



# Investing In Your Community

Planning opportunities and benefits



Aldi – Winner of  
'Best Grocer 2019'



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# Introduction

## Aldi in the UK

**Aldi is a supermarket operator that sells quality products at low prices. Based on the top 100 lines, Aldi is up to 26% cheaper than the UK's larger national supermarkets.**

Aldi stores have a limited footprint and are of modest size, designed to serve local communities. Discount retailer Aldi opened its first store in the UK in 1990 and has now expanded to over 800 stores across England, Scotland and Wales.

In 2018, Aldi became the fifth largest supermarket, ahead of Co-op, in addition to an increased market share against the 'Big 4' and other grocery stores in the UK.

Aldi experienced 10.4% growth in 2018, while achieving a market share high of 7.4% (Kantar Worldpanel for 12 weeks ending 20/12/2018).

Aldi leads the way on supporting British farmers. **100% of our fresh everyday meat and poultry in the UK is from British, Red Tractor approved farms** and more than 40% of the fresh fruit and vegetables we sell in the UK are also British.

The main attraction of Aldi for UK consumers is great value at low prices. Added to that Aldi also stocks an improved range and quality of products, and British-sourced fresh meat. All of this has combined to give Aldi a unique position within the grocery market.



“In 2018, Aldi became the fifth largest supermarket, ahead of Co-op, in addition to an increased market share against the ‘Big 4’ and other grocery stores in the UK.”



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## Purpose of this Document

The purpose of this document is to demonstrate to Local Authorities how Aldi meets the sustainable development objectives set out in Development Plans and in National Planning Policy.

The report sets out significant economic and community benefits which can be achieved through the opening of new Aldi stores within towns and communities.

A new store in a local catchment area can provide benefits such as:

- new employment opportunities

- increasing competition resulting in lower prices for consumers
- greater overall economic activity within that particular area
- reducing the distance required to travel
- increased retail choice
- regeneration of a local area

Aldi is aware however that each new site needs to be approached in an individual manner, with local planning policies and priorities taken into account. Aldi believes that the benefits outlined above are an integral part of any planning application.

# Benefits and Advantages of an Aldi store

By addressing the objectives of local and national policies in planning applications for new stores, the benefits that Aldi brings to the wider community will be realised by more households.

## These direct benefits include:

- Increased footfall to nearby businesses and centres
- A catalyst for future development in a local area including pump priming sterile sites
- Stimulating competition, which lowers grocery prices and offers greater choice
- Reducing travel costs for customers as they can shop locally
- Creating permanent, local retail jobs and training opportunities for the workforce
- Increasing business rates and other revenues for the local council
- Bringing multi-million pound investment into each site
- A sustainable business model

## Investment

Not only do new Aldi stores create jobs but they trigger further investment. New stores often attract other retailers and businesses acting as a catalyst for regeneration, often by redeveloping failing or redundant sites. This encourages further development and improvements to existing businesses.

Many of Aldi's stores are developed on brownfield sites, which were underperforming or derelict. New stores bring life back to a community and provide security for local businesses and residents.

The investment an individual store brings directly to a site at development stage is considerable. The knock-on effects for suppliers, local contractors and the revenue

created for Local Authorities help to boost the local economy and bring additional benefits to the community.

## Linked Trips

Aldi is not a one-stop shopping destination like large supermarkets. Its stores do not feature many of the amenities provided by larger supermarket formats, such as butchers, fishmongers, deli counters, pharmacies or cafes, thus reducing competition with small independent traders.

Aldi stores are modest in size, providing a discount food store choice within a given catchment area. The limited product line of circa 1,800 products means that, unlike a large supermarket format (which may sell up to 40,000 product lines), shoppers will often visit other local operators to complete their weekly shop. This means that shoppers typically supplement their shop at Aldi with additional trips to other shops in nearby centres and supermarkets therefore real linked trips occur.

Aldi's stores dedicate approximately 80% of their floorspace to convenience goods and approximately 20% to comparison goods made up of weekly specials. Given the short term, seasonal availability of the special lines, they have a negligible effect on town centres.



“Aldi's store concept means that shoppers are encouraged to continue to use other retailers and therefore **real linked trips occur.**”



“Multi-million pound investments are put directly into each new store at the development stage.”

## Price and Choice

Aldi sells high quality goods at the lowest possible price. Discounted prices are usually achieved through bulk buying and economies of scale, specialising in the number of lines offered and maximising efficiency within the operation of its stores. The end result is that shoppers benefit by paying less.

The range and price of goods sold provide shoppers with an opportunity to choose to shop at Aldi in addition to the larger supermarkets.

## Accessibility

Stores are conveniently located in town centre or neighbourhood locations thus they are accessible to communities. Where stores are located in out-of-centre sites, they are much closer to communities than Aldi's nearest stores. New stores usually mean shoppers can make shorter trips and continue to access local facilities, thus contributing to a sustainable shopping experience.



