



Investing In Your Community

Planning opportunities and benefits



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Introduction

Who is Aldi?

Aldi is a supermarket operator that sells quality products at low prices. Aldi is committed to being at least 15% cheaper than the UK's larger national supermarkets.

Aldi stores have a limited footprint and are of modest size, designed to serve local communities.



“Aldi became the sixth largest supermarket in 2015, ahead of Waitrose, in addition to an increased market share against the ‘Big 4’ and other grocery stores in the UK.”

Discount retailer Aldi opened its first store in the UK in 1990, and has now expanded to over 600 stores across England, Scotland and Wales.

Aldi became the sixth largest supermarket in 2015, ahead of Waitrose, in addition to an increased market share against the ‘Big 4’ and other grocery stores in the UK.

Aldi experienced 16.5% growth in 2015, while maintaining a market share high of 5.6% (Kantar Worldpanel for 12 weeks ending 03/01/2016).

Aldi continues to expand its fresh range, and an additional 50 lines of fresh produce were added to the range in 2014. Aldi leads the way on supporting British farmers; in 2014, over 40% of all fruit and vegetables delivered into our depots was British – exceeding the national figure of 35%.

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.



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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 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. New stores also create jobs at Regional Distribution Centres.

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

Aldi is aware 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

By addressing the objectives of council development plans and the National Planning Policy Framework in planning applications for new stores, the expansion of Aldi's store portfolio will be facilitated and the benefits that Aldi brings to the wider community will be realised by more households.

These direct benefits include:

- Knock-on benefits for nearby retailers
- A catalyst for future development
- Stimulating competition, which lowers grocery prices and offers greater choice
- 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, 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 local businesses.

Many of Aldi's stores are developed on brownfield sites, which were underperforming or derelict. They 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. This investment includes purchase and development of a site. The knock-on effects for suppliers, local contractors and revenue to Local Authorities, to name but a few, are significant additional benefits, thus bringing added investment directly into the community.

Linked Trips

Aldi's stores do not feature many of the amenities provided by larger supermarket formats, such as butchers, fishmongers, deli counters or pharmacies, thus reducing the impact on small independent traders.

Aldi stores are modest in size, providing a discount foodstore choice within a given catchment area, thus providing a further choice for shoppers. The limited core product line of circa 1,500 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 there is negligible impact on existing supermarkets in and outside town centres. Furthermore, the store's concept means that shoppers are more likely to continue to use competing stores and 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. No evidence has been found that Aldi's non-food range is harmful to 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 provides shoppers with an opportunity to choose to shop at Aldi in addition to the larger supermarkets and local specialist retailers.

Accessibility

Stores are accessible to communities. 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

Job Creation

Aldi currently employs over 28,000 staff in the UK, including over 23,000 in stores.

Aldi plans to recruit thousands of additional staff at all levels during the next few years to support its store expansion strategy.

This means new jobs in the stores and in the 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 jobs range from Store Assistants and Caretakers, to Apprentices and Store Managers. Aldi employs between 30 and 50 staff in its new stores.

It is Aldi's preference to recruit staff locally for its new stores. The company voluntarily enters into Local Labour Agreements thus demonstrating its commitment to a community.

In October 2015, Aldi announced that it would pay all Aldi UK hourly-rate employees a living wage, minimum rate of £8.40 (£9.45 per hour in Greater London) from February 2016, in a move to ensure that Aldi maintains its position as the best supermarket employer in Britain.

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



“Currently the distribution centres including regional administration teams account for **400-600 staff per region.**”

works, 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 staff. Currently the distribution centres, including regional administration teams, account for 400-600 staff per region.

