

ACTORIS LTD

JEWSON SITE, CARNSEW ROAD, HAYLE

STATEMENT OF COMMUNITY INVOLVEMENT

FULL APPLICATION FOR THE DEMOLITION OF THE 20TH CENTURY BUILDINGS ASSOCIATED WITH THE JEWSON OPERATION, THE CONSTRUCTION OF A 3,455 SQ M CLASS A1 RETAIL FOODSTORE, FORMATION OF ASSOCIATED 227 CAR PARKING SPACES, NEW PEDESTRIAN LINKS, NEW VEHICULAR ACCESSES FROM CARNSEW ROAD TO SERVICE THE CAR PARK AND SERVICE YARD AREA AND WORKS TO AND WITHIN THE LISTED BUILDING AT THE JEWSON SITE, CARNSEW ROAD, HAYLE

LISTED BUILDING CONSENT FOR WORKS TO THE FORMER HARVEYS TIMBER SHED GRADE II LISTED BUILDING TO INCLUDE THE REMOVAL OF THE ASBESTOS ROOF SHEETING AND REPLACEMENT WITH NEW WELSH SLATE ROOF, REMOVAL OF MODERN RACKING AND CONSERVATORY EXTENSION, REPOINTING, REINSTATEMENT OF GRANITE PILLARS AND TIMBER BOARDING, LIMEWASHING AND RESURFACING OF HARD STANDING TO PROVIDE NEW CAR PARKING SPACES AND SPRINKLER STORAGE TANK IN ASSOCIATION WITH A PROPOSED FOODSTORE DEVELOPMENT OF THE SITE AT THE JEWSON SITE, CARNSEW ROAD, HAYLE

April 2010



Savills, 12 Windsor Place, Cardiff, CF10 3BY

Tel: 029 2036 8900 Fax: 029 2036 8999

www.savills.com

CONTENTS

- 1.0 Introduction**
- 2.0 Consultation Process**
- 3.0 Analysis of Questionnaire Feedback Forms**
- 4.0 Design Responses to Consultation**
- 5.0 Conclusions**

List of Figures

- Figure 3.1 Support for proposals
- Figure 3.2 Comments on the proposed site and location
- Figure 3.3 Comments on retail need and occupier
- Figure 3.4 Comments on traffic and highways
- Figure 3.5 Comments on design

APPENDICES

- 2.1 Savills Meeting Note (Cornwall Council)
- 2.2 JBA Meeting Note (Cornwall Council)
- 2.3 JBA Meeting Note (English Heritage)
- 2.4 Press release and news article
- 2.5 Advert
- 2.6 Invitation letter to exhibition preview session
- 2.7 Presentation slides
- 2.8 Exhibition boards
- 2.9 Takeaway information leaflet
- 2.10 Feedback form
- 3.1 Feedback content analysis

1.0 INTRODUCTION

1.1 Preface

This Statement of Community Involvement has been prepared by Savills, in order to document the programme of pre-application engagement and consultation which has been carried out in relation to proposals for a new Morrisons foodstore, at the Jewson Site, Carnsew Road, Hayle.

The proposal consists of the construction of a foodstore, associated car parking, Listed Building alterations, new vehicular accesses from Carnsew Road to serve the car park and service yard area and revised pedestrian access. The proposed foodstore has a gross internal area of 3,355 sq m, with a net sales area of 1,858 sq m.

Given the sensitivity of the site, significant public and political interest in supermarket proposals in Hayle, and the redevelopment of the Harbour area, it was fundamental that thorough pre-application consultation with the Council, Statutory Consultees, key stakeholders and the public was carried out. Indeed, the level of community involvement of other proposals in Hayle provided a broad benchmark for the level of community involvement of this proposal – one which it was important to exceed. Significant emphasis was given to the needs for such pre-application engagement, dialogue, and negotiation by the LPA.

This Statement of Community Involvement outlines the approach taken to, and the feedback resulting from, the public consultation regarding Actoris' proposals for the redevelopment of the Jewson Site, Carnsew Quay, Hayle.

1.2 Benefits of Consultation

Actoris understand the importance of ensuring that all sections of the public, including local groups and organisations, are actively involved in formulating proposals and, furthermore, that their views are taken into account in decision making.

