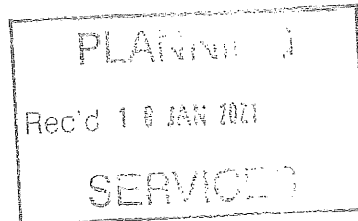


7, Grand Hill Rise,
Chaulton Kings,

Cheltenham.

GL53 9HA

13th January 2021



Dear Sir/Madam,

I was very surprised when I heard that Kide wanted to build a shop and 80 parking spaces in the Business Park, Divercester Road, Chaulton Kings,

When Spinx Sarcos moved in I was very pleased that it was to be used for its original plan and the substantial units, with Brexit in mind, would be useful for industry.

I have reservations for the following reasons, against a large store in this situation:

- 1) We want people to go into town to shop, not out of it. The town needs them.
- 2) When coming from town the turning right is dangerous on account of bridge on a curve in Divercester Road.
- 3) Bafford Approach has a dangerous area where the Lilley Brook culvert is underneath.
- 4) The shops in the Hub and Lyfield Rd, have supported

the people of Charlton Kings with deliveries all through lockdowns and after Sainsbury's took much of their business this is a kick in the teeth for those who help to keep a 'village' community spirit. What is the point of having a HUB if you don't respect it.

Yours faithfully,



MP Ref: NM/0500
Email: nathan.mcloughlin@mplanning.co.uk
Tel: 01242 895 128

28/01/2021

Planning Department
Cheltenham Borough Council
VIA EMAIL ONLY

Dear Sir or Madam

PLANNING APPLICATION 20/02089/FUL

McLoughlin Planning has been asked by its client Spirax Sarco owner of the adjacent Timbercombe House and the land on which the proposed vehicular access is located to highlight its concerns with this planning application which can be summarised as follows:

- Principle of Development
- Sequential Test
- Loss of Employment Land
- Access and Highway Safety
- Noise

Each of these issues will be assessed in turn below.

Principle of Development

The Planning Statement accompanying the planning application assumes that the existing use of the site is solely light industrial and therefore benefits from permitted development rights to change to a retail use under Class E of the updated Use Class Order introduced on 1 September 2020.

However, the site was used for a variety of the B uses under the previous Use Class Order, including office (B1a), light industrial (B1c) and, crucially, storage and distribution (B8) as well. This means that the applicant's argument which is based on the fall-back position created by the provisions of Class E are not necessarily sound because B8 uses do not fall within the new Class E.

The principle of development is not as unequivocal as stated and the proposal would still need to comply with the relevant local and national retail planning policies, namely Joint Core Strategy (JCS) Policy SD2 and Section 7 of the National Planning Policy Framework (NPPF).

Sequential Test

The recently adopted Cheltenham Plan does not have any retail policies as it is waiting for the review of Policy SD2, which has not yet happened. Policy SD2 states that proposals for retail and other main town centre uses that are not located in a designated centre, and are not in accordance with a policy in either the JCS or Local Plan, will be robustly assessed against the requirements of the sequential test, as set out in the NPPF.

The size of the proposed supermarket falls below the 2,500 sq.m threshold for the requirement of a Retail Impact Assessment. However, NPPF paragraph 86 states that local

planning authorities should still apply a sequential test to planning applications, such as this one, with a preference for main town centre uses being located in town centres, then in edge of centre locations. It goes on to say that only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.

The Sequential Test included within the Planning Statement has only assessed the following four local neighbourhood centres:

- Sixways/London Road Neighbourhood Centre;
- Lyefield Road West Neighbourhood Centre;
- Church Street Neighbourhood Centre; and
- Croft Road Neighbourhood Centre.

No town centre sites have been evaluated which is precisely where retail development should be prioritised and where a Sequential Test should focus its attention, especially since the Covid-19 pandemic has led to a significant increase in vacant town centre retail units. The failure to include town centre sites within the search area is an error which means the Sequential Test is fundamentally flawed.

The small retail units found within neighbourhood centres would never be large enough to accommodate a supermarket, so it is unsurprising that the proposal satisfies this particular Sequential Test prepared by the applicant with its flawed methodology. The outcome may be entirely different if town centre locations were also included in the search area.

Loss of Employment Land

Policy EM2 b) of the Cheltenham Plan states that the loss of an employment site to other uses will be supported providing it would not have a detrimental impact on the continuing operation of existing businesses in the vicinity.

The Planning Statement acknowledges that Timbercombe House has been purchased by Spriax Sarco but offers no detailed assessment regarding the impacts it would have on this neighbouring business. There will be a detrimental impact on the operation of Timbercombe House principally with regard to the shared vehicular access and the noise and disturbances that this would create. Both of these issues are discussed in further detail below.

Policy EM2 also states that traditional B-class employment should be considered before retail or any other uses for this site. The Commercial Viability Report dismisses the prospect of the site being redeveloped for employment uses based on the fact the existing buildings are in a dilapidated state and that the next business would be in the form of a light industrial / warehouse use. It does not account for the fact replacement buildings could be erected on site and new businesses would not necessarily be constrained by the existing dilapidated buildings.

Access and Highway Safety

Spirax Sarco are concerned that the intensification of the use of the application site in terms of additional vehicle journeys resulting from customers and deliveries that would result from the proposal would have a detrimental impact on the efficiency of their site at Timbercombe House.

Carl Tonks Consulting has provided a detailed review of the access and highway safety issues associated with the proposed development which is appended to this letter.

In terms of access, we wish to add that the pedestrian access arrangements see pedestrians walking past the store to cross the road and then walk back up to the store. Our concern is that natural 'desire lines' will develop which will see pedestrians cross the access road at a point before the current crossing point, reducing the effectiveness of the crossing point, further work is required on this.

Noise

To prevent serious loss of amenity to local residents and occupiers of Timbercombe House through noise pollution, in the event planning permission is granted an enforceable Delivery Management Plan should be created, limiting the hours of delivery to socially acceptable times which minimise the noise impact on neighbouring residents and workers at Timbercombe House. This Delivery Plan should also seek to avoid store deliveries at peak times for arrivals and departures from Timbercombe House.

Summary

Following a review of the submission documents for this planning application, it is clear that the principle of development is not as straightforward as purported and the Sequential Test which is designed to find identify and assess retail sites closer to or within the town centre has not been carried out in accordance with the guidance within the NPPF.

The redevelopment of the site for alternative B-class uses has not been fully explored as any future occupiers would not be restricted to re-using the existing buildings. An opportunity exists for the site to be redeveloped for a range of traditional B-class uses.

There are also issues relating to the vehicular access and vehicle movements the development would create which would have a negative impact on the successful operation of the operation of Timbercombe House, which shares the same vehicular access owned by Spirax Sarco.

We ask that further information is provided by the Applicant to redress these concerns.

Yours faithfully

Nathan McLoughlin BSc (Hons) DipTP MRTPI
Managing Director

Our Ref. 2020-F-044
Date: 26th January 2021

T – 01179 055 155
M – 07866 543939
e – carl@tonks-consulting.co.uk
www.tonks-consulting.co.uk

Mr N McLoughlin
McLoughlin Planning
North Warehouse
Gloucester Docks
Gloucester
GL1 2FB

By Email *nathan.mcloughlin@mplanning.co.uk*

Dear Nathan,

Land at Cirencester Road, Cheltenham.

I write on behalf of Spirax Sarco, to object to Planning Application 20/02089/FUL (the Application) on grounds of traffic and transportation impact. I have particular concerns regarding operational issues, including road safety in close proximity to my client's sole access.

The Application proposes a Lidl discount foodstore of Gross Floor Area 1840sqm on land immediately adjacent to the highways access into the Charlton Kings Business Park, Cirencester Road, Cheltenham. My client owns and operates the adjacent business park; a popular and successful employment site on the south-eastern side of Cheltenham. My client's preliminary concerns, which prompted my commission, comprised whether or not the significant volumes of traffic expected to be generated by a discount foodstore in this location can be realistically and efficiently catered for by the adjacent highway arrangements, including the junction of my client's access road with Cirencester Road. Any potential traffic congestion on the proposed access can be expected to have a severe impact on the accessibility of my client's adjacent businesses and clearly, if that proves to be the case, my client will require to object in the strongest terms in order to protect his business interests.

Continued.../

I note that a Transport Assessment (TA) has been prepared by Pell Frischmann in support of the proposals and I have identified several concerns in regard to the analyses undertaken. These concerns bring into question the conclusions reached in the Pell Frischmann TA and form the basis of my client's objection on highways grounds to this Application. My concerns range from severe, to minor discrepancies, some of which may be defined as differences of opinion or methodology, whilst others present clear and significant road safety issues. I outline my concerns regarding these analyses below.

Serious Concerns

I outline below my serious concerns in regard to the analyses presented. These are such that the future operation of the access must be brought into question both in regard to safety and capacity of throughput.

Site Access Arrangements, Including Servicing

The pedestrian access for the proposed foodstore is at the rear, away from the adjacent highway and facing the store car park. It is clear that the store is design to specifically target car-borne trade in preference to people travelling on foot, by bicycle or by bus. Access to the store by all modes is therefore proposed to be tucked away in the rear, facing in towards the adjacent employment site and away from Cirencester Road. Consequently, all vehicular access will be through the existing junction of the Charlton Kings Business Park access road with Cirencester Road and pedestrian access will also use this route. Travelling from the north, pedestrians will need to cross the access road, before joining other pedestrian traffic to access the site via the car park.

With the above in mind, I have concern in regard to both the ability of a 16.5m HGV to access and egress the site without causing significant issues of congestion for other traffic on the adjacent road network, including Lidl generated trips. Once inside the car park, the service vehicle is required to undertake a rather tortuous manoeuvre between parked cars and this raises significant concerns for personal safety of shoppers.

The submitted Swept Path Analyses have been undertaken for a 16.5m articulated vehicle, which is as I would expect for this kind and scale of foodstore and they do indicate that such a vehicle can successfully manoeuvre first into the car park and then between parking spaces, into and subsequently out again from the proposed service bay. However and notwithstanding the confirmation that these manoeuvres are achievable, I have significant concern in regard to the vehicle's use of the majority of the full bellmouth width on entry to the car park. In addition, it is seen to require a significant cross over into the adjacent lane for inbound traffic in order to achieve the egress track. This means that when a service vehicle is entering or exiting the site, no other traffic can use the access and, conversely, the service vehicle will have to wait, potentially blocking traffic, if other vehicles are entering or exiting the site.

Continued.../

Once inside the proposed car park, there is a requirement to manoeuvre the 16.5m articulated vehicle in reverse gear a distance of approximately 80m across the full length of the car park, the majority of which occurs between two banks of parking bays. This is considered dangerous for pedestrians walking to or from the store, and for vehicles reversing out of parking bays. Furthermore, when this manoeuvre is taking place, vehicles cannot enter or leave the majority of parking bays in the car park, hence gridlocking the car park for customer use.

Further concerns arise in regard to the necessary manoeuvres onto Cirencester Road, for departing service vehicles. The submitted "right out" (ie eastbound) track on Cirencester Road shows the vehicle oversailing the opposite (westbound) traffic lane (and therefore into oncoming traffic) for a distance of approximately 25m. This has clear implications for highway safety, but also for the junction capacity, as the driver of the servicing vehicle will likely have to wait for that approximately 25m stretch of carriageway to be clear before undertaking the right turn manoeuvre. This will be further exacerbated by the presence of legally parked cars opposite the bellmouth of the junction and along Cirencester Road. These are associated with adjacent residential properties and effectively narrow the carriageway width, forcing a sharper right turn and necessitate travelling in the opposite lane for a longer distance. This clearly presents a significant road safety concern.

In order to effectively control the above issue, a Traffic Regulation Order (TRO) ought to be sought in order to remove parking from Cirencester Road in the vicinity of the access junction and for a distance of 25m either side. As the site is opposite residential dwellings it is to be expected that a significant number and strength of objection would be received to any proposal to remove parking from in front of the adjacent houses. Given that TROs can only be achieved further to successful conclusion of extensive Public Consultation, it is clear that any requirement to remove parking from adjacent residential properties would render a Planning Permission vulnerable to legal challenge. Consequently, I strongly suggest an Out of Hours Servicing Condition would be appropriate in regard to any consent granted on this site, however, in light of the proximity of adjacent houses, it should be confirmed that out-of-hours servicing is permissible in view of the inevitable disturbance to adjacent residents.

For these reasons of local amenity, highway operation and highway safety it is recommended that planning permission not be granted.

Capacity Analyses

In order to assess the impact of a development at key junctions, capacity analyses are provided to demonstrate likely queuing and ratio of flow to capacity (RFC). In this instance insufficient capacity and excessive queuing would result in the junction failing to operate properly and vehicles would be delayed or potentially prevented from accessing and egressing the site, including the adjacent employment land.

Continued.../

cTc has various concerns in regard to the traffic forecasts used in the capacity analyses in the TA and these are noted below:

- Unsubstantiated or unqualified 30% pass-by trip discount;
- Incorrect lane widths for the minor arm on the Cirencester Road analyses;
- No Saturday peak hour analyses.

