



Case Study

Co-operative Foodstore, Cinderford

Background

The Midcounties Co-operative (Co-op) have a foodstore in Cinderford, Gloucestershire. When competitor Tesco submitted a development proposal for a superstore and petrol filling station on the site of an adjacent rugby club on Dockham Road, the Co-op appointed Cole Easdon Consultants (CEC) to help prepare a suitable objection to the proposal.

CEC then separately helped the Co-op to put together a planning application for a mixed use development comprising of an expansion of its existing store to 3,200 m² GFA with a further complementary 3,500 m² GFA of retail units, a community library, new health centre, service yard(s), bus interchange and town centre parking.



Client

Midcounties Co-operative (formerly Oxford, Swindon & Gloucester Co-operative)

CEC Input

Objection to Tesco development proposal

- Proof of evidence & expert witness at public inquiry and the High Court
- Road Safety Audit of Tesco proposals
- Comprehensive critique of applicant's technical documents, specifically the Flood Risk Assessment, Transport Assessment and Travel Plan

The main concern related to highway safety, and the inappropriateness of Dockham Road (beyond the Co-op foodstore) to safely accommodate heavy goods vehicles and the large volume of pedestrian movements that were predicted.



Co-operative Expansion and Development

- Flood Risk Assessment/Drainage Strategy
- Transport Assessment
- Travel Plan Framework
- Input to masterplan layout

We provided valuable input to the masterplan layout to ensure that all modes of transport were suitably accommodated on site. This input included consideration

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of pedestrian/cyclist desire lines, vehicle circulation and parking requirements, service yard parameters, and the design of a new bus interchange and associated turning facilities.

Benefits of Our Involvement

- Following CEC's comprehensive objections, the Tesco application did not proceed, thereby safeguarding Co-op's position as the main food retailer in the town centre. Tesco are now considering alternative sites.
- CEC influenced the masterplan layout for the Co-op led proposal to offer a comprehensive scheme which was safe, efficient and practical.
- Our multi-disciplinary involvement provided best value to the Co-op.

"I have worked with CEC's transport planning teams in both Bristol and Swindon on a number of schemes over the past few years. I have always found the quality of their work to be of the highest standard, they take a very proactive approach to projects, and always deliver on time."

Tina Dufty, Director, ArcTech Design Associates Limited

ArcTech Design Associates were the architect for the alternative mixed use scheme proposed by the Co-op.



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