The benefits of early involvement are acknowledged – including the aim of building in a degree of support or consensus for the proposal, and to enable a better quality application which is straightforward and can be quickly processed. It is hoped that resolving any conflicts at this pre-application stage will minimise or even avoid any possible public objections at a later stage in the application process.

The situation in Hayle is unique. The Actoris proposal was the fourth supermarket proposal to be exhibited in Hayle within eight months. As such, local residents and stakeholders had developed a well-informed knowledge of the key issues – in terms of both retail need for the whole town, and also, by virtue of numerous previous proposals at South Quay, the sensitivity of the proposed site and vicinity. As such, it was important that local people and stakeholders were well informed of, and provided with opportunity to contribute to, the development of the proposals.

1.3 Policy Context

At a national level, Government planning policy recommends that developers engage with the community and key stakeholders at an early stage in the preparation of any major, or sensitive, development proposals.

Planning Policy Statement 1 (PPS1) – Delivering Sustainable Development (2005) indicates the approach which ought to be taken with regard to community involvement. PPS1 states in paragraph 43 that:

“Community involvement in planning should not be a reactive, tick-box, process. It should enable the local community to say what sort of place they want to live in at a stage when this can make a difference. Effective community involvement requires an approach which:

- § tells communities about emerging policies and proposals in good time;*
- § enables communities to put forward ideas and suggestions and participate in developing proposals and options. It is not sufficient to invite them to simply comment once these have been worked-up;*
- § consults on formal proposals;*
- § ensures that consultation takes place in locations that are widely accessible; and*
- § provides and seeks feedback.”*

Cornwall Council encourages developers to undertake their own consultation arrangements with local communities to explain their development proposals. As Cornwall Council are at an early stage of the their LDF, a Statement of Community Involvement has not yet been prepared. Accordingly, the Council adopt a non-prescriptive approach to wider community involvement on planning applications. Therefore, no specific criteria for undertaking community involvement has been advised by the Council – other than the need to carry out a public exhibition.

2.0 CONSULTATION PROCESS

2.1 Consultation with Cornwall Council and Statutory Consultees

The objective of the pre-application discussions was to confirm whether the principle of development was acceptable and to clarify the format, type and level of detail required to enable the authority to determine an application. As such, a number of formal meetings, as well as subsequent consultation via email and telephone conversations, have been carried out with the Council and relevant professional bodies.

The principal meetings are documented below:

Date of Meeting	Purpose of Meeting	Attendees
21 January 2010	Pre-application meeting with CC Planners	Jeremy Content, Nicola Stinson, Mark Broomhead (CC), Nick James, Mark Thompson (Morrisons), Matt Bryant (Actoris), Chris Waterworth (CWA), Laura Price (Savills) NB: Meeting minutes attached within Appendix 2.1
5 February 2010	Design development – architectural input from CC	Matt Bryant (Actoris), Chris Waterworth (CWA), Dave Slatter, Penny Stokes, Jeremy Content, Simon Thorpe (CC)
12 February 2010	Update meeting with CC Planners	Geraint John (Savills), Matt Bryant (Actoris), Jeremy Content (CC)
24 February 2010	Heritage issues – historical / archaeological input from CC	James Brotherhood (JBA), Penny Stokes, Simon Thorpe, Phil Markam, Jeremy Content (CC). NB: Meeting notes attached within Appendix 2.2
10 March 2010	Engagement with English Heritage	Simon Ramsdon (EH), Geraint John, Paul Williams (Savills), Matt Bryant (Actoris), Chris Waterworth (CWA), James Brotherhood (JBA). NB: Meeting notes attached within Appendix 2.3.

Further to the above meetings, the specialist consultant team has engaged in dialogue with Natural England, the RSPB and the Environment Agency. When instructing the consultant team, they were encouraged to make contact with their respective counterpart ‘expert’ in the Council and the relevant statutory consultee, in order to gauge the key issues relative to their expertise, and to inform their work from the outset. In relation to the design response to

heritage issues raised, further detail is provided in the Design and Access Statement which accompanies this application.