These call into question the validity of the analyses and, therefore, the ability to grant planning permission based upon them. Of particular concern is the absence of capacity analyses for the weekend peak hour at the Cirencester Road junction. The proposed development is a food retail store and the peak hour over a week will be at the weekend. To draw firm conclusions of the likely capacity impact of the proposals, weekend analyses should be conducted, and this omission is unconventional for food store TAs.

No account has been made by Pell Frischmann for the loss of carriageway width on Cirencester Road by vehicles that can be observed parking legally opposite the bellmouth of the junction. This will impact the capacity of the junction, and may require a TRO to remove parking. This cannot be guaranteed due to the consultation process; hence junction issues could result and these have not been addressed in the TA.

Base Traffic Flows

The submitted TA notes that due to the current Covid situation, and therefore atypical traffic profiles, the conventional traffic surveys would not provide robust results and consequently these have not been conducted. This is unfortunate as it marginalises the resultant capacity analyses, however, at present there is little opportunity to approach this any other way if the Planning System is to continue to operate in such unusual conditions. However and this notwithstanding, it is essential that traffic data sourced to permit such calculations is thoroughly reviewed and vetted, to ensure its relevance to the analyses and conclusions subsequently drawn. We have carefully considered the provenance of the traffic data used in the TA and conclude that it is poor, of little relevance and consequently not fit for purpose.

The historic traffic data was derived from a Department for Transport (DfT) count approximately 1.75km south of the site. Pell Frischmann state that there is ***“little opportunity for vehicles to divert off Cirencester Road between the count point and the Site”***, thereby claiming that the data obtained is relevant and representative of through traffic flows at the site access. Whilst it is true that there are not significant diversion opportunities between the site and the count location, a cTc review confirms a number of developments which could easily generate, or attract traffic in sufficient volume as to impact on the traffic forecasts presented. These include:

Continued.../

- Hotel owned by Puma Hotels;
- Lilley Brook Golf Course and large car park;
- Residential properties on Gadshill Road turnoff;
- Approximately 20 residential dwellings fronting Cirencester Road;
- Short narrow rat-run on Timbercombe Lane into a housing development with hundreds of residential dwellings;
- Hilton Hotel and large car park;
- Clock Tower pub restaurant and car park.

As the full traffic count was not provided as an appendix in the TA (which I would normally expect it to be in order to permit detailed review), no further checking or data extraction is possible. It is therefore considered that the base traffic flows be treated with significant caution, as errors are likely.

I also have some reservations in regard to the forecasting of traffic generation, although these are less severe, hence I summarise subsequently, in regard to Other Matters Of Concern.

Other Matters of Concerns

Whilst the above summarises my most serious concerns with the application, each of which in my view on its own justifies refusal of Planning Permission, we have identified other matters in reviewing the analyses and design. These other matters are less severe than the concerns expressed above, however and nonetheless, in combination they provide further reason for objection on traffic and transportation grounds.

Pedestrian Access

Pedestrian access to the store is from adjacent to the car park, hence requiring shoppers to walk along the access road before entering the store. This is unusual and introduces a likely conflict between pedestrian and vehicular movements on the access road, at a location where drivers will be concentrating on many different items on approach to the car park. I consider this to present a significant road safety concern.

Furthermore, locating the pedestrian access to the rear of the store Removes it from the frontage, where it would have benefitted from overlooking by the houses opposite, hence natural surveillance, enhancing personal security of the shoppers, especially in hours of darkness. Requiring pedestrians to walk to the rear of the store on entry and exit is considered to offer poor natural surveillance and increases personal safety concerns.

Continued.../

Traffic Generation (TRICS) Analyses

The TRICS database is an industry standard means of forecasting trip rates, derived from characteristics such as, but not limited to, scale, location and local population. It is important when using TRICS to ensure that the above characteristics are reflected as accurately as possible in one's site selection criteria and failure to do so will undermine the accuracy and credibility of any trip rates produced.

In reviewing the submitted TRICS analyses a number of issues with the selection parameters were noted. These include:

- Insufficient number of sites used in each analysis. Pell Frischmann used between 2 and 4 sites, when 10 sites is considered the desired minimum for statistical reliability and good practice;
- Development scale used was too narrow, resulting in the abovementioned shortage of sites;
- Site locations used were not sufficiently accurate. The site is located at the edge of town; using edge of town centre sites potentially reduces trip rates.

cTc ran TRICS analyses correcting the above issues and found higher trip rates for the weekday discount food retail results, which inform the submitted capacity analyses. Although in our view the submitted TA understates traffic generation, the difference is not sufficient on its own to render large errors in conclusion. In combination with some of the Serious Errors identified earlier, however, these other concerns could become significant in implication.

Conclusion

The submitted TA contains a number of salient omissions and oversights, as outlined above, which call into question the ability to rely on the analyses in decision making. Consequently and on behalf of our client, Spirax Sarco, we wish to object to the Application in its current form.

Furthermore, important issues of highway safety and on-site safety have been revealed, which should render refusal of planning permission the only reasonable, effective option.

I would welcome discussions with County Highway Officers, or with representatives of the Applicant and I ask please that someone from Gloucestershire County Council, Highways Department please contact me to discuss the above concerns.

Continued.../

7.../



Kind regards.

Yours sincerely,

**Carl J Tonks BSc MSc FCILT MCIHT FIHE
DIRECTOR**

carl TONKS consulting

PLANNING

Rec'd 0 0 FEB 2021

SERVICES

**3, Withyholt Court, Moorend Road, Charlton Kings,
Cheltenham, Glos GL53 9BG**

Telephone: [REDACTED]

Email: [REDACTED]

2nd February 2021

Cheltenham Borough Council
Planning
Municipal Offices
Promenade
Cheltenham GL50 9SA

Dear Sir/Madam

**Planning Application reference 20/02089/FUL
Proposed Store for Lidl, Charlton Kings**

I have just received a survey to complete from a bulk mail drop from Lidl asking me to give feedback approval on the above proposal of a discount supermarket on the Charlton Kings Industrial Estate. I returned it with my reasons for my disapproval as follows.

When the Sainsburys supermarket was built it put one well established family run corner shop out of business and no doubt adversely affected the turn over of the local Co-op and Smith and Mann. It also significantly increased the traffic in the Cirencester Road and the amount of lorries using it.

Cirencester Road is a narrow road which has car parking on both sides, in some places the only way this is possible is to park on the pathways. This is necessary because of the large lorries and buses that use the road and in an effort to keep the traffic flowing. When the Government brings a ban in, perhaps later this year, to prevent parking on the pavement and the residents resort to parking in the road traffic could well come to a halt.

Cirencester Road is used by the Cirencester buses, also the National Express London Buses and one of the bus stops is very near where the supermarket is proposed and very near a bridge on a curve in the road. It will be extremely dangerous for traffic turning right either into or out of the entrance and will be an accident waiting to happen.

Lidl appear to be under the illusion that people will be going there by bicycle! I would suggest they would be taking their lives in their hands! Most people going to Lidl stock up, they do not go on the bus or on a bike!

Apart from the dangers on the road there are environment issues. I believe there is a colony of bats that nest in that area and barn owls.

And I believe that there is lot of asbestos on the site which will need very careful handling if it is not to be a health hazard for the residents nearby.

Once we can get back to some normality we need to get all the traffic we can into Cheltenham to get our town back to the thriving hub it was or risk losing it.

Yours faithfully

A large, irregular black redaction mark covering the signature area.

30 BROWN HILL RISE
CHARLTON KINGS.

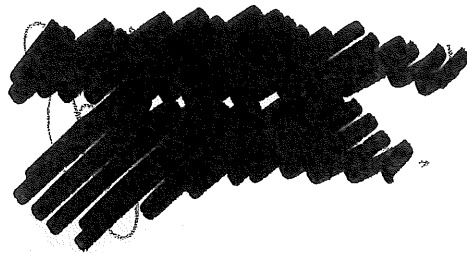
CHERTENHAM

GL 58 9 HW

16th Feb '21

Dear Sirs,
Ref Liddle proposed
store in Charlton Kings - we have
no disagreement with this proposed
only concerns

- 1/ Light pollution
- 2/ Heavy movements - how many
and at what times
- 3/ Speed down access road.



20/02089/FUL.

~~REDACTED~~
12 GILBERT WARD COURT,
CROFT ROAD
CHARLTON KINGS
CHELTENHAM
GL53 8ND



Proposed New Lidl Store, off Cirencester Road
Charlton Kings (Ref: 20/02089/FUL)

I am glad that we may be having
a new Lidl Store in Charlton Kings.
I have shopped in Lidl stores before and
find the food very nice.

Michelle Payne, Planning, Municipal Offices
Promenade, Cheltenham,
Glos, GL50 9SA

Yours Sincerely
~~REDACTED~~

MICHELLE PAYNE.

PLANNING.

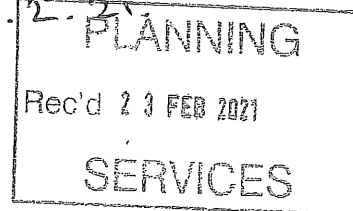
MUNICIPAL OFFICES.

CHESTERHAM.

[REDACTED]
A RAVENSCAPE ROAD.

CHESTERHAM.

21.2.21




REF. 20/02089/FUL. WE ARE IN

FULL SUPPORT FOR LIDL STORE.

THANKING YOU.

[REDACTED]

"Chiltern Lodge"
Charlton Court Road
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JB
England



Michelle Payne
Planning-Municipal offices,
Promenade,
Cheltenham,
Gloucestershire. GL50 (SA

19. February, 2021

Dear Michelle Payne,

Re: Proposed New Lidl Store for Charlton Kings (Ref:20/02089/FUL)

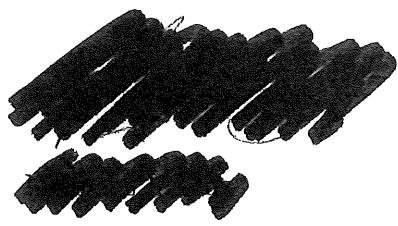
With regard the above, I write to submit my Full Approval and Support for this Application and for this to be authorized by the Cheltenham Borough Council. It is my hope that this project will be allowed to go-ahead and for it to be fully implemented without undue delay!

The reasons for my approval are many but here I would just mention:

- 1- The Proposed site for the Store will be a great improvement to the local area which currently is in a much run-down state and it will also provide much needed employment.
- 2-Because of its local proximity, it would be more environmentally friendly as it will help to reduce the length of journeys by car to otherwise more distant Stores, both for me, and many other residents of the area.
- 3- As an 84year old pensioner, given more financial choice to shops of easy access is important to me and my wife and, access to this New Store would also be much easier than to other more distant Stores in Cheltenham.

I'm remain hopeful that this Application will be successful and I thank you and the Planning Office Team for the attention given to helping to arrive at a positive decision on this matter!

Yours truly,



Michelle Payne
Planning
Municipal Offices
Promenade
Cheltenham
GL50 9SA

~~XXXXXXXXXXXX~~
4 Edst End Road
Charlton Kings
Cheltenham
GL53 8QD

23 February 2021

Dear Sirs,

Your reference 20/02089/FUL

We would like to support the proposal to
build a new Lidi store in Charlton
Kings. It would be helpful to have a
large store in the locality, for the community.

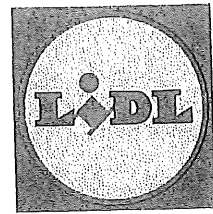
Yours faithfully

~~XXXXXXXXXX~~

~~XXXXXXXXXX~~



We totally support the building of
this store. Will be a great
benefit to the community.



[Redacted]
Bramleys
Newcourt Road
Charlton Kings
Cheltenham
GL53 9AZ

Lidl Great Britain Limited

Central Park
Severn Beach
Bristol
BS35 4DF

www.lidl.co.uk

February 2021

Dear Mrs Newber,

Proposed New Lidl Store, off Cirencester Road, Charlton Kings (Ref: 20/02089/FUL)

Thank you for submitting your support for Lidl's proposals to bring a new Lidl store on the site of the former Charlton Kings Industrial Estate, off Cirencester Road (GL53 8DZ) in Charlton Kings. To date, we have received over 1,200 feedback forms with 85% of respondents supporting the plans.

Lidl has submitted a planning application to Cheltenham Borough Council and it is important that the Council understands that the local community would like to see a new Lidl store for Charlton Kings. Therefore, we would be extremely grateful if you could register your support for the plans, with the Local Authority, as unfortunately only significant weight is given to your support if submitted directly to the case officer. You can do this by:

Email – You can email your support to the planning department at planning@cheltenham.gov.uk quoting the reference number **20/02089/FUL**.

Post – You can post your comments to – Michelle Payne, Planning, Municipal Offices, Promenade, Cheltenham, Gloucestershire, GL50 9SA and quoting the reference number **20/02089/FUL**.

As a reminder, the proposals include:

- A new Lidl food store with a sales area of 1,117 sqm, with associated landscaping, servicing and parking
- A bespoke and sympathetically designed food store suitable for the surrounding areas
- 81 customer parking spaces, including accessible and parent & child spaces, along with two Electric Vehicle rapid charging spaces and cycle storage
- Solar panels on the roof, to help meet the store's energy needs
- Regeneration of a vacant brownfield site which is a current eyesore for the community
- Creation of up to 30 new full and part-time jobs for local people.

