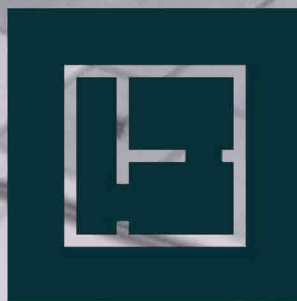


Erection of shop (Class 1), formation of vehicular access, car parking, landscaping and associated works (resubmission) at

Land north of 288 Strathtay Road, Perth

Consultation Statement for
Lidl Great Britain Limited
December 2023

Our Ref: 19-01108

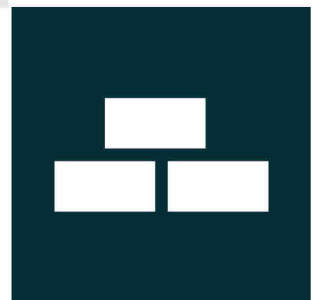


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Appendices

Appendix 1 Consultation Leaflet
Appendix 2 Previous Consultation Statement



Quality Assurance

This report has been prepared within the quality system operated at Rapleys LLP according to British Standard ISO 9001:2015.

We confirm that the undersigned is an appropriately qualified and experienced Chartered Planner experienced in the commercial property sector.

Created by: Sean Moulton MPlan
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Signature:

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Daniel.Wheelwright@rapleys.com

Signature:

1 INTRODUCTION

- 1.1 This Statement of Consultation ('SoC') has been prepared by Rapleys LLP, on behalf of Lidl Great Britain Limited ('Lidl') to support the proposal for the erection of shop (Class 1), formation of vehicular access, car parking, landscaping and associated works at the land to the north of 288 Strathtay Road, Perth.
- 1.2 The applicant has undertaken substantial consultation with the public to understand their views on the proposal and to inform its consideration. This statement therefore details the national and local policy context relevant to community engagement and the consultation strategy undertaken to engage with local residents and the Council.
- 1.3 Specifically, this SoC sets out: -
- Details of the public engagement undertaken;
 - The nature and number of consultation responses received; and
 - Key messages arising from the consultation.
- 1.4 Given that the scale of the proposed development will be of 'local scale', formal pre-application consultation ('PAC') is not a statutory requirement in this case. Nonetheless, Planning Circular 3/2022: Development Management Procedures highlights, at paragraph 2.9, that the Scottish Government do also encourage pre-application engagement in cases where PAC is not a statutory requirement.
- 1.5 In this context, the consultation strategy adopted is informed by and accords with the requirements as set out in Scottish Government Planning Advice Note on Community Engagement 3/2010.

2 RELEVANT PLANNING CONTEXT

- 2.1 This section sets out the relevant planning context in relation to the requirements for public consultation and community involvement.

NATIONAL PLANNING FRAMEWORK 4

- 2.2 The “Cross-Cutting Outcome and Policy Links: A Fair and Inclusive Planning System” section of National Planning Framework 4 (‘NPF4’) sets out the Scottish Government’s expectations that steps are taken to involve a wide range of people in the planning system. Further, NPF4 asserts that collaborative, meaningful and proportionate engagement is undertaken to inform planning decisions, to promote best practice and innovation.

SCOTTISH GOVERNMENT PLANNING ADVICE NOTE ON COMMUNITY ENGAGEMENT 3/2010

- 2.3 The Scottish Government Planning Advice Note on Community Engagement 3/2010 (PAN 3/2010) sets out the Scottish Government’s expectations for Council engagement with the local community. Paragraphs 21-23 of PAN 3/2010 set out the Scottish Government’s expectations of applicants submitting planning application.
- 2.4 The Scottish Government encourages prospective developers to undertake extensive public consultation. Additionally, and as appropriate to the application proposal, this should be supported by a consultation statement outlining what public consultation has been carried out and how the results of the exercise have been taken into account.

3 CONSULTATION PROCESS

3.1 This section sets out the strategy the applicant has taken in relation to pre-application engagement with the local community to inform them of the proposals and obtain feedback.

ENGAGEMENT WITH PERTH AND KINROSS COUNCIL

3.2 Prior to the submission of a full planning application, the applicant submitted a pre-application request to Perth and Kinross Council to understand the likelihood of the proposal obtaining planning permission. The Council provided a written pre-application response on 17th July 2023.

3.3 A summary of the response provided in Section 4 of this statement.

ENGAGEMENT WITH LOCAL COMMUNITY

3.4 The public consultation with the local community included the printing and distribution of over 7,000 leaflets to residents close to the proposed development site. The leaflets (a copy of which can be found at **Appendix 1**) invited residents to provide their views on the proposed development in a number of ways, namely: -

- Via an online survey;
- Via a dedicated email address – lidlperth@rapleys.com;
- Via the included freepost return form; or
- At a public consultation event, held at Tulloch Community Centre, Tulloch Terrace, Perth, PH1 2PF on Thursday 22nd June, from 3-7pm.

3.5 This public consultation represents the second round of consultation undertaken by Lidl, due to the amended scheme design from that iteration first consulted on. This emphasises Lidl's commitment to informing and involving the local community in the evolution of the proposals. The details of the first consultation can be found in the previously submitted Consultation Statement, which can be found at **Appendix 2**.

3.6 In accordance with PAN 3/2010, the above methods of consultation are considered appropriate given the nature and local scale of the proposal. The range of methods was used to ensure an inclusive approach to community engagement, the findings of which are presented in Section 4 of this statement.

3.7 Lidl will continue to welcome comments on the proposal as the application progresses, demonstrating a willingness to maintain an open dialogue with the local community and local planning authority.

3.8 It is considered that the methods of consultation undertaken have exceeded those necessary for an application of this scale.

4 SUMMARY OF RESPONSES

4.1 This section provides a summary of the responses received during the pre-application consultation process, including the response from the Council and the local community.

RESPONSE FROM PERTH AND KINROSS COUNCIL

- 4.2 Perth and Kinross Council's pre-application response, received 17th July 2023, was informed by the Perth and Kinross Local Development Plan 2; National Planning Framework 4 (NPF4); and other relevant policies and guidance. In this context the Council offer the following comments: -
- The Council object to the principle of the proposed foodstore development coming forward through a stand-alone application, suggesting that the proposal should be delivered as part of a masterplan for the entirety of the site (which is allocated for housing in the adopted Local Development Plan).
 - The Council consider that the proposed out-of-centre retail development is contrary to the adopted Local Development Plan and NPF4, specifically, the Council do not consider the proposal to meet either of the out-of-centre retail exceptions set out in NPF4.
 - The siting of the proposed foodstore is not considered to be appropriate in relation to the remainder of the masterplan area, with the Council suggesting that this location would be detrimental to the quality of the surrounding built and natural environments. Furthermore, the Council suggest that the application would hinder connectivity; incorporate inappropriate design; and include unacceptable levels of retention.
 - The Council also question the visual amenity of the proposal (as a result of the materials, massing, etc...), suggesting that the view of the store from prominent frontages would result in an adverse visual impact, which the proposed landscaping would do little to mitigate against.
 - The Council is fundamentally opposed to the use of any retaining structures, despite the fact that Lidl have proposed to provide planting within the structures that will considerably improve the aesthetic of the retention.
 - The Council raise concerns with the pedestrian and cycle linkages to and through the site, suggesting that the layout does not adequately link to existing bus stops and the wider network of paths in the area. In particular, the Council comment on the linkages between the Lidl site and the remainder of the site to the north, as a result of the change in terrain.
 - The Council also raise concerns over the potential for conflict between future occupiers and the store, in terms of noise from delivery vehicles. They suggest that the location of the service yard may lead to an unacceptable impact on the amenity of future residents.
 - The Council also highlight the loss of mature trees to facilitate development. Whilst they concede that there is scope for these trees to be replaced as part of the development, they suggest that as the residential element (which will deliver a number of the replacement trees) is not included as part of this application, insufficient replacement tree planting is proposed.
 - The Council raise concerns over the ecological impact, the delivery of biodiversity net gain and the impact on roosting bats, setting out a requirement for these matters to be assessed and addressed as part of any planning application.
 - The Council set out that the proposal should seek to reduce emissions, with the approach to this being set out through an Energy Statement.
 - In terms of Air Quality, the Council confirm that an Air Quality Impact Assessment will be required as part of any development proposal of the nature assessed through the pre-application.