2.2 Political Engagement

By virtue of the other supermarket proposals in Hayle and the sensitivity of the site, there has been significant political interest in the proposed scheme.

Following conversations with the relevant Cornwall Councillors, who were also Town Councillors, a meeting was held on 11 February 2010 with the Town Council. Town Councillors were given a presentation of the early design proposals for the scheme, and provided with an opportunity to ask questions and give feedback on the proposed development.

Further to this presentation, Town Councillors were invited to preview the proposals which were displayed on the eve of the public exhibition on 18 February 2010 (see details below).

2.3 Public Exhibition

Event Aims

It is acknowledged that public exhibitions provide a valuable opportunity to shape development into an 'acceptable' form, and to identify, anticipate and address particular problems which neighbouring users present or which the wider community might raise.

The public exhibition provided a more transparent opportunity for open pre-application discussions with representatives from Actoris, Morrisons and their consultant planners, Savills. It provided an early opportunity for the community to comment on evolving proposals prior to submission of an application, and for the applicants to seek formal feedback on the preliminary designs to raise the design quality and ensure it is sensitive to the existing local community.

Publicity Strategy

The general public were informed about the proposals for the redevelopment of the Jewson site through various channels of communication – including the media, a website, and a public exhibition.

The local media has been used to carry articles and stories about proposed development – with the benefit of reaching and engaging the wider community. Indeed, given the situation in Hayle, alongside the other proposals, the site has attracted significant media attention (thereby raising its profile and public awareness).

A press release, notifying the general public of the Actoris proposals and the forthcoming exhibition was distributed prior to publication of the Cornishman on 11 February 2010. A copy of the press release and the subsequent news article is provided in Appendix 2.4. The same news article appeared in the Cornishman and the news websites 'This is Cornwall' and 'South West Business'.

An advertisement promoting the exhibition was also run in the local press. A copy of the advert is attached within Appendix 2.5.

The scheme website, haylesupermarket.co.uk, also promoted the exhibition and carried details of the material and information being exhibited.

Exhibition Arrangements

It was important to hold the exhibition locally, at the Passmore Edwards Institute in Hayle, and over a number of days and at varying times of the day to ensure that all sections of the community were capable of being appropriately represented.

As such, the exhibition was held on Friday 19 February (from 10am – 7pm) and on Saturday 20 February (from 10am – 2pm).

Preview session

To allow key interest groups an opportunity to view the proposals before the exhibition was opened to the general public, a preview session was held. Letters and emails were sent to Cornwall Councillors, Town Councillors, Statutory Consultees, Regional Agencies, the Hayle Chamber of Commerce and the Hayle Area Plan Partnership (as attached within Appendix 2.6). The preview session was held on 18 February 2010, at the Passmore Edwards Institute, from 6pm – 8pm.

The same presentation given to the Town Council, a week earlier, was given to members of the Chamber of Commerce during the preview session. A copy of this presentation, which was also shown, on loop, during the public exhibition is attached within Appendix 2.7.

Exhibition Details

The exhibition consisted of mounted boards arranged in an appropriate and accessible way in the hall. Staff from Savills, Actoris and Morrisons were on hand to explain the boards and issues raised. Copies of the exhibition boards used are attached within Appendix 2.8.

The exhibition boards consisted of five A1 boards which were structured in a way which aimed to 'tell a story' of how the indicative proposals had been arrived at. The exhibition boards were designed to be visual as possible – with ancillary text secondary to visual images. As such the boards were structured as follows:

- § **Welcome** – to set out the purpose of the event, importance of the public's views and remind the public of the site location and existing use by virtue of images of the existing Jewson use.
- § **The Site** – recognition of the sensitivity of the site and acknowledgement of the historical, visual and ecological context of the site. A reminder of the site's planning policy status and the site's preferable location in terms of retail planning policy was provided on this board.
- § **Key issues** – to follow on from an introduction to the site, this board takes each of the identified key issues (heritage, nature, retail need and transport) individually.
- § **The proposals** – in light of above context, through a series of visual images the proposed design layout and elevations and details of the scheme are provided. A section on design development illustrates the alternative proposals which have been explored.
- § **Benefits / What Next?** – The benefits in terms of retail offer and choice, the environment and employments set out alongside further illustration of the proposed design. Furthermore, the next stages of the development process is explained.

