



**REMARKABLE
ENGAGEMENT**

AUGUST 2015

STATEMENT OF COMMUNITY INVOLVEMENT

GLEN STREET, HEBBURN



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EXECUTIVE SUMMARY

Aldi Stores Ltd. (Aldi) is committed to consulting with the local community regarding its plans for the redevelopment of land off Glen Street, Hebburn.

Residents and stakeholders were given the opportunity to provide their feedback regarding the proposal at all stages of the public consultation via a number of different channels. A Freephone information line number was made available for interested parties to ask questions and provide feedback to the project team.

A public exhibition was held in July 2015, to which over 1,700 local residents and businesses were invited. The public exhibition was further publicised by a press release, which was issued to the *Shields Gazette* and *The Chronicle*. On the day, 141 residents attended the public exhibition, and feedback forms were available for attendees to record their views.

Aldi has received a high level of local support for its proposed development on the site, with over 97% of pre-application feedback supportive of the proposal in principle. Respondents noted that a discount food retailer is much-needed in Hebburn and a new store would increase choice for the local community. In total, Aldi has received 308 responses from local people, with 103 responses via the exhibition feedback forms, 203 via the postage-paid feedback cards issued with the exhibition invitation, and two via the Freephone information line.

Aldi has carefully reviewed all the feedback received to date, and the main comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application.

Aldi is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposal.

This document provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.



1. INTRODUCTION

- 1.1 Aldi has acquired an interest in land off Glen Street, Hebburn.
- 1.2 Aldi is proposing to develop a new food store along with associated parking, servicing and landscaping.
- 1.3 Aldi is committed to pre-application consultation and has a strong track record of consulting and communicating with local residents, community groups, councillors and other relevant third-party stakeholders.
- 1.4 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by Aldi in respect of its proposal for Glen Street.
- 1.5 This document provides a chronological account of the consultation activity that has been undertaken so far, and the activity that Aldi proposes to undertake once the application has been submitted.
- 1.6 In order to assist with the community consultation and communication, Aldi appointed Remarkable Engagement, a specialist communications consultancy, to form part of its wider project team for the proposed development.
- 1.7 All feedback received is accounted for and represented within this document.



2. BACKGROUND

2.1 THE SITE

2.1.1 The proposal site is located near the junction between Glen Street and Station Road and was previously occupied by the Glen Court and Kensington Court residential blocks, which were cleared several years ago as part of the wider redevelopment of Hebburn town centre.

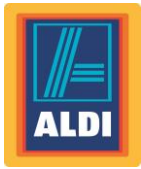
2.2 PROPOSAL

2.2.1 Aldi is proposing to redevelop the site with a contemporary food store to serve the local community, along with an appropriate level of car parking and associated servicing facilities.

2.2.2 Aldi believes the site is suitable for a modestly sized store to help meet local shopping needs, in an accessible location, whilst also creating new employment opportunities for local people.

2.2.3 Aldi is proposing a store with a sales area of 1,125m², alongside 70 car parking spaces. Four dedicated disabled spaces and seven parent & child spaces will be provided, together with cycle parking.

2.2.4 Access to and from the proposed food store would be achieved via Glen Street.



3. PRE-APPLICATION ENGAGEMENT

3.1 STATEMENT OF COMMUNITY INVOLVEMENT

3.1.1 Aldi has complied with the National Planning Policy Framework (NPPF), which states that ‘early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.’ (Paragraph 188)

3.1.2 The NPPF also highlights that ‘good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.’ (Paragraph 188)

3.1.3 South Tyneside Council adopted its Statement of Community Involvement (SCI) in January 2013.

3.1.3 The SCI outlines how the council intends to involve the community, stakeholders and statutory bodies in planning matters. The document states:

“Dependent upon the nature and potential impact of the development proposal on the local community, developers may need to carry out their own pre-application public consultation, and The Validation of Planning Applications in Tyne & Wear (2013) explains that some major planning applications will need to be accompanied by their own Statement of Community Involvement.

“These consultations should be carried out at an early stage in the design process, to enable community views to be incorporated into the submitted proposal. The form of consultation will need to be tailored to suit the particular circumstances of the site, proposal and locality, and the council can provide advice on what level of pre-application consultation would be appropriate, for example through a public meeting, exhibition, or other forms of community involvement.”

3.1.4 In accordance with this advice and in view of its commitment to community engagement, Aldi has undertaken an extensive programme of engagement on its proposal for a store, as outlined in the following pages.

3.1.5 The purpose of the public engagement programme was to:

- Inform people about the proposed store



- Provide the local community with the opportunity to comment on the proposal
- Ensure that all relevant issues had been identified and addressed in the planning application

3.2 CONTACTING STATUTORY BODIES

3.2.1 A number of pre-application meetings have been held with members of South Tyneside's Planning Department to discuss the principle of the proposed use of the site, as well as detailed matters relating to application requirements.

