

# Sainsbury's

Members of the Development Management Committee  
Central Bedfordshire Council  
Priory House  
Monks Walk  
Chicksands  
Shefford SG17 5TQ

Sainsbury's Supermarkets Ltd  
33 Holborn  
London  
EC1N 2HT

Telephone 020 7695 6000  
Fax 020 7695 7610  
www.sainsburys.co.uk

28 March 2011

By email  
Gill.Claxton@centralbedfordshire.gov.uk  
Our ref. SMG/PSD/1479002

Dear Committee Members

## **SAINSBURY'S LOCAL, 192 HIGH STREET SOUTH, DUNSTABLE (CB/10/02908/FULL)**

We write on behalf of Sainsbury's Supermarkets Ltd in respect of the application for a proposed Sainsbury's Local which will be considered by you at the Development Management Committee this Wednesday, 31 March 2011.

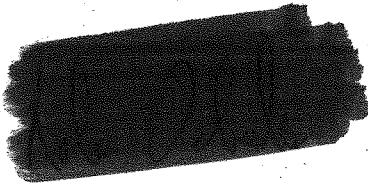
We would like to raise a number of key issues in respect of the proposals:

- The development will provide much-needed investment in Dunstable. In addition, the proposed new store will be a 'flagship' eco store for Sainsbury's for the 2010/2011 year. This investment from Sainsbury's will only send out a positive message about the town. This is particularly relevant given the Government's recent statements made with the Budget on the need to secure jobs and investment.
- The store will create approximately 25 to 30 full-time and part-time jobs. Sainsbury's is committed to providing both initial and on-going training for all retail colleagues. In Sainsbury's experience, around 90% of colleagues generally live within 1 mile of the store in which they work. Therefore, the new jobs generated by Sainsbury's will benefit the local community.
- The sole reason for refusal relates to concerns over the transport impacts, in particular traffic congestion. Sainsbury's transport consultant has extensive knowledge and experience in dealing with proposals for both large and local format stores around the UK. They are confident that the proposals are acceptable, and in light of the high pedestrian trade at such stores can confirm that this type of development does not generate vehicular congestion. Parking provision at the store has been provided in accordance with policy. Sainsbury's will not want a store if it brings surrounding roads to a halt because it causes resentment, negative publicity and poor trading.
- The key retail tests have been addressed. It is accepted that the store does not adversely impact on Dunstable town centre.

Registered office as above  
Registered number 3261722 England  
A subsidiary of J Sainsbury plc

Sainsbury's is keen to invest and create jobs in Dunstable. The proposals will only have positive impact on the town moving forward. There are strong reasons for you to support these proposals and we would request that you grant planning permission for the application on Wednesday. In the meantime, if you have any queries in respect of the proposals, please contact me or my colleague, Sean McGrath from Indigo Planning on 020 8605 9400.

Yours faithfully



Robin Ockendon  
Regional Acquisition Manager  
Sainsbury's Supermarket Ltd

cc: Ms G Claxton, Central Bedfordshire Council  
Ms J Lee, Sainsbury's Supermarkets Ltd