Attendance and received questionnaires

Approximately 120 members of the public visited the exhibition across the two days.

An information leaflet outlining the proposals for the site was prepared and distributed at the exhibition. A copy of the leaflet is attached within Appendix 2.9.

Attendees were encouraged to provide their comments on a feedback form (copy attached in Appendix 2.10). To keep it straightforward and quick to answer, only one closed question was asked – whether or not they supported the proposals. This enabled the production of

quantitative data relating to the level of support for the proposals. Further to this, a general comments box encouraged thought and freedom of expression from respondents – and avoided the risk of leading questions.

Website

The local community have also been provided with sight of the exhibition boards of the proposals, and given the opportunity to leave their feedback over a longer period and more at their convenience, at the website: <http://www.haylesupermarket.co.uk>.

Ongoing Consultation

Consultation does not stop on the submission of the planning application. Rather, further consultation will take place through the statutory requirements and through notification of all adjoining or significantly affected.

3.0 ANALYSIS OF QUESTIONNAIRE FEEDBACK FORMS

3.1 Response Rate

The feedback questionnaire was completed by 42 visitors to the exhibition. This figure accounts for approximately one third of the people that attended the exhibition.

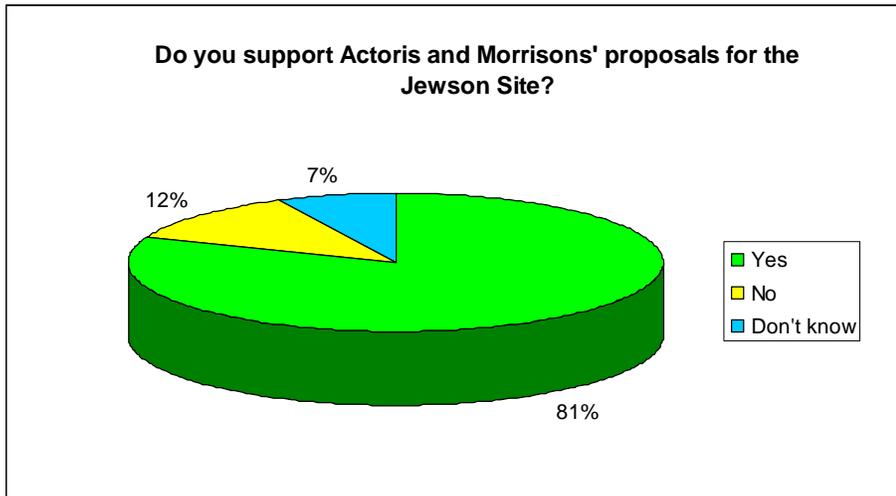
Whilst it was hoped that a greater number of people would have formally provided their written feedback in this manner, this is considered to be a reflection of the overall uncontroversial nature of the proposals. As such, it is widely recognised that in situations whereby people do not object to a scheme, they are less inclined to feel the need to leave any comment (i.e. which is positive or neutral).

In light of the above response rate it is acknowledged that these figures, especially when treated as percentages, ought to be treated with care. Nonetheless, as set out below, the results of the questionnaire gave rise to a number of issues, concerns and suggestions – not least that the large majority of respondents were in favour of the proposals.

3.2 Results

The follow figures and associated text outline the results of the public consultation.

Figure 3.1: Support for proposals



As illustrated in figure 3.1, 81% of the respondents supported the proposals.

