



Statement of Community Involvement

Preston Street, Whitehaven

October 2023

Contents

1. Introduction 1

2. Planning Policy 3

3. Approach to Community and Stakeholder Consultation 6

4. Summary of Feedback..... 9

5. Applicant’s Response 17

6. Conclusion..... 19

Appendices

- Appendix I. Press Release
- Appendix II. Consultation Website
- Appendix III. Consultation Boards & Virtual Exhibition

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For and on behalf of Avison Young (UK) Limited

1. Introduction

- 1.1 This *Statement of Community Involvement* has been prepared by Avison Young on behalf of Aldi Stores Limited ('the Applicant') to assist planning officers at Cumberland Council ('the Council') in its consideration of the accompanying planning application for the proposed formation of an Aldi foodstore at Preston Street, Whitehaven, Cumberland Council.
- 1.2 Full planning permission is sought for "Erection of discount food store (Use Class E) with associated access, parking, hard and soft landscaping and associated works".
- 1.3 A full description of the development is included within the accompanying Planning Statement. Further information on the development proposals (including details of scale, appearance and massing) and their design evolution is set out within the accompanying Design and Access Statement.
- 1.4 The applicant recognises the importance of quality pre-application engagement. As such, this *Statement of Community Involvement* ('SCI') sets out the activities undertaken by Avison Young, the applicant and wider project team in engaging with the local community and stakeholders in advance of submission of this planning application to the Council.

Pre-Application Engagement with Officers

- 1.5 The development proposals have also been subject to pre-application discussions with Council Officers and Key Consultees from Autumn 2021 through to the time of application submission.
- 1.6 Key areas of discussion with Officers and consultees have included:
- Scale and massing;
 - Design and Materials;
 - Out-of-centre retail development;
 - Car parking strategy; and
 - Highways access.
- 1.7 The feedback and comments received from Officers has influenced the evolution of the development proposals; informing key aspects of the proposals design, the planning strategy followed, assessment methodologies and the community engagement strategy employed. Where feasible, commentary from Officers has been taken on-board and has influenced the development proposals.

- 1.8 The consultation process has been designed to complement and supplement the statutory consultation process that will be undertaken by Cumberland Council following the submission of this planning application.
- 1.9 This SCI seeks to outline engagement activities undertaken and the outcome of these activities on the development proposals, including how the feedback provided has assisted in shaping the proposals.
- 1.10 In doing so, this Statement comprises the following sections together with associated appendices:
- Chapter 2 – Planning Policy;
 - Chapter 3 – Approach to Community and Stakeholder Consultation;
 - Chapter 4 – Summary of Feedback;
 - Chapter 5 – Applicant’s Response; and
 - Chapter 6 – Conclusion.

2. Planning Policy

- 2.1 Community participation is a key objective in the Government's reform of the planning system, provided for through the *National Planning Policy Framework* ('the NPPF') and *Localism Act 2011*. This section provides an overview of national and local policy and additional guidance relating to community involvement in planning.

National Policy Guidance and Legislation

National Planning Policy Framework (2023)

- 2.2 Section 4 of the NPPF sets out the requirements and expectations for pre-application engagement by Local Planning Authorities (LPAs) and applicants. The benefits of proactive engagement are outlined at Paragraph 39 which highlights that:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."

- 2.3 LPAs are required to encourage applicants to engage with the local community before submitting their applications where it could be deemed to be beneficial (Paragraph 40). Paragraph 132 further states that applications which demonstrate early, proactive and effective engagement should be considered more favourably by LPAs than those that cannot.

Localism Act (2011)

- 2.4 The Localism Act (2011) introduced a statutory requirement for applicants in England to consult with local communities before submitting planning applications for certain types of development. Section 122 of the Act requires an applicant to:

- Publicise the proposed application locally and give a timetable for the consultation;
- Have regard to advice given by the local planning authority about local good practice in undertaking consultation; and
- Take account of the responses to the consultation when submitting the application.

- 2.5 This section of the Act sends a clear signal as to the Government's requirements regarding community engagement in the planning process.

Local Planning Policy Guidance

Copeland Borough Council Revised Statement of Community Involvement (2020)

- 2.6 All local planning authorities must prepare an SCI as defined by the *Planning and Compulsory Purchase Act* (2004) and in line with the *Town and Country Planning (Local Planning) (England) Regulations* (2012). The Council is legally obliged to comply with its SCI once it is adopted.
- 2.7 Copeland Borough Council's revised SCI was adopted in August 2020 and specifies how and when the Council will involve the local community in the planning process. Copeland Borough Council's SCI remains the adopted SCI for the Copeland Borough, following the formation of the Cumberland Council unitary authority in April 2023. The SCI outlines the standards and processes that Copeland Borough Council will use to achieve meaningful consultation through engagement and involvement with the community, consultees, stakeholders, and other interested parties.
- 2.8 Section 3 of the adopted SCI sets out how community involvement will take place in the development management process. In accordance with the requirements of the Town and Country Planning (Development Management Procedure) (England) Order 2015, the Council's Development Management team processes each planning application. The Development Management team takes in to account Copeland Local Plan documents; development briefs; masterplans, government guidance; relevant legislation and other material planning considerations when making planning determinations.
- 2.9 Depending on the type of planning application being considered, the Council will consult with various organisations and bodies and invite them to make representations. The main types of groups consulted include:
- The general public;
 - Statutory consultees – where there is a requirement to consult specific bodies (e.g. the Environment Agency, Highways Authority); and
 - Non-Statutory Consultees – where advice is sought from bodies likely to have an interest in the proposed development.
- 2.10 The level of consultation carried out for planning applications will be proportionate to the type and scale of application being determined. If significant amendments are made to an application neighbours should be re-notified and allowed a minimum of 7 days to make comments. Neighbours will not be re-notified of relatively minor changes.