# Benefits and Advantages of an Aldi store

## Job Creation

**Aldi currently employs over 34,000 colleagues in the UK, including over 24,000 within stores.**

Aldi plans to recruit thousands of additional colleagues at all levels during the next few years to support its store expansion strategy. This means new opportunities in the stores and distribution side of the business. A vast percentage of these will be hired from within the local communities where Aldi is planning to open a store. Store roles range from Caretakers and Store Assistants to Deputy Store Managers, Assistant Store Managers and Store Managers.

Aldi employs between 30 and 50 colleagues in its new stores, and prefers to recruit colleagues locally as it voluntarily enters into Local Labour Agreements, demonstrating its commitment to a community. Aldi also offers one of the best working environments in the UK and one of the highest rates of pay in the supermarket sector, with the majority of Aldi colleagues now receiving a minimum rate of £9.10 per hour, regardless of their age, as of February 2019. All colleagues will benefit from rising salaries during their service, with Store Assistant salaries rising to £10.41 in year four. Store Assistants working within the M25 will receive £10.55 per hour, rising to £10.89 in year three.

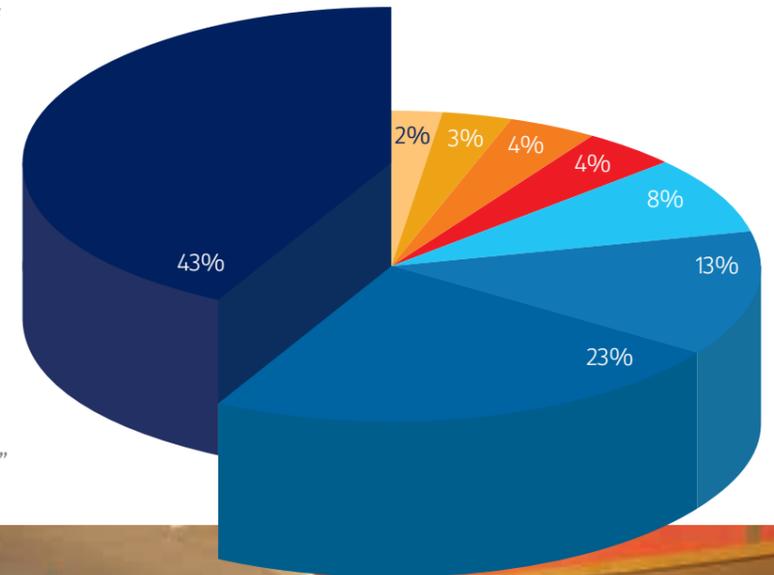
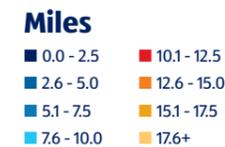
## Indirect Jobs

**Construction:** At construction stage, Aldi is willing to enter into Local Trade Agreements which ensure that local contractors are invited to tender for new development contracts.

Due to the scale of the projects for new Aldi stores, both local and national construction companies will subcontract large parts of their projects to local or regional companies. Usually a range of skills such as ground works,



Distance store staff travel to work (%)



“Aldi employs between 30 and 50 staff in its new stores.”



“Currently the distribution centres including regional administration teams account for **400-700 staff per region.**”

steel, brick and block work and shop fitting are sourced locally, as well as cleaners and labourers. Local or regionally based contractors are usually more competitive as travel and hotel costs aren't required, therefore keeping costs down and boosting the construction trade in a local area.

The expansion in store numbers is leading to requirements for new distribution centres and growth in existing distribution centres. This is resulting in further increases in jobs in the logistics part of the business, ranging from drivers to management. On average Aldi distribution centres account for the creation of around 500 jobs per region.

Aldi offers exceptional, market-leading salaries and offers full training for all colleagues which is tailored to each position and each individual. For example, all Aldi Store Assistants receive a structured training programme which typically lasts around six weeks and, where possible, the training will take place in their local store.



“Aldi offers market-leading retail salaries across all of its roles.”



# Benefits and Advantages of an Aldi store

## Career Progression

### Aldi has two of the most successful Graduate and Apprentice Programmes in the UK.

Aldi demonstrated its commitment to employing young people even before the Apprentice Levy was introduced in April 2017 – having made a significant investment in the development and training of apprentices since it first launched its Stores Apprenticeship Programme in 2012. It then introduced the Logistics Apprenticeship in 2013 and further extended its Apprenticeship offering with the Drivers Apprenticeship in 2016. The three available Apprenticeship programmes have

created more than 1,000 jobs for young people since the initiatives began.

Aldi Apprentices are offered a permanent position at Aldi once they have completed their training successfully and gained the necessary qualifications. Depending on the programme applied for, this may include a Level 2 Retail Management Qualification, Level 2 Warehouse Operative Standard Qualification, Category C+E licence or a Level 2 LGV standard qualification.

There are more than 70 graduate places available for the 2019 Area Management Programme. Graduate Area Managers spend 12 months training and learning the ropes before they are given responsibility for four stores of their own. The training covers the entire spectrum of running a retail operation and is a UK-wide Programme.



“Over 1,000 apprentices hired by Aldi as part of a three-year programme across the UK.”



“Over 70 graduate places available for the 2019 area management programme.”



“Aldi employs over 34,000 people in the UK.”



