

# Statement of Community Involvement

Regeneration proposals for part of the Bartley Wood Business Park, Bartley Way, Hook

Prepared for XLB Property Ltd

June 2021

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# Executive summary

XLB Property Limited (XLB) is committed to consulting with the local community regarding its redevelopment proposals for part of Bartley Wood Business Park, Bartley Way, Hook.

Due to the ongoing Covid-19 pandemic, XLB deployed alternative methods of consulting the community regarding the proposals for the development of land at Bartley Way, Hook, which negated the need for face-to-face contact, whilst still ensuring a robust consultation. Community newsletters were therefore distributed in **February 2021**, while a separate newsletter to nearby businesses was distributed in **April 2021**.

Residents and stakeholders were given the opportunity to give feedback regarding the proposals via a host of different channels. A freephone information line and project email address were made available throughout the process for interested parties to receive further details and to provide feedback.

The initial community newsletter was distributed to **approximately 2,017 residential and commercial addresses** surrounding the site on **10<sup>th</sup> February 2021**. This document provided background on the need to rejuvenate Bartley Wood Business Park and gave an overview of draft plans for a new Aldi food store on part of the site.

It also encouraged residents, business-owners, and stakeholders to contact the project team with their comments via an enclosed feedback postcard, by the freephone information line telephone number, or using the dedicated feedback email address.

The second newsletter, specially directed towards identified commercial neighbours via email, was distributed on **13<sup>th</sup> April 2021**. This document provided slightly tailored information regarding the central Aldi food store element of the proposals, and encouraged business recipients to contact the project team with their comments via the freephone information line telephone number, or by direct reply email.

During the consultation period, a total of **275 feedback responses** were received via feedback postcards and consultation reply emails.

The most frequent positive comment welcomed the introduction of a new Aldi, while the most common negative response related to the need for a new Aldi food store.

The new Aldi forms part of a wider proposal to regenerate part of Bartley Wood Business Park with new, high-quality, employment-generating spaces, which will also include clean technology and industrial units. XLB will undertake work to inform and engage neighbours on this broader regeneration plan as part of its post-submission activity. As outlined in Chapter 6, this will be achieved through the creation of an information hub website, which was advertised via a letter to the same identified stakeholders, and the same distribution area of residential and commercial neighbours, this letter was distributed on the **12<sup>th</sup> June 2021**.

XLB has carefully reviewed all the feedback received to date, and the main comments raised by the local community have been addressed within this document and the wider material submitted as part of the application.

XLB is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated

regarding the proposals. This document provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.

# 1. Introduction

- 1.1 XLB Property (XLB), an established development management company and a leader in the business space sector, is working in partnership with Patron Capital to bring forward plans to regenerate part of the Bartley Wood Business Park, Bartley Way, Hook with a high-quality, employment-generating scheme featuring five new commercial buildings, including research and development, light industrial, and a new Aldi discount food store.
- 1.2 XLB is committed to consulting local stakeholders and the local community about its planning applications. As a result, XLB has a strong track record of consulting and communicating with members of the local community, community groups, local councillors, and other relevant third-party stakeholders.
- 1.3 This document provides a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application.
- 1.4 In order to assist with the community consultation and communication, XLB appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.5 All feedback received is accounted for and represented within this document.

# 2. Background

## 2.1 Proposal site

- 2.1.1 Bartley Wood Business Park, Hook is a well-connected employment destination located less than a mile from Junction 5 of the M3 and within 700 metres of Hook Railway Station. The Business Park hosts a range of employers, including trade and industrial uses, but is principally home to large offices.
- 2.1.2 However, the office market has changed in recent years, with businesses increasingly looking for a range of amenities alongside office space, to help attract and retain staff. The Park currently suffers from a circa 70% vacancy rate, and is struggling to secure office tenants. As a result, there is a need for significant investment in the site so that it can accommodate the wider range of different employment uses that the market demands.
- 2.1.3 XLB has identified part of the Business Park where these issues are most acute – specifically a 3.9ha site which currently accommodates three office buildings – Units 260, 270, and 280 Bartley Way – which have recently fallen vacant.

