

Proposed Expansion of Springfields Outlet Shopping & Leisure

Spalding

Statement of Community Involvement

November 2019



Introduction

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This statement of community involvement has been prepared by Resolve Public Affairs on behalf of Springfields Outlet to support the planning application for the proposed expansion of Springfields outlet shopping & leisure on Camel Gate in Spalding, Lincolnshire.

The consultation undertaken was transparent and inclusive and every effort has been made to encourage feedback from the local community. Springfields Outlet will continue to consult with, and accept feedback from, the local community and other stakeholders throughout the planning process. All feedback to date has been considered by the development team and changes have been made to the proposals where appropriate and possible.

About Resolve Public Affairs

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Resolve Public Affairs is a communications consultancy dedicated to delivering inclusive community and stakeholder consultation to support planning applications and development projects.

Springfields Outlet appointed Resolve Public Affairs to lead their community engagement on this project.

Consultation is key

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National and local government encourage developers to consult with local communities and stakeholders before submitting a planning application.

Consultation and communication with local communities is an important element of the planning process. It is important that local communities are made fully aware of proposals affecting their area and are provided with opportunities to view any plans and discuss issues with the developers or their professional team. This process should also enable the community to provide feedback.

As responsible developers, Springfields Outlet are keen to engage with the community throughout the planning process.

National Planning Policy Framework

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Paragraph 39 of the NPPF (2019) places emphasis on improving communication and engagement at pre-application stage. It advises that:

‘Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.’

Paragraph 40 states the local authority should:

‘have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a

planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.'

As Paragraph 41 suggests, *'The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits'.*

Local Planning Policy – South East Lincolnshire

Statement of Community Involvement

The South East Lincolnshire Statement of Community Involvement (SCI) (which covers the areas of Boston Borough Council and South Holland District Council and is supported by planning officers from Lincolnshire County Council) was adopted in 2012 and provides guidance for applicants regarding public consultation.

Section 3 - Community Involvement and Planning Applications – states:

"Consultation prior to specific planning applications being submitted is not currently a statutory responsibility of either LPA or developer. However, the three partner LPAs actively encourage developers to seek involvement of the community at this stage. Applicants should submit details of any preliminary consultation that they have undertaken with the community as part of their application.

The partner LPAs believe that potential applicants should pay particular attention to engaging with the wider community before submitting applications which in the opinion of officers are likely to give rise to issues of significant economic, environmental or social impact. Public involvement at this stage should ensure that such schemes are well understood by the local community and other interested parties, and allow early consideration of the fundamental issues relating to whether a particular proposal would be acceptable in principle."

The proposals

The proposals include:

- 15 new stores targeted at high-end fashion brands
- Up to three new flexible retail and/or restaurant and café units
- Up to around 350 new jobs for Spalding, adding to the 650 jobs already at Springfields
- A new building for NFU Mutual, keeping jobs in Spalding
- 236 additional parking spaces and additional electric vehicle chargers
- Funding to support improved links with the town centre
- Shop frontages on Holbeach Road, which will act as a new landmark gateway into Spalding

Community consultation

Community consultation events were held ahead of submission of a planning application. The events exhibited the proposals and invited attendees to comment and provide the development team with feedback.

A media release to promote the consultation events was issued to local media on 14 March 2019. *See Appendix 1.* This was supplemented by promotion of the events using Springfields' existing social media channels.

Immediate neighbours on Camel Gate, Holbeach Road, Castle Close and Fulney Lane North received an invitation letter on 13 March 2019 *see Appendix 2.* These residents also received a follow up letter on 8 April 2019 (*see Appendix 3*) which included a copy of the consultation brochure made available at the consultation events. (*Appendix 4*). The brochure also included a tear off feedback form which could be returned to Resolve Public affairs using the FREEPOST address provided.

The community events were held within a unit at the centre, members of the public were signposted to the events from the Visitor's Information Point which attracts high levels of footfall.

