

# A new Morrisons store & homes for Yiewsley

## Planning Application Statement of Community Involvement

March 2023

**lutherpendragon**



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## 1. Introduction and context

- 1.1 This Statement of Community Involvement is written to accompany the full planning application for the redevelopment of the Morrisons store on Yiewsley High Street.
- 1.2 This document sets out the extensive Community Engagement Programme that has been undertaken in the lead up to the submission of this application.
- 1.3 It should be considered in conjunction with the full submission – the schedule of documentation within the Planning Statement outlines all the submission documents.
- 1.4 Following an extensive programme of community consultation for the redevelopment of the existing Morrisons site for a new supermarket and homes undertaken in early-mid 2018 and 2018, the proposals received planning approval on [30 January 2019 from Hillingdon Council's Major Planning Applications Committee](#), with support for the proposals from officers including the below points:
  - The site is located within the Yiewsley Opportunity Area as part of the London plan and in close proximity to good transport links, which would increase with the opening of the Elizabeth line station at West Drayton.
  - The site benefits from a wide range of services and facilities available locally including banks, pharmacist, supermarkets, Health Centre, and the library.
  - The development is setback from St Matthews primary school to reduce the development impact on the school, whilst providing ground floor amenity space/ landscape/ drainage that will serve (and support) the residents of the proposed scheme.
  - A clear public benefit of the proposed scheme that will open up access to the canal towpath and introduce public realm/ highways improvements to St Stephen's Road.
- 1.5 Councillors commented that the application was welcome and they were broadly satisfied with the proposals, and they also welcomed discussions with developers to reach a solution that would enhance the High Street and local area.
- 1.6 The [Planning Inspectorate allowed](#) for further amendments in October 2020, but the scheme had to be paused due to the pandemic and reassessed following inflationary pressures. The scheme was reassessed to ensure it could deliver much needed new homes together with a new Morrisons store to aid the vitality and offer on Yiewsley High Street.
- 1.7 As a result, amended proposals have been developed and alongside this, a second phase of community consultation undertaken between September and December 2022.

## 2. Latest development proposal

- 2.1 The application is submitted on behalf of Harbourside Investments Limited and Wm Morrison Supermarkets Plc. Harbourside Investments Limited is an associated company of Citygrove Securities Plc.
- 2.2 The scheme aims to rejuvenate this important part of the High Street by providing a new, improved Morrisons store at pavement level, creating an active and stimulating frontage, with 158 residential properties proposed above.
- 2.3 The development will ensure that retail remains on Yiewsley High Street following the pandemic, delivering a new and improved customer experience via a modern Morrisons store to the High Street. The new residential accommodation will provide better landscaping on St. Stephen's Road, and residents will benefit from new street lighting and a pedestrian crossing.
- 2.4 The site's location is near to excellent transport links, including the Elizabeth Line services at West Drayton station.
- 2.5 The amended scheme in 2023 includes a number of improvements to the proposals that received approval in 2020, and Citygrove felt it was important to undertake another round of community consultation on the latest proposals, including a public exhibition, offering to meet local stakeholders including ward councillors, the constituency MP and GLA member, as well as holding productive meetings with representatives from St Matthew's Church and St Matthew's Primary School in late 2022.

### 3. Engagement strategy

- 3.1 From the outset, Morrisons and Citygrove have been committed to working in close consultation with Morrisons colleagues employed at the store, the London Borough of Hillingdon, Morrisons customers, the local community and other interested parties on proposals for the new store and residential accommodation. Details of the engagement with the London Borough of Hillingdon and the Greater London Authority is set out in our Planning Statement.
- 3.2 Morrisons and Citygrove believe in comprehensive public engagement, being mindful of the London Borough of Hillingdon's own Statement of Community Involvement, and this has been reflected in its extensive Community Consultation Programme.
- 3.3 Engagement activity within the community broadly has fallen into two segments. Consultation with Morrisons colleagues working at the store and customers took place as well as consultation with local residents and the wider public, which took place throughout 2018 in the build up to the first planning application and again in 2022 in regard to the amended scheme.
  - **Morrisons colleagues:** Colleagues working within the store were informed of the proposals in 2018 and were given the opportunity to provide their feedback before any other stakeholders at a dedicated exhibition in the store.
  - **Local representatives:** Local ward and neighbouring councillors, the GLA member for Ealing and Hillingdon, and the constituency MP were informed by letter of the public exhibition with an invitation for a separate individual meetings.
  - **Wider public:** Customers, local residents, local stakeholders and community groups were informed about the proposals and invited to individual meetings and two public exhibitions to find out more about the plans and provide their feedback in both 2018 and 2022.
- 3.4 In developing the original proposals in 2018, engagement was carried out in a staggered process, with Morrisons colleagues taking priority and engagement with the wider public taking place immediately after colleagues.

- 3.5 The project team had frequent email, phone and face-to-face contact with key residential and community stakeholder groups to gather feedback and keep them updated on the consultation process.
- 3.6 Information on the initial proposals and public consultation was provided to two local newspaper groups, who ran stories informing the wider public. Leaflets inviting residents and businesses to two public exhibitions were delivered to the local area, and letters were sent to key community groups, schools, places of worship, local representatives and residents' associations inviting them to meet the project team and provide their feedback.
- 3.7 Throughout this period Morrisons and Citygrove offered a community phone line and dedicated email address, through which residents could phone for updates on the scheme, leave verbal or written feedback and seek details on forthcoming opportunities for engagement.
- 3.8 A simple, easy-to-use website on the redevelopment was also set up for the first phase of consultation to display copies of all the boards shown at the public exhibition, to offer an online survey through which feedback could be submitted, and to provide contact details for the project team.

## 4. Consultation process on amended proposals (Nov - Dec 2022)

### ***Background***

4.1 Planning permission was granted in January 2019, and the Planning Inspectorate allowed further amendments to the proposals to redevelop the site in October 2020.

4.2 Since then the scheme has been revised, with improvements to existing proposals. These changes include:

- Improved customer entrance to the Morrisons from the High Street to be moved away from the St Stephen's Road junction and to the northern frontage.
- Separate access arrangements for delivery vehicles.
- Separation of the residential car park from the Morrisons car park.
- An increase in cycle parking spaces in accordance with the council's requirements to 284 spaces.
- A small increase to the number of homes from 144 to 158.
- Design changes to improve the relationship of the development with neighboring properties and the streetscape.

### ***Introduction***

4.3 The latest engagement on the amended proposals was carried out with local residents, community groups and local representatives throughout November and December 2022.

### ***Stakeholder meetings***

4.4 In November 2022, letters were sent to key local stakeholders outlining the updated proposals offering them a meeting to discuss the plans in more detail and provide their feedback. These were sent to:

- Yiewsley Ward Councillors
- West Drayton Ward Councillors
- Headteacher of St Matthew's CE Primary School, Mrs Maher
- Vicar of St Matthew's Church, Rev Richard Young
- Local Member of Parliament, Rt Hon Boris Johnson MP
- London Assembly Member for Ealing & Hillingdon, Dr Onkar Sahota AM
- Local Residents' Associations and representative groups

Following the letter, calls were made to the local councillors to provide more detail and offer meetings to discuss the plans. We received responses that the councillors would attend the public exhibition.

In November 2022 a meeting was held with the Vicar of St Matthew's Church and the Headteacher of St Matthew's CE Primary School, outlining the updated proposals and seeking input. The matters discussed included the improvements to the scheme including the car park and basement, as well as management of delivery times and daily construction.

### ***Public engagement***

4.5 In order to showcase the latest proposals to the public, Citygrove held a public exhibition on Thursday 8<sup>th</sup> December from 4pm – 8pm at St Matthew’s Church on Yiewsley High Street

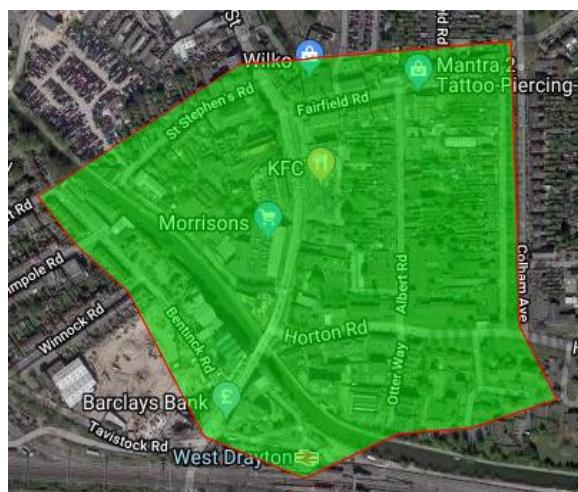
#### ***Publicising the Public Exhibition***

4.6 In order to publicise the exhibition and seek as much feedback as possible, Citygrove undertook a range of activities.

These included:

- In the weeks preceding the event, **1,300 leaflets** were distributed to households and businesses in the local area outlining the proposals and providing details of the public exhibition (see Appendix 2)
- Councillors and residents’ groups were encouraged to share the details of the exhibition with the local community.
- Posters advertising the public exhibition were displayed outside St Matthew’s Church and on the High Street whilst the event was taking place to encourage residents to drop in to the event

#### ***Map showing area of leaflet circulation in advance of the public exhibition***



#### ***Public Exhibition – 8 December 2022***

4.7 At the public exhibition, Citygrove presented the updated proposals to local residents and set out thoughts in way that reflected the specific areas of interest raised in conversations with key stakeholders.

4.8 Nine exhibition boards were displayed to highlight the key changes to the scheme, why the development is needed, what the new homes and new Morrisons will look like, traffic and access to the site via different forms of transport, plans for construction management and details on how to provide input (see Appendix 3).

4.9 Citygrove ensured residents were given the opportunity to meet the full team behind the plans and therefore fielded a senior team throughout the exhibition. The Managing Director of Citygrove

was present at all times and available to speak directly to residents, as were representatives from Hester Architects, Redwood Partnership (transport consultants) and Luther Pendragon (communications consultants).

4.10 Exhibition attendees were asked to complete a sign-in sheet and feedback form to share their views on the initial plans. Overall, 13 people attended the public exhibition and 6 feedback forms were completed.

