

## **PRESS RELEASE**

**4 March 2009**

### **SUPPORT FOR ASDA IN GORSEINON CONTINUES TO GROW**

Support for ASDA's plans to open a new store in Gorseinon continues to grow. The company submitted a new planning application in February to build a store at Heol y Mynydd, and local people have been having their say on the plans in impressive numbers.

Over 200 people attended the two-day ASDA public exhibition in Gorseinon in early January, prior to the application being submitted. Feedback given at the exhibition, and ongoing since then, has clearly revealed that the vast majority of those registering a view are in favour of a new ASDA store in Gorseinon.

To date over 520 feedback forms have been sent back to ASDA, with over 510 (98 per cent) of those supporting the proposal.

ASDA has also set up a website – [asdagorseinon.co.uk](http://asdagorseinon.co.uk) – to enable local people to learn more about the application and follow its progress and continue to feed back their views. In little more than a month of being active, the site has received over 25,000 'hits'.

The most visited pages of the website have been those which explain the history of the proposal; the benefits this new proposal will have to the community and local economy as a whole; and how ASDA wants to create 300 new jobs in the town. In addition, the main questions being sent to ASDA via the site are when the store would be open, and how people can apply for one of the jobs.

Chris Marlow, ASDA's Property Communications Manager, is delighted with the response:

"We want to play our part in boosting the town's economy. That includes creating 300 brand new jobs for local people, and opening a store that will discourage local shoppers from travelling outside of Gorseinon for their main food shopping. By people changing their shopping habits in this way, existing town traders stand to benefit from £3 million in extra revenue through people linking their shopping trips to and from the store.

We firmly believe that a new ASDA store in Gorseinon can bring major benefits to the town and the surrounding area. I would like to thank everyone for their much valued feedback, and encourage anyone to contact me should they have any questions about the proposal."

**ENDS**

**Notes to Editors:**

1. The two-day consultation was held on Friday 16 and Saturday 17 January at the Institute, Lime Street, Gorseinon.
2. 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
3. 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.
4. 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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