2.11 Notifying neighbours by letter is the main method used to consult on the majority of planning applications, involving letters being sent out to all adjoining neighbours. Further discretionary neighbour notification may be carried out for applications likely to generate wider interest. A site notice and a press notice may also be used when considered appropriate.

3. Approach to Community and Stakeholder Consultation

3.1 The applicant has been committed to engaging with the local community and stakeholders in developing designs for the new Aldi store, in acknowledgement of the value that thorough and effective engagement can add to planning applications. The project team have worked with key stakeholders and local residents on this basis.

3.2 In ensuring effective community and stakeholder engagement, the following aims were set:

- Inform local stakeholders and the surrounding community of the intention to develop the Site;
- Understand the experience of the community at the Site and in the surrounding area;
- Allow active engagement with the design process so that the final proposals could be improved; and
- Generate consultee and stakeholder support for the proposals and achieve conflict resolution prior to submission.

3.3 This Section outlines how the above aims were achieved through a targeted process of engagement.

Community and Stakeholder Engagement Strategy

3.4 The Applicant has undertaken consultation with the local community and key stakeholders; the extent of consultation and methods of engagement undertaken having been discussed with Council Officers as part of the Pre-Application Enquiry process. These key stakeholders included:

- Key community groups and stakeholders (including Councillors, Cumberland Council's Planning Committee, and Whitehaven Town Council);
- Immediate site neighbours (including residents and businesses); and
- The wider community.

3.5 In August 2023, a letter announcing the launch of the local consultation was issued to key stakeholders comprising:

- Councillor Mark Fryer, Labour (Leader of the Council);
- Councillor Lisa Brown, Labour (Deputy Leader of the Council);
- Councillor Denise Rollo, Labour (Executive Member for Sustainable, Resilient and Connected Places);
- Councillor Emma Williamson, Labour (Site Division Member);

- Councillor Mike Hawkins, Labour (Neighbouring Division Member);
- Cumberland Council's Planning Committee;
- Whitehaven Town Council;
- Suzanne Caldwell, Chief Executive of Cumberland Chamber of Commerce; and
- Trudy Harrison, Conservative MP for Copeland.

- 3.6 During follow up calls, Councillor Williamson offered her support for their support in principle, and did not desire a more formal meeting to discuss the proposals;
- 3.7 A meeting was held with Whitehaven Town Council on 14 August 2023. Whitehaven Town Council offered their full support for the proposal, and complimented the care taken to include the Town Council in the consultation process.

Consultation Activity

- 3.8 The primary methods of consultation utilised by the applicant comprised of:
- Newsletters and postage paid reply cards (issued 2 August 2023);
 - A Press Release issued to local news outlets including the News & Star (issued 2 August 2023);
 - Consultation website, including virtual exhibition and consultation boards (still live and launched on 2 August 2023);
 - Neighbour engagement in the form of in-person door knocking at 10 neighbouring properties (undertaken 31 July 2023);
 - A letter announcing the launch of the consultation to key stakeholders (issued 2 August 2023); and
 - A subsequent meeting held with Whitehaven Town Council on 14 August 2023.

Media Launch

- 3.9 A press release was issued on 2 August 2023 to publicise the public consultation event and online consultation exercise.

Consultation Format

- 3.10 The public consultation exercise for the proposed Aldi development was undertaken via a combination of in-person and online events. In this manner the applicant has sought to be as inclusive as possible both in the provision of consultation information and in obtaining feedback from the local community.

3.11 A dedicated consultation website was created to facilitate the public consultation¹(Appendix II). The webpage was launched on 2 August 2023 and remains live, providing access to a virtual exhibition and consultation boards (Appendix III), other visuals and a link to the online survey. The consultation boards provided the following information:

- The Site and planning context;
- Local shopping provision;
- Information about Aldi;
- The proposals; and
- Sustainability and recruitment.

3.12 The boards provide the following details:

- Board 1: Welcome to our exhibition;
- Board 2: Our proposal;
- Board 3: Highways and Car Parking;
- Board 3: Design and Landscaping;
- Board 4: Highways and Car Parking;
- Board 5: About us and Store Recruitment;
- Board 6: Site Plan of the Proposed Store; and
- Board 7: Computer generated image of the proposed new store.

3.13 The boards set out all factors considered in the preparation of the scheme including shopping, investment and employment benefits of the development which would be realised for the community and the wider area.

3.14 C.2,000 newsletters, along with reply cards and pre-paid postage envelopes for replies to be returned, were also sent out to residences and businesses surrounding the Site (see Appendix IIII for distribution area). Local stakeholders were also sent a copy of the newsletter and a covering letter providing context regarding proposals. Copies of these letters are available upon request.

Consultation Responses

3.10 All feedback received was recorded either online or in written format through the reply cards received, before being forwarded to the project team for consideration in the final design of the project.

¹ <https://aldiconsultation.co.uk/whitehaven/>

3.11 The next Section of this SCI provides an overview of the consultation feedback received via online survey; in addition to verbal feedback and the in-person feedback form collated diligently by the project team for analysis.

4. Summary of Feedback

- 4.1 A key aim of the consultation was to gain feedback from local residents and the community to be used in informing the emerging application proposals.
- 4.2 Those who took part in the consultation were encouraged to register their views by filling out a reply card to the consultation exercise, contacting a member of the project team direct and/or submitting feedback virtually using the consultation website.

Reply Card Analysis

- 4.3 A total of 150 reply cards were received as a result of the postal exercise. Redacted copies of these cards can be provided to the Council upon request. The reply cards allowed surrounding residents to express their support or opposition for the proposal, while contributing additional comments regarding their opinions on the specific advantages or issues associated with the proposal.

Do you support Aldi's proposals for an improved store in Whitehaven?

- 4.4 The reply cards demonstrated overwhelming support for the proposals, with 146 of the 150 respondents expressing their support: 97.3% of total responses received. 4 respondents expressed that they were not sure whether they supported the proposals, with no respondents expressing that they do not support the proposals.

