

HYBRID PLANNING APPLICATION FOR THE DEMOLITION OF EXISTING BUILDINGS AND REDEVELOPMENT OF THE SITE TO PROVIDE A DISCOUNT FOODSTORE WITH ASSOCIATED CAR PARK AND LANDSCAPING AND A NEW ACCESS (FULL) TO THE RETAINED AND NEW EMPLOYMENT LAND (OUTLINE)

January 2019

Our Ref:17-03089



#LidlSurprises

21 Prince Street Bristol BS1 4PH

0370 777 6292 | info@rapleys.com | rapleys.com

LONDON | BIRMINGHAM | BRISTOL | EDINBURGH | HUNTINGDON | MANCHESTER

Contents

1	Introduction	2
2	Relevant Planning COntext	3
3	Consultation process	5
4	Summary of Responses	7
5	Outcome of Responses Received.....	8
6	Conclusion	12

Appendices

Appendix 1	Site Location Plan
Appendix 2	Consultation Leaflet
Appendix 3	Consultation Event banners
Appendix 4	Response Card Example

1 INTRODUCTION

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Rapleys LLP on behalf of Lidl UK GmbH (Lidl), and is submitted in support of hybrid planning application for the demolition of existing buildings and redevelopment of the site to provide a new Lidl foodstore (Use Class A1) with associated car park and landscaping and a new access (full) to the retained and new employment premises (Use Class B1/B2/B8) (outline) with associated works at Wolf Business Park, Ross-on-Wye, HR9 5NB. A site location plan is attached at **Appendix 1**.
- 1.2 This planning application is a resubmission of planning application (ref. 182387) for a similar scheme which was withdrawn on 2nd October 2018. During the course of the original application, the Applicant and Council were unable to reach a mutual agreement regarding some technical issues concerning the scheme. Subsequently, it was agreed that the application be withdrawn to allow for a clean resubmission that suitably addresses these outstanding items.
- 1.3 The applicant has taken on-board some of the comments from Planning Officers received during the course of the previous application and revised the scheme, which is now considered to be wholly acceptable. It is consistent with Government policies that seek to secure the effective use of land and sustainable development for future generations and meets all other relevant policies and standards.
- 1.4 For the resubmission application, it was not deemed necessary to carry out another public consultation event, as the current scheme remained largely similar to the original scheme. However, prior to the submission of the revised application, the Applicant has sought pre-application advice on the revised scheme with the Council.
- 1.5 This SCI sets the policy context relevant to public consultation, the consultation strategy undertaken by the Applicant's consultant team to gather the views of local residents and other stakeholders on the proposal. The results of the consultation are also provided alongside conclusions from the consultation process.
- 1.6 The consultation strategy adopted is informed by and accords with the requirements as set out in the Herefordshire Council Local Plan Statement of Community Involvement (January 2017).
- 1.7 The SCI should be read alongside the Planning and Retail Statement and other supporting application documentation.

2 RELEVANT PLANNING CONTEXT

- 2.1 The section sets out the relevant planning context in relation to the requirements for public consultation and community involvement.

LEGISLATION

- 2.2 Section 18 of the Planning and Compulsory Purchase Act 2004 introduced the requirement for each local authority to prepare a SCI. The SCI sets out how communities should be engaged not only for the preparation and revision of local development documents but also for the consideration of planning applications.
- 2.3 As part of the Government's reform of the planning system, Section 122 of the Localism Act 2011 sets out the requirements to carry out pre-application consultation where an applicant proposes to submit a planning application for the development of land in England. It also identifies a duty to take account of all consultation responses during the preparation and determination of the planning application.

NATIONAL PLANNING POLICY FRAMEWORK

- 2.4 The National Planning Policy Framework (NPPF, March 2012) sets out the national requirements relating to pre-application engagement.
- 2.5 In decision taking, and specifically pre-application engagement, paragraph 188 of the NPPF states that early engagement has the significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better co-ordination between public and private resources and can result in improved outcomes for the community.
- 2.6 Paragraph 190 further advises that there is a greater benefit of resolving planning issues at the pre-application, rather than during the determination period. Statutory consultees are also encouraged to adopt an early, pro-active approach and to provide advice in a timely manner throughout the development process. In addition, paragraph 191 recommends the participation of other consenting bodies in pre-application discussions to enable early consideration of all the fundamental issues relating to the principle of development.
- 2.7 In order to avoid delay, the NPPF advises that applicants are encouraged to discuss what information is required with the local planning authority and expert bodies as early as possible (paragraph 192).