#### ***Public Exhibition – stakeholder engagement***

4.11 A number of key stakeholder groups were invited to attend the exhibition, and all received letters from Citygrove, included in Appendix 1:

- Yiewsley Ward Councillors
- West Drayton Ward Councillors
- Headteacher of St Matthew's CE Primary School, Mrs Maher
- Vicar of St Matthew's Church, Rev Richard Young
- Local Member of Parliament, Rt Hon Boris Johnson MP
- London Assembly Member for Ealing & Hillingdon, Dr Onkar Sahota AM
- Yiewsley and West Drayton Town Action Group

#### ***Public Exhibition feedback***

- General feedback on the proposals – given both verbally and written – was largely positive.
- Residents gave positive feedback about the updated proposals, including the separation of the residential car park and the Morrisons car park as well as separate access arrangement for delivery vehicles.
- Some residents expressed their desire to see the Morrisons return as quickly as possible given previous frequent use and enquired about how the new shop will look.
- There were a range of views expressed on the overall architectural style of the building.
- Local residents sought reassurance that disruption during construction would be minimised, and some were pleased to hear that equipment will be fitted with silencers wherever possible and working hours for construction works will be restricted to those permitted by the local authority.
- Residents enquired about what the new homes will look like, how many there would be and more detail about the rooms themselves.
- Attendees were very positive about Citygrove's commitment to community engagement and the extent to which residents' input was being sought.

#### ***Written feedback from residents includes:***

*"Design looks relatively pleasing to the eye compared to other High Street Developments"*

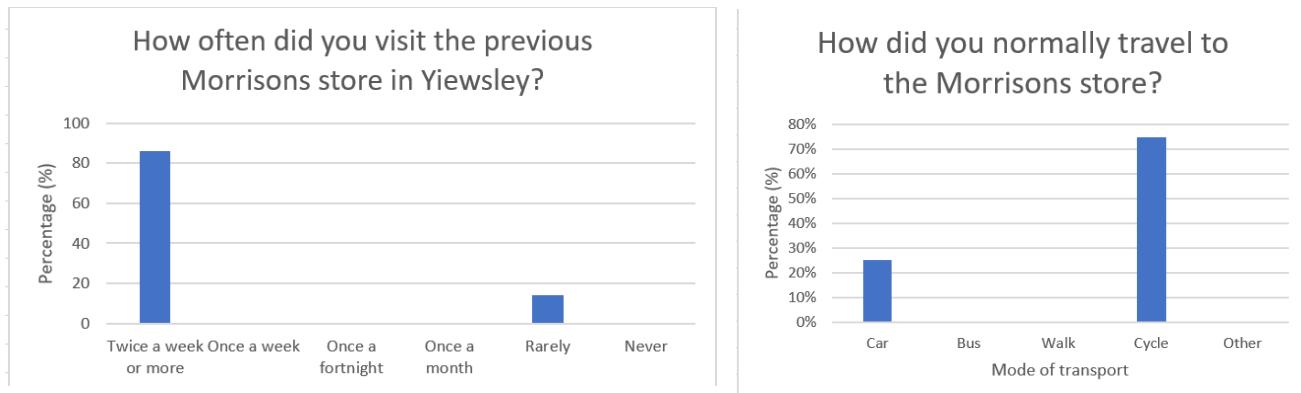
*"It would make sense to provide electric vehicle charging points"*

*"Not enough parking for residents as the local roads are already full of cars"*

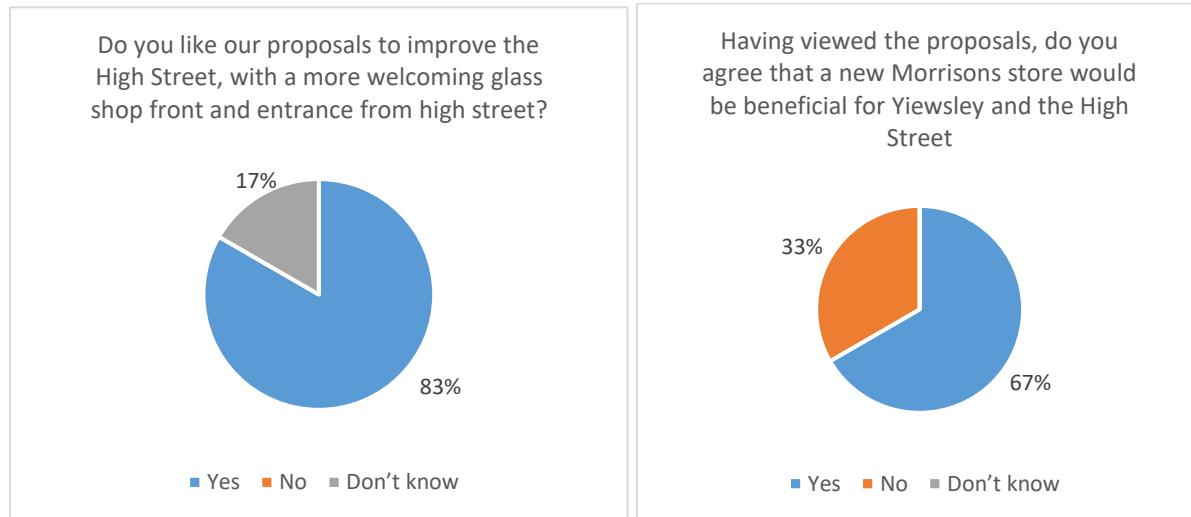
## 5. Feedback from Public Exhibitions

### Feedback from December 2022 Exhibition

#### **5.1 Use of the existing store**

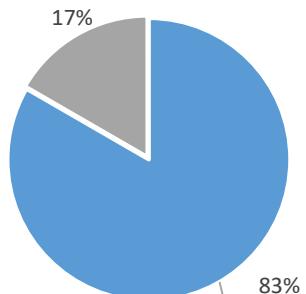


#### **5.2 Proposals for new store**



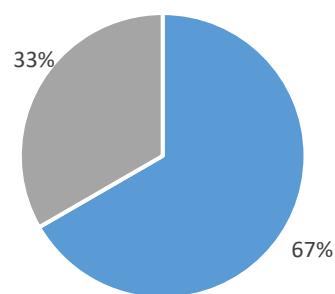
### 5.3 New homes for Yiewsley

Do you agree that Brownfield sites should be considered for new housing ahead of other sites?



■ Yes ■ No ■ Don't know

Do you agree that sites in town centres that are close to transport links are suitable locations for new housing?



■ Yes ■ No ■ Don't know

### 5.4 Photos of Public Exhibition, December 2022



*Citygrove representatives and members of the public at the exhibition held at St Matthew's Church, Yiewsley in December 2022 to showcase the amended proposals for the development.*

*Signs and posters were made directing guests to the exhibition.*





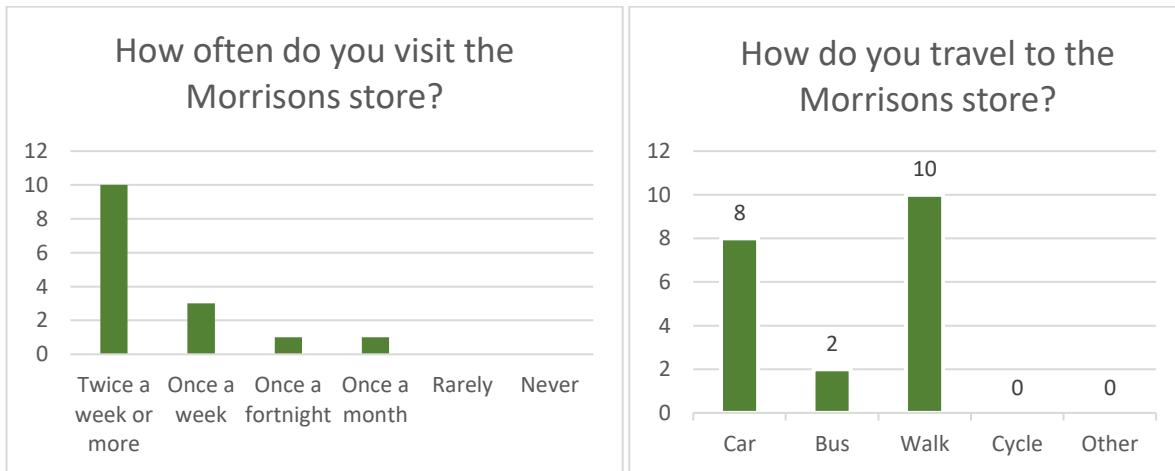
## 5.5 Feedback from June 2018 Exhibition

When presenting the latest public proposals at the public exhibition, Citygrove asked for feedback from visitors, asking similar questions to those asked in 2018 in order to provide a data comparison over the four years. Citygrove wanted to ensure that the public remained supportive of the proposals once they had seen the design improvements.

The data below highlights that the 2022 data is very much in line with the 2018 data, showcasing the continued support for the scheme over a four-year period.

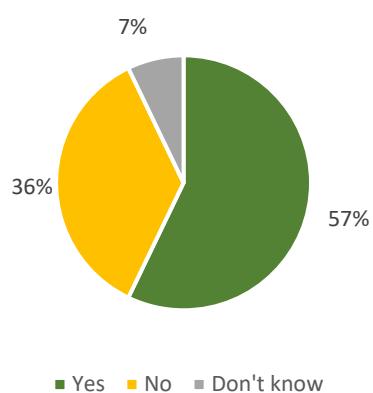
The questions focused on support for the scheme as well as methods of transport to gain an understanding of how most customers would be using the new store and public transport.

