

Statement of Community Involvement

South Holland Retail Park

Commercial Development Projects Limited

July 2025

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Introduction

This Statement of Community Involvement (SCI) has been prepared by Royal Pilgrim Communications on behalf of Commercial Development Projects Limited, as part of the planning application for the proposed development of the Land to the south of Holbeach Road, in Spalding, to provide a new Foodstore (Class E) and Drive-Thru (Class E), along with all associated works and provision of access (the 'Site'). The Site will provisionally be known as South Holland Retail Park.

The proposals

The proposals for the site include:

- A brand-new 2,007 sq.m. (21,582 sq ft) GIA foodstore
- 165 car parking spaces to serve the supermarket, including accessible spaces, parent and child spaces and cycle parking
- Costa Coffee with internal and external seating, as well as drive-thru lane. The Costa unit will have 20 customer parking spaces, including two accessible bays
- Around 190 new local full and part-time jobs
- Dedicated ultrafast EV charging hub within the foodstore car park
- Significant new landscaping and tree planting is proposed, which will provide biodiversity and habitat improvements. A 10% biodiversity net gain will be delivered by the development proposals.

About Royal Pilgrim Communications

Royal Pilgrim Communications is a communications consultancy dedicated to delivering inclusive community and stakeholder consultation to support planning applications and development projects. We have supported a range of development projects across the UK, providing public consultation and stakeholder engagement support to help ensure communities are informed and able to contribute to schemes.

Consultation process

Consultation is Key

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 raise comments with the developers or their professional team. This process should also enable the community to provide feedback.

National Planning Policy Framework (NPPF)

Paragraph 40 of the National Planning Policy Framework (2024) 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 pre-application discussion enables better coordination between public and private resources and improved outcomes for the community’.

Paragraph 41 states the local authority should:

‘...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.’

South Holland District Council’s Statement of Community Involvement (SCI)

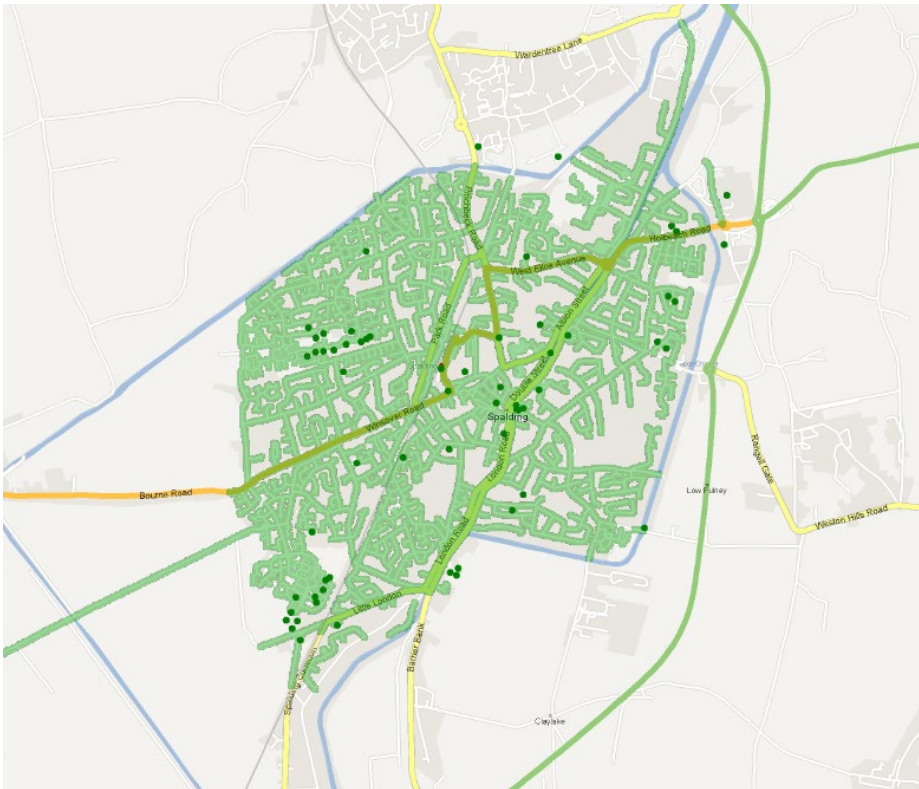
South Holland District Council has a joint SCI with Boston Borough Council and forms part of the ‘South East Lincolnshire Joint Policy Unit Statement of Community Involvement April 2012’. On developer public consultation, it states in Section 3 (p17-18) the following:

“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 scale and scope of consultation exercises should be agreed with Council officers on a case by case basis.”