- The Transportation and Development Team consider there to be a number of unresolved issues; and have requested that additional information, to demonstrate that the proposed development is acceptable in highway and access terms is submitted.
- Transport Scotland did not provide any further comment, however, the Case Officer notes that they did not object to the original planning application.
- The Council confirm that a site investigation would be required as part of any future development proposal.
- The Council require further information on how the drainage for the store will be implemented, including details of how the application site would be integrated into the SuDS system for the wider masterplan site.
- The Council also outline that the details of lighting and developer contributions will need to be submitted to and approved by the Council as part of any forthcoming development.

4.3 Overall, the Council's response clearly highlights that Case Officers are not supportive of the principal or details of the proposed development. Lidl disagree and consider that the benefits of the proposed development; and the level of public support for the proposal outweigh the concerns raised by Case Officers. Full justification for the proposal can be found in the accompanying Planning and Retail Statement.

RESPONSE FROM LOCAL COMMUNITY

4.4 The second round of consultation led to a total of 338 formal responses via the online survey, email, post and forms submitted at the consultation events. This represents a response rate of around 4.8%, assuming that only one response was received from each household.

4.5 As part of the consultation, respondents who utilised the freepost return form and the online survey were asked to answer the following question: -

1. Are you supportive of the new Lidl store in this location?

The online survey also invited residents to answer the following additional questions: -

2. Where do you do the majority of your shopping?
3. In terms of your shopping habits, do you tend to do a regular weekly shop, or do you generally prefer to top up throughout the week as required?
4. How do you usually travel to your current food store?

4.6 Both forms of response also allowed residents to leave additional comments on the proposed development.

4.7 The results of the community engagement exercise are outlined below.

Question 1 (freepost leaflet & online survey) - Are you supportive of the new Lidl store in this location?

4.8 A total of 336 responses were received to question 1. In total 94% of the responses supported the scheme, with 2% were undecided and only 4% unsupportive of the scheme (see Figure 1).

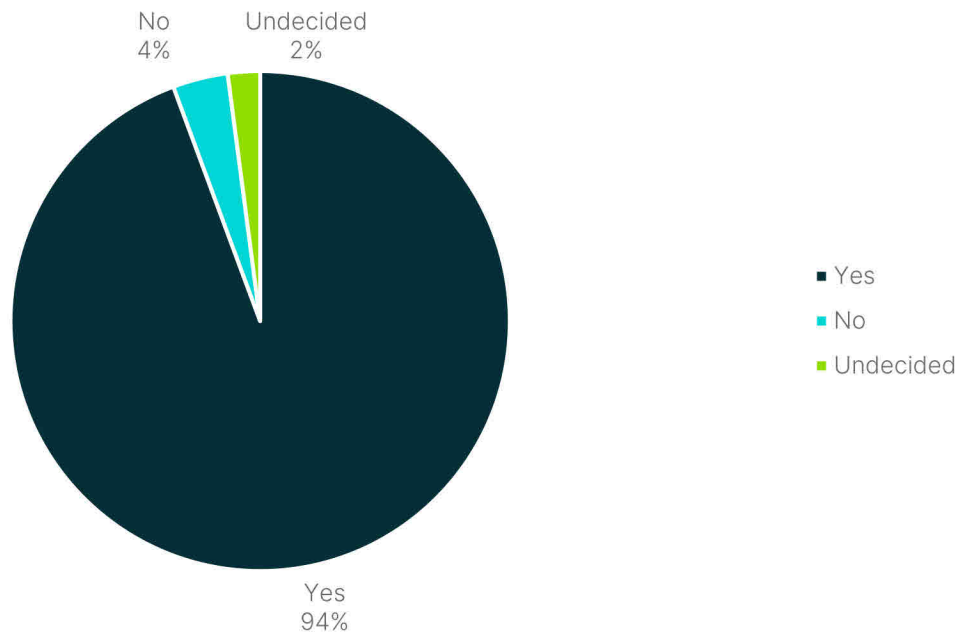


Figure 1: Responses to question 1

Question 2 (online survey only) - Where do you do the majority of your shopping?

In total 146 responses to question 2 were received. The results suggest that Tesco is the most popular convenience retailer in the area, with 31% of respondents confirming that they shop at this retailer. Closely behind this were Lidl and Aldi, with 25% and 20% of respondents, respectively, confirming that they shop at these retailers. Asda is also a fairly popular shopping location with 15%.

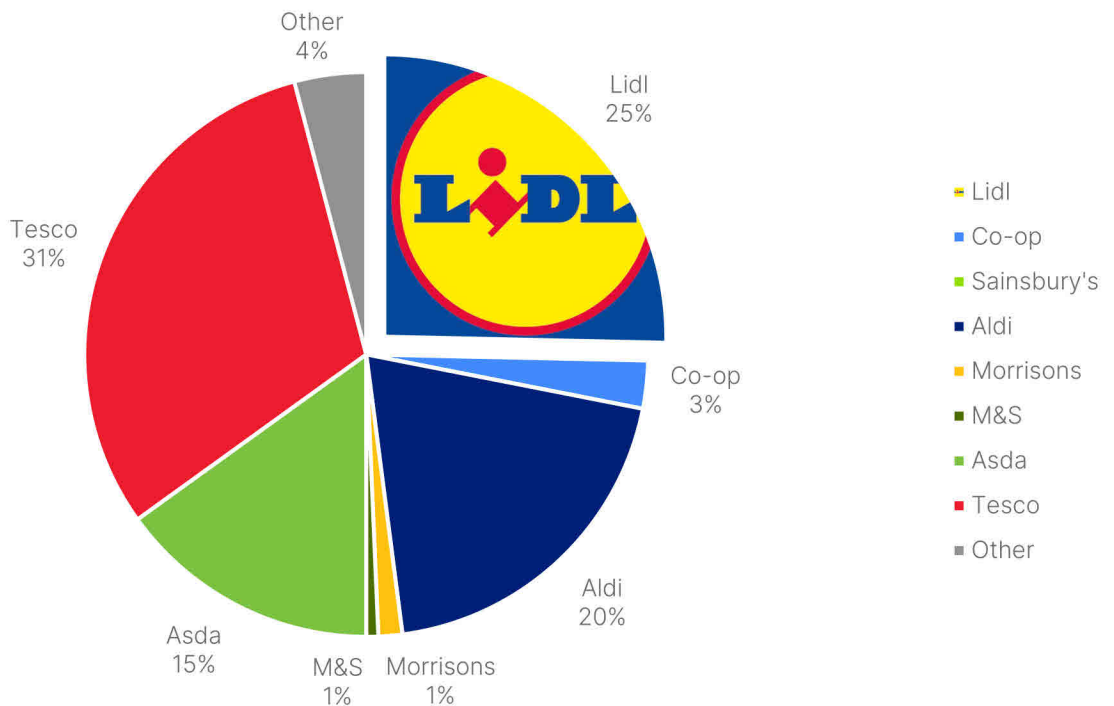


Figure 2: Responses to question 2

Question 3 (online survey only) - In terms of your shopping habits, do you tend to do a regular weekly shop, or do you generally prefer to top up throughout the week as required?

