

December 2007

ASDA



Bognor Regis
Oldlands Farm Business Park

Statement of pre-application
consultation activity

Prepared on behalf of ASDA and the Trustees of the Langmead Estate
By Dialogue

dialogue 
communicating planning
www.localdialogue.com

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I. Introduction

ASDA Stores and the Trustees of the Langmead Estate (the Trustees) have been promoting proposals for a new foodstore and Business Park development at Oldlands Farm for more than nine months.

This document details the extensive public consultation that ASDA and the Trustees have undertaken over this period - and confirms that the proposals have the strong support of the overwhelming majority of local people.

2. Executive Summary

ASDA and the Trustees of the Langmead Estate have undertaken extensive pre-application consultation around their proposals for Oldlands Farm Business Park in Bognor Regis.

This consultation, which began in early 2007, has included:

- Meetings with representatives of Arun District Council
- An explanatory leaflet delivered to 9,000 local homes
- Extensive media coverage
- A fully staffed two day public exhibition attended by over 700 visitors
- Meetings with senior district councillors
- Meetings with other key stakeholders
- Follow up correspondence with all interested parties.

This consultation activity has uncovered significant support for the Oldlands Farm Business Park proposals - and particularly for a new ASDA:

- 96% of all respondents agreed with the statement *'Do you think Bognor Regis would benefit from a new Business Park?'*
- 95% of all respondents agreed with the statement *'Do you think Bognor Regis would benefit from a new ASDA supermarket?'*

3. About Dialogue

Local Dialogue LLP (Dialogue) was commissioned by ASDA Stores and the Trustees to run a comprehensive pre-application public consultation around the Oldlands Farm Business Park proposals.

Dialogue is a specialist public consultation agency with wide expertise of advising on and implementing consultation programmes for both public and private sector clients. Our extensive experience includes working with local authorities, housing associations and other public sector bodies as well as private sector organisations on consultation, facilitation and communications for masterplanning, regeneration and development proposals.

We have a dedicated team of 25 consultation professionals based in offices in London, Leeds and Cardiff, supported by an extensive network of freelance consultants.

Dialogue is a corporate member of the Consultation Institute.

4. Why Consult?

Consultation is vital to the planning process. It allows local communities to view and comment on proposals, and for applicants to consider this feedback as they develop their schemes. This can make the planning process easier by addressing issues and explaining proposals before applications are submitted; this often leads to significant support for developments amongst those communities and stakeholders.

Government Policy

Government Planning Policy Statements and related documents, encourage organisations making proposals for developments to engage local communities from an early stage in their work.

This policy and advice supports 'front loading' public engagement as proposals are developed and before the official submission of planning applications to the relevant local authorities. It also recognises all parties will benefit from a programme of communications ensuring all those with an interest are fully informed of proposals.

The Office of the Deputy Prime Minister's (now Department of Communities and Local Government) document 'Community Involvement in Planning: The Government's Objectives' explains the basic need for consultation:

- "Planning shapes the places where people live and work. So it is right that people should be enabled and empowered to take an active part in the process".

5. Consultation activity and responses

In line with all best practice guidance, ASDA, the Trustees and their respective advisors began discussions and consultations with Arun District Council and other key stakeholders on the proposals for the Oldlands Farm Business Park significantly in advance of submitting a planning application.

Initial consultations

Drivers Jonas, acting on behalf of both ASDA and the Trustees, initially contacted Arun DC officers about the proposals in early 2007.

Subsequently, and before a meeting could be organised, it was identified that a report on the Oldlands Farm site was being presented to Cabinet on 12th March 2007.

In response to this, on 18th March 2007, ASDA on behalf of itself and the Trustees, wrote to all Cabinet members **(Appendix I)** to alert them to ASDA's ownership of part of the site and to provide information about how food retail development on this site could fund the infrastructure works required to deliver a Business Park.

An indicative masterplan was attached to this letter and ASDA extended an offer to all Cabinet members to meet to discuss the proposals.

Over the next seven months, ASDA, on behalf of itself and the Trustees, and its advisors, met with Council officers in June and September and, in response to requests from Arun DC, provided detailed financial justifications to support the Oldlands Farm Business Park proposals.

Public Exhibition

Given the importance of the Oldlands Farm Business Park proposals, ASDA and the Trustees decided that they should be displayed in central Bognor Regis to give the local community an opportunity to comment on them, prior to the submission of a planning application.

A public exhibition was therefore held at the Regis Centre, Belmont Street, Bognor Regis on the 2nd and 3rd November 2007. There was also a preview of the exhibition for local councillors, groups, and other interested stakeholders on 1st November.

The public exhibition was well publicised, using the following methods:

- 9,000 leaflets (**Appendix 2**) were distributed to homes in the Bognor Regis area, giving them an overview of the proposals and inviting residents to attend the public exhibition. A map identifying the distribution area is attached in **Appendix 2**. This leaflet included reference to an email address (bognor@localdialogue.com) that could be used by local people to make comments or ask questions.
- An ASDA representative gave a live radio interview about the proposals and the exhibition to BBC Southern Counties Radio at 4.30pm on 26th October 2007. The exhibition was also widely promoted, on 1st, 2nd and 3rd November, on Spirit FM.
- An advertisement (**Appendix 3**) was placed in the 1st November edition of the Bognor Regis Observer, which has an estimated circulation of 56,000.

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- Press releases (**Appendix 6**) prompted two articles- the 25th October edition of the Bognor Regis Observer ('£30 million ASDA Store heads for Bognor' pg 1) and the 1st November edition ('Biggest change to shopping in decades' pg 9) that both made reference to the exhibition. All press coverage generated since the public launch of the proposals and the end of December 2007 is attached as **Appendix 7**.
 - A letter (**Appendix 1**) was sent to approximately 100 local councillors, groups, and businesses to invite them to a preview of the exhibition on 1st November.
 - During the course of the two-day public exhibition, an ASDA representative handed out leaflets in the busiest area of the town centre inviting people to attend.
 - The exhibition was clearly signposted from outside the venue using four 10ft high ASDA flags, and an A-board.

Around 45 key stakeholders attended the preview evening on 1st November. Eight representatives of the ASDA and the Trustees of Langmead Estates project team were present to explain the proposals and answer questions.

Over 700 people visited the public exhibition over the two days that it was open, with over 500 filling out a feedback form (**Appendix 5**). The forms, which could also be returned to a freepost address, continued to be received for several weeks after the exhibition.

The exhibition panels used to display the Oldlands Farm Business Park proposals are attached in **Appendix 4**.

The exhibition was staffed, at all times, by a minimum of three project team representatives, who explained the proposals and answered questions.

A full analysis of these feedback forms is given below.

Post exhibition activity

ASDA issued a press release (**Appendix 6**) on 5th November to give the initial results of the public exhibition and to highlight the overwhelming support that the Oldlands Farm Business Park proposals had received. This generated coverage in the Bognor Regis Observer.

Further to the exhibition, ASDA representatives met with the Chief Executive, the Leader, and the Heads of Planning and Regeneration from Arun District Council on 9th November.

ASDA used this meeting to provide initial feedback from the public exhibition and to answer questions, particularly relating to the impact that the ASDA store might have on Bognor Regis town centre and retail wage levels.

Representatives from ASDA met with Nick Gibb MP on 29th November to explain the proposal and answer questions.

A further press release (**Appendix 6**) was issued on 4th December. This provided a more detailed analysis of the overwhelmingly positive comments received by ASDA and the Trustees from the local community during November

On 5th December, ASDA wrote to 350 local people - all of whom had provided their contact details either at the public exhibition or subsequently - to inform them about the support levels for the Oldlands Farm Business Park proposals and to alert them that a planning application was imminent.

Analysis of consultation feedback

The feedback form was designed to allow people to make any comments they wished on the proposals in addition to asking three specific questions:

1. Do you do the majority of your food shopping in Bognor Regis?
2. Do you think Bognor Regis would benefit from a new Business Park?
3. Do you think Bognor Regis would benefit from a new ASDA supermarket?

By 31 November, a total of 505 responses had been received. The results break down as follows:

Question 1: Do you do the majority of your food shopping in Bognor Regis?

Retail studies have already shown that there is a considerable leakage of business to supermarkets in Littlehampton and Chichester. The exhibition also illustrated that a number of people also go as far as Havant to do their food shopping.

The results of the consultation would back up the view that a significant number of people choose to do their shopping outside Bognor Regis, reflecting views expressed by many residents that there is not enough choice in Bognor Regis.

Of those filling out the feedback form, 22% did the majority of their food shopping outside of Bognor Regis. Among those who did do the majority of their food shopping in Bognor Regis, it was found that many also shopped elsewhere on occasion but on a less frequent basis.

It is important to recognise that the exhibition took place in the centre of Bognor Regis and so- by its very nature- was more likely to attract people who do the majority of their shopping in Bognor Regis. Despite this, almost a third of local residents are choosing to do their main shopping outside Bognor Regis.

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Question 2: Do you think Bognor Regis would benefit from a new Business Park?

The Council's long held aspiration for a business park is in tune with the views of residents in the area. The potential for more high quality jobs received favourable comments from those attending the exhibition. The overall results showed the following:

YES	96%
NO	2.7%
Undecided	1.3%

There is an overwhelming consensus in favour of the business park. Those visiting the exhibition clearly saw the economic benefits of attracting more business and jobs to the area. Attendees to the exhibition also expressed positive views on ASDA's proposed investment in the infrastructure of the business park and a recognition that it was unlikely to happen without an enabling development.

Of the very few not in favour of the business park- just under 3% of those completing the feedback form- the main mentions were the potential impact on traffic and the use of a 'greenfield site.'

Question 3: Do you think Bognor Regis would benefit from a new ASDA supermarket?

The results to this question are very similar to those for a business park, suggesting that residents are keen to have both options included on the site- not just one or the other. The results were as follows:

YES	95%
NO	3.6%
Undecided	1.4%

.....