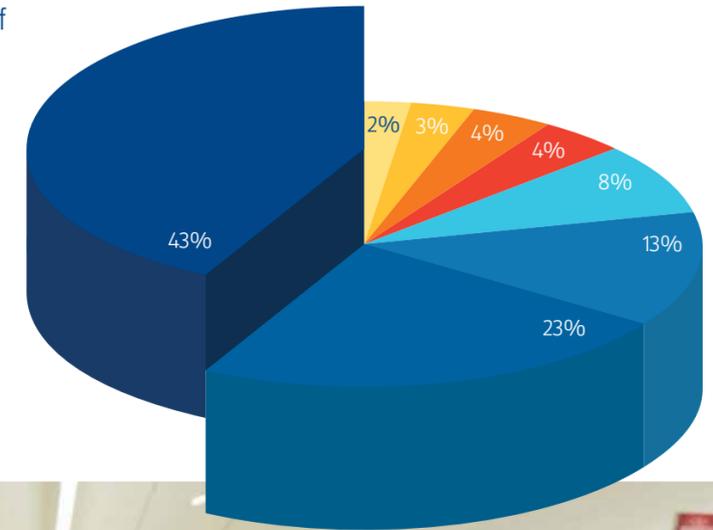
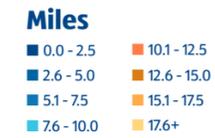
Aldi offers exceptional, market-leading salaries to its employees and, in return for their commitment, hard work, dedication, responsibility and sharp thinking, staff receive job security too. Working hours are also flexible so that staff can achieve the perfect work/life balance.

Aldi offers full training for all of its positions and the schedule and facets of the training are tailored to the individual.



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

Distance store staff travel to work (%)



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



Benefits and Advantages

Career Progression

Aldi has two of the most successful graduate and apprentice schemes in the UK.

The apprentice scheme only began in 2012, but Aldi has already taken on over 1,000 apprentices during that time, as part of a three-year programme across the UK.

Apprentices are trained to work in all parts of the business including at store, distribution, logistics and management level, as well as progression through to the Store Management Team.



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



“Over 150 graduate places available for the 2016 area management programme.”



“Aldi employs over 28,000 people in the UK.”

There are over 150 graduate places available for the 2016 Area Management Programme. This is an annual programme. Trainee Area Managers spend a year shadowing an Area Manager and learning the ropes before they are expected to take on three to four stores of their own. The training covers the entire spectrum of running a retail operation and is a UK-wide programme.

From February 2016, all Aldi employees will receive a new minimum rate of £8.40 per hour (higher rates available for stores in London), regardless of their age, in a move that maintains Aldi’s position as the best supermarket employer in Britain. The new rate is significantly higher than the hourly pay offered by all other British supermarkets and follows significant sustained sales growth and store expansion.



Corporate Responsibility

Aldi has a comprehensive Corporate Social Responsibility (CSR) programme in place, covering three key pillars: Fair, Local and Healthy.

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
- Suppliers
- Products
- Operations
- People

Customers:

In addition to ensuring customers only buy products of the highest standards and quality, Aldi provides information so customers can make healthy choices when buying food and drink, including alcohol, by providing as much detail as possible on its packaging.

Suppliers:

Aldi’s success is partly driven by its commitment to its UK suppliers, sourcing all fresh meat from British farms. Beyond the UK, Aldi supports developing countries by stocking Fairtrade products.

Local Suppliers

Produce:

All fresh bread, dairy and meat products are sourced across the UK, therefore UK suppliers benefit from the success of the Aldi brand.

More importantly, as the number of stores grows across the UK, those suppliers will benefit further. Bread and dairy products are sourced regionally, thus all parts of the UK benefit from suppliers. The greatest benefit is to Aldi’s customers who are assured they are buying locally sourced fresh products.

Products:

Responsible sourcing of products is essential to Aldi. It sells free range eggs and aims to source fish from sustainable fisheries. Own label paper products are all sourced from recycled materials or from well-managed forests certified by the Forestry Stewardship Council.

Operations:

Aldi makes important efficiencies that reduce costs for the company and therefore keeps prices down for its customers, all of which contribute to protecting the environment. Aldi applies energy efficient systems in its buildings, fuel efficient driving in its truck fleet, reduced lighting outside of store opening hours and minimal waste. Aldi installs solar panels for new stores and Regional Distribution Centres where possible. Aldi’s goal is to send zero waste to landfill and food waste is converted into energy through an anaerobic digestion process.

People:

Aldi employs over 28,000 people in the UK. It is loyal to its employees and rewards performance with higher than average salaries for the industry. The apprenticeship and graduate schemes demonstrate Aldi’s commitment to training and developing new employees.



Aldi UK Planning Opportunities and Benefits



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 'Range', 'Specially Selected' and 'Everyday Essentials', which are easily understood by consumers.

Aldi has a range of 1,500 products and only around 5% of these are recognised

brands, unlike the major superstores which stock in the region of 40,000 lines.