4.9 A total of 146 responses to question 3 were received. The most popular response to this question was 'weekly shop' with 41%. Over a third of respondents (35%) confirmed that they tend to perform a mix of weekly shopping and top up shopping. Meanwhile, 24% of respondents said that they only performed top up shops.

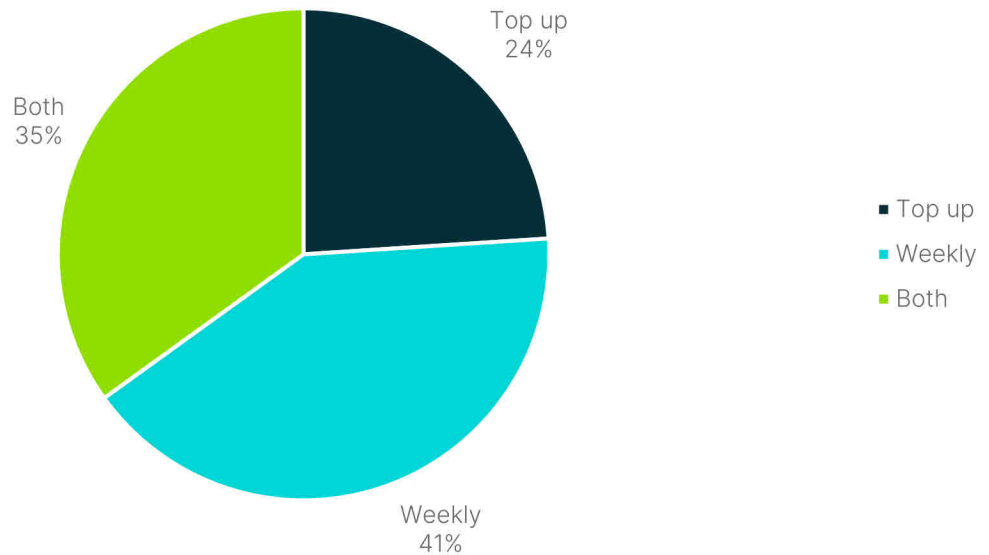


Figure 3: Responses to question 3

Question 4 (online survey only) - How do you usually travel to your current food store?

4.10 A total of 140 responses were received to question 4. The results show a high level of car dependency (84%) in the local area, when it comes to convenience shopping. Meanwhile, more sustainable means of transport (public transport, bicycle and walking) makes up only 14% of the responses.

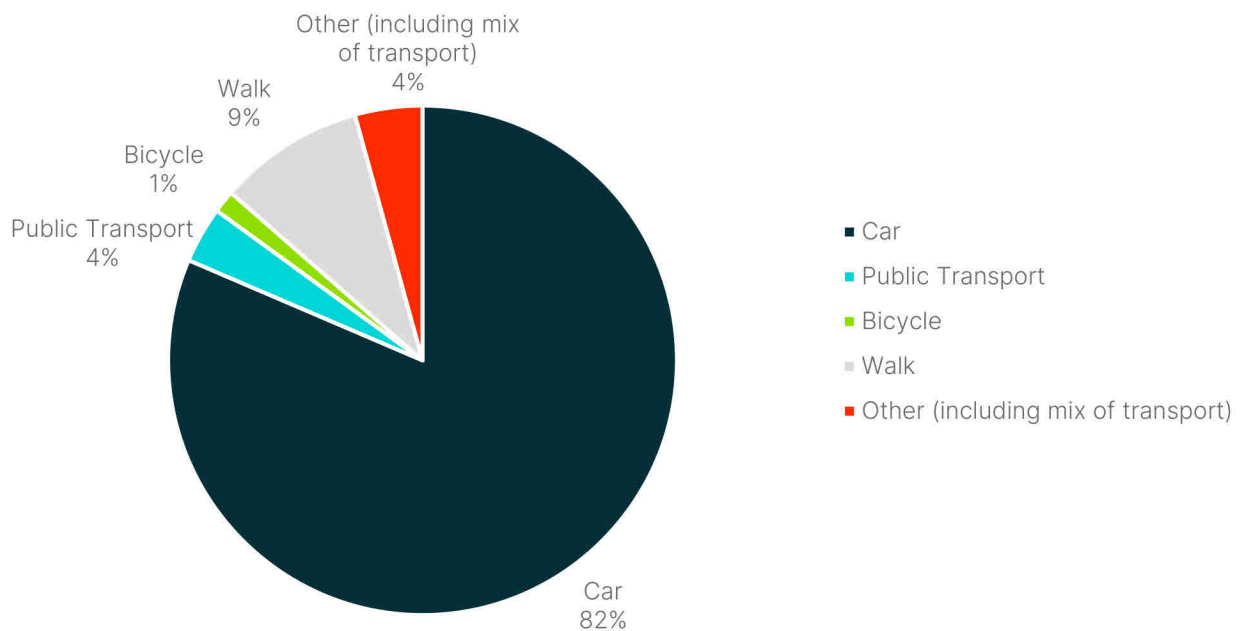


Figure 4: Responses to question 4

Additional comments

- 4.11 In addition to the set questions outlined above, residents were given the opportunity to make further comments on the proposed development. Due to the large volume of feedback received, the responses have been summarised below, which cover the main themes:
- Many residents welcomed Lidl to the area, citing that at present there is little choice (only Tesco) in the area; and the development would bring increased choice and competition.
 - Residents also confirmed that they would welcome cheaper shopping choices, commenting on the struggles as a result of the cost of living crisis.
 - Numerous residents praised the convenient location of the site, confirming that the store would be within walking distance of their homes.
 - The new well-paid jobs that would be delivered by the proposed development were also welcomed by local residents.
 - A number of local residents raised concerns over increased traffic on the road network around the site.
 - Some residents raised concerns over the number of accessible, parent & child and EV parking spaces, suggesting that a higher proportion of specialised spaces should be delivered.
- 4.12 Overall, the proposal was very positively received by local residents, with the majority of respondents expressing support for the proposed scheme; and an eagerness for additional shopping provision to be delivered in the area. This is entirely consistent with the first round of public consultation.

5 RESPONSE TO CONSULTATION EXERCISES

5.1 The following section provides the response of the applicant to the pre-application consultation exercise with both the Council and local residents.