HEREFORDSHIRE COUNCIL'S STATEMENT OF COMMUNITY INVOLVEMENT (JANUARY 2017)

- 2.8 Herefordshire Council's Statement of Community Involvement (SCI) sets out the Council's strategy for community engagement. Section 7 states Herefordshire's approach to community involvement is as follows:
- 'Purpose should be clear.
 - Consultation should be well planned, timely and inclusive.
 - Methods should be appropriate and well-managed.
 - Relevant documentation should be accessible to all, so opinion is fully informed.
 - Decisions should be based on all relevant evidence.
 - Results should be acknowledged and fully considered.
 - Accessible feedback should be given.
 - Effectiveness should be evaluated.

-
- Opportunity should be given to public wherever possible to register ongoing interest.'

2.9 When a planning application is submitted for a major development, Herefordshire Council expects a Statement of Community Involvement to be submitted alongside the application. It should set out in detail how the public were involved and the results of any consultation.

2.10 In light of the above, the following section outlines the public consultation strategy that has been carried out for the proposed scheme.

3 CONSULTATION

- 3.1 The section sets out the consultation strategy undertaken by the applicant to engage with Herefordshire Council and the local community to inform them of the proposed application and obtain feedback.

CONSULTATION WITH HEREFORDSHIRE COUNCIL (Resubmission application)

- 3.2 Prior to the submission of the planning application, the applicant undertook pre-application consultation with Herefordshire Council. A pre-application request form was submitted to the Council on 10th October 2018 for the proposed development.
- 3.3 Subsequently, on 20th November 2018 a written response was provided by the Council which provided the Planning Officer's advice on a number of relevant development control considerations. It should be noted that the written response stated that it is not considered that the proposal would attract a favourable recommendation.
- 3.4 Notwithstanding the above, the pre-application advice provided the Council's opinion on the following matters:
- Legal Agreement;
 - Retail Proposal (sequential and retail impact tests);
 - Employment Proposal;
 - Trees;
 - Landscaping;
 - Ecology;
 - Foul & surface Water Management;
 - Waste/Refuse;
 - Environmental Health (Noise and Contaminated Land);
 - Highways
 - Land Drainage;
 - Planning Obligations

CONSULTATION WITH HEREFORDSHIRE COUNCIL (Original application)

- 3.5 Prior to submitting the original planning application (ref. 182387), the applicant undertook pre-application consultation with the Local Planning Authority, Herefordshire Council. A pre-application advice form was submitted to Herefordshire Council on the 22nd February 2018 and was subsequently validated on the 26th March 2018 due to delays in payment.
- 3.6 The Council's formal pre-application advice was received on 20th April 2018, following weeks of frequent correspondence with the allocated Case Officer.
- 3.7 The Council's pre-application advice provided comments in relation to:
- Impact upon vitality and viability of Ross Town Centre - Retail Element;
 - Impact upon heritage assets;
 - Retail Impact Assessment Methodology;
 - Welsh Water;
 - Highway/Transportation;
 - S106;
 - Employment Land;
 - Planning Obligations;
 - Contaminated Land;
 - Noise;
 - Air Quality;
 - Drainage;

- Trees;
- Landscape; and
- Ecology / Bio-diversity.

3.8 The Council's advice concluded that an application in its current form should not be submitted. Following the receipt of the Council's written response, the applicant has provided a detailed written response to the Officer dated 11th May 2018. The response set out further information that has been specifically requested by the Officer and also outlined the applicant's fundamental concerns with the content of the response that was received.

ENGAGEMENT WITH LOCAL COUNCILLORS (Original application)

3.9 In accordance with the recommendations set out in Herefordshire Council's SCI, local ward councillors were contacted via post with information relating to the original planning application and were invited to the Public Consultation Event which was held on the 12th April 2018.