3.3 PUBLIC EXHIBITION

3.3.1 Aldi held a public exhibition, to display its proposal for a new food store, on Wednesday 15 July 2015, between the hours of 3pm and 7pm. The public exhibition was held at St Aloysius Church, approximately 0.2 miles from the proposal site. The main exhibition was preceded by a dedicated preview session from 2pm to 3pm, held for members of South Tyneside Council, local stakeholders and representatives.

3.3.2 The purpose of the public exhibition was to present Aldi's proposal to the wider community and gain additional feedback prior to submitting a full planning application.

3.3.3 An invitation newsletter with a postage-paid feedback card was distributed to over 1,700 households and businesses around the site. The invitations were distributed on Monday 6 July 2015. The following map illustrates the distribution area.

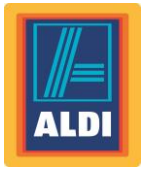


Invitation newsletter distribution area

3.3.4 The double-sided A4 invitation newsletter contained the following:

- Information about Aldi
- An overview of the proposal
- Background to the site
- Aldi's vision for the site
- Details of the public exhibition
- Examples of existing Aldi stores and design principles
- The proposed access and parking arrangements
- Details about Aldi's in-store offering

A copy of the invitation newsletter can be found at Appendix I.



3.3.5 The invitation also displayed the details of Aldi's Freephone information line (0800 298 7040) to allow people to request further information.

3.3.6 The invitation newsletters contained a postage-paid feedback card, allowing recipients to provide the project team with their early impressions, regardless of whether they were able to attend the public exhibition. This allowed Aldi to get an even wider response from the community.

A copy of the reply card can be found at Appendix II.

3.3.7 An invitation was also issued to the following local stakeholders, who were invited to attend a preview session from 2pm to 3pm, prior to the main exhibition:

- Leadership of South Tyneside Council
- Ward Members for Hebburn North and Hebburn South wards
- Members of South Tyneside Council's Planning Committee
- Member of Parliament for Jarrow
- Representatives of Hebburn Jobcentre Plus
- Representatives of North East Chamber of Commerce

A copy of the stakeholder invitation can be found at Appendix III.

3.3.8 The public exhibition was attended by 141 individuals.

3.3.9 The exhibition displayed details about the proposal ahead of submitting a planning application, which included information about:

- The background to the site, including existing site images
- The proposed new food store, including the site layout plans
- The design and landscaping including elevations of the proposed store
- Access and car parking information
- Information on Aldi's next steps

Copies of the exhibition display boards can be found at Appendix IV.

3.3.10 The following materials were also available:



- Copies of the display boards
- Copies of the invitation newsletter
- Feedback forms
- A visitors' book, for registering attendance
- Postage-paid envelopes for the feedback forms
- Copies of Aldi promotional brochures

3.3.11 The exhibition also provided:

- A ballot box to deposit completed feedback forms
- A3 copies of the consultation area
- Copies of plans which illustrated details about the proposed development
- A list of those invited to the exhibition
- Direction signs to lead attendees into the venue
- An opportunity to request further information

3.3.12 Feedback forms could either be filled in at the venue or posted at a later date using the postage-paid envelopes supplied. These were then collated and the feedback analysed.

A copy of the feedback form is included at Appendix V.

3.3.13 Representatives from Aldi and the project team were available to answer questions throughout the exhibition.

3.4 MEDIA

3.4.1 To ensure the wider community was aware of the public exhibition, a detailed press release was issued to the *Shields Gazette* and *The Chronical*. The press release contained the following information:

- An overview of the proposal
- Details of the public exhibition
- Aldi's contact information, including the Freephone information line

A copy of the press release is included at Appendix VI.



3.4.2 The *Shields Gazette* published an article about the exhibition entitled “New Aldi in Hebburn could create 30 jobs – now company wants residents’ views,” on 6 July 2015. *The Chronicle* published an article entitled “New Hebburn Aldi store could create 30 jobs if plan gets the green light,” on 8 July 2015.

3.5 POSTAGE-PAID AND FREEPHONE INFORMATION LINE

3.5.1 During the consultation, access to a Freephone information line was offered to those who wished to find out more about the proposal, or to register their comments via the telephone.

3.5.2 The telephone number used (0800 298 7040) was in operation Monday to Friday between the hours of 8.30am and 5.30pm. At other times, a message facility was available for voicemails to be left. These were responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed.

3.5.3 Information was given to callers where possible and if questions were of a technical nature, these were passed on to the relevant project team member.

3.5.4 A postage-paid envelope was available to take away for all public exhibition attendees.



4. FEEDBACK COMMENTS

4.1 FEEDBACK SUMMARY

4.1.1 The feedback received is summarised in the table below. This includes feedback received at the exhibition, by post, or over the telephone.

Total responses	Supporters	Support with reservations	Unsure/ No view	Objectors
308	282 (91.6%)	18 (5.8%)	3 (1.0%)	5 (1.6%)

4.1.2 A large majority of the feedback received has been supportive, with over 97% of respondents expressing support for Aldi’s proposal either outright or with minor reservations.