PERTH AND KINROSS COUNCIL

5.2 As outlined in Section 4 of this statement, Perth and Kinross Council planning officers object to the principle of the development and have raised a number of concerns with the proposal. A full response to the comments raised is found in the accompanying Planning and Retail Statement, however, a summary is provided below.

- **Principle of development** – Lidl considers that a robust case can be made in support of the principle of development, which is the culmination of a number of matters as outlined below. A number of key changes have been made to address concerns. Also, it is considered that there are a range of positive material planning considerations arising from the proposed development which should be weighed in the planning consideration. To show how the proposal integrates with the wider H71 allocation, an indicative masterplan has been provided which demonstrates that the two elements can be satisfactorily integrated.
- **Retail matters** – Lidl has undertaken its own retail survey to evidence to demonstrate that the proposal does address the retail sequential and impact tests, including that there is both a qualitative and quantitative deficiency in this location. Further assessment of the proposal has been undertaken in respect of the adoption of NPF4.
- **Layout and visual impact of the foodstore** – The siting and orientation of the store is considered to be the best location to address technical matters (such as ensuring enough distance from the Crieff Road access, achieving an active glazed frontage to Crieff Road and easy access to the store by foot) and visual impact (such as elevational treatment, landscaping which are described further below). Additional glazing has been proposed to the southern east corner, wrapping around to the eastern elevation. Furthermore, high level glazing across the eastern elevation, coupled with brick effect cladding provides an enhanced appearance, integrating into the surrounding area, integrating with the wider context.
- **Retaining structures** – An interlocking green retention system has now been utilised which will provide tiered green planting within the retention area, softening the visual impact of the store to the rear (north) and side (east) alongside the additional proposed landscaping.
- **Transport links** – An additional pedestrian crossing has been added from the east off Crieff Road directly to the store, promoting visits by non-car modes.
- **Delivery noise** – A Noise Impact Assessment has been prepared which demonstrates that the deliveries will not impact on the residential amenity of future occupiers in this location.
- **Loss of trees** – Additional tree planting is proposed on the site to compensate for the loss of trees in creating the access to the allocation from Crieff Road. Furthermore the indicative masterplan indicates how substantial tree planting can be incorporated into the development of the residual part of the H71 allocation.
- **Landscaping, ecology and biodiversity** – Increased landscaping has been proposed including additional tree planting to the western, northern and eastern sides of the site. A native hedge also has been included to the southern, western, and northern part of the site. Substantial beds of native shrub planting are also proposed in the road verge fronting the store which will be managed by Lidl. Together this provides a notable softening of the built development and provides for an enhancement of biodiversity in respect of the mix and variety of planting. Supporting ecology reports identify that no protected species are present on the application site. Additional tree planting can be accommodated in the wider housing site when it comes forward.
- **Emission reduction/sustainability** – An Energy Statement has been prepared in support of the application which sets out the energy performance of the proposed store. The store has a high

level of efficiency and will be supported by an array of PV panels on the roof providing up to 25% of the store's electricity requirement. Furthermore, two rapid EV chargers are provided with further passive provision installed.

- **Air quality** – An Air Quality Assessment has been prepared which demonstrates that the proposal has a negligible impact on Air Quality in this location and that no exceedances of pollutants are predicted.
- **Highways and access** – A signalised access from Crieff Road is proposed to serve both the store and the wider housing development. The proposed access location is the only suitable point along Crieff Road to ensure enough separation from the existing traffic lights to the east. Extensive discussions with Perth and Kinross Roads department has been undertaken over many years in respect of the H71 allocation. The impact of the proposed store and new signalised junction on the network has been modelled and has been found to be acceptable.
- **Flood risk and drainage** – The application is supported by a Flood Risk Assessment and Drainage Strategy which indicates that the development is acceptable and will not lead to any increase of flood risk elsewhere. Integral SUDs attenuation is proposed underneath the store car park.
- **Lighting** – An appropriate lighting scheme can be conditioned as part of any planning application to ensure a safe environment whilst minimising unnecessary glare.

5.3 It is considered that this planning application suitably addresses the comments raised in the pre-application response.

LOCAL COMMUNITY

5.4 Clearly the majority of residents, who chose to respond to the consultation exercise, were very positive about the proposed development and would welcome Lidl to the area. However, as outlined above, there were a handful of concerns from local residents.

5.5 In terms of traffic and congestion, this application is supported by various transport documents that fully assess the transport network around the site and set out the applicant's approach to access arrangements for the development. The transport documents confirm that the proposed development can be safely and conveniently accessed, without significant impact on the surrounding transport network.

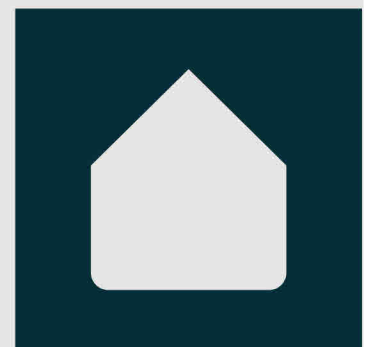
5.6 Regarding the proportion of specialist parking spaces, it is considered that the proposed mix of 6 accessible spaces, 9 parent and child spaces and 2 rapid EV charging spaces reflects predicted demand. This is based on experience of similar stores in terms of size and location. Lidl can monitor the use of the car park over time and make adjustments over time, as travel patterns change.

5.7 Overall, it is considered that the proposed development is very well supported and the few concerns raised have been addressed through the various submission documents. Further details and assessment can be found in the other documents submitted as part of this application, including the Planning and Retail Statement.

6 CONCLUSIONS

- 6.1 This Consultation Statement has set out the approach taken for the pre-application consultation in respect of the proposed development.
- 6.2 In accordance with legislation, local and national planning policy the applicant has undertaken an appropriate level of engagement consistent with the application proposal. Furthermore, the chosen consultation methods outlined above, have ensured that substantive engagement has been achieved with local people within the catchment of the proposal, as evidenced by the scale of responses received.
- 6.3 In summary the responses received have been overwhelmingly positive in relation to the principle of development. The consultation process has been well received and informative, providing local residents with the opportunity to raise any questions or concerns whilst discussing the benefits that a scheme of this nature can bring to the community and in what capacity they can become involved going forward in the planning process.
- 6.4 The project team will continue to engage with the local community throughout the application process and will provide an update on additional consultation responses received, where necessary.

Consultation Leaflet



Have Your Say

Perth North

- Have your say about our proposed development by filling in the form overleaf
- Then detach this page, fold in half with the Freepost address showing
- Seal it with a strip of sticky tape
- Pop it into the letterbox—no postage required



Freepost RUCC-TGXY-BUHS
Lidl Perth North
11 Titan Drive
Peterborough
PE1 5XN



Lidl Scotland

Since opening our first store in Scotland in 1994, we have steadily expanded and now operate over 100 stores across Scotland. Our expansion has only been possible thanks to the help and support of the local communities which we serve. We are very proud of our success in Scotland and the relationships that we have formed with Scottish suppliers and local communities.

We are passionate about Scottish produce and now stock 600 products from over 80 Scottish suppliers across our range.

