capacity as MP for Meon Valley constituency regarding Sainsbury's proposals for the redevelopment of the former Caetano coach works site on Hambledon Road, Waterlooville.

Sainsbury's submitted a planning application for a new store on the above site at the beginning of this year following consultation with the local community and stakeholders. The application was withdrawn in April to resolve issues raised by the Council's planning officers.

Following the withdrawal of the application, Sainsbury's has reviewed its proposals for the site and has evolved a new scheme in consultation with Council officers. We believe that our plans respond positively to their previous concerns and that we can now build on the strong support demonstrated for our initial scheme at our public exhibitions in November last year.

The amendments can be summarised as follows:

- the sales area of the proposed store has been reduced from 60,000sq ft to approximately 45,000sq ft;
- Aston Road will be realigned and widened to increase its capacity by providing an additional lane at the junction with the B2150;
- improvements have been made to the store's design and setting;
- a petrol filling station is proposed on the site of the existing Household Waste Recycling Centre.

The revised scheme will also include a new café, 436 parking spaces for customers and a new Disability Discrimination Act (DDA) compliant pedestrian ramp from the retail park to Maurepas Way to provide more effective linkage to the town centre. The proposals would represent a multimillion pound investment in Waterlooville and generate up to 350 new jobs for the local community.

Cont'd...

Registered office as above
Registered number 3261722 England
A subsidiary of J Sainsbury plc

100% post consumer waste recycled paper

To keep you updated, we have given presentations to the Waterlooville North and South Community Boards at which we were able to discuss in detail the changes to our proposals for the Caetano site. We have also written to over 1,000 addresses in Waterlooville with an invitation to a public exhibition at the Waterlooville Community Centre tomorrow, 9 October, between 10 am and 4pm.

I hope you find the information in this letter helpful. Should you require any information in respect of our proposals, or wish to meet to discuss the scheme in detail, then please do not hesitate to contact Barry Taylor of GKA, our public affairs consultants, on 01296 678 300 or via email at b.taylor@gka.co.uk.

Yours sincerely

pp BBTaylor.

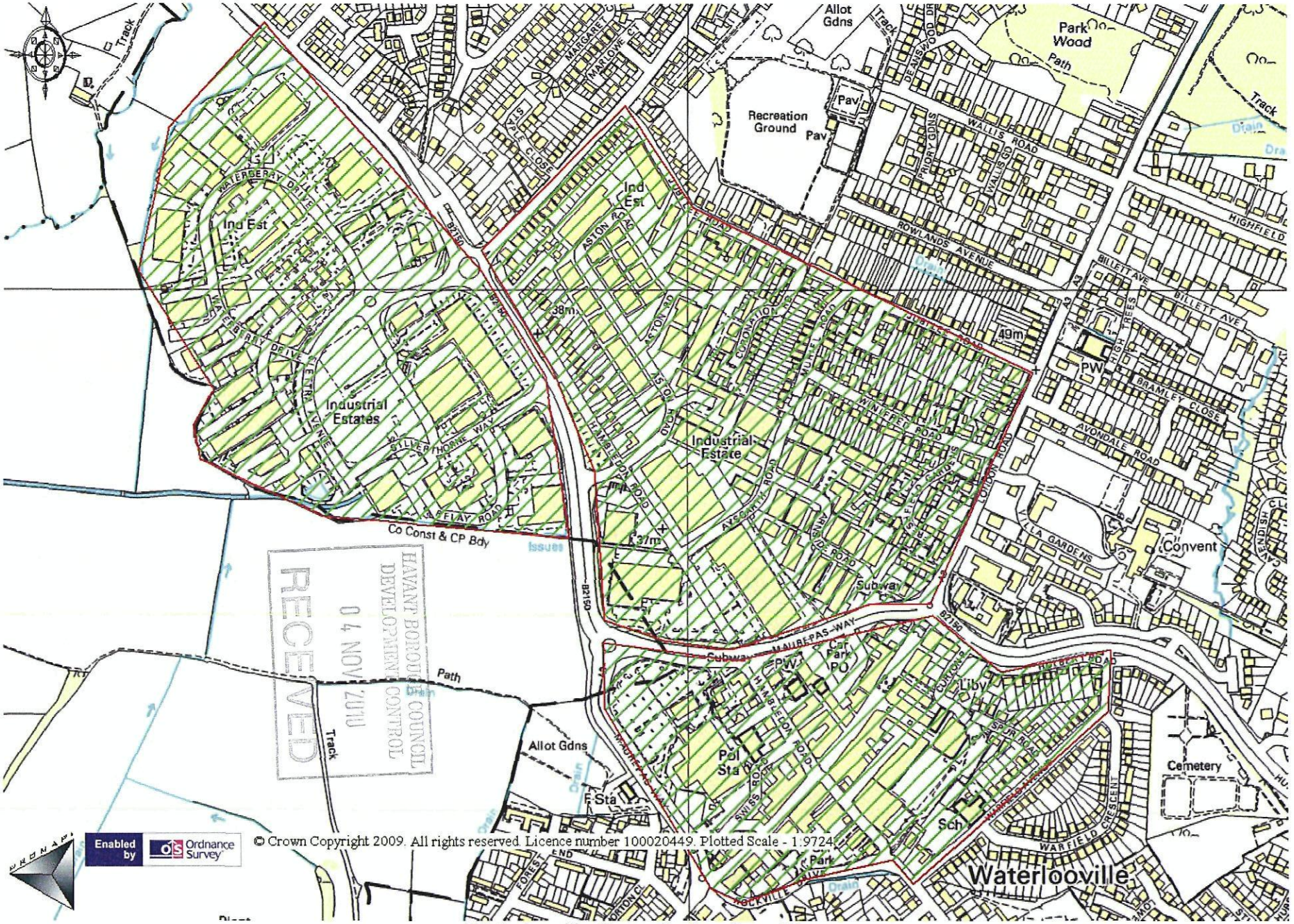
Max Whitehand MRICS
Sainsbury's Regional Development Executive

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

APPENDIX 3

Plan of consultation area

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED



Waterlooville Consultation Area Plan

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

APPENDIX 4

Sample copy of letter to residents

Sainsbury's

29 September 2010

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Telephone 020 7695 6000
Fax 020 7695 7610
www.sainsburys.co.uk

Sample letter to residents and traders

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Dear...