Aldi stores do not feature in-house butchers, fishmongers, deli counters or pharmacies 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 has been awarded the prestigious title of 'Supermarket of the Year' by consumer watchdog Which? four times, and received a total of 16 gold accolades at The Grocer Own Label Awards.



"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."



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 butchers.

Aldi launched its Corporate Responsibility Policy (CR 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 and they do not damage the environment or workers.

Aldi's CR 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 over 60 stores per year across England, Scotland and Wales, as well as extending a number of existing stores in order to expand the available retail space.

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



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

All distribution centres have undergone significant expansion and South Wales will have a new, dedicated distribution centre in Cardiff by 2017.

Aldi has opened a state-of-the-art, purpose built facility in Bolton to replace its distribution centre in Middleton.

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 0.6 hectares (1.5 acres) and can accommodate

- A store of circa 1800m² gross
- At least 90 car park spaces
- Provision for site access
- Provision for servicing and deliveries
- Landscaping

- Aldi’s stores are modest in size
- Aldi’s stores often 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

Central Government issued new guidance in March 2012 which set out how Local Authorities should determine proposals including retail. This is set out in the National Planning Policy Framework.

National Planning Policy Framework

At the heart of the NPPF is a **strong presumption in favour of sustainable development.**

What is Sustainable Development?

The Government's Minister for Planning, in his Foreword to the NPPF, states that: **'Sustainable means ensuring better lives for ourselves, it doesn't mean worse lives for future generations.'**

It is about **'positive growth – making economic, environmental and social progress for this and future generations.'** The planning system should therefore facilitate sustainable development providing **'a golden thread running through both plan-making and decision-taking by Local Authorities.'**

Aldi supports the NPPF Core Planning Principles. Those most relevant to Aldi are that planning:

- Should be plan led, empowering local people to shape their surroundings. Aldi has found strong support for its proposals at its public consultation events, which help to strengthen the message that local people should influence what they want in their locality
- Should not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places

in which people live their lives. Aldi has often helped to regenerate communities by redeveloping redundant or underperforming sites

- Proactively drive and support sustainable economic development to deliver investment. Again, Aldi has a strong track record in delivering schemes which contribute to the needs of the local economy

- Take account of the different roles and character of different areas and promote the vitality of our main urban areas. Aldi recognises that its retail developments improve the vitality of local areas by providing vibrant schemes within town centre and community areas

- Should encourage the effective use of space by reusing brownfield land, which Aldi develops a majority of its sites on

The NPPF encourages development that actively manages patterns of growth to make the fullest possible use of public transport, walking and cycling and focus significant development in locations which are or can be made sustainable. 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
- Ensure the vitality of town centres



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



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



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, with several sites providing the opportunity to redevelop neighbourhood 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 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.

Retail Assessments

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

An impact assessment is usually required for out-of-centre schemes and in particular those of 2500m² gross or more. Aldi stores sit comfortably below this threshold and many Local Authorities recognise that the modest size of our stores do not require a full impact assessment. Our impact assessments show that the modest size of stores and relatively low turnover, in comparison, have negligible impact on town centre convenience offers. In fact the assessments show that the positive benefits 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 reducing 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 makers
- 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 town centre sites
- Local communities
- Retail and leisure parks

Community Engagement

Aldi engages in pre and post-application consultation with councils and the local community, involving meetings with local councillors, planning officers and members of the public. We hold exhibitions, providing letters to local residents and advertisements in the local press. Often public exhibitions are held where 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 out-of-centre, community and retail park stores, which are not attached to defined centres have been approved by Local Planning Authorities. Each have demonstrated that they meet Development Plan objectives, therefore Sustainable Development does not harm the vitality or viability of town centres. Aldi chooses sites which serve local communities, therefore reducing the need to travel and provide a convenient offer without having to make a longer trip, which would probably be to a larger supermarket. The environmental, social and economic benefits of Aldi's locations provide a convenient and competitive shopping experience without customers having to think too hard about it.

Aldi works with councils to achieve good design and connectivity with nearby towns and local communities.

Choice

The modest scale of Aldi stores fulfil a neighbourhood shopping role, which means Aldi's customers generally shop elsewhere as well to complete a full weekly shop.



"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."

Aldi's complementary offer 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. This practice not only provides customers with choice but allows other stores within a catchment area to continue trading well.