You can still view the plans at www.charltonkings.lidl.co.uk.

Thank you for your support. If you have any questions about the proposals, please contact us on 0117 4280 395 or by email at avonmouth.property@lidl.co.uk If you do not wish to receive further updates regarding these proposals or would like your details removed from our project database, please do let me know.

Yours sincerely

[Redacted Signature]

Sarah Rees-Davies - Senior Consultant - Acquisitions

PLANNING

Rec'd 24 FEB 2021

SERVICES

22 NO FEB 2021

38761B/6288801AF01723

11 Ravensgate Road
Charlton Kings
CHELTENHAM
GL53 8NR

0953191 - 0953200
8358765/139123

DEAR NICHELLE

AS YOU KNOW LIDL IS HOVING TO BUILD A
STORE IN CHARLTON KINGS.
WE CERTAINLY NEED A SUPERMARKET IN
C.K. I THINK WE ARE THE ONLY AREA
THAT DOESNT HAVE A LARGE SUPERMARKET.
WE NEED TO HAVE MORE CHOICES &
COMPETITION IS ALWAYS GOOD. FINGERS CROSSED!

MANY THANKS

REF NO. 20/02089/FUL.



February 2021

~~XXXXXXXXXXXXXXXXXXXX~~
10, Willow Road,
Charlton Kings
Cheltenham
GL53 8PQ.

Dear Sir,

Proposed New Lidl Store, off
Cirencester Road, Charlton Kings.

We Support for the plans new
Store, Ref number 20/02089/FUL.

Yours Sincerely,

~~XXXXXXXXXXXXXXXXXXXX~~



18th February 2021

Ref No. 20/02089/FUL

20 Withyholt Court

Morand Road, Charlton Kings

Cheltenham GL53 9BG

Dear Ms. Payne,

I have been informed that hick has submitted a planning application to Cheltenham Borough Council to build a new store on the site of the former Charlton Kings Industrial Estate, off Gloucester Road, GL53 8DZ in Charlton Kings.

I am writing, therefore, to say that I totally support this plan. I was very disappointed, as I know a lot of older people were, when the store in the centre of town closed. This was very convenient for me and many others but now I have to go to the store near Brunswick Street or, go even further, down to the Tewkesbury Road store.

I feel that my side of town has been somewhat neglected in this respect and to have a hick store for residents in Charlton Kings would be a great asset.

hick's plans to turn this brownfield site into a sympathetically designed and eco friendly area for this store can only be a positive outcome for Charlton Kings which will also create some badly needed jobs.

I look forward to hearing that the Borough

²
Council will approve hidd's application.

Yours faithfully

~~XXXXXXXXXXXXXXXXXXXX~~

Michelle Payne

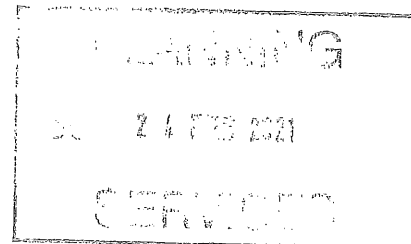
Planning

Municipal Offices

Promenade

Cheltenham

GL50 9SA



26 Hartlebury Way,
Charlton Kings
Cheltenham GL52-64B
2 March 2021

The Chief Planning Officer,
Cheltenham Borough Council

Dear Sir,

Proposed Lidl store
Cirencester Road, Charlton Kings



I should appreciate it, if it could be conveyed to the members of your Committee that to agree to the above proposal will, without question, sound the death knell for local shops in Charlton Kings.

We are a happy and, I believe, fairly homogeneous community in Charlton Kings. With an excellent library, splendid schools, churches which often pull together for the good of the residents (and are frequently in touch with one another), recreational facilities for children of all ages and shops which have served this area superbly over very many years, our sense of 'community', of pulling together for the good of those among whom we live, is something to be treasured.

Always evident have been the efforts of local shops (I believe, without exception) not only

to supply our needs in the best way possible, but also to be part of the area inhabited by their customers. In very recent, difficult times it has been quite humbling to observe their efforts to run their businesses as effectively and safely as possible and to the benefit of all. Further, ~~to~~ one cannot gauge their contribution to morale — but there has undoubtedly been a contribution. They have, in effect, reflected in a wonderful way the spirit in the wider community.

To the Members of your Committee I emphasize... the arrival of Lidl's in Charlton Kings would mean that, inexorably and without question, one by one, these shops will close.

I could argue that the closure of the local shops, with the inevitably much lighter foot-fall in the village, could lead to the loss of the library. However, that is another question. There could be further ramifications beyond that.

Close the local shops and people will be out and about in the village much less, see each other much less, talk to each other much less, pass on information about local events much less ----


One could go on. Were you to pass this application, the effect on Charlton Kings will be catastrophic. That precious community spirit — which benefits all (and I mean all) those who are fortunate enough to live here — will be compromised. Put a Lidl's store in Cirencester Road and, five years from now, Charlton Kings will be a pale shadow of what it is today.

Thank you for your kind attention to this letter.

Yours faithfully,

~~XXXXXXXXXXXXXXXXXXXX~~

~~XXXXXXXXXXXXXXXXXXXX~~


95 ROSEHILL ST
CHELTENHAM
GL52 6SQ

FOR THE ATTY OF
MICHELLE PAYNE, PLANNING OFFICE

I AM WRITING IN SUPPORT OF THE
PROPOSED LIDL STORE (REF 20/02089/FUL
OFF CINCENESTER ROAD
NOT ONLY SOPS FOR LOCAL PEOPLE
IT WOULD BE BUILT ON BROWNFIELD
LAND, WHICH IS A CURRENT EYESORE
I THINK IT WOULD BE GREAT FOR
CHALTON KINGS



(I HOPE YOU LIKE THE CARD)



[Redacted]

21 Croft Gardens

Charlton Kings

GL53 8LQ

Reference 20/02089/FUL

Michelle Payne, Planning, Municipal Offices, Promenade, Cheltenham. GL50 9SA

Dear Michelle Payne,

I should like to register my wife and I's support for the above plan concerning building and opening a Lidl Store in Charlton Kings.

From a personal point of view, it would allow us to shop at a Lidl Store, [Redacted], and since they closed the Lidl Store at the top of town, we are unable to reach the store on the old Matalan site.

We have shopped with Lidl for many years and have always found them to be a caring and helpful Store with a large product range and very competitively priced stock and consider that they would be a credit to the area.

Having viewed the basic plan to enhance the proposed plan we consider that clearing the present eyesore, providing a quite reasonably sized car park, Electric charging for vehicles and using Solar Panels to meet their own energy needs are all pluses. Of course in providing extra opportunity for 30 full and part time jobs, especially at this time, is yet another plus.

We Remain, Yours Sincerely.

[Redacted Signature]

MICHELLE PAYNE

PLANNING

MUNICIPAL OFFICES

PROMENADE

CHELTENHAM GL50 9SA.

~~XXXXXXXXXX~~
39 LONGWAY AVE

CHARLTON KINGS

CHELTENHAM

GL53 9SH.

~~XXXXXXXXXX~~
16.03.21.

REF 20/02089/FUL.

DEAR MICHELLE.

I FULLY SUPPORT (BY 100%) THE

PLANNING APPLICATION FROM LIDL TO INSTALL
A NEW LIDL STORE @ CIRENCESTER ROAD, CHARLTON KINGS.

CHARLTON KINGS IS A LOVELY GOOD
QUALITY RESIDENTIAL AREA OF CHELTENHAM,
PROBABLY THE FAVOURITE & IT IS ABOUT TIME
IT HAD A PROPER STORE OF SUBSTANCE.
THE SITE COULD NOT BE BETTER FOR ALL
COMMERCIAL REASONS. I'D LOVE IT TO HAPPEN
YOU NEVER SEE A RUN DOWN LIDL STORE,
ALWAY CLEAN, EXCELLENT CAR PARKING & LOVELY
STAFF.

I WISH THEM ALL THE VERY BEST

& WELCOME TO CHARLTON KINGS.

YOURS SINCERELY

~~XXXXXXXXXX~~

Ref. Planning Application
20/02089/FUL

The Hendre,
33, Brookway Road,
Charlton Kings
Cheltenham
GL53 8HF



20/3/21

I am writing about the proposal to build a Lidl on Cirencester Road. I am horrified that you should even consider it. Have you no thought for the people who live in this area.

The main reason I came to live here in 1968 was the fact that I would have local shops to cater for my needs. ~~XXXXXXXXXXXX~~ I need those local shops more than ever. I have shopped in the shops in Lydford Road all these years. In this current times when I have been unable to get out Smith & Mann have delivered my weekly shopping without fail. Normally I can just about walk around there. I also rely on the Post Office a lot as I correspond with my far flung family by post & also get my money out of the Post Office. I believe there is a machine at Six Ways but to use that I would have to get a taxi or a lift from someone. The same would apply if I had to go to Cirencester Rd for groceries.

The chemist is a life line always so helpful & full of advice on the aches & pains of old age - I can't think of life without my local shops. The florist have come to my help many times & I know I can always pop in (when I'm allowed out) & get a sandwich etc at the coffee shop - it is a joy to see

the young mums & the older generation sitting outside in the better weather. We have so much to lose if the Lidl plan goes ahead & our shops had to close.

The population around here is mainly retired & elderly & like me have no access to internet or smart phone so can't shop on line. Local shops are our life line.

I have said nothing yet about the extra traffic - it is bad enough already - some mornings we can wait up to 5 minutes for a break in the traffic to even get out to Lyefield Rd. Horseshair Rd is always busy with thru' traffic - cutting thru' to London Rd & avoiding 6 ways.

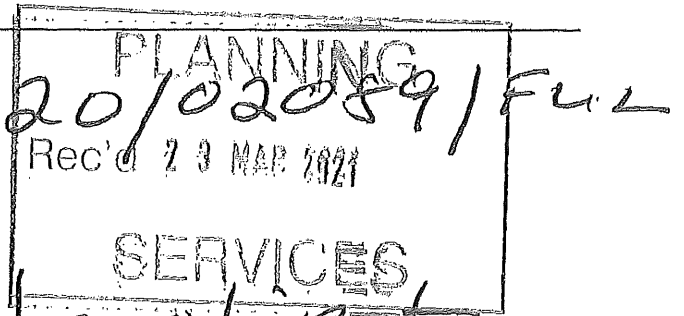
Please, please turn down the application. I want my friendly local shops to remain & not be forced out by Lidl.

Yours



01242 514580

Ref. Number
22.3.2021



I am writing to object
most strongly about the
planning application for yet
another Lidl shop.

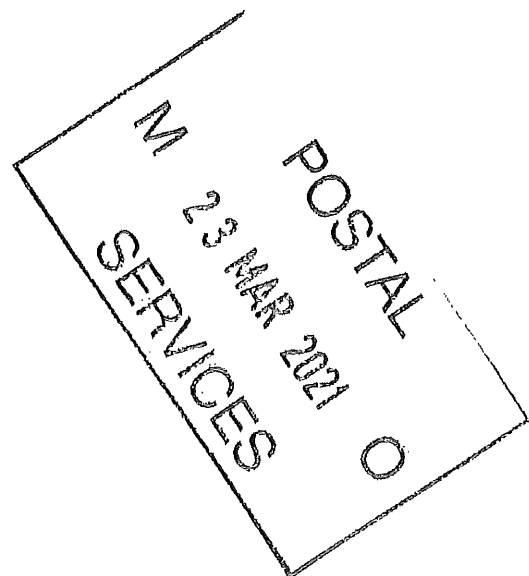
I am a resident of Charlton
Kings where we have some
excellent food shops where
we get very good personal
service, plus there are
other shops i.e. chemist,
coffee shops and florist, all
of these would lose custom
if Lidl were allowed to

open.

Please consider the
planning application
very carefully and take
notice of what local
people want and do not
want in their area.

Yours faithfully.

~~XXXXXXXXXXXXXXXXXXXX~~





THE GARDEN FLAT
68. COPT ELM ROAD
CHARLTON KINGS
GL53 8AW

CHELTENHAM B.C.
MUNICIPAL OFFICES
PROMENADE.

24/03/2021

CHELTENHAM GL50 9SA



Dear Sir/Madam,

I am writing to appeal
against the opening of another Sainsbury
superstore in the Cirencester Road.

We have a wonderful group of shops
on Lyefield Road West which serve
us magnificently with all our requests,
delivering to the elderly during lockdown.
with a personal help and assistance.

A Sainsbury's is also along the
Cirencester Road.

Please spare us from losing

our community, friendly helpful
shops to supermarkets that do not
always supply our needs. Not every
one owns a car

Yours faithfully.

~~XXXXXXXXXXXXXXXXXXXX~~

33 Brookway Road
Charlton Kings
Cheltenham
Gloucestershire.
GL53-8HF.

Ref. Planning Application
20/02089/Ful.