## 2.2 Proposals

- 2.2.1 To address these issues, XLB is bringing forward an ambitious masterplan to rejuvenate this specific part of Bartley Wood Business Park by redeveloping the site with a high-quality employment-generating scheme consisting of:

- Four new commercial buildings, divided into nine units, delivering 12,212 sqm of modern, flexible, Class E(g) research and development and light industrial (B2 and B8) employment floorspace;
- A single Class E(a) employment-generating retail foodstore, to be occupied by Aldi, with 1,963 sqm of floorspace;
- Associated cycle storage and car parking and service yards for the commercial buildings and the new Aldi retail store, comprising 214 car parking spaces and 82 cycle spaces for the commercial units, and 138 car parking spaces and 8 cycle spaces for the new retail foodstore;
- The retention of TPO trees throughout the site and the provision of new landscaping to soften the scheme;
- New vehicular site access from Griffin Way South;
- A carefully considered and sympathetic design that will reflect and enhance the local vernacular.

## 3. Community Engagement

### 3.1 Statement of community involvement

#### 3.1.1 The Localism Act 2011

Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

#### 3.1.2 National Planning Policy Framework (2019)

The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.

3.1.3 XLB has had regard to the NPPF at Paragraph 39 when it states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*

3.1.4 The NPPF goes on to highlight at Paragraph 40 that *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be 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.”*

3.1.5 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *“the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits.”*

#### 3.1.6 Hart District Council

Hart District Council adopted its current *Statement of Community Involvement* (SCI) in July 2014, and the document was subsequently amended in April 2017.

3.1.7 The SCI encourages developers and landowners to undertake pre-application consultation with the community, including via notification letters to site neighbours. XLB therefore undertook a programme of community engagement, as outlined in this document.

## 3.2 Engagement with Officers

3.2.1 Alongside activity to engage with the community, appropriate steps were taken to request a pre-application response from Officers at Hart District Council. A virtual pre-application meeting with Officers was subsequently held on **17<sup>th</sup> July 2020**, with written advice received on **19<sup>th</sup> August 2020**. A second round of pre-application advice was discussed later at a meeting held on **6<sup>th</sup> May 2021**. **Whilst written feedback has yet to be received in relation to the scheme as a whole, written advice has been provided by policy officers.**

3.2.2 These meetings broadly covered:

- The context of the site and circumstances surrounding the existing buildings
- A review of the site and the opportunities presented
- Background to the application
- Details of the initial proposals for the site, including site layouts and elevations
- Information about XLB Property and any prospective tenants
- The acceptability of the proposals in principle
- Any design considerations which would need to be taken into account
- The nature and extent to which any environmental constraints (eg Tree Preservation Orders) would influence the design
- Any potential adverse impacts of the development upon the amenity of the surrounding area
- Any financial contributions or legal obligations which may be needed to manage or mitigate the impacts of development
- An outline of the proposed consultation process and timeframe of the proposals
- A list of documents and drawings that would be needed to support a planning application.
- Questions and answers

## 3.3 Engagement with stakeholders

3.3.1 XLB felt that it was important to engage with local stakeholders on the draft proposals for the site's redevelopment alongside consultation with the neighbouring community. While the pre-application meeting was being arranged, therefore, a community newsletter and covering email were sent to identified stakeholders on **10<sup>th</sup> February 2021**.

3.3.2 The community newsletter, which is discussed in further detail in the 'Engagement with the community' section (3.5) below, discussed XLB Property, provided background on the need for regeneration, and introduced the principle of introducing a new Aldi food store.

3.3.3 The covering email and community newsletters were sent to the following stakeholders:

- Relevant Members of Hart District Council's Cabinet
- Members of Hart District Council's Planning Committee
- Ward Members for Hook ward on Hart District Council
- Hampshire County Councillor for Odiham and Hook electoral division
- Members of Hook Parish Council

3.3.4 The initial covering email contained an offer to arrange a virtual one-to-one meeting. It also included details of the freephone information line number and project email address. A copy of this email and the community newsletter has been included in the Appendices.



## 3.4 County Councillor Meeting

- 3.4.1 Following the above initial contact, the only stakeholder who wished to take advantage of XLB's offer of a meeting with the project team was the relevant Hampshire County Councillor for Odiham and Hook electoral division.
- 3.4.2 This meeting, which was held virtually, took place on between **2pm and 3pm on Friday 19<sup>th</sup> February 2021**.
- 3.4.3 The meeting was an opportunity for the County Councillor to meet XLB's project team and to discuss the draft proposals. The session allowed XLB to talk attendees through the plans and provide specific answers to questions, while also securing stakeholder feedback prior to submission of the planning application.
- 3.4.4 Representatives from XLB were on hand to answer questions and makes notes of comments made before, during, and after the briefing.
- 3.4.5 The main issues and topics arising from the County Councillor meeting were as follows:

### PRINCIPLE OF THE DEVELOPMENT

- Detail of the proposals and the rationale for bringing these forward
- Pre-application advice from Officers

### LOCAL INFRASTRUCTURE

- Proposed new access point from Griffin Way South
- Potential traffic and highways impact
- Potential impact on nearby roundabouts and junctions
- Detail of the car parking proposed

### ENVIRONMENT

- Potential impact on the heathland to the south and other neighbouring ecology
- The carbon and energy efficiency of the proposed buildings

## 3.5 Engagement with the community

- 3.5.1 To ensure that XLB could provide a safe engagement process during the Coronavirus restrictions, a community newsletter outlining its draft plans for a new Aldi on this part of Bartley Wood Business Park, together with a freepost reply card, were distributed **to approximately 2,017 residential and commercial addresses surrounding the site on 10<sup>th</sup> February 2021**.
- 3.5.2 This document, which had been distributed to identified community stakeholders the same day:
- Provided background on the site and the need for regeneration
  - Gave an overview of the proposed Aldi foodstore
  - Highlighted the benefits of the proposed discount retail foodstore
- 3.5.3 The newsletter encouraged residents, business-owners, and stakeholders to contact the project team with their comments via an enclosed feedback postcard, by the freephone information line telephone number, or using the dedicated feedback email address.

## 3.6 Additional engagement with businesses

- 3.6.1 While a number of neighbouring businesses had been engaged as part of the initial community newsletter drop in February 2021, XLB was keen to give neighbouring businesses on the Bartley Wood Business Park a further opportunity to provide comment on the principle of delivering a new Aldi food store.
- 3.6.2 XLB therefore provided a second, business newsletter outlining the Aldi foodstore plans for Bartley Wood Retail Park. This newsletter provided much of the same information as the community newsletter, but was tailored somewhat for a business audience.
- 3.6.3 The business newsletter was distributed via email to identified business contacts on the Business Park on **13<sup>th</sup> April 2021**. The business newsletter and the covering email can be found in the Appendices.

## 3.7 0800 comment facility

- 3.7.1 During and after the engagement with neighbours and stakeholders, access to a freephone telephone information line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.
- 3.7.2 The telephone number used (**0800 298 7040**) was in operation Monday-Friday between the hours of 9.00am and 5.30pm. A message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and that queries or concerns were addressed.
- 3.7.3 Information was given to callers where possible and, if questions were of a technical nature, these were passed on to project team members.



## 4. Review of comments

### 4.1 Overall feedback received

- 4.1.1 This feedback analysis reviews all feedback received up to the time of writing this report – **28<sup>th</sup> May 2021**.
- 4.1.2 During this period, XLB received **275 feedback responses** concerning the Aldi foodstore proposed for Bartley Wood Business Park, Bartley Way, Hook.
- 4.1.3 275 feedback responses were received in this period: 265 feedback postcards and 10 feedback emails. Feedback from all forms of feedback response have been considered together in the below analysis.

Supportive	Supportive with reservations	Object	Unsure	Total
213	23	31	8	275
78%	8%	11%	3%	100%

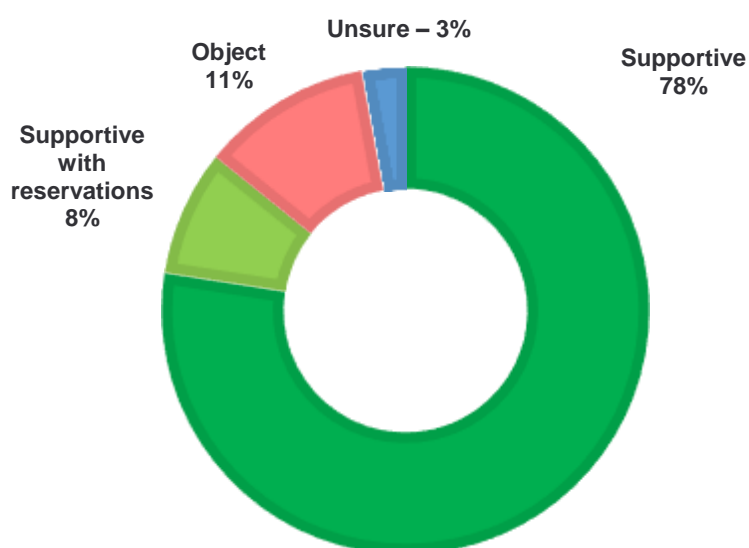
- 4.1.4 **78%** of respondents offered outright support, while **8%** of respondents supported the principle of the redevelopment while providing additional comments or reservations.