ENGAGEMENT WITH THE LOCAL COMMUNITY (Original application)

3.10 In accordance with Herefordshire Council's recommendations, Lidl have undertaken a significant amount of community engagement to obtain the opinions of the residents of Ross on Wye and the wider area.

3.11 As such, consultation leaflets were sent out within a 2000m radius to 5,870 addresses within Ross on Wye presenting the planning application proposals and encouraging residents to provide their opinions via the postage-paid return envelope. A copy of the consultation leaflet is provided in Appendix 2 and the response card is provided in Appendix 3.

3.12 The leaflet also set out the details of the website(<http://www.rossonwye.lidl.co.uk>) which was created to advertise the proposed development. The website provides further detail on the new store, and provides the option of viewing the consultation boards for those who could not attend the Public Consultation Event. There will also be the option to download the planning application plans and documents once submitted. This will ensure that anyone who could not attend the Public Exhibition Event has the ability to view and comment on the proposed development. The website also provides a link to an online petition (<https://www.gopetition.com/petitions/support-lidl-at-wolf-business-park-ross-on-wye.html>) which allows residents to note their support of the scheme, if desired.

3.13 The Public Consultation Event was held on the 12th of April 2018 at the nearby The Chase Hotel, Gloucester Road, Ross-on-Wye, Herefordshire, HR95 5LH between the hours of 12pm-7pm.

3.14 The location was selected to ensure that it was accessible to residents and businesses immediately affected by the proposals. The timing of the exhibition was allotted to ensure that residents could attend either during the day or after working hours. The purpose of the event was to give residents and other interested parties the opportunity to view the proposed plans and ask members of the development team questions.

3.15 In accordance with Herefordshire Council's SCI, the above methods of consultation are considered appropriate given the nature and scale of the proposal. The range of methods was used to ensure an inclusive approach to community engagement, the findings of which will be presented in Section 5 of this statement. Lidl will continue to welcome comments on the proposals once the application has been submitted, demonstrating willingness to maintain an open dialogue with the local community and local planning authority.

4 SUMMARY OF RESPONSES

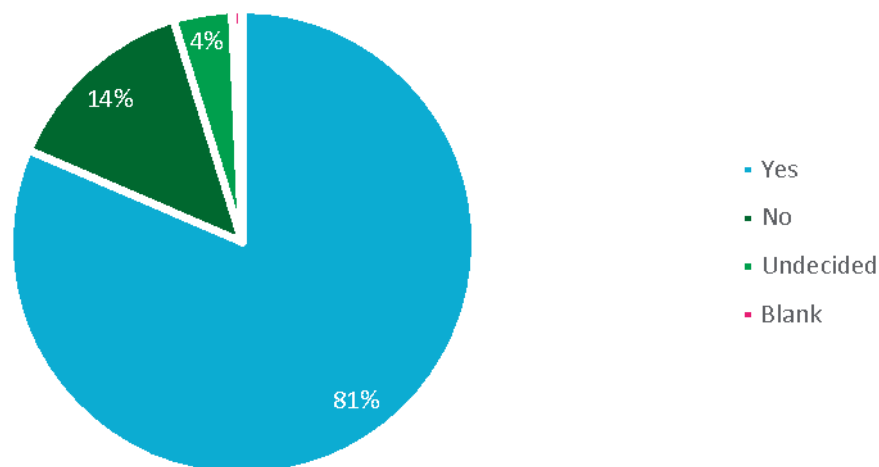
- 4.1 This section provides a summary of the comments and responses received taking into account the response cards received at the consultation event, by post and those received through the consultation website.
- 4.2 A total of 780 response cards were received during the consultation event and through the post, which asked residents four questions relating to the proposed development. In addition, a further 25-31 (some questions were answered more frequently than others) responses to the questions were received through the consultation website taking the overall response rate to 813.