Caetano Coach works, Hambledon Road, Waterlooville

You may recall that I wrote to you on 4 November last year regarding Sainsbury's proposals for its first store in Havant Borough at the former Caetano coach works on Hambledon Road in Waterlooville.

Following a public exhibition of our proposals in November 2009, to which the response from the local community was very positive, Sainsbury's submitted a planning application to Havant Borough Council at the end of December 2009. However, Council officers identified a number of issues regarding that scheme which Sainsbury's was unable to resolve within the statutory target period for determining the planning application. Therefore, Sainsbury's withdrew the planning application in April 2010.

Since that time, Sainsbury's has reviewed its proposals for the former Caetano site and has evolved a revised scheme which we believe responds positively to the issues that were identified by the Council. The amendments to the scheme can be summarised as follows:

- the sales area of the proposed store has been reduced from 60,000sq ft to approximately 45,000sq ft;
- Aston Road will be realigned and widened to increase its capacity by providing an additional lane at the junction with the B2150;
- Improvements have been made to the store's design and setting;
- a petrol filling station is proposed for the site of the existing Household Waste Recycling Centre.

The revised scheme will also include a new café, 436 parking spaces for customers and a new pedestrian ramp from the retail park to Maurepas Way to improve linkage to the town centre. The proposals would represent a multimillion pound investment in Waterlooville and would generate up to 350 new jobs for the local community.

Prior to the submission of a revised planning application, Sainsbury's would like to provide you with an opportunity to view and comment on the proposals. We have therefore arranged a public exhibition on **Saturday 9 October at Waterlooville Community Centre from 10.00am to 4.00pm.** Our revised plans for the site will be on display and members of the development team will be on hand to answer any questions that you may have.

We hope that you will be able to attend the exhibition, but if you are unable to do so, we would be happy to make alternative arrangements for you to view the proposals.

If you have any queries or would like any further information, please do not hesitate to contact me on 0845 602 1151 or via email at sainsburyswaterlooville@gka.co.uk.

Yours sincerely

for
on behalf of Sainsbury's

Registered office as above
Registered number 3261722 England
A subsidiary of J Sainsbury plc

100% post consumer waste recycled paper

Sainsbury's
Try something new today

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

1 October 2010

SAINSBURY'S REVEALS NEW PROPOSALS FOR WATERLOOVILLE STORE

Sainsbury's is launching brand new proposals for a new store at the former Caetano coach works site in Wellington Retail Park in its bid to bring greater main food shopping choice to Waterlooville.

Following public consultation late last year on Sainsbury's previous scheme, a planning application was submitted to Havant Borough Council for a 60,000 sq ft foodstore and 465 space car park together with proposals for a pedestrian ramp from the retail park to Maurepas Way.

However, through ongoing discussions with Council officers, a number of issues were identified which Sainsbury's was unable to resolve within the statutory target period for determining the planning application. Therefore, the planning application was withdrawn.

Since that time, Sainsbury's has evolved revised plans for the Caetano site which respond positively to the issues previously raised by the Council. The amendments to the scheme include:

- a smaller store with a sales area reduced from 60,000sq ft to 45,000 sq ft;
- the realignment and widening of Aston Road, to include new lanes, to increase its capacity at the junction with the B2150;
- a revised design for the store;
- a petrol filling station proposed for the site of the existing Household Waste Recycling Centre.

The revised scheme will also include a new café and approximately 430 parking spaces for customers. A pedestrian ramp from the retail park to Maurepas Way is still proposed in order to improve accessibility between the site and the town centre.

Max Whitehand, Sainsbury's regional development executive, said: "We are excited about our new proposals for Waterlooville. We have carefully considered the issues raised by the Council in respect of our previous scheme; we firmly believe that we have addressed the concerns this time and can build on the fantastic support demonstrated through consultation last year."

The proposals would represent a multimillion pound investment in Waterlooville and would generate around 300 to 350 new jobs for the local community.

Prior to the submission of a revised planning application later this month, Sainsbury's is holding a public exhibition of the plans on **Saturday 9 October at Waterlooville Community Centre between 10.00am and 4.00pm.** Members of the development team will be on hand to discuss the proposals and answer questions.

For further information, please contact the Sainsbury's information line on 0845 602 1151 or email sainsburyswaterlooville@gka.co.uk.

ENDS

Further information:

Barry Taylor
b.taylor@gka.co.uk
0845 602 1151

Notes to editors:

- The Household Waste Recycling Centre will relocate to a new site within the Taylor Wimpey scheme on the Major Development Area which is currently under construction. Sainsbury's is committed to assisting Havant Borough Council and Hampshire County Council to relocate the Centre to its new site.

- Each position in the new store will be supported by Sainsbury's comprehensive staff training and development programmes through which colleagues can train for nationally recognised qualifications in craft skills but also in core subjects such as English and Maths.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

WATERLOOVILLE
The Portsmouth News
6 October 2010

Sainsbury's store for Waterlooville is back on track

Supermarket comes up with smaller design and better road access

by ELISE BREWERTON
The News
elise.brewerton@thenews.co.uk



PLANS to build a multi million pound superstore in the centre of Waterlooville are back on track.

Sainsburys pulled the plug on ambitious plans for a £40m store at the former Caetano site off Hambledon Road earlier this year when they could not find a way around the traffic problems on the Aston Road industrial estate.

But now the developers believe they have overcome the congestion problem and will create up to 350 new jobs for local people.

Max Whitehand, Sainsbury's regional development executive, said: 'We are excited about our new proposals for Waterlooville.

'We have carefully considered the issues raised by the council in respect of our previous scheme and we firmly believe that we have addressed the concerns this time and can build on the fantastic support demonstrated through consultation last year.'

The entrance to the industrial estate also leads to Wellington Retail Park where stores such as TK Maxx and DFS attracts hundreds of visitors every day.

There are two roads in and one road out of the estate and there were fears the roads would not be able to cope with the volume of traffic the supermarket would generate.

But the developers want to move Aston Road northwards and put in one extra lane in and out, making it three on each side.

They also want to increase the size of the roundabout at the junction of Hambledon Road and Aston Road to make it easier to negotiate.

The petrol filling station will be built on the site of the Household Waste Recycling Centre which will be moved across the road to the West of Waterlooville Major Development Area.

The store will be reduced from the planned 60,000sq ft to 45,000sq ft and the revised scheme will also include a new café and around 430 parking spaces for customers.

A pedestrian ramp from the retail park to Maurepas Way is still proposed in order to improve accessibility between the site and the town centre.

