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**Proposed Lidl Store, St Luke's
Hospital site, Blackmoorfoot
Road, Crosland Moor,
Huddersfield**

**Community Consultation
Statement**

Lidl GB Ltd

28 April 2023

LICHFIELDS

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1.0 Introduction

- 1.1 This Statement has been prepared by Lichfields on behalf of Lidl GB Ltd. It accompanies a full planning application for the development of land at Blackmoorfoot Road, Crosland Moor, Huddersfield to provide a new Lidl foodstore.
- 1.2 A detailed summary of the application site and surrounding area, as well as a description of the proposed development, is provided in the accompanying Planning & Retail Statement, as well as the Design and Access Statement.
- 1.3 The purpose of this report is to set out the pre-application consultation that has been undertaken in relation to the proposal, together with the feedback received, and the response to this feedback.
- 1.4 The Statement should be read alongside the other documents which have been prepared to accompany the application, which are set out in the Planning & Retail Statement.

Structure of Report

- 1.5 This Statement is structured as follows:
- Section 2.0 provides planning policy context;
 - Section 3.0 describes the consultation process and exercises which have been undertaken to ensure that the local community have had the opportunity to comment on the proposals;
 - Section 4.0 summarises the findings from the consultation exercise;
 - Section 5.0 provides a response to the feedback received; and
 - Section 6.0 summarises and presents the conclusions.

2.0 Planning Policy Context

- 2.1 This section provides an overview of national and local planning policy and guidance in relation to community involvement in the planning system.

National Planning Policy

- 2.2 The National Planning Policy Framework (July 2021) sets out the benefits of pre-application engagement in the context of local decision-making (paragraphs 39-46). It highlights that early engagement has significant potential to improve the efficiency and effectiveness of the planning application process for all parties. The NPPF sets out that Local Planning Authorities (LPAs) and statutory consultees should encourage developers to engage with them and provide advice in a timely manner through the pre-application process before applications are submitted.
- 2.3 It also identifies that LPAs have a key role in encouraging all applicants to engage with the local community before submitting their applications. Paragraph 40 states that LPAs should, where they consider it beneficial, *“encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”*
- 2.4 In relation to design the NPPF states that applications which have been the subject of effective engagement, and where feedback is incorporated, should be viewed positively:
- “Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot”* (paragraph 128).

Local Planning Policy

- 2.5 Kirklees Council published its Development Management Charter in 2015. This confirms that the Council expects developers to undertake pre-application consultation for all major proposals where they are likely to have an impact on the local community and attract local interest.
- 2.6 Where pre-application consultation is undertaken, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme addresses these issues.
- 2.7 It is important that ward members are effectively engaged in the pre-application process.
- 2.8 Kirklees Council also adopted its Statement of Community Involvement in 2019. This document relates to the Council's obligations for public consultation, rather than requirements for developers/applicants.

3.0 **Process of Engagement**

- 3.1 The applicant has been keen to ensure that the Government's objectives for community consultation have been embraced in this proposal and the local community have been consulted as explained in this statement. In undertaking the consultation, regard has been had to the Kirklees Development Management Charter which sets out involvement during the application process.

Pre-application Advice – Meeting with planning officers

- 3.2 A pre-application meeting was held with planning and highways officers at Kirklees Council in August 2021 as part of a pre-application enquiry. This discussion covered the following items:
- 1 the principle of development;
 - 2 the planning history of the site;
 - 3 the scope of retail impact assessment;
 - 4 amenity impacts;
 - 5 design and layout concepts; and
 - 6 highway considerations.

Public Consultation

Leaflet Drop

- 3.3 The focus of the community engagement process has been the delivery of leaflets with Freepost response forms to local residents and businesses and a dedicated website with detailed information about the proposals as well as the opportunity for comments to be submitted online. This approach ensured that the local community had an opportunity to obtain further information about the proposal and comment on the emerging development scheme.
- 3.4 Leaflets with a freepost response form included (**see Appendix 1**) were distributed to all properties (approximately 10,000) within the catchment area (**see Appendix 2**). Local ward councillors were contacted by the applicant. One ward councillor has responded, with whom a meeting is being arranged to discuss the proposals.
- 3.5 The leaflet introduced the site in context, as well as the scheme proposal. It included information about the proposed development including its design, layout and appearance, as well as providing the website address to enable residents to find out more. The leaflet included a comments form with plenty of space for feedback and a freepost return card to encourage responses.