PLANNING
Rec'd 23 MAR 2021
SERVICES
20/03/21

To whom it may concern,

Throughout the Pandemic support given to the local communities by individuals has been exceptional. Smith and Mann in Charlton Kings delivered food to many families who were not able to leave home to shop for themselves. Thankfully they continue to do so to this day. The closure of this shop would be very detrimental to many, not only regarding food supplies but also for Post Office and Banking facilities.

The coffee shop encourages many local people and gives a meeting place for a number of mothers and others when it is allowed to be open. Such socialising is most important to our welfare, especially after such a long lockdown.

The loss of our local pharmacy would be another serious blow. With the nearest Doctors and Pharmacy being at Six Wicks, beyond walking distance for many, an increase in car travel is bound to be the result. And of course there is always the florest to cheer us up.

The building of a hild's store would see all the above local facilities lost; add more traffic to our congested roads; and be detrimental to many aspects of community life, none of which we need as we live through these difficult times.

~~XXXXXXXXXXXX~~

29 Gopt Elm Close
Charlton Kings
Cheltenham

21/3/2021

Dear Sir

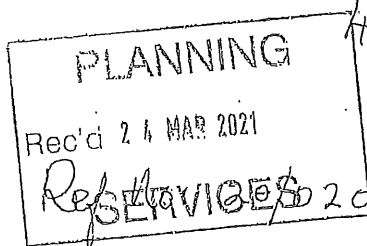
Re: Planning ref 20/02089/FUL

I wish to register my objection to the proposed planning application above. I have used the independent shops in Hyzfield Road for over 40 years and they are a hub of the community.

yours faithfully







#, Randolph Close
Cheltenham.

GL53 7RT

20.3.21.

Dear members of the Planning Committee,

For thirty three years we have
lived in this area of Cheltenham.
The local shops, Smith & Mann,
the Coffee Bean, the Flower shop
and Charlton Pharmacy have
been important to us - especially
now ~~we are all so used to them~~

Please, please, do not put
these excellent shops at risk
of closure by allowing planning
permission for a large
multinational chain store, Lidl,



75A Cirencester Road
Charlton Kings
Cheltenham
GL53 8DB

21.03.2021

Planning & Environmental
Regulatory Services,
Cheltenham Borough Council
Municipal Offices, Promenade.
Cheltenham, GL50 1PP

Ref 20/02089/FUL

Dear Planning Director

Regarding proposed lidl foodstore on the former
Charlton Kings Industrial Estate off Cirencester Road.
I make comments as below:-

- ① This is a residential road and area.
- ② There will obviously be more lorries for goods deliveries, along with customer cars from outside the area.
- ③ Raising pollution and road damage, the above coming from Gloucester/Cirencester via A435, will add to the already unstable road heading towards the site.
- ④ In my view, we do not need further store outlets, already having a Coop, Nisa, Pharmacy, to serve our needs.
- ⑤ The increased traffic will increase dangers to school children, elderly and vulnerable people.

Yours sincerely

~~XXXXXXXXXX~~

7 LITTLE PROASPER

CHARLOTTE KINGS

CHERTONHAM

GL53 8ET

Ref No 20/02089/FUL

TO WHOM IT MAY CONCERN

AS WE HAVE 4 STORES IN C/K

AS IS 2 CO-OP: 1 SMITH AND HANN

+ 1 SAINSBURY'S. I DON'T THINK A

LIDG WOULD BE APPROPRIATE AS IT

WOULD CAUSE A LEAST 1 STORE TO

GO BUST. A SEE CORKLETT ENCLOSED

PLANNING

Rec'd 25 MAR 2021

SERVICES

Glencoe
Bradley Road
Charlton Kings
Cheltenham
GL53 8DX



Alex Chalk MP
Office 11
Sunningend Business Centre
Unit 22 Lansdown Industrial Estate
Gloucester Road
Cheltenham
GL51 8PL

23rd March 2021

Dear Alex,

Ref: Lidl planning application 20/02089/FUL

We have today received a leaflet from shop owners in Lyefield Road West objecting to the Lidl store planned for Cirencester Road Charlton Kings. We note that your name together with the parish council is also listed as objectors.

There are many Charlton Kings residents that would welcome a decent sized supermarket, as this area is the only one in the Cheltenham area that does not have one.

Who will represent those of us that are for this development?

Charlton Kings has a population of nearly eleven and a half thousand, more than enough to keep Lidl and the four shops in Lyefield Road West in business. 30 new jobs are surely to be welcomed.

The Cirencester Road (A436) is a main route into Cheltenham and therefore more than adequate to take a little increase in traffic. We would also point out that any shoppers from Cirencester would not be cutting through the village.

As for excessive noise and pollution, that has no bearing on trade in Lyefield Road West. Lidl store will be below road level creating no excessive noise. The proposed development will use a disused brown field site and will not be encroaching into green belt land.

There is no mention in the Lidl proposal to incorporate a coffee shop, chemist or Post office thereby alleviating any fear of loss of trade by the objectors.

We would appreciate you reconsidering your objection to this planning application.

Yours sincerely,

A blacked-out signature and name.

A blacked-out signature and name.

c.c. Cheltenham Borough Council Planning Dept,
Lidl Store Head Office

61 Cirencester Road,
Chalton Kings
Cheltenham

GL53 8EX


The Planning Department
Cheltenham Borough Council

23. 3. 2021 .

Reference : 20/02089/FUL

I should like to object to the proposed Lidl store on Cirencester Road.

1. We already have two Coop supermarkets and a Sainsbury's Local in addition to a variety of smaller businesses which serve the area. We do not need any more.
2. A Lidl store would take people away from the existing shopping hubs (Six Ways, Church Piece and Lyefield Road) leading to the death of these focal points of village life.
3. The small independent shops have served the community brilliantly during the pandemic. Two particular examples are Chalton Pharmacy, which has delivered medicines throughout, and Smith and Mann, which has set up a home delivery service for those who need it. Such shops need a big thank you and support; not the opposite.

Yours faithfully , 

To Rye North Rd
CHARLTON KINGS,
GL52 6LS.

24-03-21

Planning Officer
Cheltenham Borough Council
Municipal Offices
Cheltenham GL50 9SA

Dear Sir

20/0289/FUL

I am writing to express my concern and objection to the Planning Proposal by Lidl to build a new store on Gloucester Rd. Charlton Kings. and to give my support to the Parish Council, our Local MP and local employers in their objection to the proposal on the grounds of increased traffic, with more pollution and noise and danger to people, young and old.

It is obvious that there would be a threat to the small independent local businesses who have served Charlton Kings for many years, both in the way of business and socially. It would be a cruel blow if having survived coronavirus they were forced to close, and the community to lose much needed useful social facilities, which is likely, if this development went forward.

I urge you to reject the proposal

Yours faithfully



[REDACTED]

From: [REDACTED]
Sent: 28 March 2021 09:58
To: Internet - Planning Comments
Subject: Re: 20/02089/FUL

Sorry its gl53 8lf no 1
[REDACTED]

many thanks
[REDACTED]

From: Internet-PlanningComments.Internet-PlanningComments@cheltenham.gov.uk <Internet-PlanningComments.Internet-PlanningComments@cheltenham.gov.uk>
Sent: Sunday, March 28, 2021 8:33:53 AM
To: [REDACTED]
Subject: RE: 20/02089/FUL

Thanks for your email.

In order for your comments to be registered, please provide your full postal address.

With best wishes

[REDACTED]
Planning Support Services
[REDACTED]

01242 264170

From: [REDACTED]
Sent: 27 March 2021 11:19
To: Internet - Built Environment <Planning@cheltenham.gov.uk>
Subject: 20/02089/FUL

20/02089/FUL

There is a lot of local support for this.

I would urge you not to be put off by the locals that just do not understand family life.

A lot of older locals are against this supermarket but they are not understanding that.

Around 7 in 10 of local families either get items delivered or travel to supermarkets for weekly shops of items they can't source locally.

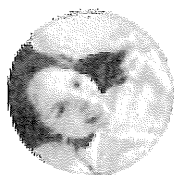
This generates more traffic on the road leaving the are, people who would walk to a local supermarket.

The financial savings of shopping locally at lidl instead of a 20 minute trip to the nearest tesco or sainsburys superstore, or getting deliveries in would amount to at least £50 a month in savings.
For me it would save me £30 a week min and increase my excersice.



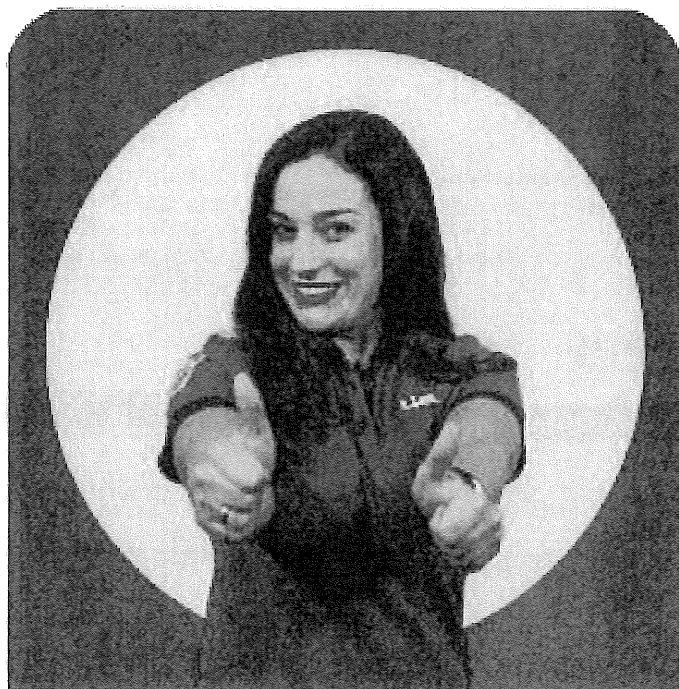
moot point , because currently CK r
drive further and cause MORE pollu
their shopping ! "We don't want cars
into the area causing pollution " ? B
happy... See more

4 h Like Reply



~~XXXXXXXXXX~~

It's a yes from me 😊



GIPHY



~~XXXXXXXXXX~~

It will also bring people spending money to other local businesses, and jobs, and the convenience of a Supermarket like CKings.

14 h Like Reply



~~XXXXXXXXXX~~

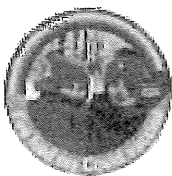
Can I ask where you shop ~~XXXXXX~~?

14 h Like Reply



~~XXXXXXXXXX~~

All 4 of those arguments



~~XXXXXXXXXX~~

I'd love Lidl to come to Charlton Kings yes from me.

12 h Like Reply



coffee bean because there are other shops closer to... See more

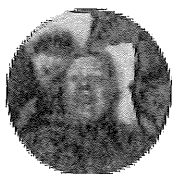
1 h Like Reply



~~XXXXXXXXXX~~

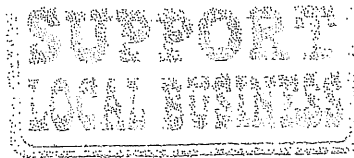
I personally was outraged to receive through my letterbox and instantly I all the companies listed on here. It's ridiculous, they had the local niche products that locals used and this is replacing the distant trip to the super to get products local shops don't stock a local supermarket does. Sorry you trade not through a supermarket but because of your... See more

12 m Like Reply



~~XXXXXXXXXX~~

What utter nonsense. We always pr



Dear Residents of Charlton Kings,

For over a century, there has been stores on the Lyefield Road providing essential services to the Charlton Kings community. We, the business owners of Lyefield Road West – Smith & Mann, the Coffee Bean, Make Their Day Flor and Charlton Pharmacy – take great pride in our standing as independents and of the personal relationships we've built with our customers, friends and neighbours in Charlton Kings.

However, we're now facing an existential threat to our business and we need your help!

Lidl, a large, multinational chain store, has put in a planning application to build a store on Cirencester Road. This new store, less than a ten-minute drive away from another Lidl, has been opposed by the Charlton Kings Parish Council, local MP Alex Chalk, and the community's largest employer, Spirax Sarco. We strongly object also and can say with certainty that should this new store open it would impact our businesses so severely, we would have to shut our doors.

Collectively, the main objections to this proposed store are –

- While it would create 30 jobs at Lidl, it would result in the loss of the same number of jobs across our independent shops when we close.
- It would cause excessive noise and traffic pollution.
- It would come with over 80 car parking spaces and Charlton Kings does not have sufficient road infrastructure to deal with this large influx of traffic.
- Residents from Cirencester and the surrounding countryside of Cheltenham would no doubt use the already congested roads of our village as a cut through to the new development. This poses a significant danger to pedestrians in the village including our school children, the elderly and vulnerable.

We're asking the local community to come together to object to their planning application, and protect our local businesses, jobs and unique village culture.

You can send in your objection to Lidl's planning application via email to planning@cheltenham.gov.uk or by post to Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham GL50 9SA. Please ensure to quote the reference number 20/02089/FUL. You can also object online, by going to www.cheltenham.gov.uk/publicaccess and typing '20/02089/FUL' into the 'Application Quick Search' box.

Thank you in advance for your support. We are a strong and united community and we hope that we can continue to serve and work alongside you for many years to come.