Yes	No	Not Sure	No Reply	Total
146	0	4	0	150

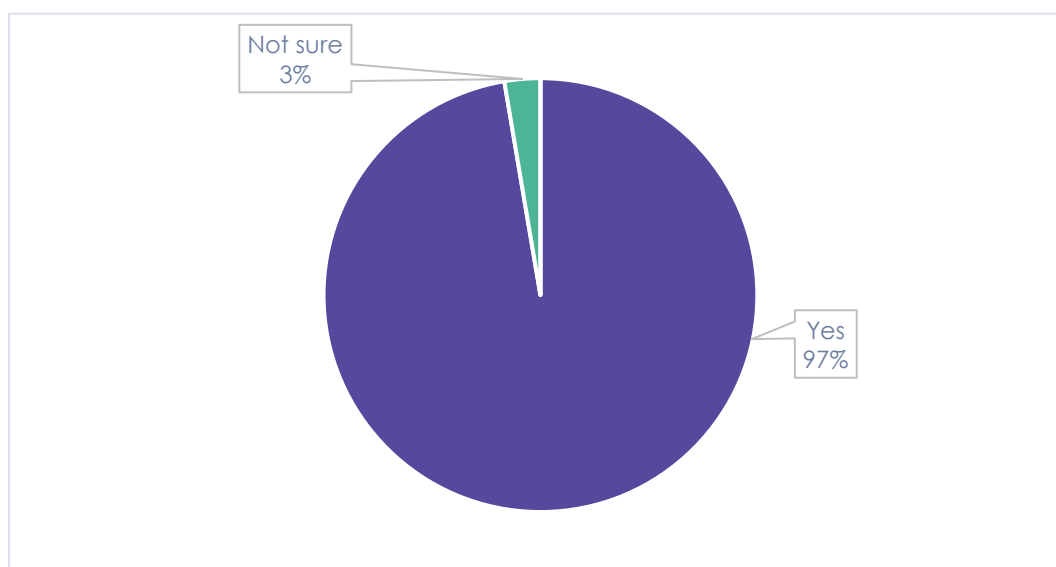


Figure 4.1 Reply Cards - Quantitative responses received

- 4.5 Analysis of detailed reply card responses asking for further information regarding participant opinions noted 204 positive comments which could be organised into 5 common themes.
- 4.6 Of these comments, 89 respondents expressed their general support for the proposals, with 55 respondents believing that a new store for Whitehaven is needed.
- 4.7 Additional positive themes identified, included an appreciation for new investment in Whitehaven, with 23 respondents noting this as a positive factor. 21 respondents believed that the proposals are a good use of the site, while 16 respondents cited that the new Aldi foodstore would create a greater range of products and increased competition.

Top five positive comments	
General support for the proposals	42
A new store for Whitehaven is needed	29
Investment in Whitehaven is valued	29
The proposals are a good use of the site	20
Greater range of products and increase competition	19
Total	204

- 4.8 Few negative comments were received as part of the reply card exercise, with only 18 comments received that were classed by the project team as 'critical'. These were subsequently sorted in to two common themes.

- 4.9 10 responses stated that the proposed relocation of the Aldi foodstore will require more parking spaces. An additional 8 comments cited concerns over traffic and access to the new store.

Top two issues raised	
More parking spaces are needed	10
Access/Traffic concerns	8
Total	18

What do you think about the proposals?

- 4.10 The second question included in the reply cards invited respondents to express their opinions on the proposals. Responses were similar to the comments received relating to the first question, however analysis of the responses found six key themes.
- 4.11 138 responses stated that investment in Whitehaven is very welcome, with 133 respondents believing that better access to Aldi's high-quality, low-cost products is vital during the ongoing cost-of-living crisis. 130 respondents outlined the requirement for an improved Aldi store within the local community, while 127 responses believed that the proposed development represented a good use of the site.
- 4.12 On the contrary, only 2 responses to Question 2 were deemed to be negative, with 1 response citing that the proposal will not benefit the area, with another respondent deeming that a new Aldi store is not needed in Whitehaven.

Answer	Frequency
Investment in Whitehaven is very welcome	138
Better access to Aldi's high-quality, low-cost products is vital during the cost-of-living crisis	133
The community needs an improved Aldi store	130
Good use of the site	127
The proposals will not benefit the area	1
An Aldi store is not needed	1