The vast majority of residents attending the exhibition were in favour of having an ASDA store. While the comments section reflected a general happiness with the business park idea, most of those using this section chose to express their views on the ASDA store. Some of the many positive comments received are detailed below:

- 'Very much needed and would be welcomed by majority of people. Really hope it gets the go ahead.' (Mrs RP, Bognor Regis)
- 'It's great! It's about time Bognor Regis has woken up to what our needs are here.' (Mrs MB, PO21)
- 'The best news Bognor has had for ages. The possibility for extra jobs is great. The ASDA store will be a wonderful addition to Bognor.' (Mr WM, PO22)
- 'Bognor can only benefit from more investment in the town. I look forward to shopping in the new store- the sooner the better.' (JS, PO22)
- 'Brilliant. Bring it on!!' (Mrs AM, Bognor Regis)
- 'I am very impressed. I believe it would be a great asset to the area and I fully support it.' (SD, Bognor Regis)
- 'Go for it, the best thing that could happen to Bognor. We need it.' (Mrs KW, Bognor Regis)
- 'It will bring much needed jobs to the area, and will encourage more people to shop in Bognor. It will be very beneficial for the town.' (Mr & Mrs B, PO21)
- 'A brilliant idea! Save a long trip to Havant, wasting petrol and pollution' (CB, Bognor Regis)

23% of those responding used the comments section to make specific reference to the need for more choice and competition in the area. It emerged that the current TESCO store was perceived to be providing a poor service, which was thought by many to be a result of little competition. Some of the comments made on this are listed below:

- 'I think this a good idea as it gives local people a chance to have a choice of supermarket.' (Mrs S, PO21)
- 'I would be pleased to have another supermarket to do my shopping.' (Mrs H, Pagham)
- 'Fantastic. Love shopping at ASDA. About time TESCO's stopped having a hold over Bognor.' (Mrs DM, PO22)
- 'It would be good for Bognor Regis and TESCO could do with the competition.' (JT, Tesco Employee)
- 'A great idea. I hope it goes ahead soon. TESCO is awfully crowded most of the time and Morrisons is far too small.' (MRS JW, PO22)
- 'Brilliant. Bognor needs to grow up and get with it. We desperately need competition for TESCO and to have a supermarket with local produce.' (MRS MB, PO21)
- 'Brilliant! We need a choice of supermarkets in Bognor. It will save me travelling out of town.' (JB, Bognor Regis)
- 'About time. TESCO have had it their own way far too long. So sooner the better.' (MH, PO21)
- 'Would welcome ASDA as it would break the TESCO/Sainsbury grouping in this area and bring some real competition.' (RL, BN16)

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The consultation received 18 negative feedback forms. Of these:

- 3 mentioned impact on traffic
- 2 mentioned that the Oldlands Farm Business Park would be developed on 'prime agricultural' and 'greenfield' land
- 3 thought it would kill off local shops
- 2 thought there was no need for another super store in Bognor Regis
- 2 did not want a Walmart owned company in 'their town or country'
- 2 wanted regeneration of the site, just not including an ASDA
- 4 made no comment, but ticked the 'NO' box

The negative comments expressed cannot be viewed as indicative of the population at large, considering the vast numbers in favour of the proposals. The land has been allocated for development and so cannot be considered 'prime agricultural' or 'greenfield' land. Only 2 people thought that there was no need for another super store in Bognor Regis. Again, there were considerably more responses expressing a real need for a greater choice for shopping and more competition for existing supermarkets.

6. Future Activity

ASDA and the Trustees are committed to continuing to consult and communicate around the Oldlands Farm Business Park proposals throughout the planning application period and beyond.

There will be regular communication with the local community and over the coming weeks, meetings will be sought with key stakeholders.

Additionally, offers have been made to both Bersted Parish Council and Bognor Regis Town Council to present the proposal and answer questions.

Appendix I

Letter to Cabinet and Stakeholders Invitation

Name
Address 1
Address 2
Address 3
Postcode

8 March 2007.

Dear Cllr Mr Dingemans

Site 6 - Land at Oldlands Farm

At your Cabinet meeting on 12 March, your officers will be presenting a report on the above site. This report recommends that the owners of the site are requested 'to take active steps to make the site suitable for immediate occupation' (by private sector employers). If these steps are not taken within 6 months, your officers recommend that the use of Compulsory Purchase Powers be considered to bring the site into active use.

Since this report was written, your officers have been alerted to a proposal for this site that achieves exactly the outcome set out above. This proposal has been put forward by ASDA Stores. ASDA has bought 8 acres of land next to the proposed roundabout and, together with the Trustees of the Langmead Estate (who own all the remaining land), we intend to promote the first phase of mixed commercial development on the site.

Unfortunately, we have not yet been able to meet with your officers to discuss these proposals and they will therefore not be able to report this important information to you at next week's Cabinet.

Without this information, any decision that you take on the report presented to you will be based on an incomplete knowledge of the current position and I am therefore writing to you to set-out the main elements of our proposals.

ASDA intends to promote proposals to redevelop the front part of the site to provide a new district centre, anchored by a 45,000 sq ft net sales food store. This centre would take up approximately 36% of the initial 22 acres at the site allocated for commercial use and would, itself, create almost 500 new job opportunities.

As part of our proposals, ASDA will carry out the infrastructure work required to open-up the rest of the 22 acres of allocated land and, subject to further discussions, we could be prepared to develop an agreed number of commercial units on a speculative basis.

The attached draft masterplan identifies exactly how the development could be configured. The coloured land is the 22 acre phase one - the proposed district centre and first phase of commercial space - however you will also note that the scheme has been designed to allow for the future development of a second phase of commercial space at the site, subject to market demand and flood risk assessment.

While we recognise that the retail element of our proposals is a departure from your adopted policy for the site, we believe that it meets your aspirations for Oldlands Farm in terms of job creation and contribution to the wider regeneration of Bognor. It is also capable of being delivered within a relatively short time frame. The retail element not only acts as enabling development, it also meets a real retail demand in Bognor, particularly given the extensive additional residential development planned for the town.

The proposals will:

- Create an immediate c500 new job opportunities within the proposed district centre
- Carry out the infrastructure works required to open-up land for commercial development. The first phase of this commercial development could deliver around 100,000 sq ft of employment space
- Provide for the possible future development of the rest of the Oldlands Farm site
- Meet the objective of delivering employment at Oldlands Farm, at no cost to the local authority or public sector
- Improve shopping choice in Bognor and reduce leakage to neighbouring towns

We have identified two possible routes for progressing these proposals:

- Through the current Local Development Framework process. ASDA will be making representations to support the allocation of part of the Oldlands Farm site as a district centre

Or, more immediately

- Through the early submission of a planning application. This would require constructive dialogue with your officers to ensure that this approach was not seen to be premature to the LDF, however it would have the advantage of accelerating delivery.

Given the above, rather than accept your officers recommendation on Monday, we would ask you to note these proposals and to instruct your officers to enter into constructive dialogue with ASDA and our agents to identify how they might be brought forward.

We would, of course, welcome the opportunity to meet with you - either individually or as a Cabinet - to discuss this proposal in more detail. If you would like to take up this offer, please contact my colleague Mark Brown on 020 7357 6606 to organise a convenient date and time.

Yours sincerely

Barney Harle
Development Surveyor, South Region

Stakeholders invitation

Name
Address 1
Address 2
Address 3
Post code

23rd October 2007.

Dear Cllr *****

Oldlands Business Park - delivering the vision
Invitation to Exhibition Preview: 6pm-8pm, Thursday 1 November 2007.

We are writing to you on behalf of the Langmead Estate and ASDA Stores.

For several years, Arun District Council has promoted the proposal that Site 6, land at Oldlands Farm, should be developed as a business park. To progress this opportunity, Arun has allocated this land in its local plan and has encouraged additional development in the area that has partly funded some of the necessary off-site infrastructure works.

However, despite the council's best efforts, a business park at Oldlands Farm remains no more than an aspiration.

The key issue holding back business park development is that historically there has been limited demand for office space in the Bognor Regis area - and that, as a result, the rents that can be achieved mitigate against both speculative development and a high quality approach. A second issue is that an initial £4.5 million investment in on-site infrastructure is also required to develop the site.

The prospects of the public sector funding this initial investment are remote. Therefore, without some sort of enabling development, a business park at Oldlands Farm may never be developed.

Our proposals

As you are aware, ASDA has acquired 8 acres of the Oldlands Farm site. As part of its proposals to develop a food store on this land, ASDA is prepared to fund, in full, the initial £4.5 million infrastructure costs associated with developing the remainder of the land - 22 acres - as a high quality business park and to construct an initial, speculative 10,000 sq ft business unit to 'kick start' the business park and to set an appropriate standard for future development.

If these proposals, which ASDA is currently discussing in detail with Arun District Council officers, are accepted, Bognor Regis will not only get a new business park, which could be open by 2010, but also a food store that will address the retail leakage that the town is already suffering - as well as providing a valuable local facility for the new communities being developed to the north of the town.

The food store will create around 500 new jobs, with the business park, in its first years of activity, supporting a further 1,000 high quality, skilled office jobs - with the potential for this figure to increase significantly over the years.

ASDA's plans represent the only feasible option for the foreseeable future to deliver the council's aspirations of a high quality business park at Oldlands Farm and we ask for the opportunity for these proposals to be considered constructively and positively by Arun's officers and members.

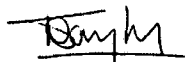
Public Exhibition

The Langmead Estate and ASDA Stores are holding a Public Exhibition of the proposals at the **Hotham Arts Centre, Belmont Street, Bognor Regis** on 2 November and 3 November 2007.

There will be a **Preview of this Public Exhibition on Thursday 1 November 2007, between 6pm and 8pm** and we would like to invite you to attend this.

We would also welcome the opportunity to meet with you to discuss these proposals in more detail and will be contacting you to arrange a suitable date and time.

Yours sincerely



Nick Taylor
Partner

Appendix 2

Distributed Leaflet

Some ASDA facts.

Price
ASDA is the UK's best value supermarket. We believe that value isn't just about price, it's also about quality, service and reliability.

Local sourcing
ASDA is proud to lead on local sourcing with over 400 local suppliers around the country supplying over 4,000 products to ASDA stores.

Your 'green' grocer
We are committed to being a 'green' grocer. Our aim is that by 2010, our stores will have 50% of their produce sourced from local suppliers.

Quality jobs, improved shopping choice.

ASDA



**Want to know more?
Come to our exhibition.**

Where you can also let us know what you think about our plans for a new business park and ASDA store at Oldlands Farm.

WHEN?
Friday 2 November 10am to 6pm
Saturday 3 November 10am to 3pm

WHERE?
Hotham Arts Centre, Belmont Street, Bognor Regis

For more information please contact Mark Brown on 020 7357 6606 or bognor@localdialogue.com.

Hundreds of new jobs and an improved shopping choice at Oldlands Farm ASDA and our customers will be happy to Bognor Regis.

For many years, Arun District Council has wanted a high quality business park at Oldlands Farm.

However, the prohibitive cost of funding the development has prevented this dream from becoming a reality.

ASDA has now acquired part of the site and are working with the council to develop the site.

We want to open a new ASDA store, build a 10,000 sq ft office building and put in the roads and services to give the business park plans a real kick start.

A new business park will create over 1,000 new jobs.

A new business park at Oldlands Farm is a key part of the council's plans to regenerate Bognor Regis.

The council has recognised that if the town is to prosper, it needs to attract new businesses that will bring high quality jobs. These businesses require the best quality accommodation, in a convenient location.

At present, Bognor Regis cannot offer anything suitable.

Oldlands Business Park will change this. The intention is to create an attractive location capable of sustaining over 1,000 jobs in the first phase, with the opportunity to create more jobs in later phases.

However, none of this might happen if the ASDA-led scheme does not progress. Despite extensive efforts, until now no one has been able to provide the funding necessary.

ASDA is pleased to provide this funding with an investment of £4.5 million.

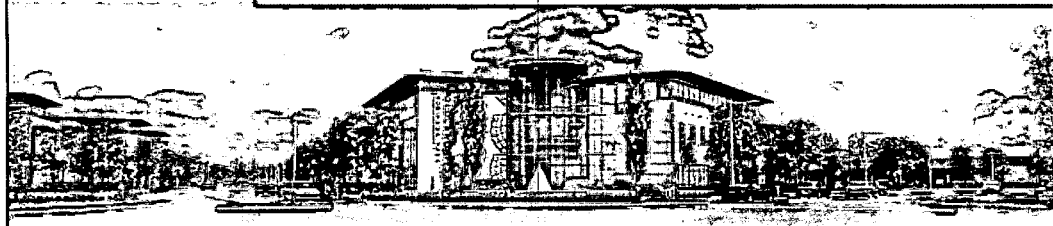
Why ASDA is good news for Bognor Regis.

Only a minority of those who could potentially do their food shopping in Bognor Regis actually do. The rest shop elsewhere, mainly in Chichester and Littlehampton. We want to keep these shoppers in the Bognor Regis area, and an ASDA at Oldlands Farm will help to achieve this goal.