Consultation

Informing the public

The public consultation was launched on 4 June 2025 and included a leaflet containing information about the plans and a freepost feedback survey. The leaflet was delivered to approximately 13,472 addresses in Spalding. See below distribution map:



*Map from GeoPlan
Streetfinder*

Public consultation materials also included a dedicated consultation website address, an email address and freephone telephone number for residents to contact with any queries or feedback, ensuring that the consultation was inclusive for all. A copy of the consultation leaflet can be found at Appendix 1.

Members of the public could access the dedicated consultation website to view the plans and provide feedback: www.southholland-retailpark.co.uk

Informing stakeholders

Ward Councillors for Spalding St Paul's ward, Councillor Glynis Scalese and Councillor Robert Gibson, were emailed to advise of the proposals and the public consultation. Councillors were invited to arrange a meeting to find out more about the proposals and ask questions.

Media Release

A media release was issued to local media outlets, Spalding Voice and the Spalding Guardian. See Appendix 2.

Feedback

Feedback summary

To date, we have received 191 responses to the public consultation, including via freepost forms, website replies, email and phone conversations.

The proposed development has generated a range of opinions, with many welcoming a high-quality foodstore for Spalding and the creation of jobs, while a number of respondents commented on the location and the potential for additional traffic.

Feedback summary:

- **Access**
 - Many comments highlight that the A151/A16 roundabout is busy and prone to congestion, despite recent improvements.
 - Queuing at the proposed site entrance/exit on the A151 (Holbeach Road), especially for traffic turning right into the site, was also raised. This is coupled with the existing access to the nearby McDonalds and petrol station.
 - Suggestions for alternative access include an entrance from the A16 (Peterborough bound), separate entry/exit points, or traffic lights at the junction.
 - There were also comments that the development will undo the benefits of recent roundabout improvements.
 - Lack of adequate pedestrian/cyclist access to the site was raised, especially given the expected footfall. Limited access by public transport was also commented upon.
- **Retail provision**
 - While a number of respondents commented that they believe Spalding already has sufficient supermarkets, there are many others who expressed strong support for a high-quality foodstore in Spalding.
 - Some believe it will bring more food shopping choice and variety to the area.
 - Comments relating to the potential impact on the town centre and existing foodstores of out-of-town retail.
 - There were comments that there are already sufficient coffee outlets in the town.
 - Some suggest alternative types of businesses are needed, such as a cinema/multiplex or leisure facilities rather than another supermarket.

- **Other comments:**

- **Amenity:** Questions about the potential for increased noise for nearby residents.
- **Sustainability:** Request for inclusion of solar panels on roofs, EV charging points, and consideration of methods of energy/water conservation.
- **Job creation:** Many welcome the prospect of new jobs for the town.
- **Building design:** comments regarding preference for a more 'eye-catching' design in this prominent location.
- **Location:** the site is considered well-located by many, with its proximity to passing traffic.

All feedback topics have been noted and considered as part of the development of the plans. Feedback will continue to be considered throughout the application process.

Feedback quotes

"It's good to have more choice of supermarkets and shops in the area. I would not mind having more shops as well."

"The proposed retail park is exactly what Spalding needs. We need more choice of stores to avoid travelling to other locations. It will hopefully entice shoppers from surrounding towns if we have a new variety to offer. Not only that, it will provide much needed employment. There are many unemployed persons who could benefit from this. Spalding needs an injection of new development, since the high street is not attracting new stores. It would be detrimental to decline this proposed new investment for our town."