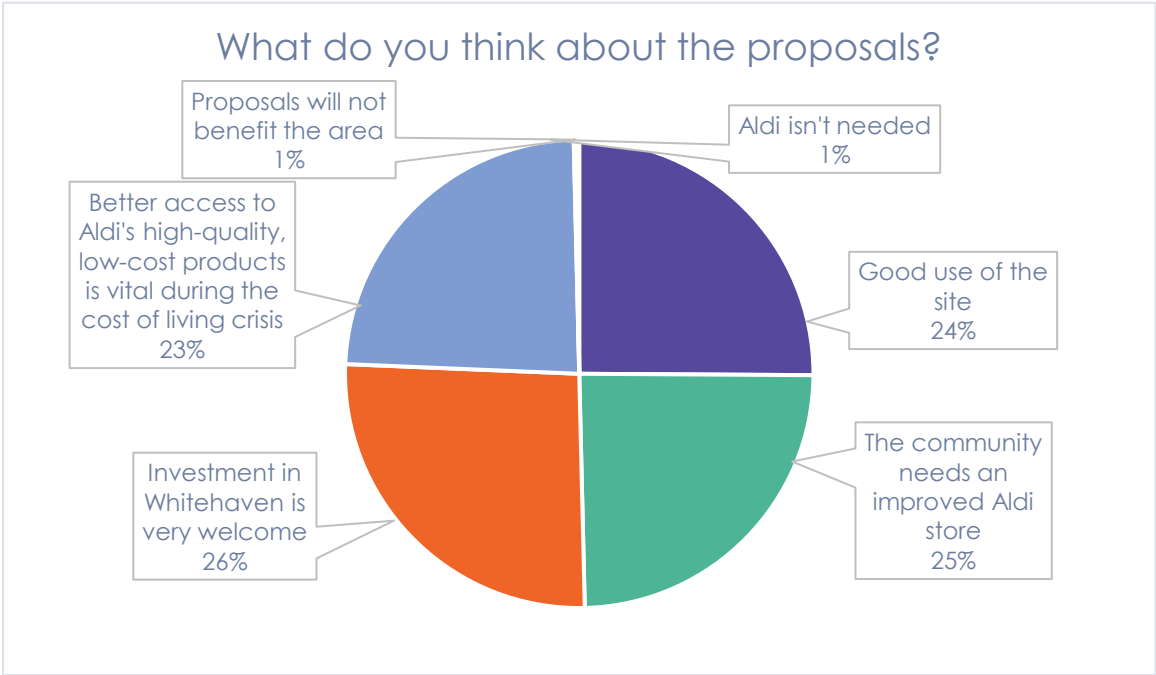


Figure 4.2 Reply Cards - Qualitative responses received

What do you think about the design?

4.13 Surrounding residents and stakeholders were consulted on the design of the store, with the majority of responses, 117 out of 149, indicating that the design was 'great': 78.5% of the total responses. 15.4% of responses indicated the design was 'okay', with only one respondent indicating that they disliked the design, and another sole respondent stating that they were indifferent on the design of the store.

Answer	Frequency
Great	117
OK	23
Could be better	7
Dislike	1
Indifferent	1

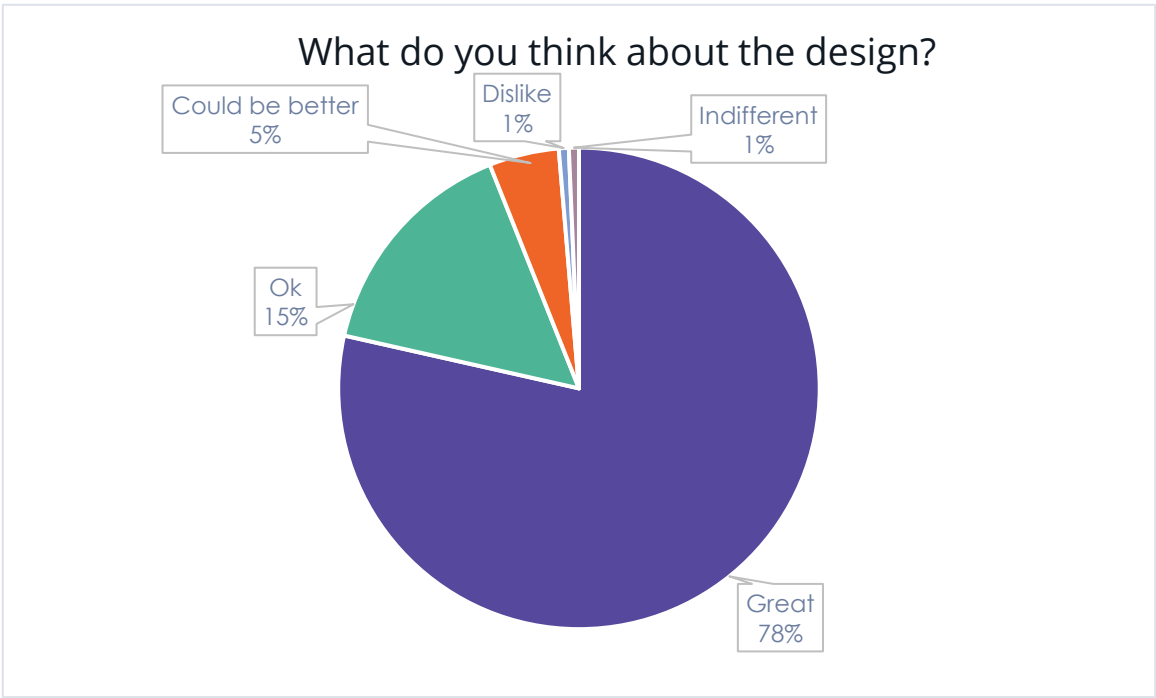


Figure 4.2 Reply Cards - Quantitative responses received

Do you feel a new Aldi store would benefit the area?

4.14 The overwhelming majority of respondents believed that the new Aldi store would benefit the area: 143 out of 146 responses (97.9%). Only 3 of the responses (2.1%) were not sure whether a new Aldi store would benefit the area, with no-one indicating that the Aldi store would not benefit the area.