Alongside our own brand products, we also offer our customers some of Scotland's biggest brands at trademark Lidl prices. Customers can enjoy a wide range of 100% Scottish beef, lamb and pork, as well as an extensive range of fresh fruit and vegetables, bread and cakes, and chilled and frozen products. Every week we offer an array of



outstanding promotions on some of the nation's favourite brands. Offers also include our 'Pick of the week', where we offer a variety of fresh fruit and vegetables at reduced prices, all week long!

In fact, the products sourced from Scotland are of such fantastic quality that many are exported to over 9,500 Lidl stores across Europe - something both Lidl and Scotland can be proud of!



Did you know?

- Lidl GB buys 100% "Green Electricity" – that is electricity generated from renewable sources.
- Lidl GB has 60 stores (and growing) with solar panels, each producing over 150,000 kWh of electricity per annum or 25% of each stores' annual electricity consumption;
- We currently have over 300 Electric Vehicle (EV) Rapid Charging Points in our car parks to help our customers reduce their own emissions.



You Spoke, We Listened



Update on proposed new Lidl store for Perth

Proud to serve Scotland

The Proposed Development

Community Consultation



You Spoke, We Listened

You Spoke, We Listened

We previously consulted you on our proposal for a new dedicated Lidl store on Crieff Road, Perth in January 2022. Subsequently we submitted a planning application in May 2022 which was withdrawn in December 2022, following feedback from Perth and Kinross Council. We have listened to what you said and to the comments raised by the Council from the first planning application. This leaflet provides an update on our proposals and our intended next steps.

Site Background

The site is located to the north of Crieff Road (A85) and lies to the east of Newton Farm. Residential properties and Nationwide Crash Repair Centre are situated opposite the site. St Johnstone Football Club's stadium is located behind the proposed Lidl store.

What was your reaction to the initial consultation?

We received a total of 295 responses to our previous consultation with 84% of responses supporting a Lidl foodstore in this location, with 8% not supporting and a further 8% who were unsure.

What were the main points mentioned?

There were a number of key points made during the initial consultation. These were:

In support

- Welcome the new job opportunities associated with the proposed store;
- Increased choice of food shopping in the local area for residents.
- Will reduce the need for long car or bus journeys to get to the nearest supermarket;

Concern

- Potential for increased traffic on Crieff Road, linked to customers turning into the site.
- Availability of parking at the store on football game days.

What has been the feedback from the Council?

During the consideration of the planning application, the Council raised a number of points they wanted to see addressed. These were:

- Understanding how the store will fit in with the rest of the wider site which is allocated for housing in the Council's Local Development Plan;
- Improvements to the elevations facing the Crieff Road and A9 link road;
- Improvements to landscaping;
- Improvements to pedestrian and cycle links;
- Consideration over precise access location.

What changes have we made following the consultation and following the Council's

Prior to the submission of the planning application, we made a number of changes following the concerns expressed during the consultation. This included:

- Re-orientating the store by 90 degrees which will provide more space within the site for vehicles turning;
- The introduction of a new set of traffic signals which is coordinated with existing Crieff Road traffic signals; and
- Implementation of an automatic number plate parking system which will limit the parking time to 90 mins to deter people from using the car park while attending football games.

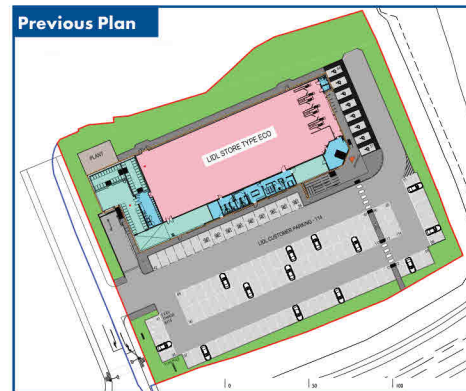
Further changes have also been made based on the Council's feedback which include:

- Providing an indicative masterplan which shows how the store will integrate with the wider housing allocation (including landscaping, levels, retention areas, pedestrian/cycle access routes and internal road layouts.);
- Updated elevational treatments of the store and new store format; and
- Significantly enhanced landscaping to soften the impact of the development;
- Increased landscaping on the road verge fronting Crieff Road.

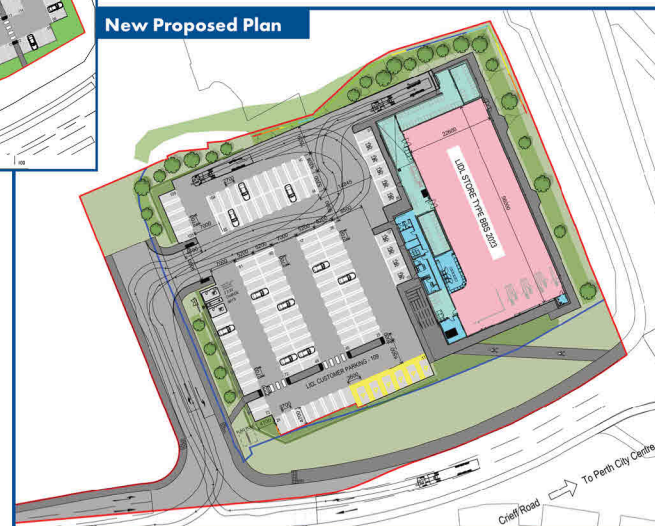
Benefits of the Proposed Development

The proposal will continue to bring the positive benefits we outlined in January including:

- The creation of up to 40 full time and part time equivalent roles locally;
- Provide a convenient additional choice foodstore facility for the expanding local community;
- Provide customers with a discount supermarket that offers good quality products at the lowest possible price – especially important with the rising cost of living;
- A dedicated in-store bakery;
- A sustainable store with roof mounted solar panels and electric vehicle charging spaces;
- A contemporary building design that will complement the surrounding area;
- Over Living Wage Foundation hourly rate, starting at £11.40 for all eligible employees from September 2023.



The revised proposal features a modern foodstore with a sales area of 1,331 sqm and 109 car parking spaces, including 6 disabled spaces, 9 parent and child spaces, and 2 electric vehicle charging points. Your new store at Perth would benefit from a bakery offering freshly baked products through-out the day.



The bakery would stock a wide range of goods from baguettes to doughnuts and cheese twists to Scottish morning rolls. The development will also feature attractive landscaping including trees, shrubs and native planting.

We Value Your Views

At Lidl we know our success depends on the people we work with and the people who choose to shop with us. We recognise that providing high quality products at industry leading prices is only part of the story; the environment in which our customers do their shopping completes the experience.

We would like to invite you to provide us with your thoughts on our proposal to develop a new foodstore at Perth.

We are interested to hear what the local community has to say about our new proposal, please use this pre-paid postal form to reply to us directly.

Are you supportive of the new Lidl store in this location? Yes No Undecided

Do you have any further comments to make? _____

Thank you for taking the time to complete our survey!

For quality assurance purposes your views can only be recorded if you provide contact details (this information will be held in the strictest confidence by Lidl c/o Rapleys LLP) in line with GDPR.

Title: _____ Name: _____

Address: _____

Email Address: _____

How would you like us to keep you updated on the progress of our proposed development? Post Email Please do not contact me.

Have Your Say

We welcome your comments on the updated information contained in this leaflet and would be grateful if you can complete the form attached and post using our freepost service. Alternatively you can complete our online survey via this link:

<https://tinyurl.com/LidlPerth>

or scan the QR code opposite.



