

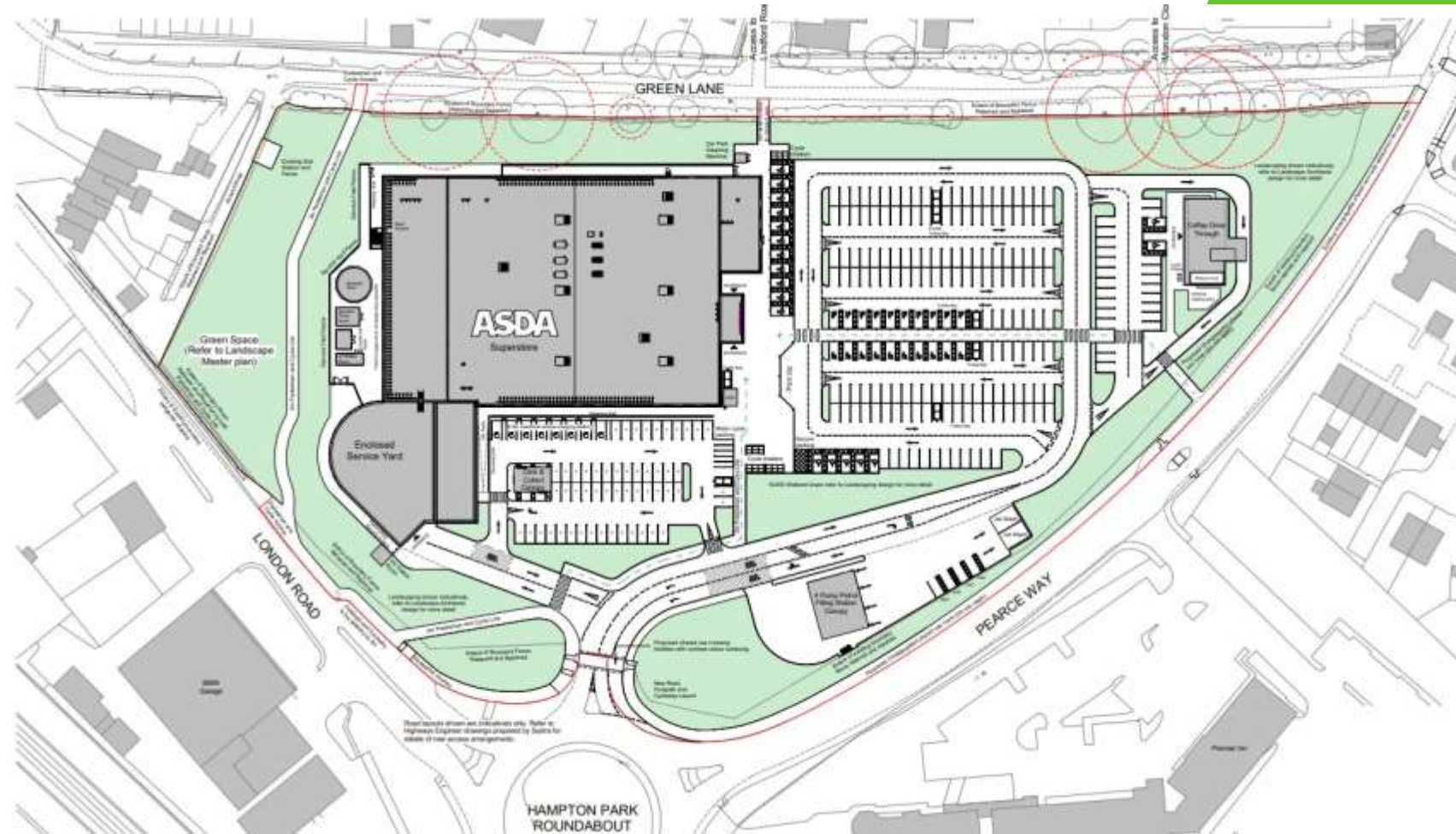
A new Asda for Salisbury



Summary

- 30,000 sq ft/2,787 sq m Asda Store*
- Circa 220 new jobs
- 279 car parking spaces, including 20 parent & child and 16 disabled
- 54 cycle spaces, 5 motor cycle spaces
- 8 electric parking spaces, infrastructure included to increase to 53 as market demand changes
- Automated petrol filling station
- Asda Click and Collect & Home Shopping
- Coffee drive-thru
- Enclosed service yard
- Enhanced planting & landscaping
- In-store food service offer