Two events were held, one on Friday 22 March, between 3pm and 6pm and one on Saturday 23 March, between 10am and 4pm. This allowed as many people as possible the opportunity to visit the events and speak to the team.

Stakeholder engagement

Key stakeholders identified and contacted included:

- Leader of the Council, Lord Porter
- South Holland ward members Councillor Graham Dark, Councillor George Aley, Councillor David Ashby, Councillor Christine Lawton, Councillor Angela Newton, Councillor Peter Williams, Councillor Harry Drury, Councillor Gary Taylor, Councillor Anthony Casson, Councillor Rodney Grocock, Councillor Andrew Woolf, Councillor James Avery, Councillor Sally-Ann Slade, Councillor Elizabeth Sneath
- Spalding Town Forum
- Spalding Town Retailers Association
- Spalding Chamber
- Lincolnshire Chamber of Commerce
- Spalding Civic Society
- Spalding Lions
- Sir John Hayes MP
- Councillor Martin Hill, Leader of Lincolnshire County Council
- Pinchbeck Parish Council
- Weston Parish Council
- Tourism Development Manager, Lincolnshire County Council
- Director of Place, Lincolnshire County Council

- Greater Lincolnshire LEP

A preview event, specifically for stakeholders, was held before opening to the general public on Friday 22 March between 1pm and 3pm. Stakeholders were invited to attend via email. (See *Appendix 5*).

A separate meeting was also held with Sir John Hayes MP on 12 February 2019. Stakeholder liaison will continue throughout the planning process.

Public consultation

Publicity

The proposals and community consultation events were publicised by letter, media release and social media as mentioned above.

Information regarding the public exhibition was also posted on the dedicated project website www.springfields-newstores.co.uk (see *Appendix 6*).

Community consultation events



The consultation events were held at Unit 9 at the centre on Friday 22 March between 3pm and 6pm and Saturday 23 March 2019 between 10am and 4pm. The drop-in sessions were open to the public at any time within these hours.

The aim of the public events was to enable the local community and stakeholders to view the proposals, to discuss them with the development team and to provide comments and feedback. The applicant, Springfields Outlet and members of the development team were available to speak with visitors about the proposals.

Around 400 people, including stakeholders, visited the exhibitions over both days.

Exhibition materials

The proposals were displayed on pull up banners and A1 laminated images, see *Appendix 7*.

Other materials provided at the events included: directional signage outside the venue, feedback forms, ballot box and pens.

The exhibition materials were made available on the dedicated project website:

www.springfields-newstores.co.uk

Providing feedback and asking questions

The feedback form could be completed at the event or sent back at no cost to the respondent using the FREEPOST address provided, see *Appendix 8*.

In addition to providing feedback via the questionnaire, respondents could also complete the feedback form online on the dedicated website or via email.

People could also get in touch with the team on a Freephone 0800 number.

Feedback

To date, 87 feedback forms have been received. 79 support the proposals, 3 do not support the proposals and 4 are not sure. One supportive email has also been received.

As a percentage, therefore, 91% of respondents support the proposals, 3% do not support the proposals and 5% are not sure.

Comments included:

- *“Very very welcome development. Additional higher end brands would add new dimension e.g. Ted Baker, Paul Smith, SeaSalt, Crew, Asics, Fossil etc.*
- *“Look forward to seeing your plans for the future, with the new range of shops.”*
- *“Needs longer opening hours than present and also, a supermarket should be incorporated. Free parking to encourage visitors.”*

The majority of respondents were in favour of the proposed development and many mentioned brands they would like to see come to Springfields. Some issues were raised, mainly by residents living in close proximity to the site, a summary includes:

- Inconsiderate parking on neighbouring streets to avoid parking changes
- Litter on neighbouring streets
- Taking trade away from Town Centre/commitment to funding links with Town Centre
- Suggestion for localised cycle access improvements

Summary

A full consultation exercise has been undertaken in support of this planning application, producing responses from 87 people to date.