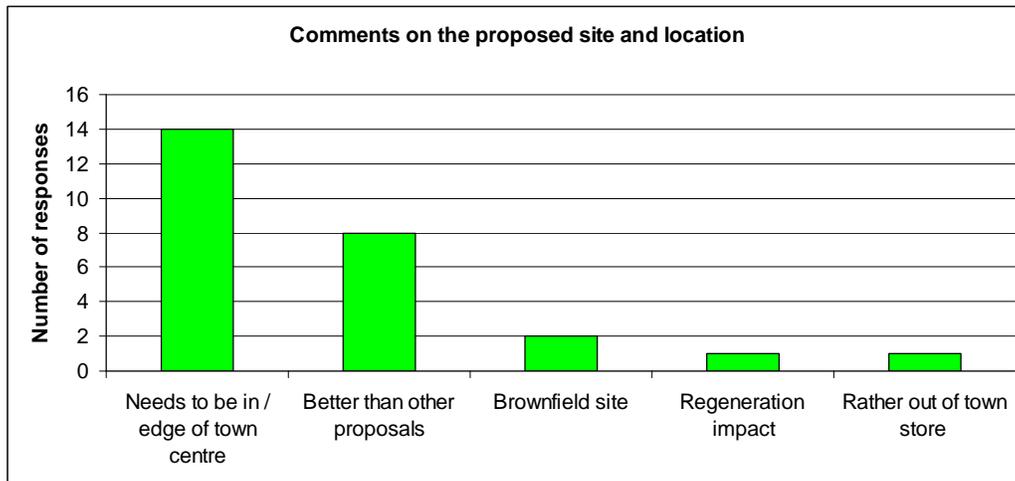
It is relevant to take into account, in this instance, that local residents have been exposed to three other proposals seeking support in Hayle. As such, unlike other previous proposals, people's views and support are based, not as much on the proposed use of the site (as the need for a new foodstore is well documented and supported), but on the site's location. Furthermore, people's preference for the foodstore occupier is also influential in coming to a view in supporting a proposal.

The public were asked to provide comments on the proposed scheme. The main comments can be broken down into four categories:

- § Proposed site and location
- § Retail need and occupier
- § Highways and transport
- § Design

The full content analysis of the comments is attached within Appendix 3.1. A summary of these findings are provided in the figures below.

Figure 3.2: Comments on the proposed site and location



Around a third of all questionnaire responses made reference to the need for a foodstore which is located within, or on the edge of, the town centre. This is reflective of the existing need for Hayle residents to travel further afield to do their weekly bulk food shop.

Furthermore, around 20% of respondents formally stated that of the four foodstore proposals in Hayle, the proposals at the Jewson Site were their favoured option. This preference was echoed verbally by a number of people during conversation at the event.

Cumulatively, there is a significant consensus that the Jewson site is the most appropriate, and supported site for a new foodstore in Hayle.

Figure 3.3: Comments on retail need and occupier

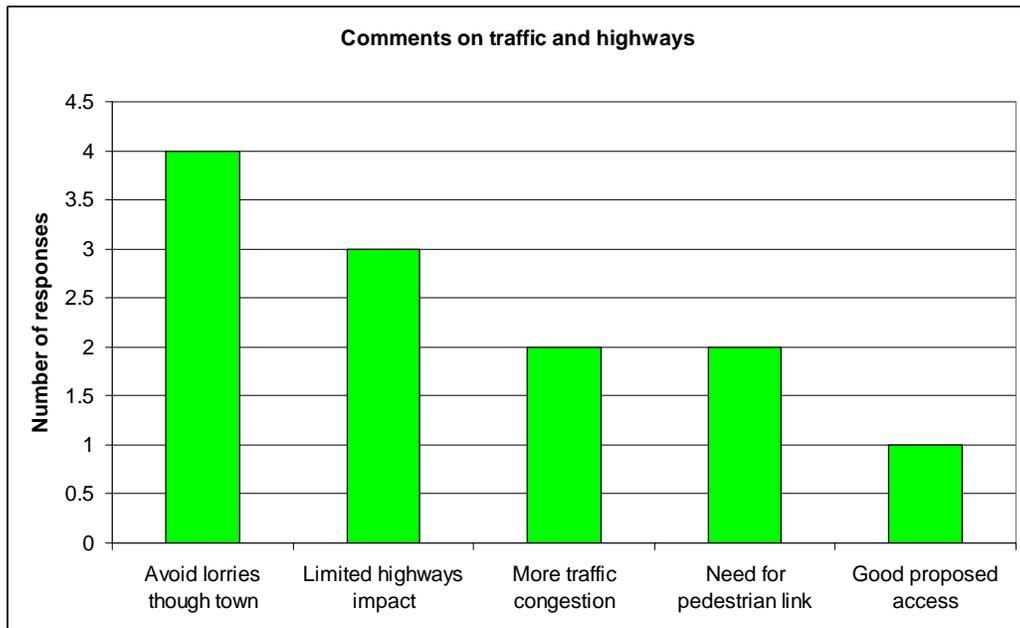


In terms of the proposed retail use (i.e. delivery, occupier, composition), figure 3.3 reveals that local people want to see a foodstore development built, and opened for business, sooner rather than later.