## 5.6 Use of the existing store

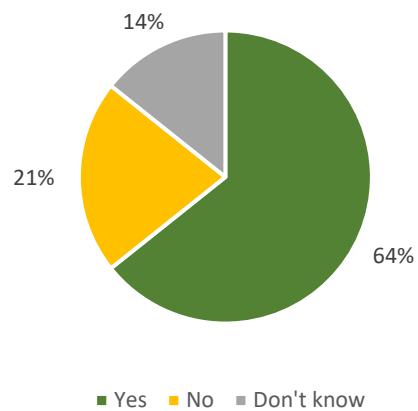


### 5.7 Proposals for the new store

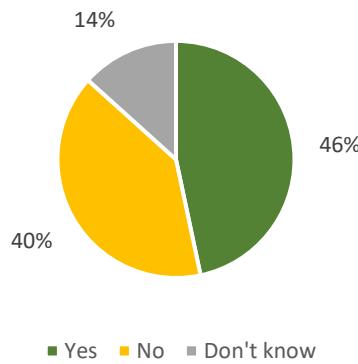
Do you like our proposal of a glass shop front and two entrances from High St?



Do you like our proposals to improve St Stephen's Road?

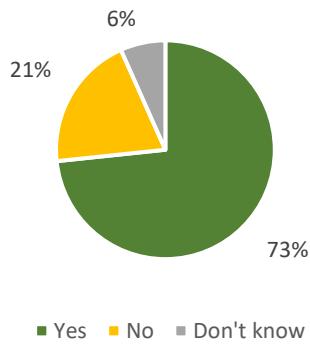


Do you think a new Morrisons store would be beneficial for Yiewsley and the High Street?

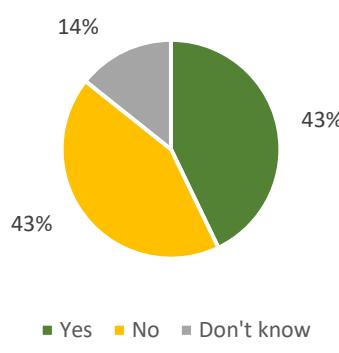


### 5.8 New homes for Yiewsley

Should brownfield sites be considered for new housing ahead of other sites?



Are sites in town centres close to transport links suitable locations for new housing?



## 6. Conclusion

- In approaching the redevelopment of the Morrisons store, Citygrove has consulted extensively with, and listened to, all interested parties, whether local residents, community groups, public services or representatives on both the initial proposals in 2018 and slightly updated proposals in 2022.
- Considerable efforts have been made to encourage residents to make their voices heard throughout this process. The feedback received has been taken into account at every stage and has helped shape the current development proposals.
- Citygrove has made a senior team directly available to residents throughout the process in 2018 and later in 2022 both in individual meetings and at the public exhibitions. Citygrove also proposes to continue to engage with surrounding properties to the site, including St Matthew's Primary School and St Matthew's Church.
- Overall, there is strong community support for a redeveloped Morrisons and new housing, and the improvements to the High Street and St Stephen's Road that the development will bring.

## 7. Appendix: List of contents

### Amended proposals - 2022:

**Appendix 1.** Example letter sent to local stakeholders, November 2022

**Appendix 2.** Leaflets delivered to local residents and businesses November 2022

**Appendix 3.** Exhibition boards displayed at public exhibition, December 2022

**Appendix 4.** December 2022 public exhibition feedback form

### Approved proposals - 2018:

**Appendix 5.** Letter sent to local stakeholders, May 2018

**Appendix 6.** Article in Get West London, May 2018

**Appendix 7.** Article in Hillingdon & Uxbridge Times, May 2018

**Appendix 8.** Leaflet delivered to local residents and businesses, May 2018

**Appendix 9.** Consultation Process for approved proposals (June-July 2018)

**Appendix 10.** Exhibition boards displayed at public exhibition, June 2018

**Appendix 11.** June 2018 public exhibition feedback form

**Appendix 12.** Dedicated website prior to and following the Public Exhibition in June 2018

## Appendix 1: Example Letter sent to local stakeholders in November 2022

Dear Cllrs Punja and Abby,

### **New Morrisons store and new homes for Yiewsley High Street**

I am writing to you as Managing Director of Citygrove, a property development and investment company, to inform you of our updated plans to redevelop the Morrisons store on Yiewsley High Street.

To provide you with some background, Hillingdon's Planning Committee gave planning permission in January 2019 (Ref: 2370/APP/2018/2793) to redevelop the store to provide a new and modern food store, together with much needed new homes.

However, inflationary pressures have affected the delivery of the scheme and together with Morrisons, we have been working with officers at Hillingdon Council to devise updated design options to ensure the development progresses as soon as possible. We have now completed this work and we are in the process of preparing a further planning application to submit to the council by the end of the year.

The development remains largely the same in principle, but the revised scheme allows us to deliver on the promise of both a new and improved Morrisons and much needed local housing. We anticipate that with the new scheme there will be less construction disruption as we are no longer proposing a two-storey basement. The updated scheme will also see an increase in homes from 144 to 158, this will mean that 35% will be affordable housing, meeting the council's policy requirements and helping to meet growing housing need in the town centre.

As part of this work, we are keen to discuss the updated designs with you and your ward colleagues, the site's neighbours and we will also be holding a public exhibition event to showcase the updated proposals to the community. This will give residents the opportunity to see the updated plans and ask any questions they may have. We anticipate that this will be held in early December before the application is submitted and I should be in a position to confirm the details with you shortly.

I would be very happy to organise a meeting with you and your fellow ward councillors to take you through the proposals further and the key updates.

If you would like to organise a meeting or would like further information on the scheme you can contact me via [morrisons-yiewsley@luther.co.uk](mailto:morrisons-yiewsley@luther.co.uk).

Yours sincerely,

Andrew Rennie  
Managing Director

Appendix 2: Leaflet delivered to local residents and businesses,  
November 2022



## A new and improved Morrisons for Yiewsley High Street Public Exhibition Event

Thursday 8<sup>th</sup> December  
from 4pm to 8pm  
St Matthew's Church,  
High Street, Yiewsley, UB7 7QH

## A new and improved Morrisons for Yiewsley High Street Public Exhibition Event

Come and view our latest plans for the redevelopment of the Morrisons on Yiewsley High Street.

Citygrove, the development partner for Morrisons, is holding a drop-in exhibition event for members of the public to view the latest plans for the site and have your say.

The redevelopment will bring a brand new Morrisons store and much-needed homes to the town. It will provide an improved shopping experience for customers and keep retail on Yiewsley High Street.

Initial proposals for the site received planning permission following public consultation in 2019. We now want to share our latest plans for the store and new homes.

We want to hear your views, and invite you to join us on Thursday 8th December, between 4pm-8pm at:

St Matthew's Church,  
High Street, Yiewsley, UB7 7QH

For more info, please contact  
[morrisons-yiewsley@luther.co.uk](mailto:morrisons-yiewsley@luther.co.uk)

## Appendix 3: Exhibition boards displayed at public exhibition, December 2022

### Welcome...



#### **We are delighted to present our updated plans for a new Morrisons in Yiewsley, together with new homes for the local community.**

The redevelopment will offer customers an improved shopping experience and a more attractive, modern store. A glass shop front along the High Street will ensure the store is inviting and welcoming to customers, and a more efficient layout will enhance the customer experience.

The site's location, near to excellent transport links - including Elizabeth Line services at West Drayton station - provides an opportunity for the development to include much needed housing in the area.

Hillingdon's Planning Committee gave planning permission to redevelop the site to provide a new and modern Morrisons food store, together with new homes. When approving the planning application, Councillors commented that the proposals were welcome, as were the discussions with developers to reach a solution that would enhance the High Street and local area.

However, inflationary pressures have affected the delivery of the scheme and together with Morrisons, we have been working to amend the design to ensure the development progresses as soon as possible.

The scheme has been revised with minor changes and improvements to the existing proposals, which will be included in a further planning application which we expect to submit to the council by early 2023.



Existing store building

#### **The key changes to the scheme include:**

- Improved customer entrance to the Morrisons from the High Street,
- Separate access arrangements for delivery vehicles,
- Separation of the residential car park from the Morrisons car park,
- Design changes to improve the relationship of the development with neighbouring properties and the streetscape.

**We invite you to find out more about our latest proposals, discuss them with our team and provide your feedback on what we are proposing to do.**

**Morrisons 43-67 High Street, Yiewsley**



## A new Morrisons for Yiewsley



**"Working with our development partner Citygrove, we want to hear your views on our proposals to provide the local community with a new and modern store." (Morrisons)**

### About Morrisons

Morrisons is a British company and one of the UK's largest food retailers with over 118,000 colleagues in 497 stores, serving over 9 million customers every week. They cover over 97% of UK postcodes through our online delivery service. With competitive, permanently low prices, they are committed to helping their customers save money every day.

Their business is predominantly food and grocery focused and uniquely, they source and process half of the fresh food that they sell in their own manufacturing facilities and stores which gives them close control over provenance and quality. Their committed and professionally trained food makers and shopkeepers prepare food in-store for customers and they have more skilled colleagues preparing food in store than any other retailer.

### About Citygrove

Citygrove is a property development and investment company specialising in commercial and residential projects. We have many years' experience, with the expertise and skills to successfully bring this opportunity forward.

