



Aldi Egremont: Statement of Community Involvement

Land at East Road and Wyndham Place, Egremont

January 2024

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Report title: Aldi Egremont: Statement of Community Involvement

Prepared by: Lewis Robins / Chris Miller

Status: FINAL

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 Ltd ("the Applicant") to assist planning officers at Cumberland Council ("the Council") in its consideration of the accompanying planning application for the proposed development of an Aldi foodstore on land at East Road and Wyndham Place, Egremont.
- 1.2 Full planning permission is sought for *"Demolition of existing buildings and erection of a discount food store (Use Class E), alterations to vehicular and pedestrian access, provision of car and cycle parking, servicing area, hard and soft landscaping and associated works"*.
- 1.3 A full description of the development is included within the accompanying Planning, Heritage and Retail. 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 2023 through to the time of application submission.
- 1.6 Key areas of discussion with Council officers and consultees included:
- Scale, massing, design and heritage;
 - Car and cycle parking and associated strategy;
 - Pedestrian, cycle and vehicular access and servicing;
 - Protection of residential amenity;
 - Landscaping and biodiversity.
- 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, assessment methodologies and the community engagement strategy employed. Where feasible, commentary from officers has been reflected in 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 the 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, as provided for through the National Planning Policy Framework ("the NPPF") and the 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).

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 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 clearly sets out 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 methods of engagement undertaken having been discussed with Council officers as part of the Pre-Application Enquiry process. These key stakeholders include:

- 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.

3.5 In November 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 – Sustainable, Resilient and Connected Places);
- Councillor Sam Pollen, Labour (Ward Member for Egremont);
- Councillor David Moore, Conservative (Neighbouring Ward Member for Gosforth);
- Trudy Harrison MP, Conservative (MP for Copeland); and
- Egremont Town Council.

- 3.6 Meetings to discuss the proposals were held between the project team and Cllr Sam Pollen on 06/12/23 and members of Egremont Town Council (also including Cllr Sam Pollen) on 10/12/23.
- 3.7 Cllr Sam Pollen noted that the responses he had received from constituents had been generally supportive. Cllr Pollen also noted that his main concerns were around access, for pedestrians and motorists. Cllr Pollen said that detracting from the local High Street was not a concern of his, given the potential for linked trips to Egremont from residents in nearby towns, and concluded by outlining his private support for the scheme, with his public support contingent on the response of the local community.
- 3.8 Councillors on Egremont Town Council raised very similar points to those from Cllr Sam Pollen, who was also on this call but less involved. Egremont Town Councillors focussed in great detail on the potential for knock-on improvements to Egremont resulting from Aldi's investment and raised stronger concerns about the impact of the proposals on small local businesses. Councillors also noted the need to ensure the pedestrian subway was safe to use. Ultimately, Egremont Town Councillors viewed the proposals as a net positive, but can be expected to push for further contributions to local infrastructure and services from Aldi.

Consultation Activity

- 3.9 The primary methods of consultation utilised by the applicant comprised of:
- Neighbour engagement in the form of in-person door knocking at 25 no. neighbouring properties, of which 14 no. properties answered (undertaken on 28 November 2023);
 - Newsletters and pre-paid postage reply cards, distributed to c. 2,000 addresses (issued on 6 December 2023);
 - Consultation website, including virtual exhibition and consultation boards (still live at present) and virtual feedback form (launched on 6 December 2023);
 - Press release issued to local news outlets including the Cumbria Crack, News and Star and Lancashire Live (published on 9 November, 5 December and 6 December 2023 respectively);
 - A letter announcing the launch of the consultation to key stakeholders (issued on 28 November 2023);
 - A subsequent meeting held with Egremont Town Council (conducted virtually on 10 December 2023); and
 - Facebook advertising campaign with posts uploaded until the end of the consultation period (launched on 6 December 2023).

Media Launch

- 3.10 A press release was issued on 5 December 2023 to publicise the virtual public consultation exercise. A copy of the press release is available at **Appendix 1**.

Consultation Format

- 3.11 The public consultation exercise for the proposed Aldi development was undertaken via a virtual public exhibition. In this manner the applicant has sought to be as inclusive, both in the provision of consultation information and in obtaining feedback from the local community.
- 3.12 A dedicated consultation website was created to facilitate the public consultation (found here: <https://aldiconsultation.co.uk/egremont/>) and available at **Appendix 2**. The website was launched on 6 December 2023 and remains live, providing access to a virtual exhibition and consultation boards, other visuals and a link to the online survey (which has now closed). A copy of the consultation boards are available at **Appendix 3**. The consultation boards provided the following information:
- The site and planning context;
 - Local shopping provision;
 - Information about Aldi;
 - The proposals; and
 - Sustainability and recruitment.
- 3.13 To provide further context, each consultation board comprised the following detail:
- Board 1: Welcome to our exhibition;
 - Board 2: Our proposal;
 - Board 3: Wider site context plan;
 - Board 4: Highways and car parking;
 - Board 5: Design and landscaping;
 - Board 6: About Aldi; and
 - Board 7: Proposed site plan.
- 3.14 These consultation 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.
- 3.15 C. 2,000 newsletters, along with pre-paid postage reply cards were also sent out to residences and businesses surrounding site. A copy of the distribution area is available at **Appendix 4**. 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