These revised, less intensive proposals result of ongoing discussions with the local community, its representatives, and council officers



Benefits: Economic

Direct impacts

- 220* permanent on-site jobs
- 244* net permanent and indirect jobs
- 58* construction jobs
- £5.5million – gross added value

Wiltshire Council Revenues

- £1.1 million Community Infrastructure Levy
- £402,000 Annual Business Rates Income
- £5.5million Cumulative income over 20 years

Wider investment

- £172,393 towards improving walking and cycling links
- £175,000 towards improvements to public transport
- £5,000 towards the implementation of an air quality masterplan

Benefits: Biodiversity on site

- Improved access – removed PFS shop to protect bee and pyramidal orchid habitat at site entrance
- Sustainable urban drainage system to be introduced
 - Includes attenuation basin with wetland grass planting
- A range of habitats and landscaping including:
 - Mature trees retained along Green Lane with enhanced landscape buffer
 - New high value calcareous grasslands
 - Planting of native species



Benefits: Biodiversity net gain

- Land Trust – agreement in principle to deliver offsite BNG locally
- £295,000 – Castle Hill Country Park
- 30 years – maintenance of the landscape
- New off-site habitat improvements
- Delivers 10% net increase in local biodiversity
- Objection from Salisbury City Council pre-dates agreement with Land Trust
 - Agreement resolves objection

Agreement result of feedback from local councillors, residents, and Laverstock & Ford Parish Council



Benefits: Sustainable Design

Measures proposed

- Air source heat pumps
- Waste Heat Recovery System
- Passive design measures including natural daylighting, enhanced fabric efficiencies, low energy fittings and a building energy management system.
- A 26% reduction in CO2 and 38% energy reduction compared to building regulations
- Will achieve a BREEAM 'Excellent' rating

Proposed operations

- Store opening hours – limited to 07:00 to 23:00 Monday to Saturday, six hours between 09:00 – 17:00 on Sunday
- Store deliveries – fully enclosed service yard
- Trolleys –secure system so cannot leave site
- Parking control – Asda partners with 2 parking control companies, final arrangements to be subject to operational requirements
- Coffee drive thru opening hours – operator dependant, but limited to Monday to Saturday: 07:00 to 23:00 and Sunday: 09:00 to 20:00

All operational elements amended following discussions with local representatives and council officers