Digital Consultation

- 3.6 A dedicated website was also developed to provide detailed information about the proposals and a further opportunity for residents to comment. This website provided details of the

applicant, the site context, the planning context, local residential growth and subsequent shopping needs, details of the proposals and the planning process.

3.7 The website contained an online feedback form. Visitors to the site were invited to provide their views on the proposed development via an online feedback form. Residents were also invited to ask further questions or make additional comments on the scheme via an email address.

3.8 Screenshots from the website are included at **Appendix 3**.

4.0 Public Consultation Findings

- 4.1 The response to both the leaflets and the website has been significant. In total, 968 responses were received split between the website (468, equivalent to 48%) and the leaflet (500, equivalent to 52%).
- 4.2 Respondents to the website had the option to complete a second response on behalf of another member of their household. As such of the 468 online responses, 268 were first/main responses, with a further 200 second responses.
- 4.3 As shown in Table 1, the overall responses have been very positive with a very high proportion of residents fully supportive of the principle of development.

Table 4.1 Summary of consultation responses

Do you generally support the plans for the site?	Response total	Response %
Yes	829	85.6%
No	99	10.2%
Unsure	40	4.1%
Total	968	100%

- 4.4 The table above reflects the significant level of local interest in (and support for) the proposals.
- 4.5 Many respondents were strongly supportive of the proposals and the following comments are typical of the views expressed:
- “It’s great news that Lidl is coming and I am really happy.”*
- “This area needs a new, decent sized food store to enable residents to shop locally and remove the need to travel into or across Huddersfield. Excellent bus services already serve the area which would remove the need for many customers to use cars...”*
- “Fantastic idea, I am all for progress, and creating new jobs for local people.”*
- “The proposal for the site is exactly what Crosland Moor requires more jobs more amenities can only help to enhance our local community.”*
- 4.6 While the large majority of respondents were supportive of the proposed development, some people did express concerns in relation to the principle of development of a foodstore in this location, traffic and highways issues, and pedestrian access.
- 4.7 The project team has carefully considered these comments and, where possible, has sought to address particular concerns as part of the finalised scheme. This is set out in greater detail in Section 5.0.

5.0 Responding to Feedback

5.1 An analysis of all written comments has indicated that there are a number of key topics where issues have been raised and/or concerns expressed. The comments have therefore been grouped together into the following topic areas:

- Principle of development;
- Highways and access issues; and
- Arboriculture and landscaping.

5.2 Each of these topics is considered in turn below.

5.3 Some responses raised issues that are not relevant planning considerations. For example, a number of responses referred to the potential impact of the development on house prices and/or competition with other foodstores. As these are not planning matters, they are not considered further in this Statement.

Principle of Development

5.4 Whilst the majority of respondents agreed (in full or in part) that there was a need for improved food shopping provision in Crosland Moor, a number of respondents raised commented that they feel there is no need for an additional supermarket on Blackmoorfoot Road. Of the respondents who raised concern, this was typically based upon a view that the area is already well served by existing provision, for example:

“There’s no need for the store. There’s a Lidl by the fire station it’s only 5 mins away from Crosland Moor plus the Aldi in Milnsbridge.”

“We do not need a supermarket in this space as we have a Lidl, x2 Aldi, Co-op all less than 5 minutes away.”

5.5 An updated assessment of the existing foodstore provision on the south-western side of Huddersfield (including an up to date household survey) has been undertaken and is set out in the Planning & Retail Statement which accompanies the application. It is noted that there is an existing Aldi store in Milnsbridge, c. 2km from the application by road. This store is very well-used and currently trades at around three times the Aldi company average.

5.6 Although the application site is located less than 100m walking distance from Crosland Moor Local Centre, the main convenience retail provision within this centre is a small Co-op supermarket, which caters for top-up needs and would not compete directly with the new Lidl store.

5.7 As set out in the Planning & Retail Statement, it is not considered that the centres within the catchment of the application site would experience any significant adverse impact as a result of the proposed Lidl store. This is not least given that the vast majority of uses in the centres – including retailers, services and other commercial/community uses – would not be affected by the development. This view also takes into account the potential for the new Lidl store to generate additional linked pedestrian trips to, and spin-off trade for Crosland Moor Local Centre by virtue of its edge-of-centre location.

5.8 The proposed new Lidl store would significantly enhance the range of foodstore provision serving residents in the local area. It would also provide more effective competition for the Co-op store in Crosland Moor and other stores locally, whilst reducing the need for residents to travel to meet their needs.