91% of respondents to the public consultation agree with the development proposals.

Engagement with the community is ongoing and the dedicated website is still available for people to view the proposals and contact the development team.

Appendices

Appendix 1 – Media release



EMBARGOED UNTIL 00:01 on THURSDAY 14 MARCH 2019

MEDIA RELEASE

Thursday 14 March 2019

Springfields Outlet to launch public consultation on proposals for additional new stores, cafes and restaurants

Springfields Outlet, the leading shopping and leisure destination in the East of England, has today announced proposals for a major new investment in the centre. With significant interest from major brands, owners the Triton Property Fund are launching a public consultation on plans which could see around 15 new stores and cafes and restaurants being built.

On Friday of last week (8th March), the Joint Strategic Planning Committee agreed to adopt the new South East Lincolnshire Local Plan, prepared jointly by Boston Borough Council and South Holland District Council. The Local Plan supports the provision of new retail space in Spalding at Springfields. The improvements to Springfields Outlet are proposed on Camel Gate, on the site of the NFU Mutual building and the car park next to Travelodge.

The proposed new development at Springfields Outlet includes 15 new stores for well-known brands; up to four new restaurants and cafes; 236 additional parking spaces, and the introduction of more electric vehicle chargers.

Springfields Outlet has secured an agreement with NFU Mutual to relocate their offices to a new site next to Springfields. This will be the subject of a separate planning application. Additionally, the new building for NFU Mutual will help to retain jobs in Spalding and provide them with modern offices. Replacement car parking will be built further along Camel Gate.

In addition, Springfields Outlet has had extensive discussions with Springfields Horticultural Society, the charity which owns and manages the Festival Gardens and the Events & Conference Centre, and welcomes the indicative support given by the Trustees of the Society for this exciting development plan.

It is expected that around 350 new jobs would be created, adding to the 650 jobs already at Springfields. As part of these proposals, Springfields will work with the local authority and other stakeholders to identify ways to further encourage people to visit Spalding town centre.

Before submitting a planning application for the proposals, Springfields Outlet would like to consult with the community. As part of the public consultation, an exhibition of the proposals will be held in Unit 9, next to Chapelle Jewellery on North Avenue at Springfields on Friday 22nd March, between 3pm and 6pm and on Saturday 23rd March, between 10am and 4pm. Information about the extension plans will also be available on a dedicated website (www.springfields-newstores.co.uk). In addition, an information leaflet will be distributed to households in the town.

Appendix 2 – Invitation letter



On behalf of

SPRINGFIELDS

OUTLET SHOPPING & LEISURE

The Owner/Occupier
7 Holbeach Road
SPALDING
PE11 2HX

13 March 2019

Dear Neighbour,

Proposals for investment to further improve Springfields Outlet

We wanted to keep you informed of developments at Springfields Outlet.

2018 was a very successful year for Springfields Outlet, which saw new premium brands Joules, Jack Wills, White Stuff and The Cosmetics Company Store all open stores at the centre. We also invested heavily in the new family attraction Adventure Land, which has welcomed thousands of visitors since it opened last summer.

On 22nd March 2019 we will be showcasing proposals for another major new investment in the centre. After much consultation, the South East Lincolnshire Local Plan has recently been adopted by the Council and this supports the provision of new retail space in Spalding at Springfields. With significant interest from further major premium brands, owners the Triton Property Fund are launching a public consultation on plans for a high-quality, modern extension to Springfields.

This new retail space at Springfields Outlet has been especially designed to attract further aspirational and designer brands to Spalding. With shop frontages on Holbeach Road, the proposed development will act as a new landmark gateway into Spalding.

The improvements to Springfields Outlet are proposed on Camel Gate, on the site of the NFU Mutual building and the car park next to Travelodge. Springfields Outlet has secured an agreement with NFU Mutual to relocate their offices to a new site next to Springfields.