Catchment

Aldi's modestly sized stores mean that it can accommodate more than one store in a given Local Authority area, therefore serving shoppers visiting a town centre and shoppers within local neighbourhoods too. Often shoppers to a new Aldi store are existing Aldi shoppers. 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 being spent elsewhere.

Aldi's local presence helps to retain expenditure within a given catchment area and contribute to improving market share.

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 highways 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 to the food stores are not new to the network, but rather 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.

Design Compliance

Aldi recognises that design is a key consideration in the determination of an application for its stores and takes great pride in their appearance.

Aldi injects multi-million pound investments into its sites to provide modern buildings. The design has evolved over time since Aldi first opened in the UK.

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. It is only occasions where sites are located in sensitive areas, such as conservation areas, that bespoke detail is implemented on Aldi's stores. Aldi's maintenance programme ensures all buildings are reviewed and maintained to retain standards. Landscape contractors visit all sites on a monthly basis. 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 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 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 customers and communities by providing economic, social and environmental benefits, therefore providing Sustainable Development in line with Planning Policy.

Aldi customers also shop in other larger supermarkets too, 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.



“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.”



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



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

Copplehouse Lane, Fazakerley

(Knowsley Borough Council)

Store opened in 2014
Edge of Centre Site

Decision Making Process

Planning permission was granted unanimously at Committee following officer recommendation to approve.

Site Proposal

Demolition of an existing public house and residential property to form a new Aldi supermarket with car park, landscaping, servicing and access.

Store Size

1,497m² gross/1,007m² net.

Site Description

The site sits on the corner of Copplehouse Lane and Longmoor Lane in a prominent position accommodating the Copplehouse Pub and a strong line of trees to the south which were protected by a group TPO. A residential property to the north west of the site on Moor Lane was brought into the scheme at a later date.

Sequential Location

Edge of centre location. Located 100m north of Copplehouse local centre.

Local Environment

The site is located as a standalone store within a residential area and a Ford car sales showroom and service garage to the south. Copplehouse Lane extends south and is a

primarily residential corridor with pockets of local shops and services. The A506 Longmoor Lane and Valley Road sit to the north of the site providing a main link for customers accessing the site from Fazakerley, Kirkby and Aintree.

Planning Process

Whilst the site was located within a primary residential area, the existing use was a pub which only traded intermittently. Although prominent, the pub was poorly maintained and its associated bowling green had been used for several years as an outdoor seating area. The proposed development was a welcome enhancement, providing a much needed supermarket to serve the local community.

The application was heard at planning committee with no concern for the loss of the pub or bowling green. Aldi entered into a unilateral undertaking providing a commuted sum for the loss of protected trees on the site to be replaced elsewhere in the borough.

A single dwelling to the north west became available which Aldi acquired for demolition to extend the site's car park from 73 to 83 spaces. A new application to extend the car park was approved under delegated powers providing sensitive boundary treatment.

Policy Compliance

The site was located in a primary residential area. Aldi identified that there were no supermarkets within the defined five minute drivetime catchment area except for local convenience stores including Co-op within the local centre. The nearest town centre at Kirkby has consent for a large Tesco store which is no longer to be developed, therefore the wider area has no other supermarkets.

The store's entrance including height and materials was designed to emphasise its prominent location and comply with the Knowsley UDP design objectives.

A Retail Assessment was carried out demonstrating that the proposal was sequentially preferable and would not harm nearby local or town centres thus complying with the retail policies of the development plan and NPPF. The proposal did not harm the open space objectives of the development plan as the bowling green was redundant, and the development encouraged new off site planting of trees on main corridors within the borough.

The proposal met the sustainable development objectives of the NPPF by encouraging residents to shop locally.

Public Response

A postal survey to local residents generated 359 responses with 98.9% support, demonstrating the need for a local supermarket to serve the community.