- 3.16 All feedback received was recorded, before being distributed to the client and the project team for consideration in the final design of the project.
- 3.17 The next section of this statement provides an overview of the consultation feedback received from the virtual exhibition and collated by the project team for analysis.

4. Summary of Feedback

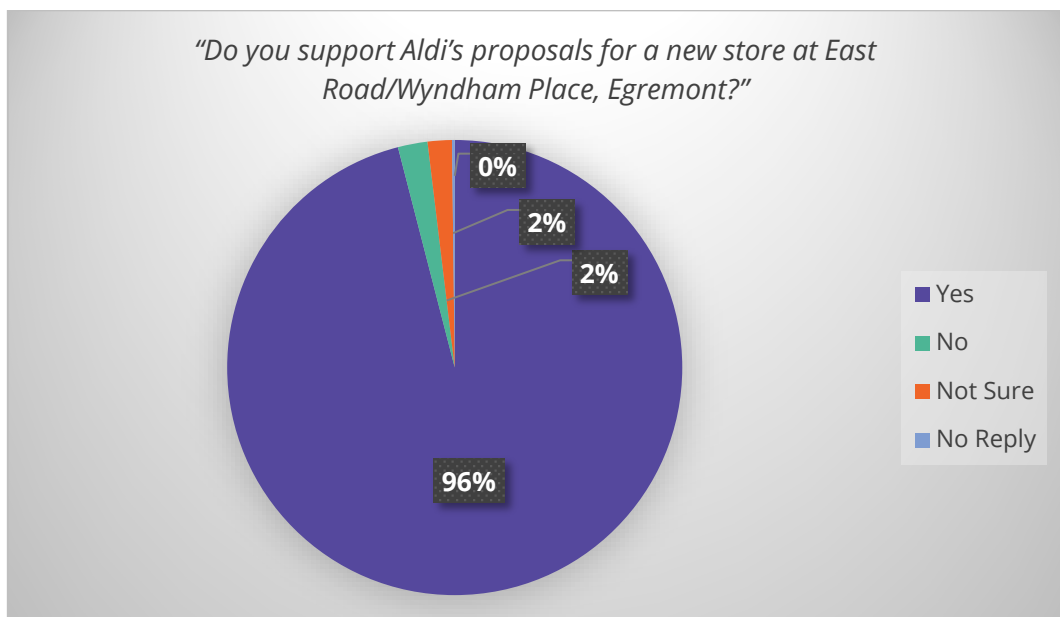
- 4.1 A key aim of the consultation was to gain feedback from local residents and the community to be used in informing the emerging application proposals.
- 4.2 Those who took part in the consultation were encouraged to register their views by filling out a reply card to the consultation exercise, contacting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

Reply Card Analysis

- 4.3 A total of 414 no. reply cards were received as a result of the postal exercise and a total of 109 no. responses were received through the virtual feedback from via the consultation website. This means 523 no. responses were received as part of this application. Redacted copies of these cards can be provided to the Council upon request.
- 4.4 The reply cards and virtual feedback form 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. A summary of the responses received to each of the questions is included below.
- 4.5 It should be noted that the summary of responses below includes the total feedback (reply cards and virtual feedback). The total number of responses does not directly correlate to the total frequency of comments as some participants made multiple comments and others did not make any.

“Do you support Aldi’s proposals for a new store at East Road/Wyndham Place, Egremont?”