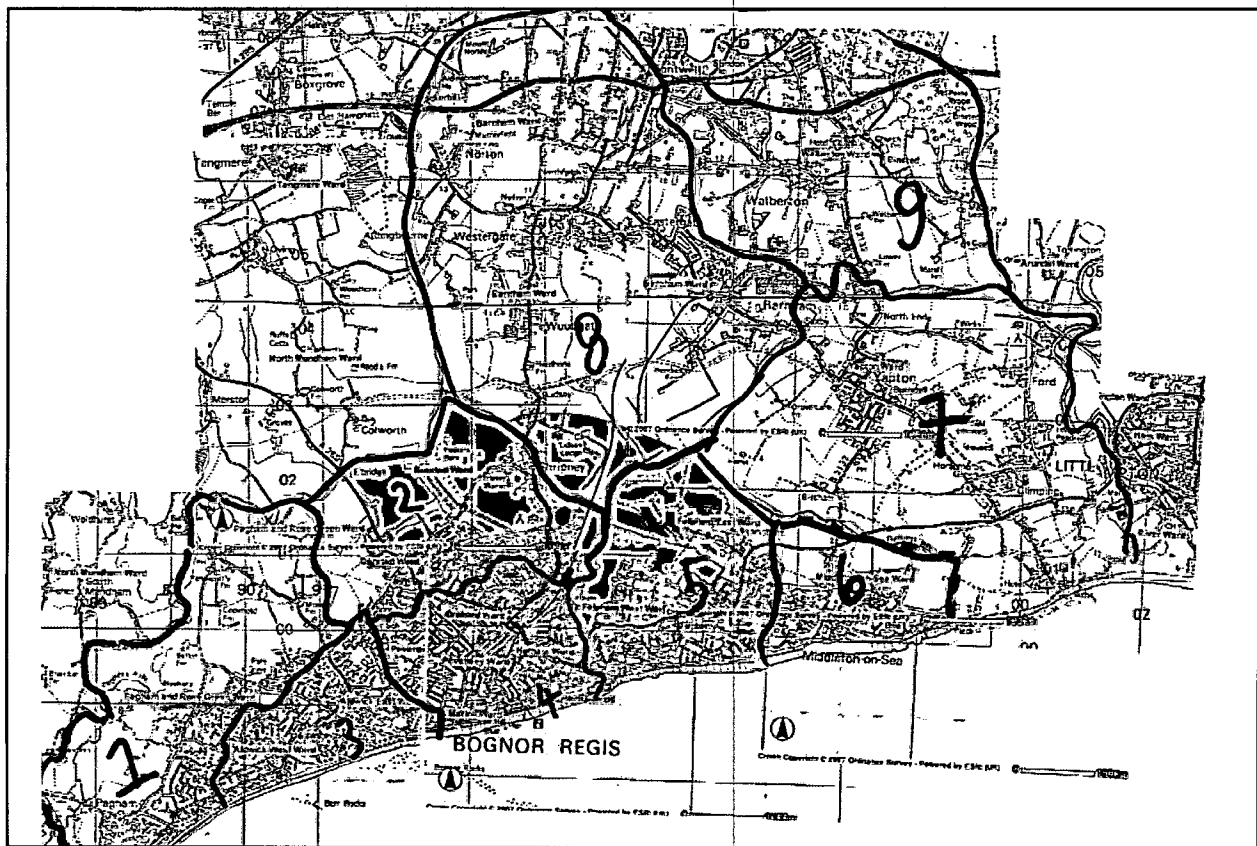
We will also create around 500 new jobs for local people. These are good jobs, offering real long term opportunities.

We are regularly voted one of Britain's top employers and remain committed to the long term career and skills development of

all our colleagues, providing training at NVQ Level 2 and the opportunity to qualify for modern apprenticeships. Across the UK, we promote 15 colleagues every week from the shop floor to management positions - and we're the UK's largest private sector employer of the over 50's.



Leaflet distribution map



Appendix 3

Press Advertisement

**A new business park,
hundreds of new jobs
and improved
shopping choice.**

ASDA

That's the contribution that we and our partners
want to make to Bognor Regis. Why not come
along to see the plans and tell us what you think?

WHEN ?

Friday 2 November: 10am to 6pm
Saturday 3 November: 10am to 3pm

WHERE ?

Hotham Arts Centre, Belmont Street, Bognor Regis

Our team will be there to explain the proposals
and answer your questions.

there's no place like **ASDA**

**Come and see
what we have in
store for Anytown**

ASDA

We'd like to invite you to come and see the
plans for our new store in Anytown and
meet some of the ASDA team.

WHEN ?

Insert the date here

WHERE ?

Insert the venue address here

TIME ?

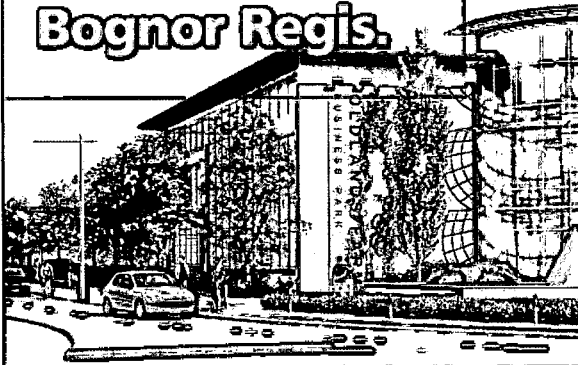
Insert the time here

there's no place like **ASDA**

Appendix 4

Exhibition boards

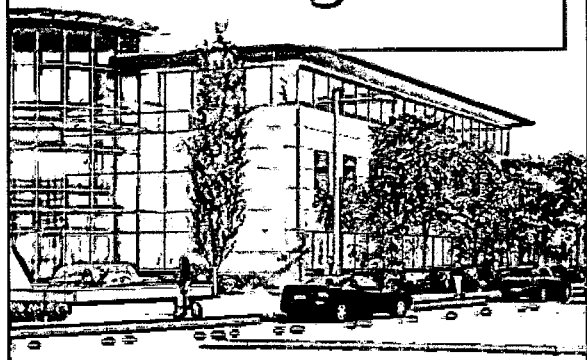
Welcome to an even brighter future for Bognor Regis.



Our exhibition will demonstrate how ASDA and the Langmead Estate will bring hundreds of new jobs and improved shopping choice to Bognor Regis.

The need to develop a high quality business park has long been recognised by Arun District Council. Our partnership will not only contribute to this but also improve the shopping choice in the town to meet the current and future needs of its residents.

Investing in a new business park for economic growth.

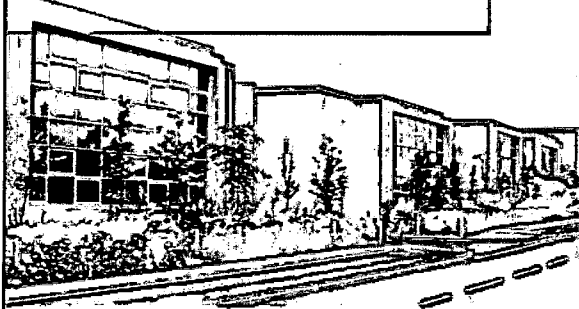


Oldlands Farm is the ideal location for a business park. It is well served by roads and is close to the town's planned new housing developments. However, an investment of £4.5 million is required to build the roads and other services needed to get the job off the ground.

Until now, no one has been able to provide this significant investment.

As part of our plans, ASDA would meet the £4.5 million needed to kick-start the project. We would build the first 10,000 sq ft office building and a new ASDA store, creating more than 1,000 jobs in a few years, giving the business park a real chance of success.

A tried and tested approach.



Using a retail outlet to fund a business park is not a new approach. It has already been done, very successfully, in several locations around the country.

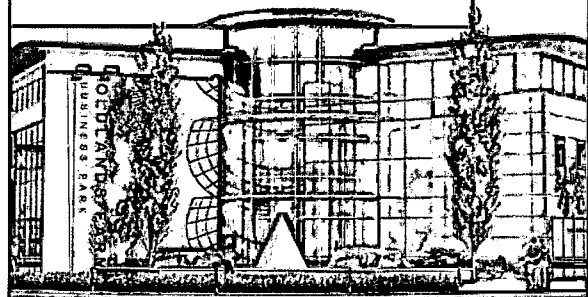
Morton Palms, Darlington

Anchored by a food store and a DIY outlet, Morton Palms has become one of the leading business locations in the North East. Since the food store first opened, 2,000 high quality jobs have been created.

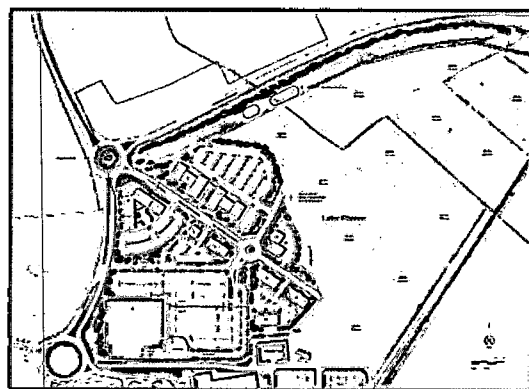
White Cliffs Business Park, Dover

Work began this summer on the second phase of this business park - Dover's premier employment location. Enabling works have been funded by a new DIY store. When completed, the business park will support around 1,800 jobs.

Drawings and plans.



Plan view of the development, Phase 1.



**Keeping your
money in the
community.**

ASDA



The range of shops, especially food stores, in Bognor Regis cannot compete with local neighbouring towns. As a result, many people who could shop locally, currently travel to Chichester or Littlehampton, and shoppers who stay in the town often find existing food stores overcrowded.

This situation can only get worse when more people move into the planned new housing development.

As an addition to future plans to improve the town centre, a new ASDA store at Oldlands Farm will complement this investment. Shoppers using the new ASDA store will be more likely to do the rest of their shopping in Bognor Regis rather than visiting other local towns.

there's no place like **ASDA**

Appendix 5

Feedback form

We want your feedback

Your Name _____ Your Email Address _____

Your Address _____

Do you do the majority of your food shopping
in Bognor Regis?

Yes ☐ No ☐

If no, where do you do your main food shopping?

Do you think Bognor Regis would benefit from
a new Business Park?

Yes ☐ No ☐

Do you think Bognor Regis would benefit from
a new ASDA supermarket?

Yes ☐ No ☐

What do you think about the plans for a new Business Park
and ASDA store at Oldlands Farm?

We will only contact you with information relevant to the progress of our application to build a new store at Oldlands Farm. Your contact details will not
be kept on record beyond the end of the consultation. If you do not wish to receive this information please tick here ☐

there's no place like **ASDA**

**ASDA Bognor Consultation
Local Dialogue LLP
FREEPOST NAT3717
London
SE1 2BR**

Appendix 6

Press Releases

Issued: 25 October 2007.

ISSUED ON BEHALF OF ASDA STORES LTD

QUALITY JOBS AND IMPROVED SHOPPING CHOICE - ASDA UNVEILS £30 MILLION PROPOSALS FOR STORE AND BUSINESS PARK IN BOGNOR REGIS

An exhibition next week (Friday 2 November and Saturday 3 November) will give Bognor Regis residents, local groups, and politicians the opportunity to view plans for the long awaited development of the Oldlands Farm site. The proposals, which not only include the business park but also a new ASDA store, represent an investment in the town of £30 million and will create a total of 1,500 new jobs for Bognor Regis.

