

A new Sainsbury's for Desborough



Welcome

Sainsbury's is proposing exciting plans for a new Sainsbury's store in Desborough.

The new store would provide the best possible offer for local people, with a fantastic range of products so that local people have access to everything required for a weekly shop in Desborough, without having to travel further afield.

Sainsbury's is preparing to submit a planning application for a sensitively designed scheme to North Northamptonshire Council.

Throughout these exhibition boards, we are pleased to provide an overview of our emerging proposals to deliver the store and our plan to bring jobs and investment into the town.

Sainsbury's is committed to working with local people and wants to listen and engage with the Desborough community. We would welcome any feedback on the proposals, so please do get in touch if you have any questions using the contact details provided on the 'feedback and timescales' board.



Sainsbury's

Your new Sainsbury's store



Best 'in neighbourhood' one-stop shop

The proposed new Sainsbury's store has been specifically designed to deliver the best possible offer for Desborough. The vision for our store is to be the best 'in neighbourhood' one-stop offer, with product choice and community at its heart.

The new 11,000 sq. ft. Desborough store would be focussed on providing a wide range of fresh, high-quality produce, as well as a meat-free and plant-based range. Alongside this, the store would offer a broader range of scratch cooking ingredients, completing a bespoke grocery offer.

An in-store Argos Click & Collect service would bring together the much-loved brands of Sainsbury's, Argos, Habitat and Tu Clothing under one roof, enabling customers to collect their Argos purchases whilst picking up their groceries.

An identified need for food retail

The Local Plan, which will be used to determine the level and location of future development in the Borough, has recognised the need for a medium-sized foodstore in the local area.

Around 700 new homes are being provided to the north of our site, and a new foodstore will provide a beneficial amenity for both existing and future residents.

Our proposals for Desborough will provide a much-needed resource, and the best possible offer for local people, in response to the requirement in the Local Plan.



Sainsbury's

Where is the site?



An appropriate location

The store would be ideally situated, only a short distance to the north of Desborough town centre, providing convenient access for local residents by public transport, foot, bike and car.

The site is located within Magnetic Business Park, adjacent to the current BP petrol station and near to Magnetic Park distribution centre.

The site is a former quarry, with very few constraints to development, and has an established hedgerow which would be retained as part of the plans.

The design team is seeking to capitalise on the topography of the area. The store would be built on the northern part of the site which would naturally lower the building's profile and allow it to blend seamlessly with the surrounding landscape.

A new Sainsbury's store in this location would have a positive economic impact by creating new jobs and delivering a substantial investment into Desborough.



Sainsbury's

Real benefits for Desborough



Our plans

We are proposing to deliver a state of the art store, offering a wide range of food to the people of Desborough and a convenient one-stop-shop for local shopping needs.

The design and scale of the store, as well as the materials used, would result in a stylish building that is sympathetic to the surrounding area. The site would also benefit from additional planting which will screen the store and improve biodiversity.

A new Sainsbury's store would offer significant benefits for the local community as outlined opposite.

Benefits

- A food shopping offer that gives customers greater choice and convenience.
- A new Argos Click & Collect facility, bringing together the much-loved brands of Sainsbury's and Argos.
- 40 new jobs created on site across a range of roles and levels.
- New cycle parking and electric vehicle fast charging points.
- Making a positive difference in the Desborough community, whether it be via our Food Donation Programme, our Help Brighten a Million Christmases campaign, or other local initiatives.

Sainsbury's

What is the plan?



Key

- | | | | | | |
|---|--------------------|---|-----------------------|---|---------------------------|
| 1 | New store entrance | 4 | Pedestrian crossing | 7 | New landscape planting |
| 2 | 126 parking spaces | 5 | Retention of hedgerow | 8 | Electric vehicle charging |
| 3 | Vehicle access | 6 | Service yard | 9 | Pedestrian access point |

Sainsbury's

Investing in Desborough



Serving, supporting and investing

Sainsbury's is committed to serving, supporting and investing in the local community.

