



# A new development to benefit Shaftmoor Lane

» **SPLP are putting together plans for Morrisons and ExtraCare** to comprehensively redevelop the former Lucas Works factory site on Shaftmoor Lane.

[www.shaftmoorlane.co.uk](http://www.shaftmoorlane.co.uk)



*“Taking good care of our shoppers,  
colleagues and communities.”*

**SPLP**  
SHAFTMOOR PROPERTIES LIMITED PARTNERSHIP

THE  
**EXTRACARE**  
CHARITABLE TRUST

**M**  
**MORRISONS**

**SPLP are putting together plans for Morrisons and ExtraCare to comprehensively redevelop the former Lucas Works factory site on Shaftmoor Lane.** At the heart of the masterplan for this extensive scheme is a new Morrisons supermarket, which will unlock the funding for an ExtraCare retirement village together with a development of new 4/5 bed family homes.



» **The former Lucas Works site** has been vacant for a long time and as a result has become run-down and unattractive. We have worked hard to create a productive scheme for this site and our aim is to rejuvenate it with a development of character and quality, giving something back to the local area. This leaflet explains our proposal as it has evolved so far.

We now wish to consult local residents in advance of submitting a planning application to Birmingham City Council.

**Please Note:** Aero Engine Controls (AEC) currently occupies part of the site. The company is developing plans to relocate their business to a new site in the Midlands. SPLP and Morrisons are in discussions with AEC and should their plans change, we have made provision for the company to retain their operations on the site if they wish.

» Your comments are important to us and will help us finalise the plans.

To give us your feedback please email:  
[morrisons@sharpecomms.co.uk](mailto:morrisons@sharpecomms.co.uk)

tel: 01727 568387 or visit: [www.shaftmoorlane.co.uk](http://www.shaftmoorlane.co.uk)

## The Masterplan: £multi million investment!

» We propose a comprehensive mixed-use scheme, representing a significant investment, both economically and physically, regenerating a derelict site, which has made no contribution to the area's economy for a number of years.

Partially vacant since 2007, the buildings have long gone and the demolished site presents a bleak picture along Shaftmoor Lane and Spring Road. We plan to regenerate it into an attractive and functional space with a high quality, attractively landscaped development that sits comfortably within the existing surroundings, complementing the wider area. At the heart of the proposal is a brand new Morrisons store that will facilitate the delivery of the rest of the scheme, **which will include:**