Over the past few years Arun District Council has actively promoted the Oldlands Farm site as a potential business park. However, despite considerable efforts, the prohibitive cost of funding the required initial infrastructure has meant that the business park has remained a dream. Before the first office can be built, the site needs a £4.5 million investment to pay for internal roads and services.

Without external funding the empty site will remain undeveloped. ASDA would provide this £4.5 million external funding, as part of its proposals to develop a new food store at Oldlands Farm. ASDA's plans also include the first 10,000 sq ft business unit.

The first phase of the business park will attract new businesses capable of sustaining over 1,000 high quality jobs. Future phases could create many hundreds more jobs.

The new ASDA store will also create around 500 new jobs. These jobs all offer the opportunity to become modern apprentices or train for NVQ level 2. ASDA is also the UK's largest private sector employer of the over 50s.

.....

ASDA spokesman, Tom McGarry, said:

"Without our investment there is unlikely to be a business park on the Oldlands Farm site and the opportunity to bring 1,500 new high quality jobs to Bognor Regis will be lost. But our plans are about more than jobs, they are also about improving shopping choice. We know that the majority of local people currently doing their food shopping elsewhere - Chichester and Littlehampton - and we want to play our part in bringing their business back to Bognor Regis."

"We are confident that local people will welcome ASDA. We are the UK's best value supermarket - for choice, for quality, for service, all at the best possible price."

"We hope to welcome as many people as possible to our exhibition and show them the vision that will secure the future not just of this important site but also of Bognor Regis."

The exhibition is being held on Friday 2 November and Saturday 3 November at the Hotham Arts Centre, Regis Centre, Belmont Street, Bognor Regis

Ends

For further information, please contact:

Tom McGarry
ASDA
8171/07772 226 752

0113 241

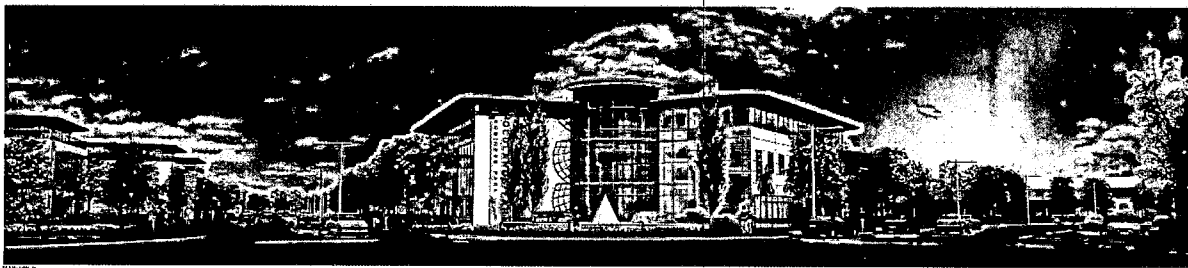
Mark Brown/Max Camplin
Dialogue
6606/07778 343252

020 7357

Notes to Editors

1. The Exhibition will take place at the Hotham Arts Centre, Regis Centre, Belmont Street, Bognor Regis on the following dates:

- Friday 2 November 10am to 6pm
- Saturday 3 November 10am to 3pm



ASDA
part of the WAL-MART family

HGP
ARCHITECTS

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Issued: 5th November 2007.

ISSUED ON BEHALF OF ASDA STORES LTD

**ASDA's £30 MILLION PROPOSALS FOR STORE
AND BUSINESS PARK IN BOGNOR REGIS
RECEIVE A WARM WELCOME FROM LOCAL
RESIDENTS**

ASDA's plans for the long awaited development of the Oldlands Farm site have received an overwhelmingly positive response from local residents in Bognor Regis.

A public exhibition- held at the Regis Centre over the 2nd and 3rd November- provided an opportunity for local people to view the ASDA proposals for a new store and business park. Over 700 people turned up over the two days to ask questions and provide feedback, and the proposals met with almost universal support.

Over 95% of those commenting on the plans expressed their support for the creation of an ASDA store, with many making specific reference to the need for more jobs in the area and the current lack of shopping choice.

The exhibition allowed people to see exactly how the proposed development will bring over 1,500 jobs and improved shopping choice to the area. The main elements of the proposals will see:

- A £30 million investment for Bognor Regis.
- A £4.5 million investment in the infrastructure for the business park, as well as the building of a 10,000 sq ft business unit to kick start the business park.
- The creation of 1,500 jobs in the first phase alone, with 500 of those in the new ASDA store.
- An improved shopping choice for local people, who are often left with little choice but to drive to Littlehampton or Chichester to do their shopping.

ASDA spokesman Tom McGarry commented:

"It was great to see so many local people giving their support for our plans and we are confident that the new business park and store is the right thing for Bognor Regis.

Speaking to hundreds of people over the two days confirmed what we had previously thought- the people of Bognor Regis want more high quality jobs and they want more shopping choice in their local area.

Our proposals meet the needs of the local area. We can ensure that the Council's long held aspiration for a business park happens. Without our investment there is little or no prospect of the idea coming to fruition.

We will continue to engage with local people on our plans. We are looking to submit a planning application to Arun District Council before the end of the year, accompanied by a full report on the consultations undertaken."

Ends

For further information, please contact:

Tom McGarry
ASDA
8171/07772 226 752

0113 241

Mark Brown/Max Camplin
Dialogue
6606/07778 343252

020 7357

Notes to Editors

Results of the feedback from the exhibition:

Feedback was received from 427 people. The figures were as follows:

In favour	408	(95.6%)
Against	16	(3.7%)
Undecided	3	(0.7%)

.....

Issued: 4th December 2007

ISSUED ON BEHALF OF ASDA STORES LTD

**ASDA PROPSALS FOR BOGNOR REGIS RECEIVE
A HUGE THUMBS-UP FROM THE LOCAL
COMMUNITY- 95% IN FAVOUR**

ASDA has received the overwhelming support of local people who attended its November public exhibition on proposals for the development of the Oldlands Farm site. So far, 505 feedback forms have been received with over 95% of respondents backing plans for the new ASDA store in Bognor Regis.

A clear consensus emerged amongst the respondents that the proposed development would help improve shopping choice in the area and provide much needed jobs for Bognor Regis residents.

Under ASDA's plans, Bognor Regis will benefit from a £30 million investment. The plans include £4.5 million to construct the necessary infrastructure for meeting the Council's long held aspiration for a business park on the site.

In addition, ASDA will build a 10,000 sq ft business unit to kick-start the business park. It is anticipated that the first phase alone will bring 1,500 jobs to the area, with 500 of those in the new ASDA store.

ASDA spokesman Tom McGarry commented:

"Clearly, the vast majority of local people support the plans and we are grateful that so many took the time to give us their feedback.

We are confident that our investment will help ensure the long-term economic prosperity of Bognor Regis, and the results from the consultation show that residents share that view.

Our results also show that people are in favour of a business park on the site. Only our proposals can meet that desire - without our investment in the infrastructure and initial business unit, there is little chance that Bognor Regis will get the future it deserves."

Ends

For further information, please contact:

Tom McGarry
ASDA
8171/07772 226 752

0113 241

Mark Brown/Max Camplin
Dialogue
6606/07778 343252

020 7357

Notes to Editors

Results of the feedback from the exhibition:

Feedback was received from 505 people. The figures were as follows:

Question: Do you think Bognor Regis would benefit from a new Business Park?

In favour	480	(95.04%)
Against	18	(3.56%)
Undecided	7	(1.4%)

Question: Do you think Bognor Regis would benefit from a new Business Park?

In favour	483	(95.6%)
Against	14	(2.8%)
Undecided	8	(1.6%)

Appendix 7

Press Cuttings

As many as 1,500 jobs could be created

£30m Asda store heads for Bognor

By SUE CARTER

sue.carter@bedhampton.gov.uk

A £30m investment in Bognor Regis and 1,500 new jobs are on the cards if a proposed new Asda superstore on the outskirts of the town is given the go-ahead.

The proposed store is planned for the Oldlands Farm site at the top of the A29 Shipway Road close to the roundabout and almost opposite an existing retail park.

The Asda-owned site, said a spokesman on Wednesday, had long been identified as a site for a business park.

But he said that with no-one able to justify the £4.5m infrastructure costs of putting in roads and other services, Asda has pledged to not only take on the costs of the works but also build the first 10,000sq-ft business unit to get the plans kick-started.

It will bring a predicted 1,000 jobs to the town for the business unit and a further 500 jobs for Asda, said the spokesman.

A public exhibition is due to take place at the Hotham Arts Centre in the Regis Centre in Belmont Street on November 2 and 3, to allow Bognor residents to have their say on the new proposals.

"The plans are still in their early stages and we are talking about the principle at the moment and are in open discussions with Arun District Council," continued the spokesman.

Although there is no time frame for the 'full-size store with a range of departments', the spokesman said that Asda would like to move on with the plans as quickly as possible.

The Asda chain of supermarkets in the UK became a subsidiary of the American retail giant Wal-Mart in 1999, and is the second largest supermarket chain in the UK after Tesco.

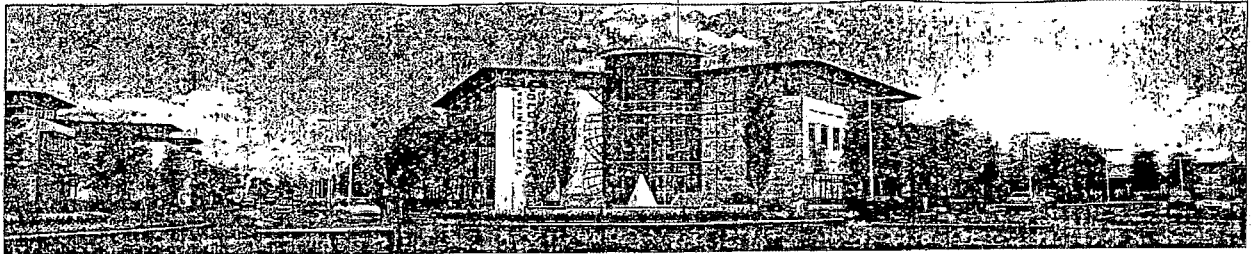
Asda has around 280 stores across the country and employs close to 150,000 people.

Other stores in the south include ones at Redhampton, Fareham, Fratton and Gosport.

Asda was formed in 1965 by a group of farmers from Yorkshire.



The Asda store in Bedhampton



An artist's perspective showing how the entrance to Oldlands Farm Business Park might look

'Biggest change to shopping in decades'

Bognor Regis
Observer
1/11/07

A two-day exhibition will feature the biggest potential change to shopping in Bognor Regis for two decades.

Retailing giant Asda is to display its £30m plans for a store on the town's outskirts.

The event will take place between 10am and 6pm tomorrow and from 10am until 3pm on Saturday at the Regis Centre in Belmont Street.

On view will be details about the possible outlet - revealed in last week's *Observer* - and the adjoining business park which Asda intends to kickstart. The entire development is planned for Oldlands Farm in North Bersted. This is sited directly north of the John Wiley and Sons entrance on Oldlands Way, on the opposite side of the A29 Shipriny Road's roundabout with Rowan Way.

By KEVIN SMITH

town and district reporter

Asda spokesman Tom McGarry said the company expected plenty of interest at the exhibition. "We hope to welcome as many people as possible to our exhibition and show them the vision that will secure the future, not just of this important site, but also of Bognor.

"We are confident local people will welcome Asda. We are the UK's best value supermarket - for choice, for quality, for service, all at the best possible price."