Answer	Frequency
Yes	143
Not sure	3
No	0

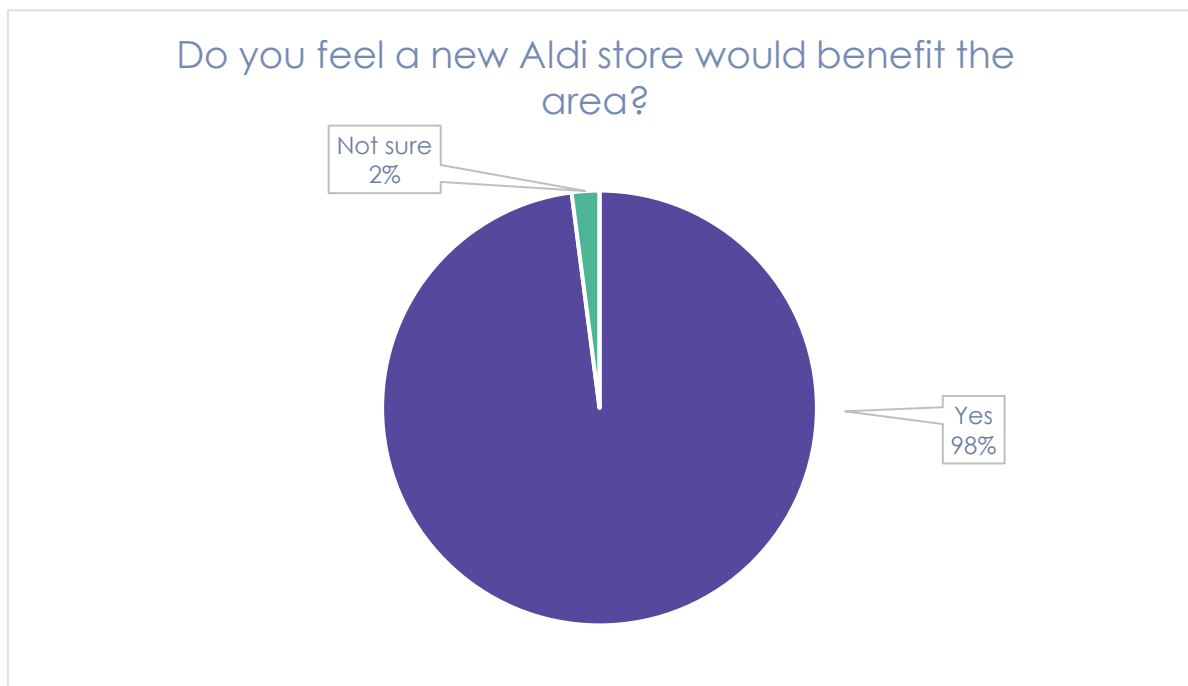


Figure 4.2 Reply Cards - Quantitative responses received

Please tell us the retailer(s) and location where you currently undertake your food shopping:

- 4.15 66 respondents recorded where they currently undertake their convenience food shopping. 24% of local respondents stated that Morrisons was the primary retail foodstore that they utilised to undertake their food shopping. The closest competitor was Tesco, with 15 respondents (23%) indicating they used the store to undertake food shopping needs. Asda, Home Bargains, Sainsbury's, M&S, Co-op and Iceland were also recorded within the responses.

Retailer	Frequency
Morrisons	16
Tesco	15
Asda	11
Home Bargains	9
Sainsbury's	3
M&S	2
Co-op	2
Iceland	8
Total	66

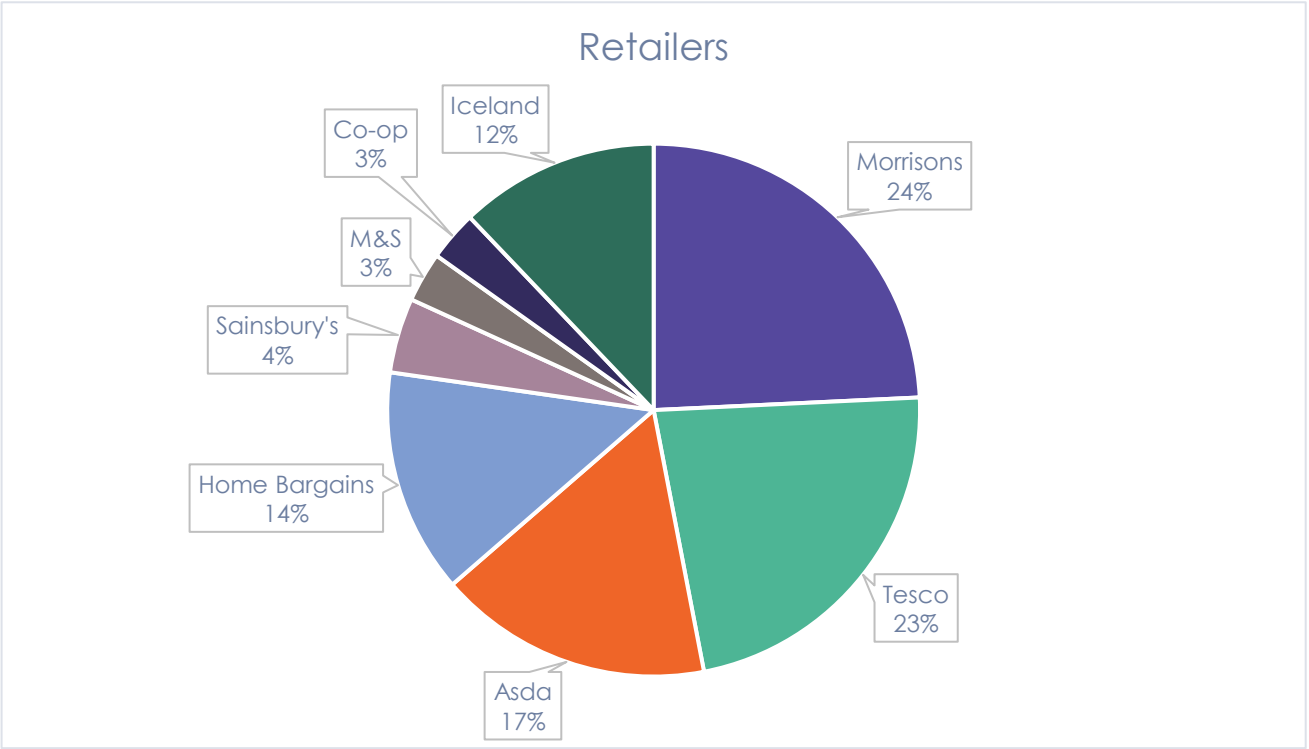


Figure 4.2 Reply Cards - Quantitative responses received

5. Applicant's Response

5.1 Whilst the overwhelming majority of responses received during the consultation exercise were positive, a small number of concerns were raised as part of the website consultation and reply card exercises, with 18 qualitative responses stating their concern for the proposals

5.2 These concerns can be summarised as follows:

- **Access/Traffic concerns**
- **Requirement for the proposal to incorporate more parking spaces**

5.3 Wherever possible, comments and suggestions received have fed into the final design and application submission; it is however important to note that some concerns cannot be overcome through the consultation process and that sometimes people have contradictory opinions.