Candidates with a 2:1 degree in any discipline and 96 UCAS points (or equivalent) are eligible to apply. Those with experience of managing a team in a previous role are able to join the Programme via the Career Changer route and start on a year two salary. Aldi also offers vast internal career progression opportunities across the business and provides additional training and qualifications to support colleagues to progress and develop.

## Corporate Responsibility

### Aldi has a comprehensive Corporate Social Responsibility (CSR) programme in place, covering three key pillars: simplicity, consistency and responsibility.

Aldi takes its responsibilities seriously and actively promotes its five areas of Corporate Responsibility, many of which are already mentioned throughout this document.

#### Aldi is responsible to its

- Customers
- Supply Chain
- People
- Community
- Environment

#### Customers:

In addition to ensuring customers only buy products of the highest standards and quality at the lowest prices, Aldi provides information so customers can make healthy choices when buying food and drink, including alcohol, by providing accurate and transparent information through clear product labelling.

#### Supply Chain:

Sustainable buying practices are essential to the long-term success of Aldi's business. Aldi's aspiration is that all their products are made in a sustainable way. Together with its suppliers, Aldi works towards increased transparency and continued improvement within the supply chain.

#### People:

Aldi's colleagues are the key to its success and the company employs over 34,000 people in the UK. It provides an appealing, efficient and supportive work environment and is committed to ensuring that each colleague receives the opportunity for individual personal growth.

#### Community:

Aldi seeks to make a positive contribution to the communities of which it is a part by applying its skills and resources beyond the core business operations. Aldi supports charitable organisations with donations of money and products as well as by using other resources available to the company, including the time and skills of employees.

#### Environment:

Aldi aims to minimise the ecological footprint of the entire business and strives to become a climate-neutral company. Aldi continues to increase energy efficiency across the business, minimising the impact of refrigerants, improving logistics efficiency, using renewable energies and supporting climate protection projects. Aldi aspires towards zero-waste business practices; reduce, reuse and recycle.

In cooperation with architects, planners, engineers and construction companies, Aldi implements innovative concepts to reduce the environmental impact of stores and distribution centres.



# How we differ...



Aldi's business model has proved ideally suited to take advantage of gaps within the current UK grocery market, by challenging the 'Big 4' supermarkets. Aldi's business model limits operating costs to ensure the lowest possible prices for its range of exclusive brands.

**The evidence for this is Aldi's increasing market share, indicating that shoppers have been impressed with their overall experience.**

Aldi offers a consistent familiar shopping environment, which resonates with consumers, compared to the confused formats and promotions which are used by competitors in order to increase or retain market share.

Aldi uses three key formats on its products; its **'Core Range'**, **'Specially Selected'** and **'Everyday Essentials'**, which are easily understood by consumers.

Aldi has a core range of around c. 1,800 products and only around 5% of these are

recognised brands, unlike the major superstores which stock between 15,000 and 40,000 lines.

Aldi stores do not feature in-house bakeries, butchers, pharmacies or cafes and so have a minimal impact on small, local businesses.

This format is backed up by a range of award-winning products, which have been endorsed by industry leaders. Aldi was awarded 'Grocer of the Year' in the prestigious 2018 Grocer Gold Awards and continually features within the Times Top 100 places



"Aldi received a total of **16 gold accolades at the Grocer Own Label Awards.**"



**"Where possible Aldi's fresh meat is UK sourced.**

Fresh fruit and vegetables, such as strawberries, salads, carrots and potatoes are also sourced in the UK when in season."

to work, and the Guardian Best Graduate Employers lists.

Aldi offers a significant choice of locally sourced fresh meat and produce – Aldi sources its fresh meat and produce from the UK. Fresh fruit and vegetables are also sourced in the UK when in season, such as strawberries, salads, carrots and potatoes. In addition, Aldi works with a range of local businesses and suppliers in order to supply fresh bread, milk and other dairy products. As such, new Aldi stores provide a boost to the regional business community.

An Aldi shopping trip often forms one part of a wider shopping trip for convenience goods. This allows existing businesses within local communities, as well as the larger supermarkets, to continue trading as they were.

In addition, Aldi's store format allows customers to spill over to local shops, as we don't sell tobacco and we don't have in store concessions such as a Post Office, a pharmacy or a café.

Aldi launched its Corporate Social Responsibility Policy (CSR Policy) in 2012, ensuring that responsibility is an integral part of our corporate decision-making processes, including within the supply chain.

Aldi ensures that its prices are affordable, so customers can be reassured that their grocery bill will remain consistently low over a sustained period of time.

Aldi does not operate a loyalty card scheme or gimmicky offers which result in price fluctuations for shoppers from week to week.

It is essential for Aldi that all products are made responsibly; they do not damage the environment or workers.

Aldi's CSR Policy is constantly evolving as an important component of Aldi's investment in local communities and is a strong offering compared to most other retailers.

# Expansion

Aldi has an ambitious growth strategy for the next few years. Aldi is planning to open 60 new stores in 2019 and will operate 1,200 by 2025 across England, Scotland and Wales. It also plans to extend a number of stores in order to expand the available retail space.