4.1.3 Of the respondents who offered their support to the scheme, many provided specific reasons for supporting the proposal. These included the need for a new food store in the town, and in particular for a discount retailer.

4.1.4 In terms of objection, concerns and additional comments raised, the most frequently raised topic was general traffic concern and the proposed access from Glen Street.

4.1.5 Overall, the feedback regarding the proposed store has been very positive. The below pie chart provides an overview of the feedback received:



4.2 COMMENT BREAKDOWN

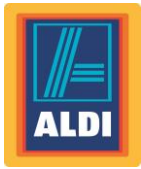


4.2.1 Below is an overview the support received and the frequency with which comments appeared.

Comments	Frequency
General support	76
The proposed store would benefit the area	56
Increased choice	41
A new store is much-needed/would be good for Hebburn	37
The proposal site is convenient/would reduce travel time	29
A new Aldi store would enhance/regenerate the town	27
Existing Aldi shopper	27
Employment opportunities	25
Aldi products offer good quality/value	24
Good proposal/plans	15
A new Aldi store would help local shops/town centre	14
The proposed store would help those without personal transport	7
A new store would help to sustain new housing developments	5
The proposal site is in a good location	4
The proposal includes good amount of parking	3
A new Aldi store would attract other businesses to the area	2
Good public transport links	2

4.2.2 Below are examples of some of the supportive comments received:

Comment	Road
<i>I think having an Aldi would be a fantastic addition to the town.</i>	The Riverside
<i>We live in such a built-up area with very little choice of good shops. An Aldi would be a welcome advantage.</i>	Lycaon Gardens
<i>It would encourage further regeneration of the town.</i>	Marina View
<i>Just what Hebburn needs with all the new houses being built.</i>	Rollox Street
<i>Strongly agree with the proposal. Positive way forward for Hebburn and the community.</i>	St Michaels Vale
<i>Aldi would be a great addition to Hebburn as it's a good shop with reasonable prices, and it would be close to my home. I won't have to use the car to travel to Pelaw.</i>	Tidespring Row
<i>Will put life and employment back into Hebburn.</i>	Tennant Street
<i>It is a great idea and would support many local families.</i>	Hedgeley Road
<i>Proposed plan appears to be very thoughtful of the surrounding area.</i>	Aln Street
<i>It would be ideal for people in Hebburn who do not have transport.</i>	Bicester Grove
<i>We need more shops like Aldi for healthy competition.</i>	Olwen Drive
<i>This would be a great asset for the town centre.</i>	Tweed Street



4.2.3 Below is an overview of the reservations or concerns received and the frequency with which they appear.

Comments	Frequency
General traffic concerns	7
Would like a bigger store	2
No demand for another food store/Aldi	2
Shopping trolleys being taken from the site	1
Parking on residential roads	1
Impact on the town centre	1
Ensure that cars do not drive over landscaping to access Station Road	1
Other supermarket delivery traffic using the car park for access	1
Ensure enough trees are planted on the site	1
Increase in litter	1

5. RESPONSE TO COMMENTS

- 5.1 All comments received have been reviewed by the project team and, where possible, amendments were made to the proposal. Feedback was also given at the exhibition and questions were answered. Many of the issues raised are covered in the application documents which accompany this response.
- 5.2 Aldi is encouraged by the high level of support received to date for its proposal to redevelop the site with a new discount food store. Residents have welcomed the introduction of a new Aldi store on the proposal site, stating that it would benefit the local area, be in a convenient location, and increase shopping choice for local residents.
- 5.3 During the consultation feedback review period, Aldi’s project team responded directly to a number of specific enquiries and questions relating to the proposal.
- 5.4 The main issues which arose during the pre-application consultation process and Aldi’s response to each are detailed below.



Traffic and congestion: General traffic increase was the main concern, raised by seven residents (2% of respondents). Concerns stemmed from the potential for increased traffic and, more specifically, the access being close to the traffic lights at the junction with Station Road. Other issues, related to delivery traffic and car parking, were also raised by a number of respondents, most of whom were supportive of the proposal.

A full Transport Assessment has been undertaken as part of this application, which examined the road network with and without the proposed development. Surveys of Glen Street were undertaken to assess the impact of the proposed store on the surrounding road network. The Transport Assessment submitted with this SCI as part of the planning application provides more detailed analysis of the highways matters associated with the proposed development, which will be considered by the local highway authority. The design of the proposed access has been determined through consultation with the highway authority.

The number of disabled spaces proposed for the development is based the highway authority's standards, and Aldi is confident the number of disabled spaces proposed is adequate for this store. It is also noted that several respondents mentioned that the car parking provision is suitable for this store.

With regards to deliveries, Aldi operates a closely managed servicing arrangement for each of its stores, and aims to complete store deliveries outside of peak transport hours, where possible. All manoeuvring takes place within the site and a unique delivery ramp arrangement removes the need for external activity. This process is not only efficient but also reduces any potential noise disturbance to neighbouring properties.

Size of the proposed food store: Two respondents (1% of total) expressed a desire for the proposed food store to be bigger in size.