The proposed store, if it goes ahead, will have the biggest impact on retailing in Bognor since Tesco opened further south along Shipriny Road in August 1985. Somerfield, at what is now Morrisons town centre store, opened six years earlier, in May 1982.

But Asda's plans - for which planning permission will be required from Arun District Council once a formal application is made - involve more than a shop, even one set to employ around 500 people.

Asda envisages all the employees having the chance to become modern apprentices or train for NVQ level two to boost their skills and wages.

WHAT DO YOU THINK?

Let us know what YOU think about plans to build an Asda store on the edge of town and how it will impact on businesses. Email your views to: letters@chichesterobserver.co.uk or send a letter to: Chichester Observer, Unicorn House, 8 Eastgate Square, Chichester, PO19 1JN

The store will form part of the Oldlands Farm business park. Arun District Council has wanted this to be built since 1999 as part of the site six development with its 1,850 homes in North Bersted and Felpham.

But the business park has stalled so far because of the large cost of funding the initial infrastructure to get the development started. The site needs a £4.5m investment to pay for internal roads and services before any building work can start.

Asda will provide this financing alongside the cost of building its store. The company will also build the first 10,000sq ft business site to encourage additional jobs there. The total cost of the firm's investment on

the farmland site will be £30m.

This could lead to more than 1,000 high quality jobs being created in the first phase of the business park alongside the store vacancies.

Mr McGarry said: "Without our investment, there is unlikely to be a business park on the Oldlands Farm site and the opportunity to bring 1,500 high-quality jobs to Bognor will be lost.

"But our plans are about more than jobs. They are also about improving shopping choice.

"We know that the majority of local people currently do their food shopping elsewhere - Chichester and Littlehampton - and we want to play our part in bringing their business back to Bognor."

Businesses join up to fight Asda store plan

BUSINESSES around Bognor Regis have combined for the first time to oppose plans for an Asda store on the town's outskirts.

Bognor Regis Ltd, the chamber of commerce, and the Arun Business Partnership have joined together to fight for the site of the proposed giant store to be kept for industrial jobs.

They warn that failure to protect the land at Oldlands Farm, next to the A29 Shipway Road, could see some of Bognor's biggest commercial employers forced to look elsewhere for new premises.

The farmland location, immediately north of the entrance to John Wiley and Son's offices and warehouses on Oldlands Way, has been allocated by Arun District Council for eight years for industrial use.

The council envisaged jobs created by a modern business park would balance the need for work created by the occupiers of the 1,350 homes about to be built at North Binstead and Polpham.

A total of 11.25 hectares is earmarked for immediate use. Another 11.8ha can be used once potential flooding risks from the Lidey Rife have been overcome.

But the prohibitive cost of funding the required infrastructure to turn the site into an industrial hub has deterred any developers. This is estimated by Asda at £4.5m for internal roads and services.

Arun has used the threat of a compulsory purchase order to get some action from the landowner. But the arrival of a major retailer, as revealed by the *Observer* in May, led to last week's revelation of Asda's desire to invest £30m into the town.

David Myers, Bognor Regis Ltd's consultant, said the presence of a superstore on the edge of Bognor rather than preserving the site for industrial use could ultimately harm the town.

Bognor Regis Ltd speaks for 20 companies who employ about 1,200 people. They included Wileys, Solartron, Eurotek and Eaton Power Solutions.

About half of them are owned by overseas firms who weighed up Bognor's attractions on a worldwide basis.

He stated: "Bognor Regis Ltd says Oldlands Farm should go ahead on the basis of what Arun has specified in their local development framework to have industrial development there because there is no other greenfield site available around the town."

"We have members who employ 200 to 300 workers who are looking for alternative locations because their leases are running out or they are unhappy with their present premises, particularly in Durban Road, or they want to combine several units in one place."

"There is a lot of pressure on these guys. They have to keep their businesses going forward."

"But they have to justify staying in Bognor and what do they do if there is nowhere for them to go?"

He said a recent example of an overseas owned firm's decision to leave Bognor was Respiritics which left Heath Place for purpose-built premises in Taunton.

"This is not being opposed to Asda. It is being opposed to the use of that site for retail purposes," Mr Myers stated.

REPORTS AND ARTIST'S IMPRESSION

Page 8

Arun allays concerns of businesses

ANY impact on existing Bognor Regis stores will be taken into account before an Asda store gets the go-ahead for the edge of the town.

The effect on surrounding roads of the thousands of customers expected to head to the Oldlands Farm store each week will also be considered in advance of any decision.

Planning officers from Arun District Council will assess a formal planning proposal from the retailing giant in line with the same principle as any other application.

A council spokeswoman said: "There will be a need to carefully examine the proposals when submitted to assess whether or not sufficient information has been submitted with the application."

"The required information will include, among other matters, design and access, transport impact, retail impact, flooding, employment and section 106 (legal) requirements for infrastructure payments."

Asda's proposals will be assessed against a raft of planning policies to see how it fits in to the overall picture for development of farmland.

The assessment by the planners will focus the national planning policies set out the government as well as the draft land use strategy for the south east as well as the county council and district councils' planning guidelines.

Asda will have the option, along with all applicants, of appealing to the planning inspectorate for a public inquiry if Arun rejects its application.

Public urged to see display

TOWN councillor Adam Cunard has urged everyone to go along to the Asda exhibition in Bognor Regis.

Cllr Cunard manages the Regis Centre where the display is being held tomorrow and Sunday.

He said the event was one of the most important occasions in the town's recent history.

"We have to look at the effects of having one of these out of town stores."

"An Asda store could have a lot of far-reaching effects - not just in a wonderful new store but also taking people out of the town centre," he commented at Monday's town council meeting.

"If there is a lot of building work in the town for the regeneration, they might bypass Bognor and go straight up to Asda."

"Asda already own the land but they have not put in a planning application."

Store will help keep consumers in town

By KEVIN SMITH

kevin.smith@bognortoday.co.uk

An Asda in Bognor Regis would help keep the town's residents from spending millions of pounds elsewhere.

It is estimated by retailing experts quoted by the firm that about £55m worth of shopping a year is done by Bognor residents away from their home town.

That is about half of their £120-130m annual retail spending.

Asda development surveyor Barry Harle said the company's presence would complement the planned town centre regeneration to boost Bognor's retailing profile.

"They are the chance to change the reputation of Bognor as a shopping environment.

Instead of people going to Chichester to shop, this is the opportunity for the bigger town to become the town it should be."

Mr Harle said other favoured destinations of Bognor residents who travelled to shop were Littlehampton and Worthing and as far as Portsmouth.

"We believe that 50 per cent of shopping spend should remain locally," he commented.

"The trade is there. People are living in Bognor, they are sleeping and eating in Bognor but they are not spending money here because there is not sufficient shopping.

"The town needs more competitive food retailing. Tesco and Morrison are trading at full capacity," he claimed.

"With a large population growth in the housing along the Bognor northern relief road, someone has to serve these people.

"If the town doesn't have the stores, people will continue to go elsewhere."

Mr Harle said the presence of Asda about two miles from the town centre would also benefit those central shops.

"A lot of people who live in the town don't come anywhere near the town centre. They drive to Chichester and do all their shopping there.

"If people drive, seven, ten and 15 miles on Saturdays to go shopping they will not bother to come back to Bognor town centre.

"If they are going a mile or two to Asda, they are more likely to use the town centre as well," he said.



Asda town planning manager Sue Smales and development assistant Danielle Booth discuss the Shripney Road scheme with residents Valerie and Ian McRither. C07259-1

Residents welcome large store concept

RESIDENTS who spoke to the *Observer* at Friday's open day of the exhibition welcomed the prospect of Asda in the town.

Michael Picknell (65), of The Hartings, Felpham, said: "I am quite happy to see them here in principle."

"We are going to need more supermarkets because of the amount of housing they are building around here."

"There is really only one supermarket in the town centre and I can't see that really being affected too much by Asda."

"The effect on the other shops depends on what exactly they are going to have in the store."

Aldwick resident Derek Bech (76), of Canons Close, stated: "They are interesting plans because we need a second major store to give some competition for Tesco."

"I don't think Asda will make any difference to the town centre. People go to those local shops because they like the

personal service and the items they sell."

He said the planned development made previous plans for a Shripney railway station more sensible.

"That must follow all this development on that site," he stated.

Martin Groombridge (69), of Clarence Road, said: "Having Asda here is a good idea and it would be nice to have a business park."

"It will create a lot of new jobs for the area."

"It won't make much difference to the shops in Bognor."

"They survive with Tesco and Morrisons and there is no shortage of people shopping there."

It can certainly get quite busy on Saturday afternoons."

Another retailer heads to Bognor

ASDA is the second national retailer this year to announce plans to open along Shripney Road in Bognor Regis.

The *Observer* reported last February that Pole at Home was the most likely occupiers of a retail unit proposed for the A29.

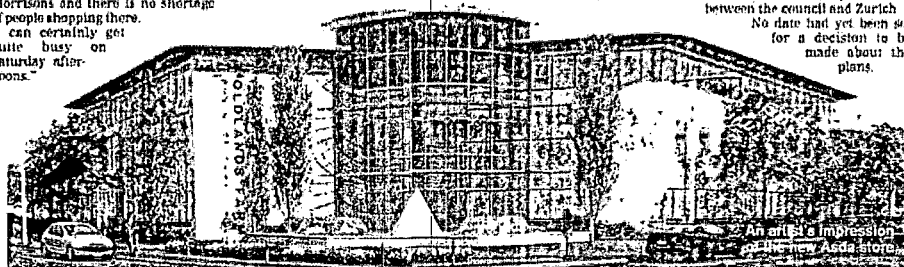
The

company was named as the possible user of the store which would replace the car sales businesses next to the Bognor Regis Retail Park. Land owner Zurich Assurance wants to build the store with 17,600sq ft of selling space in front of the Matalan branch at the

retail park's southern end. The application for the store has yet to be considered by Arun District Council.

Planning officer Keith Wheway said highways issues surrounding the proposals had yet to be resolved. Other confidential matters were also the subject of talks between the council and Zurich.

No date had yet been set for a decision to be made about the plans.



Plans two months away from submission

A PLANNING application for an Asda store on the outskirts of Bognor Regis could be submitted within two months. The retailing giant intends to formally seek outline permission for its £30m development at Oldlands Farm by early January.

This will establish the principle of developing the farmland for retail and commercial uses.

The important document will contain the proposals for a 75,000-80,000sq ft store off Shripney Road.

It will also feature all the infrastructure - a dual carriageway and other roads, sewage, power connections - needed for a business park to be built alongside the store.

An important part of the application as well will be a 10,000sq ft two-storey office building as the first stage of the business park.

Arun District Council will consider the application in the coming months.

If it is approved, Asda intends to send in a detailed application to deal with the precise matters of the development during late 2008.

A further approval will be needed from the council before any work can begin on the site. The final go-ahead will signal the start of 12 months of construction to before the store and office block are ready. This could see the store's first customers walking through its front

doors in about mid-2010. Refusal by Arun could see Asda appealing to the government's Planning Inspectorate. The timetable was outlined by Asda's development surveyor Barney Harle.

He is the man in charge of the firm's project in Bognor.

He claimed the firm was the only hope of getting the total 28.65 hectares of Oldlands Farm developed in line with Arun's land use blueprint which foresees industrial premises there.

"A commercial developer will not take on that site," he said, "because the cost of the infrastructure would be £6m. That's £1.5m for the Asda store and £4.5m to install the ser-

vice for the business park. It will take a developer 10-15 years to get a return on that level of investment.