Colm McAlary

Tracy McAlary

Smith & Mann

The Coffee Bean

James Payne

Ismene Reeves

Charlton Pharmacy

Make their Day Florist

For more information, please visit stopthelidl.co.uk

Cariadus
5D Morlands Drive
Charlton Kings
Cheltenham
GL53 8LP

To: Cheltenham Borough Council
Municipal Offices
Promenade
Cheltenham
GL50 9SA

25th March 2021

Re: Planning Application 20/02089/FUL

In June 1967 we moved to No. 253 Cirencester Road overlooking Charlton Kings railway Station which had been closed for some years. In 2004 we moved to our present home close to Cirencester Road, A435. Over the years traffic on the A435 steadily increased. The railway bridge obscured the view from the site entrance for traffic approaching from the Cirencester direction. Visibility was worsened when a busstop and shelter was installed almost opposite No. 253. This was for the hourly Stagecoach 51 service and long distance coaches from Heathrow and London several times a day.

A large supermarket on this site generating hundreds of traffic movements every 24 hours is likely to cause many accidents. The supermarket would destroy the livelihoods of the local small shops. When we moved to Charlton Kings there were three Post Offices. Now we have only one inside Smith and Mann's grocery store. This Post Office is always busy and many people rely on it for cash and banking as well as normal Post Office work. (All our banks closed years ago)

Charlton Pharmacy is a lifeline for us all. The Pharmacist can give us medical advice, which has often helped us. The Pharmacy also carries a large range of products. The little Flower shop is well used as is the local butcher - who will cut us what we need. The cafés in the village will close if their passing trade disappears due to shops closing. The heart of Charlton Kings village would be destroyed.

Lidl's already have very large supermarkets on Swindon Road and Tewkesbury Road.

We must not let these huge multinational chain stores destroy our village.

We would respectfully suggest that the Planning Committee travel by coach to the site before making any decisions.

Yours sincerely



Reg. No 20/02089/FUL.

18 Greatfield Drive

29/3/21

Chareton Kings

GL53 9BY

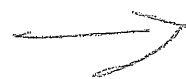
Dear Sir/Madam,

Planning Application - Hide Store,
Cirencester Rd., Chareton Kings

1) I object to the above
planning application for the
following reasons -

The Cirencester Road is
a very busy road & would
cause a large influx of
traffic into Chareton Kings.

2) Chareton Kings has an
ample selection of shops



and if Lide is built in
Cirencester Road, the
existing smaller shops will
not survive.

3) If residents from Cirencester
& other areas of Cheltenham
visit the new development
this will cause heavy
traffic pollution in an
already busy village area.

Yours faithfully



20 Parkwood Grove

Charlton Kings.

Chettendon

GL53 9SP

26/3/21.

REF 20/02089/FUL

Dear Sirs.

My wife and I are writing to you, regarding our objections to the new Lidl store in Charlton Kings.

We have lived in Charlton Kings for 50 yrs. We can't see why we have to have another news store here. We have good range of shops here in the village and at Suxways. If this store is accepted it would mean traffic problems and possible redundancies in this area.

Yours Sincerely:

~~XXXXXXXXXX~~
~~XXXXXXXXXX~~

21 Shrublands
Charlton Kings
CHELTENHAM
GL53 0ND

28th March 2021

Cheltenham Borough Council
Municipal Offices
Promenade
CHELTENHAM
GL50 9SA

Dear Sirs

NEW LIDL STORE IN CHARLTON KINGS.

We are blessed with several shops already in Charlton Kings .

We have lived in the village for thirty seven years and the existing shops have served us well

Particularly in the last year with COVID.

They have provided deliveries to those who find it difficult to shop and the elderly with no computer.

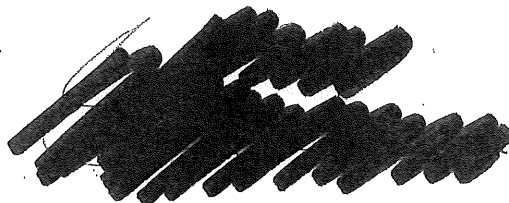
We are concerned that the arrival of Lidl to the village will have a big impact on the present shops.

We have already a Sainsbury stores and it is difficult to justify another food store.

The other concern is the extra traffic from the surrounding villages in the area.

Yours sincerely

John and Margaret Burrows



REF 20/02089/FUL

SIXTON
34 LONGWAY AVE.

CHELTENHAM KINGS IS BY NATURE
A VILLAGE. SERVED BETTER
THAN MOST VILLAGES BY WAY
OF ITS MULTIPLE SERVICES AND
AND SHOPS. TO INTRODUCE A
LARGE SUPERSTORE WOULD
COMPLETELY UPSET THE BALANCE
IT WOULD NOT PROVIDE MORE
EMPLOYMENT BECAUSE THIS WOULD
BE OFFSET BY LOSSES ELSEWHERE.
PLEASE LEAVE WELL ALONE.
RIDL HAVE PLenty OF OTHER
OUTLETS IN CHELTENHAM.
SAINSBURY'S WAS INTRODUCED
TO VILLAGES WITH PRESENT
PROBLEMS. WILCAT MEMBERS
OF THE COUNCIL ARE STILL
TRYING TO SOLVE
PLEASE RECOGNISE THE VILLAGES
AND LEAVE WELL ALONE

~~XXXXXXXXXX~~

357 Old Bath Road

Cheltenham

GL53 9AH



27 March 2021

Cheltenham Borough Council

Reference 20/02089/FUL

We are writing in objection to the Lidl planning application for a store on Cirencester Road because of the adverse consequences this would have for our neighbouring Charlton Kings

~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~



Dear Residents of Charlton Kings,

For over a century, there has been stores on the Lyefield Road providing essential services to the Charlton Kings community. We, the business owners of Lyefield Road West – Smith & Mann, the Coffee Bean, Make Their Day Florist and Charlton Pharmacy – take great pride in our standing as independents and of the personal relationships we've built with our customers, friends and neighbours in Charlton Kings.

However, we're now facing an existential threat to our business and we need your help!

Lidl, a large, multinational chain store, has put in a planning application to build a store on Cirencester Road. This new store, less than a ten-minute drive away from another Lidl, has been opposed by the Charlton Kings Parish Council, local MP Alex Chalk, and the community's largest employer, Spirax Sarco. We strongly object also and can say with certainty that should this new store open it would impact our businesses so severely, we would have to shut our doors.

Collectively, the main objections to this proposed store are –

- While it would create 30 jobs at Lidl, it would result in the loss of the same number of jobs across our independent shops when we close.
- It would cause excessive noise and traffic pollution.
- It would come with over 80 car parking spaces and Charlton Kings does not have sufficient road infrastructure to deal with this large influx of traffic.
- Residents from Cirencester and the surrounding countryside of Cheltenham would no doubt use the already congested roads of our village as a cut through to the new development. This poses a significant danger to pedestrians in the village including our school children, the elderly and vulnerable.

We're asking the local community to come together to object to their planning application, and protect our local businesses, jobs and unique village culture.

You can send in your objection to Lidl's planning application via email to planning@cheltenham.gov.uk or by post to Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham GL50 9SA. Please ensure to quote the reference number 20/02089/FUL. You can also object online, by going to www.cheltenham.gov.uk/publicaccess and typing '20/02089/FUL' into the 'Application Quick Search' box.

Thank you in advance for your support. We are a strong and united community and we hope that we can continue to serve and work alongside you for many years to come.

Colm McAlary

Smith & Mann

James Payne

Charlton Pharmacy

Tracy McAlary

The Coffee Bean

Ismene Reeves

Make their Day Florist

For more information, please visit stopthelidl.co.uk

25 March

Cheltenham Borough
Council

~~XXXXXXXXXXXXXXXXXXXX~~

Brookway House

Brookway Drive

Charlton Kings

Cheltenham

GL53 8AJ

Dear Sir / Madam

I read with dismay Lidl's
planning application for yet another
store. This would be the 'death knell'
for our lovely local shops and local
employment. These we can walk to. Should
this change we will have to drive to
further away stores, how futile. We
object most strongly

Yours Sincerely

~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~

Domus

25.03.2021.

70A Copt Elm Rd.

Ref. No.

Charlton Kings

20/02089/FUL

Cheltenham.

GL53 8AW.

I live in a house in Copt Elm Road. Nearby are 4 shops, a Pharmacy, a Flower Shop, a small Café and a large corner shop selling foods. All are run by very efficient people whom I know and trust as friends and helpers.

I am an old lady and I can easily walk to these shops as so can a lot of people who live in Charlton Kings. We also have a Co-op shop nearby. We do not need a large Super Market like Lidl's built in this area which would

destroy our local shops.

The Cirencester Road is not wide enough for the building of a very large SuperMarket and up to 80 car parks. The whole area would become a danger zone. We do not need another Super Market in this area.

Yours sincerely,



Cheltenham Borough Council
Municipal Offices
Cheltenham
GL50 9SA

25 March 2021

Reference 20/02089/FUL

Toad Hall
Ham Square
Cheltenham
Glos.
GL52 6NF

Good morning

Planning Application for New Lidl Store on Cirencester Road Charlton Kings

I object most strongly against this application.

As a resident of Charlton Kings, I use the shops in Lyefield Road and The Precinct almost daily. I am greatly opposed to the idea of a second supermarket in a village like Charlton Kings, because that is what Charlton Kings is, a village with a strong local community that has flourished for many many years.

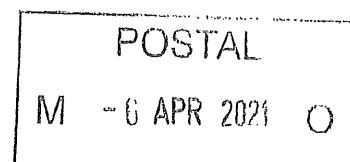
Charlton Kings does NOT need a further supermarket. There is a small supermarket, Sainsburys, in Cirencester Road already plus an additional shop, which together with the facilities in Lyefield Road East and Church Piece is more than adequate for local shopping. All can be accessed by foot serving local people.

Another supermarket only increases road traffic on an already busy road. Could not the land be used for low cost housing, always a necessity.

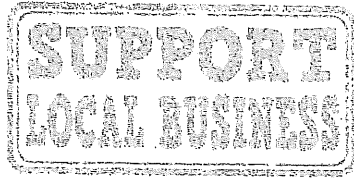
The Parish Council of Charlton Kings are working towards creating an even closer community by increasing open spaces for walkers encouraging greater connectivity between residents within our community. WE DO NOT NEED ANOTHER SUPERMARKET.


I do hope Borough Planning Officers will clearly sense public opposition to this unnecessary development and recommend to the CBC Planning Committee the rejection of this application.





We do not need this
I object to this




13 Lyefield RD West
Charlton Kings
Cheltenham
GL53 8EZ

Dear Residents of Charlton Kings,

For over a century, there has been stores on the Lyefield Road providing essential services to the Charlton Kings community. We, the business owners of Lyefield Road West – Smith & Mann, the Coffee Bean, Make Their Day Florist and Charlton Pharmacy – take great pride in our standing as independents and of the personal relationships we've built with our customers, friends and neighbours in Charlton Kings.

NOT Needed

However, we're now facing an existential threat to our business and we need your help!

Lidl, a large, multinational chain store, has put in a planning application to build a store on Cirencester Road. This new store, less than a ten-minute drive away from another Lidl, has been opposed by the Charlton Kings Parish Council, local MP Alex Chalk, and the community's largest employer, Spirax Sarco. We strongly object also and can say with certainty that should this new store open it would impact our businesses so severely, we would have to shut our doors.

Collectively, the main objections to this proposed store are –

- While it would create 30 jobs at Lidl, it would result in the loss of the same number of jobs across our independent shops when we close.
- It would cause excessive noise and traffic pollution.
- It would come with over 80 car parking spaces and Charlton Kings does not have sufficient road infrastructure to deal with this large influx of traffic.
- Residents from Cirencester and the surrounding countryside of Cheltenham would no doubt use the already congested roads of our village as a cut through to the new development. This poses a significant danger to pedestrians in the village including our school children, the elderly and vulnerable.

We're asking the local community to come together to object to their planning application, and protect our local businesses, jobs and unique village culture.

You can send in your objection to Lidl's planning application via email to planning@cheltenham.gov.uk or by post to Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham GL50 9SA. Please ensure to quote the reference number 20/02089/FUL. You can also object online, by going to www.cheltenham.gov.uk/publicaccess and typing '20/02089/FUL' into the 'Application Quick Search' box.

Thank you in advance for your support. We are a strong and united community and we hope that we can continue to serve and work alongside you for many years to come.

Cohn McAlary

Smith & Mann

James Payne

Charlton Pharmacy

Tracy McAlary

The Coffee Bean

Ismene Reeves

Make their Day Florist

For more information, please visit stopthelidl.co.uk

14 PILFORD ROAD
CHELTENHAM
GL53 9AQ

1st April 2021

PLANNING DEPARTMENT
CHELTENHAM BOROUGH COUNCIL

Dear Planning Officers,

PLANNING APPLICATION REFERENCE NUMBER:
20/02089/FUL

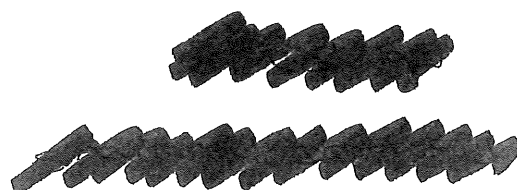
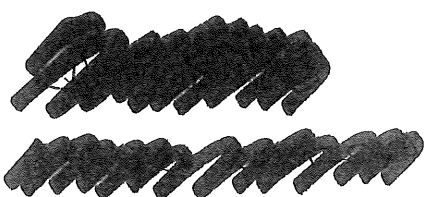
We are writing to object, in the strongest possible terms, to the above Planning Application by Lidl to build a new supermarket on the Cirencester Road.