"The last thing we need in Spalding is another foodstore. We need schools and doctors' surgeries far more urgently. Too much building of houses without the infrastructure to go with them. Not building houses beside the road to nowhere."

"I do not agree with this proposal. There is already a Costa Coffee & a Supermarket a short distance away from this site. Spalding does not need any more coffee shops or supermarkets."

"I am all for it. It will bring back more variety, jobs which will benefit the economy."

"As a non-driving OAP, no use to me. I would like the town centre to be revitalised with Market & stores. I use a very useful bus to what we now have left."

"As a senior citizen, I am in favour of this development, especially as it will offer more choice and the prospect of around 190 jobs is a huge bonus to the area."

"Great idea but should have traffic lights for both this and McDonalds so people can go both ways in & out."

Response to key issues

The applicant's response to these issues is as follows:

Traffic and access

A detailed highways and traffic assessment has taken place as part of the development of this planning application. This includes consideration of the recent roundabout improvements and the proximity of McDonald's and the nearby petrol station. Following analysis of peak times and traffic flows along the road, the highways assessment has concluded that the development could be accommodated in this location and would not have a significant impact on the road network.

Retail Assessment

The applicant has undertaken a Retail Impact Assessment which will be submitted to South Holland District Council as part of the planning application. The approach to this assessment and its scope was discussed and agreed with Planning Officers and the Council's retail advisers.

General comments

Other matters, including those relating to neighbour amenity, site layout and building design have been considered by the development team and are addressed in the planning application where necessary.

Conclusion

Public consultation has taken place regarding a proposed new food store and drive-thru coffee shop in Spalding, which is to be known as South Holland Retail Park. This has included public engagement which provided several ways for residents to provide feedback including for those without access to the internet. This has ensured public consultation is informative and accessible. Feedback received has informed the ongoing development of the scheme. Feedback will continue to be accepted and reviewed as part of the ongoing development of these plans.

APPENDICES

APPENDIX 1: Resident leaflet and survey

FREEPOST 2012, SUITE C-172
 FREEPOST 2012, SUITE C-172
 PO BOX 6242
 SHEFFIELD
 S11 0HL

A TRACK RECORD OF DELIVERY

Commercial Development Projects Ltd (Marshall CDP) is working in conjunction with Rothstone Estates to deliver the new South Holland Retail Park.

The companies have a strong track record of delivering high-quality retail developments for leading brands. Most recently, the companies combined to develop St George's Retail Park in Leeds, with occupiers including B&M and Aldi. In Mossley near Birmingham, (Marshall CDP) developed St Mary's Row offering five retail and restaurant units anchored by M&S Foodhall, St Michael's Retail Park in Ripon, North Yorkshire, features M&S Food and Next.




For more information please email or call us on
scott@royalpilgrim.com 0800 996 1612

INTRODUCING SOUTH HOLLAND RETAIL PARK



Developers Marshall CDP and Rothstone Estates are proposing a new retail park for Spalding. If planning is approved, a modern premium branded foodstore and Costa Coffee will open at the new South Holland Retail Park, next to the A16/A151 roundabout.

The developers are in detailed discussions with a well-known, leading British retailer, which is looking to bring its high-quality supermarket food offer to Spalding.

To have your say, please complete the feedback form. Alternatively please comment online.
www.southholland-retailpark.co.uk

MARSHALL **ROTHSTONE**

THE PROPOSALS

A planning application is currently being prepared which will be submitted to South Holland District Council in the coming weeks. The proposals for the site include:

- A brand-new 21,582 sq ft foodstore. CDP and Rothstone are in detailed discussions with one of the UK's leading food retailers looking to open a modern, purpose-built store in Spalding
- 165 car parking spaces including accessible spaces to serve the supermarket, with parent and child spaces and cycle parking
- The new foodstore is likely to have a full range, high-quality grocery offer, alongside online deliveries and 'click & collect' services
- Costa Coffee with internal and external seating, as well as drive-thru lane. The Costa unit will have 18 customer parking spaces, plus two accessible bays
- Around 190 new local full and part-time jobs will be created by both the foodstore and Costa
- Dedicated ultrafast EV charging hub within the foodstore car park
- Significant new landscaping and tree-planting is proposed, which will provide biodiversity and habitat improvements (delivering a 10% biodiversity net gain)



Maps Data: Google, ©2020 Airbus, CNES / Airbus, Maxar Technologies

HAVE YOUR SAY

We would like to know what you think of the proposals. To have your say, please complete the survey below and return to us using the Freepost address. Alternatively please comment online.