"They cannot afford to do that but Asda can."

The company bought eight acres of the site from the Longmead Estate in early 2006. The farming family still own the rest. The first phase of the business park, which will stretch over 31 acres. A slightly larger area can be used as the second phase once potential flooding from the adjoining Lidesey Rife are tackled. It is expected that the business park and store will generate some 1,500 jobs. By installing the basic services for the business park,

it is hoped that developers will be more willing to put up offices and factories.

Bognor was chosen by Asda because the site had been earmarked for development. "It is very difficult to find sites like that," stated Mr Harle.

The firm has since commissioned dozens of surveys from various experts to find out the effect of its proposals on the surrounding area.

The subjects include transport, wildlife habitats, flooding and the environment. One report alone is an inch thick and full of detailed analysis of the situation. The documents will supplement the outline application.

Biggest in town

ASDA will easily be the biggest supermarket around Bognor Regis. The plans are for a total size of 75,000-80,000sq ft building with a floorspace of 48,000sq ft.

This is the same as the company's branch in The Bridge shopping centre in Fratton, Portsmouth, and about half the size of its massive Havant branch. Asda in Bognor would also match Tesco at Fishbourne.

But it would leave Bognor's Tesco behind. That measures 72,785sq ft overall and the town centre Morrisons' is 24,000sq ft in comparison.

Asda expects to employ 400-500 people at its new store. It estimates some 1,500 workers in all will be based at the business park on which the store will be located.

Asda will put forward extensive impact study

A PRELIMINARY report from planning experts shows the extent of the work that will be done by Asda to back its plans to come to Bognor Regis. The company's property consultants, Drivers Jonas, has submitted a scoping report to Arun District Council.

Its purpose is to set out the terms of research for the environmental impact assessment which will accompany Asda's outline planning application for its store at the end of this year.

Drivers Jonas has set out ten matters upon which the Oldlands Farm store and its adjoining business park on land currently used for arable crops will be assessed.

These are: archaeology, ecology and nature conservation, environmental, water, transport, noise, air quality, landscape and visual

issues, agricultural circumstances and utilities infrastructure.

For water, the investigation will consider the drainage required for the scheme to go ahead, flooding risks and ensuring ground water remains safe.

The transport studies will look at the impact of the development on a wide range of groups such as residents, pedestrians and cyclists.

Present conditions on all the main roads will be considered and used as a basis to see which routes the extra vehicles generated during the building works for the scheme and its first year of full occupation will use and how many there will be.

"It's likely that the level of traffic during the construction phase

will be less than when the development is first fully occupied," Drivers Jonas states. But there may be a greater volume of larger vehicles.

"Likewise, although traffic levels will generally increase in time, the greatest impact the development will have is likely to be in its first year of full occupation."

Noise levels will be considered from both the building works and vehicles servicing the site and its occupied uses.

The pollution impact of work on the site and during its operation on the air quality on homes and vegetation closest to the location will be assessed as well.

The visual affect of the development will measure how it will appear during construction, upon completion and 15 years later.

We want more industrial premises, not a store on what is a business park

THANK you to the *Observer* for covering our opposition to the proposed Asda out-of-town store under the headline 'Businesses join up to fight Asda store plan'.

Bognor Regis Ltd represents the larger industrial and commercial businesses in Bognor Regis and has a particular interest in the impact of Bognor's regeneration on the sustainability, growth and expansion of the local industrial and commercial base.

We currently represent 20 partner companies with around 1,200 employees.

We believe it is important the reasons are understood as to why Bognor Regis Ltd, the Chamber of Commerce and the Arun Business Partnership are coming together and opposing the retail development on Oldlands Farm.

I would, therefore, like to summarise our concern and the importance of the right decision for Bognor's industrial and commercial future being made by Arun District Council.

Existing industrial zoned land in Bognor Regis:

- There are no current alternatives in Bognor Regis for industrial and commercial locations outside of South Bersted Business Park and Southern Cross Industrial Estate.
- Encroachment of residential development on the South Bersted Business Park is generating uncertainty and lack of confidence regarding the future of the estate.
- The age and condition of buildings on South Bersted Business Park are forcing tenants/freighters to look for more cost effective and prestigious alternatives.
- Existing alternative locations are located out of Bognor Regis, eg Chichester Business Park at Tangmere (Respironics recently relocated its HQ from Bognor Regis to a bespoke 85k sq ft facility at Tangmere).

The case against retail development at Oldlands Farm:

- Reduces availability of up to 23 hectares of industrially zoned land, threatening the sustainability and inward investment of industrial and commercial businesses.
- Negative impact on town centre retail outlets at a time when the regeneration

of Bognor Regis is intended to provide a vibrant town centre retail and leisure experience.

- Encourages the continuation of 'out commuting', including the residents of the 1,350 new homes at Felpham and North Bersted who will not have the benefit of an increase in local higher value added employment.

- It has been recognised that fewer jobs per square metre are normally generated on land designated for supermarkets rather than for business use.

- Generates typically low paid, unskilled and frequently part-time supermarket positions at the expense of higher value added skilled and semi skilled employment.

- Historically check-out operators and shelf stackers are in the worst paid ten jobs in the UK for both men and women. The standard pay rate for Asda check-out and shelf stackers in October 2006 was the national minimum wage of £5.35 per hour. (Source: GMB)

- Discontinuation of local cash flows, as local businesses are not able to compete. Some studies show that 50 per cent of turnover from local retailers is returned to the local economy.

However, large retailers may return as little as five per cent to the local economy. (Source: House of Commons' Small Shops Committee Report 2006)

The Asda proposal plays lip service to Arun District Council's industrial zoning for Oldlands farm by stating it will construct the first 10,000sq ft office building.

There is no further commitment beyond that and with no experienced commercial business park developer to partner Asda then there is a real probability that this important site will in due course take the form of another retail park.

The regeneration of Bognor Regis is a unique opportunity to change the image and build on the heritage of the town.

A mixed local economy is fundamental to the economic well being of Bognor and we therefore call on Arun District Council to ensure that Oldlands Farm remains zoned for industrial development.

Mr R Turner, chairman,
Bognor Regis Limited, Bognor Regis

'Land is for industrial use only' - council

LAND use guidelines of Arun District Council for the North Bersted site owned by Asda remain unchanged.

The council has earmarked 23.05 hectares on Oldlands Farm for industrial uses.

These could be light industry, research and development, general industry and warehousing and distribution.

Retailing - which Asda wants on an eight-acre plot there - falls into a different category of land use in planning terms.

Arun resources director Nigel Croad said the council had 'made it very clear' to Asda that it wanted only industrial premises occupying the out-of-town site alongside Shripney Road.

"The council is not in favour of retail provision at Oldlands Farm," he explained at last week's joint western Arun-area committee.

Arun's head of planning services Howard Cheadle said the decision by Asda to hold a public exhibition about its proposals was merely the company outlining its scheme.

"Asda is going through the preliminary stages of submitting a planning application," he said.

The company already had sent some information to the council about the impact of its proposals on the surrounding area.

Government guidelines stated that part of the build-up to a formal planning application being sent in for a scheme of this size should feature public consultation.

"Everybody is asked to do it. This is not an indication of any sort of done deal about the scheme," stressed Mr Cheadle.

"This is nothing to do with whether this is a good idea or a bad idea at all. This is just about Asda submitting a planning application."

"Anyone can make a planning application for anything on any land provided they go about in the correct process."

It's 'yes' to Asda store

WE want Asda! That was the response of the hundreds of residents who viewed the company's plans for a store in Bognor Regis.

More than 700 people went along to the two-day exhibition in the Regis Centre. Support for the proposals was said by the firm to be 95 per cent-plus from those who commented about the proposals at last Friday and Saturday's event.

The reasons for their backing included the need for more jobs in the area and the current lack of shopping choice.

Asda wants to invest £30m in the Oldlands Farm site to include a £4.5m investment installing services for the first phase of a business park next to its store.

The scheme is estimated to be worth 1,500 jobs in the business park.

■ More reports on page 4

We should welcome the arrival of Asda

I would like to make a few comments about the letter from Mr Turner, the chairman of Bognor Regis Ltd, regarding the proposed Asda store.

Mr Turner, and the various businesses which he represents, appear to think Bognor needs industrial and not retail premises. I would like to ask him, if this is truly the case, why has it taken me two years to sell my empty factory on the Southern Cross Industrial Estate?

This is a modern factory, on a modern estate, kept in first-class order, having been recently painted inside and out, not one of the old, rundown buildings on the South Bersted Business Park.

And yet there was very little interest from businesses of any kind.

Manufacturing in this area is disappearing at a rate of knots with businesses closing all around, such as Rosemount Engineering, Ltd, Southdown Engineering, Automotive Patterns, Chub Fire and many smaller manufacturing companies such as my own.

I would be interested why Mr Turner feels more industrial premises are required when estate agents cannot sell the ones we have already got.

As a resident, I agree with the view of the majority of people who attended the two-day exhibition in the Regis Centre. For too long we have had to put up with either having to shop at Tesco, with problems trying to exit the car park, its constant problem with empty shelves, and the horrendous crowds at bank holidays and Christmas.

The only alternative we have in

Bognor is the smaller Morrisons, which is cramped and with constant long queues.

Mr Turner obviously does not read the *Observer* as he seems to be unaware of the proposals to build thousands of new homes around Bognor.

Where does he think all of these people are going to do their food shopping?

Tesco would have to double the size of its store and car park to cope with the numbers of people these new houses will generate.

The other fact, of course, is Bognor residents are entitled to a choice of where they shop and short of driving to Chichester, only to get stuck in the traffic jams on the A27, we do not, at the moment, have that.

A report on supermarkets recently pointed out people do not like to travel more than ten minutes to do their weekly shop.

Ray Kidd, Westminster Office, Black

I WAS very surprised certain groups were against Asda coming to Bognor Regis. *Observer* letters last week. The vast majority of people I have spoken to are very keen they come. 68 were over 50 per cent of the 700 people who visited the fine exhibition Asda put on at the Regis Centre.

Bognor Regis has only one large out-

of-town store, Tesco, while Littlehampton and Chichester, our closest towns, both have two or more.

In a recently announced policy the government stated there should be more than one out-of-town large store so there is the necessary amount of competition.

Stores in the centre of the town have not the amount of free parking necessary to attract sufficient numbers of shoppers, and I doubt Arun District Council would give up their pay parking in Bognor Regis town centre to provide this.

I attended the Asda exhibition and it is promising 24.5m to develop a business park on the Oldlands Farm site.

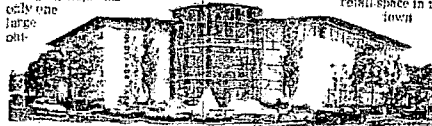
The artist's impression of the site they proposed was very impressive and was far superior to the industrial site at South Bersted.

One of the reasons companies left the site at South Bersted and moved to the Chichester site at Tangmere was because they were assumed when their overseas customers visited them there.

Surely this offer from Asda is an opportunity too good to miss.

Ken Scott, Heywood Lane, Bognor Regis

IN HIS LETTER, Mr Turner, opposes the possibility of more retail space in the town.



An artist's impression of the proposed Asda store

because, he says, the need is for more industrial space.

Bognor Regis Ltd, which represents 20 businesses, the Chamber of Commerce, and Arun Business Partnership all come together, he says, in their opposition to the Asda plans because that area is needed for industrial space and 'there are no current alternatives for industrial and commercial locations'.