This would be a disaster for all those local, independent shops which have served the community so heroically during the past difficult year. These businesses have worked so hard and been a lifeline for their community.

A new store would create an enormous increase in traffic, pollution, noise and congestion and would surely put all local businesses in an unsustainable position.

Please refuse this planning application.
Thank you for your consideration.

Yours sincerely,



8 Glenure Court,
168 Cirencester Rd,
Charlton Kings,
Cheltenham

Cheltenham Borough Council,
Municipal Offices,
Promenade,
Cheltenham.

Attn: Planning Dept.

7 April 2021

Dear Sirs,

Planning Application for Lidl

I am writing to support the planning application, made by Lidl, to open a store in Charlton Kings on Cirencester Road.

Speaking personally, I would find this store very useful to me, being within easy walking distance.


There is a small supermarket, also nearby, which I use, Sainsbury Local. But from my knowledge of Lidl stores, I would expect choice of foods and household items to be considerably larger.

As far as I recall, the nearest equivalent would be the main Sainsbury store on the Oakley site, much further away from me.

Yours,

A large, dark, irregularly shaped redacted area covering the signature of the sender.

Lilleybrook Lawn
Cirencester Road
Charlton Kings
Cheltenham
Glos. GL53 8ED



Cheltenham Borough Council,
Municipal Offices,
Promenade,
Cheltenham.

Attn: Planning Dept.

6 April 2021

Dear Sirs,

Re: Planning Application
Messrs Lidl & Co
Old Charlton Kings Rly Stn site

I write in support of the current application, made by
Messrs Lidl, to open a store in Charlton Kings.


There is not a store of similar size, and potential range
of goods, located in the suburban area of South Cheltenham,
which includes not only Charlton Kings, but Leckhampton as
well.

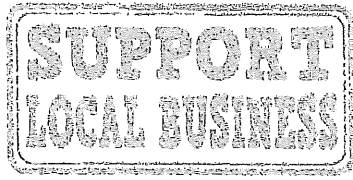
There are no doubt objections, on grounds of traffic, and
of risk to livelihood of smaller shops, which provide some of
the similar goods Lidl will no doubt offer.

The potential alternative use to replace the 4 factories,
is, no doubt residential housing. However, for example, a
development of say 15 houses would incur an extra 30-45 cars.

Regarding the local stores, I suppose competition always
has to be fostered, in the interests of the wider community.

Yours faithfully,





SEAN O'SULLIVAN
4, CASTLEFIELD RD
CHARLTON KINGS
CHERT GL52 6YW

Dear Residents of Charlton Kings,

For over a century, there has been stores on the Lyefield Road providing essential services to the Charlton Kings community. We, the business owners of Lyefield Road West – Smith & Mann, the Coffee Bean, Make Their Day Florist and Charlton Pharmacy – take great pride in our standing as independents and of the personal relationships we've built with our customers, friends and neighbours in Charlton Kings.

However, we're now facing an existential threat to our business and we need your help!

I object

Lidl, a large, multinational chain store, has put in a planning application to build a store on Cirencester Road. This new store, less than a ten-minute drive-away from another Lidl, has been opposed by the Charlton Kings Parish Council, local MP Alex Chalk, and the community's largest employer, Spirax Sarco. We strongly object also and can say with certainty that should this new store open it would impact our businesses so severely, we would have to shut our doors.

Collectively, the main objections to this proposed store are –

- While it would create 30 jobs at Lidl, it would result in the loss of the same number of jobs across our independent shops when we close.
- It would cause excessive noise and traffic pollution.
- It would come with over 80 car parking spaces and Charlton Kings does not have sufficient road infrastructure to deal with this large influx of traffic.
- Residents from Cirencester and the surrounding countryside of Cheltenham would no doubt use the already congested roads of our village as a cut through to the new development. This poses a significant danger to pedestrians in the village including our school children, the elderly and vulnerable.

We're asking the local community to come together to object to their planning application, and protect our local businesses, jobs and unique village culture.

You can send in your objection to Lidl's planning application via email to planning@cheltenham.gov.uk or by post to Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham GL50 9SA. Please ensure to quote the reference number 20/02089/FUL. You can also object online, by going to www.cheltenham.gov.uk/publicaccess and typing '20/02089/FUL' into the 'Application Quick Search' box.

Thank you in advance for your support. We are a strong and united community and we hope that we can continue to serve and work alongside you for many years to come.

Colm McAlary

Smith & Mann

James Payne

Charlton Pharmacy

Tracy McAlary

The Coffee Bean

Ismene Reeves

Make their Day Florist

For more information, please visit stopthelidl.co.uk

10, BUCKLEHAYEN ALMSHOUSES,
STOCKTON CLOSE,
CHARLTON KINGS,
CHELTENHAM,
GL53.9JR.


20.4.21

REF NO 20/02089/FUL

Dear MS PAYNE,

I agree about a LIDL store
in Charlton Kings, we need more
diversity in the area.

Yours truly



12, Morlands Drive
Charlton Kings
Cheltenham
Glos.
GL53 8LR

Dear Ms Payne,

I would like to
further endorse my views agreeing
to the passing of plans for the
Lidl Store in Charlton Kings.

The creation of 30 jobs sounds
promising.

~~XXXXXXXXXXXXXXXXXXXX~~

19/4/21

15 Gilbert Ward Court

Croft Road

Charlton Kings

Cheltenham GL53 8ND

Dear Madam,

I would like to register my
Support for the new Lidl store for
Charlton Kings ref. 20/02089/Ful.
I think it would be a great advantage to
Charlton Kings as I have no transport
and Lidl would have many of the things
I need at a reasonable price. I am elderly
and find getting into town very difficult.

Yours sincerely



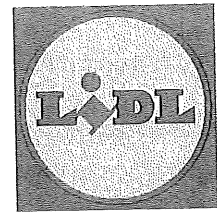
6 Wistley Road,
Charlton Kings
Cheltenham
GL53 8NW

Dear Michelle Payne

I am writing to you to support Little
opening a store in Charlton Kings. I use the
one in town as I have no car I use the bus
and then walk. Hoping permission is granted
it will be a 10 minute walk for me then as
~~now~~ now it would be great to have Little
here

Yours Faithfully

~~[Signature]~~

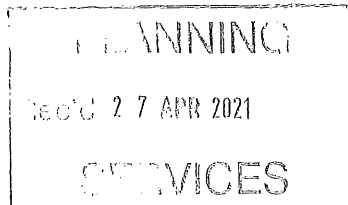


Lidl Great Britain Limited

Central Park
Severn Beach
Bristol
BS35 4DF

[REDACTED]
Balcarras Farm Cottage
Cheltenham
GL52 6UT

15 April 2021



www.lidl.co.uk

Still time to register your support for our new Lidl store for Charlton Kings (Ref: 20/02089/FUL)

I am writing to update you on Lidl's proposals to bring a new store to Charlton Kings. The planning application has been moving forward and we expect that Cheltenham Borough Council will make a decision on the planning application soon.

A modern Lidl store on the former Charlton Kings Industrial Estate will provide a spacious and attractive shopping environment, delivering a great range of Lidl's high quality and affordable produce. The selective range within the store will complement local traders within Charlton Kings, ensuring residents can meet most of their weekly grocery shopping needs locally, without the need to travel out of the area to larger supermarkets. It also provides a conveniently-located new local foodstore for those who do not have access to a car.

We have had a really positive response locally, with around 85% of consultation respondents supporting a new Lidl for Charlton Kings. However, this level of support is not presently reflected in the comments sent directly to Cheltenham Borough Council who have to date received 317 comments from residents in support of our application and 330 comments from those who object to our plans. It is therefore extremely important, should you wish to see this Lidl store developed in Charlton Kings, to submit your feedback directly to Cheltenham Borough Council.

If you have already written to or emailed the Council, then thank you. It really does make a difference. If you haven't yet had the opportunity to do so, there is still time to have your say before this application is determined. You can do this by:

Email – You can email your support to the planning department at planning@cheltenham.gov.uk quoting the reference number **20/02089/FUL**.

Post – You can post your comments to – **Michelle Payne, Planning, Municipal Offices, Promenade, Cheltenham, Gloucestershire, GL50 9SA** and quoting the reference number **20/02089/FUL**.

As a reminder, the proposals include:

- A bespoke and sympathetically designed new Lidl food store, with associated landscaping and parking
- 79 customer parking spaces, including accessible and parent & child spaces, along with two Electric Vehicle rapid charging spaces and cycle storage
- Regeneration of a vacant brownfield site, which is a current eyesore for the community
- Creating up to 30 new full and part time job opportunities for the local community.

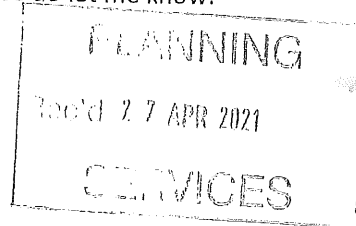
You can still view the plans at www.charltonkings.lidl.co.uk.

Thank you for your support. If you have any questions about the proposals, please contact us on 0117 4280 395 or by email at avonmouth.property@lidl.co.uk. If you do not wish to receive further updates regarding these proposals or would like your details removed from our project database, please do let me know.

Yours sincerely



Sarah Rees-Davies - Senior Consultant - Acquisitions



REF. No. 20/020 89/FUL

Dear Michelle Payne

I give my full support to all the

proposals listed.

It will be a pleasure to be able to shop in a local Lidl as opposed to having to travel into town where two stores are located several miles apart.

Yours sincerely



Carlton House
Battledown Drive
Cheltenham
GL52 6RX

Planning Dept. Chelt.

Ref. No 20/02089/FUH

New Kidl Store. Charlton Kings.

Dear Ms. M. Payne

I am writing in support of the proposed plans for the building of a new HIGH store at the former CK Industrial Estate.

With the traffic increase in this area, when the store is opened Traffic lights at this junction would be a good idea (presumably HIGH to pay for this).

Yours faithfully



Ref no. 20/02089/FUL

Pippins

Newcourt Road
Charlton Kings
Cheltenham
GL53 9AZ

PCATN	
M 2 10/04/2021	PLANNING
SERVICES	027/02/2021
	SERVICES

17th April 2021

Dear Sirs,

I strongly object to Lidl's planning application in Cirencester Road Charlton Kings. Sainsbury's already have a nearby store plus ample car parking space

Car drivers use Morrisons so are unlikely to change.

The proposed site is well beyond the B bus route nearest stop to go to Lidl's proposed site - therefore a walking distance for shoppers needing to walk therefor and worse, returning to the bus stop carrying goods. The Swindon bus route is infrequent.

There are excellent shops in Lyfield Road one of which has banking facilities attached,

Yours sincerely



SUPPORT YOUR LOCAL



41 Lyefield Road West
Charlton Kings
Cheltenham
GL53 8EZ

www.stopthelidl.co.uk

Dear Residents of Charlton Kings,

THERE'S STILL TIME TO REGISTER YOUR OBJECTION TO THE PROPOSED CHARLTON KINGS LIDL (Ref 20/02089/FUL)

We're reaching out to the local community to update you on Lidl's plans for a new superstore in Charlton Kings – we are only weeks away from Cheltenham Borough Council making a decision on their planning application.

A Lidl superstore in Charlton Kings would cause more congestion, take jobs out of the community and force local independent businesses to shut their doors. With nearly 80 parking spaces, the proposed Lidl would increase congestion in an area already served by five grocery stores. Local traders have already voiced their opposition to the planned superstore, and despite a request from Cheltenham Borough Council, Lidl have **REFUSED to do a Retail Impact Statement**. This means that Lidl's claims about the proposed store not being a threat to local business still has not been supported by independent experts. This would strongly suggest that it most certainly is!

Hundreds of residents have already written to the council expressing their objections and concerns to Lidl's planning application. We are sincerely thankful for all your support. However, if you have not had the chance to put in your objection yet and would like to be heard, then there's still time to do so!

You can email your objection to the planning department at planning@cheltenham.gov.uk or post your objection to the Michelle Payne, Planning, Municipal Offices, Promenade, Cheltenham, Gloucestershire, GL50 9SA. Please remember to quote the reference number 20/02089/FUL.

Why object to the Lidl?

- Local traders say the Lidl will cause the loss of more jobs than it creates – closing the only Post Office in the village in the process which is located inside our grocery store.
- The Parish Council objected to the proposals, along with the community's largest employer Spirax Sarco and our local MP, Alex Chalk, citing increased noise from traffic and increased flood risk among other reasons.
- Charlton Kings is less than a ten-minute drive away from another Lidl, and less than a five-minute drive away from other chain stores - including Sainsburys, who now price match Lidl on hundreds of products.