5.4 The table below provides the applicant's response to the above identified themes:

Theme of Concern	Applicant's Response
Access/Traffic concerns	<p>A detailed Transport Assessment has been prepared by consultants Andrew Moseley Associates as part of the application, informed by the applicant's Pre-Application enquiry and discussions with the Highways Team at Cumberland Council.</p> <p>The Transport Assessment sets out that the site is well served by existing sustainable transport provision and is accessible to a significant residential catchment. It is deemed that the increase in traffic generated by the proposed relocation to a larger store, can be accommodated on the existing surrounding road network without resulting in a severe impact in accordance with the NPPF.</p> <p>In terms of access, the Transport Assessment sets out that customer vehicular, walking and cycling access will be provided at the north west extent of the site via a proposed new simple priority-controlled T-junction with Preston Street.</p> <p>The relocation proposal will be able to accommodate a range of travel modes and has been developed in accordance with current national and local transport policies. A range of key facilities are accessible from the site, which will support future employees and enable linked trips for customers.</p>
Parking Provision	<p>The Transport Assessment sets out that the proposed developed will provide a total of 100 parking spaces on site. The proposed parking facilities will incorporate a range of amenities, including 9 Parent and Child (P&C) spaces, 5 accessible spaces and 4 motorcycle spaces.</p> <p>The proposed development will also provide 4 active Electric Vehicle Charging Points (EVCP) in which 2 are accessible bays. It is also proposed to provide 5 Sheffield Cycle Stands which enables the storage of 10 bicycles at a time.</p> <p>The proposed level of parking has been based on Aldi's operational requirements through their experience at the existing site as well as with other stores of comparable design in similar locations.</p>

Table 5.1 Summary of Applicant Responses to Concerns Raised

6. Conclusion

- 6.1 The Applicant and supporting project team have undertaken extensive pre-application consultation involving the local community and key stakeholders at various meetings, a virtual exhibition, a consultation website, neighbour engagement through in-person door knocking, and reply cards. Discussions and feedback received during this process have helped to shape our application to relocate the existing Aldi store at Preston Street, Whitehaven to accommodate a new Aldi store of 2,127 sqm gross external floorspace and a net sales area of 1,356 sqm, with associated car parking, vehicular, pedestrian and cycle access, and landscaping at Preston Street, Whitehaven.
- 6.2 This SCI has set out full details of the consultation process undertaken by the applicant. This process was designed to ensure local residents and stakeholders could inform the future direction of the site through seeking views and comments from those who participated in the various consultation activities.
- 6.3 There was a very high level of support for Aldi's proposals for an improved store at Preston Street, Whitehaven from local residents: with 98.6% of respondents noting their support via the reply card exercise. The reply cards sought the opinions on a range of additional themes that would be able to inform proposals on the Site.
- 6.4 Two key themes of concern were identified from the data received, however as set out in Section 5, the application and supporting documents demonstrate that the applicant has taken each of these issues into consideration while formulating the final proposed scheme and these issues have been fully addressed. These two key themes of concern related to Traffic/Access and Parking Provision. They should not prove an impediment to the grant of planning consent, with residents hopefully reassured by the conclusions reached within this Report.
- 6.5 In summary, the applicant considers that the extensive consultation activity contained in this report represents a worthwhile and best-practise approach to community engagement. The applicant believes the consultation process has been highly positive in the progression of the application; and that the comments received have proved beneficial in the final design of the proposals.

Appendix I.

FOR IMMEDIATE RELEASE

2 August 2023



ALDI LAUNCHES CONSULTATION ON PLANS TO RELOCATE WHITEHAVEN STORE

Aldi, the award-winning food retailer, is launching its community consultation programme about its proposals to relocate their existing store in Whitehaven to an alternative site on Preston Street. This multi-million-pound investment aims to enhance the customer offering in the area and ensure continued access to high-quality, low-cost goods for the local community.

Aldi has explored a number of options to deliver an improved customer experience at the existing Preston Street store and extended it in 2007. However, there are a number of constraints on the existing site limiting the opportunities to extend. The only viable option to safeguard Aldi's future in the area is to relocate to this new site nearby.

The proposal site, currently used as a car park, is allocated for development and has been identified as an "opportunity site" for a range of uses, including retail, in the Council's emerging plan, as a focus for local regeneration.

The plans would also protect all existing jobs at Aldi's existing store and create up to 10 new, full-time equivalent jobs for local people paid at an industry-leading rate. Additionally, the proposals would create further employment during construction and via the supply chain.

As part of its commitment to community consultation, Aldi will display its vision for the redevelopment of the site at www.aldiconsultation.co.uk/whitehaven, where an online feedback form is also available. The virtual consultation will be held for three weeks from Wednesday 2 August 2023 until Wednesday 23 August 2023, and visitors to the website will be able to leave their feedback on the proposals.

A spokesperson for Aldi, said:

"We're delighted to announce our plans to relocate our existing store in Whitehaven to a new site nearby on Preston Street.

"We're proud to have been part of the local community in Whitehaven since 1994. However, with a sales area of only 940sqm, the existing Aldi store is now the smallest one in Cumbria. As such, it no longer meets the modern standards required by Aldi or our customers. The proposed new store would have a net sales area of 1,340sqm.

"We'd like to encourage all residents in the area to view the virtual exhibition and let us know what they think about our proposals."

Aldi plans to submit its planning application to Cumberland Council late summer/early autumn 2023, following the extensive community consultation process. Aldi is enthusiastic about the potential of this relocation to rejuvenate the area and provide an improved shopping experience for the residents of Whitehaven.

In addition to visiting the virtual exhibition, people can find out more information and provide their feedback by calling the Freephone information number 0800 298 7040 or emailing feedback@consultation-online.co.uk.

Appendix II.