**Over the next decade, Aldi hopes to double its store portfolio, offering significant development opportunities for Councils across the UK to enhance their communities.**



**“Aldi is planning to open 60 stores per year across England, Scotland and Wales.”**

All distribution centres have undergone significant expansion, a new RDC opened on the Isle of Sheppey in January 2019 and the East Midlands will have a new, dedicated distribution centre in Sawley in 2020.

## Typical Site Requirements

Aldi is constantly on the look-out for new sites that can accommodate new stores. Aldi has a standard store format which is essential to minimise development costs which are otherwise reflected in prices for customers.

A typical site would be at least 0.7 hectares (1.7 acres) and can accommodate

- a store of circa 1,900m<sup>2</sup> gross
- at least 100 car park spaces
- provision for site access
- provision for servicing and deliveries
- landscaping
- Aldi's stores are modest in size

- Aldi's stores provide a neighbourhood function which is reflected in the scale of development and relationship with the community

New sites are identified by Aldi when it is a viable business opportunity in order to allow prices in store to remain consistently low.



“Aldi's stores often provide a neighbourhood function which is reflected in the scale of development and relationship with the community.”



# Planning Policy

The NPPF states that: ‘sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.’



“Aldi has a strong track record in delivering schemes which contribute to the needs of the local economy.”

It is about positive growth – making economic, environmental and social progress for this and future generations. The planning system should therefore seek to facilitate sustainable development.

Aldi supports the three overarching objectives of achieving sustainable development set out in the NPPF:

- an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth
- a social objective – to support strong, vibrant and healthy communities, including fostering a well-designed and safe built environment, with accessible services
- an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, and mitigating and adapting to climate change, including moving to a low carbon economy

Most of Aldi’s sites are well connected to town centres or within the heart of communities, with many customers travelling on foot and by public transport.

National Policy recognises that to deliver sustainable development, Local Authorities need to:

- build a strong, competitive economy and ensure the vitality of town centres

## Town Centre Locations

As a retail operator, Aldi recognises that town centres form an integral part of communities. Many of Aldi’s stores are located in town centres, neighbourhood centres and on edge of centre sites, supporting and encouraging new businesses. Many sites provide the opportunity to redevelop and regenerate centres which have suffered from high levels of vacant units and old building stock.

## Community Site Locations

Increasingly Aldi is opening stores in the heart of communities, many in residential and mixed commercial areas. Often the local catchment areas that Aldi stores serve are outside of town centres and local authorities recognise that our supermarkets provide a local offer, keeping spend local and reducing travel costs.

## Retail Assessments

Where Aldi’s new stores are located in out-of-centre locations, it is important we demonstrate that the proposal is Sustainable Development in line with the NPPF, thus addressing the two key tests of Impact and Sequential Sites Assessment.

An impact assessment is usually required for out-of-centre schemes, and in particular those of 2,500m<sup>2</sup> gross or more. Aldi stores sit comfortably below this threshold and many Local Authorities recognise that the modest size of our stores does not require a full impact assessment. Our impact assessments show



“Aldi contributes to positive growth, making economic, environmental and **social progress for this and future generations.**”

that the modest size of stores and moderate turnover has negligible impact on town centre convenience offers. Overall, the assessments show that the positive benefits on balance significantly outweigh any potential harm.

## Competition Commission

During the investigations by the Government’s Competition Commission into the grocery sector, the Office of Fair Trading (J Fingleton, 2006) stated that **‘Legislation is to protect competition not competitors. In many scenarios consumers benefit from increased productivity and efficiency in terms of choice, wider availability, greater innovation and lower prices.’**

Aldi is a prime example of how increased competition provides customers with greater choice whilst not compromising quality. The key driver when choosing where to buy convenience goods is the quality and the price, thus keeping competition healthy with the larger supermarket operators and keeping more change in the purse.

# Planning Compliance

## Planning Policy encourages:

- a positive approach from decision takers
- approval of applications for **sustainable development** where possible
- Councils to work **proactively** with applicants to secure developments that improve the economic, social and environmental conditions of the area

**Aldi's stores are modest in size, providing a complementary convenience retail offer to existing convenience shopping provision in their respective catchment areas. Aldi's stores are spread across a range of geographical areas.**

### Some are located in:

- town, district, local and neighbourhood centres
- edge of centre sites
- local communities
- retail and leisure parks

## Community Engagement

Aldi engages in pre-application consultation with councils and the local community, involving meetings with local councillors, planning officers and members of the public. We hold exhibitions, provide letters to local residents and advertisements in the local press. At exhibitions, members of local communities, councillors and other stakeholders can visit Aldi's project team to discuss the proposals and get answers to any questions. Local engagement is important and allows Aldi to work with the community to provide the right scheme and establish support.

## In-centre

Aldi's stores in town, district and local centres comply with Development Plan policies which meet the national 'town centre first' policy objectives.

## Out-of-centre

Aldi's edge of centre, community and retail park stores which are not attached to defined centres have been approved by Local Planning Authorities because each have demonstrated that they meet Development Plan objectives, do not harm the vitality and viability of nearby centres and provide Sustainable Development. Aldi chooses sites in local catchment areas which can serve local communities, therefore reducing the need to travel and providing a convenient offer without having to make a longer trip. The environmental, social and economic benefits of Aldi's locations provide a convenient and competitive shopping experience.