To compensate for the loss of car parking spaces immediately outside Travelodge, additional replacement car parking will be built a short distance along Camel Gate. We have also specially designed a layby close to the Travelodge entrance to enable drop-off and collection for visitors.

As well as 15 new stores, there will be up to four modern restaurant and café units, 236 additional parking spaces and the introduction of more electric vehicle chargers. It is expected that around 350 new jobs would be created, adding to the 650 jobs already at Springfields.

A public consultation exhibition for the proposals will be held in Unit 9, next to Chapelle Jewellery on North Avenue at Springfields on **Friday 22nd March, between 3pm and 6pm and on Saturday 23rd March, between 10am and 4pm.**

Should you require directions to Unit 9, please ask at the Visitor Information Point at Springfields.

Information about the extension plans will also be available on a dedicated website (www.springfields-newstores.co.uk).

Tel: 0114 324 0024 Email: scott.royal@resolvepublicaffairs.co.uk Web: www.resolvepublicaffairs.co.uk

Unit 204, JC Albyn Works, Burton Road, Sheffield, S3 8BZ

Resolve Public Relations & Public Affairs Ltd. Registered in England and Wales. Company No. 18657128.
Registered Address: Oakland House, 44 Whittington Hill, Northwick, Cheshire, England, CW8 1AU.

We hope to see you at one of the exhibition events, but if you are unable to attend or would like any further information on the plans, please contact us on scott.royal@resolvepublicaffairs.co.uk or 0800 089 0361.

Yours faithfully,

A handwritten signature in blue ink that reads "Scott Royal". The signature is written in a cursive style with a large, stylized 'S' and 'R'.

Scott Royal

Appendix 3 – Follow up letter

RESOLVE
PUBLIC AFFAIRS

On behalf of

SPRINGFIELDS

OUTLET SHOPPING & LEISURE

The Owner/Occupier
7 Holbeach Road
SPALDING
PE11 2HX

8 April 2019

Dear Neighbour,

Proposals for investment to further improve Springfields Outlet

Further to my letter of 13 March 2019, please find enclosed a copy of the information booklet regarding proposals to improve Springfields Outlet, which was made available at the recent public consultation events. A freepost feedback form is included within the booklet.

The contents of the information booklet can also be viewed online at www.springfields-newstores.co.uk. If you have any questions or would like any further information on the plans, please contact me on scott.royal@resolvepublicaffairs.co.uk or 0800 089 0361.

Yours faithfully,



Scott Royal

Tel: 0114 324 0024 Email: scott.royal@resolvepublicaffairs.co.uk Web: www.resolvepublicaffairs.co.uk

Appendix 4 – Consultation brochure

PLEASE FOLD ALONG THIS DOTTED LINE

2



Freepost RTXS-JTKL-UUJY
Resolve Public Affairs
Unit 204
J C Albyn Complex
Burton Road
SHEFFIELD
S3 8BZ

2018 – a landmark year for Springfields Outlet

2018 was a major year of success for Springfields Outlet. During the year new brands including Joules, Jack Wills, White Stuff and The Cosmetics Company Store all opened stores here. The new family attraction Adventure Land has also welcomed thousands of people since it opened last summer.



Creating local employment

Springfields Outlet has a strong record of providing job opportunities for local people. Currently, around 650 jobs are supported on the site. Around 90% of employees live within 15 miles and 60% within 5 miles of the site. The proposed expansion of the shopping offer will provide further job opportunities.

Have your say

Please let us know what you think about the proposals by completing the feedback form and returning it FREEPOST. You can also provide comments by email to scott.royal@resolvepublicaffairs.co.uk. More information is available on our website www.springfields-newstores.co.uk or call 0800 089 0362.