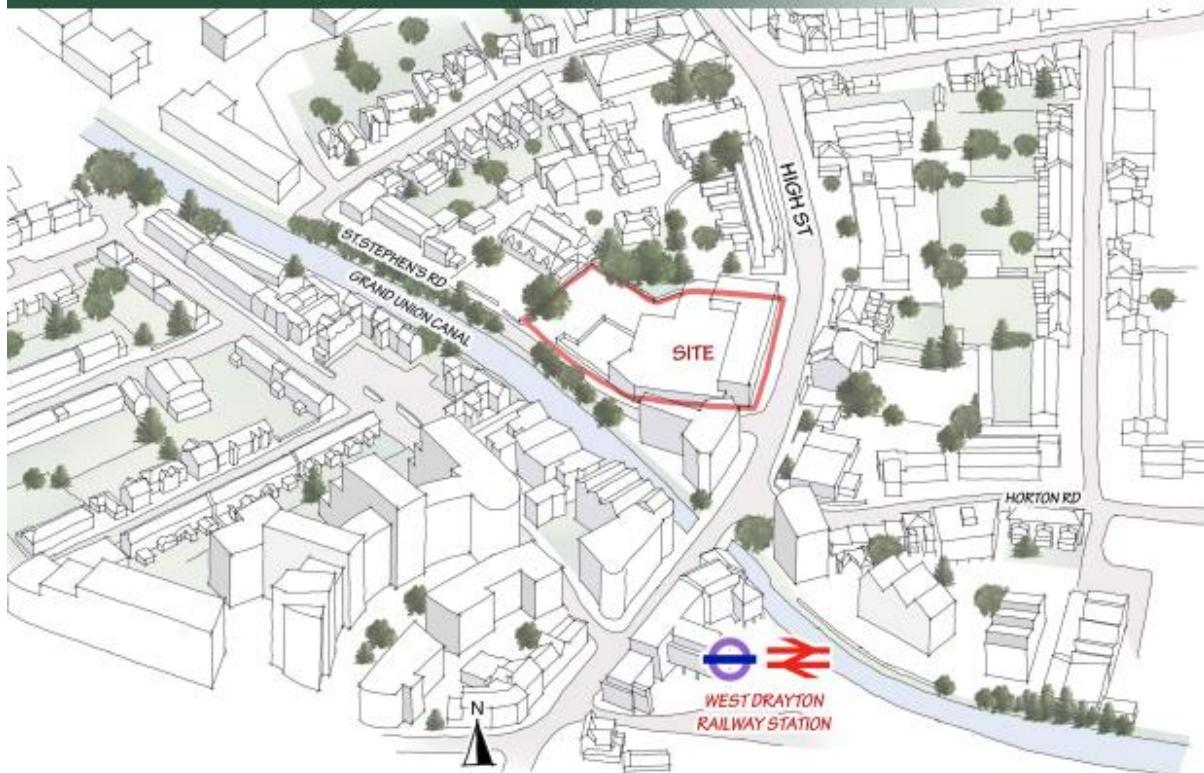


Initial designs for new store and homes

**Morrisons 43-67 High Street, Yiewsley**



## Why is this development needed?



### Commitment to Yiewsley

The Morrisons store in Yiewsley has been closed since 2021 and the store requires re-investment. Morrisons are keen to invest in the Yiewsley store to make it simpler for customers to shop and to improve the back of store areas for their hard-working colleagues.

However, the changes that they want to make cannot be achieved through just refurbishment, and requires redeveloping the site.

### A Modern Store

The new store will provide the local community with an improved, modern shopping experience. Morrisons have drawn up plans to rebuild the store with a design suitable for modern shopping and the needs of their customers and colleagues.

### Meeting the housing need

Hillingdon is currently experiencing a growing need for additional homes. Our proposals will include 158 new homes, an increase from the previous number of 144, which will be built above the new store.

Close to West Drayton train station, which is also served by the newly-opened Elizabeth Line, these homes will help to meet growing housing need in the town centre.

These plans will deliver a new Morrisons and housing within the same site.

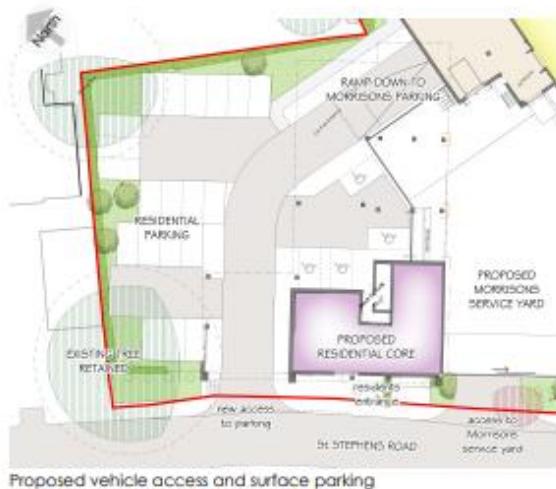
**The redevelopment will represent a major investment into the High Street and underlines Morrisons' ongoing commitment to Yiewsley.**

**Morrisons 43-67 High Street, Yiewsley**

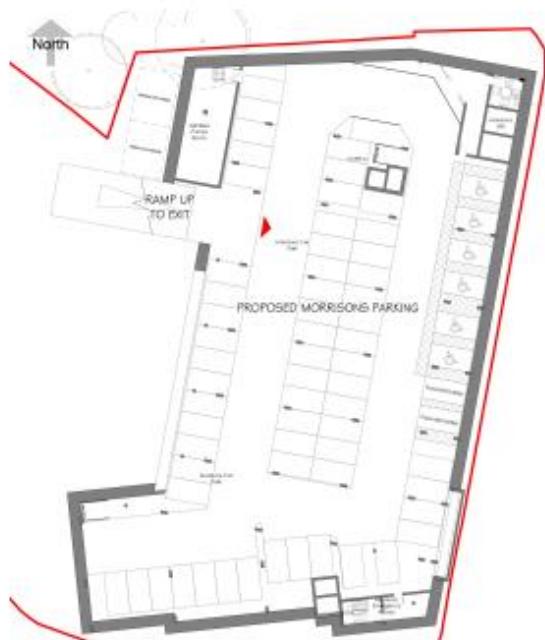
## The new proposals for the site



Planning permission was granted in October 2020 to redevelop the site. Since then, the scheme has been revised, with improvements to the existing proposals. These changes will be included in a further planning application to be submitted to the council.



Proposed vehicle access and surface parking



Proposed basement parking



Proposed upper floor residential plan



Proposed elevation from St Stephens Road

### Access

The new proposals for the site include the separation of the residential car park from the Morrisons store car park. The residential car park is proposed at ground floor level, with the basement area to be used for the store car park only. The number of spaces in the store car park remains as previously approved (69 spaces).

The access for delivery vehicles will be separated from the access for the customer and residential car parks.

This is coupled with more cycle parking spaces. There will be 284 residential cycle parking spaces in accordance with the council's requirements.

### Housing

Our proposals will include 158 new homes which will be built above the new store, helping to meet growing housing need in the town centre.

**Morrisons 43-67 High Street, Yiewsley**



## What will the new store look like?



Morrisons tailor the offer of each one of their stores to suit the communities they serve. Having reviewed what they offer in Yiewsley, Morrisons believe that this could be significantly improved through a brand new store, which will benefit its customers and colleagues and provide further investment in the local area.



The previous Morrisons store presented a blank wall to the High Street. However, the new store will open up the shop floor with a glass storefront, which will allow more natural light into the store. A glass storefront will provide a more welcoming entrance for customers. Changes to the proposals have improved the entrance to the Morrisons, giving customers better access from the High Street.

The new store will continue to offer customers the useful products and services they were used to, as well as new features such as a barista bar.

Example of Morrisons shop floor

**Morrisons 43-67 High Street, Yiewsley**

## What will the new homes look like?



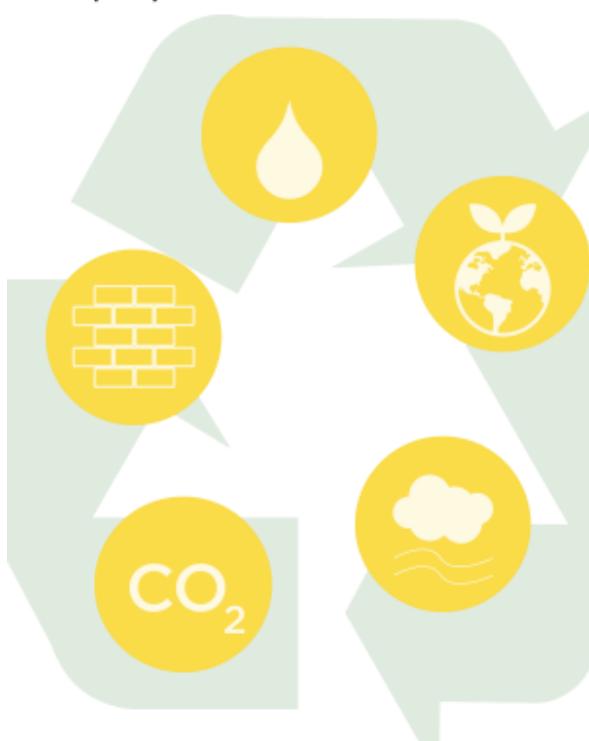
- There will be 158 homes above the new Morrisons store.
- There will be a range of one, two and three bedrooms flats, providing a range of types of homes to meet different needs.
- All of the residential accommodation will meet the Mayor of London's floor-space and private amenity area requirements. All proposed homes will have a private balcony.

- There will be over 2,000sqm of shared amenity space including a play area.
- The Mayor has set a minimum target of over 5,500 new homes in Hillingdon over a ten-year period up to 2025. This proposal will help the borough meet this target whilst also providing the investment for a new Morrisons.
- As a town centre site, with good transport links, the proposed housing represents significant long-term investment for Yiewsley.

**Morrisons 43-67 High Street, Yiewsley**

## Achieving a sustainability-led development

We are committed to ensuring the redevelopment has a positive impact on the local environment. Alongside Morrisons, we are making a series of commitments to improve the energy and water efficiency of the development, as well as to enhance the biodiversity and air quality of the town centre.



### Water

Using a combination of water efficiency and water conservation, the proposed development will reduce waste by implementing:

- Water efficient sanitary ware specification.
- Rainwater attenuation to reduce surface water run off rate to the sewer.

### Biodiversity

With a commitment to encouraging diversity within the ecosystem, the development will seek to improve the net site biodiversity through:

- Mixture of green and brown roof areas
- Promote a mix of species together with incorporating bird and bat boxes if considered appropriate

### Air Quality/Pollution

Through its obligation to improve the air quality of London and reduce pollution, the proposed development will implement:

- Refrigerants and insulants with a low global warming potential, in accordance with the F-gas regulations.
- No fossil fuel combustion on site.