## Choice

Aldi stores do not provide a 'one stop shop' due to their modest scale and limited product range including branded goods. This means Aldi's customers generally shop elsewhere as well, to complete a full weekly shop. Aldi's complementary offer therefore provides a balance for shoppers who want the freedom to choose where they shop in their local area to get best value for their budgets.



"The local nature of many of Aldi's stores also encourages high levels of pedestrian shoppers and users of public transport."



"Aldi wants to **invest in your community** to provide a new local supermarket with quality products at low prices in an accessible and sustainable location."



## Catchment

Aldi's modestly sized stores mean that many towns can accommodate more than one store, serving shoppers visiting a town centre and within local neighbourhoods. A new store often provides a shorter shopping trip, therefore reducing the need to travel as far, often to a store outside of the catchment area. This assists in clawing back trade which may otherwise be spent elsewhere.

Aldi's local presence helps to retain expenditure within a given catchment area and contributes to improving market share further demonstrating sustainable development.

## Viability

Aldi's cost efficient concept means that often it has to avoid complicated sites with land assembly issues which are often located in town centre locations. In such catchments, Aldi will seek to identify less complicated sites further afield, to edge and out-of-centre locations. This is a positive response to consumer choice for shoppers as it allows Aldi to keep its prices low and therefore, combined with other benefits, offsets any perceived adverse impact on those centres.

## Highway Compliance

Aldi considers highway matters within all its planning applications. Proposed developments are encouraged to promote accessibility by all modes of travel, specifically public transport, cycling and walking. Given that proposed stores are conveniently located, the majority of car trips are not new to the

network, but transferred or linked trips. The local nature of many of Aldi's stores also encourages high levels of pedestrian shoppers and users of public transport. Pedestrian shoppers are particularly common in residential areas.

## Design Compliance

Aldi recognises that design is a key consideration and takes great pride in their appearance. Aldi injects multi-million pound investments into its sites to provide modern buildings.

Moving forward, the design of each store is consistent across Aldi's portfolio, promoting modern, smart buildings with clean lines on main elevations and glazed frontages. In sensitive areas, such as conservation areas, bespoke detail is implemented. Aldi's maintenance programme ensures all buildings are reviewed and maintained to retain standards. This programme emphasises Aldi's attention to detail.

## Residential Amenity

The form, scale, appearance and layout of the proposed developments are taken into consideration within all planning applications located close to residential areas. Aldi's project team works closely with residents to ensure they are informed of the development's progress.



"Aldi's stores comply with development plan policies in town, district and local centres which meet the national 'town centre first' policy objectives."

# Summary

## Aldi is keen to demonstrate to Councils that Aldi considers all factors in preparing its development proposals for new stores.

In addition to its town centre stores, both edge and out-of-centre stores continue to provide benefits to shoppers and communities by providing economic, social and environmental benefits, therefore providing Sustainable Development in line with planning policy.

Aldi shoppers continue to shop in smaller, local shops, thus keeping competition alive in the convenience sector of local towns.

## Benefits of Sustainable Planning

### In line with national planning guidance, development should be sustainable.



“Wherever possible, fresh bread, dairy and meat products are sourced from the UK, therefore **UK suppliers benefit from the success of the Aldi brand.**”



Everyday Amazing.



“Aldi is not a one-stop-shop so it forms part of a wider weekly food shop, therefore shoppers continue to support other convenience store provisions including niche and larger stores.”

## Aldi is sustainable in so many ways:

- It creates development on brownfield sites
- It acts as a catalyst for regeneration in underperforming areas
- It provides choice and accessibility for shoppers in local communities
- Aldi is not a one-stop-shop so it forms part of a wider weekly food shop, therefore shoppers continue to support other convenience store provisions including niche and larger stores
- Stores encourage linked trips to other convenience stores, services and other businesses
- Stores are modest in scale therefore town centres continue to thrive and function side by side
- It creates economic regeneration with jobs in stores, logistics and construction
- Local contractors benefit from new stores
- Customers can make shorter trips
- Many customers live within walking distance of new stores
- It is loyal to and committed to the development of its staff
- Its efficient business format keeps costs down, prices down and contributes to improving the environment
- Locally sourced produce benefits local suppliers
- At design stage consideration is given to the local environment, residents and the highway network
- It sells quality products at low prices, which is attractive to all members of our communities
- Aldi stores serve local communities thus complying with national planning policy by encouraging local sustainable developments

# Case Studies

## The Causeway, Billingham

(Stockton-on-Tees Borough Council)

Store opened April 2016  
Town Centre Site

**Decision Making Process**  
Approved by Delegated Decision.

**Site Proposal**  
Erection of foodstore (1,540m<sup>2</sup> gross) with associated car parking and landscaping.

**Store Size**  
1,540m<sup>2</sup> gross/900m<sup>2</sup> net

**Site Description**  
The site is situated on the corner of Moreland Avenue and The Causeway, within Billingham District Centre. The site was previously occupied by Billingham Arms Public House, a car park and public realm.