Customer Survey

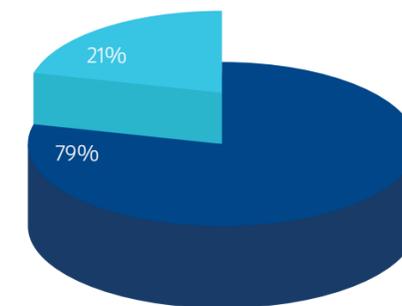
- 89% of shoppers shopped at the store at least once a week
- 52% of shoppers carried out their main shopping trip at the foodstore
- 80% of shoppers also visit other supermarkets including Asda Aintree
- 79% of Aldi shoppers carry out further food shopping in Kirkby town centre
- 90% of customers live within 3 miles of the store

Benefits

- The development has significantly improved and enhanced the appearance of an underperforming pub site which was poorly maintained
- The store was designed with a bespoke frontage to reflect the landmark location on a major corridor
- The foodstore has removed anti-social behaviour associated with the former pub
- The store employs 30-35 staff
- The store provides the only discount supermarket within the north of Knowsley



“89% of shoppers shopped at the store at least once a week.”



Do you do other food shopping in the town centre?

■ YES
■ NO

35
jobs
created

100m
from the
local centre

**1,497m²/
1,007m²**
in size



Case Studies

Parkside Shopping Centre, Killamarsh

(North East Derbyshire District Council)

Store opened in 2013
Town Centre Site

Decision Making Process

Planning permission was granted unanimously at Committee following officer recommendation to approve.

Site Proposal

The regeneration of Parkside Shopping Centre, including the demolition of an existing retail unit and public toilets to provide a new anchor foodstore and amendments / upgrading of 6 existing units, car parking areas, linkages to Bridge Street and associated servicing and landscaping.

Store Size

1,428m² gross/990m² net.

Site Description

Site of former Kwik Save retail unit which ceased trading in 2007 along with an existing row of small retail units.

Sequential Location

Town centre location.

Local Environment

Parkside Shopping Centre is surrounded by a mix of residential, retail and commercial uses and falls within the Killamarsh Town Centre boundary. Surrounding uses include residential properties, Killamarsh Methodist Church, Vets Clinic and Killamarsh Adult Community Education Centre. The site is bound to the south by a Co-op foodstore.

Planning Process

Planning permission for the regeneration of Parkside Shopping Centre was approved by Committee in November 2011 followed by a further approval in 2012 to allow amendments to the scheme focussing on alterations to floor levels and elevations. The proposal was considered to be acceptable due to the town centre location of the scheme, the regeneration benefits it would bring and the overall enhancement to the public realm. The employment benefits and the improvement of the overall appearance of the site were also highlighted. The design of the development would significantly enhance the character and appearance of the site and its surrounding area and reduce incidences of anti-social behaviour.

Policy Compliance

The 2011 and 2012 proposals complied with the Development Plan and National guidance. The proposal was appropriate in policy terms as the site is located within the town centre boundary and provides an exciting opportunity to deliver a regeneration scheme. The principle of development was therefore encouraged.

The original application was considered to be disappointing in terms of the public realm proposals. Improvements to the public realm were subsequently proposed and approved within the second submission.

Public Response

The application was supported by both the council and the public, while no concerns were raised from local retailers. The regeneration of the site as a whole was perceived to bring economic and social benefits to both the site and the surrounding area.



“96% of shoppers consider the store has improved Killamarsh town centre.”

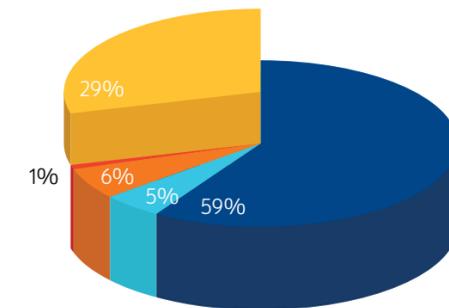
Customer Survey

- 41% of Aldi's shoppers use Aldi as their main shopping choice, but continue to use competing stores further afield including Morrisons and Asda in Sheffield to provide a complementary range of shopping
- 88% of shoppers continue to use other supermarkets too
- 96% of shoppers consider the store has improved Killamarsh town centre
- 88% of shoppers visit the store at least once a week

Benefits

- The store provides a welcomed alternative where choice is limited to a Co-operative supermarket within the local area
- Redevelopment and regeneration of a vacant and underused shopping centre within a town centre location
- 72% of businesses consider the store has improved Killamarsh town centre
- 30-35 jobs created bringing an economic benefit to the community

- Reduction in anti-social behaviour as a result of the development
- Customers shop locally, with two thirds travelling less than 2 miles to visit the store encouraging sustainable shopping patterns



How often do you shop here?