- 4.1.5 **Therefore, 86% of overall feedback received was supportive of the principle of XLB's plans for a new Aldi foodstore within Bartley Wood Business Park.**

- 4.1.6 A further **11%** of the total responses received objected to the proposals, while 3% were unsure.

- 4.1.7 The most frequent positive comment welcomed the introduction of a new Aldi.

- 4.1.8 The most common negative response related to the need for a new Aldi food store.



Below is a top-line breakdown of comments received from all 275 feedback responses.

Positive Comments	Frequency
<p><b>Comments welcoming the proposed introduction of a new Aldi</b></p> <p>e.g. <i>"I think a new Aldi store would be good for Hook village."</i> (Birch Grove)</p> <p>e.g. <i>"Would be a great opportunity for the Business Park to flourish. A great alternative to local Tesco, which is overpriced and lacks a good range of items."</i> (Bartley Way)</p> <p>e.g. <i>"Great to have an additional food store."</i> (Four Acre Coppice)</p>	20

Constructive Comments and Reservations	Frequency
<p><b>Concerns relating to the number of supermarkets in Hook, either suggesting there is no need for the proposed Aldi or arguing that there are too many supermarkets in Hook</b></p> <p>e.g. <i>"With one existing supermarket and land already acquired by Sainsbury's in Hook to build a new supermarket, is there sufficient need for 3 supermarket stores? Not really."</i> (Address not disclosed)</p> <p>e.g. <i>"We see no need for yet another supermarket selling packaged food."</i> (Aspen Gardens)</p> <p>e.g. <i>"We would not use it. It will lower the tone for Hook. It's already a race to the bottom ... stop it, before Hook becomes totally undesirable."</i> (Rosedale)</p>	14
<p><b>Concerns relating to the traffic impact of the proposed development</b></p> <p>e.g. <i>"Although I support these proposals in principle, I do have a concern about increased traffic on Griffin Way South, especially the 30mph section north of the railway bridge."</i> (Ravenscroft)</p> <p>e.g. <i>"My only concern is the amount of traffic it will bring through the village."</i> (Creswell)</p> <p>e.g. <i>"Just concerned about extra traffic on Griffin Way and the speed, despite the 30 limit in place."</i> (Lees Meadow)</p>	13
<p><b>A preference for an alternative supermarket brand at this location</b></p> <p>e.g. <i>"Although I support a new, larger supermarket, I would prefer a Waitrose or even Sainsbury's."</i> (Athoke Croft)</p> <p>e.g. <i>"I would have preferred a Lidl."</i> (Redes Close)</p>	5

<p><b>Opposition to Aldi on the basis that it is a ‘low quality’ brand</b></p> <p>e.g. <i>“While any job now is welcome, this is for low grade retail only in a professional area.”</i> (Wild Herons)</p> <p>e.g. <i>“Aldi employs the bare minimum of staff to maximise profits ... you encourage a race to the bottom.”</i> (Quince Tree Way)</p>	5
<p><b>Uncertainty as to where the new Aldi will be located on site</b></p> <p>e.g. <i>“I would not want to see Aldi opposite Providence House – which site would this go onto?”</i> (Bartley Way)</p> <p>e.g. <i>“Where exactly is this building going to go?”</i> (Bartley Way)</p>	5
<p><b>Concerns about car parking</b></p> <p>e.g. <i>“In principal [sic] as long as ... car park secure to prevent noise nuisance from cars.”</i> (Bow Field)</p> <p>e.g. <i>“Car park needs to be ‘adequate’.</i> (Wild Herons)</p>	4
<p><b>Request for traffic calming measures to be put in place</b></p> <p>e.g. <i>“In principal [sic] as long as: traffic calming is fully considered.”</i> (Bow Field)</p>	3
<p><b>Concern about the potential impact on the environment</b></p> <p>e.g. <i>“Only concern is the effect on the environment.”</i> (Hunts Close)</p>	1
<p><b>Request for traffic lights or a speed camera on the B3349</b></p> <p>e.g. <i>“Serious thought needs to go into traffic along B3349, people drive too fast down there as it is, so either traffic lights or camera would be required for extra traffic.”</i> (Bow Field)</p>	1
<p><b>Concern that Bartley Wood Business Park is not designated for retail</b></p> <p>e.g. <i>“This land was never designated for retail use. Retail use has been rejected in the past.”</i> (Bow Field)</p>	1
<p><b>Request for better pedestrian crossing facilities</b></p> <p>e.g. <i>“Please can you consider better pedestrian crossing facilities to allow people to walk to your store?”</i> (Rosebay Gardens)</p>	1