SPRINGFIELDS

OUTLET SHOPPING & LEISURE



Proposals to improve Springfields Outlet

Springfields Outlet is the leading shopping and leisure destination in the East of England. With 54 high quality outlet stores, restaurants, a hotel and 25 acres of leisure attractions, Springfields Outlet appeals to all ages.

The South East Lincolnshire Local Plan has recently been adopted by the Council and identifies new retail space is required in Spalding at Springfields. With significant interest from major brands, owners the Triton Property Fund are launching a public consultation on plans which could see around 15 new stores and cafés and restaurants being built.

The proposed development will deliver new retail with supporting leisure units at Springfields, especially designed to attract further aspirational and designer brands to Spalding. The proposals will also provide a new building for NFU Mutual.

Before we submit a planning application to South Holland District Council, we would like to know what you think of the proposals.

Please have your say by returning the feedback form in this leaflet to the FREEPOST address provided.

www.springfields-newstores.co.uk

Have your say

The proposals

These high quality improvements to Springfields Outlet are proposed on Camel Gate, on the site of the NFU Mutual building and the car park next to Travelodge. Springfields Outlet has secured an agreement with the NFU Mutual to relocate their offices on Camel Gate to a new site next to Springfields. Additional new car parking will be built further along Camel Gate.

The proposed new development at Springfields Outlet includes:

- 15 new stores for well-known brands
- Up to four new restaurant and café units
- Up to around 350 new jobs for Spalding, adding to the 650 jobs already at Springfields. The new building for NFU Mutual will also help to keep jobs in Spalding
- 236 additional parking spaces and additional electric vehicle chargers
- Funding to support improved links with the town centre
- With shop frontages on Holbeach Road, the proposed development will act as a new landmark gateway into Spalding.

About Springfields

Springfields Outlet attracts around 2.3 million visitors per year. Over 1,000 coach parties visit each year. During the summer, around 10,000 people use the Spalding Water Taxi to travel from Springfields into the town centre.

As part of these proposals, Springfields Outlet is working with the local authority and other stakeholders to see how we can further encourage people to visit the town centre. We are currently exploring a range of ideas.



FEEDBACK FORM

Please fill in the form below and return it to the FREEPOST address overleaf. If you would prefer not to send your details through the post, please email your comments to scott.royal@resolvepublicaffairs.co.uk or complete the feedback form on www.springfields-newstores.co.uk

Title Name

Address

Postcode

Email/telephone

☒ I am generally in favour of the proposals.

☐ Agree ☐ Disagree ☐ Not sure

☐ Comments:

Privacy Policy:
The data you provide is being collected by Resolve Public Affairs (who can be contacted on 0113 335 0033 or enquiries@resolvepublicaffairs.co.uk). The lawful basis for processing this data is Legitimate Interests for the purposes of this consultation, to gather your opinion on the proposal and to enable us to contact you regarding the project in the future. You can opt out of any contact, by ticking the box below or by contacting us at any time. You do not have to provide any personal data in order to comment on this proposal. We will not publish or share your personal data with any third parties. A copy of the comments that you make regarding the proposal will be provided to the local planning authority as part of the planning process and so that it can note the comments made, but no personal data will be stored, other than any personal data you choose to put in the comments box. Your personal data will be stored securely for the life of the project, which will be until the development is complete or a decision has been made not to go ahead with the project. You have the right to access, amend, object and remove the data we hold at any time. If you have a complaint, you can contact us or the Information Commissioner, whose contact details are available on their website www.ico.org.uk.
☐ Please tick here if you would not like us to contact you about the project.

Appendix 5 – Stakeholder invitation

Councillor Peter Williams
By Email

13 March 2019

Dear Councillor Williams,

Proposals for investment to further improve Springfields Outlet

We wanted to keep you informed of developments at Springfields Outlet.

2018 was a very successful year for Springfields Outlet, which saw new premium brands Joules, Jack Wills, White Stuff and The Cosmetics Company Store all open stores at the centre. We also invested heavily in the new family attraction Adventure Land, which has welcomed thousands of visitors since it opened last summer.