A new planning application will be put into Havant Borough Council later this month. Sainsbury's is also holding a public exhibition this Saturday at Waterlooville Community Centre between 10am and 4pm.

Sainsbury's experts will be there to answer questions.

Pam Cooper, from Purbrook Residents' Association, said: 'From the jobs perspective, it's excellent.

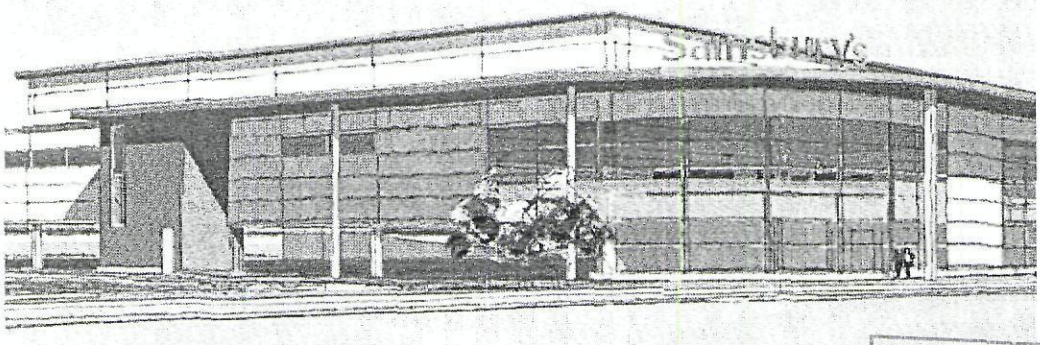
'In terms of the traffic a lot has to be sorted out first.

'There's still a long way to go.'

For further information, contact the Sainsbury's information line on 0845 602 1151 or email sainsburys waterlooville@gka.co.uk.

> **From the jobs perspective, it's excellent. But traffic has to be sorted out first**
> Pam Cooper

VISION A new artist's impression of the proposed Sainsbury's store in Waterlooville



HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

WATERLOOVILLE
Portsmouth News
11 October 2010

Residents give views on £40m superstore plan

Much needed? Or just a recipe for congestion in Waterlooville?

by JEFF TRAVIS
The News
jeff.travis@thenews.co.uk

A NEW £40m superstore will provide a much-needed boost to a struggling town centre, say residents.

But there were also concerns about the congestion a new Sainsbury's supermarket could create for Waterlooville.

The comments came as scores of residents turned out for a public consultation into new plans for the store at the former Caetano site off Hambledon Road.

As reported in *The News*, Sainsbury's pulled the plug on the plans earlier this year when they could not find a way round the traffic problems on the Aston Road industrial estate.

Developers went back to the drawing board and are proposing a smaller 45,000 sq ft store – creating up to 350 jobs.

To combat congestion, Sainsbury's wants to move Aston Road northwards and put in one extra lane in and out, making it three on each side.

They also want to increase the size of the roundabout at the junction of Hambledon Road and Aston Road.

A Sainsbury's survey has revealed that more than 50 per cent of Waterlooville residents do their weekly shop away from the town centre – meaning local shops are losing out.

Joan Gilbert, 60, from Horndean, said: 'I think we need the competition and something different. It will be a boost for the town.'

Celia Morey, 64, of Forest Mead, Denmead, said: 'At the moment I go to Farlington or Fareham. This will probably stop people going elsewhere.'

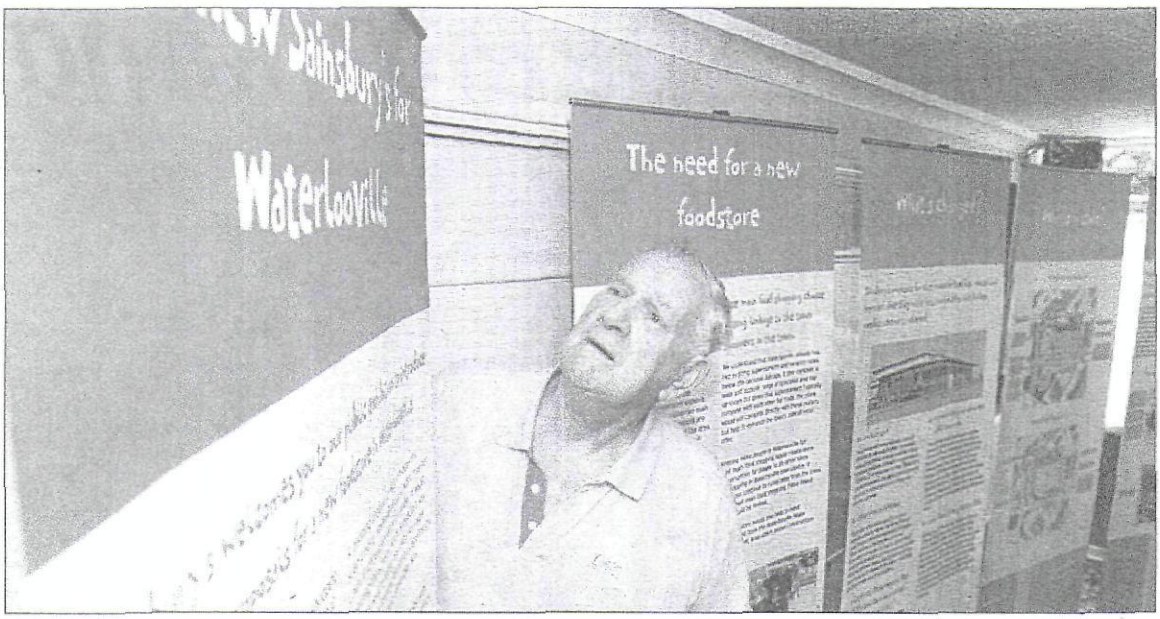
Rob Aspey, 49, of Winifred Road, Waterlooville, added: 'I think it will break up the western end of Waterlooville which is a bit dull.'

But Charlie Winchester had his doubts. Mr Winchester, 81, of Silvester Road, Waterlooville, said: 'It's just somewhere else to spend money. I wonder about all this extra traffic, especially as they are going to build lots of new houses.'

Mike Hill, 74, of London Road, Waterlooville, said: 'I don't think we need another supermarket. I think a lot more people are shopping on the internet now.'

A planning application will be submitted later this month.