■ Once a week ■ More than once a week
■ More than once a month ■ Less than once a month
■ Once a month

30-35
jobs
created

Town
Centre
Site

1,428m²/
990m²
in size



Case Studies

Rye Road, Hastings (Hastings Borough Council)

Store opened in 2014
Edge of Centre Site

Decision Making Process

Planning permission was granted at Committee unanimously following officer recommendation to approve.

Site Proposal

Demolition of existing DIY store and provision of replacement supermarket together with associated landscaping and 70 car parking spaces.

Store Size

1,249m² gross/990m² net.

Site Description

The brownfield site is located within the Hastings Urban Area Boundary where there was an established and existing retail use of the former B&Q unit. It was considered that the large warehouse unit did not complement the character of the surrounding area.

Sequential Location

Edge of centre location. The site is 130m to the north of Ore Village District Centre.

Local Environment

The site is located as a standalone store immediately surrounded by residential properties and within walking distance of Ore High Street to the south.

Planning Process

The site was occupied by a former B&Q unit which was poor in appearance having a negative impact on the street scene. Ore and North East Hastings lacked any main food shopping destinations. Aldi's own market research showed that a staggering 80% of local people were shopping outside of the area.

Public engagement was essential to explain the proposal to councillors, stakeholders and residents to address their concerns. Aldi attended a council run Pre-Application Development Forum which was well attended giving the community the opportunity to ask questions and for Aldi to allay any concerns. Whilst there was strong support, Ward councillors expressed concerns about the scheme, including the potential impact on Ore Village.

Aldi's consultation included issuing leaflets to over 1,300 residential and business addresses locally asking for their opinion on the proposal. Almost 200 people responded with 76% in support of the scheme. Officers accepted the planning case for the need for a local supermarket to serve Ore. At the Planning Committee, members recognised the considerable support for the application and commended Aldi for the way they had engaged with the local community to obtain their views as part of the application process. The same Ward councillors who had previously raised concerns acknowledged that these had been fully allayed and also welcomed Aldi's approach to community consultation.

Policy Compliance

The foodstore is located in an existing and established retail destination within the defined urban area of Hastings. The site was not allocated for a specific use and the principle of redevelopment and continued retail use was deemed to be acceptable and in accordance with national and local planning policy.

It was identified that there was a lack of main food shopping provision within the area. Therefore the introduction of an Aldi store gives local residents the opportunity to shop locally instead of travelling 5km south to Hastings to fulfil their shopping needs.

Public Response

The local community welcomed the opportunity to engage with Aldi thus allaying any concerns about impact on Ore district centre.

Customer Survey

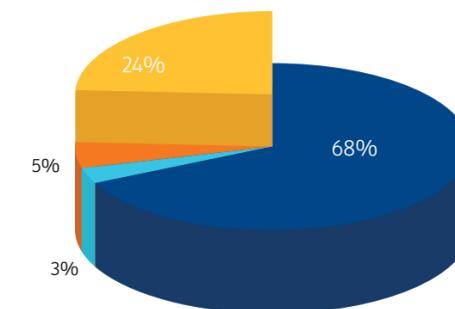
- 24% of shoppers walk to the store demonstrating Aldi is easily accessible within the community
- 61% of shoppers visit the store at least once a week demonstrating Aldi provides a local offer keeping spend local
- 44% of shoppers use the store as their main shop whilst 10% use it as a main and top up destination
- 76% of people supported the scheme

Benefits

- The store has significantly improved the street scene and introduced an active frontage on the Rye Road corridor by replacing the former B&Q store which was an eyesore
- Customers can shop locally more frequently saving on travel costs to larger stores outside of the local area
- Many customers can walk to the store
- The creation of over 40 jobs for local people



"76% of people supported the scheme."



Mode of Travel

■ Car (Driver) ■ Car (Passenger)
■ Bus ■ Walk

40+
jobs
created

Edge of
Centre
Site

1,249m²/
990m²
in size



Case Studies

Thaxted Road, Saffron Walden

(Uttlesford District Council)

Store opened in 2015
Out of Centre Site

Decision Making Process

Planning permission was granted at Committee following officer recommendation to approve.

Site Proposal

The proposed foodstore was part of a wider proposal comprising:

Demolition of the existing buildings and redevelopment to comprise retail warehouse units and associated garden centre (Class A1), a discount foodstore (Class A1) and a café (Class A3).