### Materials

While designing the building structure and using materials that visually complement the area, it is important to retain a responsible approach to construction. This will be achieved by aiming for the following:

- Low embodied energy
- High recycled content
- Locally extracted and manufactured materials wherever possible
- Certified as responsibly sourced wherever possible
- 100% FSC (Forest Stewardship Council) sourced timber (or equivalent)
- Paints and sealants with low or zero volatile organic compounds
- Zero waste to landfill

### Energy/CO2 Reduction

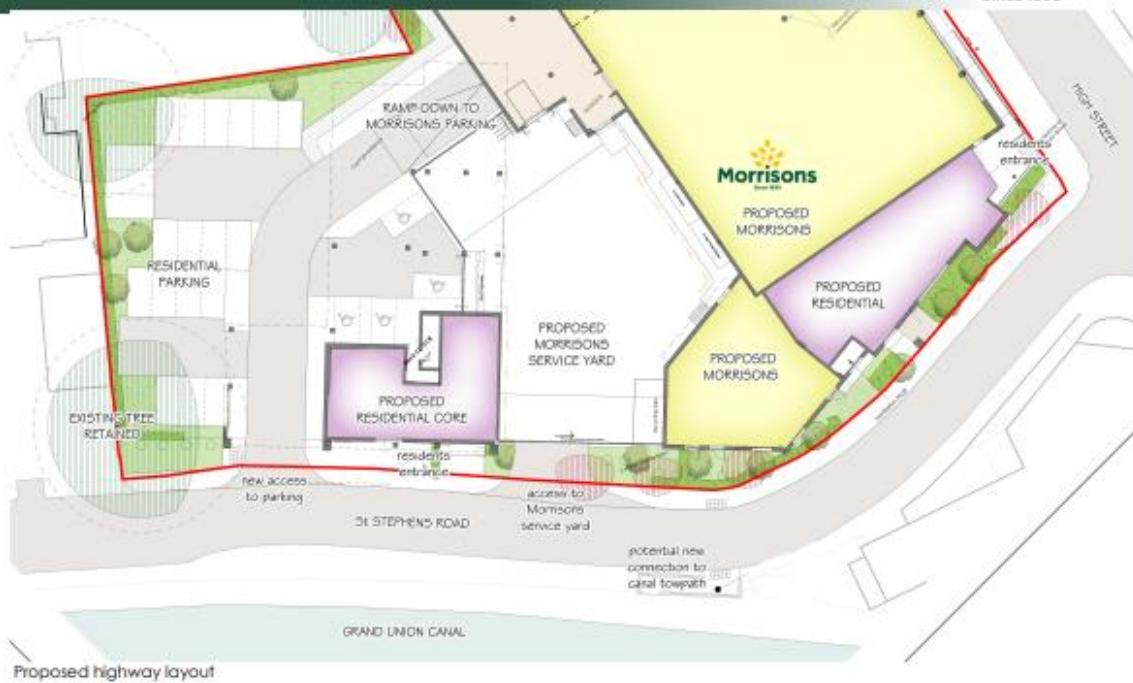
As part of the proposed target of a 35% improvement over Building Regulations on carbon dioxide emissions, the development aims to achieve an EPC (energy performance certificate) rating of B or better.

It will include:

- Enhanced thermal performance for new façade elements
- High performance glazing
- Low building air leakage
- Low energy LED lighting
- High efficiency heating plant using air source heat pumps.
- Variable speed fans and pumps
- The provision of photovoltaic panels to reduce the grid supplied energy consumption.

**Morrisons 43-67 High Street, Yiewsley**

# Transport



The site is located close to West Drayton rail station, providing services between Oxford, Reading and London Paddington, and is well served by multiple bus routes on the High Street and at the station.

Most significantly, West Drayton Station is now also served by the recently opened Elizabeth Line, which provides services to Reading, Central London and Heathrow.

#### Cycling, pedestrian and car access

The new proposals for the site will separate the residential car park from the Morrisons store car park, which will allow for better car park management.

Combined with this, there will be more cycle parking spaces, with 284 residential cycle parking spaces in accordance with the council's cycle parking standards.

The redevelopment will also have improved pedestrian access to the site, with improved street lighting and a pedestrian crossing to the canal towpath. It will also introduce better landscaping and a more attractive frontage to St Stephen's Road.

**Morrisons 43-67 High Street, Yiewsley**

## Construction and consultation



If these updated proposals are approved, construction is going to take place as quickly as possible. Careful consideration will be given to minimise the disruption to local residents and businesses. Local councillors, community groups and individual residents and businesses will be consulted to ensure views are heard and taken on board.

**In addition:**

- Working hours for the construction works will be restricted to those permitted by the local authority.
- Measures will be employed to reduce the incidence of dust, such as the installation of protective sheeting to the external elevations.
- Equipment will be fitted with silencers wherever possible.
- The playing of audio equipment will be prohibited.

It is not possible at this stage to confirm exactly how many deliveries there will be during construction. The contractor will be obliged to schedule and control all deliveries to the site outside peak hours, without breaching permitted working hours. Deliveries will be controlled by a qualified banksman and clear signage will be provided.



**Citygrove want to hear your views to help shape our proposals.**  
Please complete a feedback form and let us know your views.  
Please provide us with your comments on the scheme before Monday 9th January 2023.  
You can contact us on  
E: [morrisons-yiewsley@luther.co.uk](mailto:morrisons-yiewsley@luther.co.uk)  
T: 0207 618 9198.

**Morrisons 43-67 High Street, Yiewsley**



## Appendix 4: December 2022 Public Exhibition Feedback Form

### A new Morrisons store for Yiewsley Consultation feedback form



1

Thank you for taking the time to visit our exhibition. We hope it has helped to answer your questions and explained more about our plans for the new Morrisons store in Yiewsley. We would be very grateful if you would write down your thoughts on the proposals, so that we can continue to take into account your views as we move forward with the design process.

#### The Morrisons store

**1. How often did you visit the previous Morrisons store in Yiewsley?**

Twice a week or more  Once a week  Once a fortnight  Once a month  Rarely  Never

**2. How did you normally travel to the Morrisons store?**

Car  Bus  Walk  Cycle  Other

**3. Do you like our proposals to improve the High Street, with a more welcoming glass shop front and entrance from the High Street?**

Yes  No  Don't know

**4. Having viewed the proposals, do you agree that a new Morrisons store would be beneficial for Yiewsley and the High Street?**

Yes  No  Don't know

#### New homes for Yiewsley

**5. Do agree that brownfield sites should be considered for new housing ahead of other sites?**

Yes  No  Don't know

**6. Do you agree that sites in town centres that are close to transport links are suitable locations for new housing?**

Yes  No  Don't know

**7. Would you be interested in living at a property on this site?**

Yes  No  Don't know

**8. Are there any new facilities that you would like the development to provide?**

E.g. electric vehicle charging points, more bicycle parking

**A new Morrisons store for Yiewsley  
Consultation feedback form**

**9. Do you have any other views on the proposals for a redeveloped Morrisons store and  
homes on Yiewsley High Street?**

new

**Contact details**

This information is being collected by Morrisons and ~~Citygrove~~ in order to help us shape our proposals. We may wish to contact you to find out more about your views and to follow up on your feedback. By providing your contact details below you give consent to us contacting you for further feedback or to update you on the consultation process. Your personal information will not be used for any other purpose, it will not be shared outside the project team, and it will be removed from our records at the conclusion of the project. If you would like to remove your information from our records before then you can contact us at any time.

**Name**

**Address**

**Email**

Please tick here if you would like to be kept updated on the proposals

**Contact us**

Email: [Morrisons-yiewsley@luther.co.uk](mailto:Morrisons-yiewsley@luther.co.uk)

Tel: 0207 618 9198

## Appendix 5: Letter sent to local stakeholders, May 2018

Dear

### **New Morrisons store for Yiewsley and public exhibition**

**Tuesday 12th June from 4.00pm to 8.00pm in Yiewsley Baptist Church, 74 Colham Avenue UB7 8HF**

I wanted to write to you to let you know about our plans to redevelop the Morrisons store on Yiewsley High Street and the public exhibition we plan to hold for local residents in the weeks ahead. I, with relevant members of the project design team, would be keen to meet you to discuss the proposals in more detail and hear any feedback you might have.

Morrisons has served the Yiewsley and West Drayton communities for a decade and before that the store operated as a Safeway. However, having reviewed our current store offer we believe that this can be improved through a redeveloped store, which will benefit our customers and colleagues and provide investment in the local area.

Working with our development partner Citygrove, our proposals also include 160 new homes which will be built above the new store. 35% of the new homes will be affordable, meeting the London Borough of Hillingdon's policy targets and helping to meet growing housing need in the town centre where the arrival of Crossrail is making the area a transport hub. Our plans will also provide significant improvements to the canal towpath along St Stephen's Road, with further investment in landscaping and lighting.

Before we submit a planning application, we are holding a public exhibition event for our customers, local residents and the Yiewsley community to give an overview of our proposals and provide an opportunity for them to give their views.

**The event will be held on Tuesday 12th June from 4.00pm to 8.00pm in Yiewsley Baptist Church, 74 Colham Avenue UB7 8HF.**

We are writing to those local residents who live close by, the Community Association and Town Action Group, regarding the event. Information on the event as well as details of the proposals will also be published on our community exhibition website [www.morrisons-yiewsley.co.uk](http://www.morrisons-yiewsley.co.uk) which will be updated throughout the process.

I very much hope we can meet to discuss the proposals in more detail. A member of my team will be in contact with you shortly to see if a meeting can be arranged or you can contact us on 0207 618 9198 or [morrisons-yiewsley@luther.co.uk](mailto:morrisons-yiewsley@luther.co.uk).

Yours sincerely,



Sarah Atta-Nugent  
Morrisons Corporate Services Manager - Corporate Affairs

## Appendix 6: Article in Get West London, May 2018



### Morrisons announces plans to demolish Yiewsley store to build new supermarket and 160 homes

Morrisons plans to make 56 of the 160 new homes affordable



SHARE

By **Qasim Peracha**  
15:53, 17 MAY 2018

NEWS

**Morrisons** has announced plans to demolish its [Yiewsley](#) store and build a new one, along with 160 new homes.

The store in Yiewsley High Street, which was previously a [Co-Op](#), would be demolished under the plans, with a new store being built on the same site.

Morrisons is in the early stages of developing plans, which will go on public exhibition in Yiewsley Baptist Church on June 12.

As well as building a brand-new, new-look Morrisons with barista bar, the Morrisons proposal will include 160 new homes, 56 of which Morrisons are planning to make affordable.

The store borders the [Grand Union Canal](#), and Morrisons are promising to make investments to the canal towpath along St Stephen's Road.