On 22nd March 2019 we will be showcasing proposals for another major new investment in the centre. After much consultation, the South East Lincolnshire Local Plan has recently been adopted by the Council and this supports the provision of new retail space in Spalding at Springfields. With significant interest from further major premium brands, owners the Triton Property Fund are launching a public consultation on plans for a high-quality, modern extension to Springfields.

This new retail space at Springfields Outlet has been especially designed to attract further aspirational and designer brands to Spalding. With shop frontages on Holbeach Road, the proposed development will act as a new landmark gateway into Spalding.

The improvements to Springfields Outlet are proposed on Camel Gate, on the site of the NFU Mutual building and the car park next to Travelodge. Springfields Outlet has secured an agreement with NFU Mutual to relocate their offices to a new site next to Springfields. Additional replacement car parking will be built a short distance along Camel Gate. We have also specially designed a layby close to the Travelodge entrance to enable drop-off and collection for visitors.

As well as 15 new stores, there will be up to four modern restaurant and café units, 236 additional parking spaces and the introduction of more electric vehicle chargers. It is expected that around 350 new jobs would be created, adding to the 650 jobs already at Springfields. As part of these proposals, Springfields will work with the local authority and other stakeholders to identify ways to further encourage people to visit Spalding town centre.

Before we submit a planning application, we would like to consult the community and local representatives. While we understand that you are currently a member of the planning committee, if you feel you are able to attend we would like to invite you to a preview event for stakeholders. This will take place **between 1pm and 3pm on Friday 22nd March** in Unit 9, next to Chapelle Jewellery on North Avenue at Springfields. For directions to Unit 9 please report to the Visitor Information Point at Springfields, from where you will be guided. The exhibition will then be open to the general public on **Friday 22nd March, between 3pm and 6pm and on Saturday 23rd March, between 10am and 4pm.**

Information about the extension plans will also be available on a dedicated website (www.springfields-newstores.co.uk).

We hope you find this information useful, but if you would like any further information on the plans, please contact us on scott.royal@resolvepublicaffairs.co.uk or 0800 089 0361.

Yours sincerely,



Scott Royal

DD - 0114 324 0024

M – 07884 311037

E – scott.royal@resolvepublicaffairs.co.uk

Leeds: 15 Queen Square, Leeds, LS2 8AJ

Sheffield: JC Albyn Works, Burton Road, Sheffield, S3 8BZ

Leeds: 0113 335 0033

Manchester: 0161 297 0005

Appendix 6 – Website

Welcome

Thank you visiting this website. We are seeking your feedback on our proposals to create new retail space with ancillary leisure units at Springfields Outlet.

The South East Lincolnshire Local Plan has recently been adopted by South Holland District Council and identifies new retail space is required in Spalding at Springfields.

With significant interest from major brands, owners the Triton Property Fund are launching a public consultation on plans which could see around 15 new stores and cafes and restaurants being built.

Please have a look at the proposals and have your say by completing a feedback form ([click here](#)) or by emailing scott.royal@resolvepublicaffairs.co.uk. You can also contact us by freephone on **0800 089 0362**.

Your feedback will be considered before we submit a planning application to South Holland District Council.

Contact us



scott.royal@resolvepublicaffairs.co.uk



0800 089 0362

SPRINGFIELDS

OUTLET SHOPPING & LEISURE



Welcome

Thank you visiting this website. We are seeking your feedback on our proposals to create new retail space with ancillary leisure units at Springfields Outlet.

The South East Lincolnshire Local Plan has recently been adopted by South Holland District Council and identifies new retail space is required in Spalding at Springfields.

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Please have a look at the proposals and have your say by completing a feedback form ([click here](#)) or by emailing scott.royal@resolvepublicaffairs.co.uk. You can also contact us by freephone on **0800 089 0362**.