Proposals

Benefits of our proposal include:

- An investment of £5million into the local economy
- A brand-new Aldi food store with a net sales area of 1,340sqm
- Protecting all jobs at Aldi's existing store, and creating up to 10 new, full-time equivalent jobs for local people paid at an industry-leading rate
- 96 customer parking spaces at the Aldi food store including five accessible parking spaces and nine parent & child spaces
- Four electric vehicle charging points and additional infrastructure installed so further charging points can be added in the future
- Additional employment opportunities created during construction and supported through the supply chain
- Bespoke, high-quality landscaping throughout the site to complement its setting within Whitehaven

Your comments matter!

You can contact us and leave your feedback in the following ways:

Our consultation website: [HAVE YOUR SAY](#)

Telephone: 0800 298 7040

Email: feedback@consultation-online.co.uk

Write: Aldi Stores Limited c/o Cavendish Consulting, 29 John Dalton St, Manchester M2 6HQ.

Follow us on Facebook to keep up-to-date with all things Aldi Whitehaven:



Appendix III.





Proposals for an improved Aldi store for **Whitehaven**



Illustrative CGI Image of Proposal

Welcome to our exhibition

Aldi, the award-winning food retailer, is bringing forward proposals to relocate its existing store in Whitehaven to an alternative site on Preston Street.

We are proud to have been part of the local community in Whitehaven since 1994. However, with a sales area of only 940sqm, the existing Aldi store is now the smallest one in Cumbria. As such, it no longer meets the modern standards required by Aldi or our customers. The proposed new store would have a net sales area of 1,340sqm.

Aldi has explored a number of options to deliver an improved customer experience at the existing Preston Street store and extended it in 2007. However, there are a number of constraints on the existing site limiting the opportunities to extend. The only viable option to safeguard Aldi's future in the area is to relocate to this new site nearby.

The proposal site is allocated for development and has been identified as an "opportunity site" for a range of uses, including retail, in the Council's emerging plan, as a focus for local regeneration.

Aldi will commence the marketing of their existing unit for a new occupier, should planning permission be granted for their new store, and has a successful track record in this regard.

Aldi will retain all existing staff and create up to 10 new, full-time equivalent jobs for local people as well as further opportunities during construction and the supply chain. Aldi plans to submit its planning application to Cumberland Council in late summer/early autumn.

Thank you for visiting our public exhibition and we look forward to hearing your thoughts and feedback on our proposals.

Improved store for Whitehaven

Our new store will incorporate the full Project Fresh upgrade, such as wider aisles, fresh fruit and vegetables at the front of the store and food-to-go range. The store will have additional checkout options, including self checkouts.

Aldi's new store layouts are designed to incorporate future sustainability initiatives, such as the Deposit Return Scheme due to be introduced in 2025.





Our Proposal



Proposed site plan

Investing in communities

Aldi is proud to invest in local communities across the UK and is keen to ensure that our work has a positive impact.




Aldi plans to increase the amount it spends with British suppliers by £3.5bn a year by 2025.

Aldi works with Community engagement platform Neighbourly to help combat hunger's devastating effects, as it continues to fight against child food poverty as no child should ever go hungry.

We are proud to accept Free School Meal vouchers for the purchase of food and groceries.

Our proposals for Whitehaven offer:

-  An investment of £5 million into the local economy on a site allocated for development
-  A brand new, Aldi food store with a net sales area of 1,340sqm (compared to 940sqm at the existing store)
-  Wider aisles and customer toilets (including baby changing) for an improved customer experience
-  96 car parking spaces including five accessible parking spaces and nine parent & child spaces
-  Four electric vehicle charging points with additional infrastructure for the future. Solar panels will also be installed on the roof, enhancing the sustainability of the new Aldi store

-  Creating up to 10 new, full-time equivalent jobs and retaining all existing store jobs which will continue to be paid at an industry-leading rate above the National Living Wage
-  Additional employment opportunities during construction of the store and through the supply chain
-  Attractive landscaping incorporated around the site to improve its appearance



Highways and Car Parking



Parking

The new Aldi store will provide free customer parking for 96 cars, including five dedicated accessible bays, nine parent & child spaces, four electric vehicle charging spaces and additional infrastructure installed so further charging points can be added in the future.

Highways & Traffic

Aldi is undertaking a Transport Assessment as part of the planning application to ensure the proposed food store does not have a detrimental impact on the local road network.

This assessment will look at the operation of local roads both with and without the proposed redevelopment in place.

The scope of this assessment has been agreed with Cumberland Council's Highways Officer.



Access

Vehicular access to the Aldi store will be provided via a new entrance from Preston Street, used by both customers and delivery drivers.

The new access road will continue to the south of the site for delivery drivers to access a dedicated service area.

A pedestrian access route is proposed to the southwest of the site, linking the store to the existing public footpath. Pedestrians will also be able to safely use the main vehicular access from Preston Street.

Deliveries

Aldi stocks a carefully selected range of approximately 1,800 exclusive products, compared with supermarkets such as Asda or Tesco that stock over 20,000 lines. As a result, an Aldi food store will require only three to four deliveries per day.

We operate store deliveries outside peak transport hours, where possible. All manoeuvring takes place within the site, and an efficient delivery ramp arrangement removes the need for external activity. This process not only saves time, but also reduces any potential noise disturbance to neighbouring properties. The location of the service yard behind the building will further help to reduce any noise with the delivery process. This will be assessed fully as part of a Noise Assessment that we will be submitting with the planning application.





Design & Landscaping



West Elevation



North Elevation

A contemporary design

Aldi plans to introduce a contemporary food store, designed to complement its setting within the local area. We have carefully designed our proposal to ensure the scheme would sit comfortably within its wider surroundings.

Our proposal for the Aldi store will provide a high-quality and attractive scheme. To ensure an excellent long-term appearance, Aldi uses high-quality materials both inside and outside its buildings.

Landscaping

Aldi takes great pride in the quality and design of its stores, with landscaping a key part of creating an appealing and welcoming environment.

Low-level landscaping will be incorporated around the boundary of the site, and within the car park, complementing the attractive setting for the store.