5.9 The findings of the Planning & Retail Statement also echo much of the feedback which expressed outright support for the proposals. A number of responses noted that the proposed foodstore would provide additional choice for local residents:

"[The development would] increase choice and provide competitive advantage to consumers"

"We will be able to purchase grocery at a competitive price, as at the moment we have to travel to the town centre for price choice."

"This would be a welcome addition to our community. We definitely need a more local supermarket with competitive prices."

Highways and Access Issues

5.10 A range of comments were received in relation to the potential impacts of the proposed development upon the surrounding highways network, including the following:

"Traffic infrastructure is already abysmal. It's impossible to get out of Turnstone Way and into Blackmoorfoot Road already."

"My only concern is that the car park is designed well and does not cause congestion for traffic travelling up and down Blackmoorfoot Road."

"The amount of traffic this would generate would be too much for the roads as well as the lack of privacy for residents who would live near the site."

"Blackmoorfoot Road is regularly congested so Kirklees Council should look at ways to improve traffic flow in the area."

5.11 The planning application is accompanied by a comprehensive Transport Assessment, which confirms that the site can be accessed safely and that there is adequate capacity in the local highways network to accommodate any uplift in vehicular trips associated with the proposals.

5.12 Access to the proposed Lidl foodstore will be provided from an existing priority-controlled T-Junction with Turnstone Way along the north-eastern boundary of the site, located some 40 metres to the south-east of the Turnstone Way / Blackmoorfoot Road junction. A T-junction in this location has been constructed as part of the construction of Turnstone Way, with a short stub leading into the site which will form the access to the site. The access road into the Lidl foodstore has a carriageway width of 6.0 metres with 6.0 metre radii tying into the existing carriageway on Turnstone Way.

5.13 The Transport Assessment concludes that the proposed development site will be accessible by all modes of transport, and that the local highway network will continue to operate satisfactorily following the introduction of the proposed development.

- 5.14 Some responses raised concerns about delivery hours to the proposed foodstore. For example:

“I am concerned about the delivery times and the noise from unloading goods.”

- 5.15 Notwithstanding that a fresh full planning permission is sought for the development, Lidl is willing to comply with condition 12 which was imposed on outline planning permission ref. 2018/70/93098/W. Condition 12 relates to the control of deliveries to the commercial uses on the site and is as follows:

“Between the hours of 0600 and 0700 Monday to Friday and 0700 to 0800 Saturdays, deliveries to any commercial use on the site shall take place by small vehicles (e.g. vans) only. There shall be no other deliveries to or dispatches from any commercial use on the site outside the hours of 0700 and 2200 Monday to Friday and 0800 and 2200 Saturdays and 1000 and 1600 Sundays or Bank Holidays.”

- 5.16 Subject to the recommendations made within the Noise Impact Assessment which accompanies the application, noise arising from deliveries is not anticipated to cause any adverse impact to nearby residential properties.

Arboriculture and Landscaping

- 5.17 A small number of respondents raised comments relating to arboriculture and ecology issues:

“... As long as this is the case (i.e. we are looking onto trees and hedge rather than the store), we approve of the plans.”

“Would be nice to have ... Help for community projects, keeping streets tidy, tree planting.”

- 5.18 The proposals incorporate a landscaping scheme which includes new tree planting. The proposed landscaping will soften the impact of development and ensure it sits well within the setting. For further details, please refer to the Design and Access Statement.

6.0 Conclusions

- 6.1 This report has summarised the consultation undertaken in relation to the proposed development of a Lidl foodstore at the former St Luke's Hospital site, Crosland Moor, Huddersfield.
- 6.2 To inform the community of the proposals, a range of consultation methods have been undertaken, including:
- A pre-application meeting, attended by officers at Kirklees Council, in August 2021, as part of a pre-application enquiry;
 - The launch of an online survey and consultation website; and
 - Leaflet drops to approximately 10,000 residential properties within the local area.
- 6.3 968 responses were subsequently received from members of the public via completed feedback forms and the consultation website, with the vast majority of respondents (85.6%) confirming their support for the scheme.
- 6.4 A number of comments were made on specific issues including the principle of development, highways, and tree planting. These have all been addressed, both above and in more detail, in other reports prepared to accompany the application – and more detailed work has been undertaken in relation to both retail and highways impact in direct response to the feedback received.
- 6.5 The next step in the ongoing process of consultation will comprise a statutory consultation exercise undertaken by the LPA upon validation of the planning application. In the meantime, the consultation website will remain 'live' for as long as the application remains extant.
- 6.6 The applicant remains committed to listening to and working with the local community throughout the planning and consultation process.

