

# Investing In Your Community

Planning opportunities and benefits



# Introduction

Aldi is one of Britain’s fastest-growing supermarkets that sells quality products at low prices. The supermarket believes in making every day amazing and delivering the best possible value for millions of families throughout the UK and Ireland. Everyone should have access to fresh, healthy, affordable food. It’s a right, not a privilege.

That’s why Aldi is the UK’s Cheapest Supermarket, according to consumer champion Which? (December 2022) as well as being named the UK’s Cheapest Supermarket for 2021 and 2022. The Grocer magazine found that a basket of 33 everyday items at the ‘major multiples’ supermarkets is on average 19% more expensive than at Aldi.

Aldi stores are more compact than most traditional, more expensive supermarkets, making them ideal for serving local communities. The stores are smaller due to a streamlined range of products which enables them to be efficient and keep costs low without compromising on quality.

Aldi opened its first store in the UK in 1990 and now has more than 990 stores and around 40,000 colleagues.

In 2022, Aldi increased its market share further and officially became Britain’s fourth largest supermarket, ahead of Morrisons, Lidl and Co-op, in addition to achieving a record market share of 9.3% against the ‘major multiples’ and other grocery stores in the UK.

Aldi consistently racks up award after award for quality and treats its suppliers and employees with fairness and respect. Aldi is a long-standing supporter of British Farmers and they expect to spend an additional £3.5bn a year with British suppliers by the end of 2025. 100% of their fresh everyday beef,

pork, poultry, milk and eggs are sourced from British, Red Tractor or Lion Eggs approved farms.

Supporting valued institutions such as Team GB and Paralympics GB to demonstrate the importance of health and wellness, Aldi makes the everyday amazing. But amazing doesn’t happen overnight, which is why Aldi is continuing to make changes to be better every day, to be fairer, greener and healthier for customers, society and the environment.

## 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 the National Planning Policy.

The brochure sets out significant economic, environmental and community (social) benefits which can be achieved through the opening of new Aldi stores within towns and communities.

A new store can provide benefits such as:

- new employment opportunities
- increased competition resulting in lower prices
- greater economic activity within a particular area
- reduced distance required to travel
- increased retail choice
- regeneration of a local area

## Contents

Introduction	1
Benefits and Advantages	2
How We Differ..	4
Expansion Strategy	5
Expansion Strategy – London	6
Sustainability & Corporate Responsibility	7
Planning Policy	9
Planning Compliance	10
Case Studies	11
Summary	12



## Benefits and Advantages of an Aldi Store

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

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 the 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 Aldi shop 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 these special lines, they have a negligible effect on town centres.



### 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 increased competition Aldi brings to the larger supermarkets provides shoppers with more choices and lower prices.



“On a personal level, it offers choice and I think many people would appreciate having an Aldi to shop at due to the great quality prices!”

**Local resident**



## Benefits and Advantages of an Aldi Store

### Job Creation

Aldi currently employs over 38,000 colleagues in the UK.

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 40 and 50 colleagues in its new stores and prefers to recruit colleagues locally, demonstrating its commitment to the 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. The majority of Aldi colleagues now receive a minimum rate of £11.00 per hour nationally and £12.45 per hour inside the M25, regardless of their age, as of July 2022. Aldi colleagues also remain the only supermarket workers to be paid for breaks in shifts.

The majority of distribution centre roles now receive a minimum rate of £13.18 per hour and night-premium payments have increased from 20% to 25% as of August 2022.

### Construction Jobs

At the construction stage, 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 groundworks, steel, brick and block work and shop fitting, are sourced locally, as well as cleaners and labourers.

The expansion in store numbers is leading to requirements for new distribution centres and growth in existing distribution centres. This results in job increases 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, tailored to each position as well as 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.

### Apprenticeships

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

### Graduate Area Manager Programme

There were more than 80 graduate places available for the 2022 Area Manager Programme in the UK. Graduate Area Managers spend 12 months training and learning the ropes before being given responsibility for some stores of their own. The training covers the entire spectrum of running a retail operation and is a UK-wide programme. Candidates who have, or are working towards a 2:1, in any discipline and with 96 UCAS points (or equivalent) are eligible to apply.

### Career Changer Programme

Those with experience of managing a team and with a 2:2 in any discipline are also eligible to join the programme via the Career Changer route, starting 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' development.