5 OUTCOME OF RESPONSES RECEIVED

5.1 The following data was collected from both the response cards received at the consultation event itself, the response cards received via post and the responses from the website

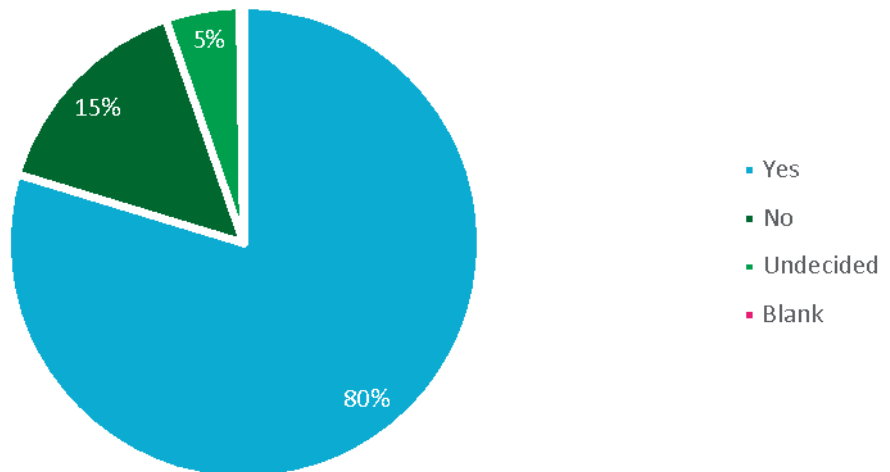
5.2 The public were asked if they supported the wider vision for the Wolf Business Park to redevelop the site and deliver bespoke employment units alongside a new Lidl. It is evident from the graph below there was a positive response and 81% (660 votes) of people said they did support the development, 14% (111 votes) said they did not support it, 4% (33 votes) were undecided and 1% (6 votes) left this section blank.

Do you support the wider vision for the Wolf Business Park to redevelop the site and deliver bespoke employment units alongside a new Lidl neighbourhood food store?



5.3 The public were also asked if they thought a new Lidl food store would benefit the area. This received a positive response with 80% (642 votes) saying they did think a Lidl food store would be beneficial to the area, 15% (121 votes) saying they didn't, 5% (41 votes) were undecided and 0% (2 votes) left this section blank.

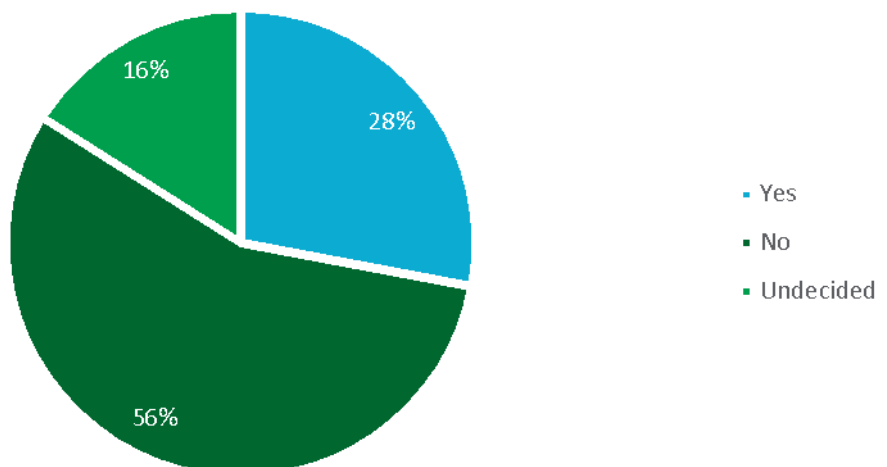
Do you think a new Lidl food store would benefit the area?



5.4 The following data was collected from responses on the website and not via any of the response cards.

The public were asked if they thought there was a sufficient choice of supermarkets within the local area. 56% said they did not think there was a sufficient choice, 28% said they thought there was and 16% said they were undecided.

Do you think there is a sufficient choice of supermarkets within the local area?



