

PRESS RELEASE

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ASDA GETS GO AHEAD FOR GORSEINON STORE

Swansea City Council's planning committee has given the go ahead for ASDA to open a new store in Gorseinon. 38 councillors voted to support the proposal, three councillors voted to refuse and one councillor abstained from the vote.

ASDA first announced its new plans in January of this year. Substantial public consultation followed, including a full public exhibition, with results indicating that 98% of people registering a view were in favour of the scheme. The proposal also received the support of Gorseinon Town Council.

The £25 million development will create around 300 new jobs for local people and encourage more people to shop locally. Studies show that Gorseinon residents currently carry out over 75% of their main food shopping in other towns with more attractive retail offers. This is having a detrimental impact on the economic health of the town centre. The ASDA store will help to reverse that trend.

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

"We are absolutely delighted with the decision, which reflects the overwhelming support from local people. We have believed from the very start that Gorseinon would benefit hugely from this investment, not just from the hundreds of new job opportunities, but also from the fact that the majority of local people will no longer have to leave the town to do their food shopping.

By encouraging people to stay and shop locally, existing traders will have the chance to take advantage of spin-off trade opportunities. The quality public realm and pedestrian link enhancements that form a major part of our plans will help these linked trips to take place.

I would like to thank local people for their continued support. We are looking forward to opening the store next year and playing our part in the community."

Work to construct the store will begin later this year. Recruitment for the 300 jobs will be undertaken in partnership with Jobcentre Plus and announcements on how people can apply for the jobs will be made next year.

ENDS

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