

Waitrose Banbury Barwood Capital and Mondelēz International

Annex 4: Press Coverage

1.0 Press Coverage

Banbury Cake – 5th March 2015

TWO STORES ON HORIZON

Hannah Somerville
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A BATTLE of the brands may be about to commence as two new supermarkets, an Iceland and a Waitrose, are set to come to Banbury.

Applications were made to Cherwell District Council on January 26 by Iceland Foods Ltd for renovations to a property in Banbury Retail Park, Lockheed Close.

These include a new shop front with parting entrance doors and signage, and new air conditioning and refrigeration systems.

Iceland's Ken Jones, who made the applications, confirmed the chain's intentions. He said: "Our choice was based on the area and the size. The store will take the new 'warehouse' format, which is larger than a conventional Iceland."

The prospective site will be 10,000 sq ft and have around 60 trolleys.

Mr Jones added that issues had arisen over an external trolley park, which he said was not being allowed for Iceland even though other retailers on the site – Pets at Home and Home Bargains – already have trolley parks.

If approved, work is expected to take between eight and ten weeks.

Last Thursday, Waitrose confirmed plans for a new store on surplus land in front of the Mondelēz International factory, Southam Road. A joint application will be submitted by Barwood Capital and Mondelēz in the spring, subject to consultation.

The proposed supermarket will be

built on a 29,000 sq ft site with 220 parking spaces.

According to Waitrose, around 200 jobs will be created.

Money released from the sale of the proposed site by Mondelēz to Barwood would generate funds for Mondelēz to invest in its Banbury factory, including upgrading staff facilities and offices. Mondelēz expects to employ 700 people by the end of the year.

Banbury Chamber of Commerce chairman Richard Hunter said: "Broadly speaking it's a positive thing and good in terms of jobs.

"Our only concern is congestion.

It's an extremely busy location in terms of traffic at points in the evening and afternoon from the retail park and the M40."

A Waitrose spokesman said it had considered the site next to Spiceball Leisure Centre, but following a detailed review of the plans concluded it was not viable, due to the size of the proposed store, car parking and overall complexity.

He added detailed transport assessments would be undertaken as part of the planning application.

Banbury Civic Society chairman Rob Kinchin-Smith said: "It seems astonishing that Waitrose has decided to walk away from the old Spiceball site in favour of an ugly, out-of-town industrial area, with heavily congested road access.

"The Southam Road site doesn't have even outline planning permission for a supermarket.

"For a Waitrose to be good for Banbury, it needs to be in a location where its customers might also visit the town centre on

foot. Waitrose's decision to chance their arm on the Southam Road

instead seems like a bit of a stab in the back all round."

The public are invited to view and discuss plans at public exhibition at Banbury Town Hall tomorrow, from 10am to 1pm. Representatives from Waitrose and the project team will be there to answer questions.

Around 24,000 newsletters containing a freepost feedback form are also being distributed to inform people of the plans.

Comments can be registered at waitrosebanbury.co.uk



An artist's impression of the Waitrose supermarket in Southam Road, Banbury

Banbury Guardian – 5th March 2015

Waitrose ruled out Castle Quay store in favour of Southam Road

Out-of-town site is a bigger area than CQ2

By JASON FRITCHARD
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Waitrose has said it gave the Castle Quay extension scheme 'serious consideration' before choosing Southam Road as its preferred location in Banbury.

The high-end supermarket chain announced plans last Thursday for a new 29,000 sq ft site on surplus land belonging to Mondelez International. It would create about 200 jobs and include a 220-space car park.

But residents and businesses are concerned about traffic congestion and the location threatening town centre vitality.

A spokesperson for Waitrose said: "Waitrose has a long-standing ambition to open in Banbury and gave the Castle Quay scheme serious consideration, but following a detailed review of the plans

concluded that it was not a viable option.

"We had meetings with

senior officers at Cherwell District Council, the agent acting on behalf of the applicant and their development partner, but sadly the size of the proposed store, car parking provision and the overall complexity of the scheme meant it was not a viable opportunity for us as a supermarket operation.

"We would not wish to open a store which it felt was at risk of closure in the future and put at risk the jobs

of those local people the store would employ.

"Southam Road offers the opportunity for a larger store enabling us to compete with large, nearby supermarkets as well as providing 'at grade' parking which we know customers prefer to multi-storey parking."

A public exhibition showing the plans is in Banbury

Town Hall tomorrow (Friday) from 2pm-6pm and Saturday from 10am-1pm.