Appendix 1 Leaflet and response form

About Lidl GB

Since establishing itself in Great Britain in 1994, Lidl GB has experienced continuous growth and today has over **28,000 employees**, over **935 stores** and **13 distribution centres** in **England, Scotland and Wales**.

The supermarket takes pride in providing its customers with the highest quality products at the lowest possible prices throughout Great Britain. **Social responsibility** and **sustainability** are at the core of the company's daily operations, with the company placing a strong emphasis on its **responsibility for people, society, and the environment**. Lidl GB is passionate about working with British producers and sources two thirds of its products from British suppliers.



New jobs

This proposal would deliver up to **40 new local jobs**. In October 2022, the entry-level wage at Lidl increased from £10.10 to **£10.90 an hour**, making the company one of the most competitive in the industry. Lidl does not operate zero hours contracts.



A new Lidl store for Crosland Moor Huddersfield



A similar Lidl store

Lidl would like to open a new local foodstore at the former St Luke's Hospital site off Blackmoorfoot Road in Crosland Moor, Huddersfield. A new Lidl store on this site would serve the growing local community and provide increased shopping choice at Lidl's low prices to help with the rising cost of living. If approved, a new Lidl store here could create up to **40 new local jobs**.

Lidl is preparing to submit a planning application to Kirklees Council and we would like to know what the community thinks of the plans. Please complete the enclosed feedback form or complete our online survey to have your say.

Have your say

Visit croslandmoor.newstore.lidl.co.uk or scan the QR code to submit your comments online. Alternatively email us at lidlcroslandmoor@new-stores.co.uk.