Barry Taylor, public affairs consultant for Sainsbury's, said: 'Clearly if the roads are gridlocked that's not in Sainsbury's interest as people won't shop. It's going to be a modern design and will have a state-of-the-art layout inside.'



DOUBTS Waterlooville resident Charlie Winchester, 81, takes a look at the exhibition

Picture: Allan Hutchings (103222-418)

BIGGER STORE WILL BE READY BY CHRISTMAS

EXTENSION and improvement works are underway at the Sainsbury's store in Fareham.

The works at the Broadcut store have been progressing well and are set to be completed in time for the Christmas period.

Planning permission was granted by Fareham Borough Council in January to provide an extension including a new bakery, a pharmacy and a relocated customer restaurant on a first floor mezzanine level.

The layout of the car park has also been revised which Sainsbury's said will make it easier safer and easier for customers to find a parking space. Sainsbury's project manager Rob Holloway said: 'We are pleased that the extension project is on schedule.

'We are looking forward to providing an improved Broadcut store with new full- and part-time jobs for the local community and an improved range of Sainsbury's products.'

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

APPENDIX 6

Press advert

A new Sainsbury's for Waterlooville

Sainsbury's is bringing forward a revised scheme for the former Caetano coach works site on Hambledon Road, Waterlooville.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
RECEIVED

Please come and view our plans which will be on display at:

Waterlooville Community Centre, Maurepas Way
Saturday 9 October
10am - 4pm

For further information, please call Sainsbury's community information line on 0845 602 1151.

Alternatively you can email sainsburyswaterlooville@gka.co.uk





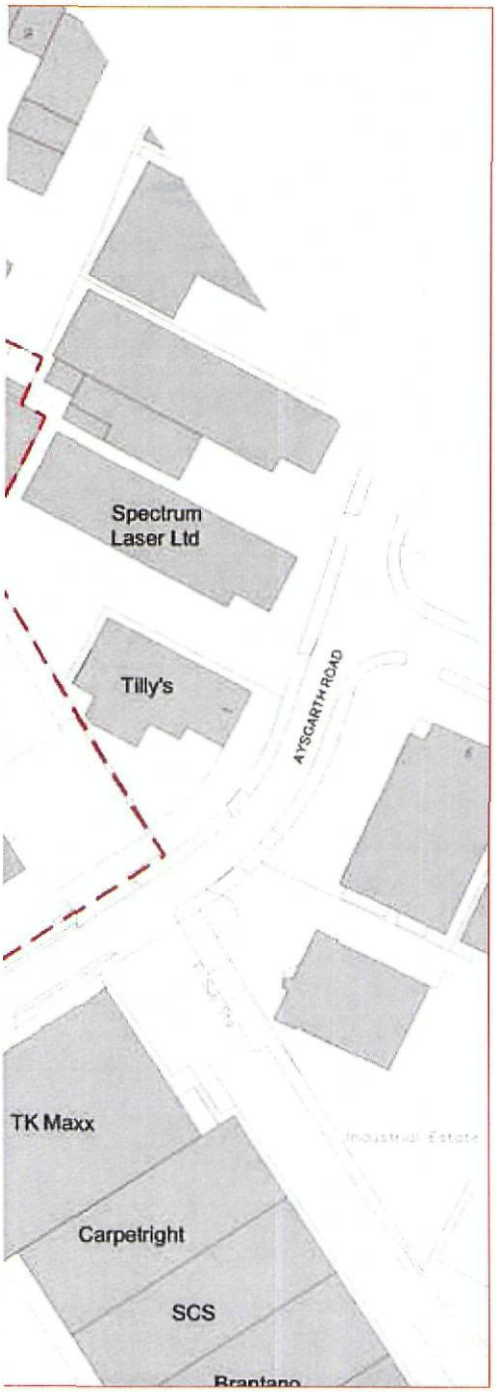
Sainsbury's
Try something new today

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

APPENDIX 7

Exhibition boards

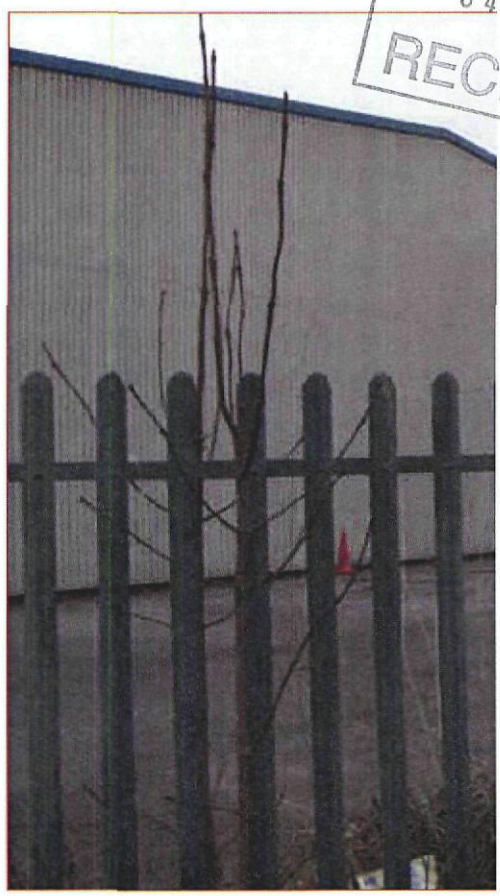
g site Layout



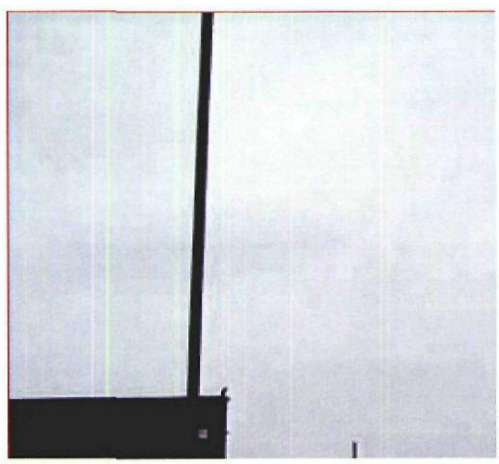
This exhibition se
between this sch
submitted last ye