Name Address & Postcode

Email

Comments

How would you like us to keep you updated on the proposals?

☐ Post ☐ Email ☐ Please do not contact me

Privacy Policy: The data you provide is being collected by Royal Pilgrim Communications (who can be contacted on 013 336 8111 or scott@royalpilgrim.com). The data basis for processing this data is legitimate interests for the purposes of this consultation. By gathering your opinion on the proposals and to enable us to contact you regarding the project in the future, you consent to our contact by clicking the box above or returning, at all times. You do not have to provide any personal data in order to comment on this proposal. We will not publish or share your personal details with third parties except for project team where appropriate. A copy of the comments that you make regarding a proposal will be provided to the local planning authority as part of the planning process and as such it can view the comments made, but no personal data will be shared, other than any personal data you choose to put in the comments section. Your personal data will be stored securely for the lifetime of the project which will be until the development is complete or a decision is made not to progress the project. You have the right to access, amend, delete and remove the data we hold about you at any time.

APPENDIX 2: Media release

MEDIA RELEASE

Plans Announced for Proposed South Holland Retail Park in Spalding

Marshall CDP and Rothstone Estates unveil major retail development proposal promising economic growth, sustainability, and community benefits.

Marshall CDP and Rothstone Estates have launched community consultation on plans for a new purpose-built retail development located next to the **A16/A151 roundabout in Spalding**.

Subject to planning approval the proposals, known as **South Holland Retail Park**, will include a **21,582 sq ft premium-branded foodstore**, alongside a new Costa Coffee outlet for the town.

The developers are in detailed discussions with a leading British retailer, which is looking to bring its high-quality supermarket food offer to Spalding. As well as offering a wide selection of groceries and convenience food to meet the everyday needs of local residents, the supermarket is also likely to incorporate integrated online retail services, allowing for online deliveries and 'click and collect' options to reflect the changing habits of today's shoppers.

The Costa Coffee store will feature both indoor and outdoor seating areas, along with its own dedicated parking and a drive-thru service lane, adding convenience and a welcoming space for the community.

South Holland Retail Park represents a significant investment in the area and could generate up to **190 full and part-time jobs**, providing a boost to the local economy.

The site will provide **165 car parking spaces**, which includes an ultrafast **electric vehicle (EV) charging hub** within the foodstore car park.

The development will include a **comprehensive landscaping strategy**, with new tree planting and green spaces designed to enhance the visual appeal and achieve around 10% biodiversity improvement on the site.

Community consultation is being launched, including a leaflet being delivered to the area and a project website, ahead of a planning application being submitted.

Mark Rothery of Rothstone Estates said: *"This is a carefully considered proposal which would bring new food retail competition and choice to Spalding, alongside a significant number of new jobs. We are in detailed discussions with a household brand who have identified Spalding as an attractive location for their well-regarded retail offer. Costa Coffee has already committed to a new outlet on this site.*

"This would be a high-quality, sustainable development which could deliver a range of lasting community benefits. A planning application will be submitted to South Holland District Council in the

coming weeks, but before we do that we are consulting the local community on our proposals. We would encourage local people to give us their thoughts by responding to the leaflet or online.”

Details of the proposals can be found on the project website southholland-retailpark.co.uk.

Marshall CDP and Rothstone Estates are working together to create a **modern retail environment** that carefully designed for the local surroundings while enhancing choice and convenience for residents and visitors alike.

ENDS

About Marshall CDP

Yorkshire-based Marshall CDP is a leading construction and development company with a track-record of delivering popular retail and mixed-use spaces for big-name brands across the UK.

About Rothstone Estates

Rothstone Estates works with the biggest names in UK retail and specialises in delivering sustainable commercial development projects, with an emphasis on design quality.