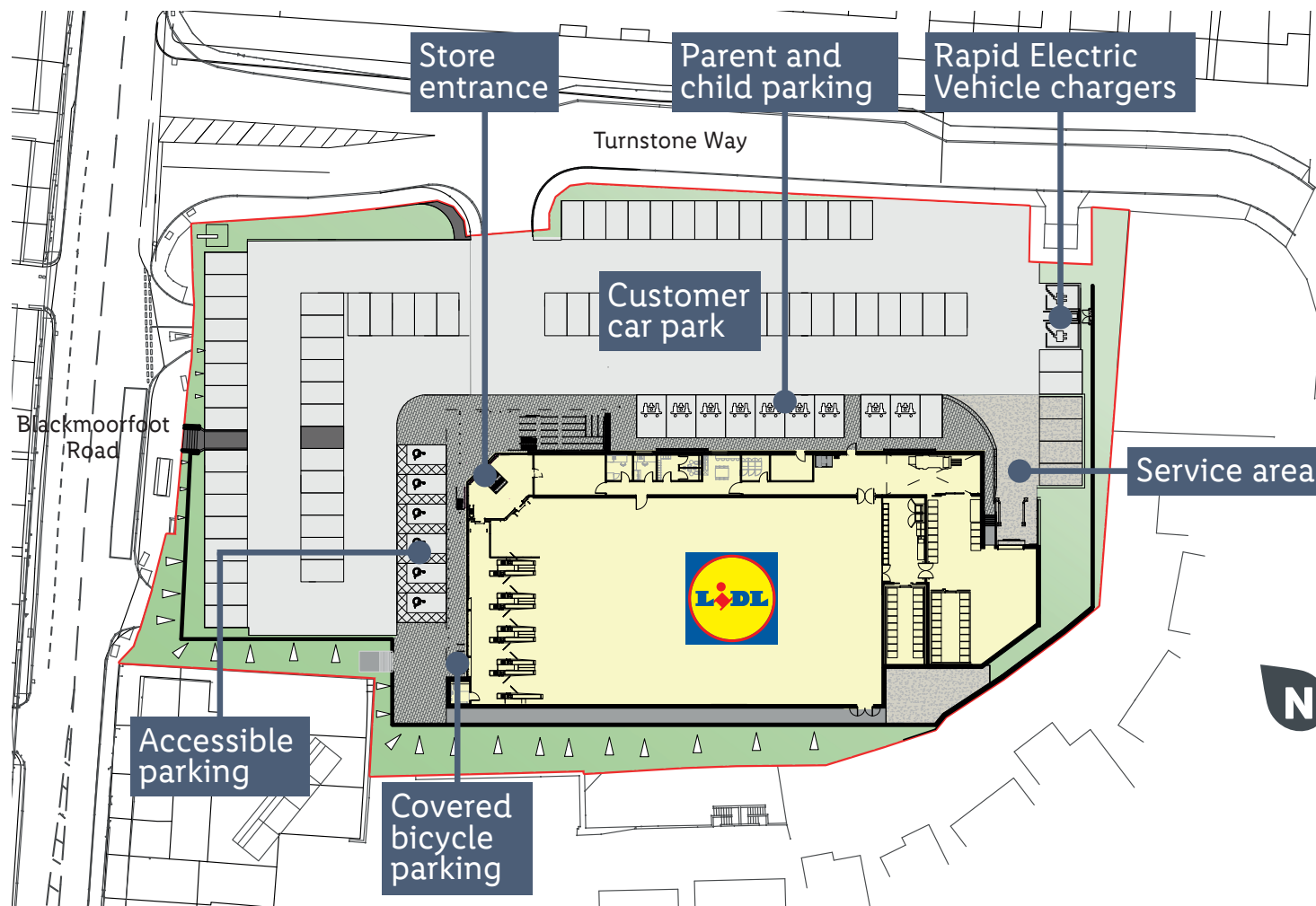
croslandmoor.newstore.lidl.co.uk

The proposals

Lidl's proposals include:

-  **A new Lidl store** to the latest specification with a 1,241 sqm sales area, including modern in-store facilities like Lidl's popular bakery and customer toilets
-  **Vehicle access from Turnstone Way, off Blackmoorfoot Road**, with further pedestrian step entrance off Blackmoorfoot Road
-  **90 parking spaces**, including accessible spaces and parent and child spaces, as well as cycling spaces
-  **Enhanced environmental features**, including two Electric Vehicle Charging spaces (with capacity for more) and solar (photovoltaic) panels on the roof. Lidl has an ongoing commitment to enhance the sustainability of its existing and new stores
-  **Around 40 jobs for local people** including full and part-time roles, all paid at least at Lidl's competitive £10.90 per hour starting pay
-  **Landscaping across the site** including tree planting and soft landscaping

Site Plan



Crosland Moor - Have your say

Please complete this 'Have Your Say' form and return it using the FREEPOST envelope provided.

Two members of the household can complete this form.

1 : Title		Name	
2 : Title		Name	
Address			
		Postcode	

I am generally in favour of Lidl's plans for a new foodstore on land off Blackmoorfoot Road, Huddersfield?

☐ Yes ☐ No ☐ Unsure

Do you have any comments about Lidl's plans for a new foodstore on land off Blackmoorfoot Road, Huddersfield?

Privacy Policy (Lidl GB Ltd)

By providing your personal data and comments to Lidl GB, you agree that we will share this data with the local planning authority as part of the planning process so they can verify the comments we receive are genuine. We may send you a follow up letter asking you to further support our proposal and contact you to update you on the progress of the application. If our application is successful, your personal data will be stored for one month after the store opening. If Lidl no longer intends to build a store in the above location, your personal data will be retained for one month following our decision not to proceed.

☐ We may contact you regarding the new store proposal. Please tick the box if you consent to contact via email.