Furthermore, by virtue of existing shopping habits - whereby a number of people already shop at Morrisons in Penzance and/or Camborne, a number of respondents make specific reference to their support for the proposed occupier, Morrisons.

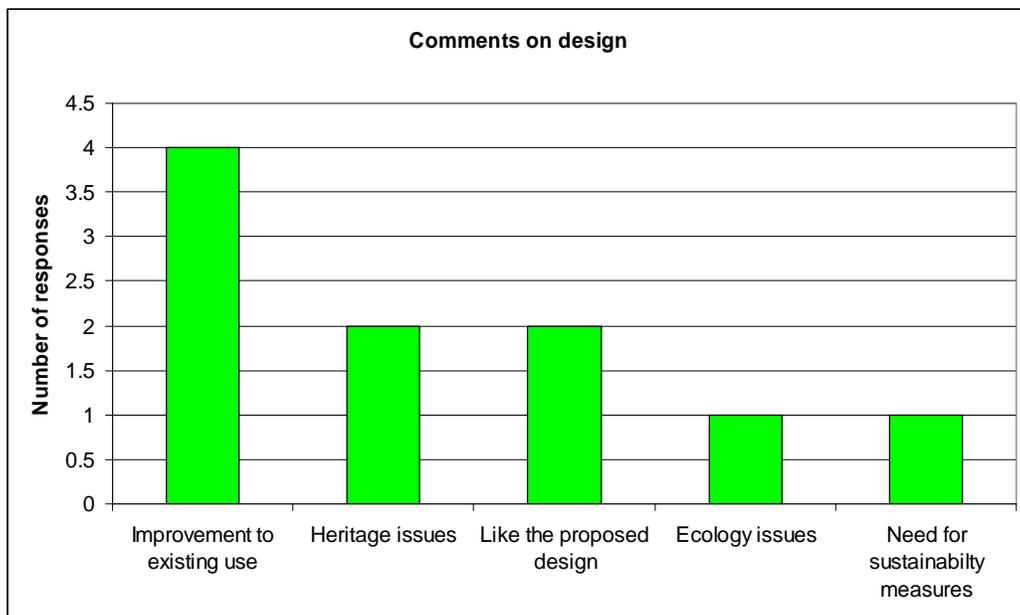
The size and composition of the store is considered to be appropriate for a town the size of Hayle. It is recognised and supported by the local community that the sale of a higher proportion of non-food, comparison goods, will be of detriment to the existing businesses in the town centre.

Figure 3.4: Comments on traffic and highways



The main concern for local residents in relation to traffic and highways is the proposed movement of lorries through the town centre of Hayle. There is a preference that they are diverted via the St Erth Roundabout.

Figure 3.5: Comments on design



In relation to the visual impact of the scheme and the proposed architectural design, it is recognised by respondents that the proposed foodstore use offers a vast improvement to the existing Jewson use and operation on the site – which is seen by many as an eye-sore.

4.0 APPLICATION AND DESIGN RESPONSES TO CONSULTATION

Further detail on the design responses to the consultation is detailed in the DAS.

As a result of the public consultation and dialogue with the Council and statutory consultees, the consultant team have acknowledged a number of issues, concerns and suggestions that have been made throughout the process.

Where possible, appropriate, and viable, these issues have led to the refinement of the design of the scheme accordingly.

The key issues identified during the public consultation are listed below and the relative design response is summarised. More detailed commentary on the technical responses to issues raised by statutory consultees is provided within the relevant Environmental Statement chapters, the Heritage Statement, and the Design and Access Statement.