ADDITIONAL COMMENTS

- 5.5 Respondents were also asked whether they had any additional comments to make on the proposal presented at the Consultation Event, on the information leaflet and on the website. Many comments were received and these have been summarised below:

Accessibility

- “More supermarkets needed in Ross due to expanding population.”
- “A slip road & charging points for electric cars would be great assets & would ensure this development works for everybody.”
- “Already shop at Lidl in Monmouth or Hereford sometimes and would definitely use more if in Ross, especially if good parking unlike current in town supermarkets when busy.”
- “Please provide adequate free parking.”
- “I think this will well support the town especially with all the current planning to develop housing at Hildersley & Overross - current supermarkets already overcrowded.”
- “Cycle parking needs to be close to shop entrance (more convenient than car parking)
A shop in this location will benefit the new homes being built on this side of town (around the A40 & pigeon farm development)”

Economic

- “More supermarkets needed in Ross due to expanding population.”
- “I would like this to come to Ross it will bring more employment to Ross on Wye & we need it as more houses are being built in Ross on Wye all the time.”
- “I think any competition is a good idea.”
- “There will be a better shopping choice and provide new jobs for local people with a lot of new homes being built it would be beneficial.”
- “Anything that provides jobs for local people has to be of benefit to Ross community.”
- “I shop local but also go to Hereford and on-line, I don't drive, I think more choice will help the town and bring more footfall to the town.”
- “It would be very good for the local economy creating more jobs”

Transport and Highways

- “My concern is access on Alton Road, as it is already a problem getting out of Alton Road onto Gloucester Road.”
- “A slip road & charging points for electric cars would be great assets & would ensure this development works for everybody.”
- “Vehicle access could cause problem at junction. It needs to be accounted for. It can be very busy at certain times of the day + traffic leaving site turning right would have a problem.”

Other

-
- “Although Aldi is in Ross the parking area is very small & we don't like using it.”
 - “Recently moved to the area and I had always used Lidl. I now have to use Aldi or Morrisons (both below par compared to Lidl) or I drive to Monmouth Lidl. I really want a Lidl in Ross!!!”
 - “All other supermarkets are very crowded at any time of the day. Also car parking is not always available. Good in different area of town making traffic concern easier. Also good for employment as more and more houses are being built.”

6 CONCLUSION

- 6.1 This Statement of Community Involvement (SCI) has been prepared by Rapleys LLP on behalf of Lidl UK GmbH (Lidl) (the applicant) to form part of the evidence base to support a hybrid application seeking planning permission for the demolition of existing buildings and redevelopment of the site to provide a new Lidl foodstore (Use Class A1) with associated car park and landscaping and a new access (full) to the retained and new employment premises (Use Class B1/B2/B8) (outline) with associated works at the Wolf Business Park, Ross-on-Wye, HR9 5NB.
- 6.2 A second public consultation event was not deemed necessary for the resubmission application given the scope of the changes proposed, however the Applicant has sought pre-application advice on the revised scheme from the Local Planning Authority.
- 6.3 This SCI has set out the approach taken to pre-application consultation in respect of the redevelopment proposals. In accordance with legislation, national planning policy and Herefordshire Council's SCI the applicant has engaged with the Council to inform them of the application proposals.
- 6.4 Given the nature of the proposed redevelopment proposals, it is considered that the consultation methods adopted were appropriate and inclusive and engaged with a significant amount of the local community.
- 6.5 The community engagement process for the original has been positive and comprehensive and was acknowledged by many participants to be a very useful and purposeful exercise.
- 6.6 The consultation event held in April 2018 was well received and informative, providing local residents with the opportunity to meet the project team and raise any questions or concerns whilst discussing the benefits that a scheme of this nature can bring to the community and in what capacity they can become involved going forward in the planning process.
- 6.7 The consultation exercise for the original application has received a very good response with a combined total of 813 responses from the local community, illustrating considerable local interest in the proposal, as well as clear support for the principle of the proposed store and erection of new business premises at Wolf Business Park with 80.4% of the responses in favour.
- 6.8 Lidl and their project team will continue to engage with the local community throughout the application process.

Appendix 1

SITE LOCATION PLAN

Appendix 2

CONSULTATION LEAFLET



AN INVITATION TO A PUBLIC CONSULTATION EVENT

Lidl are hosting a public exhibition to showcase a proposal for a new Lidl neighbourhood food store alongside an adjoining employment area to the south which will provide enhanced accommodation for small-scale B1, B2 and B8 uses.