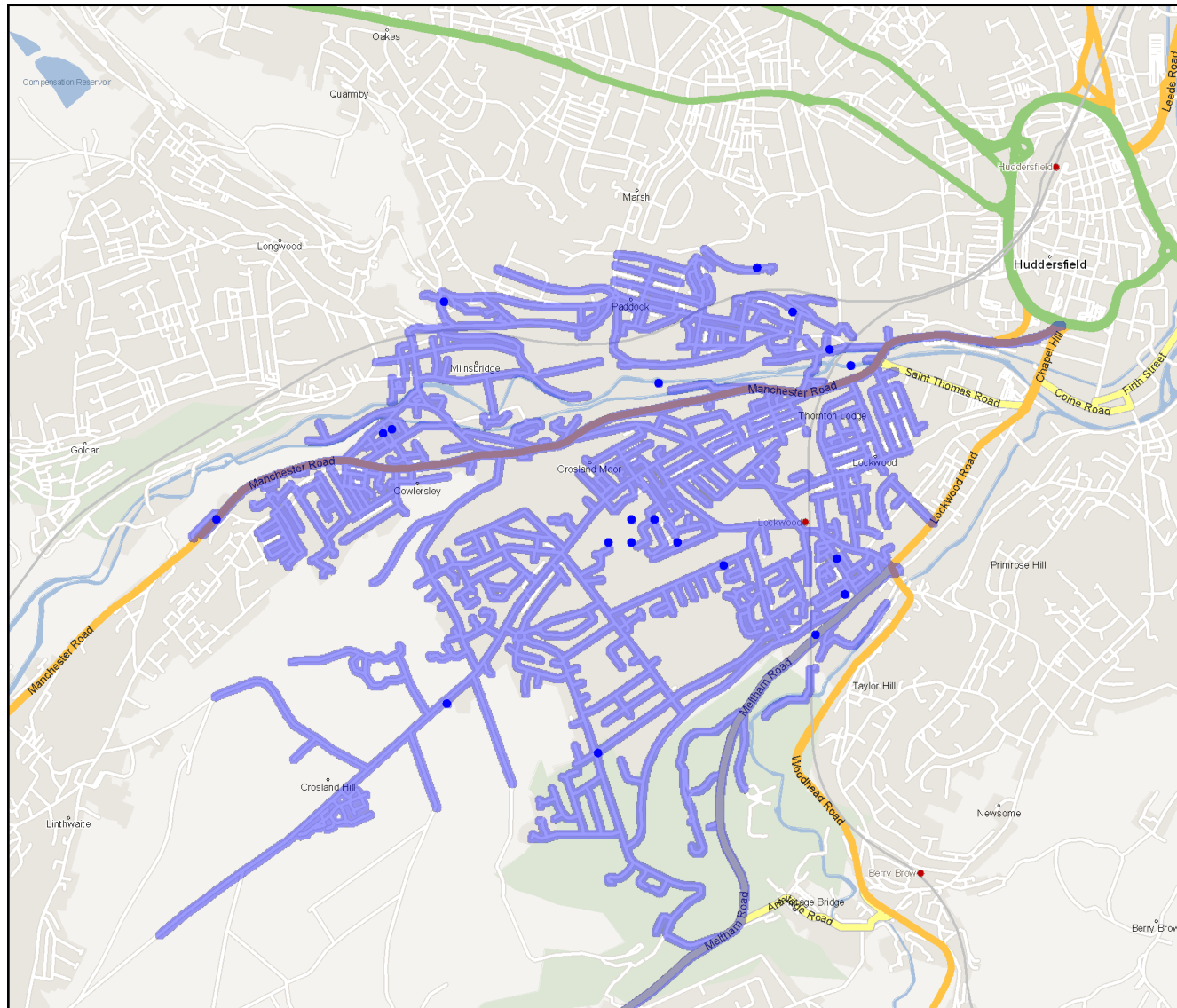
E-mail

For more information about how your personal data will be processed, please visit our website at www.lidl.co.uk/about-us/legal-compliance-data-protection/data-protection/customer-privacy-notice

If you would like to update how Lidl communicates with you, you can contact us at any time by emailing privacy@new-stores.co.uk

Appendix 2 Leaflet distribution

Crosland Moor - Route 1 (HD3 4)



Height: 2.72 miles

Delivery Count: 10020

Delivery Details	
Residential delivery count	9582
Business delivery count	438
Total cost	£0.00

Accommodation Type	%
Detached	13.04%
Semi-detached	24.55%
Terraced (including end-terrace)	50.28%
Purpose-Built Flats in a Residential Building	8.33%
Converted Flat	0.72%
Purpose-Built Flats in a Commercial Building	2.06%
Others	1.01%
Total	100%

Tenure	%
Owned: Owned outright	28.61%
Owned: Owned with a mortgage or loan	31.77%
Owner occupied - Shared ownership	0.55%
Rented from - Council (local authority)	9.4%
Rented from - Housing Association / Registered Social Landlord	4.22%
Rented from - Private landlord or letting agency	21.88%
Rented from – Other	3.57%
Total	100%

