



Response to public consultation re: supermarket on Anstey Lane, Alton 28 January 2010

Executive summary

In autumn 2009, Molson Coors and Vale Retail undertook a rigorous consultation process to accurately assess public opinion towards siting a supermarket on Anstey Lane. This process comprised: street surveys, newsletters in the local media and at community information points, website, posters, local media relations and a two-day public exhibition at the Alton Assembly Rooms.

Activities started in October 2009 and will culminate with a full report as an integral part of the planning application.

Factors to be considered which may affect the results of the consultation:-

- **Well marshalled pressure group - Anstey Residents Group** (<http://ansteyresidents.org.uk/plans.php>). The group positioned themselves at the entrance of the Alton Assembly Rooms during the exhibition distributing information designed to persuade people to object with misleading and erroneous information example excerpts: 'planning permission would not guarantee new sports facilities', 'without a supermarket signed on the dotted line, the proposal is 'pie in the sky'', 'the proposal will mean the loss of large swathes of Anstey Park'.
- **Weather** - it was a cold and often wet Friday and Saturday which may have deterred casual enquirers.
- **Street surveys/website and newsletter/media relations feedback** - these gave a more balanced view than the results gained from the public exhibition.

ANSTEY

"We believe our proposal offers tremendous advantages for the community"

John Polglass
Development Director at Molson Coors

HOME THE PROPOSAL THE PEOPLE CONSIDERATIONS HAVE YOUR SAY TIMING NEWS Q&A

Welcome to the online home of the Anstey Road supermarket proposals. This site shows details of the outline proposal for both the supermarket, the Molson Coors sports ground and the proposed upgraded sports facilities at Anstey Park.

NEXT EVENT:
A public exhibition in Alton's Assembly Rooms will be held between 11am and 6pm on Friday 27th November and between 11am and 4pm on Saturday 28th November.

VIEW PROPOSAL

www.coorsvleanstey.co.uk



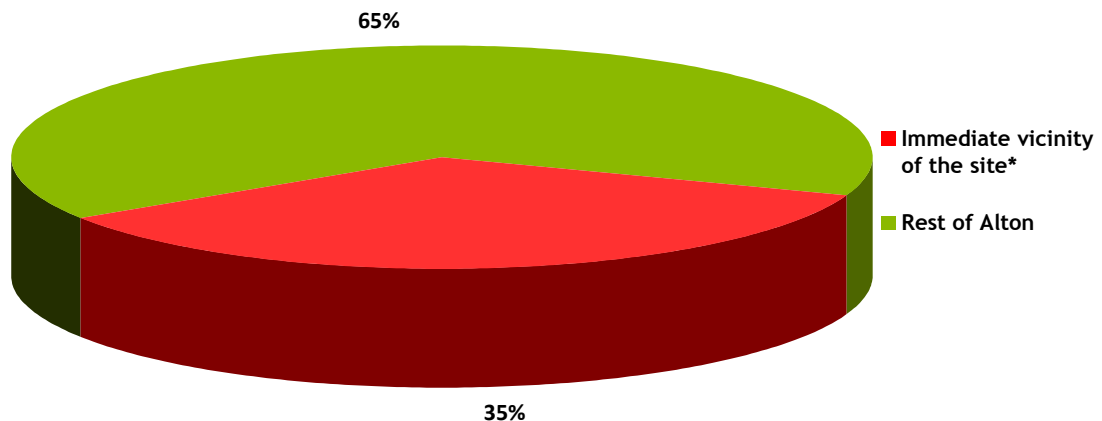
Salient themes in the results
(Total 354 comments)

Need for another supermarket - there is wholesale agreement among the people of Alton that the town needs another supermarket - 88 respondents specifically volunteered this in their feedback and remarked having to make a regular round trip of 30 miles to Asda in Basingstoke. 77% of all those asked on the street want another supermarket. Molson Coors/Vale Retail's research thereby supports Tesco's findings in favour of Alton needing another supermarket.

The majority favour the Anstey Road site - in all three street surveys, 54% favoured the supermarket being developed on the Anstey Road site. At the public exhibition, 67% objected to the use of that site, the remaining 33% being in favour. The three surveys are detailed in the bar chart below (fig 1.2), comprising responses from a total of 82 Alton residents. The surveys took place on the 30 October and the 27 and 28 November 2009 on Alton high street.

The site's neighbours do not want the development - of the 240 total registered objectors to the scheme, 80 are from residents in the immediate vicinity of the site, which accounts for just 0.59% of the adult population of Alton¹(See fig 1.1 below). Their primary concern expressed was traffic (53% of all objections) with loss of green space issue (25 %) and the wrong site (20%) trailing far behind, illustrated in the chart below (fig 1.3).