The need to relocate

The existing food store has an outdated layout and appearance that no longer meets the standards expected of Aldi food stores. It is Aldi's smallest store in Cumbria.

In recent times, Aldi has either relocated, extended, or modernised all of its stores in Cumbria. We want to provide a bigger and better store for the residents of Whitehaven.

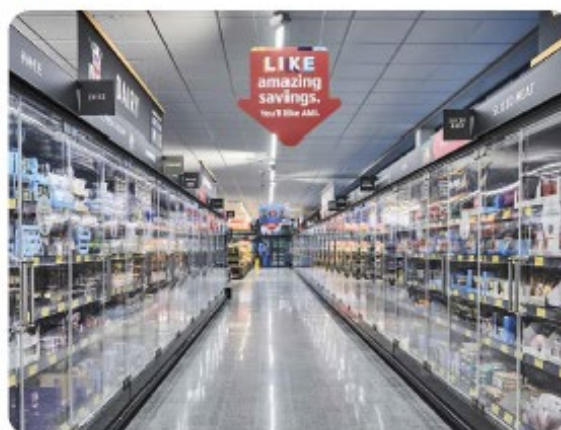
Energy efficiency

Aldi is already meeting high standards of energy efficiency and is committed to responsible energy usage. Solar panels will be installed on the roof of the new Aldi food store for Whitehaven, enhancing its sustainability.

All Aldi stores use environmentally friendly, energy-efficient refrigeration and LED lighting both internally and externally.

A heat recovery system from the refrigeration condensers provides almost all the heating for our stores, re-using otherwise wasted machinery heat.

All new Aldi stores will have doors on their fridges as standard, reducing each store's energy consumption by about 20%. This is equivalent to a carbon emissions saving of up to 20 tonnes per store each year.





About us



We are proud to be at the heart of local communities across the country. To continue our community-led culture, we have set out a number of “neighbour-friendly” practices:

Aldi aims to recruit its store managers and store colleagues from the local area, which enables them to react quickly and sympathetically to any local issues:

- Unlike most supermarkets, which operate extended or 24-hour opening periods, our stores typically open between 8am and 10pm Monday to Saturday, and between 10am and 4pm on Sundays.
- Aldi only stocks around 1,800 exclusive products, compared to a typical supermarket which stock over 20,000. This means that customers to our stores often visit other nearby retailers to complete their shopping.
- Aldi’s unique delivery system enables products to be transferred from the vehicle straight to store, without the need for external movement – minimising the potential for any disruption.
- Aldi works with community engagement platform Neighbourly to pair local charities, community groups and food banks with its stores, to enable them to collect surplus food and perishable products up to seven days a week.



Local jobs

Aldi will retain and transfer all employees working at the existing Whitehaven store. A new, improved store will also create up to 10 new, full-time equivalent jobs.

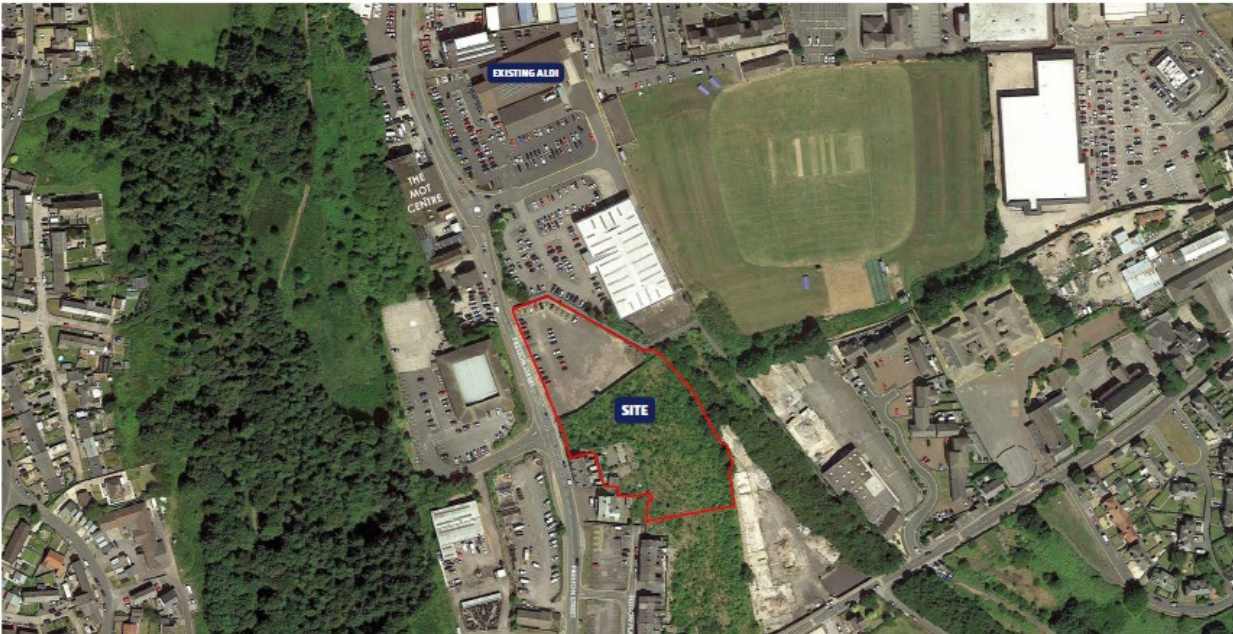
Aldi’s rates of pay are higher than the Government’s National Living Wage and also above the Living Wage Foundation’s recommended national rates. Store Assistants receive a minimum hourly rate of £11.40.

It is Aldi’s aim to recruit store colleagues locally for its new stores and, as a result, most live close to the store where they work. More information on career opportunities can be found at www.aldirecruitment.co.uk.





Contextual site plan



Proposals for an improved Aldi store for Whitehaven



Computer generated image of the proposed new store



Proposals for an improved Aldi store for Whitehaven



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