The supermarket also hopes to build underground parking both for customers and residents of the flats above the the store.

The new development plans are being drawn up by Morrisons and developers Citygrove. A planning application has not yet been submitted and a spokesman for Morrisons has said that they are keen to interact with [Hillingdon Council](#) and the local community to help shape their plans.

Ben Kallend, Asset Manager, at Morrisons said: "We have taken a fresh look at the site and our plan is to provide new facilities and a new store for customers to enjoy.

"The development will also provide some of the new homes that the borough needs and we are now keen to listen to what the local community has to say about the plans."

The [\*\*Morrisons store in Brentford is to be demolished\*\*](#), after developers were granted planning permission from Hounslow Council. The new development will include a store, which both Lidl and Marks & Spencer have expressed an interest in.



Plans are being drawn up to demolish the Morrisons in High Street, Yiewsley

## Appendix 7: Article in Hillingdon & Uxbridge Times, May 2018

# HILLINGDON & UXBRIDGE TIMES

19th May

## Neighbours to be consulted before plans go to council



Big plans: for Morrisons in Yiewsley

MORRISONS is planning a new store at its High Street site in Yiewsley which, if approved, would also create new affordable homes.

The plans, which involve the current store being demolished, includes a new-look Morrisons with barista bar.

Also included in the scheme are plans for:

- *160 new homes, including 56 affordable homes, helping Hillingdon borough meet its growing housing need*
- *Investment to improve the canal towpath along St Stephen's Road*
- *Basement onsite parking for residents and Morrisons customers*

Morrisons has partnered with developer Citygrove, who have extensive experience of delivering new homes across London, to develop the plans for the High Street site.

Ahead of a planning application, Morrisons and developer Citygrove will consult residents and businesses surrounding the site to listen to their comments.

A public consultation event will also be held on Tuesday, June 12, from 4-8pm in Yiewsley Baptist Church in Colham Avenue.

Appendix 8: Leaflet delivered to local residents and businesses,  
May 2018



A new Morrisons for  
Yiewsley High Street  
Public exhibition event

Tuesday 12th June from 4pm to 8pm  
Yiewsley Baptist Church,  
74 Colham Avenue, UB7 8HF

[www.morrisons-yiewsley.co.uk](http://www.morrisons-yiewsley.co.uk)

**Morrisons**  
Since 1899

citygrove

## A new Morrisons for Yiewsley High Street Public Exhibition Event

Come and view plans for the redevelopment of the Morrisons store on Yiewsley High Street.

Morrisons, with our development partner Citygrove, is holding a public drop-in event on:

**Tuesday 12th June from 4pm to 8pm  
Yiewsley Baptist Church,  
74 Colham Avenue, UB7 8HF**

We are developing proposals to provide the local community with a new and modern store which can offer a range of services and produce.

The proposals will also deliver new homes and improvements to the canal towpath along St Stephen's Road.

We want to hear your views and look forward to seeing you at the event.



*Initial designs for new store and homes*



**For further information please contact:**

**E: [morrisons-yiewsley@luther.co.uk](mailto:morrisons-yiewsley@luther.co.uk)**

**T: 0207 618 9198**

**[www.morrisons-yiewsley.co.uk](http://www.morrisons-yiewsley.co.uk)**

## Appendix 9: Consultation Process for approved proposals (June-July 2018)

### Morrisons colleagues

#### *Introduction*

9.1 Morrisons' stores are made by their people and Morrisons were determined that the hard-working team in Yiewsley would have the opportunity to provide their feedback on the proposals early in the process.

9.2 Engagement with Morrisons colleagues who work in the Yiewsley store focussed on two key events:

- **16<sup>th</sup> May - Introductory colleague meeting:** A meeting was held with all available staff to inform them of the proposals and the potential changes it would mean for the store. At the same time, colleagues were offered the opportunity to ask questions about the proposals and the impact on them. Colleagues who weren't able to attend the meeting were spoken to by telephone immediately after. This was in advance of any information being distributed publicly.
- **11<sup>th</sup> June - Dedicated exhibition event for colleagues:** An exhibition event was held in store for Morrisons colleagues so they could see the boards and detailed plans and provide any feedback. HR colleagues were available so that Yiewsley store colleagues could ask questions about the changes and their impact.

#### *Colleagues' Feedback*

9.3 Alongside the specific information events outlined above, throughout the process Morrisons colleagues have been kept informed of the development of the proposals and have had the opportunity to provide feedback and ask further questions.

9.4 The key themes and issues raised during engagement with colleagues were:

- **Proposals:** Morrisons colleagues working in store were supportive of redevelopment and investment to improve the look, access and effectiveness of the store. They welcomed improvements to the back of store areas, the layout of the store and access. Colleagues were pleased that the business is investing in their store as they feel that it needs modernising.
- **Employment:** Colleagues naturally had questions about what would happen to their jobs during the construction process. In colleague briefings, they were made aware of the opportunities available at other Morrisons stores nearby, on the whole colleagues felt the plans were far enough in the future that they had time to consider their options.

### Wider Public

### ***Introduction***

9.5 Alongside the consultation with Morrisons colleagues working in the Yiewsley store, engagement was also carried out with customers, local residents, local stakeholders and community groups.

### ***Stakeholder meetings***

9.6 Letters were sent to key local stakeholders outlining the proposals and offering them a meeting to discuss the plans in more detail and provide their feedback. These were sent to:

- Yiewsley and West Drayton Town Action Group
- Garden City Residents' Association
- St Matthew's CE Primary School
- St Matthew's Church
- Yiewsley Islamic Centre
- Yiewsley Ward Councillors
- West Drayton Ward Councillors
- Leader of the Council
- Cabinet Member for Planning
- Local Member of Parliament
- London Assembly Member for Ealing and Hillingdon
- Hillingdon Chamber of Commerce

9.7 Following the letter, calls were made to key stakeholders to provide more detail and offer meetings to discuss the plans.

9.8 During this phase the project team engaged with Ward Councillors and representatives of Yiewsley and West Drayton Town Action Group to keep these groups updated on the progress of consultation.

9.9 A meeting was held with the Chair of governors and members of the government body from St Matthew's CE Primary School, outlining proposals and seeking input, and with a representative of St Matthew's Church, outlining proposals and seeking input.

### ***Public Exhibition***

9.10 In order to showcase the designs to the public, Morrisons and Citygrove held a public exhibition on Tuesday 12<sup>th</sup> June from 4-8pm in Yiewsley Baptist Church.

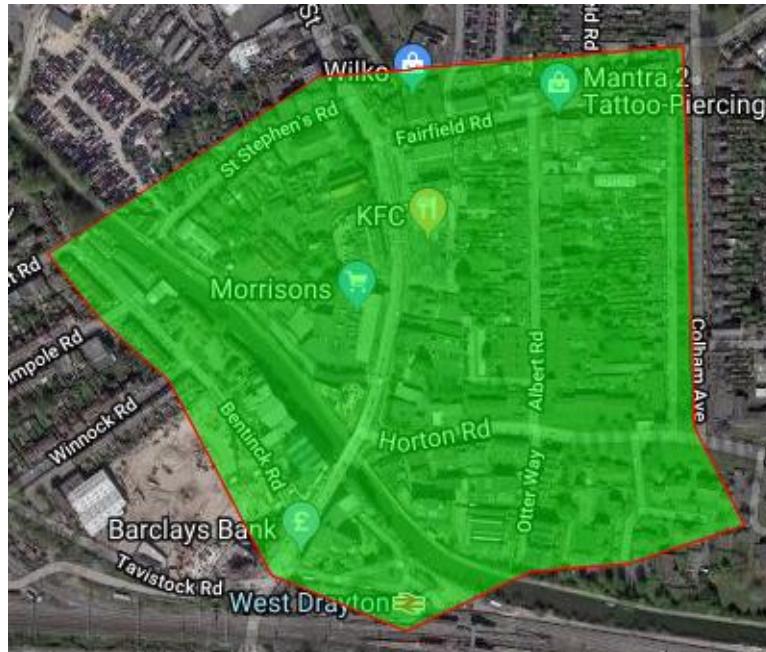
### ***Publicising the Public Exhibition***

9.11 In order to secure strong attendance at the public exhibition and gather as much feedback as possible, Morrisons and Citygrove conducted a range of activities to publicise the event.

These included:

- A press release was issued to local news groups providing information about the proposals and details of the public exhibition. Articles were published in **Get West London** and the **Hillingdon & Uxbridge Times** (see Appendix 7).
- In the weeks preceding the event, **1,300 leaflets** were distributed to households and businesses in the local area outlining the proposals and providing details of the public exhibition (see Appendix 6).
- Posters advertising the public exhibition were displayed within the Morrisons store in Yiewsley.
- John Davies, Chair of the **Yiewsley and West Drayton Town Action Group** kindly agreed to include the details of the public exhibition in the Town Action Group's newsletter which is emailed to local residents and community groups.

#### **Map showing area of leaflet circulation in advance of the public exhibition**



#### ***The Public Exhibition – June 2018***

9.12 At the public exhibition, Morrisons and Citygrove presented initial proposals to local residents and set out thoughts in a way that reflected the specific areas of interest raised in conversations with key stakeholders.

9.13 Seven exhibition boards were displayed that featured details on why the development is needed to guarantee the long-term viability of the store, what the redeveloped store will look like, what the new homes will look like, traffic and access to the site including a redeveloped St Stephen's road, initial plans for construction management and details on how to provide input.

9.14 Morrisons and Citygrove were keen to give residents the opportunity to meet the full team behind the plans and therefore fielded a senior team throughout the exhibition. The Managing Director of Citygrove and a Morrisons representative were present at all times, and available to speak directly to residents, as were representatives from Hester Architects, Redwood Partnership (transport consultants), Watkins Payne (planning consultants) and Luther Pendragon (communications consultants).

9.15 To ensure that those who could not attend had the opportunity to view the initial plans and leave feedback a simple, easy-to-use website with details of the plans was developed alongside preparations for the public exhibition and was launched at the same time. Details of the website were provided in the letter distributed to residents in advance of the exhibition.