### 1. Supermarket:

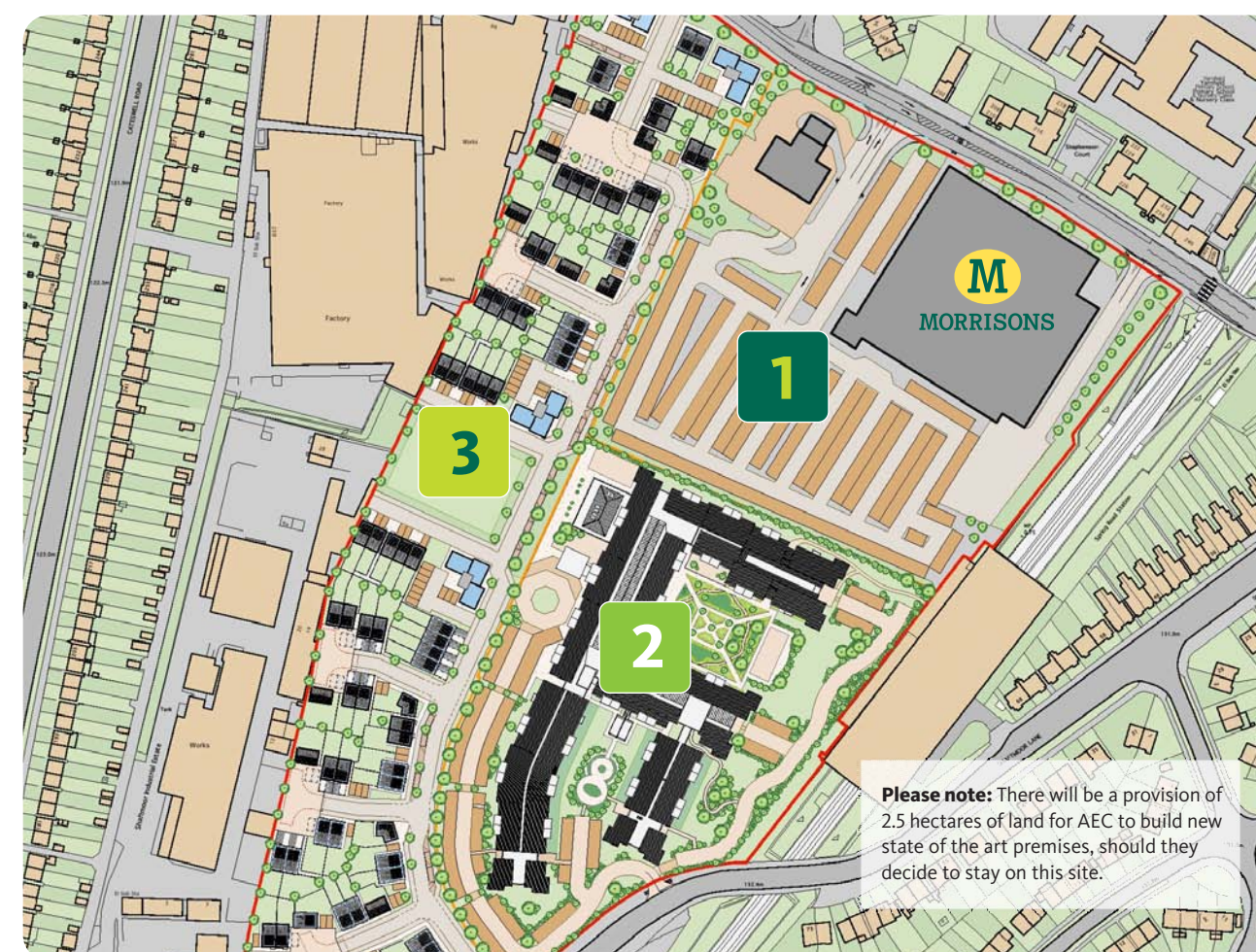
- » 35,926 sq. ft. sales area featuring Morrisons full Market Street offer
- » 435 car parking spaces
- » A petrol filling station
- » Secure cycle parking
- » Creation of up to 350 new jobs at Morrisons

### 2. Retirement Village:

- » An ExtraCare retirement village with approximately 278 new homes
- » Creation of up to 75 new jobs through ExtraCare

### 3. Residential:

- » 120 new family homes
- » A 4,300 sq ft. children's nursery facility
- » Associated infrastructure, roads, landscaping and public open space



## What is being proposed?

» **This comprehensive development plan** will provide much needed facilities for this area of Birmingham, unlocking the development potential of the overall site. The significant investment will create hundreds of new, local employment opportunities as well as a variety of new facilities, regenerating the site and contributing to the vibrancy of the wider area.

**425 new jobs and a £60million investment** - rejuvenating the area...

ExtraCare retirement village:

**75 new jobs**



**100's**

of Construction jobs



New Morrisons store:

**350 new jobs**



» **350 new full and part time jobs will be created at the Morrisons store** with an employer that actively encourages each individual to fulfil their potential. Morrisons award winning approach to employment and training ensures that we bring the best out of our people at all stages of their career.

Morrisons utilises Local Labour Agreements to maximise the opportunity for local people to get a job at their local store. We aim towards a target of 75% of our starting workforce coming from the local areas around our stores.

### CASE STUDY: Handsworth

» **Morrisons recently worked with Birmingham City Council** to successfully boost the number of local people employed and trained at its new store in Handsworth, Birmingham.

With a goal of at least 75% of our starting workforce coming from the local area, a targeted recruitment campaign offered jobs to Handsworth residents both during the store's construction and in-store after opening. In particular, our aim was to recruit from priority groups such as the long-term unemployed.



## Where do local people shop?

» **We have identified a 'gap'** in foodstore provision in the area. Our development includes a brand new Morrisons foodstore helping to fill this need, providing better choice and competition for the weekly bulk food shop. It will help to revitalise the Fox Hollies shopping area and encourage linked trips. It will also help to ease local congestion by reducing the distance local people currently have to travel by car in order to carry out their weekly shop.

**Additionally, all of the principal food stores in the area are significantly overtrading.** This means that they are very busy resulting in uncomfortable and crowded shopping conditions at peak times. If we are successful and a Morrisons opens in Shaftmoor Lane, for example...