The first public consultation we carried out was virtual due to COVID-19 restrictions at the time. For this reason, we are proposing to have an in person public exhibition here:

Tulloch Community Centre, Tulloch Terrace, Perth, PH1 2PF on Thursday 22nd June, from 3-7pm;

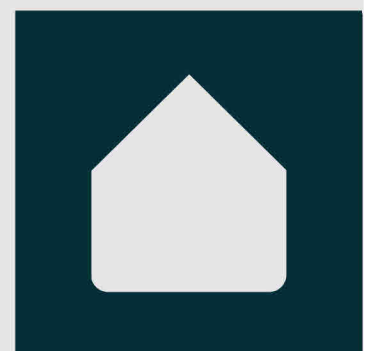
Email: lidlperth@rapleys.com

Subject Title - "Proposed Lidl Foodstore – Perth North"

Freepost returns: Please see details overleaf

We would ask that comments are sent back to us no later than **Monday 3 July 2023.**

Previous Consultation Statement



RAPLEYS

Consultation Statement for
Lidl Great Britain Limited

Erection of a discount foodstore and associated creation of road
access, parking, landscaping and associated works at

Land at Crieff Road, Perth

April 2022

Our Ref: 19-01108

York House, York Street Manchester M2 3BB
0370 777 6292 | info@rapleys.com | rapleys.com

[LONDON](#) | [BIRMINGHAM](#) | [BRISTOL](#) | [CAMBRIDGE](#) | [EDINBURGH](#) | [HUNTINGDON](#) | [MANCHESTER](#)

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ANNEX 1 - CONSULTATION LEAFLET

QUALITY ASSURANCE

This report has been prepared within the quality system operated at Rapleys LLP according to British Standard ISO 9001:2008.

Created by:		Matt Kettleborough BSc MSc (Hons) Matt.Kettleborough@rapleys.com
Signature:		
Checked by:		Daniel Wheelwright MA MRTPI daniel.wheelwright@rapleys.com
Signature:		

1 INTRODUCTION

- 1.1 This Statement of Consultation (SoC) has been prepared by Rapleys LLP, on behalf of Lidl Great Britain Ltd ('Lidl') to support the proposal for the erection of a discount foodstore and associated creation of road access, parking and landscaping at Land at Crieff Road, Perth.
- 1.2 The applicant has undertaken substantial consultation with the public to understand their views of the proposal and to inform its consideration. This statement therefore details the national and local policy context relevant to community engagement and the consultation strategy undertaken to engage with local residents and the Council.
- 1.3 Specifically, this SoC therefore sets out:
- Details of the public engagement undertaken;
 - The nature and number of consultation responses received; and
 - Key messages arising from the consultation
- 1.4 The consultation strategy adopted is informed by and accords with the requirements as set out in Scottish Government Planning Advice Note on Community Engagement 3/2010.

2 RELEVANT PLANNING CONTEXT

- 2.1 This section sets out the relevant planning context in relation to the requirements for public consultation and community involvement.

SCOTTISH PLANNING POLICY

- 2.2 Paragraph 6 of Scottish Planning Policy (SPP, 2014) describes how opportunities are available for everyone to engage in development decisions affecting them. Furthermore, engagement with stakeholders should be meaningful and proportionate to the proposal being considered.

SCOTTISH GOVERNMENT PLANNING ADVICE NOTE ON COMMUNITY ENGAGEMENT 3/2010

- 2.3 The Scottish Government Planning Advice Note on Community Engagement 3/2010 (PAN 3/2010) sets out the Scottish Government's expectations for Council engagement with the local community. Paragraphs 21-23 of PAN 3/2010 set out the Scottish Government's expectations of applicants submitting planning application.

- 2.4 The Scottish Government encourages prospective developers to undertake extensive public consultation. Additionally, and as appropriate to the application proposal, this should be supported by consultation statement outlining what public consultation has been carried out and how the results of the exercise have been taken into account. Whilst the planning application is of a 'local' scale, with pre-application public consultation not being mandatory, the applicant has nevertheless undertaken comprehensive consultation as outlined below.

CORONAVIRUS (COVID-19): PLANNING GUIDANCE ON PRE-APPLICATION CONSULTATIONS FOR PUBLIC EVENTS

- 2.5 Due to the on-going recovery from the COVID-19 pandemic, Scottish Government has extended the temporary suspension of the requirement for a public event in relation to Pre-application consultation.
- 2.6 The planning guidance on pre-application consultation for public events recommends web-based consultation methods in order to effectively engage with local communities. This includes making information available regarding the proposal on an online platform as well providing opportunities for respondents to provide comments and questions to the proposals.

3 CONSULTATION PROCESS

3.1 This section sets out the strategy the applicant has taken in relation to pre-application engagement with the local community to inform them of the proposals and obtain feedback.

Engagement with Perth and Kinross Council

3.2 Scoping of the proposal has been undertaken with Perth and Kinross Council (PKC). Discussions with the PKC Transportation team has led to amendments to the scheme in relation to providing an improved access solution. Further details are provided within the submitted Transport Assessment accompanying the planning application.

Engagement with the Local Community

3.3 Community consultation was undertaken which included a substantial leaflet drop to 7,121 properties, and 82 non-residential properties within the surrounding area of the application site. The proposal was also advertised on a dedicated webpage (www.rapleys.com/consultation/lidlperth) which allowed the public to provide their comments electronically and also email any queries to the project team.

3.4 The leaflets set out the details of the proposal, with a specific link to the dedicated webpage, as well as an email address (lidlperth@rapleys.com) where additional comments and feedback could be sent. Embedded within the leaflets was a feedback form with a freepost address to return physical completed entries.

3.5 The applicant also held a virtual event using Microsoft Teams on Tuesday 18 January between 4pm - 7pm to provide an opportunity for members of the public to liaise directly with members of the development team.

3.6 In accordance with PAN 3/2010, the above methods of consultation are considered appropriate given the nature and scale of the proposal. The range of methods was used to ensure an inclusive approach to community engagement, the findings of which are presented in Section 4 of this statement.

3.7 Lidl will continue to welcome comments on the proposals as the application progresses, demonstrating a willingness to maintain an open dialogue with the local community and local planning authority.

3.8 It is considered that the methods of consultation undertaken exceeded those necessary for an application of this scale.

4 SUMMARY OF RESPONSES FROM THE LEAFLET DROP

4.1 This section provides a summary of the comments and responses received from both the letter and leaflet drop and the online survey.

4.2 Responses were invited on the following questions:

- In terms of shopping habits, where do you tend to do the majority of your shopping?
- Do you support the development of a new Lidl store in this location?

RESPONSES RECEIVED

4.3 The survey has now received a total of 295 respondents (128 via the online survey and 167 via the freepost survey). This represents a 4.3% response rate to the distributed leaflets.