**Sequential Location**  
Town centre site.

**Local Environment**  
The store is located within Billingham District Centre. Queensway (a pedestrianised shopping street) extends west of Moreland Avenue. The wider surrounding area is characterised by residential uses.

**Planning Process**  
An application for the erection of a 1,540m<sup>2</sup> foodstore with associated car parking was originally approved in 2011. In 2014 an application for a non-material amendment was submitted alongside a detailed application for the demolition of the former

Public House and construction of a car park area. As a town centre scheme the proposals were policy compliant and it was recommended that the application be approved.

**Planning Permission**  
Planning permission was granted by Delegated Decision.

**Policy Compliance**  
The proposals were in compliance with the development plan, as the site fell within Billingham District Centre. The proposal would not have any adverse impacts on the character of the area, amenity of neighbouring occupiers or access and highway safety therefore meeting town centre, sustainable living and sustainable travel objectives.

**Public Response**  
The application for the food store was supported by local residents with a total number of 60 letters of support and 2 petitions supporting the application received during the formal consultation process carried out by Stockton Borough Council.

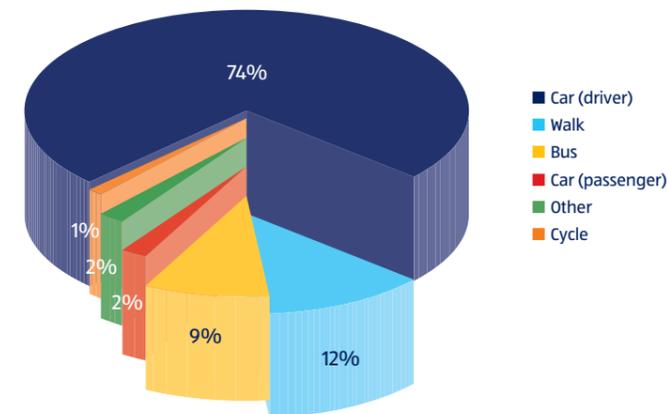
**Customer Survey**

- 12% of customers walk to the store and 9% travel by bus
- Over 20% of customers travel by sustainable modes demonstrating the store's accessibility to the immediate community
- Most customers (63%) visit Aldi for main shopping, 16% for top-up shopping and 21% for both purposes
- 92% of respondents also use other supermarkets including the Asda store in Billingham District Centre (30%) and the Tesco Store at Leeholme Road (54%)
- 46% of customers also use other convenience stores in the District Centre, demonstrating continued support for other shops in the centre following the arrival of Aldi
- 49% of customers were going on to, or had already been to, other shops in the centre, demonstrating linked trips following the arrival of Aldi

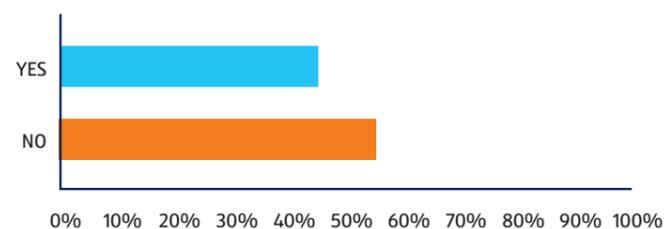
- 97% of respondents thought the store was an improvement on the site and considered the store has had a positive impact on the local area
- 69% of respondents live less than two miles from the store, exhibiting that the store is well used by people in the local area

- Benefits**
- The store attracts local people to shop locally and encourages linked trips within the District Centre
  - Some local businesses have benefitted from the new store
  - The store has increased footfall in the local area
  - Aldi's investment has aesthetically improved the area, following redevelopment of a brownfield site
  - Improved choice and low prices within an area served primarily by more expensive supermarket operators
  - High quality design and reduction in carbon emissions

### Mode of transport



### Do you do other food shopping in the town centre?



“Over 20% of customers travel by sustainable modes.”

**25**  
jobs created

**District centre**  
site

**1,540m<sup>2</sup> / 900m<sup>2</sup>**  
in size

# Case Studies

## 3 Port Causeway, Bromborough

(Wirral Council)

Stored opened July 2017  
Out-of-centre Site

### Decision Making Process

Approved by the Council's Planning Committee following officer recommendation to approve.

### Site Proposal

Demolition of existing buildings and the erection of a food store, car park, servicing, access and landscaping.

### Store Size

1,812m<sup>2</sup> gross/1,254m<sup>2</sup> net

### Site Description

The site is located at the junction of the A41 New Chester Road and Port Causeway at the entrance to Wirral International Business Park. The site was previously occupied by two office buildings.

### Sequential Location

Out-of-centre site.

### Local Environment

The store sits within a mixed-use area comprising commercial, community and residential uses, a park and fronted by a landscaped area on the A41.

### Planning Process

As the site was designated as a Primarily Industrial Area, Aldi was required to prepare a

robust employment land assessment including marketing information to demonstrate the site was not viable or suitable for B1, B2 and B8 uses. A sequential test and a retail impact assessment were required and both tests were passed and accepted by the Council. It was also confirmed that Aldi would keep its existing town centre store at nearby Bebington. The scope and content of all assessments were agreed with officers before the planning application was submitted. The development was supported following consensus that the site was unlikely to attract interest from end users or developers for employment uses and the retail proposal was the most appropriate use including the creation of local jobs.