<b>Concern expressed regarding XLB's broader masterplan</b>  e.g. "Having Aldi locally at this location does not worry me. The rest of the ambitious masterplan does. I don't want the site to become an M3 service area." (Birch Grove)	1
<b>Concern that local shops would lose business</b>  e.g. "Local shops would lose business." (Bow Field)	1
<b>Provisional support, so long as no new houses are built</b>  e.g. "Provided no more houses will be built." (Athoke Croft)	1

## 5. Response to comments

- 5.1.1 All comments received have been reviewed by the project team and, where possible, amendments were made to the proposals. Many of the issues raised are covered in the application documents which accompany this response.
- 5.1.2 During the consultation feedback review period, XLB's project team responded directly to a number of specific enquiries and questions relating to the proposals and individual responses were drafted and issued.
- 5.1.3 The main issues which arose during the pre-application consultation process and XLB's response to it is detailed below:

- **Concerns relating to the number of supermarkets in Hook, either suggesting there is no need for the proposed Aldi or arguing that there are too many supermarkets in Hook**

*The consultation was held in the early stages of preparing the development proposals. Since then, a detailed Retail Assessment has been prepared and will be submitted in support of the application. The Assessment provides an analysis of the existing retail context within the catchment area of the proposal, and assesses the proposed retail floorspace against the relevant retail policy tests, namely sequential approach and impact assessment, set out in the adopted Hart Local Plan. The Assessment demonstrates that there are no sequentially preferable sites to accommodate the proposed retail floorspace and that the proposals will not lead to a significant adverse impact on existing centres, including Hook district centre. The proposed foodstore will add to Hook's overall convenience offer, increasing local choice and competition to the benefit of local residents and those in the wider catchment area.*

- **Concerns relating to the traffic impact of the proposed development**

*The potential impact of the proposals on the local highway network has been assessed and deemed acceptable. To support these proposals, XLB has commissioned a Transport Statement (TS) and will engage with Hart District Council and Hampshire County Council on any mitigations that may be required.*

## 6. Post-Application Consultation

### 6.1 Ongoing engagement with the community

- 6.1.1 The new Aldi forms part of a wider proposal to regenerate part of Bartley Wood Business Park with new, high-quality, employment-generating spaces, which will also include clean technology and industrial units.
- 6.1.2 XLB will undertake work to inform and engage neighbours on this broader regeneration plan as part of its post-submission activity. To facilitate this, an information hub website for XLB's regeneration proposals for this part of the Bartley Wood Business Park will be created. The website, which will be hosted at – [bartleywood.consultationonline.co.uk](https://bartleywood.consultationonline.co.uk) – will contain details of XLB's submitted plans for the nine new commercial buildings, as well as the Aldi foodstore, and provide advice on how residents, businesses, and stakeholders can provide further feedback.
- 6.1.3 The website will be updated whenever new information is available and whenever a decision is made on the application by Hart District Council.
- 6.1.4 To inform relevant parties about XLB's information hub website, a letter was distributed on the 12<sup>th</sup> June to the following:
- Relevant Members of Hart District Council's Cabinet
  - Members of Hart District Council's Planning Committee
  - Ward Members for Hook ward on Hart District Council
  - Hampshire County Councillor for Odiham and Hook electoral division
  - Members of Hook Parish Council
  - All businesses contacted regarding the Business Newsletter
- 6.1.5 An update letter was also sent to approximately 2,017 residential and commercial addresses surrounding the site on 12<sup>th</sup> June 2021. A copy of this letter has been included within the appendices.

## 7. Appendices

- **Copy of the community newsletter**
- **Copy of the covering email to stakeholders**
- **Copy of business newsletter**
- **Copy of the covering email to businesses**
- **Copy of the covering update email to stakeholders**
- **Copy of the resident update letter**





## Proposals for

# A new discount food store at Bartley Wood Business Park, Bartley Way, Hook



CGI of a typical Aldi food store

### **Bartley Wood Business Park, Hook is a well-connected employment destination located less than a mile from Junction 5 of the M3 and within 700 metres of Hook Railway Station.**

The Business Park hosts a range of employers, including trade and industrial uses, but is principally home to large offices. However, the office market has changed in recent years, with businesses increasingly looking for a range of amenities alongside office space to help attract and retain staff.

