

A NEW SAINSBURY'S FOR BOGNOR REGIS

Planning applications have been submitted this week for the £50 million redevelopment and regeneration of the former Lec Refrigeration site on the A29 Shripney Road.

The applications are for a new Sainsbury's store that would create more than 400 jobs for the local community together with a high quality mixed-use employment scheme.

In addition to providing jobs and more choice for local shoppers, the scheme would regenerate a derelict and contaminated site which is on a key gateway into Bognor Regis.



above: an existing view of the former Lec site from the A29

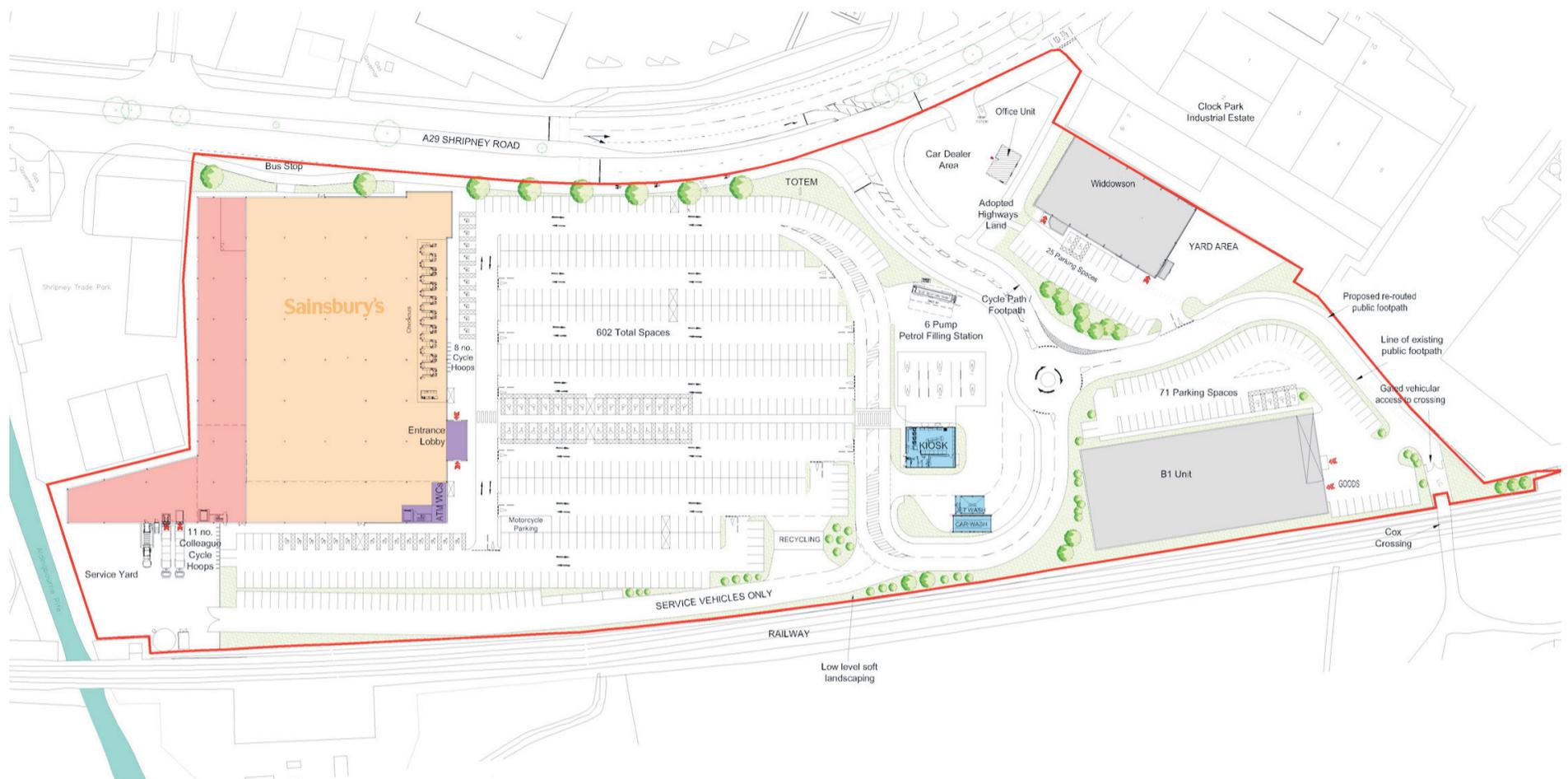


above: The proposed new Sainsbury's viewed from the A29

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A COMPREHENSIVE REDEVELOPMENT



The proposals that are being put forward by Sainsbury's and Sime Darby London Limited (the owners of the former Lec site) comprise:

- a new Sainsbury's supermarket (with a net sales area of 55,000 sq ft) including a customer restaurant
- approximately 600 car parking spaces
- a petrol filling station and jet car wash
- a high quality mixed use employment scheme
- new, improved and safe access to the site from the A29

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DELIVERING REGENERATION



Sime Darby London Limited (SDLL) has worked closely with Arun District Council to create a Development Brief to guide future development for the former Lec site which has been vacant since 2004. Following extensive public consultation, Arun District Council agreed the brief on 7 July 2008.

A supermarket was one of the 'core' land uses identified in the brief and SDLL teamed up with Sainsbury's to deliver the objectives of the Brief and make a significant contribution to the overall regeneration of the town.

Sainsbury's has agreed to sign Arun District Council's Development Partner Charter which seeks to achieve a range of objectives from supporting local businesses to raising educational attainment and skill levels.



top and right:
the former Lec site

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WHAT BENEFITS WILL REGENERATION OF THE FORMER LEC SITE BRING?

- Effective competition to other supermarket retailers, more choice for local shoppers and a reduction in the number of shoppers travelling out of the area.
- The regeneration of a predominantly derelict and contaminated site which can only be achieved with a high value development such as a supermarket.
- A real alternative to the proposed ASDA development on previously undeveloped greenfield land at Oldlands Farm.
- More than 400 new and full time jobs at Sainsbury's and additional jobs through the mixed use employment scheme.
- A commitment to training in the workplace. Sainsbury's is the first national retailer to offer every member of staff the opportunity to achieve nationally recognised qualifications equivalent to five GCSEs at A-C grade.
- the UK's greenest supermarket as voted by a team of independent environmental analysts in September 2008.



above: the former Lec site



above: the Asda site at Oldlands Farm

Ultimately, owing to the planning policy, permission is only likely to be granted for one new supermarket in the town in the foreseeable future, either Sainsbury's on the former Lec site or Asda at Oldlands Farm.

Sainsbury's and Sime Darby held a public exhibition in November of the proposals for the former Lec site, which was attended by over 400 visitors.

Nearly half of the visitors completed a comments form, of which:

- **95% of respondents broadly supported the redevelopment proposals for the former Lec site**
- **79% of respondents believed that the former Lec site is more suitable for a new supermarket than the Oldlands Farm site, which is being promoted by ASDA**

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For further information please contact **0845 602 1151** or visit www.simedarby.co.uk