» **...Sainsbury's** in Acocks Green would still be trading at over **164%** of its company average\*

» **...Tesco Extra** on Stratford Road would also be trading at over **147%** its company average\*

» **Morrisons offers great value fresh food** across the weekly shop, with a wide variety of different ranges catering for all tastes. Chiefly a grocery store, we sell only a very modest non-food range, geared more towards impulse purchases. Therefore, our store will complement other local shops and services.

Key to the planning process is the requirement to ensure the new store enhances the existing retail strength of the local area without overwhelming it's traditional shopping functions.

**Morrisons wants to see and be part of a vibrant and buoyant area, with a good range of shops and services to attract shoppers for everyone's benefit.**

## What's in store? Improved grocery shopping, choice and value

» **With a sales area of 35,926 sq ft,** the proposed Morrisons store will be at the heart of the new development. It has been designed with the local community in mind, to provide better grocery shopping choice and value, whilst enhancing competition between other large format food operators in the area.

The new store will provide the residents of Shaftmoor Lane and surrounding area with all the departments, facilities and product choice that make up our current fresh food offer, including Morrisons Market Street with Family Butcher, Fishmonger, Delicatessen and Bakery, as well as:

- » **Oven Fresh**
- » **Fresh to Go**
- » **Customer Café**
- » **Customer Toilets**
- » **Dedicated bicycle parking**
- » **Dedicated motorbike parking**



# ExtraCare Retirement Village: Not your usual retirement home!



Grow old with friends in this safe and happy village community.



» **The ExtraCare Charitable Trust** enables older people to enjoy a healthier, active and more independent lifestyle in a network of inspirational communities. The Charity operates 11 retirement villages and 18 smaller housing developments across the Midlands and the Northwest. Each ExtraCare resident can expect a safe, secure future, renting or buying a spacious and affordable home with award-winning care and a wide range of social opportunities to enjoy.



## How will it all come together?

» **The planning application** will be submitted comprising detailed plans for the proposed foodstore, petrol filling station, car park and ExtraCare residential village. The housing scheme will be submitted in outline. However, the plans will provide an indicative layout and show the amount of housing development being sought.

The intention is to construct the scheme in 3 phases, over an approximate 4-year period. All new roads and infrastructure will be implemented as necessary for each phase of development.



### Phase 1: Anticipated completion end 2012

**Development will begin with the Morrisons foodstore**, its car park and petrol filling station. Construction of the store will both facilitate and fund the development of the rest of the site.

### Phase 2: Anticipated completion end 2014

**Phase 2 will include the development of the proposed ExtraCare** retirement village with associated gardens and landscaping. Construction of this second phase will not begin until AEC are committed to their relocation site.

### Phase 3: Anticipated completion 2015

**Finally, phase 3 will see the completion of the scheme** with the development of the residential areas and public open space. A detailed application for the housing scheme will be submitted at the appropriate time, once AEC have vacated the site, and will reflect market requirements at that time. At present there is a need for larger 4/5-bedroom properties. A full assessment will be completed, prior to submitting planning, to ensure up to date market requirements are reflected.

Consideration has also been given to the existing, currently disused multi-story car park, which is outside of the development area and not in our ownership. Discussions are on-going with Centro, Network Rail and Birmingham City Council with a view to utilising the car park in some productive way.

# An ideal location

**The site is easily accessible** by a variety of transport modes, including bus, rail, cycle and pedestrian. Each part of the development will have its own dedicated vehicle access.



## Well served by public transport

**A number of bus routes operate within close proximity** of the site with services passing on Spring Road and Shaftmoor Lane. Additionally, the site sits immediately adjacent to Spring Road Railway Station.

### Key:

- Public transport: Bus route and stops
- General traffic
- Service traffic
- Pedestrian routes
- Cycle routes

## Walking and Cycling

**>> The scheme has been designed with pedestrians and cyclists in mind**, with convenient access provided from each element of the site to the existing highway network. There will be pedestrian access to the Morrisons store from Spring Road, to the ExtraCare site from Shaftmoor Lane and to the residential site from both Spring Road and Shaftmoor Lane.

**As part of our proposed highway safety improvements, we also propose to:**

- >> Widen the footpaths** on both the north and south sides of Spring Road with improved pedestrian crossing facilities, including a new zebra crossing next to the railway station.
- >> Provide new traffic signals** at the Spring Road/ Shaftmoor Lane junction, which will include pedestrian crossing facilities.
- >> The scheme will include** the provision of secure, covered cycle parking bays.