A revised plannir
to the Council in

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED





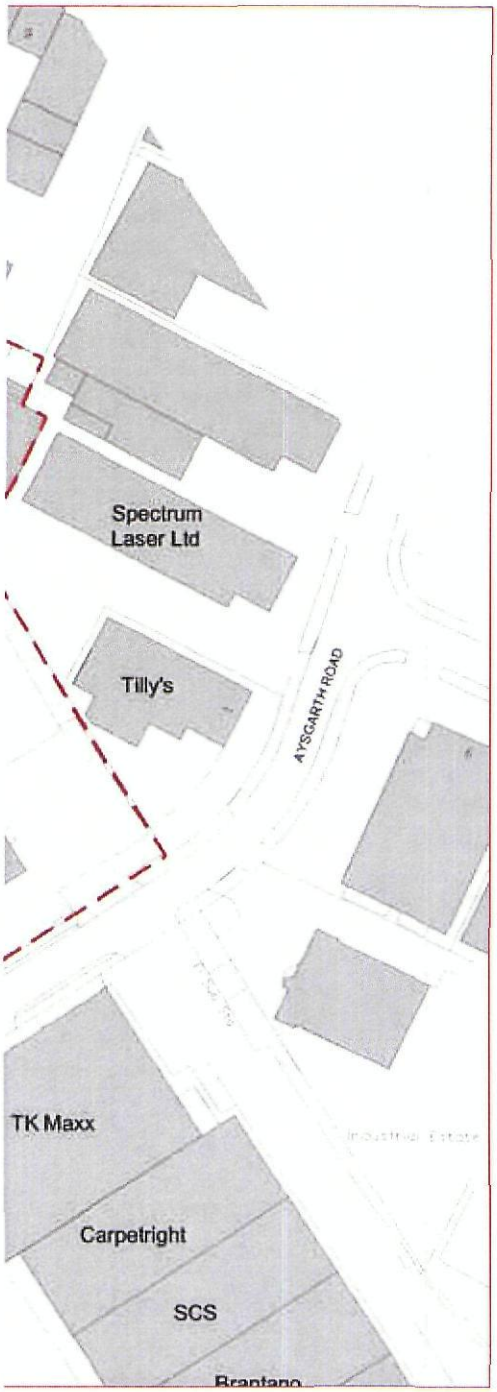


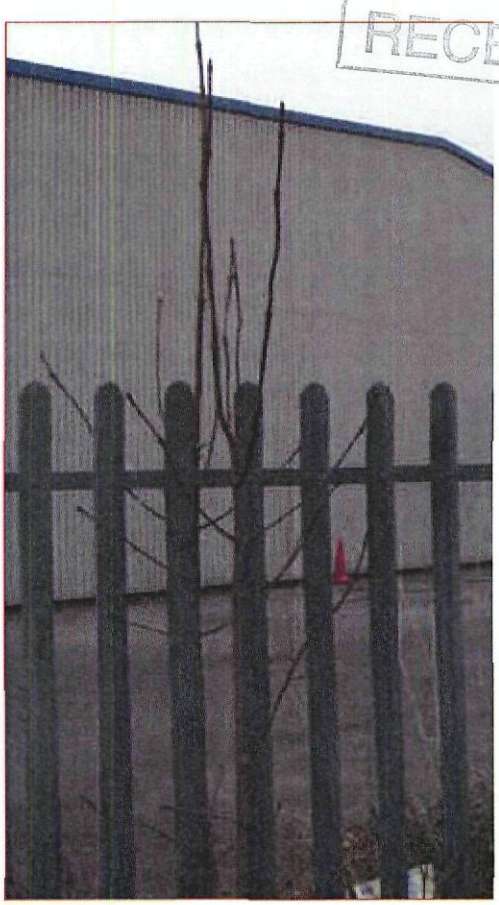
g site Layout

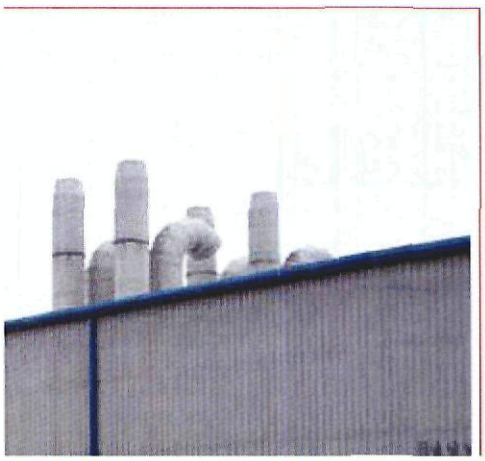
**This exhibition se
between this sch
submitted last ye**