The artist's impression of the proposed store

Banbury Guardian – 26th February 2015

WAITROSE UNVEILED

New Banbury store on the way but not everyone is happy

By JASON PRITCHARD
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An announcement that Waitrose is to build a new store in Banbury has sparked concern over traffic congestion and its impact on the town centre.

As exclusively reported on www.banburyguardian.co.uk yesterday, Wednesday, Waitrose has confirmed plans for a new store on surplus land in front of Mondelez's Banbury factory on Southam Road, creating 600 jobs. But the news has received a mixed reaction.

Rob Kinchin-Smith, chairman of Banbury Civic Society, said: "We do not see how it is going to benefit the town centre and think it a highly regrettable decision to go on this site. For the sake of the town centre, it is a shame."

Iain Nicholson and Neil Wild are Banbury town centre co-ordinators who help increase footfall. Mr Nicholson said: "It is great that Waitrose want to be in Banbury, but there are alternative town centre sites including Castle Quay 2.

"A store with the standing of Waitrose would add hugely to town centre vitality and we would love to see it opt for one of these sites."

Richard Hunter, Banbury Chamber of Commerce chairman, added: "We welcome the news Waitrose is coming to Banbury as it will bring jobs and give residents more

consumer choice. But we are concerned about the traffic situation as the area gets congested all the time with traffic from the retail park and the M40."

Brought forward by Barwood Capital and Mondelez International, the proposed high-end supermarket will be built on a 29,000 sq ft site and have a 220-space car park.

About 24,000 newsletters containing a freepost feedback form are being distributed to nearby residents to inform them about the plans. Martin Gorman, Waitrose development surveyor, said: "Waitrose has a long-standing ambition to open a shop in Banbury and believes the plans brought forward by Barwood Capital and Mondelez offer an exciting and viable

opportunity to achieve this.

"The proposal will allow us to replace a surplus space with major new investment which will deliver new jobs, more retail choice and improved facilities for Mondelez." Cash released from the sale of the site from Mondelez to Barwood Capital, which will submit the final planning application, will generate funds for Mondelez to invest in its Banbury factory. This includes upgrading staff facilities and offices.

The Waitrose plans will be at Banbury Town Hall on Friday, March 6 from 2pm-6pm and on Saturday, March 7 from 10am-1pm. If approved, work on the new store is expected to start late 2015 or early 2016.



Oxford Mail – 6th March 2015

Supermarkets reveal proposals to build new shops

TWO new supermarkets – an Iceland and a Waitrose – are set to come to Banbury.

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These include a new shop front with parting entrance doors, signs, and new air conditioning and refrigeration systems.

Iceland's Ken Jones said: "Our

choice was based on the area and the size. The store will take the new warehouse format, which is larger than a conventional Iceland and has an extended range of products."

The prospective site will be 10,000 sq ft and have about 60 trolleys.

Mr Jones added issues had arisen over an external trolley park, which he said was not being allowed for Iceland even though other retailers on the site,

Pets at Home and Home Bargains, already have them. If approved, work is expected to take between eight and 10 weeks.

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A joint application will be submitted by Barwood Capital and Mondelez in the spring, subject to consultation.



NEW: The proposed Waitrose supermarket in Banbury

Oxford Mail online edition – 6th March 2015

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Mr Jones added issues had arisen over an external trolley park, which he said was not being allowed for Iceland even though other retailers on the site, Pets at Home and Home Bargains, already have them. If approved, work is expected to take between eight and 10 weeks.

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A joint application will be submitted by Barwood Capital and Mondelez in the spring, subject to consultation.

Oxford Times – 12th March 2015

Supermarket in new store plans

BANBURY: Waitrose is planning to open a new store in Banbury.

The firm last week confirmed plans for a new store on surplus land in front of the Mondelez International factory, Southam Road. A joint application will be submitted by Barwood Capital and Mondelez in the spring.

The proposed supermarket would be built on a 29,000 sq ft site with 220 parking spaces. According to Waitrose about 200 jobs would be created as a result.

Banbury Guardian online edition – 13th March 2015

Plans for a new Waitrose store in Banbury have received overwhelming support from town residents.

More than 1,000 people have recorded their feedback via post, online and during a public exhibition at Banbury Town Hall – which was attended by more than 300 people – in response to plans brought forward by Barwood Capital and Mondelēz International for a new store on Southam Road.

Of the 1,096 comments currently received, 84 per cent were in support of the plans, 15 per cent raised objections and just one per cent remained neutral.

Residents can still register their comments online at www.waitrosebanbury.co.uk.

The proposed store, which would create 200 jobs, would be built on an area of surplus land in front of the Mondelēz International site.