Bartley Wood has struggled to evolve to meet the changing needs of the business community. The latest figures show that almost **70%** of the buildings are vacant.

In current market circumstances, and given the oversupply of office accommodation in the local area, the Business Park is in need of rejuvenation. As such, there is a need for significant investment in the site so that it can accommodate the wider range of different employment uses that the market demands.

To help reverse this decline, Aldi is working with a development partner to bring forward an ambitious masterplan to rejuvenate this part of the Business Park.

The plan for this section of Bartley Wood will see an underused office building redeveloped to provide a new employment site that better reflects the demands of the market. The proposal will not only address the oversupply of office space, but also reinvigorate the economic prospects of the Business Park, delivering new jobs for local people.

To provide a modern and attractive business centre, the masterplan proposes to transform this part of Bartley Wood with:

- **A new, high-quality Aldi discount foodstore**, delivering an enhanced consumer offer across 20,000 sq ft of new retail space
- **Extensive new landscaping, car parking, and public realm improvements**

**THESE PLANS REPRESENT THE OPPORTUNITY TO BRING  
*EVERYDAY AMAZING* TO THIS PART OF HOOK**



## Improving choice for local people in Hook

Unlike other supermarkets, Aldi is not a one-stop shop. Its smaller stores focus on packaged goods and convenience goods, complementing rather than competing with existing local shops and services.

As customers continue to look for better-value brands to make their money go further, it is important that residents have access to a wide range of shopping facilities. **The introduction of a new Aldi food store in Hook would significantly improve shopping choice for the local community.**

At this location, an Aldi discount food store on Bartley Wood Business Park would greatly enhance the attractiveness and economic viability of the site: not by providing **up to 40 new FTE jobs, but in rejuvenating an economic site in decline with a retail use that the market demands.**

## There's a lot to like

Aldi's philosophy of high-quality products at low prices that shopping can trust has won many accolades, including:



## Community benefits of our plans



Provision of a high-quality discount food offer, greatly increasing the choices available to shoppers



Replacement of economically unattractive buildings and the introduction of new employment-generating spaces



Considerable investment into the Business Park, representing a **£5m** investment into the local economy



Significant new business rates generation, to help support local services and families



New car parking provision, including family and blue badge spaces, and electric car charging facilities



In excess of **40** new jobs for local people created at the Business Park, plus additional employment opportunities created during the construction stage

## How to support these exciting plans

As part of our commitment to community consultation, we would like hear what local residents and businesses think of its draft plans before its submits a planning application to Hart District Council.

To leave feedback on these emerging proposals, return the enclosed feedback card via the freepost envelope. Alternatively, you can leave comments with our project team by calling our freephone information line on **0800 298 7040** or by emailing **feedback@consultation-online.co.uk**.

10<sup>th</sup> February 2021

Dear Councillor,

### **Proposals for the regeneration of Bartley Wood Business Park, Hook**

Please forgive the unsolicited nature of this email, but I wanted to contact you in your role as a key local stakeholder regarding an opportunity to deliver the **redevelopment and rejuvenation of the Bartley Wood Business Park, Bartley Way, Hook**.

I am writing to introduce **XLB Property Ltd (XLB)**, an established development management company and a leader in the business space sector. Alongside Aldi and other development partners, XLB will shortly bring forward **an ambitious masterplan to rejuvenate this part of the Bartley Wood Business Park** and **secure its important long-term economic function in the Hart District**.

As you may be aware, while Bartley Wood Business Park is a well-connected employment destination, changes in the office market in recent years and the general oversupply of office accommodation in local area have resulted in a steady decline in occupancy. Bartley Wood has not evolved and adapted to meet the changing needs of the business community, which has left the Park unattractive and uncompetitive. The latest figures show that **70% of the existing office space is vacant**, which far exceeds the national and regional average. Significant investment is now required to safeguard the economic viability and employment function of the site.

The plan for this section of Bartley Wood will see an underused office building redeveloped to provide a new employment site that better reflects the demands of the market. The proposal will not only address the oversupply of office space, but also reinvigorate the economic prospects of the Business Park, delivering new jobs for local people.