9.16 Exhibition attendees were asked to complete a feedback form to share their views on the initial plans. This form was also made available as an online survey on the dedicated website (see appendix 11).

9.17 30 people attended the public exhibition and 12 people completed feedback forms. 3 feedback forms were also submitted through the online survey on the dedicated website.

#### ***Public Exhibition – key stakeholders***

9.18 A number of key stakeholder groups were represented at the exhibition:

- **Yiewsley and West Drayton Town Action Group:** John Davies, Chair of the Town Action Group attended.
- **Yiewsley Ward Councillors:** Councillor Shehryar Ahmad-Wallana attended.
- **St Matthew's CE Primary School:** Linda Ryan, a governor at the primary school attended.
- **St Matthew's Church:** Rev Richard Young attended.

#### ***Public Exhibition feedback***

9.19 General feedback on the initial plans for the scheme – given both verbally and written – was largely positive.

9.20 Residents gave positive feedback about the proposed improvements to the entrance to the store on the High Street, they also liked improvements to St Stephen's Road and the canal. Some suggested the proposed improvements could reduce anti-social behaviour and crime rates in the area, and specifically along the canal.

9.21 Residents asked about the nature of the proposed homes, asking about how they would be managed and how they would be allocated if the development went ahead. In particular this focused on whether residents with local ties to Yiewsley would have any priority.

9.22 Some attendees also had questions about what financial support the development could contribute to support local public services.

9.23 Residents sought reassurances about how the new building would relate to existing buildings on the High Street as well and the other proposed new buildings.

9.24 While the glass frontage to the Morrisons store received positive feedback, there were a range of views expressed about overall architectural style of the building.

9.25 Attendees were very positive about Morrisons and Citygrove's commitment to community engagement and the extent to which residents' input was being sought.

9.26 Some attendees, in particular customers at the existing store, had concerns about where people would shop during the construction work, but were pleased that it would guarantee the long-term future of the store on the High Street.

***Written feedback from residents.***

*"Revamping of canal path will reduce anti-social behaviour and bring down crime rates."*

*"It will make the canal a good area for recreation."*

*"Good looking architecture. Incorporating trees and shrubs and not looking like grey slabs as the other ends of the High Street."*

## Appendix 10: Exhibition boards displayed at Public Exhibition, June 2018

## Welcome

We are delighted to present our plans for a new Morrisons in Yiewsley – designed to offer our customers an improved shopping experience.

The redevelopment will offer our customers a modern store tailored to suit local needs. A glass shop front along the High Street will ensure the store is inviting and welcoming to customers, and a simplified layout will make it easier for customers to shop.

The site's location near to excellent transport links provides an opportunity for the development to include much needed housing in the area. It will also provide new affordable homes for Yiewsley.

We invite you to find out more about our emerging proposals, discuss them with our team and provide your feedback on what we are proposing to do.

## The Yiewsley Team

Morrisons - Owner

Citygrove – Development Manager

Hester - Architects

Lichfields - Planning Consultants



## Proposed Site Plan



**Morrisons 43-67 High Street, Yiewsley**

## A new Morrisons store for Yiewsley



### About Morrisons

Headquartered in Bradford since 1899, Morrisons is a British food retailer with more than 100,000 colleagues in 493 stores serving over 11 million customers every week.

We are British farming's biggest supermarket customer and all Morrisons-branded fresh meat and everything on our butchers' counters is 100% British.

Morrisons has its own sites processing meat, fruit & veg, fish, bakery and fresh food products – 18 in all – and is unique in preparing and making more than half of the fresh food sold in our stores. Food manufactured in our sites and stores is showcased with 'Morrisons Makes It' branding.

### Morrisons in Yiewsley

Morrisons has served the Yiewsley and West Drayton communities for a decade and before that the store operated as a Co-Op. However, having reviewed our current store offer we believe that this can be improved through a redeveloped store, which will benefit our customers and colleagues and provide investment in the local area.



Initial designs for new store and homes

**"Working with our development partner Citygrove, we want to hear your views on our proposals to provide the local community with a new and modern store which can offer an improved range of services and produce."**

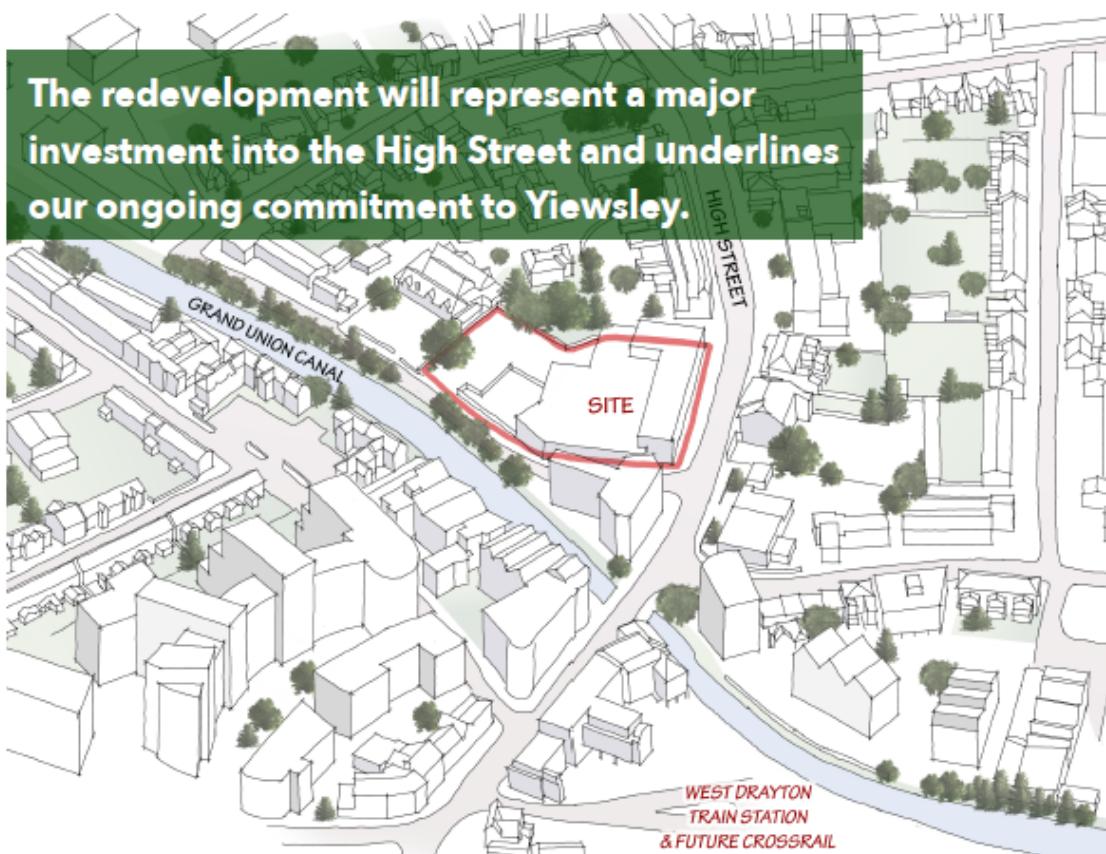
### About Citygrove

Citygrove is a property development and investment company specialising in commercial and residential projects. They have many years' experience with the expertise and skills to successfully bring this opportunity forward.

**Morrisons 43-67 High Street, Yiewsley**

# Why is this development needed?

**The redevelopment will represent a major investment into the High Street and underlines our ongoing commitment to Yiewsley.**



## Commitment to Yiewsley

We are keen to invest in the Yiewsley store to make it simpler for our customers to shop and to improve the back of store areas for our hard working colleagues. However, the changes that we want to make cannot be achieved through refurbishment.

## A modern store

The new store will provide the local community with an improved, modern shopping experience.

We have drawn up plans to rebuild the store with a design suitable for modern shopping and the needs of our customers and colleagues. The store will offer a wide range of services and produce, including a new barista bar.

## Meeting the housing need

Hillingdon is currently experiencing a growing need for affordable homes. There are 1,940 applicants waiting on the council's housing register.

Our proposals will include 160 new homes which will be built above the Morrisons store.

Over a third (35%) of the new homes will be affordable, meeting the London Borough of Hillingdon's policy targets. Close to West Drayton train station, these homes will help to meet growing housing need in the town centre.

Including housing in our plans means that we can deliver a new Morrisons and affordable housing within the same site.

**Morrisons 43-67 High Street, Yiewsley**

## What will the new store look like?



Illustrative view from High Street



Existing store



Example shop floor

Example shop floor

We tailor the offer of each one of our stores to suit the communities they serve. Having reviewed our current offer in Yiewsley, we believe that this can be significantly improved through a redeveloped store, which will benefit our customers and colleagues and provide new investment in the local area.

The existing store presents a blank wall to the High Street. We want to open up the shop floor with a glass frontage, which will allow more natural light into the store. A glass shopfront will provide a welcoming entrance for our customers.

The redeveloped store will offer the services our customers enjoy, as well as new features such as a barista bar. We want to hear your views and would welcome your feedback on our proposals.

**Morrisons 43-67 High Street, Yiewsley**

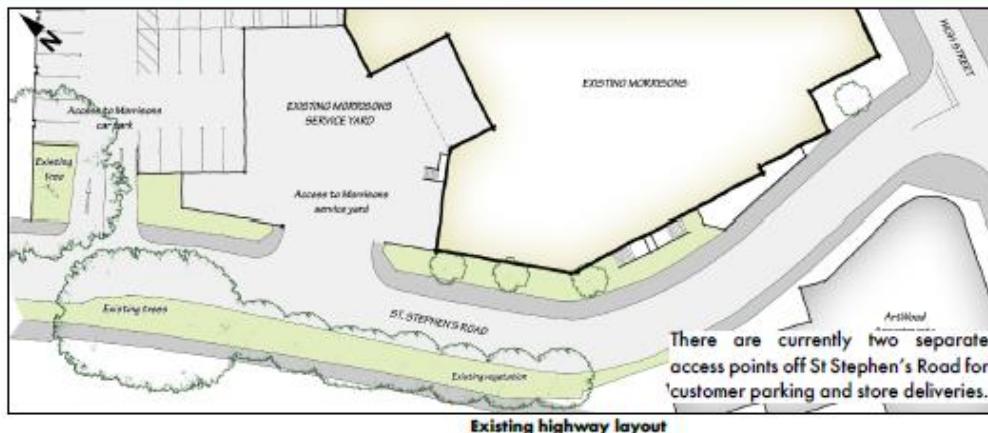
## What will the new homes look like?