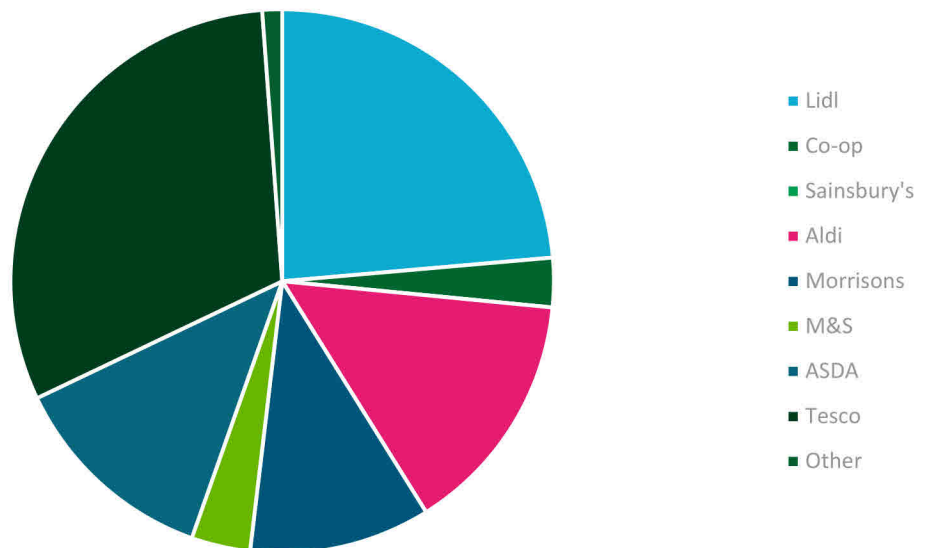
4.4 The response forms asked two questions relating to the proposed development. These are taken in turn below.

Responses received via the online/postal survey

Question 1

4.5 The public (294 answered) were asked where they undertake the majority of their shopping. The results show that 30% (80) of respondents stated that they shop at Tesco, after that, 24% (73) shop at Lidl, 14% (43) shop at Aldi, 13% (39) shop at ASDA, 12% (38) shop at Morrisons, 3% (9) shop at Co-op, 3% (9) shop at M&S and 1% (5) shop in other stores.

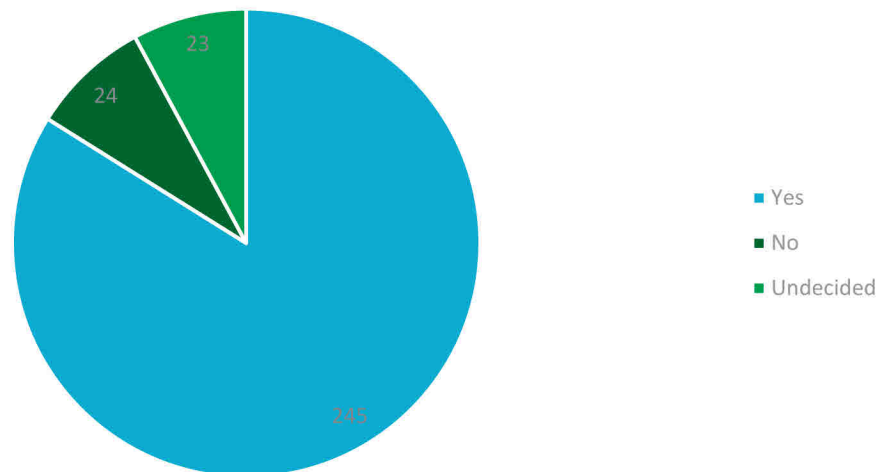
Q1: Where do you do the majority of your food shopping?



Question 2

- 4.6 Question 2 asked respondents whether they were supportive of a Lidl store in this location. 292 responses were received. The results were very positive with 84% (245) indicating that they are supportive. Just 8% (24) of respondents indicated that they are unsupportive, while 8% (23) indicated that they are unsure.

Q2: Are you supportive of a Lidl store in this location?



ADDITIONAL COMMENTS

- 4.7 Residents were also given the opportunity to make further comments on the proposal either via the freepost reply to slips, the online survey, email and the online consultation via Microsoft Teams. Due to the large volume of feedback received, the responses have been summarised below, which cover the main themes:
- Many respondents welcomed the development with the majority of them stating that it will be excellent addition for the area;
 - A number of respondents welcome the new job opportunities associated with the proposed store;
 - A notable theme across the comments was the need for increased choice within the local area for residents. The addition of a discount foodstore would be a welcome retail offering;
 - Respondents stated that they must make long car journeys or get the bus to get to the nearest supermarket. Many highlighted the benefit that a new Lidl would bring e.g., shorter journey times and more journeys made on foot; and
 - Concerns were raised about the potential for increased traffic on Crieff Road, linked to customers turning into the site.
- 4.8 Overall, the proposal was received well by residents of the local area with a vast majority expressing support for the proposed scheme.

5 RESPONSE TO COMMUNITY ENGAGEMENT

- 5.1 Overall, the consultation exercise demonstrated the high level of support the local community has for the proposed development at Perth. As shown above, 84% of responders indicated that they are supportive of the proposed redevelopment of the site.
- 5.2 As noted above, there was only a small proportion of participants who made additional comments regarding the proposal. Care must be taken in interpreting these responses, as their relatively low number means that they should not be seen as statistically representative of the wider survey group. Nevertheless, due consideration has been given to the concerns expressed, which we summarise below.
- 6 There were a small proportion of participants who had concerns regarding any potential increase in traffic along Crieff Road. In relation to transportation and traffic related impacts, a Transport Assessment has been prepared to accompany the planning application which demonstrates that the proposal delivers a safe and suitable access to and from the site and will not result in any significant impacts on the local highway network. A signalised arrangement is proposed which will be coordinated with existing traffic signals. Specifically, the proposed layout of the site has been adjusted to take into account comments raised by the Council during the scoping of transportation matters.

7 CONCLUSIONS

- 7.1 This SoC has set out the approach taken for the pre-application consultation in respect of the proposed.
- 7.2 This SoC has set out the approach taken to pre-application consultation in respect of the development proposals. In accordance with legislation, local and national planning policy the applicant has undertaken an appropriate level of engagement consistent with the application proposal. Further to the chosen consultation methods outlined above, have ensured that substantive engagement has been achieved with local people within the catchment of the proposal, as evidenced by the scale of responses received.
- 7.3 In summary the responses received have been overwhelmingly positive in relation to the principle of development. The consultation process has been well received and informative, providing local residents with the opportunity to raise any questions or concerns whilst discussing the benefits that a scheme of this nature can bring to the community and in what capacity they should be involved going forward in the planning process.
- 7.4 The project team will continue to engage with the local community throughout the application process and will provide an update on additional consultation responses received, where necessary.

APPENDIX 1 - CONSULTATION LEAFFET

Have Your Say

Perth

- Have your say about our proposed development by filling in the form overleaf
- Then detach this page, fold in half with the Freepost address showing
- Seal it with a strip of sticky tape
- Pop it into the letterbox—no postage required

2

Freepost Plus RUCC-TGXY-BUHS
Lidl Perth
11 Titan Drive
Peterborough
PE1 5XN

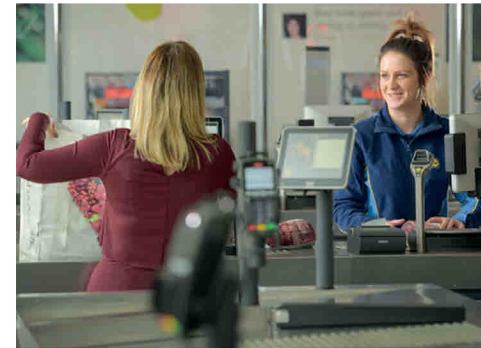


Lidl Scotland

Since opening our first store in Scotland in 1994, we have steadily expanded and now operate over 100 stores across Scotland. Our expansion has only been possible thanks to the help and support of the local communities which we serve. We are very proud of our success in Scotland and the relationships that we have formed with Scottish suppliers and local communities.