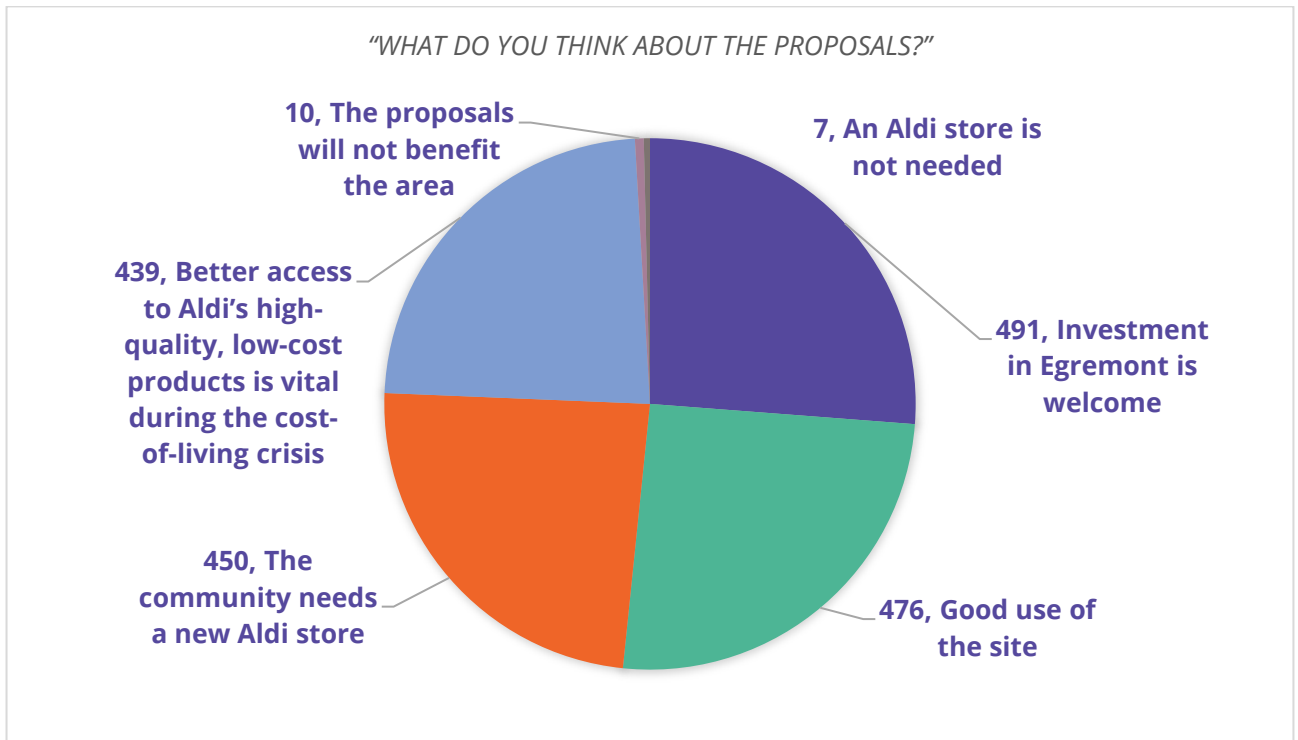
- 4.6 The reply cards demonstrated overwhelming support for the proposals, with 502 no. of the 523 no. respondents expressing their support: 96% of total responses received. 9 no. respondents expressed that they were not sure whether they supported the proposals, with 11 no. respondents expressing that they did not support the proposals.



- 4.7 Analysis of detailed reply card responses asking for further information regarding participant opinions noted 431 no. positive comments which could be organised into six common themes.
- 4.8 Of these comments, 174 no. respondents expressed their general support for the proposals, with 55 no. respondents believing that a new store in Egremont is needed.
- 4.9 Additional positive themes identified, included an appreciation for new investment in Egremont, with 22 no. respondents noting this as a positive factor. 52 no. respondents believed that the proposals are a good use of the site, while 66 no. respondents cited that the new Aldi foodstore would create a greater range of products and increased competition.
- 4.10 A small percentage of negative comments were received as part of the reply card exercise, with 66 no. comments received that were classed by the project team as 'critical'. These were subsequently sorted into three common themes.
- 4.11 14 no. responses stated that the proposed erection of the Aldi foodstore will require more parking spaces. An additional 39 no. comments cited concerns over traffic and access to the new store, while there were 11 no. respondents raised concerns about the impact on local retail stores.

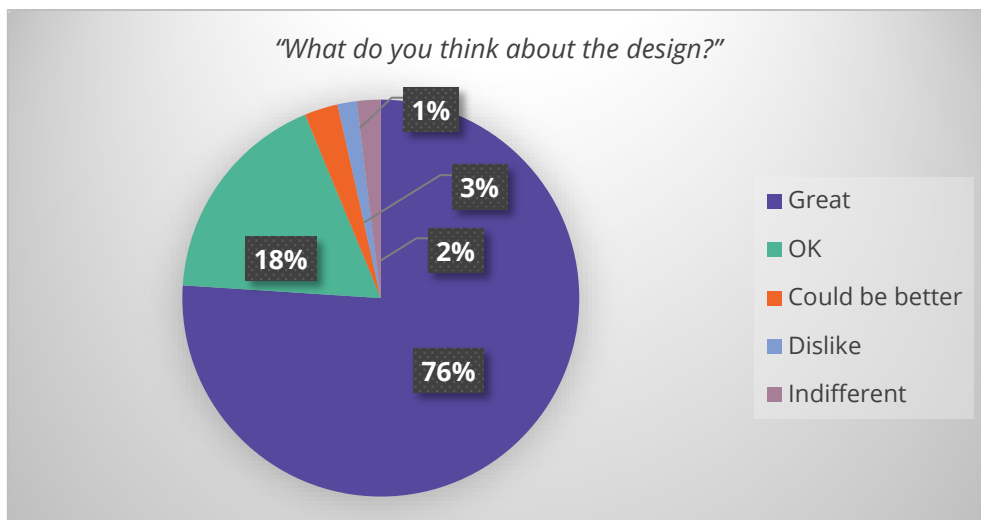
"What do you think about the proposals?"