Fig 1.1
Breakdown of Negative feedback recieved at the consultation

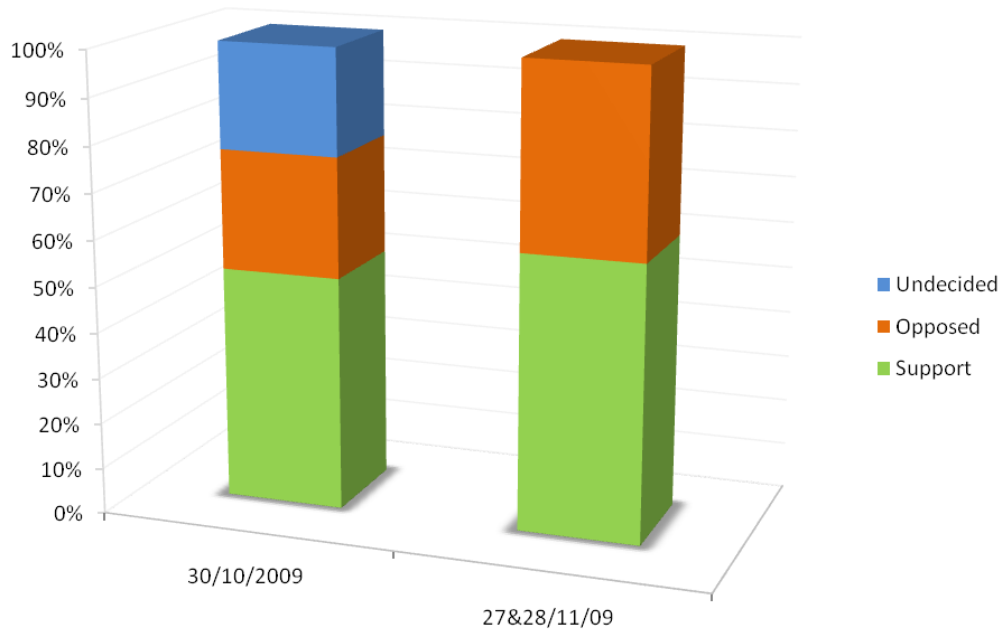


*Anstey Road, Anstey Lane, Chalcrafts, Geales Crescent, John Eggars Square, Landsdowne Road, Park Close, Shipley Close & Anstey Mill Close.

The support for the development was weakest in the immediate vicinity of the site and strongest at Mill End Lane, Wootey Way and the Manor Park Estate.

Fig 1.2

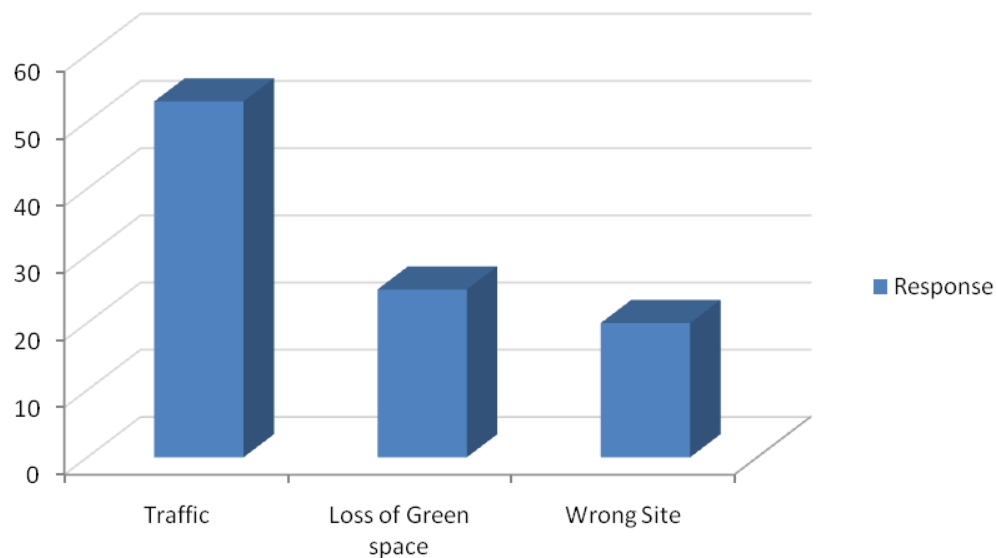
Results of Surveys from Alton High Street showing support for a supermarket at the Coors site



The total support for a supermarket at the Coors site across the three days of street surveys totalled 54%.

Fig 1.3

Primary areas of concern given by immediate vicinity objectors leaving feedback at the consultation



Of the 80 immediate vicinity objectors (0.59% of Alton’s adult population) 20 objected on the grounds of Anstey Road being the wrong site.

¹Percentage based on the 13,400 adult population of Alton. Population figure provided by Alton Town Council.

NB: Research compiled independently on behalf of Molson Coors and Vale Retail by Kinetic PR - a Public Relations consultancy with experience in conducting public consultations on behalf of developers and partnerships.