“One word to sum up my apprenticeship experience would be – boundless. There is so much that I’ve learned and am still learning. I’m really excited to see where my Aldi career journey will take me next.”

**Apprentice Store Manager**



## How We Differ

Aldi's business model limits operating costs to ensure the lowest possible prices for its range of exclusive brands and to challenge the 'Big 4' supermarkets.

By ensuring its prices are affordable, customers can be reassured that their grocery bills will remain consistently low over a sustained period of time.

This is evidenced by Aldi's increasing market share, indicating that shoppers have been impressed with their overall experience.

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

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

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

It has a core range of around 1,800 products and only around 4% 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, cafes or Post Offices.

As a result, an Aldi shopping trip often forms 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 have 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 the 'Favourite Supermarket of the Year' award, amongst others, in the prestigious 2021 Good Housekeeping Food Awards and was voted Which? Cheapest Supermarket 2021.

Aldi continually features within the Times Top 100 places to work and the Guardian Best Graduate Employers lists. Aldi offers a significant choice of locally sourced fresh meat and produce, all 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. Aldi launched its Corporate Social Responsibility Policy (CSR Policy) in 2012, ensuring that responsibility is an integral part of Aldi's corporate decision-making processes, including within the supply chain.

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.



"Aldi is a long-standing supporter of British farmers and we expect to spend an additional £3.5bn a year with British suppliers by the end of 2025. 100% of our fresh everyday beef, pork, poultry, milk and eggs are sourced from British, Red Tractor or Lion Eggs approved farms."

## Expansion Strategy

Aldi plans to continue its ambitious growth strategy for the next few years, which has seen growth from 600 stores in 2015 to over 990 stores in 2022. This strategy is underpinned by high-performing individual stores across the UK.

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

The Regional Distribution Centres (RDC) are situated across the country to accommodate further new store openings within all Aldi regions.

## Typical Site Requirements

Aldi is constantly on the lookout 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 0.8 hectares (ha) (2 acres) with prominent main road frontage, with good visibility and access and can accommodate:

- a store of circa 1900sqm gross
- at least 100 car park spaces, including Electric Vehicle charging spaces
- provision for site access
- provision for servicing and deliveries
- landscaping

Aldi's stores are modest in size and 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 aims to continue an ambitious expansion of its UK store estate, as well as expand its existing logistics infrastructure.”



## London Strategy

### London is Different



- Car ownership is significantly lower than the rest of the UK, with the majority of customers travelling by bus or tube
- Greater London is just over 40 miles wide yet has a larger population than Scotland and Wales combined
- The capital makes up 15% of all retail spend in the UK (CACI – January 2022)
- In just over one square mile, the City of London counts around 8,000 residents, 513,000 daily commuters and 10m annual visitors (cityoflondon.gov.uk – May 2022)
- London's demographic profile is the most polarised in the UK, with more of the country's most affluent demographic groups, as well as high volumes of the least affluent (CACI – March 2018)

### City Stores Concept

- The Aldi Local concept has been specifically designed for busy high street customers, shopping frequently and on foot for smaller quantities of convenience items
- The concept follows the theme of larger Aldi stores to ensure core values around product quality, product freshness and low pricing are consistently applied throughout London
- The first Aldi Local store opened in 2019 in Balham, South London and, with an area of 550sqm, is half the size of a regular Aldi store

### Design

#### Option 1 Standard Store

Indicatively larger than 850sqm Retail area  
50+ Car Parking Spaces

#### Option 2 Aldi Local Store

Indicatively 500sqm + Retail area  
No car parking spaces



“London's demographic profile is the most polarised in the UK.”





## Sustainability & Corporate Responsibility

### Sustainability

Examples of Aldi's sustainability initiatives are:

- Aldi aims to achieve net zero carbon emissions by 2030 for Scope 2 (the emissions Aldi makes indirectly – such as the energy it buys for heating and cooling buildings) and 2035 for Scope 1 emissions (the emissions Aldi makes directly – such as delivery vehicles)
- While Aldi strives towards these targets, they have been investing in carbon offsetting for direct operational emissions, making Aldi UK & Ireland a carbon-neutral business since January 2019
- Since 2015, Aldi has been certified to ISO 50001, an internationally recognised best practice standard for energy management to help continually improve energy efficiency
- All new and refurbished stores are greener and more energy efficient
- 100% of the electricity used to power operations come from green, renewable sources since 2015
- There are over 400 stores in the UK with solar panels, as well as all 11 Regional Distribution Centres (RDCs), providing on-site renewable energy
- All stores are upgrading to CO<sub>2</sub> refrigerants
- All stores install LED lighting
- All stores install chiller doors. The chiller doors reduce energy use by up to 20%, as well as help to keep products cool and the stores warm
- All stores benefit from a heat recovery system where heat is generated and reused from a refrigeration plant, resulting in 100% of each store's heating system
- Aldi UK is continually investigating further opportunities for energy and water savings using intelligent data monitoring and targeting
- External energy and carbon performance reporting is conducted annually via SECR and Company Carbon Footprint reports

Aldi has also set ambitious plastics and packaging pledges:

- 100% of own-label packaging to be reusable, recyclable or compostable by 2022 (2025 for branded products)
- Reduce plastic packaging by 50% by 2025
- Reduce all packaging by 50% by 2025
- Plastic packaging to contain 50% recycled content by 2025
- Increase the volume of loose, refillable or reusable transactions year on year

Aldi has invested in improving the efficiency of logistics operations where possible by using:

- fuel-efficient tyres
- improved aerodynamics
- double-deck trailers

In 2021, Aldi began transitioning its company car fleet to electric vehicles.



“100% of the electricity used to power operations comes from green, renewable sources.”



# Sustainability & Corporate Responsibility

## Corporate Responsibility

Aldi has a comprehensive Corporate Social Responsibility (CSR) programme in place, covering three key pillars:

- Simplicity
- Consistency
- Responsibility

Aldi is responsible for 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 helps customers 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 its products are made sustainably. Together with its suppliers, Aldi works towards increased transparency and continuous improvement within the supply chain.

### People

Aldi's colleagues are the key to its success and the company employs over 38,000 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 it is a part of 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 to **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.

## Building a Sustainable Future

Aldi UK is committed to reducing its environmental impact in line with the company's international CR strategy of **'making sustainability affordable to our customers'**.



"Aldi's colleagues are the key to its success."





## Planning Policy

The National Planning Policy Framework (NPPF) states that, at a high level, ‘the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.’

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. 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 their supermarkets provide a local offer, keeping spend local and reducing the need to travel.

## Competition Commission

During the investigations by the Government’s Competition Commission into the grocery sector, the Office of Fair Trading stated that:

‘consumers benefit from... choice, wider availability, greater innovation and lower prices.’

Aldi is a prime example of how increased competition provides customers with greater choice whilst not reducing quality. The key factor when choosing where to buy convenience goods is the quality and the price, ensuring healthy competition with the larger supermarket operators and helping save shoppers money.



“Keeping spending local to support strong, vibrant and healthy communities.”



**Electric Vehicle Charging Point**

# 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 provisions in their respective catchment areas.

## 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.

Aldi holds virtual or in-person exhibitions, provides letters to local residents, sets up a website, and places 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. To ensure maximum access to the community, a website with online information is made available. 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 they pass the town centre impact tests of nearby centres, there are no suitable town centre sites available and they provide Sustainable Development.

Aldi's stores in local catchments serve local communities, helping reduce the need to travel.

## Choice

Aldi stores do not provide a one-stop shop due to their modest scale and limited product range. This means Aldi's customers generally shop elsewhere as well, often town centre shops, 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 the best value for their money.

## 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.

## Viability

Aldi's cost-efficient concept means that often it has to avoid complicated sites with land assembly issues which are often involved with 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 the 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 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 with glazed frontages. In sensitive areas, such as conservation areas, bespoke detail can be implemented. Aldi's maintenance programme ensures all buildings are reviewed and maintained to retain standards.