To provide a modern and attractive business centre, the masterplan proposes to transform part of Bartley Wood with:

- **A new, high-quality Aldi discount foodstore**, delivering an enhanced consumer offer across 20,000 sq ft of new retail space
- **110,000 sq ft of new floorspace to accommodate a range of new businesses**, including warehousing, clean manufacturing, and small production
- **Extensive new landscaping, car parking, and public realm improvements**

For further information on our proposals, and the benefits they will deliver to the community, please consult the attached community newsletter, which has also been distributed to the local community.

**Given your role, we would be delighted to meet with you via videoconference to introduce XLB and its project team; explain our proposals in more detail; and outline our wider vision for this part of the Bartley Wood Business Park.** In the coming days, one of my colleagues will be in touch to see if we can arrange a convenient time to discuss this with you.

If you would like to contact the project team in the meantime, please don't hesitate to do so by calling our Freephone information line – **0800 298 7040** – or by emailing [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk).

Yours sincerely,

**Samuel Carr**

**For and on behalf of XLB Property**





## Proposals for

# A new discount food store at Bartley Wood Business Park, Bartley Way, Hook



CGI of a typical Aldi food store

**Bartley Wood Business Park, Hook is a well-connected employment destination located less than a mile from Junction 5 of the M3 and within 700 metres of Hook Railway Station.**

The Business Park hosts a range of employers, including trade and industrial uses, but is principally home to large offices.

However, the office market has changed in recent years, with businesses increasingly looking for a range of amenities alongside office space to help attract and retain staff.

As such, there is a need for significant investment in the site so that it can accommodate the wider range of different employment uses that the market demands.

Aldi is working with a development partner to bring forward an ambitious masterplan to rejuvenate this part of the Business Park.

The plan for this section of Bartley Wood will see an underused office building redeveloped to provide a new employment site that better reflects the demands of the market.

The proposal will not only address the oversupply of office space, but also reinvigorate the economic prospects of the Business Park, delivering new jobs for local people.

To provide a modern and attractive business centre, the masterplan proposes to transform this part of Bartley Wood with:

- **A new, high-quality Aldi discount foodstore**, delivering an enhanced consumer offer across 20,000 sq ft of new retail space
- **Extensive new landscaping, car parking, and public realm improvements**

**THESE PLANS REPRESENT THE OPPORTUNITY TO BRING  
*EVERYDAY AMAZING* TO THIS PART OF HOOK**

## Improving choice for local people in Hook

Unlike other supermarkets, Aldi is not a one-stop shop. Its smaller stores focus on packaged goods and convenience goods, complementing rather than competing with existing local shops and services.

As customers continue to look for better-value brands to make their money go further, it is important that residents have access to a wide range of shopping facilities. **The introduction of a new Aldi food store in Hook would significantly improve shopping choice for the local community.**

At this location, an Aldi discount food store on Bartley Wood Business Park would greatly enhance the attractiveness of the site: by providing **up to 40 new FTE jobs, & rejuvenating an economic site with a retail use that the market demands.**

## There's a lot to like

Aldi's philosophy of high-quality products at low prices that shopping can trust has won many accolades, including:



## Community benefits of our plans



Provision of a high-quality discount food offer, greatly increasing the choices available to shoppers



Introduction of new employment-generating spaces



Considerable investment into the Business Park, representing a **£5m** investment into the local economy



Significant new business rates generation, to help support local services and families



New car parking provision, including family and blue badge spaces, and electric car charging facilities



In excess of **40** new jobs for local people created at the Business Park, plus additional employment opportunities created during the construction stage

## How to support these exciting plans

As part of our commitment to community consultation, we would like hear what local businesses think of our draft plans.

To leave feedback on these emerging proposals, return the enclosed feedback card via the freepost envelope. Alternatively, you can leave comments with our project team by calling our freephone information line on **0800 298 7040** or by emailing **feedback@consultation-online.co.uk**.

10<sup>th</sup> February 2021

Dear All,

**Proposals for a new discount food store at Bartley Wood Business Park, Hook**

Please forgive the unsolicited nature of this email, but I wanted to contact you given your role as a commercial neighbour on the **Bartley Wood Business Park, Bartley Way, Hook**.

I am writing to introduce **XLB Property Ltd (XLB)**, an established development management company and a leader in the business space sector. Alongside Aldi and other development partners, XLB will shortly bring forward **an ambitious masterplan to rejuvenate part of the Bartley Wood Business Park** and **secure its important long-term economic function in the Hart District**.