The improvements will provide bespoke and flexible units to local businesses which will be retained by the Wolf family.

We are holding a public exhibition where plans of the proposed scheme will be on display and members of the Lidl team will be available to answer any questions that you may have regarding Lidl and the proposed retail development.

Please come along to:

The Chase Hotel

Gloucester Road, Ross-on-Wye, Herefordshire HR9 5LH

Thursday 12th April 2018 between 1pm and 7pm

We look forward to meeting you

rossonwye.lidl.co.uk

The Proposal

The application site comprises the former Wolf Business Park, off Gloucester Road. The site is broadly semi-circle shape and currently includes a range of single and two storey buildings with a total site area of 0.92 ha in size.

The proposed planning application will seek Full planning permission for the demolition of two of the three existing buildings and erect a new Lidl food store with associated car parking, servicing and landscaping to the north of the site along with associated works and new access bell mouth to serve the retained employment land.

The new food store will extend to 2,127 sq. m gross internal area with net sales of 1,325 sq. m. The new food store will be supported by 127 car parking spaces, including 6 dedicated disabled spaces and 8 parent and child spaces. Secure covered cycle storage will also be provided for 12 bikes.

Existing vehicular access will be retained from Alton Road which will accommodate all traffic for the new Lidl store to and from the site including deliveries where as the retained employment land will be served by a new access Bell Mouth off Alton Road.

It is proposed that the Lidl neighbourhood food store will be open between the hours of:

- 8am to 10pm Monday to Saturday (including Bank Holidays), and
- 10am to 4pm or 11am to 5pm Sunday



Benefits of the proposed development

The development of the site will provide the following benefits to the local area:

- A purpose built store which provides a clean and fresh shopping experience to meet the needs of customers;
- A dedicated in-store bakery;
- Improved shopping choice and provision of a new mainstream discount operator for Ross on Wye and the surrounding area;
- A contemporary building design that will complement the surrounding area;
- Employment opportunities, including up to 40 new retail jobs for local residents;
- Landscaping will improve the visual amenity of the site including soft landscaping around the boundary of the site.

The planning application will also seek Outline permission for an employment area to the south of the site which will provide enhanced accommodation for small-scale B1, B2 and B8 uses, offering bespoke and flexible units to local businesses which will be retained by the Wolf Family.

Two of the existing units on the site will be retained and will be integrated within the new buildings within the business park.

Benefits of this part of the proposed development

- Enhanced accommodation offer for small-scale B1, B2 and B8 uses;
- Creation of new jobs within an allocated employment area, and
- The retention of a well established family business within Ross-on-Wye.

Have your say

We hope you can attend our exhibition and that you find it useful and informative to meet with the Lidl team. However, if you are unable to make it on the day, our proposals are available to view online at: www.rossonwye.lidl.co.uk

We would like to hear your comments on the proposed development, as all feedback received will be taken into consideration.

Please provide feedback by returning any comments or questions you may have on the enclosed feedback card.

Alternatively, you can write to us at:

Lidl Ross on Wye, C/O Rapleys LLP, 21 Prince Street, Bristol, BS1 4PH.

Or email us and (if possible) CC your local Councillors:

lidlrossonwye@rapleys.com

Find your local councillors:

Find your local councillors' details online at: <http://www.rosstc-herefordshire.gov.uk/councillors.php>

If you support our proposal, please sign our petition:

<https://www.gopetition.com/petitions/support-lidl-at-wolf-business-park-ross-on-wye.html> and click "Sign the petition".

If every local resident signed our petition and wrote one letter the overwhelming response would give Lidl the best possible chance of securing planning permission.

Lidl is already firmly established as a leading grocery retailer throughout Europe. By offering top quality products and fresh goods at extremely competitive prices, Lidl has been able to build one of the fastest growing retail operations in the country with over 670 stores nationwide.

www.rossonwye.lidl.co.uk

Appendix 3

CONSULTATION EVENT BANNERS



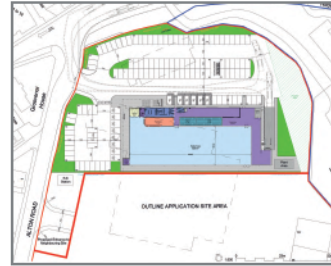
LIDL ROSS-ON-WYE

OUR PLANS FOR ROSS-ON-WYE

Site Background

The site comprises the Wolf Business Park, Ross on Wye, HR9 5NB. It is located to the west of Ross on Wye and immediately south of the A10/B1260 roundabout. The site is broadly semi circular in shape measuring 0.9 ha with an existing access taken from Alton Road to the west.