With a large range of products sourced from over 80 Scottish suppliers, we are committed to providing customers with the best quality, fresh produce at great prices.

Alongside our own brand products, we also offer our customers some of Scotland's biggest brands at trademark Lidl prices. Customers can enjoy a wide range of 100% Scottish beef, lamb and pork, as well as an extensive range of fresh fruit and vegetables, bread and cakes, and chilled and frozen products.



Your new store at Perth would benefit from a bakery offering freshly baked products through-out the day. The bakery would stock a wide range of goods from baguettes to doughnuts and cheese twists to Scottish morning rolls.



Every week we offer an array of outstanding promotions on some of the nation's favourite brands. Offers also include our 'Pick of the week', where we offer a variety of fresh fruit and vegetables at reduced prices, all week long!



In fact, the products sourced from Scotland are of such fantastic quality that many are exported to over 9,500 Lidl stores across Europe - something both Lidl and Scotland can be proud of!



Have Your Say



A new development for Perth

Proud to serve Scotland

The Proposed Development

Community Consultation



We Welcome Your Views

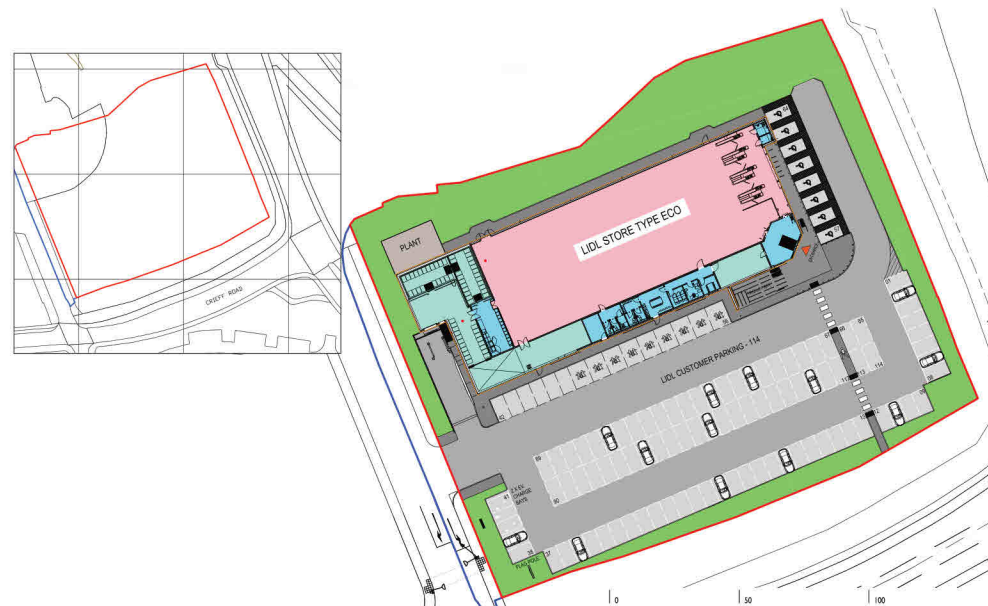
Have Your Say

Lidl is proposing to submit a planning application for a new dedicated Lidl store on Crieff Road, Perth. As part of the application process, we are seeking feedback from the local community on the proposals.

Site Background

The site is located to the north of Crieff Road (A85) and lies to the east of Newton Farm. Residential properties and Nationwide Crash Repair Centre is situated opposite the site. St Johnstone Football Club's stadium is located behind the proposed Lidl store.

The site is currently grassland following the A85 re-alignment and link road to the A9. The site is highly accessible having a regular bus service to Perth along Crieff Road as well as convenient road access.



The Proposal

The proposal is for a 1,251 sq.m sales area Lidl foodstore together with 114 parking spaces including 8 dedicated accessible bays, 9 parent and child bays as well as 2 electric charging bays with the capacity to add more in the future. The store will feature solar panels providing up to 25% of the store's electricity supply.

Benefits of the Proposed Development

The proposal will bring a number of benefits to the locality, including:

- The creation of jobs locally through the construction process and employment opportunities once the development has been completed;
 - Provide a convenient additional choice foodstore facility for the expanding local community; and
 - Provide customers with a discount supermarket that offers good quality products at the lowest possible price.
- Specifically, the new Lidl store will provide the following benefits to the local area:
- A brand new store that will provide a clean and fresh shopping experience to meet the needs of customers;
 - A supermarket in a convenient location that is accessible by a number of transport methods;
 - A dedicated in-store bakery;
 - A sustainable store with roof mounted solar panels providing up to 25% of the store's electricity supply;
 - A contemporary building design that will complement the surrounding area;
 - Employment opportunities for local residents; and
 - Over Living Wage Foundation hourly rate, starting at £10.10 from March 2022 for all eligible employees and no zero hours contracts.

Have Your Say

We welcome your comments on the information contained in this leaflet and we would be grateful if you could complete the form attached and post using our freepost service, alternatively you can complete our online survey via this link:

<https://ntgt.de/ra/s.aspx?s=457739X97585832X74466>
or scan the QR code opposite.



We will also be holding a virtual event using Microsoft Teams on **Tuesday 18 January** between **4pm – 7pm**.

To join the meeting please visit the website (details provided below) and click on the link in the 'Have your say' section.

We have created a dedicated website with information about the proposal, full suite of plans, visuals and other useful information and the opportunity to give us your views. The details are as follows:

Website: <https://www.rapleys.com/consultation/lidlperth>

Email: lidlperth@rapleys.com

Subject Title - "Proposed Lidl Foodstore – Perth"

Freepost returns: **Please see details overleaf**

We would ask that comments are sent back to us no later than the **28 January 2022**.

We Value Your Views

At Lidl we know our success depends on the people we work with and the people who choose to shop with us. We recognise that providing high quality products at industry leading prices is only part of the story; the environment in which our customers do their shopping completes the experience.

We would like to invite you to provide us with your thoughts on our proposal to develop a new foodstore at Perth.

We are interested to hear what the local community has to say about our proposal for Perth, please use this pre-paid postal form to reply to us directly.

Where do you do the majority of your food shopping? Please select one option:

- Lidl Co-op Sainsbury's Aldi Morrisons M&S ASDA Tesco
 Other - please specify: _____

Are you supportive of the new Lidl store in this location? Yes No Undecided

Do you have any further comments to make? _____

Thank you for taking the time to complete our survey!

For quality assurance purposes your views can only be recorded if you provide contact details (this information will be held in the strictest confidence by Lidl c/o Rapleys LLP) in line with GDPR.

Title: _____ Name: _____

Address: _____

Email Address: _____

How would you like us to keep you updated on the progress of our proposed development? Post Email Please do not contact me.





For further details contact:

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Edinburgh EH2 3BU

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