- 4.12 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.
- 4.13 491 no. responses stated that investment in Egremont is very welcome, with 439 no. respondents believing that better access to Aldi's high-quality, low-cost products is vital during the ongoing cost-of-living crisis. 450 no. respondents outlined the requirement for an improved Aldi store within the local community, while 476 no. responses believed that the proposed development represented a good use of the site.
- 4.14 On the contrary, only 17 no. comments to Question 2 were deemed to be negative, with 10 no. responses citing that the proposal will not benefit the area, with 7 no. respondents deeming that a new Aldi store is not needed in Egremont.



"What do you think about the design?"

4.15 Surrounding residents and stakeholders were consulted on the design of the store, with the majority of responses, 390 no. out of 523 no., indicating that the design was 'great': 74.5% of the total responses. 17.4% of responses indicated the design was 'okay', with 14 no. respondents noting that the design 'could be better'. Only 8 no. respondents indicated that they disliked the design: 1.5% of total respondents, and another 10 no. respondents stating that they were indifferent on the design of the store.



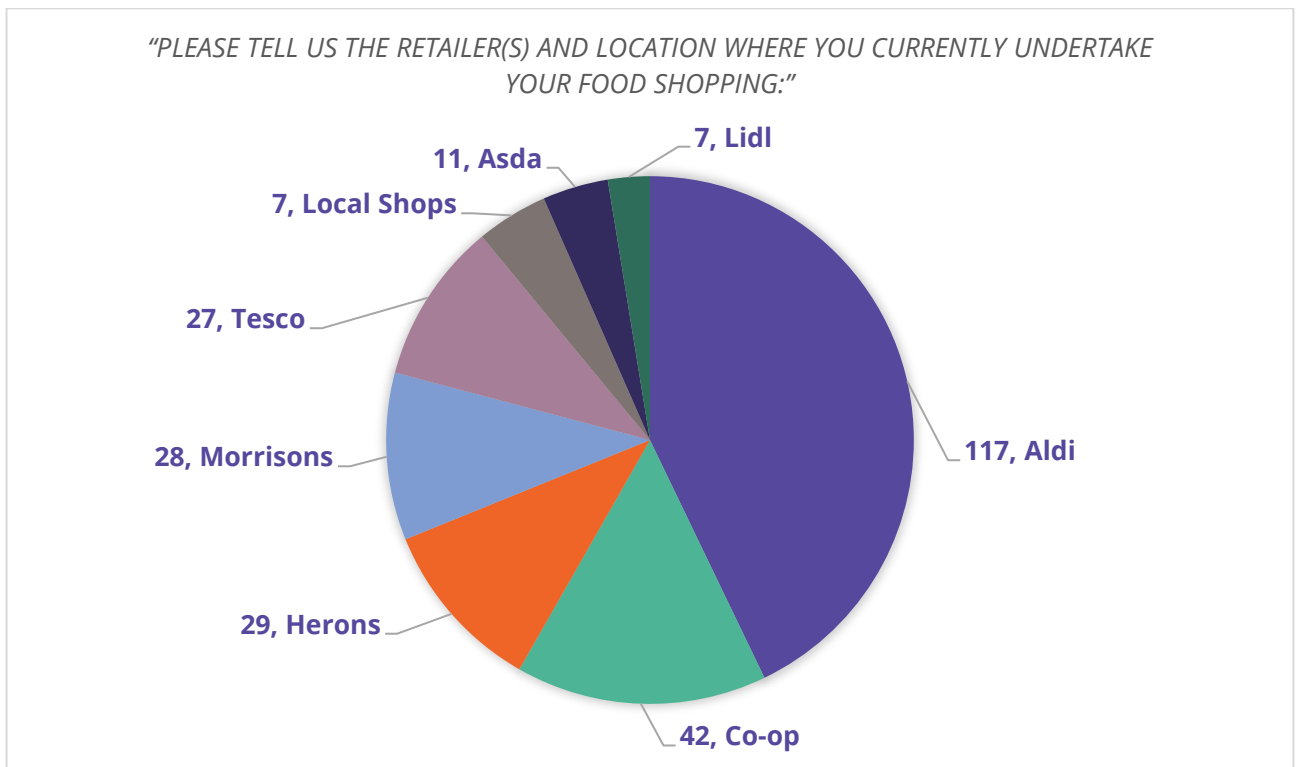
"Do you feel a new Aldi store would benefit the area?"

