

PRESS RELEASE

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ASDA PROPOSALS RECEIVE UNPRECEDENTED SUPPORT

ASDA's redesigned proposals for a £25million investment in Gorseinon at Heol y Mynydd have received an unprecedented level of support from local people. The proposals went on display a fortnight ago in the Institute, Gorseinon. Not only were the plans on display but people had the opportunity to provide ASDA with their much valued feedback.

Around 250 people came to the exhibition over the two days. Hundreds of completed feedback forms were received at the event, and people took batches of the freepost forms for their friends and family to complete who were unable to attend but also wanted to voice their support.

The exhibition was staffed by experts who were on hand to explain the details of the proposed store and to answer questions. However, the majority of questions asked related to when the store would be opening and how people could apply for one of nearly 300 new job opportunities that would be created if the proposals receive planning permission from Swansea City Council.

The application has now been submitted to the council.

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

"These proposals have received an unprecedented level of support, and I would like to thank everyone who attended the exhibition and provided ASDA with their feedback.

The results show that 98% of respondents want the choice of shopping in a modern, high quality supermarket that is on their doorstep. Local people are telling us that they are leaving Gorseinon because the existing supermarket operators are too small and do not provide the products and services required to meet their needs.

At a time of economic uncertainty, ASDA can provide the town with access to affordable goods and services and create around 300 jobs for local people. In addition, existing traders will benefit from an estimated £3million in additional spend because of people linking their trips from the store to these traders."

Although the exhibition has finished, ASDA is not going to stop listening to the views of local people. ASDA has launched a dedicated website which includes all of the information that was available at the consultation. The website includes contact details so that people can forward any questions to ASDA.

ENDS

Notes to Editors:

1. The ASDA Gorseinon website: www.asdagorseinon.co.uk is available to view now.
2. The two-day consultation was held on Friday 16 and Saturday 17 January at the Institute, Lime Street, Gorseinon.
3. In addition, other results from the feedback forms showed that:
 - 98% of respondents think that Gorseinon needs more shopping choice
 - 78% of respondents leave Gorseinon to do their main food shopping
 - 97% of respondents would shop in Gorseinon more often if there was an ASDA store
4. ASDA will work with Jobcentre Plus to deliver a Local Employment Partnership which aims to help long-term unemployed people and those most disadvantaged in the labour market with a route back into work.
5. Gorseinon currently loses 78% of main food expenditure to other centres with better retail offers such as Parc Troste and Fforestfach. This loss of expenditure is detrimental to the health and vitality of Gorseinon's town centre and the local economy as a whole.

Further information:

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