### Planning Permission

Planning permission was granted by the Planning Committee.

### Policy Compliance

The site is a departure from the Wirral development plan, as the proposed development was identified as a Primarily Industrial Area on the UDP Proposals Map and UDP Policy EM8. However, Aldi's Employment Land Study, including over 12 months of marketing, met the criteria for loss of employment land. Combined with a retail assessment which passed the sequential and impact tests, it was demonstrated that the proposal was compliant with the local plan and NPPF thus planning permission was granted.

### Public Response

There was limited resistance to the proposal by members of the public with 91% of residents supporting the proposal as part of Aldi's public consultation. Supporters expressed their support for a new discount foodstore which would replace a brownfield site.

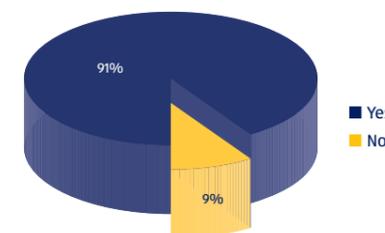


"91% of respondents find the store is an improvement on the site."

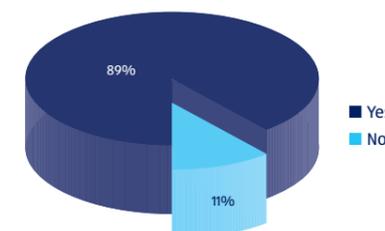
### Customer Survey

- 91% of respondents find the store is an improvement on the site and has had a positive impact on the local area
- 89% of customers also use other supermarkets and shops in the area
- 24% of customers continue to shop in their local town centre for food and other shopping
- 67% of customers live within three miles of the store providing a local store and keeping travel costs low

### Improvement in the area



### Visiting any other stores



### Benefits

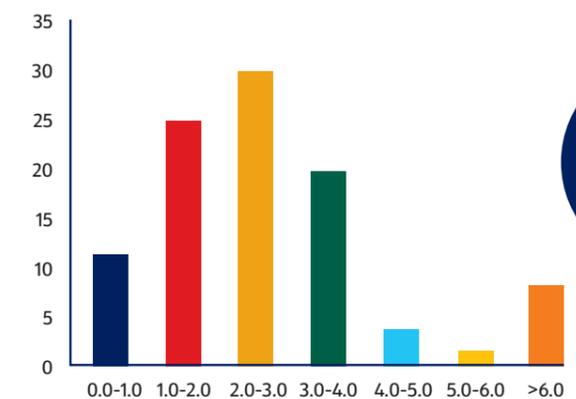
- Efficient use of a brownfield site which had otherwise attracted no market interest for employment use
- Improved choice and low prices within an area served primarily by more expensive supermarket operators
- High quality design and reduction in carbon emissions
- Complements the mixed use corridor along the A41
- Sustainable development in a mixed use area

30-35 jobs created

Out-of-centre site

1,812m<sup>2</sup> / 1,254m<sup>2</sup> in size

### Distance travelled (miles)



# Case Studies

## Chickerell, Weymouth

(West Dorset District Council)

Store opened September 2017  
Out-of-centre Site

### Decision Making Process

Approved by the Council's Planning Committee following officer recommendation to approve.

### Site Proposal

Hybrid application: Full application for the erection of a Class A1 foodstore with associated access, car parking and landscaping and outline application for up to 500m<sup>2</sup> of Use Class A1 to A5 floorspace.

### Store Size

1,804m<sup>2</sup> gross/1,254m<sup>2</sup> net

### Site Description

The store sits between the access road to Link Park 'retail' park and Cerne Villas residential park. The store is served by 126 car parking spaces with access from Chickerell Road.

### Sequential Location

Out-of-centre site.

### Local Environment

The store sits within a mixed-use area comprising commercial and residential uses.

### Planning Process

As the site was identified as Key Employment site, Aldi was required to prepare a robust justification to demonstrate the proposal would provide supporting facilities and an economic enhancement over and above B1/B2/B8 uses. A sequential test and a retail impact assessment were required. Both tests were passed and accepted by the Council. It was considered that the retail use and complementary uses would provide an element of employment which on balance bring a benefit to the local community.

### Planning Permission

Planning permission was granted by the Planning Committee.

### Policy Compliance

The site is a departure from the West Dorset/Weymouth & Portland Local Plan, as the proposed site was identified as a key employment site. However, the submitted employment land assessment demonstrated that a real effort has been undertaken to achieve alternative employment uses on that site. Combined with a retail assessment which passed the sequential and impact tests, it was demonstrated that the proposal was compliant with the local plan and NPPF thus planning permission was granted.

### Public Response

The local community and local members supported the development, highlighting the various benefits the store will bring to the local area.