A new 11,000 sq. ft. Sainsbury's store represents an important investment in the area and would create new jobs for local people. Around 40 jobs would be created in-store, as well as additional jobs through the construction phase and an overall increase in local expenditure from the store colleagues.

The store would introduce improved shopping choice for local residents and enable people to complete their shopping in Desborough, rather than travelling further afield to Kettering or Market Harborough.

This would help retain expenditure in Desborough which is currently being lost to other areas and benefit the local economy.



Sainsbury's

A store for the future



Becoming Net Zero

Sainsbury's has committed to investing £1 billion over twenty years towards becoming a Net Zero business across its own operations by 2040 at the latest, aligned to the highest ambitions of the Paris Climate Change Agreement and a decade ahead of the UK Government's own target.

Smart active management of energy

Sainsbury's is at the forefront of energy and carbon reduction in retail. Our proposal uses an innovative single system to provide all the store's refrigeration, cooling and heating requirements.

This reduces our energy consumption by up to 30% whilst maintaining a high-quality environment for customers and colleagues, which is warm in winter and cool in summer, by reusing any 'heating' or 'cooling' throughout the year. We call it Refrigeration Integrated Heating and Cooling (RIHC).

As part of the development and Sainsbury's wider strategy to become a Net Zero

business, the Desborough store would be designed to achieve a BREEAM 'Very Good' Rating and would not use any gas to meet its energy requirements.

To achieve this the store would include a number of sustainable elements, to make it truly fit for the future, these include:

- 100% LED lighting.
- Highly thermally efficient building materials.
- All natural refrigerants (Carbon Dioxide).
- Rainwater harvesting, water saving taps and WCs.
- Solar panels on the roof.
- Electric vehicle fast charging points.
- Encouraging sustainable travel.

Sainsbury's

Transport and access



Encouraging sustainable travel

The new store has been designed to encourage customers to use sustainable means of travel, whilst providing ample car parking spaces.

The store would be well connected to existing pedestrian routes and include extensive cycle parking. The site is also conveniently located within 200m of four bus stops, including on Harborough Road and Cockerel Rise, allowing residents to travel to the store from the Town Centre.

A total of 126 car parking spaces would be provided, and the vehicle access to the store would be via the existing entrance to the site on Cockerel Rise, ensuring there would be no parking overspill into the surrounding area.

A comprehensive Transport Assessment will be submitted as part of the planning application which will consider any impact on the local highways network, to make sure we can deliver the best possible scheme.



Sainsbury's

Considerate construction



Proud to have been a member of the Considerate Constructors Scheme since 2002

Sainsbury's is proud to have been part of the Considerate Constructors Scheme since 2002.

The scheme was formed to raise standards in the construction industry and to encourage best practices beyond statutory requirements.

Across our business, we work hard to be a good neighbour and carry out work in a way that minimises the impact on the local community.

We have been regularly recognised as considerate constructors, as exemplified by our collection of 143 awards to date and being presented with the Client of the Year award in 2018 by the Considerate Constructors Scheme.

If our plans are approved by North Northamptonshire Council, we remain committed to making sure residents around the site are regularly informed of our construction schedule. We will provide contact details for residents to communicate directly with the development team in case of any questions.



Sainsbury's

Feedback and timescales



Feedback

Thank you reviewing our proposals to build a new Sainsbury's store for Desborough.

Sainsbury's is committed to engaging with the Desborough community and is seeking your feedback on the proposals.

To provide feedback, you can complete the survey which can be found on our website. This will ensure that we understand your views on our scheme and can keep you updated as the project progresses.

Please make sure to provide any comments by 5pm on Sunday 17th October.

If you have any queries or comments, please use the following contact details:

- 0800 080 3262
- sainsburys-desborough@devcomms.co.uk

Timescales

We are currently working to the following timescales:

- Submit planning application - Late 2021
- Application determined - Early 2022
- Work to begin - Spring 2022
- Store opening - Winter 2022

Sainsbury's