Store Size

1,578m² gross/1,125m² net.

Site Description

The site sits in a largely elevated position, bound to the south west by Thaxted Road and Tiptoft Lane to the north.

The application site formerly consisted of vacant and redundant industrial warehouse units as well as land comprising the former civic refuse site.

Sequential Location

Out of centre location.

Local Environment

The site is located as a standalone store as part of a wider retail park which is being developed as Phase 2. Saffron Walden Centre is the nearest defined centre and is located 1.6km to

the north west of the foodstore. Residential properties are located approximately 500 metres to the north.

Planning Process

The site had a lengthy planning history, including two attempts by Sainsbury's to obtain consent. Following refusal of a 2012 scheme due to the potential impact on the town centre, Sainsbury's submitted a revised scheme which reduced the size of the store. This proposal was appealed and dismissed based on the potential impact on the town centre. Following this, consent was granted for a predominantly non-food scheme.

Aldi's proposal was submitted as part of a wider non-food redevelopment scheme. In granting consent, Planning Officers noted the materially different nature of Aldi's offer and concluded that this was sufficient to overcome potential retail impact concerns related to the Sainsbury's proposals. Nonetheless, concerns from the town council and local councillors still remained in relation to the potential impact on Saffron Walden Town Centre.

Since opening, the store has proven extremely popular with residents.

Policy Compliance

The site was allocated as a Key Employment site within the adopted Local Plan but remained vacant for a number of years. The Local Plan was considered to be out of date therefore more weight was given to the NPPF when determining the application. The NPPF advises that if there is no reasonable prospect of the site being used for employment uses, its long term protection should be avoided and applications for alternative uses should be considered on their own merits having regard to market signals and the relative need to support sustainable local communities. Robust justification for the loss of employment land was provided and accepted by the council. The proposed development would represent economic development and promote economic growth.

In addition, the use of a foodstore accorded with the council's emerging Local Plan which is informed by an up-to-date evidence base.

The proposal promoted sustainable economic development, attracting investment and jobs for the benefit of Saffron Walden. The regeneration benefits support relevant saved policies of the adopted Uttlesford Local Plan, and the emerging Uttlesford Local Plan, as well as the NPPF.

Public Response

The store has proved extremely popular with residents since opening. Many people were already Aldi shoppers before travelling to Haverhill (15km away) and Bishop's Stortford (20km away), therefore the store has provided a local and more convenient facility. Customers were pleased that they now had choice which was otherwise dominated by Waitrose and Tesco.

Customer Survey

- 64% of respondents shopped at the store at least once a week
- 58% of respondents carried out their main shopping trip at the foodstore
- 87% of shoppers also visit other supermarkets including Waitrose and Tesco
- 49% of Aldi shoppers carry out further food shopping in Saffron Walden Town Centre
- The majority of businesses considered the Aldi had not had a negative impact on the town centre
- Specialist convenience retailers (e.g. butchers and delicatessens) in the town centre considered they were not in direct competition with Aldi as they provide a superior product which customers would visit specifically

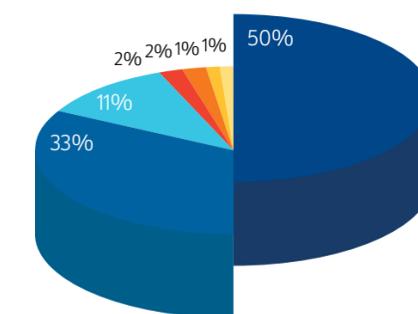
Benefits

- The development has significantly improved and enhanced the appearance of a previously vacant brownfield site
- The foodstore has acted as a catalyst for redevelopment on the wider retail scheme,



"64% of respondents shopped at the store at least once a week."

- therefore creating further job opportunities and has enhanced the local economy
- The store employs 35-40 staff
 - Aldi brings a discount supermarket offer to the community with more than half travelling no more than 4 miles, so keeping shopping local and encouraging sustainable shopping patterns by reducing the need to travel to other towns



Which other supermarkets do you use?

- Tesco
- Waitrose
- Sainsbury's
- Asda
- All Supermarkets
- M&S
- Nisa

35-40
jobs
created

**Out of
Centre
Site**

**1,578m²/
1,125m²**
in size