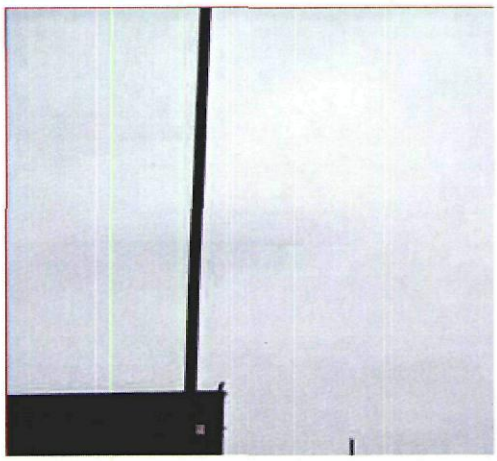
A revised plannir
to the Council in

HARROGATE BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED







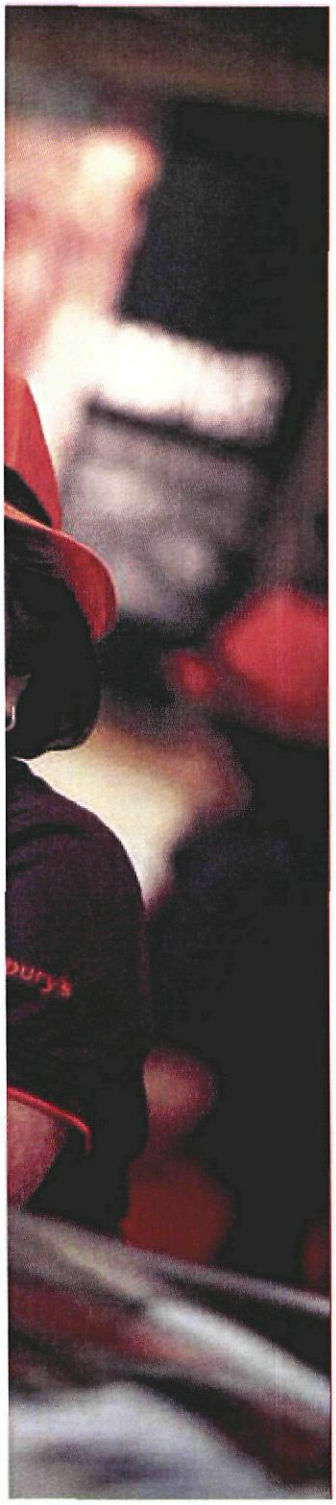


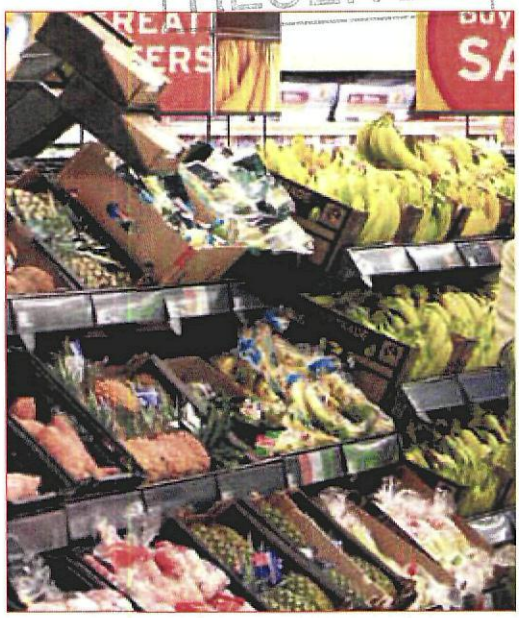
ver greater main
residents. This
ber of car based
upermarkets
ore deliver
sions.

opportunities for
of shopping in Wa
residents continu
to do their main f
trips would be lim

The new store wc
the demand from
Development Are
last year.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED







HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

a store of
to respond
ed the revised
a sales area of
%. The revised
spaces beneath
% on the

ut

and help
tail Park at
ed through
heme)
Aston Road
ut at its junction
itional left turn
gnal controlled
d.

nation Act

p to Link

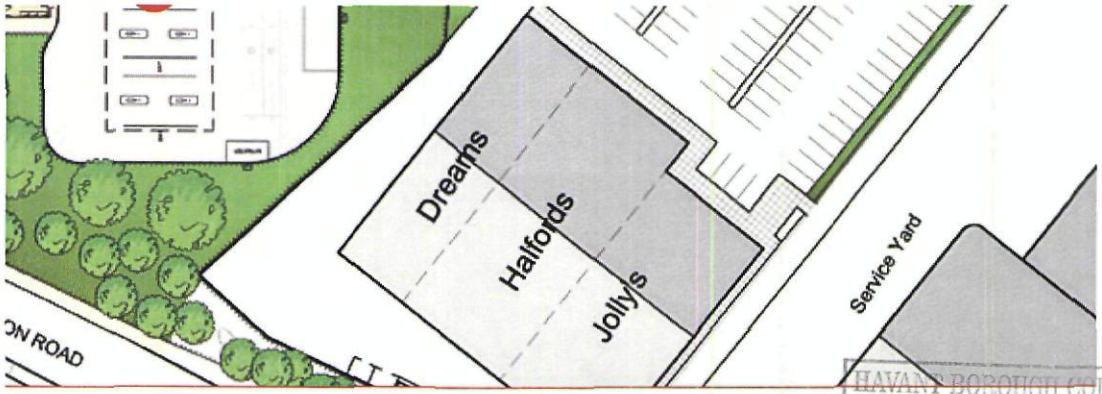
● improved

public real

The revised desig
increased glazing
the Aston Road /
to capture visual
development. Th
further back fron
larger area of pu
the store entranc
soften the appea
a more pleasant
Road.