Aldi has carefully designed its proposal to ensure the development fits comfortably within the site and also the surrounding area. The proposed store has a net sales area of 1,125m² and Aldi believes this size store is in keeping with the local area and would also adequately serve the local community in Hebburn. It has also been noted that, at



the public exhibition, several residents enquired about the size of the store in relation to Aldi's store at Pelaw, and were happy with the size of this proposed store.

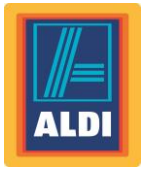
Demand: In total, two respondents (1% of total) raised concerns that there is no demand for an Aldi food store in Hebburn.

Aldi currently has stores in Pelaw and South Shields, to which local residents are already traveling to. It was noted by 37 respondents that a new Aldi food store on Glen Street is much-needed for the area, and Aldi believes that the overall support for the proposal demonstrates there is significant demand for a new store. The increase in choice, convenience and value mentioned by respondents further highlights the need for a discount food retailer in Hebburn.

6. POST-APPLICATION ENGAGEMENT

6.1 ONGOING ENGAGEMENT

- 6.1.1 The Aldi consultation email address and Freephone information line will remain active throughout the application process.
- 6.1.2 Given the interest shown by residents and stakeholders in the proposal, Aldi will ensure information flows through existing channels to interested parties.



7. APPENDICES

Appendix I	Invitation newsletter
Appendix II	Reply card
Appendix III	Stakeholder invitation
Appendix IV	Exhibition boards
Appendix V	Feedback form
Appendix VI	Press release



Aldi's proposal for land off Glen Street, Hebburn

FIND OUT MORE AT OUR PUBLIC EXHIBITION ON WEDNESDAY 15 JULY

WELCOME TO OUR NEWSLETTER

Aldi, the award-winning discount food retailer, is preparing a proposal to redevelop land off Glen Street, in Hebburn, with a high-quality discount food store. The site is located at the junction with Station Road and was previously occupied by the Glen Court and Kensington Court residential blocks.

A new Aldi food store in this location would serve the local community, providing a brand new custom-built store, designed to complement the existing retail offering and provide more choice for the local community. If approved, our plans would allow local residents to purchase deeply discounted high-quality products. Typically, Aldi customers can save between 30 to 40 percent on their shopping.

ALDI, WHICH? BEST SUPERMARKET 2015

In June 2015, Aldi won the **Which? Best Supermarket** award. This is the fourth time Aldi has won the award since 2009 – an industry record. It previously won in 2009, 2012 and 2013.

Aldi won 13 Gold and 12 Silver awards at the Grocer Own Label Awards in May 2015 – one of the most prestigious awards in the industry. This comes after Aldi was named Grocer of the Year in 2014, for the second year running, beating Waitrose, Asda, Ocado, and Sainsbury's.

ALDI'S PROPOSAL FOR HEBBURN OFFERS:

- A new, modestly sized Aldi food store with a net sales area of 1125m²
- 70 car parking spaces, including four disabled and seven parent and child spaces
- Free customer car parking for up to 90 minutes
- Approximately 30 full and part-time permanent, local jobs
- Access to the store off Glen Street
- Attractive landscaping around the site to enhance its appearance
- A high-quality design to offer a contemporary shopping experience

COME ALONG TO VIEW THE PLANS AT ALDI'S PUBLIC EXHIBITION

Aldi would like to invite the local community to its public exhibition to find out more about the proposal. The exhibition is being held:

On: Wednesday 15 July
Between: 3pm and 7pm
At: St Aloysius Church, Prince Consort Road, Hebburn, NE31 1BE

Members of the project team will be on hand to answer any questions you may have. Alternatively you can call our Freephone information number on **0800 298 7040**.



Aldi's proposal for land off Glen Street, Hebburn



DESIGN AND LAYOUT

Aldi has carefully designed its proposal to ensure the development sits comfortably within the site, fits in with existing nearby homes and businesses, and contributes positively to the appearance of the local area.

The store would be a high-quality building, providing a modern shopping environment for the community. Additional tree planting would also be incorporated around the site boundary.

ACCESS

Vehicle access to the proposed store would be provided off Glen Street. Pedestrian access would be via Station Road, Glen Street, and the Hub access to the south west of the store.

PROVIDING IMPROVED LOCAL CHOICE FOR HIGH-QUALITY FOOD

Aldi believes there is a real need for a new discount food retailer in this part of Hebburn to improve consumer choice and competition locally, and to better serve local residents.

Aldi currently has stores in Pelaw, Howdon, and South Shields. These stores are very popular with the communities they serve and Aldi believes the introduction of a new store off Glen Street would increase choice for the local community in Hebburn.

Aldi's proposal offers a genuine discount alternative for food shoppers, and a new store on the site would be conveniently located to nearby residential areas and to those who might otherwise travel further afield to complete their shopping.

Aldi is known for encouraging linked trips between its stores and other businesses in the area, as typically Aldi customers will purchase value for money products and then go on to complete their weekly grocery shopping in other local stores and specialist independent businesses.