Consultation & Engagement

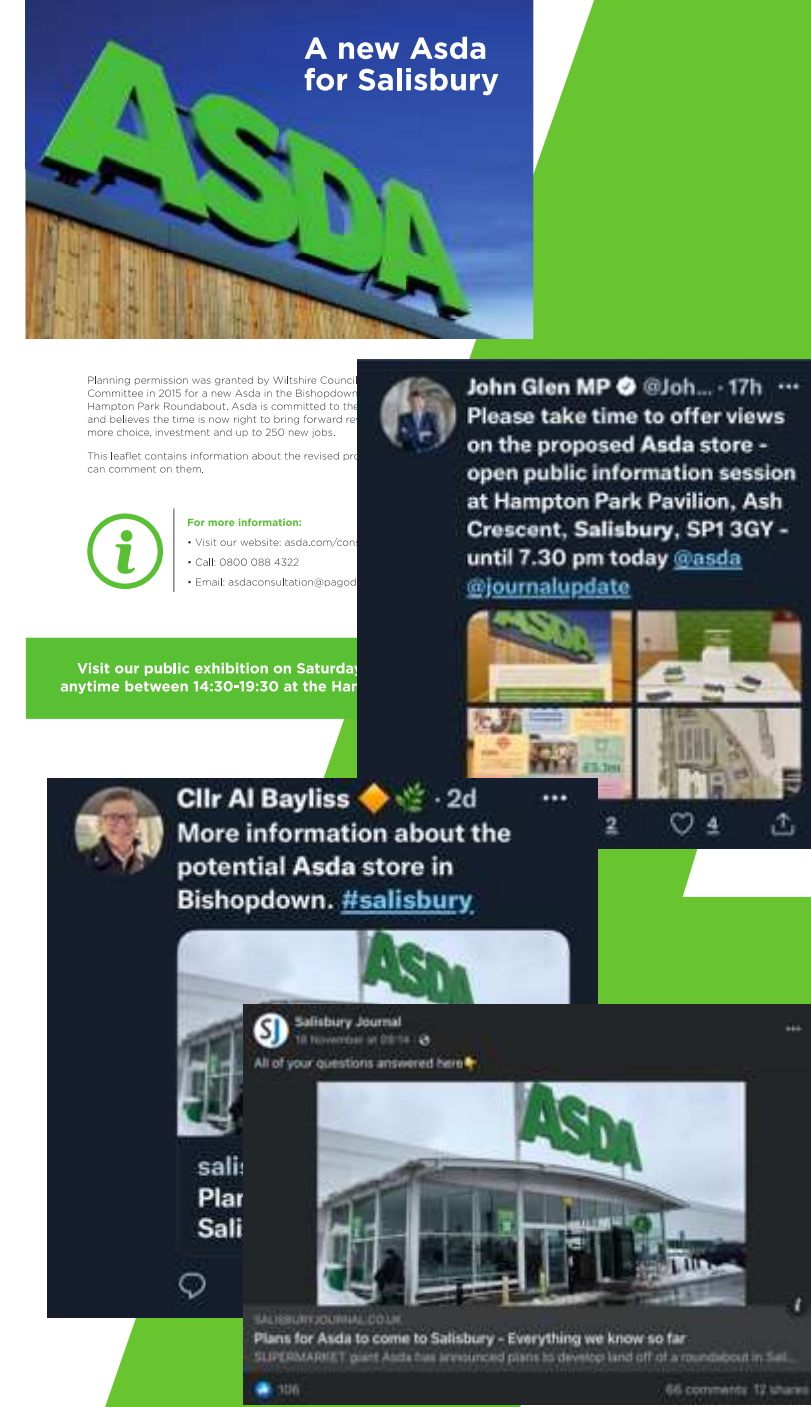
Pre-application

- Leaflet – 3,000 to local homes via Royal Mail
- Public exhibition – 229 attendees, 20/11/21 Hampton Park Pavilion
- Website – asda.com/consult-salisbury
- Phone and email – dedicated hotline and address
- Meetings – with elected representatives & groups
- Media activity - Salisbury Journal, Wiltshire Live, Greatest Hits Radio interviews, social media posts

Results

- 2 in 3 in favour - 324 individual responses

Ongoing feedback from residents, representatives and officers led to changes to the proposals both pre and post submission



Feedback and partnerships

Final proposals

- Revisions made:
 - Increased EV charging spaces from 4 to 8 with added infrastructure to allow for up to 53 additional spaces
 - Removed PFS shop to provide enhanced landscape buffer to protect native species
 - Removed hot food drive-thru unit shown during public consultation
 - New SUDS facility
 - Increased retention of existing mature trees
 - Castle Hill Country Park to benefit from investment in off-site BNG

Revised proposals result of discussions with the local community, its representatives, and council officers

About Asda: In The Community

In Wiltshire

- Melksham and Trowbridge - Nearest Superstores in Wiltshire
- Amesbury, Longford, and New Sarum – Asda Express stores nearest Salisbury

The Asda Foundation - Asda's corporate charity - supports small, grass roots organisations. In the last 12 months

- £26,565 – Value of Asda Foundation grants to Wiltshire groups
- 42 groups - Benefitted from Asda Foundation grants
- £12,715 – Value of goods donated
- 168 days – Colleagues volunteered in local communities

The process of support starts with Asda's in-store Community Champions, a fulltime colleague based based in our larger stores. Salisbury will have a Community Champion