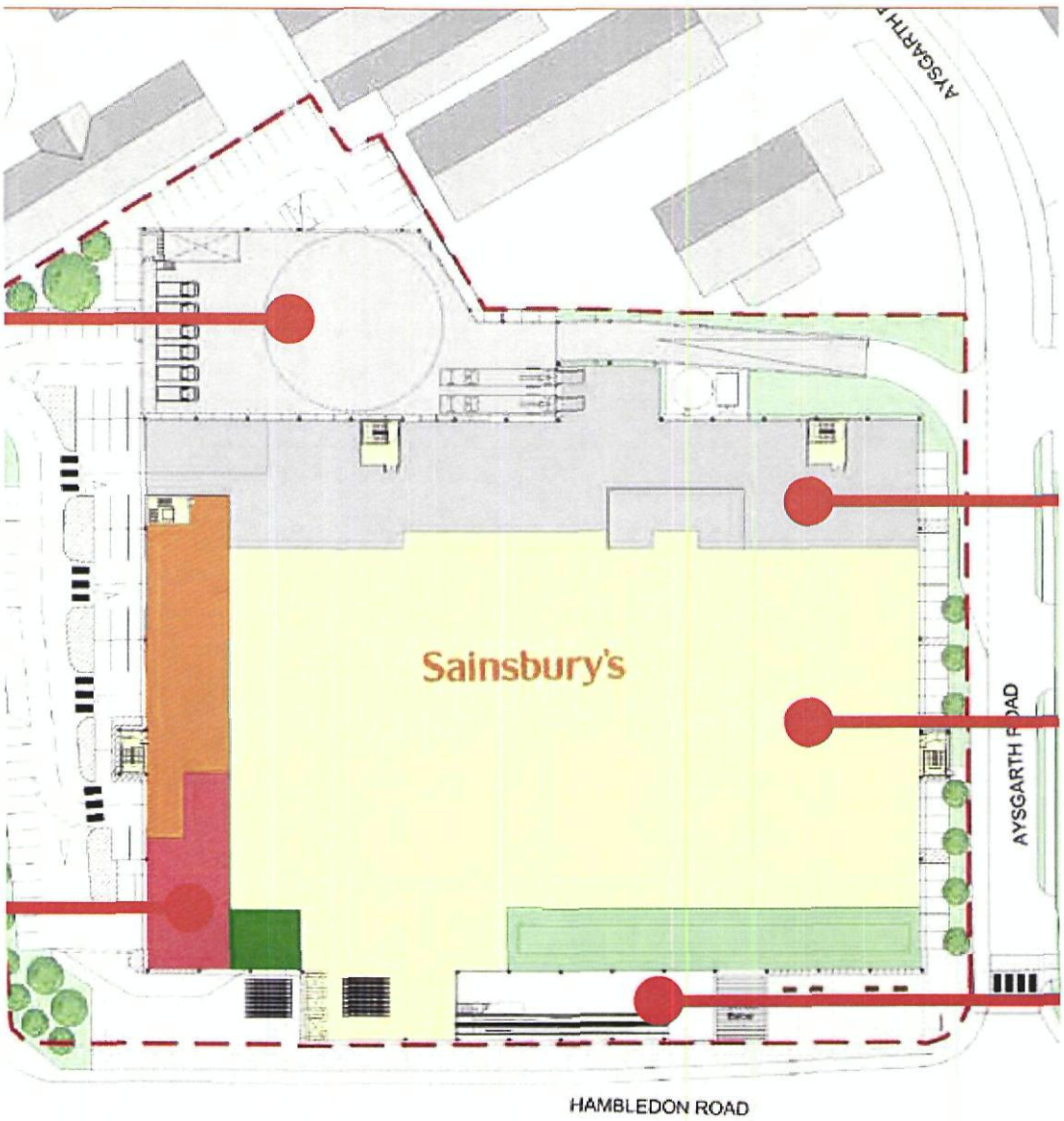
● a new Pet

The 6 pump PFS
of the existing Hc
Centre (HWRC) w
already planned f
site within the Ta
Major Developme
under constructi
to assisting Hava
Hampshire Count
of the facility in



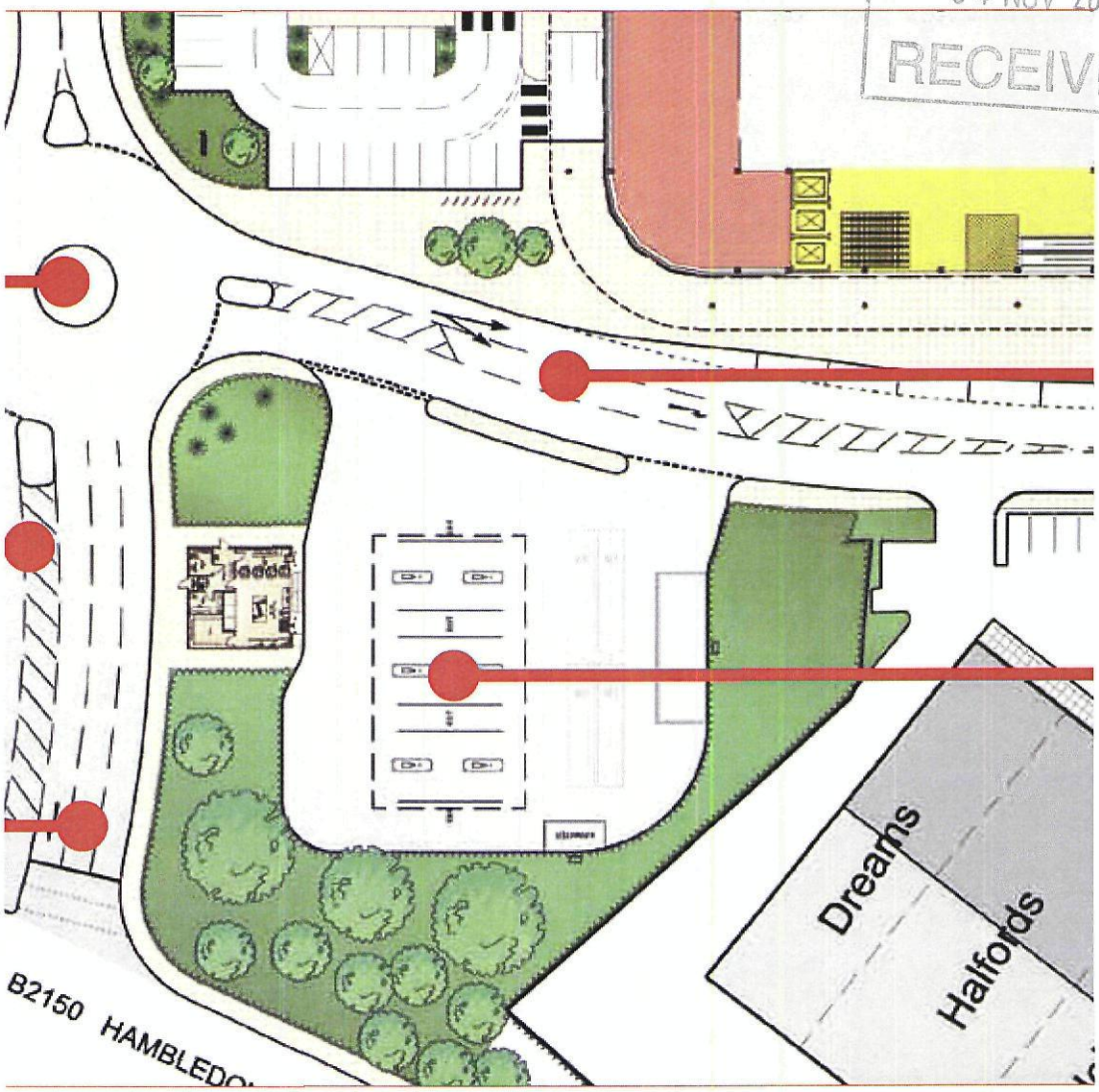
HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Original first floor layout plan

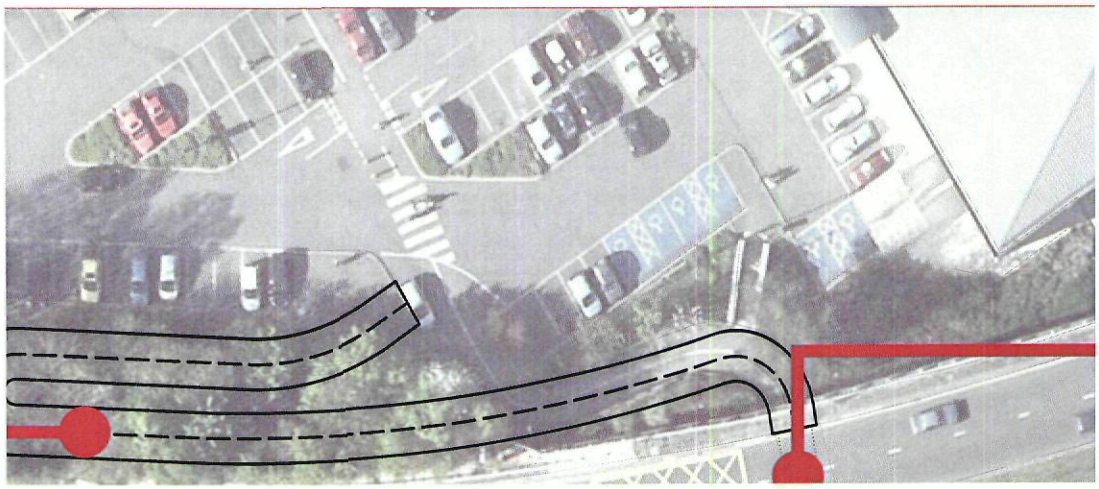


improvements to Wellington

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED



Linking with the town centre



apprenticeships a
the age of 60 wo
qualification - in
are 72 years old!