CREATING JOBS LOCALLY

The new Aldi food store would create approximately 30 new jobs, including managerial positions. Aldi aims to provide flexible jobs for local people. Additional roles would also be provided through the construction of the development.

Aldi employees receive wages above the industry average, proven opportunities for career progression, high levels of training, and a guaranteed minimum of 25 hours' work per week.

It is Aldi's aim to recruit staff locally for its new stores and, as a result, the majority of staff travel less than 2.5 miles to the store where they work.

THE NEXT STEPS

Please take a moment to complete the postage-paid feedback form and let Aldi know what you think about its proposal for a new store on Glen Street. We are also holding a public exhibition so you can find out more about the proposal. This will be held:

On: Wednesday 15 July

Between: 3pm and 7pm

**At: St Aloysius Church,
Prince Consort Road,
Hebburn, NE31 1BE**

If you would like more information or have any questions, please contact Aldi's Freephone information line on **0800 298 7040**.



**Aldi's proposal for land off
Glen Street, Hebburn**

Appendix II

Business Reply Plus
Licence Number
RTHX-GHUX-UEAG





**Glen Street, Hebburn
Consultation Response
Imperial Court
2 Exchange Quay
Manchester
M5 3EB**

WE VALUE YOUR VIEWS*

Title (Miss/Mrs/Ms/Mr/Other)

First Name

Surname

Address

Postcode

Telephone

Email

Do you support these proposals? YES NO

*PLEASE COMPLETE IN BLOCK CAPITALS

Any additional comments

We welcome feedback from local residents and stakeholders on our proposal for land off Glen Street, Hebburn. The views of the local community are important and we believe should be taken into consideration together with environmental, social and economic factors, when developing sites.

Data Protection
The details of people who provide feedback will not be released to third parties or companies outside the planning team for marketing purposes. You may attach this feedback form to a DL envelope if you wish to write more, or keep details from being on show.

Appendix III

TITLE
ADDRESS 1
ADDRESS 2
ADDRESS 3
POSTCODE

6 July 2015

Information line: 0800 298 7040

Dear SALUTATION

Proposal for a new Aldi food store off Glen Street, Hebburn

As part of Aldi's commitment to community consultation, we wanted to let you know that Aldi is preparing a proposal to redevelop land off Glen Street, with a new discount food store. The site was previously occupied by the Glen Court and Kensington Court residential blocks, and has recently been cleared.

Aldi is proposing to redevelop the site with a carefully designed food store, offering local residents high-quality products at deeply discounted prices. The proposal also represents a multi-million-pound investment in the area and would create approximately 30 permanent full and part-time jobs for the community.

The plans are at an early stage and a planning application has not yet been submitted to South Tyneside Council. Aldi is committed to undertaking public consultation before the application is finalised so that feedback from local residents can be taken into consideration. As a result, Aldi has issued an invitation to over 1,700 homes and businesses surrounding the site to attend a public exhibition on **Wednesday 15 July, between 3pm and 7pm, at St Aloysius Church, Prince Consort Road, Hebburn, NE31 1BE.**

Given your role in the community, Aldi would like to invite you to view the display material and discuss the proposed scheme with the team at a stakeholder preview session, which will take place on:

Wednesday 15 July, between 2pm and 3pm

At: St Aloysius Church, Prince Consort Road, Hebburn, NE31 1BE

Members of the project team will be on hand to answer any questions you may have. Enclosed you will find a copy of the invitation newsletter that has been issued to the local community, which provides further details about the proposed food store.

We hope you will be able to attend the preview or the subsequent public exhibition. If you require any further information at this stage or would like to discuss the plans in more detail before the public exhibition, please call our Freephone information line on **0800 298 7040** or email feedback@consultation-online.co.uk.

Yours sincerely,



Stephen Smith
For and on behalf of Aldi Stores Ltd



WELCOME TO OUR EXHIBITION

Aldi, the award-winning retailer, is proposing to introduce a new store in your area and as part of our commitment to community consultation, we are holding this exhibition so local residents and representatives can understand a little more about the proposals.

This exhibition displays some more information about the details of the scheme alongside answering some commonly asked questions. Members of the team are on hand to help with any queries you may have and will happily talk you through the proposals. You can also call us on our information line – **0800 298 7040** – following this exhibition if you have any further comments or queries.



ABOUT ALDI

Aldi is one of the world's largest privately owned companies with over 7,000 stores across Europe, North America and Australia and we are proud to count ourselves amongst the leading global retailers. Aldi opened its first stores in the UK in 1990 and currently operates over 510 stores across the country.

Aldi currently employs over 12,000 people in the UK, with staff receiving higher than average salaries for the industry. What's more, Aldi is committed to training and development of its employees – a point highlighted by its successful graduate and apprenticeship schemes.



Spend a little Live a lot



WHAT TO EXPECT FROM THE STORE

On average, Aldi is 30% cheaper when compared to the UK's larger national supermarkets. Aldi is able to achieve this through its unique business model, where everything from the sourcing of its products to the in-store retail experience is part of an extraordinarily efficient operation.