There is plenty of space for industrial and commercial activities in the former Lee factory and other empty buildings nearby.

For several years these buildings have been a slum-like eyesore on the approach to Bognor Regis. It beggars belief organisations such as Bognor Regis Ltd, the Chamber of Commerce, and Arun Business Partnership, have not been proactive and working diligently to bring in businesses to use, and if necessary rebuild, these premises that occupy a prime commercial site.

The need for another supermarket is glaringly obvious.

Mr Turner says edge-of-town supermarkets would have a negative impact on town centre retail outlets. I suggest the greatest 'negative impact' on Bognor's town centre is the cost of parking while shopping there.

Angela D Waller, Felpham

I AM EXTREMELY concerned about the possibility of Asda 'Walmart' arriving in Bognor.

This is completely unnecessary to the regeneration of Bognor, as yet another out-of-town store would only pull people away from the town centre.

Mrs P Horsfield, Bognor Regis

Special meeting on Asda project

SPECIAL arrangements have been made by Bersted parish councillors to consider plans for a large Asda store.

The council members agreed that the major development by the retailer should be considered at a separate meeting of the council.

Asda expects to submit its formal application for the 75,000-80,000sq ft store off Oldlands Way within the next two months.

The £30m proposals also include the installation of all the services for a neighbouring business park as well as a 10,000sq m office block for the first commercial building there. The application will be sent to Arun District Council to consider.

But the parish council always has the chance to debate planning matters

in its area and pass its opinion to Arun.

This task is usually performed by the parish's planning, amenities and environment committee.

But councillors agreed on Tuesday that the scheme deserved to be scrutinised by all councillors.

Parish council clerk Michael Johnson said this would repeat the arrangement for the site six housing development.

Cllr Simon McDougall said: "As and when a planning application is received from Asda, it should be put on the main council agenda for a separate full meeting of the council to discuss it."

"That will be the best way of dealing with the matter. Every councillor will get the chance of making their voice heard early on."

Still concerns over effect on business park

Asda to sell its full range at new store

Asda has confirmed it will sell all its usual goods at the proposed Bognor Regis store.

The giant retailer expects the 75,000-80,000sq ft outlet to stock food and non-food items such as electrical equipment, clothes and health and beauty products.

The news was revealed by Arun District Council chief executive Ian Sumnall.

Asda and the council have been involved in a series of talks since the company's announcement last month that it was targeting Oldlands Farm, off Oldlands Way, for a new store.

Mr Sumnall said: "Asda have confirmed that they will be selling the full range of what they do."

Their store will be bigger than Tesco and the biggest retail store in Bognor.

"That in itself is significant because the impact (on the town centre) is greater the bigger the store is."

By KEVIN SMITH

Kevin Smith is a reporter for the Arun District Council.

But Mr Sumnall told Monday's meeting of Arun's Bognor Regis sub-committee that Asda would have to supply an independent analysis on the retail market in Bognor as part of its planning application for the store.

This report will show the state of the shopping market in the town centre and how the existing shops will be affected by Asda.

It will be scrutinised by the council before a decision about the proposals is made.

Asda expects to submit an application to Arun early next year.

The council has earmarked the privately-owned site for a high-tech business park since the late 1990s to boost skills and wage levels in the Bognor area.

Asda has promised to build the first 10,000sq m office block for the business park and

install all the services needed for future occupiers.

Bognor Regis regeneration task force co-ordinator Richard McMans said several crucial questions needed to be asked when considering the suitability of another out-of-town store.

These concerned how the 400-500 jobs available would boost wages, and if, as his among Bognor's residents, how it would entice more people to shop in Bognor rather than simply stop them going elsewhere and how a store's presence would affect the rest of the business park.

Sub-committee members welcomed the prospect of Asda opening in Bognor.

Cllr Andrew Evans (Bognor Marine) said the council's proposed regeneration of the town centre with St Modwen Properties should counter the Asda effect.

"Another superstore would be good by providing some better choice for the people of Bognor," he stated.

"Out of town stores do have an impact on town centres but we have the opportunity with St Modwen to change our town centre."

"If we provide enough of what people want in the town centre, an out-of-town store is not going to impinge on what happens in the town."

Cllr Paul Wells (Bognor Hotham) said: "There's a need for a greater variety of food shopping in Bognor."

"For far too long, it's been largely dominated by one particular store, chiefly on the outskirts of the town and in smaller outlets around the town. We need further competition in supermarkets. It's not there at the moment."

"People are travelling, to Chichester, Littlehampton and Worthing to do their shopping. A lot of people travel to Asda at Havant. But I would still like to see what impact an Asda would have on the town centre because that's the most important factor."

Beware what you want, Arun may just take it

IT IS a delight to see the variety of opinions expressed in your columns.

Bognor Regis is facing a considerable number of issues, and all those concerned in the future of the town must surely acknowledge that we have a great number of challenges and choices ahead of us.

In this respect, it is always refreshing to hear the sensible comments made by the assiduous Nick Stuart-Nicolson, chairman and president of The Chamber of Commerce.

In particular, his reasoned view that the High Street traffic

restrictions are totally unenforceable (and, in his own words – about as enforceable as dogs on the beach and cycling on the promenade!).

However, I would caution Mr Stuart-Nicolson and the Chamber in taking this view regarding the High Street, as clearly this could encourage Arun District Council to further justify their controversial plans to close part of the sea front road. The re-opened High Street would then create the vital through-route to enable the seafront to be closed to accommodate the impending St Modwen development.

Further, the Asda issue, very definitely requires extensive thought, exploration and constructive engagement. I believe that the majority view now emerging is that Asda Wal-Mart (being a very well recognised "magnet" retailer) should be welcomed. In particular in their stated ability to kick-start and enable the long awaited development at that location on the A29. This, in consequence, can only be good and positive and bring very tangible benefits to Bognor Regis and its environs.

H C Braid,
Bognor Regis

We need to take long-term view

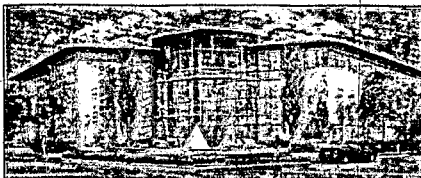
I WAS interested in reading the correspondence you published last week under the headline "We should welcome the arrival of Asda", in response to my previous week's letter.

The debate on the future of Oldlands Farm is to be welcomed.

Bognor Regis Ltd is committed to ensuring Bognor not only sustains its existing businesses but can also benefit from further inward investment by commercial and industrial companies.

It seems the *Observer* correspondents are more interested in the short-term position of Bognor businesses and are not focusing on the grave implications of the larger companies being unable to meet their growth aspirations in Bognor.

Our members are faced with important decisions regarding their locations over the next 12 to 24 months.



An artist's impression of the entrance to Oldlands Park

Some will be looking for alternative locations as their leases expire, others are concerned about the condition and location of their current sites especially in Durban Road, while there are companies who want to combine several units into one location.

These companies do not have local shareholders and their local management plans are subject to review by multinational owners who, as you would expect, measure the

benefits of remaining in Bognor against global locations.

I would like to reiterate we are not anti-Asda and indeed welcome any competition which would benefit the Bognor consumer.

However, Oldlands Farm represents the only greenfield site which would enable industry to have the opportunity of meeting its future aspirations in Bognor Regis and continue to bring skilled and semi skilled jobs

into the area.

The Lec brownfield site is a further development opportunity and it is hoped landowners Sime Darby and Arun District Council can quickly conclude on their promised employment-dominated proposals for this important gateway location.

Roger Turner,
Chairman Bognor Regis Ltd

I CANNOT believe any group is objecting to the proposed Asda store in Bognor Regis.

All supermarkets in this area, from Bognor to Littlehampton are always crowded - indeed, overcrowded - and it is obvious we need at least one more ... soon!

At Tesco, Bognor branch, either their own staff or the police have to be on the A29 directing traffic at busy times, so shoppers' vehicles can leave the car park. On a recent midweek morning, when neither Tesco staff nor police

were directing traffic, I waited seven minutes to get out of the car park.

How much does it cost us, as council tax payers, each time a police car and officer have to be sent to this location?

Of course, Tesco wanted to put in a traffic light to avert this block but their proposal was turned down.

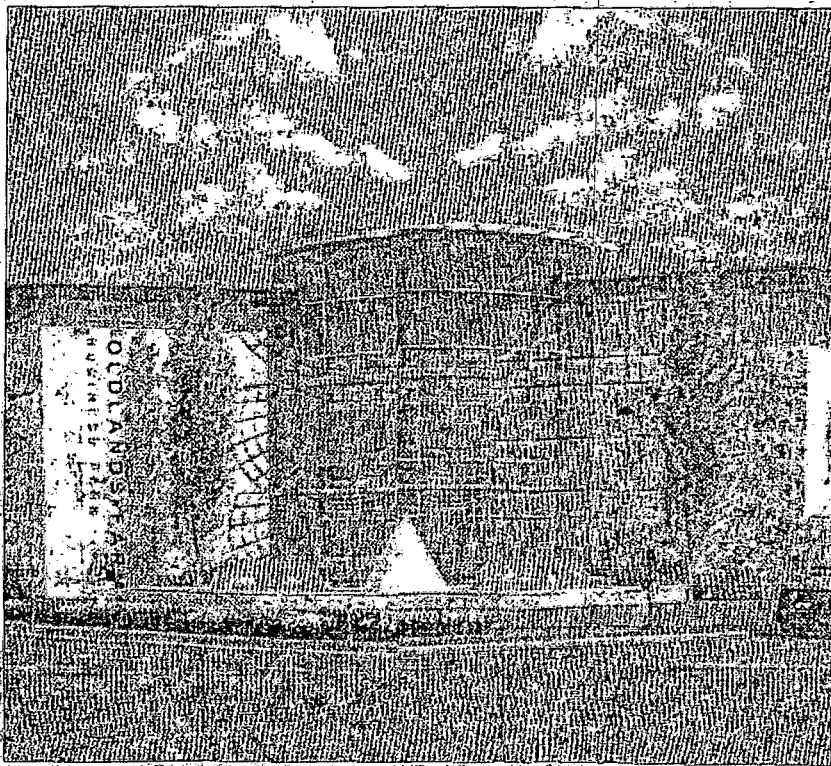
I have been at meetings where members of the Bognor Regeneration Group opposed this proposal because, they said, the A29 is the main north-south road for Bognor and should not have any hold-up caused by a traffic light.

Anyone coming into Bognor is probably less impressed by the smooth flow of traffic on the A29 than by the sight of the eyesore that is the abandoned (former Lec) buildings.

Bognor regeneration? I don't think so. Bognor stagnation would be more appropriate!

Angela D Waller,
Felpham

Asda store would be a benefit for Bognor



An artist's impression of how the new Asda would look. Copyrighted picture

Surely it is good news to the shoppers of Bognor that the Asda store coming to the town is one of its larger stores and selling a full range of its products.

So often in the past Bognor Regis has had to accept second best and anything advantageous to the district tends to go to Littlehampton.

I do not think the shops in the town centre need to worry about the competition - Chichester has four large out-of-town stores and they do not damage its 'in-town' shopping, although this might be because the parking in Chichester is cheaper than Bognor and the car-parks are far superior.

I am very pleased the two district councillors, Andy Evans and Paul Wells, are supporting Asda and even Mr Turner, speaking for Bognor Regis Ltd, said it is not anti-Asda and would welcome any competition that would benefit the consumer.