## 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 progress.

## Response to Climate Change

As set out in previous sections of this brochure, Aldi deploys a series of measures across its business to ensure the potential impact on the environment is minimised. Some of the key initiatives in store are:

- 100% of the electricity used to power operations has come from green, renewable sources since 2015
- There are over 400 stores in the UK with solar panels, as well as all 11 Regional Distribution Centres (RDCs), providing on-site renewable energy
- Installing chiller doors, which help reduce energy use by up to 20%
- Upgrading to CO<sub>2</sub> refrigerants and installing LED lighting



Holliers Walk, Hinckley

## Snapshots

### Holliers Walk, Hinckley

LPA: Hinckley & Bosworth Borough Council

- Edge-of-town centre location
- 2.3 acres vacant brownfield site since circa 2010
- History of anti-social behaviour on vacant land
- Aldi secured planning permission for a new store creating over 40 jobs
- S106 to improve connectivity with the town centre
- Store opened in August 2019
- Construction period of seven months
- Hinckley BID director, Steve Wegerif, welcomed the store opening. He said: "With more than 400 businesses in Hinckley Town Centre, the addition of Aldi's offer is bound to be popular with the increasing number of consumers who are choosing to come to Hinckley to do their shopping"
- Aldi received over 110 responses when the store proposals were announced, with 93% of residents supporting the plan

### Oxford Road, Spennymoor

LPA: Durham County Council

- Town centre relocation
- The site forms part of a major redevelopment of Festival Walk, identified in the Spennymoor Regeneration Masterplan, in partnership with Durham County Council and Hellens Group. It aimed to regenerate part of Spennymoor Town Centre that has been largely vacant space for many years
- The Oxford Road store replaced the pre-existing store on Cambridge Street and will be run by the Store Manager along with a team of 26 colleagues from the local community
- Excess demand from the local catchment meant the former Aldi store appeared outgrown and outdated
- The site at Oxford Road had been identified for a modern store that will deliver a better shopping experience for residents, bringing high-quality, discount produce in a more spacious and comfortable retail environment
- There is free parking for 95 cars, which is not limited to Aldi customers only and can be used by those visiting Spennymoor town centre
- The regeneration scheme represents a multi-million-pound investment in Spennymoor and will create new jobs in retail and via the supply chain during construction



Oxford Road, Spennymoor

### Scartho Top, Grimsby

LPA: North East Lincolnshire Council

- The site comprised an undeveloped parcel of land, part of a wider strategic housing-led allocation
- Aldi store anchors the local centre which services the day-to-day needs of the wider area which includes 1,000 new homes, with 900 more to be delivered
- Reduces pressure on the release of more remarkable and less sustainably located greenfield land
- Significant investment into the local economy and delivery of up to 40 new job opportunities for local people
- The Sequential and Impact Tests were passed. Justification provided to justify the inclusion of a discount food store in place of a smaller 'top-up' facility and demonstrating that it does not prejudice residential delivery
- Permission secured within 16 weeks
- Permission was granted under delegated powers subject to planning conditions



Scartho Top, Grimsby

### Speke Hall Road, Liverpool

LPA: Liverpool City Council

- Out-of-centre location
- 5.9 acres vacant brownfield site since 2002
- Planning permission for a mixed-use scheme of 3120sqm anchored by Aldi, including an employment unit, drive-through coffee shop and petrol filling station
- Undeliverable employment allocation for over 20 years
- An employment land assessment was completed, demonstrating the proposal did not harm the overall employment land supply within the city
- A viability assessment with a series of development appraisals, demonstrated the site achieved a negative value with any employment units at the site
- The Sequential and Impact Tests were passed. Objections from competing stores were rebutted
- 120 jobs proposed
- Permission was granted unanimously by the Planning Committee, subject to an S106 unilateral undertaking, including securing delivery of the single employment unit with a timing trigger



Speke Hall Road, Liverpool

## Aldi is sustainable in so many ways:

- Creates development on brownfield sites
- Acts as a catalyst for regeneration in underperforming areas
- Creates jobs in stores, logistics and construction
- 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
- Customers can make shorter trips
- Many customers live within walking distance of new stores
- Efficient business format keeps costs down, prices down and contributes to improving the environment
- Is loyal to and committed to the development of its staff
- Locally sourced produce benefits local suppliers
- All fresh meat is sourced in the UK
- Local contractors benefit from new stores
- 100% of the electricity used to power operations comes from green, renewable sources since 2015
- 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

### Summary

Aldi is keen to demonstrate to Councils that it 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 delivering 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.





T: 0844 406 8800

E: [info@aldi.co.uk](mailto:info@aldi.co.uk)

W: [aldi.co.uk](http://aldi.co.uk)

W: [aldi.co.uk/about-aldi/property](http://aldi.co.uk/about-aldi/property)

Registered in England 2321869

Prepared in conjunction with McCann Manchester and Jones Lang LaSalle.