4.16 The overwhelming majority of respondents believed that the new Aldi store would benefit the area: 491 no. out of 523 no. responses (93.89%). Only 13 no. of the responses were not sure whether a new Aldi store would benefit the area, 7 no. respondents indicated that the Aldi store would not benefit the area (1.3%).



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

4.17 273 no. respondents recorded where they currently undertake their convenience food shopping. 42.8% of local respondents stated that Aldi was the primary retail foodstore that they utilised to undertake their food shopping. The closest competitor was Co-op, with 42 no. respondents (15.3%) indicating they used the store to undertake food shopping needs. Asda, Herons, Morrisons, Tesco, Asda, Lidl and Local Retailers were also recorded within the responses.



5. Applicant’s Response

- 5.1 While the overwhelming majority of responses received during the consultation exercise were positive, a small number of concerns were raised as part of the online consultation, reply card and door knocking exercises. From these, 64 no. qualitative responses were received which detailed respondents concern for the proposals.
- 5.2 In addition, the throughout the consultation period, 13 residents living close to the site contacted the project team to discuss their specific circumstances and concerns. These conversations are ongoing, and the enquiries of residents will be answered in full.
- 5.3 Concerns can be summarised as follows:
 - Access and traffic related concerns;
 - Concerns that the amount of parking provision is insufficient;
 - Concerns about the impact on local stores; and
 - Residential amenity.
- 5.4 Wherever possible, comments and suggestions received have fed into the final design and application submission; however, it is important to note that some concerns cannot be overcome through the consultation process and that contradictory opinions are often witnessed.
- 5.5 The table below provides the applicants response to the themes identified above:

Theme of Concern	Applicant’s Response
Access and traffic	<p>A detailed Transport Assessment has been prepared by consultants Andrew Moseley Associates in support of the application.</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 traffic generated by the proposed development can be accommodated on the existing surrounding road network without resulting in a severe impact in accordance with the NPPF.</p> <p>Customer vehicular, pedestrian and cycling access is provided at the northern edge of the site via a proposed modified point of access from Wyndham Place. The proposals also include an upgraded priority-controlled T-junction from Wyndham Place and upgrades to the carriageway width of Wyndham Place along with the formalisation and upgrades to the Wyndham Place / Wyndham Terrace junction and the Wyndham Place / East Road junction.</p> <p>The proposed development will be served by a dedicated servicing area located to the south-east of the store. Deliveries will achieve access via Wyndham Place and will manoeuvre through the car park; however, these will be infrequent (up to 4 per day) and can be managed to avoid peak</p>

	<p>shopping times as is the case with the majority of ALDI's. White lining will be provided to safely demarcate access to the delivery area.</p> <p>In addition to the north-eastern access, the development also proposes a dedicated non-motorised user (NMU) footpath to the south-west of the application site adjacent to the pedestrian subway/underpass. The proposed NMU link will connect the application site to the existing footway provision on the A595 roundabout junction and provide a more direct and shorter walking route for both customers and staff when walking to / from Egremont town.</p> <p>Overall, the proposed design solutions are considered appropriate 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>
<p>The amount of parking provision being insufficient</p>	<p>The Transport Assessment sets out that the proposed developed will provide a total of 86 parking spaces on site. The proposed parking facilities will incorporate a range of amenities, including 9 Parent and Child (P&C) spaces and 5 accessible spaces.</p> <p>The proposed development will also provide 4 active Electric Vehicle Charging Points (EVCP) It is also proposed to provide Cycle Stands which enables the storage of 8 bicycles at a time.</p> <p>Whilst the amount of proposed parking on the site is below that set out within the Cumberland Council adopted parking, the supporting Transport Assessment demonstrates that the level of proposed parking included within the development would be wholly sufficient to meet the operational requirements of Aldi whilst also allowing for spare capacity to accommodate busier periods.</p>
<p>The impact on local stores</p>	<p>The accompanying Planning, Heritage and Retail Statement assesses matters relating to impact in detail in accordance with established best practice and methodology. The assessment concludes that the trading effects of the proposed foodstore will not give rise to any significant adverse retail impacts on designated centres within the primary catchment area, namely Egremont Town Centre.</p>
<p>Residential amenity</p>	<p>The layout of the store has been considered extensively to ensure that the chosen layout is best suited to the site and existing residential properties near to the site. With this in mind, the location of the plant and servicing area has been located towards the western elevation of the store.</p> <p>Furthermore, the rear elevation of store comprises two escape doors which will be used to exit the store in emergencies only, therefore there will be no daily activity to the rear of the store.</p>