At an Aldi store you will not find lots of versions of the same thing. Instead Aldi focuses on delivering quality rather than quantity; stocking a wide range of groceries which complement other local convenience stores to provide everything shoppers need, every day of the week. This approach allows Aldi to get the lowest prices from suppliers and then pass the savings on to our customers. This commitment to value and quality has led to Aldi being awarded a host of industry accolades.



ALDI – WHICH? BEST SUPERMARKET FOR TWO YEARS RUNNING

In 2013 Aldi became the first ever retailer to be awarded the title of Which? Best Supermarket for two consecutive years. This prestigious award is measured on customer satisfaction, value for money, reliability and quality.

This commitment to quality also led to Aldi receiving the accolade of Grocer of the Year at the 2013 Grocer Gold Awards, beating Ocado, Sainsbury's, Tesco and Waitrose. In addition, Aldi received 16 Gold and 10 Silver awards at the Grocer Own Label awards – more than any other retailer.

RETAIL WEEK'S RETAILER OF THE YEAR 2014

Aldi started 2014 by being crowned Retailer of the Year at the Retail Week Awards, a coveted honour which was awarded to John Lewis in 2013.

SUPPORTING UK SUPPLIERS

All fresh bread and dairy products at Aldi are sourced from across the UK, whilst 100% of the fresh meat range is British and Red Tractor approved. Fresh fruit and vegetables, such as strawberries, salads, carrots and potatoes, are also sourced in the UK when in season. Quality is not compromised when you make a switch to Aldi.



Spend a little Live a lot



A NEW ALDI FOOD STORE FOR HEBBURN

A new Aldi food store for Hebburn

Aldi, the award-winning discount food retailer, is keen to provide the local community with more shopping choice and is in the process of bringing forward a proposal to redevelop land off Glen Street, Hebburn, with a high-quality discount food store.

The site, located near the junction between Glen Street and Station Road, was previously occupied by the Glen Court and Kensington Court residential blocks, which were cleared several years ago as part of the wider redevelopment of Hebburn town centre. A new Aldi food store would regenerate the site, increasing local shopping choice and improving access to a discount food offering.

The new store would sell a variety of high-quality products at deeply discounted prices. Typically, Aldi customers save 30% to 40% on their shopping when compared with the UK's larger national supermarkets – this allows residents to purchase their everyday items at low prices, without having to compromise on quality.



Proposed Aldi food store

MORE LOCAL CHOICE FOR HEBBURN

As customers continue to look for better-value brands to help make their money go further, it is important that residents have access to a wide range of shopping facilities in Hebburn.

The introduction of a new Aldi food store on Glen Street would improve the local discount retail offer, and help to reduce travel distances for shoppers who currently choose to visit Aldi stores further afield. Aldi currently has stores in Pelaw, Howdon and South Shields. These stores are very popular in the communities they serve and Aldi believes the introduction of a new store off Glen Street would offer the residents of Hebburn the same convenient access to a discount food offering.

Aldi's proposal offers a multi-million-pound investment for the area and would contribute to the regeneration of Hebburn town centre.

A new Aldi food store in Hebburn would provide:

- A vibrant, modern food store
- Improved shopping choice for residents in Hebburn
- Access to high-quality, deeply discounted products
- Convenient access by foot and bus, and free customer car parking
- Approximately 30 new jobs, as well as those created through construction and in the supply chain

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THE PROPOSAL

A new Aldi food store for Hebburn



A NEW ALDI FOOD STORE

Development of the site would provide a new Aldi food store with a net sales area of 1125m², alongside car parking and servicing facilities. The proposed store would stock the same range of high-quality, award-winning products found at other Aldi stores.

The proposed floor space would mainly be for convenience and food goods, with a smaller range of non-food products, alongside service and staff areas.

Aldi has carefully designed its proposed store to ensure the development would sit comfortably within the site, fit in with existing nearby homes and businesses, and positively contribute to the appearance of the local area. The store would be a high-quality building, providing a modern shopping environment for the community. The layout would also feature a landscaped customer car park and additional tree planting around the site boundary.

COMPLEMENTING THE LOCAL AREA

The proposed Aldi food store would provide a new retail offering which would significantly enhance choice for residents in the north of Hebburn.

Aldi stocks around 1500 lines of products as opposed to larger supermarket chains which can stock in excess of 20,000 lines. The modest size and the unique offering means Aldi stores do not act as a one-stop shop. Unlike other larger retailers, Aldi stores do not feature in-house butchers or fishmongers and therefore have a minimal impact on existing traders.

Aldi is known for encouraging linked trips between its stores and other businesses in the area and, typically, Aldi customers will purchase value-for-money products and then go on to complete their weekly grocery shopping in other stores and specialist independent businesses in a local area.

LOCAL EMPLOYMENT OPPORTUNITIES

The proposal would create approximately 30 permanent full and part-time jobs, including managerial positions. Additional roles would also be provided during construction, and in the supply chain.