Currently, there are three buildings on site comprising of 10 units accommodating a range of B1, B2 and B8 uses.



Lidl Ross-on-Wye Food Store – Proposed Site Layout Plan

The Proposal

The proposed development will include a Hybrid Planning Application for the demolition of two of the three existing buildings and erect a new Lidl food store with associated car parking, servicing and landscaping to the north of the site along with associated works and new access bell mouth to serve the retained employment land to the south.

The new food store will extend to 2,127 sq. m gross internal area with net sales of 1,325 sq. m. The new food store will be supported by 127 car parking spaces, including 6 dedicated disabled spaces and 8 parent and child spaces. Secure covered cycle storage will also be provided for 12 bikes.

Existing vehicular access will be retained from Alton Road which will accommodate all traffic for the new Lidl to and from the site including deliveries whereas the retained employment land will be served by a new access off Alton Road.

Please note that at the present stage of the proposal there are no detailed plans for the retained employment land. This part of the application is for an outline application which establishes the principle of development before further details are submitted via a reserved matters application at a later date.

Benefits of the Proposed Development

- The development of the site will provide the following benefits to the local area:
- A purpose built store which provides a clean and fresh shopping experience to meet the needs of customers;
- A dedicated in-store bakery;
- Improved shopping choice and provision of a new mainstream discount operator for Ross on Wye and the surrounding area;
- A contemporary building design that will complement the surrounding area;
- Employment opportunities, including up to 40 new retail jobs for local residents;
- Landscaping will improve the visual amenity of the site including soft landscaping around the boundary of the site.

The outline element of the Planning Application is for a bespoke employment area to the south of the site which will provide enhanced accommodation for small scale B1, B2 and B8 uses that will offer bespoke and flexible units to local businesses which will be retained by the Wolf family.

Two of the existing units on the site will be retained and will be integrated within the new buildings within the business park.

Benefits of the Proposed Additional Development

- Enhances accommodation for small scale B1, B2 and B8 uses.
- The retention of a well established family business.

www.rossonwye.lidl.co.uk



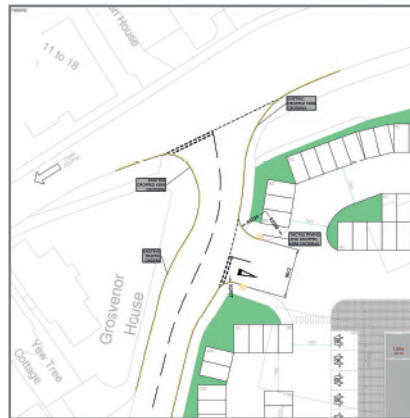


HIGHWAYS & ACCESS

Transport Assessment

Our proposals are currently subject to a detailed Transport Assessment (TA) which will identify the impact of the proposal on the surrounding highway network. The TA is being produced in line with applicable local and national guidance, and in consultation with Herefordshire Council, as the highway authority for the area.

The impact of the proposal on the wider transport network will be limited, as the majority of site traffic will already be on the highway network regardless of the development, either visiting other retailers, or undertaking other trip purposes. Research undertaken by TRICS (TRICS Research Report 95/2 Pass-by & Diverted Traffic – A Resume) concludes that in most circumstances, 10% or less of the total trips associated with the surveyed new stores were completely new to the network and that in practice the value is so small that it can be discounted. Notwithstanding the above, the TA will ensure that a robust analysis is undertaken.



Proposed Site Access

Site Access / Egress

Access to the site is proposed via the existing priority T junction arrangement on Alton Road which serves the previous site use. This junction, along with nearby junctions considered to be sensitive to traffic increases, will be subject to detailed capacity analysis as part of the TA and mitigated if necessary to ensure highway safety and operation is not compromised.

