

PRESS RELEASE

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ASDA COMMITTED TO INVESTING IN GORSEINON

Re-designed proposal to go on show

ASDA announced today that it is committed to the delivery of a £25million investment in Gorseinon at Heol y Mynydd, and will discuss the revised proposal with local people as soon as next week.

Last year the retailer was refused permission to invest in the town. This was despite the Welsh Assembly Planning Inspector commenting that the proposed store could result in a significant increase in trade to Gorseinon's town centre.

In his report, the Inspector raised concerns about the health of Gorseinon's town centre and its ability to compete with retail centres such as Parc Troste and Fforestfach, where some 78% of Gorseinon's main food expenditure is carried out. ASDA has reviewed the report and believes it now has a proposal that addresses the concerns raised about the previous application.

Chris Marlow, ASDA's Property Communications Manager, explains:

"Our previous public consultation demonstrated that there is a clear demand for this store from local people, especially for the 300 new job opportunities it will create.

Creating employment and providing access to affordable goods and services to meet an identified local need is in the interest of all those with a stake in Gorseinon's future, especially as the country enters a recession and families' disposable incomes are reducing significantly.

The store would be a size in keeping with the town, but large enough to encourage more local people to shop in Gorseinon at the existing town centre traders. It would also provide the community with an improved local choice of where to undertake their main food shopping, rather than at other centres with more attractive retail offers.

We are looking forward to discussing the new proposal with local people and demonstrating how this carefully re-designed scheme will help Gorseinon's town centre compete with other towns."

ENDS

Notes to Editors:

The public consultation for the new proposal will take place at the Institute, Lime Street, Gorseinon on Friday 16th (10am - 6pm) and Saturday 17th (10am - 4pm) January 2008.

Further information:

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