- There will be 160 residential units above the new Morrisons store, of which 56 (35%) will be affordable, meeting Hillingdon Council's target for new affordable housing.
  - There will be a range of one, two, three bedrooms flats and four-bedroom duplexes, providing the types of homes that the residents of Hillingdon need.
  - All of the residential accommodation will meet the Mayor of London's floor-space and private amenity area requirements. Hillingdon is currently experiencing a growing need for affordable homes. There are 1,940 applicants waiting on the council's housing register.
  - The Mayor has set a minimum target of over 5,500 net new homes in Hillingdon over a ten-year period up to 2025. Including housing in our plans means that we can deliver a new Morrisons and affordable housing within the same site.
  - As a town centre site, with good transport links, this redevelopment will not only be able to offer a new Morrisons store and much-needed homes, but also represents significant long-term investment for Yiewsley.

**Morrisons 43-67 High Street, Yiewsley**

## Transport and Access



The site is located close to West Drayton rail station and is well served by five bus routes on the High Street and at the station.

The redevelopment will have good public transport links and improved cycling and pedestrian access to the site.

This will include improved street lighting and a wider footpath. It will also introduce better landscaping and a more attractive frontage to St Stephen's Road.

Currently, there are two access junctions on St Stephen's Road serving the site. The proposals will remove the car park entrance and relocate the service yard entrance to provide a single site access for residents, customers and service vehicles.

140 car parking spaces will be provided for residents and 71 spaces allocated for the Morrisons store. Cycle parking facilities will be provided throughout the scheme.



Illustrative view from St. Stephen's Road

**Morrisons 43-67 High Street, Yiewsley**

# Construction and consultation

## When will work start?

If planning is approved construction is likely to take around 18 months. Careful consideration will be given to minimise the disruption to local residents and businesses. Local residents associations and any individual residents and businesses will be consulted to ensure views are heard and taken on board.

In addition:

- Working hours for the construction works will be restricted to those permitted by the local authority.
- Measures will be employed to reduce the incidence of dust, such as the installation of protective sheeting to the external elevations.
- All equipment will be fitted with silencers.
- The playing of audio equipment will be prohibited.

Safety is paramount and the site will be fully hoarded to prevent unauthorised access or injury to a member of the public.

It is not possible at this stage to confirm exactly how many deliveries there will be during construction. The contractor will be obliged to schedule and control all deliveries to the site outside peak hours, without breaching permitted working hours. Deliveries will be controlled by a qualified banksman and clear signage will be provided.



Illustrative view from High Street

Morrisons and Citygrove want to hear your views.

Please complete a feedback form and let us know your views.

Information on this exhibition can also be found at [www.morrisons-yiewsley.co.uk](http://www.morrisons-yiewsley.co.uk)

Or you can contact us on

E: [morrisons-yiewsley@luther.co.uk](mailto:morrisons-yiewsley@luther.co.uk)

T: 020 7618 9198

**Morrisons 43-67 High Street, Yiewsley**

## Appendix 11: June 2018 Public Exhibition feedback form

### A new Morrisons store for Yiewsley Consultation feedback form



Thank you for taking the time to visit our exhibition. We hope it has helped to answer your questions and explained more about our plans for the Morrisons store in Yiewsley. We would be very grateful if you would write down your thoughts on the proposals, so that we can continue to take into account your views as we move forward with the design process.

#### The Morrisons store

##### 1. How often do you visit the Morrisons store in Yiewsley?

Twice a week or more  Once a week  Once a fortnight  Once a month  Rarely  Never

##### 2. How do you normally travel to the Morrisons store?

Car  Bus  Walk  Cycle  Other

##### 3. Do you like our proposals to improve the High Street, with a more welcoming glass shop front and two entrances from the High Street?

Yes  No  Don't know

##### 4. Do you like our proposals to improve St Stephen's Road, with a single vehicle access to the store, improved street lighting and a wider footpath?

Yes  No  Don't know

##### 5. Having viewed the proposals, do you agree that a new Morrisons store would be beneficial for Yiewsley and the High Street?

Yes  No  Don't know

#### New homes for Yiewsley

##### 6. Do agree that brownfield sites should be considered for new housing ahead of other sites?

Yes  No  Don't know

##### 7. Do you agree that sites in town centres that are close to transport links are suitable locations for new housing?

Yes  No  Don't know

##### 8. Do you think affordable homes should be included in the proposals?

Yes  No  Don't know

##### 9. Do you think 35% is the right proportion of affordable homes for the site?

Yes  No, there should be more  No, there should be less

##### 10. Would you be interested in living at a property on this site?

Yes  No  Don't know

**A new Morrisons store for Yiewsley  
Consultation feedback form**

**11. Are there any new facilities that you would like the development to provide?**

E.g. electric vehicle charging points, bicycle parking

**12. Do you have any other views on the proposals for a redeveloped Morrisons store and new homes on Yiewsley High Street?**

**Contact details**

This information is being collected by Morrisons and Citygrove in order to help us shape our proposals. We may wish to contact you to find out more about your views and to follow up on your feedback. By providing your contact details below you give consent to us contacting you for further feedback or to update you on the consultation process. Your personal information will not be used for any other purpose, it will not be shared outside the project team, and it will be removed from our records at the conclusion of the project. If you would like to remove your information from our records before then you can contact us at any time.

**Name**

**Address**

**Email**

Please tick here if you would like to be kept updated on the proposals

You can also view our proposals and provide feedback at: [www.morrisons-viewsley.co.uk](http://www.morrisons-viewsley.co.uk)

**Contact us**

Email: [Morrisons-viewsley@luther.co.uk](mailto:Morrisons-viewsley@luther.co.uk)

Tel: 0207 618 9198

## Appendix 12: Dedicated website prior to and following the Public Exhibition in June 2018



### A new Morrisons for Yiewsley High Street

We are very proud that Morrisons has been able to serve the Yiewsley and West Drayton communities for many years. However, having reviewed our current offer we believe that this can be significantly improved through a redeveloped store, which will benefit our customers and colleagues, provide new investment in the local area and ultimately secure the store's long-term future.

We want to provide the local community with a new and modern store which can offer a wider range of services and produce. The existing store needs re-investment, but it is poorly configured and inefficient. The entrance to the High Street is not as accessible as we would like it to be. Although the new store will be smaller than the current premises, modern store design and layouts mean that we can continue to offer customers the useful services they're used to as well as a wider product range.

Working with our experienced development partner Citygrove, our proposals also envisage the development of 160 new homes which will be built above the new store and 35% of these new homes will be affordable. There will also be significant improvements to the canal towpath along St Stephen's Road, with investment in landscaping and lighting.



### Public Exhibition

Tuesday 12th June from 4pm to 8pm Yiewsley Baptist Church, 74 Colham Avenue, UB7 8HF

Morrisons, with our development partner Citygrove, is holding a public drop-in event for local residents to view plans for the redevelopment of the Morrisons store on Yiewsley High Street.

To showcase our proposals we are holding a public exhibition event for our customers, local residents and the Yiewsley community to give an overview of the scheme and provide a chance for them to give their views.

The event will be held on Tuesday 12th June from 4pm to 8pm Yiewsley Baptist Church, 74 Colham Avenue, UB7 8HF

[Click here to view in Google Maps](#)



Existing store on Yiewsley High Street.



Initial designs for new store and homes

### CONTACT US

We want to meet and hear from as many people as possible as we develop the proposals over the next few months.



If you have any questions on the consultation, please email us: [morrisons\\_yiewsley@lutter.co.uk](mailto:morrisons_yiewsley@lutter.co.uk)



Alternatively, please call us on [0207 618 9198](tel:0207 618 9198) 9AM - 5PM Monday - Friday

**A new Morrisons for Yiewsley High Street**

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We want to ensure that we can provide the local community with a new and modern store which can offer a wider range of services and produce, including our very popular Market Street service. The new store will provide an improved shopping experience for customers, as well as new employment opportunities for our colleagues, incorporating a butcher, fish monger and baker.

Working with our experienced development partner Citygrove, our proposals also envisage the development of 160 new homes which will be built above the new store and 35% of these new homes will be affordable. There will also be significant improvements to the canal towpath along St Stephen's Road, with investment in landscaping and lighting.

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## A new Morrisons for Yiewsley High Street

We are proud that Morrisons has been able to serve the Yiewsley and West Drayton communities for several years. However, after reviewing our current offer we believe that this can be significantly improved through a redeveloped store which will benefit our customers and colleagues and provide new investment in the local area.

We want to provide the local community with a new and modern store with improved layout which can offer a range of products and new services such as a barista bar.

Working with our experienced development partner Citygrove, our proposals also envisage the development of 160 new homes which will be built above the new store and 35% of these new homes will be affordable. There will also be significant improvements to the canal towpath along St Stephen's Road, with investment in landscaping and lighting.



## Consider the proposals and let us know your views

We would like to hear your views on our proposals for a redeveloped Morrisons store and new homes for Yiewsley.

A public exhibition was held on Tuesday 12th June at Yiewsley Baptist Church, where members of the public were invited to view our proposals and provide their feedback. If you weren't able to attend the exhibition you can still view our proposals and provide your feedback online.

[To view our proposals click here >](#)

[To provide your feedback on our proposals click here >](#)

Thank you for taking the time to consider our plans for the Morrisons store in Yiewsley.



Existing store on Yiewsley High Street



Initial designs for new store and homes

## CONTACT US

We want to meet and hear from as many people as possible as we develop the proposals over the next few months.



If you have any questions on the consultation, please email us: [morrisons\\_yiewsley@luther.co.uk](mailto:morrisons_yiewsley@luther.co.uk)



Alternatively, please call us on [0207 618 9198](tel:02076189198) 9AM - 5PM Monday - Friday