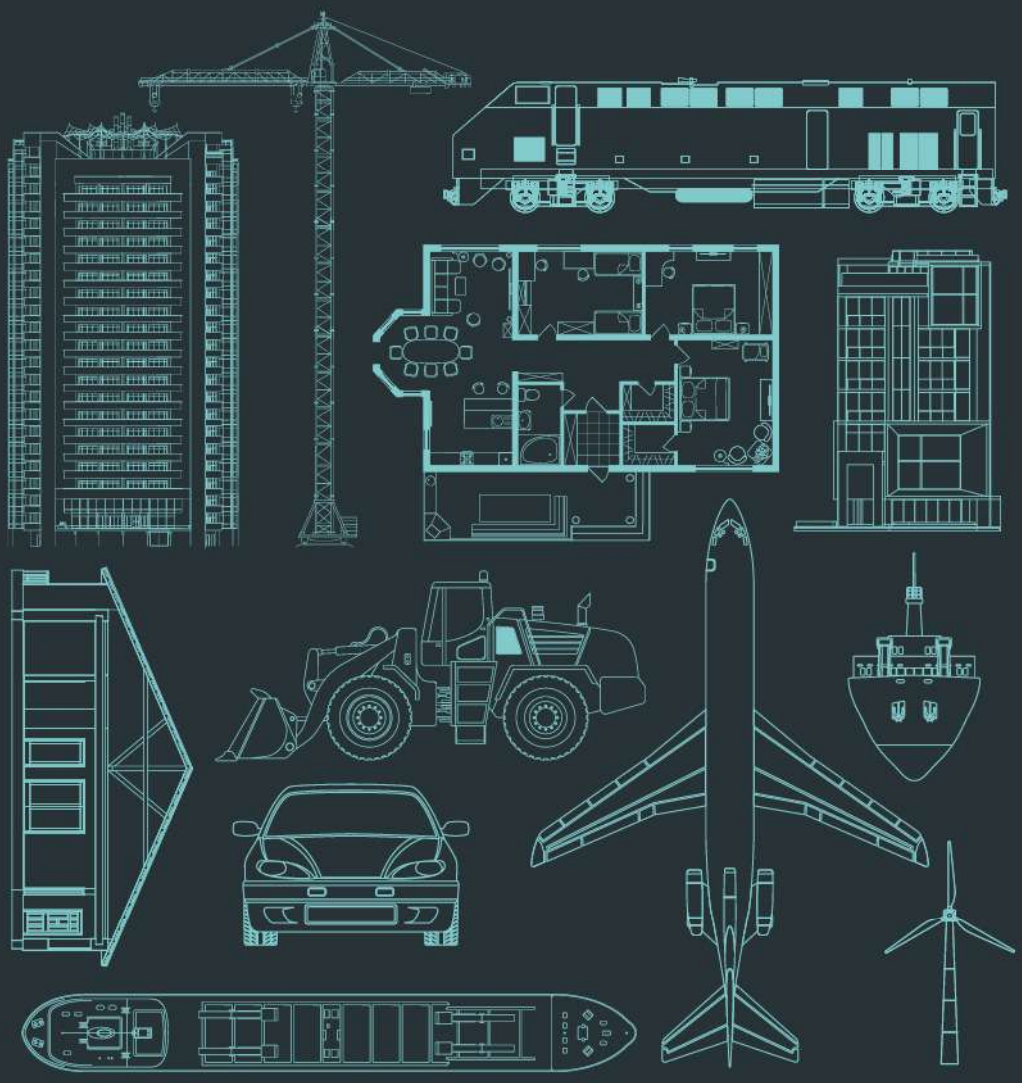
becg



Land at Fleet Street, Holbeach

Statement of Community Involvement

Prepared for Aldi Stores Ltd.