	<p>To further mitigate against potential impacts on amenity, the proposals include the provision of appropriately designed hard and soft landscaping thereby providing additional screening to the proposed plant and service areas. This mitigation will be further enhanced and softened by the provision of a landscaping buffer around the boundaries of the site.</p> <p>The application is accompanied by an Acoustic Report which considered potential noise impact. The Noise Assessment considers noise from the proposed plant, car park and deliveries; with calculations performed using noise modelling software, and the results interpreted in accordance with relevant standards. It concludes that the noise from the operational development is not likely to have a detrimental effect on the existing amenity of the closest residents for daytime or nighttime operations.</p>
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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. The discussions and the feedback received during this process have helped to shape the application proposals.
- 6.2 This statement 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 a new foodstore at East Road/Wyndham Road, Egremont from local residents. As previously noted, 96% of respondents expressing their support via the reply card exercise. The reply cards sought the opinions of a range of additional themes that would be able to inform proposals on the site.
- 6.4 Four 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 addressed. These key themes of concern related to access and traffic; the amount of parking provision being insufficient; impact on local stores; and, residential amenity. This should not prove an impediment to the grant of planning consent, and those who raised concerns, should find reassurance by the conclusions reached within this statement and supporting application materials.
- 6.5 In summary, the applicant considered that the extensive consultation activity contained in this report represents a worthwhile and best-practice 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

Press Release



FOR IMMEDIATE RELEASE

05 December 2023

ALDI LAUNCHES CONSULTATION FOR NEW STORE IN EGREMONT

Aldi, the award-winning food retailer, is bringing forward proposals for a new, high-quality food store on land at East Road/Wyndham Place in Egremont.

The site, which has lain dormant since 2020, was previously used as a petrol station and Ford dealership. It is allocated as an “opportunity site” suitable for commercial and employment development within the emerging Local Plan. Aldi is proposing to redevelop the site with a new discount food store, to improve retail choice locally, and bring the site back into productive use.

With limited food shopping choice within the area, the proposals offer a real opportunity to better meet these demands, cutting travel times (to Whitehaven) and keeping spend within the local economy. In addition to regenerating a long-term vacant site, the proposals will deliver significant levels of investment and provide new jobs for the Egremont community. The plans for Egremont will provide:

- An investment of £6million into the local economy
- A brand new, Aldi food store with a net sales area of 1,390sqm
- 86 car parking spaces including five accessible parking spaces and nine parent & child spaces
- Four electric vehicle charging points with infrastructure in place to increase this number in the future
- The creation of up to 40 new, full-time equivalent jobs for local people
- Additional employment opportunities during construction of the store and in the supply chain
- Attractive landscaping incorporated around the site to improve its appearance

Committed to engaging with the local community, Aldi will be displaying its vision for a new food store via a virtual consultation which will be online at www.aldiconsultation.co.uk/egremont from Wednesday 6 December to Monday 18 December 2023. Aldi will be issuing a newsletter to around 2,000 properties in the local area to inform them of the consultation details.

A spokesperson for Aldi, said:

"We're delighted to announce our plans for a new store on East Road/Wyndham Place in Egremont.

"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 is aiming to submit an application to Cumberland Council in early 2024, following its extensive community consultation process. Aldi is enthusiastic about the benefits that regenerating this site will

bring to the area, and the opportunity to provide greater access to Aldi's award-winning range of products.

Anyone who would like to find out more details about Aldi's proposals can contact a member of the project team on the Freephone information line, 0800 298 7040, visit the project website <https://aldiconsultation.co.uk/egremont> or email feedback@consultation-online.co.uk.

Information Ends

For more information contact Carole Riley:

Telephone: 0161 359 4113

Email: carole.riley@cavendishconsulting.com

Notes to editors:

Aldi is one of Britain's fastest-growing supermarkets with more than 1,000 stores and over 40,000 colleagues.

The supermarket believes in making every day amazing and delivering the best possible value for millions of families throughout the UK and Ireland.

That's why Aldi is the UK's Cheapest Supermarket, according to consumer champion Which? (August 2023) as well as being named the UK's Cheapest Supermarket for 2021 and 2022.

Aldi consistently racks up award after award for quality, treats its suppliers and employees with fairness and respect and recognises the responsibility of 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 making changes to be better every single day – to be fairer, greener and healthier for customers, society and the environment.