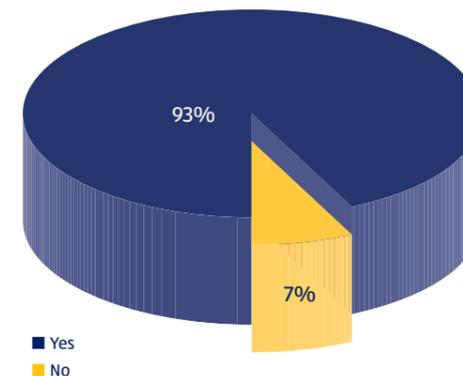


"93% of respondents find the store is an improvement on the site."

### Customer Survey

- 93% of respondents find the store is an improvement on the site and has had a positive impact on the local area
- 97% of customers also use other supermarkets and shops in the area
- 24% of customers continue to shop in their local town centre for food and other shopping
- 79% of customers visit the store at least once a week
- 67% of customers live within four miles of the store thus keeping shopping journeys local

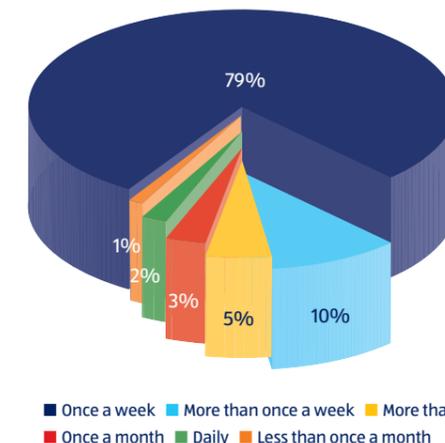
### Improvement in the area



### Benefits

- The store has become an asset to Chickerell
- Improved choice and low prices within an area served primarily by more expensive supermarket operators
- High quality design and reduction in carbon emissions
- The site is accessible by various sustainable modes of transport
- Introduction of a new store to serve West Weymouth

### Customer visits



30 jobs created

Out-of-centre site

1,804m<sup>2</sup> / 1,254m<sup>2</sup> in size



# Case Studies

## 4 Roman Way, Crayford (London Borough of Bexley)

Store opened November 2016  
District Centre Site

### Decision Making Process

Approved at Council's Planning Committee following officer recommendation to approve.

### Site Proposal

Regeneration of the site through the construction of a Class A1 foodstore unit, together with 3 additional class A1 units and associated car parking and landscaping.

### Store Size

1,834m<sup>2</sup> gross/1,266m<sup>2</sup> net

### Site Description

The site is bound by Roman Way and is located west of Crayford High Street. The site had been vacant for over 10 years and was formally occupied by the Crayford BT exchange.

### Sequential Location

District Centre site.

### Local Environment

The site is located within Crayford Major District Centre and is situated on an 'island' site alongside three additional commercial units, two of which are occupied by Cancer Research and KFC. The surrounding area is characterised by further commercial uses.

### Planning Process

As a mixed use development, officers wanted to see a higher density development and raised concerns regarding design. Aldi demonstrated that this was a deliverable scheme on a long term vacant site. Officers recognised the benefits of the scheme including the design. Issues including highways and flood risk were also raised which were overcome with appropriate transport and flood risk assessments. The principle of retail development at the site was accepted due to its district centre location.

### Planning Permission

Planning permission was granted by committee decision on 20 November 2015. Unanimous support was obtained for the proposals at committee.

### Policy Compliance

The proposals were considered to be in compliance with the Local Development Plan and were recommended for approval within the Officers Report. Subsequently, the application was approved by committee in November 2015.

### Public Response

Aldi undertook extensive public consultation through a leaflet drop to local residents and also met key stakeholders. More than 90% of the local people that responded to the consultation expressed their support for the proposals.



"87.5% of respondents shopped at the store at least once a week."

### Customer Survey

- Most customers (79%) visit Aldi for main shopping, 23% for top-up shopping and 20% for both purposes
- 91% of respondents also use other supermarkets including the town centre Sainsbury's (48%) and the Asda store (15%)
- 94% of respondents thought the store was an improvement on the site and considered the store has had a positive impact on the local area
- 87.5% visit the store at least once a week

### Benefits

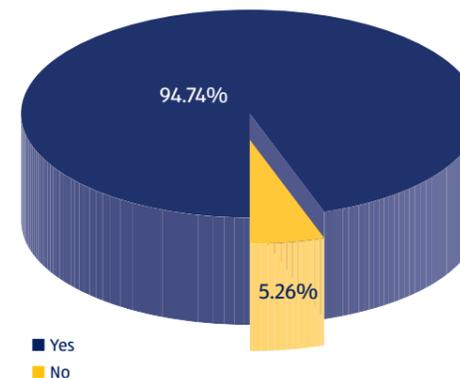
- The store attracts local people to shop locally and encourages linked trips within the District Centre
- The store has increased footfall in the local area
- Aldi's investment has aesthetically improved the area, following redevelopment of a brownfield site left vacant for over 10 years
- Improved choice and low prices within an area served primarily by more expensive supermarket operators
- 43 jobs created at the store, employing local people

43  
jobs  
created

District  
Centre  
site

1,834m<sup>2</sup> /  
1,266m<sup>2</sup>  
in size

### Improvement in the area



### Visiting any other stores