Have your say

We are seeking your feedback on our proposals to create new retail space with ancillary leisure units at Springfields Outlet.

To comment on the proposals, please complete the feedback form below. Alternatively, you can send us your comments for FREE to FREEPOST RTXS-JTKL-UUJY, Resolve Public Affairs, UNIT 204, J C Albyn Complex, Burton Road, Sheffield, S3 8BZ or email scott.royal@resolvepublicaffairs.co.uk.

Name:

Address:

Postcode:

Email:

Phone:

* I am generally in favour of the proposals.

☐ Agree

☐ Disagree

☐ Not sure

* Comments:

Privacy Policy:

The data you provide is being collected by Resolve Public Affairs (who can be contacted on 0113 335 0033 or enquiries@resolvepublicaffairs.co.uk). The lawful basis for processing this data is Legitimate Interests for the purposes of this consultation, to gather your opinion on the proposal and to enable us to contact you regarding the project in the future. You can opt out of any contact, by ticking the box below or by contacting us at any time. You do not have to provide any personal data in order to comment on this proposal. We will not publish or share your personal data with any third parties. A copy of the comments that you make regarding the proposal will be provided to the local planning authority as part of the planning process and so that it can note the comments made, but no personal data will be stored, other than any personal data you choose to put in the comments box. Your personal data will be stored securely for the life of the project, which will be until the development is complete or a decision has been made not to go ahead with the project. You have the right to access, amend, object and remove the data we hold at any time. If you have a complaint, you can contact us or the Information Commissioner, whose contact details are available on their website www.ico.org.uk.


☐ Please tick here if you would not like us to contact you about the project.

Submit

Appendix 7 – Banners and laminated images

SPRINGFIELDS

OUTLET SHOPPING & LEISURE



Welcome

Welcome to today's public exhibition. We are seeking your feedback on our proposals to create new retail space with ancillary leisure units at Springfields Outlet.

The South East Lincolnshire Local Plan has recently been adopted by South Holland District Council and identifies new retail space is required in Spalding at Springfields.

With significant interest from major brands, owners the Triton Property Fund are launching a public consultation on plans which could see around 15 new stores and cafes and restaurants being built.

Please have a look at the proposals and have your say by returning a feedback form to us today or via the Freepost address provided.

Your feedback will be considered before we submit a planning application to South Holland District Council.

www.springfields-newstores.co.uk

SPRINGFIELDS

OUTLET SHOPPING & LEISURE



About Springfields Outlet

Springfields Outlet is the leading shopping and leisure destination in the East of England.

With 54 high quality outlet stores offering up to 75% off normal retail prices, restaurants, a hotel and 25 acres of leisure attractions, Springfields Outlet appeals to all ages.

The new Springfields Adventure Land has welcomed thousands of people since it opened at the end of June 2018. Adventure Land is where families can let their imaginations take over on a range of unique interactive play attractions. Adventure Land boasts the UK's largest JCB Young Driver's Zone; a Tree Top Village that has 7 wooden

towers and a massive 12m² suspended net; Springy's Beach, with a sand play area and rockpool water stream all covered by a huge canopy and Goldie's Gold Mine, where families can pan for gold.

2019 has already started well, with Springfields Outlet being shortlisted in the Visitor Attraction of the Year category of the Lincolnshire Tourism Awards alongside the International Bomber Command Centre, Lincoln Cathedral and Rand Farm Park.

www.springfields-newstores.co.uk

SPRINGFIELDS

OUTLET SHOPPING & LEISURE



The proposals

The high quality improvements to Springfield's Outlet are proposed on Camel Gate, on the site of the NFU Mutual building and the car park next to Travelodge.

Springfields Outlet has secured an agreement with NFU Mutual to relocate their offices on Camel Gate to a new site next to Springfield's.

Additional new car parking will be built further along Camel Gate.