Table 4.1 – Summary of key issues and proposed responses

Topic	Issue / Concern / Suggestion	Response
Retail need and impact	Need for a foodstore big enough to meet the bulk food shopping needs of local residents.	The net floor space of 1,858 sq m is considered to be a size sufficient to meet the needs of local resident whilst not compromising the town centre.
	Desire to see a new food store sooner rather than later.	A full planning application is submitted – to help reduce timescales.
	Impact of the proposal on existing town centre businesses.	The proposed size of the store will complement the existing provision and increase potential for linked trips.
	Suggestion that a Petrol Filling Station (PFS) is included as part of the development.	The size of the site and the historical and environmental sensitivity of the site restricts the possibility for a PFS.
Employment	Potential loss of Jewson jobs.	Jewson premises and jobs to be retained in Hayle.
	Need for new jobs.	The development will provide approximately 250 new jobs – of varying skills and types.
Heritage	Need to retain the listed building.	To be retained, integrated as part of the proposed development and refurbished as part of the proposals.
	Proposed use of the listed building.	The most appropriate and fitting use is considered to be its integration into the proposed car park – through car parking bays and sheltered cycle parking.
	Need to respond to local vernacular and WHS site status.	Detailed discussions with English Heritage and Cornwall Council, in addition to the

Topic	Issue / Concern / Suggestion	Response
		appointment of a consultant heritage architect, has informed the proposed works to the listed building and materials used for the new development.
Ecology	Need to be sympathetic to adjoining RSBP reserve.	Mitigation measures to reduce impact on the SSSI have been discussed with RSBP and Natural England and designed in to the proposal (e.g. reduced access at northern boundary of the site, no reflective glazing on northern elevation etc).
Flood risk / Site Levels	Possible risk of flooding on the site, questioned need to raise levels of site.	Detailed flood risk assessment has confirmed there is no need to raise the levels of the site, and that only a small part of the site is considered to be at flood risk – which can be managed appropriately.
Traffic / Highways / Accessibility	Need to avoid HGVs through the town centre.	It is proposed that service HGVs access the site via the St Erth roundabout (i.e. A30 south), as opposed to the town centre.
	Disruption to public footpath.	The public right of way is proposed to be diverted as a result of the development.
	Increased traffic.	Proposed new roundabout will improve the existing junction with Carnsew Road. A Transport Assessment has been prepared which illustrates that the local highways network can facilitate the new development. A Travel Plan has also been prepared and submitted as part of the application.

5.0 CONCLUSION

The level of community involvement undertaken is considered appropriate for the scale of the development and the issues identified – and has responded to the encouragement for significant pre-application engagement and consultation.

Consultation with key stakeholders and the public has provided clarity on a number of issues and allowed the designers to gauge the relative significance of the issues from the perspective of local people.

It is clear that local people recognise the need for a new foodstore in Hayle – and hope to see the development of a foodstore sooner rather than later. Currently, residents of Hayle are required to travel further afield to do their weekly bulk food shopping. The opportunity to shop closer to home and, in a number of instances, be able to walk to a foodstore appeals to a number of people.

As such, the majority of people who left feedback on the proposals displayed during the public exhibition supported the proposals on the Jewson site. It also ought to be acknowledged that a number of people gave their verbal support for the proposals during the exhibition.

A number of people, both formally and informally, commented that, with regard to other foodstore proposals on other sites in Hayle, the Jewson site was their preferred site for a new foodstore.

Furthermore, the dialogue with key stakeholders and the public, in addition to consultation with the Council and statutory consultees, gave a steer on the preferred design, layout and highways solution for the proposed development. Furthermore, it provided the opportunity to obtain detailed, local knowledge of issues affecting the site – notably the history of the site.

The issues raised at the public consultation have been addressed during the design process, and where possible have been incorporated into the design of the foodstore, treatment of the listed building, and assessment work undertaken to evaluate the acceptability of the proposals.

Appendix 2.1

Savills Meeting Note (Cornwall Council)

Appendix 2.2

JBA Meeting Note (Cornwall Council)

Appendix 2.3

JBA Meeting Note (English Heritage)

Appendix 2.4

Press release and news article

Appendix 2.5

Advert

Appendix 2.6

Invitation letter to exhibition preview session

Appendix 2.7

Presentation slides

Appendix 2.8
Exhibition boards

Appendix 2.9

Takeaway information leaflet

Appendix 2.10

Feedback form

Appendix 3.1

Feedback content analysis