

BRINGING SAINSBURY'S TO ARMADALE



SAINSBURY'S IN ARMADALE: BRINGING OUR BRAND TO YOU



Sainsbury's is delighted to introduce our proposals for the development of a Sainsbury's foodstore in Armadale.

Armadale boasts a growing population of approximately 10,800 within a wider catchment of 167,770 in West Lothian, and over the last number of years the town has benefited from new housing development. Sainsbury's proposed foodstore development will support Armadale's growing population and is a great opportunity to generate further investment in the town, creating long-term employment and enhancing retail choice.

Sainsbury's will invest £23 million in Armadale to develop a 40,000 sq ft foodstore which will create up to 350 full and part-time jobs.

Many local people currently do their shopping outwith the town. Livingston has long been regarded as the retail heart of West Lothian, with extensive investment, development and expansion over recent years.

There has been a long standing need for a supermarket in Armadale to serve the town and the wider area. It is now time to offer Armadale a new foodstore, which will both attract consumers from surrounding areas and, crucially, retain Armadale's retail spending within the town.

The redevelopment of Armadale Stadium provides a unique opportunity for Sainsbury's to invest in a gateway site in Armadale.

ABOUT SAINSBURY'S

Sainsbury's is the UK's longest standing major food retailing chain, having opened its first store in 1869. Sainsbury's has 823 stores across the UK. 504 of these are supermarkets, and 319 are convenience stores. We employ more than 148,000 people UK wide.

The Sainsbury's brand is built upon a heritage of providing customers with healthy, fresh and tasty food. Today it differentiates itself by offering a broad range or great quality products at fair prices with particular emphasis on fresh food, a strong ethical approach to business and continuous leadership and innovation.

SAINSBURY'S IN SCOTLAND

Of the 509 UK wide Sainsbury's stores, currently 29 of these stores are in Scotland. Sainsbury's is committed to increasing this number in the next 2-3 years with an aim of creating in excess of 2,500 new jobs across Scotland.

Sainsbury's serves around 580,000 customers each week in Scotland and employs approximately 6,000 people. Sainsbury's currently has an estimated 7.2% market share in Scotland compared to a 14.7 % market share UK wide.

SAINSBURY'S COMPETITIVE PRICING

We're all feeling the pinch during these credit crunching times. And so, Sainsbury's is working hard for our customers to ensure they enjoy the most competitive prices on everyday products.

Proving our dedication to keeping prices down, in February 2009 we were pleased to see that when comparing a basket of 24 everyday food items, Sainsbury's replaced Asda as the cheapest of the leading stores for basic goods.*

Sainsbury's ambition is to be the best *food* retailer in the UK. Unlike our competitors, Sainsbury's is food led; consequently we do not want to compete with, but enhance, established town centres.

Let's face it, who wants to pay more than they have to?

With over 550 products in our Sainsbury's Basics range, you'll find all you need, at a price that's right for you. There are even household essentials, like toasters and washing-up gloves in our Basics range.



SAINSBURY'S PROPOSED DEVELOPMENT IN ARMADALE



WHAT IS INCLUDED IN OUR PROPOSED PLAN?

- A new Sainsbury's foodstore with 40,000 sq ft sales space
- Up to 350 new full time and part time local jobs
- Approximately 400 car parking spaces
- Designated parking for disabled shoppers and parents with young children
- Recycling facilities
- Public transport links
- Café
- Toilet facilities
- Petrol Station

BENEFITS TO ARMADALE

With such a significant value of investment, Sainsbury's is confident that the proposed foodstore development will deliver significant benefits to the local community and the local economy, by:

- Meeting the long established need for a supermarket and retaining the food shopping spending within the town
- Creating up to 350 new full time and part time local jobs
- Attracting new consumers to the town. Armadale's remarkable change to 'highly accessible' location on the M8 corridor will mean the new Sainsbury's store will be ideally placed to not only serve West Lothian but also the wider Central Belt
- Generating potential opportunities for local suppliers to showcase their goods locally



SAINSBURY'S

OUR VALUES MAKE US DIFFERENT

At Sainsbury's, we aim to exceed your expectations for healthy, fresh, tasty food at fair prices. Simple as that.

Making sure this happens, though, takes commitment. We've identified five key areas that we believe are important to you, to us, and to the communities in which we all live and work. We've been making a difference in each of these five areas and are fully committed to continuing to do so in the future.

1. BEST FOR FOOD AND HEALTH
2. SOURCING WITH INTEGRITY
3. RESPECT FOR OUR ENVIRONMENT
4. MAKING A POSITIVE DIFFERENCE TO OUR COMMUNITY
5. A GREAT PLACE TO WORK



“Our commitment to be a responsible retailer remains as strong now as ever”

SAINSBURY'S – COMMITTED TO LOCAL SOURCING

Sainsbury's has recently stepped up its relationship with Scottish food suppliers with the opening of a dedicated Scotland Buying Team in Glasgow. Sainsbury's now source more than 1,000 products from local suppliers which will double by the end of the year, so that more Scottish food is at the heart of its ever-growing number of stores.



“Customers want to buy their local foods from their local store. We are going to make that happen in Scotland and in time, across the UK. We are making the link between local suppliers and our customers.”



Sainsbury's source approximately £588 million worth of products from 105 Scottish suppliers, selling over £48 million of this in our Scottish stores.

Last year Sainsbury's extended our Scottish sourcing to ensure 100% of beef, lamb and pork on our meat counters and over 95% of our beef, lamb and pork sold on the aisles is sourced from Scotland.

SAINSBURY'S – A GREAT PLACE TO WORK

Not only will Sainsbury's create employment for Armadale, but we will also really look after our colleagues. We ensure that everyone has an equal opportunity to access Sainsbury's as an employer. We value everyone's contribution, regardless of their background, and firmly believe that our diverse workforce helps to meet the varying needs of our customers.



We make certain that Sainsbury's is a great place to work by developing skills and caring about our colleagues' health and wellbeing.



NEXT STEPS

Sainsbury's is intending on submitting a planning application to West Lothian Council in the next few months. Before we do this we want to consult with the local community to ensure our plans meet your needs.

We believe we can achieve this through effective consultation and by creating successful partnerships with the local community. The feedback from this process will allow us to tailor our proposals accordingly to ensure any proposal submitted by Sainsbury's reflects both the views and wishes of Armadale's local residents and businesses.

LET'S TALK!

We want to speak to any individual, local community group or local business wishing to express their views and suggestions on our proposals.

For more information about our proposed development, or to tell us your views, please contact us on our community line, email, or write to us at the address shown below:

Sainsbury's
c/o Invicta Public Affairs
3 Drumsheugh Gardens
Edinburgh
EH3 7QJ

Tel: 0131 220 0171
E-mail: sainsburys@invictapa.co.uk