Appendix 3 Consultation website



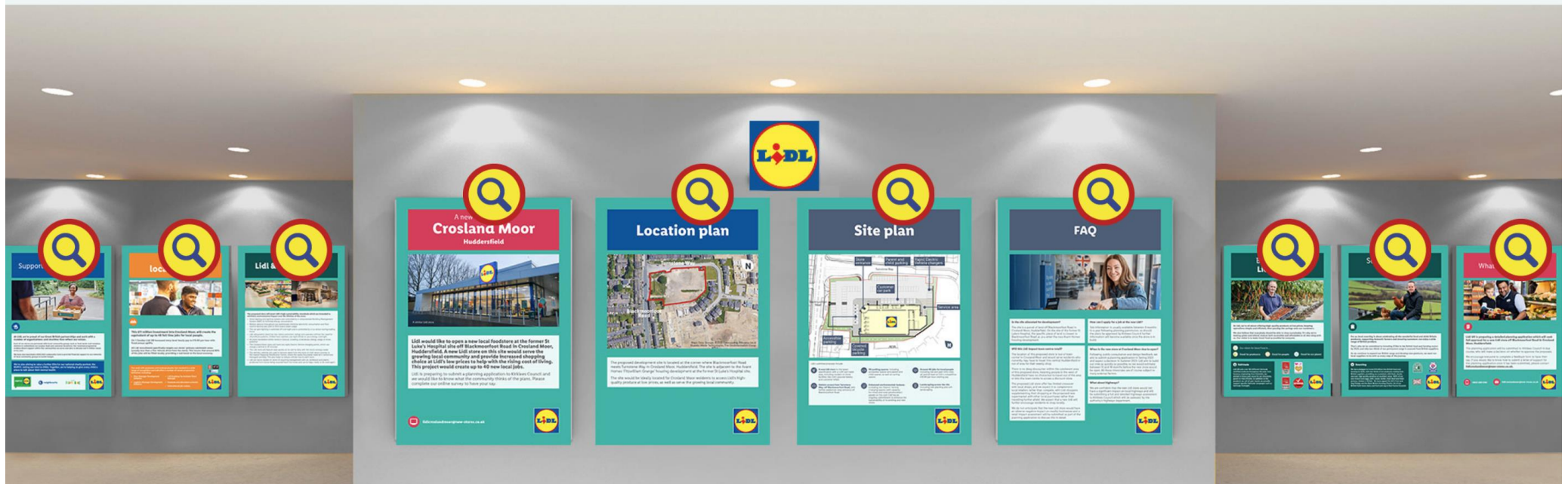
A new Lidl store for

Crosland Moor

[Home](#)[Welcome](#)[Site](#)[Proposals](#)[Have your say](#)[About Lidl](#)[FAQ](#)[Next steps](#)[Contact](#)

Virtual Public Consultation

Hover your mouse on the yellow hotspots below, then click to further explore the exhibition boards and the feedback form.



A new Lidl store for Crosland Moor Huddersfield



Lidl would like to open a new local foodstore at the former St Luke's Hospital site off Blackmoorfoot Road in Crosland Moor, Huddersfield. A new Lidl store on this site would serve the growing local community and provide increased shopping choice at Lidl's low prices to help with the rising cost of living. This project would create up to 40 new local jobs.

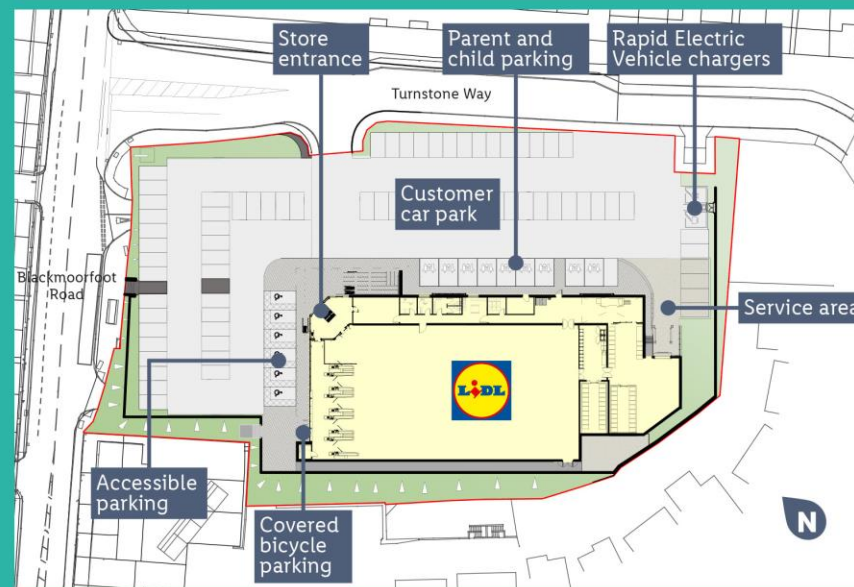
Lidl is preparing to submit a planning application to Kirklees Council and we would like to know what the community thinks of the plans. Please complete our online survey to have your say.