Funds released from the sale of the site would allow Mondelēz to invest in improvements to the Banbury factory, including upgrading staff facilities and offices.

Waitrose development surveyor Martin Gorman said: “While there is a long way to go, it’s incredibly encouraging that the majority of local people we have heard from share our excitement about the potential of Waitrose coming to Banbury.

“We are grateful to everyone who provided feedback and will now analyse comments in more detail.

“Waitrose has explored a number of opportunities over the years to open in Banbury, including those in the town centre.

“The proposal brought forward by Barwood and Mondelēz is the only available and viable option for Waitrose to come to the town and we would welcome the chance to add the growing investment that it continues to attract.

“By replacing surplus space with a quality food store we can deliver new jobs, more retail choice and improved facilities for Mondelēz.”

All new employees at the store would become partners in the John Lewis Partnership, entitling them to a number of benefits including a share in profits.

Mondelēz International site director Paul Sinclair said: “Mondelēz International is proud to be one of the largest employers in Banbury, with 700 people expected to be employed on our site by the end of 2015.

“The sale of our surplus land will make our operation more competitive. It will generate funds to invest in updating and enhancing our staff facilities and offices. “These investments will improve the working environment for everyone employed here.”

Feedback will now be fully analysed before Barwood Capital and Mondelēz submit a planning application in the coming weeks.

If successful, it is hoped work will start on site in late 2015/early 2016 ready for the new store to open in early 2017.

Oxford Mail – 16th March 2015

Survey gives strong yes to Waitrose

RESPONSES to an ongoing survey on the proposed site of a new Waitrose in Banbury is showing 84 per cent in favour.

Two weeks ago the supermarket chain announced its intention to take over an area of surplus land in front of the Mondelez International factory, Southam Road.

About 24,000 newsletters with freepost feedback forms were

then sent out to residents. So far 1,096 people have responded via post, online and at a public exhibition at Banbury Town Hall on March 6. That was attended by more than 300 people.

Of comments received to date, 924 were in support of the plans, 162 were against and 10 were neutral.

Waitrose development surveyor Martin Gorman said: "We are

grateful to everyone who provided feedback."

Comments will be analysed before Barwood Capital and Mondelez submit a joint planning application in the coming weeks.

If successful, work is expected to start in late 2015, with the new Waitrose opening in 2017.

The survey does not have a specific end date and people can view at waitrosebanbury.co.uk

Banbury Guardian – 5th March 2015

Letter Policy

Store support

I am writing in support of the proposed Waitrose store in Banbury.

I feel that a Waitrose will raise the profile of the town and encourage a large number of shoppers to visit Banbury.

What an amazing op-

portunity to create 200 new jobs in the area and provide extra money for Mondelez to improve conditions for employees.

I sincerely hope the proposals will get the go-ahead. We so desperately need new businesses to come to Banbury, especially such a prestigious and successful company as Waitrose.

This is excellent, positive news. Please, councillors, approve this store... Banbury needs it.

Jane Robins
Middleton Cheney

Banbury Guardian –12th March 2015

Opinion

WAITROSE

‘Grab chance’

I attended the Banbury Town Hall display of the proposed new Waitrose at the weekend and took the opportunity to speak to representatives for the project.

It was made very clear to me that the Southam Road site is the only viable location for the new store.

Waitrose has really done its homework and looked into all other alternatives. It was also made very clear that if this site is not approved, Waitrose will look elsewhere and not consider Banbury again.

What a missed opportunity this would be and a huge mistake, similar to the time several years ago when Coca Cola wanted to come to Banbury and provide mass employment and investment in our town, but was turned away.

Waitrose wants to provide at least 200 jobs and the sale of the land will secure the future of Mondelez, which employs 700 local people. A

brand new, prestigious store will raise the profile of Banbury and encourage people to visit the area.

The store is so close to the town centre that people will be tempted to venture in, before or after their visit to Waitrose, to enjoy all that the town has to offer. Should Banbury turn away new business it will not thrive or progress as a town; it certainly not attract new people to move here. The ‘Waitrose effect’ is well known.

The road is a busy one at peak times, but so are all roads into Banbury. Most people avoid doing a large supermarket shop at the busiest time of the day anyway.

Most small towns would grab the chance to have a Waitrose; more choice should be welcomed, new jobs and investment are not to be turned away – especially at the tail end of a recession.

Dr Helen Beasley
Hanwell Fields, Banbury

Annex 1: Communication materials - please see separate documents

Annex 2: Images of Public Exhibition - please see separate documents

Annex 3: Residents' comments - please see separate documents

Annex 4: Press Coverage – please see separate documents