What's the reason they do this? Because Aldi believes that everyone should have access to fresh, healthy, affordable food. It's a right, not a privilege.

Appendix II

Consultation Website



Aldi, the award-winning food retailer, is bringing forward proposals for a new, high-quality food store on land at East Road/Wyndham Place in Egremont.

Welcome

Aldi, the award-winning food retailer, is bringing forward proposals for a new, high-quality food store on land at East Road/Wyndham Place in Egremont.

The site, which has lain dormant since 2020, was previously used as a petrol station and Ford dealership. It is allocated as an “opportunity site” suitable for commercial and employment development within the emerging Local Plan.

Aldi is proposing to redevelop the site with a new discount food store, to improve retail choice locally, and bring the site back into productive use. With limited food shopping choice within the area, the proposals offer a real opportunity to better meet these demands, cutting travel times (to Whitehaven) and keeping spend within the local economy. In addition to regenerating a long-term vacant site, the proposals will deliver significant levels of investment and provide new jobs for the Egremont community.

Aldi plans to submit its planning application to Cumberland Council in the early months of 2024.

What makes an Aldi store

Watch the video to learn about Aldi and benefits of a new store.

Our awards



[VIEW MORE](#)



Aldi, the award-winning food retailer, is bringing forward proposals for a new, high-quality food store on land at East Road/Wyndham Place in Egremont.

Proposals

Benefits of our proposal include:

- An investment of £6million into the local economy, on a site that has been economically inactive since 2020
- A brand new, Aldi food store with a net sales area of 1,390sqm
- 86 car parking spaces including five accessible parking spaces and nine parent & child spaces
- Four electric vehicle charging points with infrastructure in place to increase this number in the future
- The creation of up to 40 new, full-time equivalent jobs for local people, paid at industry-leading rates
- Additional employment opportunities during construction of the store and through the supply chain
- Attractive landscaping incorporated around the site to improve its appearance





Welcome

Proposals

Virtual Exhibition

Have your say





Aldi, the award-winning food retailer, is bringing forward proposals for a new, high-quality food store on land at East Road/Wyndham Place in Egremont.

Thank you for your feedback, this consultation is now closed.

Our awards





[VIEW MORE](#)



[Welcome](#)

[Proposals](#)

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Appendix III

Virtual Exhibition Boards



Proposals for a new Aldi food store for Egremont



Illustrative CGI Image of Proposal

Welcome to our exhibition

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The site, which has lain dormant since 2020, was previously used as a petrol station and Ford dealership. It is allocated as an “opportunity site” suitable for commercial and employment development within the emerging Local Plan.

Aldi is proposing to redevelop the site with a new discount food store, to improve retail choice locally, and bring the site back into productive use.

In addition to regenerating a long-term vacant site, the proposals will deliver significant levels of investment and provide up to 40 full-time equivalent, new jobs for the Egremont community.

Aldi plans to submit its planning application to Cumberland Council in the early months of 2024.

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

Providing choice in Egremont

With our nearest store located in Whitehaven, Aldi is aware that many of its customers in the area travel over five miles for access to our low-cost, high-quality products.

With limited food shopping choice within the area, the proposals offer a real opportunity to better meet these demands, cutting travel times and keeping spend within the local economy.

With a real need for greater variety of food shopping options around Egremont, there is an opportunity to redevelop a site that has been economically inactive since 2020, serving residents closer to their homes.





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 it 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 Egremont offer:

-  An **investment of £6million** into the local economy, on a site that has been economically inactive since 2020
-  A new, modestly sized Aldi food store with a **sales area of 1,390sqm**
-  Creating up to **40 full-time equivalent jobs** for the new Aldi store, paid at Aldi's industry-leading rate, above the National Living Wage
-  **86 free to use customer parking spaces** at the Aldi food store, with five accessible parking spaces and nine parent & child spaces included
-  **Four electric vehicle charging points** and additional infrastructure installed so further points can be added in the future
-  **Additional employment opportunities** created during construction and supported through the supply chain
-  **Attractive landscaping** incorporated around the site to improve its appearance





Wider site context plan





Highways and Car Parking



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.

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

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

Parking

The new Aldi store will provide free customer parking for 86 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.

Access

Entrance to the site would be from the existing access point from Wyndham Place for both customers and delivery drivers, with access subject to improvements to enable better movements for all vehicles to/from the site.

Delivery drivers will pass through the site to a separate service area for deliveries to the store.

Safe pedestrian access points will be available via the main vehicular access point off Wyndham Place and from the Egremont Bypass subway exit/entrance.

Deliveries

Aldi stocks a carefully selected range of approximately 2,500 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.