lidlcroslandmoor@new-stores.co.uk



Site plan



Lidl's proposals include:



A new Lidl store to the latest specification with a 1,241 sqm sales area, including modern in-store facilities like Lidl's popular bakery and customer toilets



90 parking spaces, including accessible spaces and parent and child spaces, as well as cycling spaces



Around 40 jobs for local people including full and part-time roles, all paid at least at Lidl's competitive £10.90 per hour starting pay



Vehicle access from Turnstone Way, off Blackmoorfoot Road, with further pedestrian step entrance off Blackmoorfoot Road



Enhanced environmental features, including two Electric Vehicle Charging spaces (with capacity for more) and solar (photovoltaic) panels on the roof. Lidl has an ongoing commitment to enhance the sustainability of its existing and new stores



Landscaping across the site including tree planting and soft landscaping



FAQ



Is the site allocated for development?

The site is a parcel of land off Blackmoorfoot Road in Crosland Moor, Huddersfield. On the site of the former St Luke's Hospital, the specific piece of land is closest to Blackmoorfoot Road as you enter the new Avant Homes housing development.

Will this Lidl impact town centre retail?

The location of this proposed store is 'out of town centre' in Crosland Moor and would serve residents who currently may have to travel into central Huddersfield or out of area for their weekly shop.

There is no deep discounter within the catchment area of this proposed store, meaning people in the west of Huddersfield have no choice but to travel out of the area or into the town centre to access a discount store.

The proposed Lidl store offer has limited crossover with local shops, and we expect it to complement local retailers rather than compete, with Lidl shoppers supplementing their shopping at the proposed new supermarket with other local purchases rather than travelling further afield. We expect that a new Lidl will further encourage residents to shop locally.

We do not anticipate that the new Lidl store would have an adverse negative impact on nearby businesses and a retail impact assessment will be submitted as part of the planning application to discuss this in detail.

How can I apply for a job at the new Lidl?

Job information is usually available between 6 months to a year following planning permission, so should the plans be approved by Kirklees Council further information will become available once the store is in build.

When is the new store at Crosland Moor due to open?

Following public consultation and design feedback, we aim to submit a planning application in Spring 2023 and expect a decision in Summer 2023. Lidl aim to build out sites as quickly as possible, so we would estimate between 12 and 18 months before the new store would be open. All these timescales are of course subject to many external factors.

What about highways?

We are confident that the new Lidl store would not have a significant impact on local highways and will be submitting a full and detailed highways assessment to Kirklees Council which will be assessed by the authority's highways department.



Lidl & sustainability



The proposed store will meet Lidl's high sustainability standards which are intended to minimise environmental impact over the lifetime of the store.

- Store heating and lighting systems are controlled by a computerised Building Management System (BMS) to minimise energy consumption
- Motion sensors throughout our warehouses minimise electricity consumption and flow control devices are used to limit excess water usage
- The car park lighting is switched off overnight and is controlled by a lux sensor during trading hours
- Lidl refrigeration plant has low carbon emissions ratings and operates without the need for chlorofluorocarbons. Chilled food cabinets use night blinds to save energy overnight
- All stock movement within stores is manual, avoiding unnecessary energy usage or noise pollution
- The Crosland Moor store will have two rapid Electric Vehicle charging points, which can charge a vehicle in 30 minutes
- The Lidl store will feature solar panels on its roof to help with the store's energy needs
- Our delivery vehicles are used to remove waste from the store on their return journey to the nearest Regional Distribution Centre, where the waste/recyclable material is sorted and managed centrally. This also helps to reduce vehicle trips to each store
- Lidl are sector leaders in terms of recycling management with all cardboard and plastic produced from stores being recycled back into boxes and carrier bags, ready to be used again.



Celebrating
60
years

Birmingham
0121 713 1530
birmingham@lichfields.uk

Edinburgh
0131 285 0670
edinburgh@lichfields.uk

Manchester
0161 837 6130
manchester@lichfields.uk

Bristol
0117 403 1980
bristol@lichfields.uk

Leeds
0113 397 1397
leeds@lichfields.uk

Newcastle
0191 261 5685
newcastle@lichfields.uk

Cardiff
029 2043 5880
cardiff@lichfields.uk

London
020 7837 4477
london@lichfields.uk

Thames Valley
0118 334 1920
thamesvalley@lichfields.uk



lichfields.uk