Aldi offers wages above the industry average, and employees have access to proven opportunities for career progression, high levels of training, and a guaranteed minimum of 25 hours' work per week.

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DESIGN AND LANDSCAPING

A new Aldi food store for Hebburn

DESIGN

The aim of the development is to provide a high-quality and attractive discount food store, which would provide a modern shopping environment for residents in Hebburn. Aldi has carefully developed its proposal to ensure the scale of the building is in keeping with its surroundings and fits in alongside current and future developments in the area, including the recently opened Hebburn Central Hub.

A modern design is proposed, and the new store would be single-storey, featuring a combination of materials including white render and large windows, ensuring a light and spacious feel.

ENERGY EFFICIENCY

To ensure a high-quality appearance over the long term and to minimise maintenance costs, Aldi uses quality materials on external and internal components of its buildings. Aldi is already meeting high standards of energy efficiency and is committed to responsible energy usage.

Aldi only uses environmentally friendly, energy-efficient refrigeration and lighting. A heat recovery system from the refrigeration condensers provides almost all heating for the store, re-using wasted machinery heat.

In addition to recycling the heat from machinery, solar panels would be installed on the roof, which would provide the store with a further proportion of its electricity needs.

LANDSCAPING

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

Aldi has given careful consideration to the landscaping on this development and proposes new landscaping around the perimeter of the site to enhance the appearance of the area. This would include a mix of low level, hardy shrubs and new tree planting around the site.

Aldi contractors visit stores on a monthly basis to ensure the quality of the landscaping and planting around the sites is maintained.



Proposed north-east elevation



Proposed east elevation



Proposed west elevation

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HIGHWAYS AND CAR PARKING

A new Aldi food store for Hebburn



ACCESS

Access to the store for cars, bicycles and pedestrians would be provided off Glen Street. Pedestrian access would also be provided via Station Road and the Hebburn Central Hub access to the south west of the store.

The site has good public transport links, with bus stops along Station Road, located approximately 50m from the site, providing frequent services within easy walking distance of the proposed store. The Hebburn Metro Station would also provide public transport access within walking distance, with the station located approximately 120m from the site.

A Travel Plan would be introduced at the store to encourage staff to travel by more sustainable modes of transport than single occupancy car journeys.

PARKING

An appropriate level of car parking would be provided to serve the new food store. The proposal includes 70 car parking spaces, including four dedicated disabled badge spaces, and seven parent & child spaces.

As part of Aldi's commitment to promoting sustainable modes of transport wherever possible, appropriate cycle parking would also be provided at the store.

TRAFFIC

Aldi will undertake a full Transport Assessment as part of the planning application to ensure the proposed food store would not cause a significant increase in queuing or delays on local roads.

This Assessment will look at the operation of local roads both with and without the proposed development in place. The scope of this Assessment will be agreed with the Council's Highways Officer.

DELIVERIES

An Aldi food store is a modest-scale supermarket. Aldi stocks a carefully selected range of approximately 1,500 lines, compared with a typical supermarket such as Asda or Morrisons, which stock in excess of 20,000 lines. As a result, an Aldi food store generally requires only two to three deliveries per day, supplemented by smaller deliveries of bread and milk.

Aldi operates a closely managed servicing arrangement for each of its stores, and aims to complete store deliveries outside peak transport hours. All manoeuvring takes place within the site and a unique delivery ramp arrangement removes the need for external activity. This process is not only efficient but also reduces any potential noise disturbance to neighbouring properties.



LOCAL ISSUES

A new Aldi food store for Hebburn



BEING A GOOD NEIGHBOUR

Aldi stores are often located close to local communities. As a result Aldi has developed a number of 'neighbourhood-friendly' practices:

- Aldi aims for its store managers and staff to be familiar with the local area, which allows them to react quickly and sympathetically to any local issues
- The unique delivery system used by Aldi enables products to be transferred directly from the vehicle straight into the store, without the need for external movement of goods. This reduces external activity and limits any potential disruption
- Unlike most supermarkets, which operate extended or 24hr opening periods, Aldi stores typically open between 8am and 10pm Monday to Saturday, with opening hours on Sunday between 10am and 4pm
- Aldi is committed to being a responsible neighbour and would work closely with the local community to ensure that any disturbance is kept to a minimum, through from construction to when the store is open

SCHEME BENEFITS

- Regeneration of a key town centre location
- Improved shopping choice for residents in Hebburn, introducing a high-quality, deeply discounted food offering
- Approximately 30 permanent full and part-time local jobs, as well as additional employment through construction and supply chain opportunities
- A multi-million-pound investment into the local area
- Convenient access for Hebburn residents, as well as free customer car parking
- New, attractive landscaping around the site
- The opportunity for linked trips between the proposed Aldi food store and other nearby local businesses

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NEXT STEPS

Thank you for taking the time to visit our exhibition. If you have any further comments, queries or questions – feel free to ask a member of the team. They are all very happy to help.