You can find out more about Lidl's proposed Charlton Kings superstore by going www.stopthelidl.co.uk, which features a letter from the community's small businesses outlining their opposition to the plans. If you have any further questions about opposing the Lidl, feel free to pop into Smith and Mann and ask for the manager.

Best Wishes,

Colm & Tracy and all the team at Smith & Mann

Regarding proposed Lidl store in Charlton Kings.
Ref 20/02089/FUL.

10 Beeches Road
Cheltenham
GL53 8NQ

10 May 2021

I feel there is no requirement for a Lidl Superstore in Charlton Kings.

We are well served with grocery stores including a Sainsbury's in this area and a further store could well cause the smaller business to close causing job losses.

If Smith and Mann was put out of business it would affect the Post Office sited within the building which serves the village and surrounding area and always seems busy.

A large store on Cirencester road would add to the congestion with more shoppers coming into this area causing cars to pile up waiting for traffic coming in the opposite direction to pass so that they can access the new store.

The roads in Charlton Kings are already busy, extra Vehicles in the general area could cause an increase in accidents to school children and other pedestrians, and further pollution.

Yours sincerely,

[Redacted signature]

[Redacted text]

[Redacted text]

[Redacted text]

[Redacted text]

[Redacted text]

[Redacted text]



0/o Stockton Close,
Charlton Kings,
Cheltenham,
GL53 9HZ

Cheltenham,
Borough Council,
Ref No. 20/02089/FUL



Dear Sir / Madam

I would like to express my objection to the opening of another Lidl store in the Cirencester Road.

I object mainly on the grounds of Climate Change. It will promote more traffic and pollution, both with providing goods for sale and then selling them on.

I also feel its important to

encourage local stores in the centres of population so that shoppers do not need to use cars in the same way.

This store, I am sure will also cause the closure of local shops.

Yours Sincerely



Our Ref: 2995/MR/LT20210615

15th June 2021

Ms T Crews
Director of Planning
Planning Department
Cheltenham Borough Council
Municipal Offices
Promenade
Cheltenham
GL50 9SA

MRPP

**MARTIN ROBESON
PLANNING PRACTICE**

*Town Planning Consultants
Development Advocacy*

21 BUCKINGHAM STREET
LONDON WC2N 6EF
TELEPHONE: 020 7930 0007
FACSIMILE: 020 7930 4049

Via Email: tracey.crews@cheltenham.gov.uk

Dear Ms Crews

**PROPOSED LIDL FOODSTORE, CHARLTON KINGS BUSINESS PARK,
CIRENCESTER ROAD, CHARLTON KINGS, CHELTENHAM – APPLICATION REF:
20/02089/FUL**

We act on behalf of Tesco Stores Ltd and make objection to the above proposal. Our client trades from its Collets Drive superstore in the heart of the town. It also provides several Express stores across the town, including within the town centre. Tesco vacated its long serving 233-235 High Street Metro supermarket to make way for the Brewery Development Phase II. Tesco has invested significantly in the town and continues to do so. It will, in late June, open a new Express in the town centre at 111 High Street.

We raise four fundamental concerns:

- a flawed and unsatisfactory sequential assessment of more appropriate alternative opportunities;
- the lack of any retail impact assessment that addresses the successive cumulative impacts on the town from Aldi and Lidl's recent developments;
- the need for thorough scrutiny of amenity and environmental issues not least because of the site's juxtaposition with the Cotswold AONB, and;
- the inappropriateness of seeking to rely on a wholly unviable and unrealistic 'fall back' position based on the lawful re-use of the existing premises.

Thus, justifiably assert that planning permission should be refused.

A Fundamentally Flawed Sequential Assessment

Relevant development plan policy is either non-existent or out-of-date. We have therefore relied on the NPPF. It provides that, *"When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored"* (paragraph 87) (our emphasis).

Format and scale are examples of issues where flexibility can be applied by applicants and local planning authorities. They are not exclusive. Flexibility over the extent of the catchment that would serve the proposed development must reasonably be a matter that is caught by this requirement. It would make no sense whatsoever for town centre or edge of centre sites not to be 'fully explored', for example, as here, because potential opportunities may fall beyond an otherwise self-serving catchment area. Indeed, the NPPG confirms it to be a consideration that *"should be taken in account in determining whether a proposal complies with the sequential test"* in that it questions whether, *"with due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered?"*.

This issue is particularly relevant to the application proposal. The Planning and Retail Statement describes the applicant's format as one that *"...rarely provide a one-stop shopping experience and, as such, customers also tend to use other shops and facilities in the locality to supplement their deep discount shop"* (paragraph 2.17). This is because as the Statement makes clear, *"The Lidl format differs from that of many other supermarket traders, primarily through the heavily discounted pricing structure and the very limited range of goods on offer. At around 2,500 product lines per store, the range of goods is significantly smaller than those offered by other leading retailers. For example, most modern superstores will offer well in excess of 20,000 product lines"* (paragraph 2.14).

On the basis of that dual trips take place with an associated and inevitably larger supermarket or superstore, the catchment area identified for sequential assessment should relate to the likely combination of such locations that shoppers will seek to visit to carry out their food shopping. The nearest larger supermarkets are the Sainsbury's at Priory Road and the Waitrose at Honeybourne Way. On the basis that the combined shopping trip equates to a much broader and wider ranging activity, then the catchment needs to reflect this and be more widely drawn. Here that would then include the town centre or Central Shopping Area of Cheltenham. That is supported by the commentary in Aldergate¹ by Ouseley J as to *"...the inevitably precisely drawn line to represent the inherently imprecise and debatable five-minute off-peak drive time"* (paragraph 46).

It would be perverse for there to be no town centre from which to commence sequential testing. Cheltenham town centre must therefore be the starting point for the sequential assessment of potential opportunities.

Instead, the applicant's search is unrealistically restricted by such a five-minute drive time from the site alone. It is then limited to four 'neighbourhood centres' at London Road, Lyefield Road, Church Street and Croft Road. The Council define neighbourhood centres as *"small groups of shops selling mainly convenience goods and providing local services for the surrounding residential town"* (within the reasoned justification for Policy RT4 (saved beyond the adoption of the JCS/Cheltenham Plan)). This is consistent with the NPPF's definition in its Glossary which states, *"References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance" (our emphasis)*. The identified centres are not therefore to be treated as 'town centres' for the purpose of assessing potential opportunities within them.

¹ Aldergate Properties Ltd v Mansfield District Council and another [2016] EWHC 1670 (Admin).

The approach undertaken by DPP (who have considerable expertise in retail assessment matters) in their assessment of the Aldi store at Grovefield Way, Cheltenham started by considering potential opportunities in the Cheltenham Central Shopping Area (see paragraphs 7.13 to 7.19 of their Retail and Planning Statement (May 2018)). The reference to this proposal on behalf of the present applicant (see Statement at paragraph 5.25) misrepresents the situation. Whilst permission was refused for the wider scheme, there were no reasons advanced relating to sequential testing and the lack of dispute on retail issues was common ground at the subsequent inquiry.

A Requirement for Retail Impact Assessment

The proposed development, with its gross floorspace of 1840m², sits a little below the NPPF's 2,500m² default threshold beyond which retail impact assessment becomes a "requirement". However, the NPPF addresses only individual applications. It does not consider risks from cumulative or successive developments. In Cheltenham there has been a succession of discounter schemes permitted over the last few years.

The Council will be aware, for example from the impact assessment that was carried out in respect of the (less than threshold scale) Grovefield Way, Aldi proposals, that cumulative impacts were already then being assessed. That proposal was permitted. Table 5 to the DPP Retail and Planning Statement (May 2018) helpfully sets out the earlier succession of cumulative impacts arising from the combination of an extension to an Aldi with a new Lidl then compounded by the Grovefield Way Aldi. Adding a further Lidl discounter to the cumulative situation poses the real risk that unacceptable impacts could arise. Whilst solus impacts might not be harmful, the cumulative effects sit outside the concept of the NPPF's threshold. Even if that were not accepted, it is entirely reasonable for the local planning authority to request the type of impact assessment that was undertaken in respect of support for the Aldi development at Grovefield Way.

The Adjacent AONB Exacerbates Environmental Impacts

The proposed development will be located close to residential premises to the north and east. It is admitted (on behalf of the applicant) that the store format and layout will give rise to the need for very early, very late or overnight deliveries, (paragraph 4.10 of the Statement) each of which will take up to 60 minutes to unload (paragraph 2.20). The store will trade for 15 hours per day (excluding Sundays). The car park will accommodate over 80 vehicles with an expected stay of 30 minutes each (paragraph 2.22). Thus, the applicant's agent admits that *"The proposal has potential, in principle, to impact on the amenity of neighbouring residential occupiers as a result of noise and disturbance generated by customers and the delivery process, the operation of the external plant and use of external lighting..."* (paragraph 4.30).

No doubt, the Council will rigorously assess these environmental challenges posed by the proposal. The bar is, however, set high by the site immediately adjoining the Cotswolds AONB. Policy SD7 of the Joint Core Strategy (JCS) (2017) requires that 'proposals affecting the setting of the AONB are required to preserve and where appropriate enhance its special and other qualities'. Paragraph 4.8.3 of the JCS draws attention to the risks from new developments close to the AONB's boundary. We trust that the Council will apply all relevant policy criteria with appropriate rigour.

An Unjustified Fallback Position

No weight (let alone significant weight) as is asserted on behalf of the applicant can be placed on the prospect of a lawful re-use of the existing application site premises being achievable for retail purposes (see the Statement at 4.5 and 5.27 to 5.29). The Commercial Viability Report accompanying the application provides adequate evidence on the condition of the existing accommodation for the Statement to confirm that "...substantial works would be required in order to bring the existing building back in employment use" and that "...there is no prospect of their reoccupation without significant investment". It would therefore seem that the existing premises are not 'suitable' to accommodate the proposed development and it is notable that the applicant's Commercial Viability Report did not even seek to test, and therefore justify, such a scenario.

Conclusions

We have demonstrated that:

1. The sequential assessment of the application proposal is fundamentally flawed. It fails to have regard to the applicant's own acknowledgement of the additional and/or linked trips that arise as part of the shopping activity from the use of its own stores. This is relevant in setting an appropriate catchment area. Without an appropriate assessment, ie, including Cheltenham Town Centre, the application fails to satisfy the sequential test and should be refused.
2. It is necessary to assess the cumulative retail impact effects that would arise should a further Lidl store be permitted. The NPPF threshold cannot apply to the assessment of cumulative effects and without an appropriate assessment permission should be refused.
3. The environmental and amenity effects that arise from the various sources of noise, overnight deliveries, traffic generation and visual impacts need to be rigorously assessed. This is a critical issue given the site immediately adjoins the Cotswolds AONB, a nationally designated asset of landscape importance. If the relevant standards are not met planning permission should be refused and;
4. No weight can be given to the assertion that the existing premises can provide a lawful re-use for retail purposes. The findings of the applicant's own Commercial Viability Report demonstrates that it would be unlikely to be suitable or appropriate and it is notable that this option has not even been tested. The existing premises therefore fail to provide a 'fall-back' position.

Planning permission should therefore be refused.

Yours sincerely,



Martin Robeson

martinrobeson@mrpp.co.uk

Cc: Case officer – Michelle Payne michelle.payne@cheltenham.gov.uk

Michelle Payne
Planning Committee,
Cheltenham Borough Council,
Municipal Offices,
Promenade,
Cheltenham,
GL50 9SA

Smith & Mann,
41 Lyefield Road,
Charlton Kings,
Cheltenham,
GL53 8 EZ

21st June 2021

To Cheltenham Planning Committee,

FAO Michelle Payne: Proposed Lidl development in Charlton Kings - 20/02089/FUL

As the owners of Smith & Mann in Charlton Kings, I would like to submit this letter as well as the attached letter from my accountant as part of my objection of the proposed Lidl development on the Cirencester Road.

Smith & Mann has been part of the community as a grocery store since 1901 and has been in my hands for the past 30 years. It is family run store that is well established and known within the community. As has been highlighted in many of the objections submitted by residents, the opening of a Lidl Store would have an impact on the trade of many smaller business within the area, increase traffic and congestion in the area and potentially result in a net loss of jobs for the area should smaller business be forced to close.

Lidl have refused to submit a retail impact statement and maintain that the proposed store would not detrimentally impact the trade of the surrounding businesses, such as mine. This is on the grounds that their store will only offer a limited product range of circa 2500 lines and offer different products to other local retailers, which is not the case. Smith & Mann only carries a product range of circa 2000 lines and there is a large overlap between what our store and Lidl would offer. The common products between the stores include (but aren't limited to) daily newspapers, chocolate/confectionary, fresh fruit and vegetables, fresh meat and fish, milk, ambient cupboard essentials, such as tinned goods, rice and pasta, and wine and spirits. The opening of a store that offers essentially the same product ranges within such a close proximity would certainly have a sizeable, detrimental impact on the business of Smith & Mann, as well as other local retailers.

The attached letter from my accountant shows the impact of the opening of the last chain store, Sainsbury local, had on my business. The opening of this store on the Cirencester Road also put the Nisa local adjacent to it completely out of business, and undoubtably impacted the two Co-op's in the area. The opening of a Lidl store would impact our businesses again in a similar, if not more serious, way. As can be seen in the objection submitted by Tesco, it would also have a much more far-reaching approach on other food retailers across the area.