All in all, 60% of
a nationally reco

amongst staff
ing its goals and
d be supported
colleague
rammes.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED



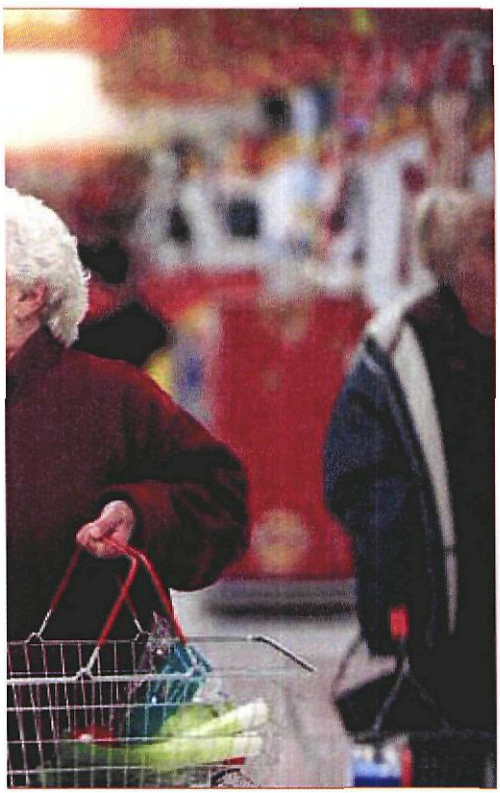
could be included in the

store:

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED



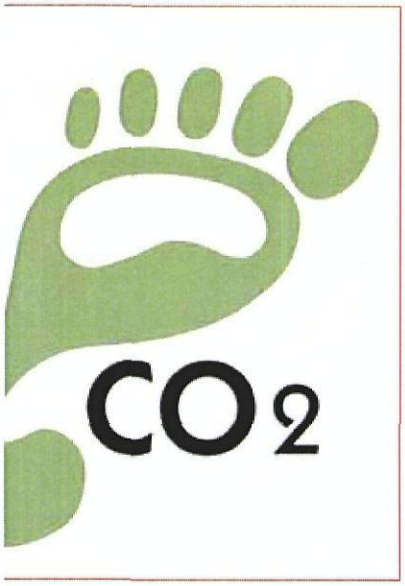




- on-site genera
  hot water thro
  energy use by
  by 10%)
- reductions in
  the installatic
  percussion tap
- maximising t
  reduce the nee
  sales area
- low-wattage L
  areas
- removal of cc
  redistribution
  where require
- night blinds c
  energy loss ou
- motion sensor
  yard to ensure

we have now
pots to a zero
ne.

r to offer
to customers in



arket in the UK
tors in People'
ommitment to
ogression.

pay and
a good bonus
a bonus of over
e total amount

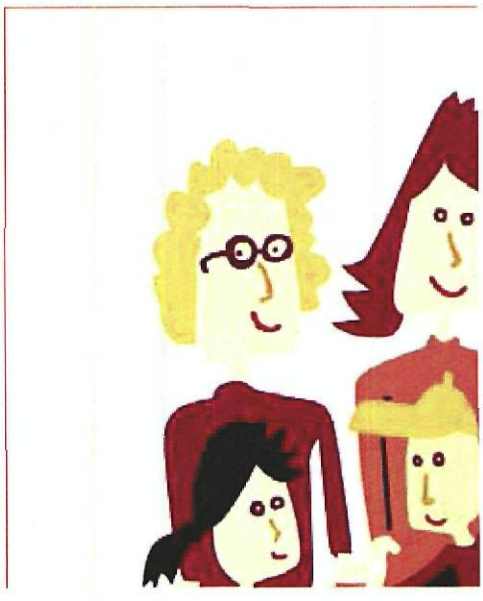
making a di

Communit

Following the hu
'Local Charity of
supported over 7
over £1 million fo
year, Sainsbury's
year of the scher

HARROW BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Over the last 5 y
over £86 million
equipment and a
Active Kids progr
is hoping to pass
donations.



APPENDIX 8

Comments form

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Sainsbury's proposals for Waterlooville

Comments form

Thank you for taking the time to attend this exhibition on our proposals for Waterlooville.

Sainsbury's would welcome your feedback on the proposals before a planning application is finalised.

1. How do you feel about our plans for a new Sainsbury's store in Waterlooville?

Please tick one

Support	☐	Tend to support	☐	No opinion	☐
Oppose	☐	Tend to oppose	☐		

2. Based on your answer to question 1 above, please use the space below to explain why you support or object to the proposals.

HAVANT BOROUGH COUNCIL
DEVELOPMENT CONTROL
04 NOV 2010
RECEIVED

Name:

Address:

Email:

Telephone number:

This is optional and contact details will only be used to keep you updated on the progress of the redevelopment plans.

Please place your completed comments form in the box provided. Alternatively, you can send it by post to:

Freepost RLUX-TXHJ-HRRK
Sainsbury's in Waterlooville
Aylesbury
HP19 8JR

You can also email your comments to: sainsburyswaterlooville@gka.co.uk

GKA Limited is a registered Data Controller under the Data Protection Act 1998 (DPA). At all times, processing of personal data is carried out in accordance with the DPA and we adhere to the eight enforceable principles of good information handling practice. Any information you provide to us will be held by GKA Limited and will only be used for the purposes of consultation and research. The results of the consultation may be shared publicly and/or with Havant Borough Council but under no circumstances will personal data be processed for direct marketing purposes.

Any published survey results will never contain your name or anything that could identify you. If you have provided us with address details, we may write to you with feedback of the survey results or, where appropriate, to respond to specific queries.

If you do not wish to be contacted again, please tick this box. ☐