LET US KNOW WHAT YOU THINK

We would love to hear your feedback on what you have seen today.

Please take the time to fill in one of our feedback forms and pop it into the ballot box. Alternatively you can email your comments to feedback@consultation-online.co.uk

We will then review the comments received and look for opportunities to incorporate them, where possible, into our proposals. These will then be submitted to the local authority planning department as part of a formal application.



Let us know
what you think

Feedback
form

Do you support these proposals in principle? Yes No Not sure


What aspects do you like best about the proposals?

Do you have any views on how the proposals could be improved?

Do you have any general comments or suggestions about the proposals?

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Appendix V



Let us know what you think

Feedback form

Proposed Aldi food store on Glen Street, Hebburn

Aldi, the award-winning discount food retailer, is proposing to introduce a new food store on Glen Street, Hebburn.

We are committed to consulting with the local community and are keen to hear your views as your feedback is important to us. Please take the time to complete this form and either place it in the ballot box provided, or return it to us using one of the postage-paid envelopes, no later than **Wednesday 29 July 2015**.

We are also happy to receive comments and questions via our email address at feedback@consultation-online.co.uk or call our dedicated Freephone information line on 0800 298 7040.

Please include your contact details in the space provided below so that we can keep you informed about how our proposal is progressing and respond to any questions you may have.

Name:

Address:

Postcode:

Email:

Telephone:

Would you like to be kept informed of changes to this application? Yes No



Let us know
what you think

Feedback
form

Do you support these proposals in principle? Yes No Not sure

What do you think about the proposals?

Text input area for feedback on proposals.

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

Text input area for feedback on the benefit of a new store.

Do you have any general comments or observations about the proposals?

Text input area for general comments or observations.

Appendix VI

NEWS RELEASE
06 July 2015



ALDI INVITES LOCAL FEEDBACK ON ITS PROPOSAL FOR HEBBURN STORE

Aldi, the award-winning discount food retailer, is pleased to announce that it is bringing forward a proposal to redevelop land off Glen Street, Hebburn, with a new discount food store. The site was previously occupied by the Glen Court and Kensington Court residential blocks.

The plans are still at an early stage and, before submitting a planning application, Aldi would like to know what local residents think of its proposal. Aldi is holding a public exhibition:

**On: Wednesday 15 July
Between: 3pm and 7pm**

At: St Aloysius Church, Prince Consort Road, Hebburn, NE31 1BE

Aldi's proposal would deliver a multi-million-pound investment in the area, creating approximately 30 full and part-time jobs in store, as well as additional employment during construction, and supply chain opportunities.

A spokesperson for Aldi commented:

"We are excited about the prospect of a new store for residents in Hebburn. The proposal would deliver investment and create much-needed jobs for the local area.

"We would like to encourage the local community to find out more about the proposal and discuss it with the project team at our public exhibition. If residents have any questions in the meantime, they can call our Freephone information line number on 0800 298 7040."

The store has been carefully designed to ensure it sits comfortably within the site and positively contributes to the appearance of the surrounding area. Attractive landscaping will also surround the development in order to enhance the appearance of this area of Hebburn.

Unlike other larger retailers, Aldi has a unique offering and does not act as a one-stop shop. Instead, Aldi is known for encouraging linked trips between its stores and other businesses in the local area. The proposed store would complement the existing pattern of trade in Hebburn, adding to the vitality and viability of the local area.

Information Ends

For more information please contact:

Stephen Smith

Tel: 0161 359 4109

Email: stephen.smith@remarkablegroup.co.uk

Notes to editor:

In June 2015, Aldi won the **Which? Best Supermarket** award. This the 4th time Aldi has won the award since 2009 and Aldi is the first supermarket to win the award this many times, having previously won in 2009, 2012 and 2013.

Aldi was awarded 13 Gold and 12 Silver awards at the Grocer Own Label Awards in May 2015 - one of the most prestigious awards in the industry. This comes after Aldi was named Grocer of the Year in 2014, for the second year running, beating Waitrose, Asda, Ocado, and Sainsbury's.

Typically, Aldi customers save between 30 and 40 per cent on their shopping without compromising on quality, giving residents an alternative to traditional supermarkets.

Aldi is one of the world's largest privately owned companies with more than 7,000 stores across Europe, North America and Australia. Aldi opened its first stores in the UK in 1990 and now has more than 500 stores across the UK.

Aldi is able to achieve lower prices through an extraordinarily efficient operation, from the sourcing of its products, to the retail experience in store. In an Aldi store, you will not find lots of versions of the same thing. Aldi focuses on quality rather than quantity, stocking a range of groceries that shoppers need, every day of the week. This allows Aldi to get the lowest prices from suppliers - then pass on the savings to customers with quantity discounts.



Aldi has a core range of around 1,500 products and only around 5% of these are recognised brands, unlike the major superstores which stock up to 20,000 lines.

Aldi stores do not feature in-house butchers or fishmongers and so have a minimal impact on small, local businesses. The presence of a new Aldi store often helps to drive additional business to shops within the local vicinity.