

Proposed new Supermarket & Petrol Station for Ludlow – what do you think?

Welcome and many thanks for coming to our consultation today. The purpose of this event is to ask for your views on our proposal to build a new supermarket and petrol station on land at Rocks Green called Dun Cow at the junction of the A49 Ring Road and A4117.

The proposal is being promoted by Blackfriars Developments Ltd part of Blackfriars Property Group a small development company with a lot of retail development experience in market towns such as, Andover, Cranbrook, Shepton Mallet, Tiverton, Newport (Shropshire), Didcot and Canterbury.

If you have any questions about the proposal please ask a member of the team here today to help. Please complete a Comments Form either before you leave or use the FREEPOST service.

Once again, many thanks for attending and let us know what you think.



The Existing Site



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What is Proposed?



Blackfriars Developments want to submit an outline planning application to Shropshire Council to determine the principle of retail development on the site, which has a previous planning permission for a restaurant. Issues such as the design of the building and the materials used in its construction to be dealt with at the detailed / reserved matters stage of the planning process.

An operator has not been signed up to the proposal yet but there is strong market interest and discussions have taken place with two leading supermarket companies.

The proposal would see the development of:

- 25,000sq ft (sales area) supermarket. To put this into context, Ludlow's Tesco is 22,088sq ft
- A 6 pump petrol station
- Car parking for 200 cars including disabled and parent & child
- Cycle racks
- New landscaping and planting
- Access from Dun Cow Road
- A store of this size will create in the region of 250 new jobs – 1/3 of which will be full time



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Getting to and from the Development