The proposed new development at Springfield's Outlet includes:

- 15 new retail units for well-known brands
- Up to four ancillary restaurants and cafes
- A new building for NFU Mutual, helping to keep jobs in Spalding
- 236 extra parking spaces, and an increased number of electric vehicle chargers
- Funding to support ways of improving links with Spalding town centre and local attractions

www.springfields-newstores.co.uk

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OUTLET SHOPPING & LEISURE



An extensive catchment

Springfields attracts more than 2.3 million visitors per year from across the UK and has celebrated 14 consecutive years of turnover growth since opening in 2004.

More than 1.24 million residents live within a 90 minute drivetime

Springfields has over 40,000 VIP members across the catchment as shown on this map

Springfields Outlet provides around 650 local jobs. 60% of the workforce live within 5 miles and 90% within 15 miles

New retail and leisure units could create up to 350 new jobs in addition to those created during construction.

www.springfields-newstores.co.uk



Key benefits

The improvements and increase in the available retail space at Springfields would deliver a number of key benefits, including:

- Enhancing our ability to attract premium and designer brands to Springfields Outlet.
- A better retail offer will encourage more people to visit Springfields. We estimate that these improvements could increase our annual footfall by around 500,000 visitors per year.
- Encouraging more people to visit Spalding town centre. We're working with the local authority and other stakeholders on a range of ideas to strengthen linkages, including the potential for using technology such as mobile phone apps.
- Up to approximately 350 new jobs which will predominantly be taken by local people. This could bring the total number of jobs supported at Springfields to 1,000.
- A new building for NFU Mutual, helping to keep jobs in Spalding.

www.springfields-newstones.co.uk



Next steps

Thank you for attending this exhibition.

Please let us know what you think about the proposals by completing the feedback form provided. You can either post it in the ballot box provided or return it FREEPOST. You can also provide comments by email to scott.royall@resolvepublicaffairs.co.uk or through the project website www.springfields-newstones.co.uk.

Should you have any questions, please contact us freephone on 0800 089 0362.

All comments received will be considered during the preparation of our planning application. We expect to submit a planning application to South Holland District Council in the coming weeks.

Timeline:

- Spring 2019
Submit planning application
- Autumn 2019
Decision on planning application
- Early 2020
Start of construction
- 2021
New stores, restaurants and café units open

www.springfields-newstones.co.uk



www.springfields-newstores.co.uk



www.springfields-newstores.co.uk

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FEEDBACK FORM

To comment on the proposals, please complete the feedback form below and leave it with us today.
Alternatively, you can return the form for FREE to FREEPOST RTXS-JTKL-UUJY, Resolve Public Affairs,
UNIT 204, J C Albyn Complex, Burton Road, Sheffield, S3 8BZ or complete the feedback form online at
www.springfields-newstores.co.uk

Title Name
Address
 Postcode
Email/telephone

☒ I am generally in favour of the proposals.
☐ Agree ☐ Disagree ☐ Not sure

☒ Comments:

Privacy Policy:
The data you provide is being collected by Resolve Public Affairs (who can be contacted on 0113 335 0033 or enquiries@resolvepublicaffairs.co.uk). The lawful basis for processing this data is Legitimate Interests for the purposes of this consultation, to gather your opinion on the proposal and to enable us to contact you regarding the project in the future. You can opt out of any contact, by ticking the box below or by contacting us at any time. You do not have to provide any personal data in order to comment on this proposal. We will not publish or share your personal data with any third parties. A copy of the comments that you make regarding the proposal will be provided to the local planning authority as part of the planning process and so that it can note the comments made, but no personal data will be stored, other than any personal data you choose to put in the comments box. Your personal data will be stored securely for the life of the project, which will be until the development is complete or a decision has been made not to go ahead with the project. You have the right to access, amend, object and remove the data we hold at any time. If you have a complaint, you can contact us or the Information Commissioner, whose contact details are available on their website www.ico.org.uk.
☐ Please tick here if you would not like us to contact you about the project.