I do not know who the members of Bognor Regis Ltd are today, but when it was first formed in the mid-60s, and I was a member as the mayor of Bognor and the county councillor for Bognor division, it comprised councillors from the three tiers of local government, the Member of Parliament and various business leaders in Bognor and surrounding area.

Their raison d'être was to improve conditions generally for the people of Bognor Regis.

I believe the introduction of a new store to Bognor will help to achieve that.

Ken Scott,
Wyewood Lane, Bognor Regis

Business makes U-turn over superstore plan

Business representatives in Bognor Regis have backed Asda's arrival in the town.

The executive committee of the chamber of commerce has performed a U-turn in supporting the national retailer.

It was stated last month by Bognor Regis Ltd that the chamber was against Asda's planned presence at Oldlands Farm off the A29 Shripney Road.

But the committee's meeting this week voted decisively by 6-1 to welcome the company's proposals.

Chamber chairman and president Nick Stuart-Nicolson told Monday's that the presence of Asda would be good for Bognor's retailing profile and attracting people to spend money in the town rather than elsewhere.

It also appeared likely that Asda's willingness to spend millions of pounds installing all the services needed for a long-awaited business

By KEVIN SMITH

kevin.smith@bognoroday.co.uk

park to be built at Oldlands Farm as well as a 10,000sq ft office block was the only way the site would be developed.

"There appears to be mounting and overwhelming support for the Asda project," he explained.

"Particularly because it would appear that Asda's contribution will be the only way forward due to their proposal to substantially develop the site, install the infrastructure and provide the first office building."

But he said the chamber's support should be conditional on Asda providing park and ride facilities from its store to the town centre.

"If Asda bring in so many extra people to do their shopping around Bognor, and 10pc of them go on into the town centre, that has to be good for the town," he explained.

Shirley Hardy, a committee member, said:

"I'm in favour of Asda coming here because it will give Bognor a better shopping choice," she stated.

Fellow member Ian Harding said he did not want Asda to be sited on a location earmarked for high-tech and high skilled jobs.

But he said he would welcome their presence elsewhere around the town. Asda expects to submit a planning application to Arun District Council for its 75,000sq ft store, office block and the business park works early next year.

The district council has long earmarked the area as its favoured location for a business park.



'Asda should set up in centre of Bognor'

ASDA is welcome in Bognor, was in the town centre, I Regis - in the town centre, would support it," he stated. the town's regeneration. "It would bring people into the town centre and

Richard McMann told an increase footfall in the audience of business repre town. Morrisons, as the sentatives from Bognor and major supermarket in the Chichester that the retail town centre, needs competi- giant would be a good addi tion to make sure its stan- tion to Bognor but only in dards, products, offer and the right location: service are as keen as they.

A planning application need to be. Opening an Asda store in for the work is destined to be submitted to Arun the town centre would also District Council next justify the argument that month. the goods on sale in its full

But Mr McMann said at range of products would the Business Futures pres stop residents travelling to entation last week, he Chichester and remained against the pro Littlehampton to do their posals in an area set aside supermarket shopping.

by Arun District Council The effect on other town for industrial uses. centre shops would also be significant as the extra "I've nothing against Asda but not on the site shoppers spent money in they have chosen. If Asda them as well, he added.

Residents say yes to new store

MORE than nine out of ten residents want Asda to arrive in Bognor Regis.

The retailer announced on Tuesday that its proposals had received 95 per cent support. The company said it had received 505 feedback forms regarding its plans to open a store at Oldlands Farm next to the A29 Shripney Road.

Detailed analysis of the replies showed that more than 95 per cent were in favour of the scheme.

A clear consensus emerged among the respondents that the proposed development would help improve shopping choice in the area and provide much-needed jobs for Bognor's residents.

Asda proposes to spend £30m setting up in Bognor. The investment includes £4.5m to build the infrastructure needed to enable a long-awaited business park to be created at Oldlands Farm.

Asda spokesman Tom McGarry said: "Clearly, the vast majority of people support the plans. We are grateful that so many took the time to give us their feedback. We are confident that our investment will help ensure the long-term economic prosperity of Bognor.

"The results from the consultation show that residents share that view.

"Our results also show that people are in favour of a business park on the site.

"Only our proposals can meet that desire. Without our investment in the infrastructure and initial business unit, there is little chance that Bognor will get the future it deserves.

These are the full details:

Q1 - Do you think Bognor Regis would benefit from a new Asda store?
Yes 480 (95.04%)
No 18 (3.56%)
Undecided 7 (1.4%)

Q2 - Do you think Bognor Regis would benefit from a new business park?
Yes 483 (95.6%)
No 14 (2.8%)
Undecided 8 (1.6%)

Commendable u-turn on Asda

I WAS very pleased to read the executive committee of the Bognor Chamber of Commerce has now decided to support the plans by Asda to build a large store and a large office building and develop the Oldlands Farm site.

Obviously reasoned thought, calm judgment and plain common sense have prevailed.

So, they have performed a u-turn? How commendable!

A wise man may change his mind; a fool, never.

Angela D Waller, Felpham

A FEW weeks ago I attended the presentation by Asda of its proposals for a store on the outskirts of Bognor Regis.

I was given to understand the artist's impression which has been used by the *Observer*

(below) is not of the new store, but is of either a factory or a block of offices which will be placed on the corner of

Oldlands opposite to Wiley's, and that the new store will be placed further to the east of this corner, on a roundabout on the new relief road.

I wonder what this will do to traffic flow on this as yet unbuilt road and has this new proposal been taken into account in the planning.

I also wonder where we are going to house the extra 500 workers who will be employed by a company not famous for high rates of pay. Are we to have more bedsit land?

Tony Walters,

Whitfield Close, Bognor Regis

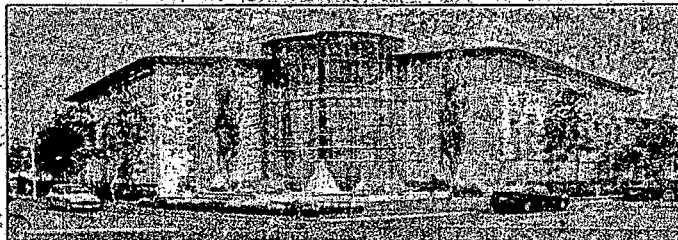
CONCERNING the saga of Tesco traffic lights or not on Shripney Road.

It occurred to me that if Asda does come to Bognor Regis (against the wishes of certain local councillors), then the problem of congestion at Tesco exit will be solved as 50 per cent of these customers will be shopping at Asda.

Just a thought.

A Green,

Clydesdale Gardens, Bognor Regis



Will this help the traffic flow?

Bognor Regis OBSERVER

ESTABLISHED 1872

Thursday, December 13, 2007

48p

www.bognor.co.uk

Asda unveils store plans

Asda is set to submit formal plans for a Bognor Regis store next week. The national retailer is believed to be ready to unveil the detailed proposals, the *Observer* can reveal.

The exact date of the submission to Arun District Council has not yet been stated.

But the company is understood to be keen to start the formal planning application process before Christmas. This is well in advance of its indications of an early 2008 date for the application to be ready.

It shows the keenness of Asda to open in Bognor as the first occupant of the Oldlands Farm business park off the A29.

The firm is proposing to spend £30m creating some 600 jobs at a store of up to 4,500 square metres at the location north of Oldlands Way. Its plans will go to Arun District Council for a decision. An eight week legal deadline applies for determining all planning applications.

But this can be extended for major matters if the applicant agrees.

Asda could be open in little more than two years if good progress is made with the application. But the timetable could suffer delays if the council rejects the proposals and the retailer has to appeal to the Planning Inspectorate for a fresh decision.

Public opinion cited by Asda showed 95 per cent of the 506 people who responded to its consultation last month backed its proposals. As well as a store to sell all the com-

By KEVIN SMITH

Kevin Smith is a freelance journalist.

pany's food and non-food ranges, the scheme involves installing the services needed for the long-envisioned business park of 10,500sq m of premises as well as the first unit to encourage potential users. A further 1,000 workers could be based there.

Bognor Regis Civic Society deputy chairman Hugh Coster said: "We recognise that the public welcome Asda and we agree with that reaction."

"Although they may be taking space on a site earmarked for highly paid jobs, they are creating jobs and facilitating further jobs there which could be highly paid."

"They are putting an awful lot of money in to promote that development. I can't see any harm with the competition Asda will provide. It will principally be for Tesco and Lidl."

But he called on Arun and West Sussex County Council to make the most of Asda's presence. The store could attract people to Bognor who would not usually come to the town. The councils, therefore, should ensure they could easily get into the town and park there to enjoy the attractions and pump more money into the town centre.

Report on page 2

Asda warned proposed site is flood risk

ASDA has been warned its preferred site on the opposite side of the railway line to the Lidsey Rife is in a flood risk area.

The Environment Agency says stringent measures to lessen the prospect of the natural disaster must be taken if the store and adjoining business park is to be built.

A planning liaison officer at the agency, Helen Tier, said: "According to agency maps and records, the site is shown to be within a flood risk area and the area is known to suffer from poor drainage and the ditch networks are poorly maintained.

"A flood risk assessment and drainage strategy will be required which will need to investigate all forms of flooding and how surface water is to be managed in accordance with the guidelines (in government planning policy)."

It is also known that a shallow groundwater table existed in the area, states Ms Tier.

"Any assessment on water resources should explore this potential condition and identify mitigation measures during and after construction to protect water resources," she comments.

Her remarks are included in the agency's response to Arun about the information which Asda should include in an environmental impact assessment as part of its planning application.

Natural England has also made it clear to Arun that a full set of environmental information has to be available before any planning decision about the scheme can be taken by the council.

Elaine Webster, of Natural England's government team, says it has two issues of over-riding importance.

These are the potential impact of Asda's scheme on the landscape and appearance of the surrounding area and the fact the detailed design should seek to respect and enhance local character and distinctiveness.

Appendix 8

Supporters letter

Name
Address 1
Address 2
Address 3
Postcode

5th December 2007

Dear

95% support ASDA proposals!

Thank you very much for your feedback on our proposals to open a new ASDA Store and business park at Oldlands Farm.

As you know, we recently held an exhibition at the Regis Centre to display our proposals and answer questions. Well over 700 people visited this exhibition and, to date, we have received more than 500 completed comments forms. As a result, we can confidently say that the overwhelmingly majority of local people - more than 95% in fact - support our proposals!

As we explained at the exhibition, and in the leaflet that we circulated to more than 12,000 local homes, our plans represent a £30 million investment in the area. As well as generating hundreds of new job opportunities and improving shopping choice, ASDA would also deliver the necessary infrastructure to turn the Council's dream of a business park at Oldlands Farm into reality.

Since the public exhibition we have met with the Leader and Chief Executive of Arun District Council to discuss our plans and to confirm our genuinely held desire to work in partnership with the Council on this major project. The Council has asked for more supporting information and we are in the process of providing this for them.

We are expecting to submit a planning application in the next few weeks and we hope that we can continue to rely on your support. If we are to have a chance of opening our store by Christmas 2009 then we need to demonstrate the support we have in the community. In particular, we would like to encourage you to communicate your support to your local councillors.

P.T.O

If you need their contact details, please contact my colleague Mark Brown (020 7357 6606 or by email: Bognor@localdialogue.com).

Thank you, again, for taking the time to fill out one of our feedback forms. We are very grateful for the comments we receive.

Yours sincerely



Tom McGarry
Property Communications Manager