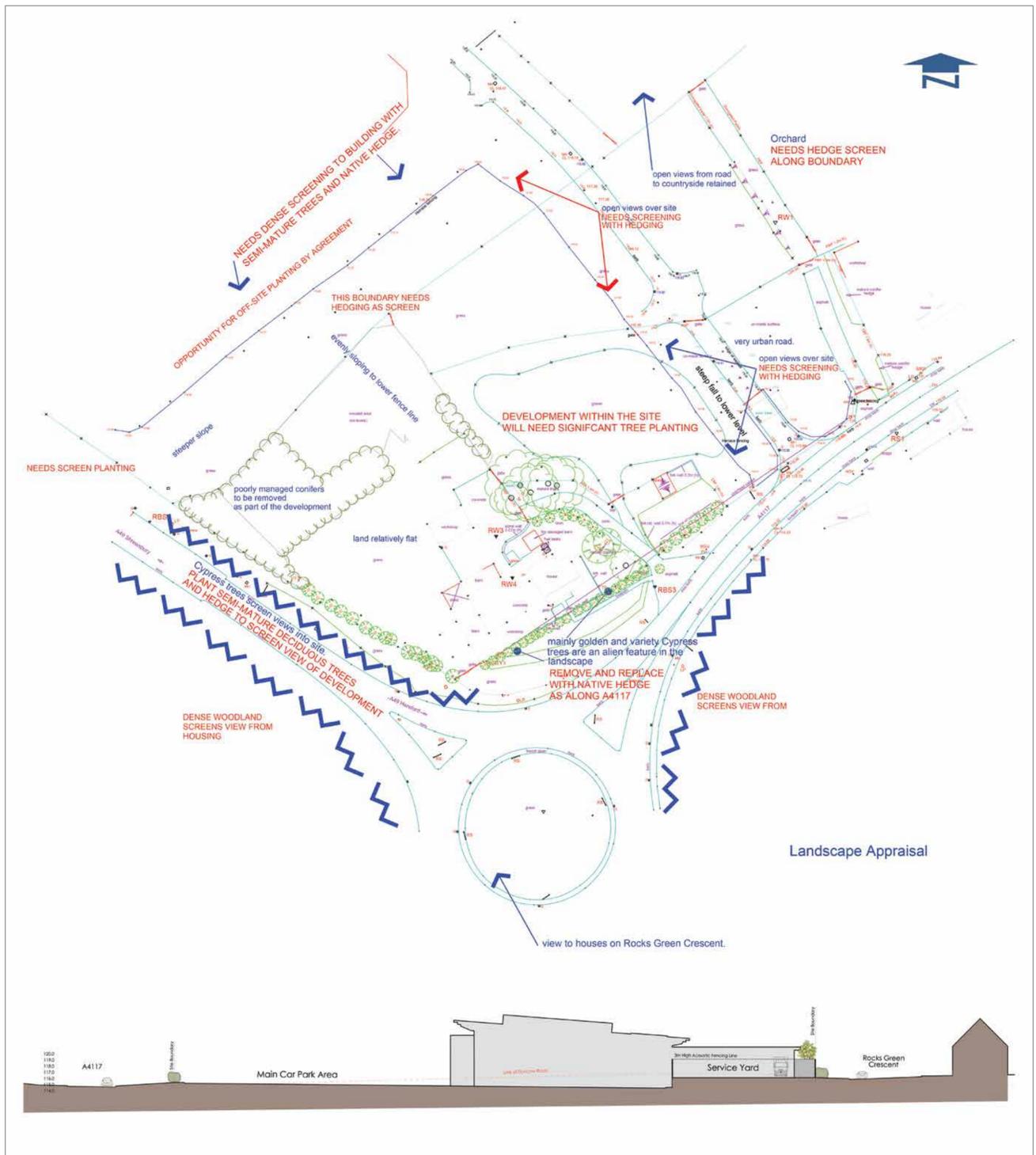


- The site is easily accessible for many Ludlow residents who live near to the site and those living in its rural hinterland making it a sustainable site to develop
- Existing bus services 722 and 292 pass the site numbers
- No need for delivery vehicles to travel through town centre
- Highway works to provide safe entry and exit to the development will need to be agreed with Shropshire Council
- Our initial assessment has shown that there is existing capacity on the surrounding road network to accommodate the development
- Petrol and food purchases can be made in a single journey reducing the number of vehicle movements
- Improved retail provision will reduce the number of trips residents have to make to Shrewsbury, Leominster and Kidderminster to meet their shopping needs. This will have a positive impact on the amount of traffic on the surrounding road network and lead to more sustainable travel patterns



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Landscape, Ecology & Sustainability



- New trees and planting will form a key part of the development
- We will deliver an attractive landscaped development which respects the amenity of neighbouring homes and views from the bypass
- Ecology and Heritage studies will be part of the planning application. To date nothing of interest or value has been found on the site
- The store operator will have their own environmental and sustainability standards and we know that all of them are improving these continuously in order to reduce food and packaging waste, deliveries and energy use



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Town centre impact/ Economic benefits



- During Tesco's planning process the retail 'death' of Ludlow was predicted. It did not occur. Ludlow, which has to be the prettiest Marches Town, has created a real niche as a destination for foodies and others. The Castle, Racecourse and other attractions help bolster Ludlow's economic life
- From research which we have undertaken both in the town centre and with a telephone based Household Survey (which will be part of the planning application) we have identified a strong demand and warm welcome for our proposal
- A new supermarket and petrol filling station will provide additional choice, competition and jobs and will help retain food shopping expenditure in Ludlow which is currently lost to Kidderminster, Leominster and Shrewsbury
- We will put in place a Local Employment Condition to ensure that the vast majority of new jobs go to local people. We will work closely with the local employment service and other agencies in the voluntary sector to get local people into work
- Food and petrol purchases can be made in a single journey, reducing the number of vehicle movements



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Benefits of the Proposal

- New jobs for local people
- Increased choice for local shoppers
- New business rates for Shropshire Council
- Significant investment
- Strengthens Ludlow's economy
- Sustainable development
- Store to be constructed in accordance with Good Practice Guidelines in the use of renewable materials and energy saving materials