Design & Landscaping

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.

Wider aisles, self-checkouts and customer toilets (including baby changing facilities) will ensure a better shopping experience for local residents.

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, complementing the attractive setting for the store.

Energy efficiency

Aldi is already meeting high standards of energy efficiency and is committed to responsible energy usage.

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.



West Elevation



North Elevation





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
- Aldi only stocks around 2,500 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

The new store would create up to 40 new, full-time equivalent jobs for local people.

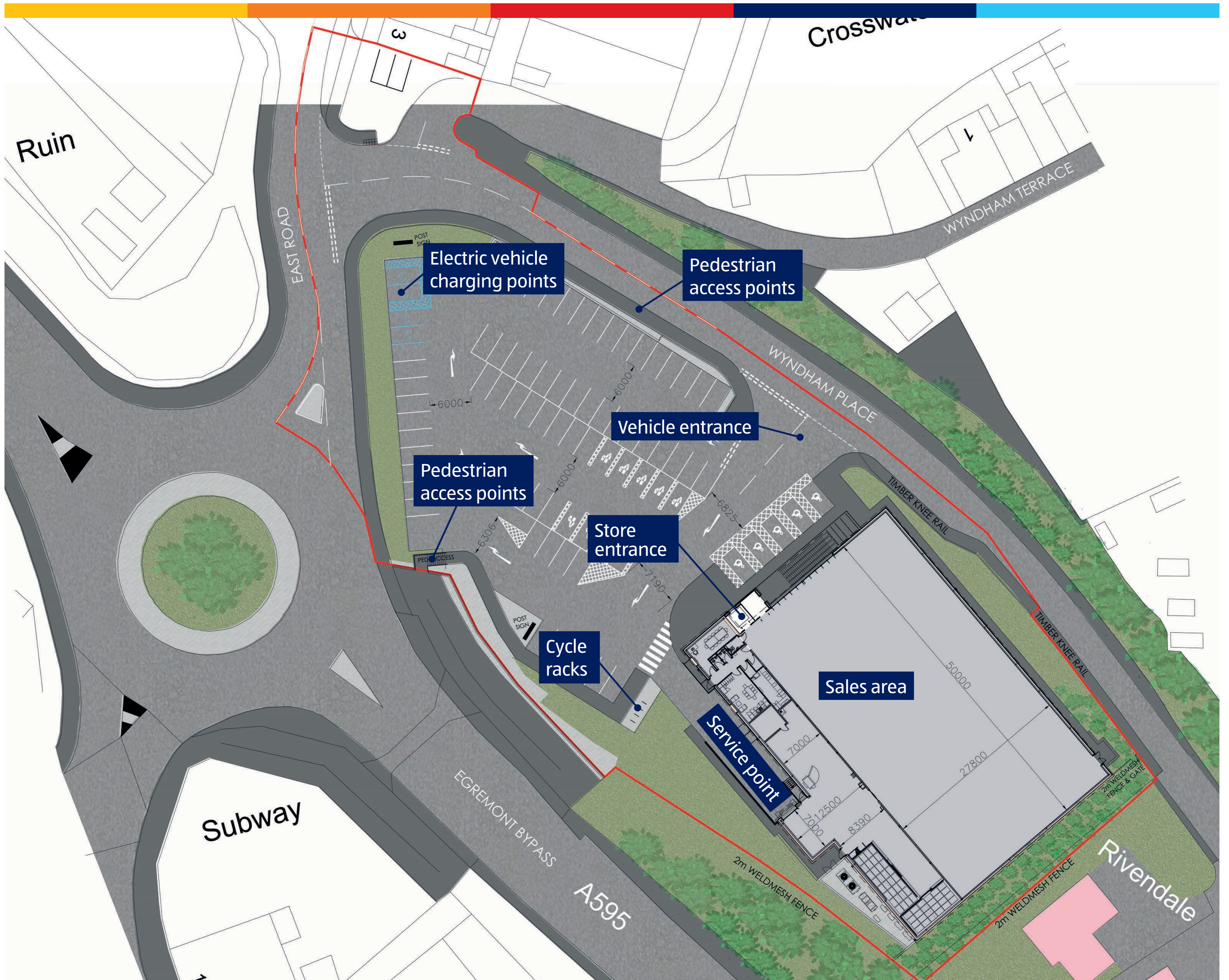
Aldi’s rates of pay are significantly higher than the Government’s National Living Wage and also above the Living Wage Foundation’s recommended national rates. Store Assistants receive a minimum hourly rate of £11.40.

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.





Site plan



Appendix IV

Newsletter Distribution Area



Gillfoot Park

Lagoon Clue

Washwater Academy

Longland Lake Country Park

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