

A new Sainsbury's for Desborough

Newsletter - October 2021



Welcome

Welcome to this newsletter from Sainsbury's which provides some information regarding exciting new plans that we are proposing for a new Sainsbury's store in Desborough.

The new store would aim to provide the best possible offer for residents and visitors alike, 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 an application for a sensitively designed

scheme in the next few weeks to North Northamptonshire Council.

As a neighbour of our store, we are pleased to provide an overview of our emerging proposals and our plan to bring jobs and investment to the town.

We are committed to working with you and want your feedback on the proposals so that we can deliver the best possible food store for the Desborough community.

Sainsbury's

Your new Sainsbury's store

Our proposed new Sainsbury's store has been specifically designed to deliver the best possible offer for Desborough.

If approved, your 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, and 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.

Our plans

The design and scale of the store, as well as the materials used would result in a stylish building that is in keeping and sympathetic to the surrounding area. The store would be well screened through the retention of the existing hedge around the perimeter of the site, with further tree planting planned to provide additional screening.

As part of Sainsbury's strategy to become a Net Zero business by 2040 at the latest, the store will be designed to the highest sustainability standards. The Desborough store is aiming to achieve a BREEAM 'Very Good' Rating and would not use any gas to meet its energy requirements.

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

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

Furthermore, it would enable residents of Desborough to meet their weekly shopping needs in the local area, thereby reducing the time people spend, and distance they travel, to complete their main food shopping in other locations.

The scheme would also encourage sustainable travel to the store, with cycle parking provided on site. The existing pedestrian entrances to the site would be retained and will enable residents to travel to the store on foot from the Town Centre. Additionally, the site is well served by the nearby bus stops on Harborough Road and Cockerel Rise.

126 parking spaces will be provided on-site, ensuring there would be no parking overspill into the surrounding area.



Benefits for Desborough

Our store would provide a wide range of benefits for local people

- 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, Argos and Habitat
- 40 new jobs created in-store across a range of roles and levels
- New cycle parking and electric 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



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 |

Investing in Desborough

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

An estimated 40 jobs would be created instore across a range of roles and levels, with additional jobs also provided through the construction phase.

The store would introduce improved shopping choice for local residents and enable people to complete their shopping in Desborough, rather than travelling further

afield, thereby retaining expenditure in Desborough which is currently being lost to other areas.

The new store would address an identified need for additional food retail provision in the local area. The Local Plan, which will help to determine future development in the Borough, has already identified the need for a new medium-sized foodstore locally. Our plans would directly address this need, by providing the best possible offer for local people in a convenient location.

Feedback

We welcome your feedback on our proposals and are committed to working with you so that we can deliver the best possible scheme for the Desborough community.

Further information is available on our website, together with the opportunity to put forward your views. Please make sure to provide any comments by 5 pm on Tuesday 19th October. To visit the website please scan the QR code opposite or go to:

www.sainsburys-desborough.co.uk

You can also get in touch with our community representatives using the details below:

Phone: 0800 080 3262

Email: sainsburys-desborough@devcomms.co.uk



Sainsbury's