Sustainable Travel

As part of the planning process, Lidl will liaise with the highway authority to ensure that any opportunities for enhancing the existing sustainable transport infrastructure are fully considered.

Covered cycle parking spaces (12 in total) will be provided in a secure and convenient location for use by staff and customers.

In order to reduce dependence on single occupancy car trips associated with the site, a Travel Plan will be provided to help promote sustainable travel amongst staff and customers. It is envisaged that the Travel Plan can be secured by an appropriately worded planning condition.



Site in a Local Context

www.rossonwye.lidl.co.uk





LIDL ROSS-ON-WYE

ABOUT LIDL

Lidl commenced trading in the UK in 1994 and currently has over 670 stores trading nationwide.

- Our retail philosophy is focused on simplicity and maximum efficiency at every stage of the business, from supplier to customer, enabling the company to sell high quality own brand products at the lowest prices.
- Our stores sell a limited range of carefully selected product lines and we are able to offer these high quality products at low prices due to a pan European bulk purchasing policy. This provides us with the advantage of immense buying power, enabling the company to achieve significant economies of scale that can be passed on to our customers in the form of low prices.
- We provide a different offer to the main food retailers. The Competition Commission states that deep discounters or 'Limited Assortment Discounters' such as ourselves, do not impact to any significant degree upon large retailers. This is supported by numerous examples across the UK, where Lidl trades alongside other retailers.
- Lidl is recognised as an attractive employer, being ranked as one of the best grocery employers in the UK.



Comments and Feedback

Thank you for coming to our exhibition

We hope you found it useful and informative to meet with the Lidl team and view our current proposals. The proposals are also available to view online:

www.rossonwye.lidl.co.uk

We would like to hear your comments on the proposed development by the **26th April**, as all feedback received will be taken into consideration during the determination of the planning application.

Alternatively, if you would prefer to submit your comments by post please use the following address:

Lidl Ross on Wye, c/o Rapleys LLP,
21 Prince Street, Bristol, BS1 4PH.

The letter heading should read:

"Proposed Lidl Store at Wolf Business Park, Ross on Wye"

Email us and (if possible) copy in (cc) and/or telephone your Ward Councillors:

lidlrossonwye@rapleys.com

The subject should be:

"Proposed Lidl Store at Wolf Business Park, Ross on Wye"



RESPONSE CARD EXAMPLE



www.rossonwye.lidl.co.uk



Lidl Ross-on-Wye – Have Your Say

At Lidl we know our success depends on the people we work with and the people who choose to shop with us.

We recognise that providing high quality products at industry leading prices are only part of the story, the environment in which our customers do their shopping completes the experience.

We would like to invite you to provide us with your thoughts on our proposal for the development of a new discount food store and employment area at the former Wolf Business Park, Ross-on-Wye HR9 5NB.

Please make your opinion count.

PLEASE USE BLOCK CAPITALS.

Title 1 Title 2.....

Name 1 Name 2.....

.....

Signature 1 Signature 2.....

Address

.....

Town

Postcode

Email 1:

Email 2

Do you support the wider vision for the Wolf Business Park to redevelop the site and deliver bespoke employment units alongside a new Lidl neighbourhood food store?

☐ Yes ☐ No ☐ Undecided

Do you think a new Lidl food store would benefit the area?

☐ Yes ☐ No ☐ Undecided

Do you currently do your supermarket shopping in Ross on Wye or elsewhere?

☐ Yes ☐ No ☐ Undecided

Do you think the provision of new and enhanced business premises would be beneficial to the local economy of Ross-on-Wye?

☐ Yes ☐ No ☐ Undecided

Optional comments:

.....

.....

.....

.....

.....

.....

We would like to thank you for taking the time to complete this feedback card, please find enclosed a prepaid envelope so you can send it back to us hassle free.

Your data will not be used for any other purpose. If you have already signed the online petition you do not need to complete this questionnaire or re-sign the petition. However, please encourage friends, neighbours and family members (over the age of 18 and living within Ross on Wye or surrounding areas) to complete a questionnaire or sign the petition.