Outside of its food offering, Smith & Mann also operates the only Post Office within the area which is an essential part of the community. It offers all the services of the Royal Mail across extended hours 6am-8pm daily. Examples of the core, and most used, facilities by residents are to obtain their

pension, do banking without having to visit the town centre, buy foreign currency, travel insurance, home insurance, posting mail and parcels, obtaining tv licenses, car tax, and paying their bills. The Post Office is a service that is provided by the owners of Smith & Mann, and which they took on when the previous owners of the Post Office in Charlton Kings retired. It involved them making a large initial investment in set up costs, relaying the shop to make this possible, however they felt it was far more important that the local area not lose its Post Office. It is not a very profitable part of their business, but it has a large customer base and is an important service. If Smith & Mann ceases to be viable as a business, then the Post Office will equally not be viable to continue and will close alongside the store.

Thank you for taking the time to consider this new information that I am submitting.

Kind regards,

Colm and Tracy McAlary

(Owners of Smith & Mann)

Andrew R. Cook
Chartered Accountants



Northfield House
Shurdington Road
Bentham
Cheltenham
GL51 4UA

FAO Michelle Payne
Planning Officer
Cheltenham Borough Council

1st June 2021

Dear Ms Payne

Smith & Mann Limited

We act as accountants on behalf of the above company that operates as a convenience store and post office at 41 Lyefield road, Charlton Kings, Cheltenham.

Our client has informed us that you are currently considering a planning application from Lidl Supermarkets which, if approved will be in the immediate vicinity of our clients existing store.

We would draw your attention to very similar circumstances that impacted on our clients store when Sainsburys Supermarkets opened their store in Cirencester road, Cheltenham in November 2015. I list below our clients accounts turnover for the two years before Sainsburys opened and for the two years after Sainsburys opened :-

Year ended	31/10/2014	31/10/2015	31/10/2016	31/10/2017
Accounts turnover	[REDACTED]			

You will see from the above that our clients turnover dropped by 21% following the opening of the Sainsburys store. Should the opening of the proposed Lidl Supermarket have the same detrimental impact on our clients business, then the business would be forced to close, and the area would also lose the post office.

Our client believes that the planning committee need to be aware of these facts in order that they can make an informed decision.

Yours sincerely

[REDACTED SIGNATURE]

A R Cook. ACA



Registered to carry out audit work in the
UK & Ireland by the Institute of Chartered
Accountants in England & Wales


Email: andrew@arcaccountants.co.uk
Mobile: 07774 150000
Office: 01242 863500
VAT Reg No. 655 4955 85

Cheltenham planning
Office.

10 Vineyards Close
Cheltenham Kings
GL53 8NH

Dear Michelle Payne.

Local traders in Cheltenham Kings are worried
over a new Lidl store,
Smiths, man & coop & Sainsburys are higher priced
but, parking at Smiths, man & Sainsburys are not
good. I would walk to a new ~~new~~ Lidl,
as I walk to the Coop. But I do use the post office
all the best. C.A.P.



22 Hartlebury Way
Charlton Kings

Cheltenham.
GL52 6TB.

11 May 2021

Ref 20/02089/FUL

For the attention of Michelle Payne

Dear Madam

Re. New Lidl Store in Charlton Kings

We wish to add our names to the list of Charlton Kings residents who are objecting to plans for a new Lidl store off the Cirencester Road.

We have plenty of grocery stores in Charlton Kings, and this planning proposal could lead to closures and loss of jobs.

The additional traffic caused by customers not living in Charlton Kings will cause problems along this busy residential road.

We think that this brownfield site could be better used for social housing, which would be more beneficial to Charlton Kings.

Yours faithfully





24 London Road
Cheltenham
GL52 6DX

Dear Residents of Charlton Kings,

For over a century, there has been stores on the Lyefield Road providing essential services to the Charlton Kings community. We, the business owners of Lyefield Road West – Smith & Mann, the Coffee Bean, Make Their Day Florist and Charlton Pharmacy – take great pride in our standing as independents and of the personal relationships we've built with our customers, friends and neighbours in Charlton Kings.

However, we're now facing an existential threat to our business and we need your help!

Lidl, a large, multinational chain store, has put in a planning application to build a store on Cirencester Road. This new store, less than a ten-minute drive away from another Lidl, has been opposed by the Charlton Kings Parish Council, local MP Alex Chalk, and the community's largest employer, Spirax Sarco. We strongly object also and can say with certainty that should this new store open it would impact our businesses so severely, we would have to shut our doors.

Collectively, the main objections to this proposed store are –

- While it would create 30 jobs at Lidl, it would result in the loss of the same number of jobs across our independent shops when we close.
- It would cause excessive noise and traffic pollution.
- It would come with over 80 car parking spaces and Charlton Kings does not have sufficient road infrastructure to deal with this large influx of traffic.
- Residents from Cirencester and the surrounding countryside of Cheltenham would no doubt use the already congested roads of our village as a cut through to the new development. This poses a significant danger to pedestrians in the village including our school children, the elderly and vulnerable.

We're asking the local community to come together to object to their planning application, and protect our local businesses, jobs and unique village culture.

You can send in your objection to Lidl's planning application via email to planning@cheltenham.gov.uk or by post to Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham GL50 9SA. Please ensure to quote the reference number 20/02089/FUL. You can also object online, by going to www.cheltenham.gov.uk/publicaccess and typing '20/02089/FUL' into the 'Application Quick Search' box.

Thank you in advance for your support. We are a strong and united community and we hope that we can continue to serve and work alongside you for many years to come.

Colm McAlary

Smith & Mann

James Poy

Charlton Pharmacy

Tracy McAlary

The Coffee Bean

Ismene Reeves

Make their Day Florist

For more information, please visit stopthelidl.co.uk

28 Willow Road
Charlton Kings
Cheltenham

PLANNING

Rec'd 10 MAY 2021

SERVICES

GL53 8PQ

9/5/2021

Your ref 20/02089/FUL

Dear Madam,

I wish to object to the proposed
Lidi Supermarket in Charlton Kings.

It would mean the closure of our
Post Office and local shops could also close.

Also the location would mean
traffic in a dangerous location due to the
hump back bridge.

Yours faithfully,



~~XXXXXXXXXX~~
Michelle Payne
Planning
Municipal Offices
Promenade
Cheltenham
GL50 95A

~~XXXXXXXXXX~~
4 East End Road
Chelton Kings
Cheltenham
GL53 8QD

19th April, 2021

Dear Madam

Your Ref No: 20/0289/FUL

To support the proposal,
My comments are as below.

- 1 We only have convenience stores in this locality.
- 2 We need a larger store for all round choice.
- 3 It will create jobs in the area.
- 4 No need to travel several miles by car to reach nearest large store.
- 5 The current vacant site is an eyesore. A new store in a low position would be more positive. Ample hidden parking.

Yours faithfully

~~XXXXXXXXXX~~

~~XXXXXXXXXX~~
16, LITTLE PHEASANTS,
POMPHEYS ROAD,
CHARLTON KINGS,
CHELTENHAM, GLOS.
GL53 8ET

PLANNING

Rec'd 29 JUN 2021

SERVICES

MICHELLE PAINE,
PLANNING,
MUNICIPAL OFFICES,
PROMENADE,
CHELTENHAM, GLOS
GL50 9SA.

28th JUNE 2021.

Dear Michelle,

Re: PROPOSED LIDL, CHARLTON KINGS. (REF: 20/02089/FOL)

I am writing to let you know that I totally support the proposal for a new Lidl store in Charlton Kings.

I have lived in the village for over 20 years and can honestly say that I have never been able to buy a weeks worth of shopping from any of the shops we already have here. Smith & Mann, Co-op and Sainsbury are all very expensive and I only tend to buy milk, bread & essentials.

A new local Lidl would be in-valuable for not only me but a large number of people in the area. I have limited mobility and find it difficult to go to town each week. The Lidl in town is brilliant but a bit out of the way for me so a local one would make my life a lot easier.

Thank you for your time reading this letter.

Yours faithfully

~~XXXXXXXXXX~~

~~XXXXXXXXXX~~

To: Ms Michelle Payne
Planning,
Municipal offices
Promenade
Cheltenham
GL50 9SA



9 CHATWORTH CLOSE
CHARLTON KINGS
CHELTENHAM
GL53 8LT
11th July 2021

PLANNING APPLICATION - OBJECTION

20/02089/FUL | Erection of a Class E retail store, car parking and servicing areas, access, landscaping and associated works following demolition of existing buildings | Unit 1 Charlton Kings Business Park Cirencester Road Charlton Kings Cheltenham Gloucestershire GL53 8DZ

Dear Ms Payne - and all those to whom this needs to be forwarded - the Planning Committee

I wish to register my objection to the proposed Lidl store referred to in the above application.

As a long-standing resident of Charlton Kings, I have seen the facilities diminish over several decades, and fear that a 'superstore' so close to what remains of our village will be the final nail in the coffin for local services.

We already have several good local (and not that small) supermarkets and general stores - all of whom manage to co-exist happily and which all help to keep local residents supplied with essentials. They are within walking distance for many.

The only way all but a few would be able to access the proposed Lidl would be by car, increasing traffic flow on the already busy A435, and in the process potentially reducing trade for the other community shops. In addition, there are already established 'Superstores' only a short distance away by car - and indeed another Lidl only about 10 minutes away!

I understand Charlton Kings Parish Council, and our MP Alex Chalk, along with many others, have already registered objections. As stated, I wish to add my own.

In particular I find it very troubling, and suspicious, that Lidl have REFUSED to do a Retail Impact Statement. I suspect they know what it would show up, and are therefore burying their heads in the sand.

As a Planning Committee I sincerely hope you will take all these objections into account, and at the very least, INSIST on a Retail Impact Statement before their application can even be considered.

Thanking you in anticipation

Yours sincerely

A large, dark, irregular scribble used to redact the signature of the sender.

9 Chatcombe Close
Charlton Kings

Cheltenham

GL53 8LT

26/7/2021

For the attention of:

Ms Michelle Payne
Planning,
Municipal offices
Promenade
Cheltenham
GL50 9SA

PLANNING APPLICATION – OBJECTION

20/02089/FUL | Erection of a Class E retail store, car parking and servicing areas, access, landscaping and associated works following demolition of existing buildings | Unit 1 Charlton Kings Business Park Cirencester Road Charlton Kings Cheltenham Gloucestershire GL53 8DZ

Dear Ms Payne – and all those to whom this needs to be forwarded – the Planning Committee

I wish to register my objection to the proposed Lidl store referred to above.

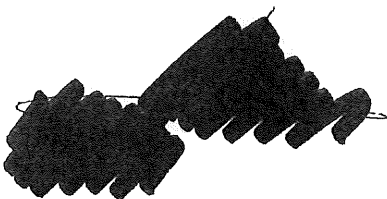
As a long-standing resident of Charlton Kings, I am concerned that the proposed store will dilute the business share of the current mix of good local stores. In particular I do not want see our last remaining Post Office put at risk of closure.

I understand that Lidl have refused to conduct a Retail Impact Statement, presumably because they know it **will** dilute the business share of the current mix of local stores, which could possibly result in closure of the last remaining Post Office.

While modern superstores have their place, to *unnecessarily* infiltrate an established village community like Charlton Kings is ruthless commercial opportunism. The physical location of the proposed store would significantly increase the traffic flow in an already potentially dangerous part of the A435 near the bridge – with it's poor visibility.

I would be grateful if the Planning Committee would note the grounds of my objection.

Yours sincerely

A blacked-out signature, likely of the sender, located at the bottom left of the letter.

PLANNING

Rec'd - 4 AUG 2021

SERVICES

Michelle Payne,
Planning,
Municipal Offices
Promenade,
Cheltenham, Glos
GL50 9SA

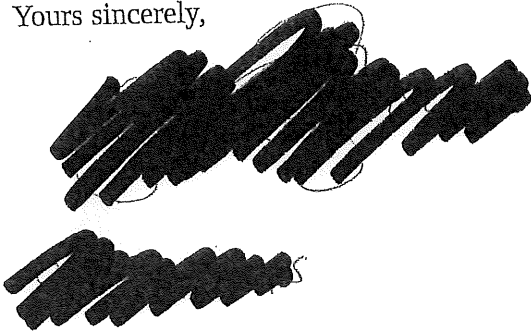
31st July 2021

Dear Madam

reference 20/02089/FUL

I am writing to express my support for the proposed development of a Lidl's supermarket on Cirencester Road, Charlton Kings. I feel this would be an asset to the area as there is no supermarket of a larger size on this side of Cheltenham.
As a non driver I feel it would be of particular benefit to people in the same situation as myself.

Yours sincerely,

The signature and address are redacted with thick black ink. The signature appears to be a cursive name, and the address is a block of text below it.

Store near John Lewis and
opened one at Babylon - this
in addition to other stores
elsewhere.

Enough is enough of LIDL

Yours Truly

~~XXXXXXXXXXXXXXXXXXXX~~

~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~