Whilst Bartley Wood Business Park is a well-connected employment destination, changes to the office market in recent years and the general oversupply of office accommodation in the local area have resulted in a decline in occupancy. To help Bartley Wood meet the changing needs of the business community, significant investment is now required to improve its attractiveness as a major employment location.

To provide a modern and attractive business centre, the masterplan includes a **new, high-quality Aldi discount foodstore**, delivering an enhanced consumer offer across 20,000 sq ft of new retail space

For further information on our proposals, and the benefits they will deliver to the business community, please consult the attached community newsletter.

**Given your role as a commercial neighbour, we would be keen to hear from you regarding these proposals, particularly how these plans might benefit the wider business park.**

If you have any comments or would like to discuss further, I would encourage you to get in touch with me directly by reply to this email.

Yours sincerely,

**Samuel Carr**

**For and on behalf of XLB Property**



12<sup>th</sup> June 2021

Dear Councillor,

**Proposals for the regeneration of Bartley Wood Business Park, Hook**

Further to my email of 10<sup>th</sup> February 2021, I write to update you on XLB Property's (XLB's) **comprehensive industrial-led masterplan proposals to redevelop and regenerate part of Bartley Wood Business Park, Bartley Way, Hook.**

Bartley Wood is a well-connected employment destination located less than a mile from Junction 5 of the M3 and within 700 metres of Hook Railway Station. The Business Park hosts a range of employers, including trade and industrial uses, but is principally home to large office buildings.

However, the office market has changed in recent years, with businesses increasingly looking for a range of amenities alongside office space, to help attract and retain staff. At Bartley Wood, **the vacancy rate is very high at around 70%.** As such, there is a need for significant investment in the site, so that it can accommodate the wider range of different employment uses that the market demands, which in turn will help regenerate the wider park.

The area of the Business Park where these issues are most acute is the south-eastern corner: a 3.9ha site comprising three former office buildings. **260 Bartley Way has been vacant since 2015, while 270 & 280 Bartley Way have been unoccupied for more than 18 months.** The existing buildings are reaching the end of their functional lives, and with no active interest from office occupiers, they would be unsustainable to refurbish.

To address these issues, XLB has prepared an ambitious masterplan to regenerate this specific site, with the aim of reinvigorating the wider Bartley Wood Business Park. **XLB will shortly submit plans to redevelop the land with a high-quality employment-led scheme featuring five new commercial buildings, including clean technology, light industrial, storage and distribution, and an Aldi discount foodstore.**

We were pleased that **86%** of respondents to our initial engagement supported the principle of bringing a new Aldi foodstore to the park. We are now launching an information website – [bartleywood.consultationonline.co.uk](http://bartleywood.consultationonline.co.uk) – where we will also seek community feedback.

**Given your role, we would be delighted to meet with you via videoconference to outline our vision for this part of the Bartley Wood Business Park and to explain our proposals in more detail. In the coming days, one of my colleagues will be in touch to see if we can arrange a convenient time to discuss this with you.**

If you would like to contact the project team in the meantime, please don't hesitate to do so by calling our Freephone information line – **0800 298 7040** – or by emailing [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk).

Yours sincerely,

**Samuel Carr**  
**For and on behalf of XLB Property**





Title  
Address 1  
Address 2  
Address 3  
Postcode

12<sup>th</sup> June 2021

Freephone: 0800 298 7040

Dear Resident,

### **Proposals for the regeneration of Bartley Wood Business Park, Hook**

I write on behalf of XLB Property (XLB), regarding its **comprehensive industrial-led masterplan proposals to redevelop and regenerate part of Bartley Wood Business Park, Bartley Way, Hook.**

Bartley Wood is a well-connected employment destination located less than a mile from Junction 5 of the M3 and within 700 metres of Hook Railway Station. The Business Park hosts a range of employers, including trade and industrial uses, but is principally home to large offices.

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We were pleased that **86%** of respondents to our initial engagement supported the principle of bringing a new Aldi foodstore to the park. We are now launching an information website – [bartleywood.consultationonline.co.uk](http://bartleywood.consultationonline.co.uk) – where you can find more information about our wider plans. The site also includes a feedback form, where we would welcome any comments you might have.

If you would like to contact the project team in the meantime, please don't hesitate to do so by calling our Freephone information line – **0800 298 7040** – or by emailing **feedback@consultation-online.co.uk**.

Yours sincerely,

**Samuel Carr**  
**For and on behalf of XLB Property**

c/o BECG, The Pump House, Garnier Road, Winchester, SO23 9QG  
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