September 2022

Contents

Executive Summary		**3**
1	**Background**	**4**
1.1	*The site*	*4*
1.2	*Proposal*	*4*
2	**Engagement**	**5**
2.1	*National Planning Policy Framework (July 2021)*	*5*
2.2	*South East Lincolnshire Statement of Community Involvement*	*5*
2.3	*Stakeholder liaison*	*6*
2.4	*Community newsletter*	*6*
2.5	*Public exhibition*	*8*
2.6	*Virtual Public exhibition*	*9*
2.7	*Project Website*	*9*
2.8	*Media Relations*	*10*
2.9	*Dedicated project email address & Freephone information line*	*11*
3	**Review of Comments**	**12**
3.1	*Feedback overview*	*12*
3.2	*Comment breakdown*	*12*
4	**Response to Comments**	**15**
4.1	*Introduction*	*15*
4.2	*Responses to comments*	*15*
5	**Ongoing engagement**	**17**
6	**Appendices**	**18**
6.1	*Appendix 1: Stakeholder Exhibition Invitation Letter*	*19*
6.2	*Appendix 2: Community Newsletter*	*20*
6.2	*Appendix 3: Feedback Reply Card*	*22*
6.4	*Appendix 4: Exhibition boards*	*23*
6.5	*Appendix 5: Virtual Public Exhibition screenshots*	*29*
6.6	*Appendix 6: Project website screenshot*	*30*
6.7	*Appendix 7: Consultation Launch Press Release*	*31*

Executive Summary

Aldi Stores Ltd (Aldi) is committed to engaging the local community regarding its plans to develop a new Aldi food store on land at Fleet Street, in Holbeach.

Currently there is a lack of discount supermarket options in Holbeach, and many people are having to travel as far as Spalding to access an Aldi store, making journeys expensive and impractical. These plans would breathe new life into a prominent site on the high street, providing customers with greater choice, reducing travel times and encouraging associated trips to other, independent businesses on Fleet Street to protect the local economy.

Aldi's consultation process ensured that local residents and stakeholders were informed of the proposals and given the opportunity to provide feedback on the scheme. This included a freephone information line number, a feedback email address, a project website, in-person public exhibition and a virtual exhibition. This ensured that the local community had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application.

A newsletter was sent to around 2,000 households and businesses adjacent to the site, providing them with an overview of the proposal and inviting them to view the virtual public exhibition. Details of the Freephone telephone number and email address provided an alternative to using the project website.

Aldi has carefully reviewed all feedback received to date. **The proposals have received an overwhelming level of local support, with over 97% of responses supporting the scheme in principle.** In total Aldi received 325 responses from local people via the virtual public exhibition, project website, project email and the Freephone information line. 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.

In line with its commitment to community engagement, Aldi has appointed BECG, a specialist communications consultancy, as part of its wider project team for the proposed development.

This document provides a chronological account of the engagement activities undertaken during the planning process, along with a review of the feedback received.

1 Background

1.1 The site

1.1.1 The proposal site is a council-owned, brownfield site located on land off Fleet Street, Holbeach.



Location plan showing the proposed Aldi food store

1.2 Proposal

1.2.1 Aldi is bringing forward a full planning application to redevelop this brownfield site, providing a new modern food store for the local community.

1.2.2 The proposal comprises of a high-quality food store with a retail area of 1,315m^2, 112 associated car parking spaces, including six accessible bays, six parent-and-child bays and four electric vehicle charging spaces.

1.2.3 The proposed Aldi food store will create up to 40 new full-time equivalent jobs, as well as additional employment opportunities throughout construction of the store and through the supply chain.

1.2.4 Access to the Aldi store for cars, bikes and pedestrians will be from Fleet Street, with a dedicated pedestrian walkway with zebra crossings to ensure safe access for those walking to and from the store.

2 Engagement

2.1 National Planning Policy Framework (July 2021)

2.1.1 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.

2.1.2 Aldi Stores Ltd has paid regard to the NPPF at Paragraph 39 when it states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*

2.1.3 It goes on to highlight at Paragraph 40 that *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."*

2.1.4 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*

2.2 South East Lincolnshire Statement of Community Involvement

2.2.1 South East Lincolnshire adopted a Statement of Community Involvement in 2012. The purpose of this was to encourage members of the public to be constructively involved with the planning process across South East Lincolnshire (covering the areas of Boston Borough Council and South Holland District Council). The document sets out the Boroughs' minimum standards for consultation on planning applications. Furthermore, the document provides advice for applicants looking to put forward proposals in the area:

'The partner LPAs believe that potential applicants should pay particular attention to engaging with the wider community before submitting applications which in the opinion of officers are likely to give rise to issues of significant economic, environmental or social impact. Public involvement at this stage should ensure that such schemes are well understood by the local community and other interested parties, and allow early consideration of the fundamental issues relating to whether a particular proposal would be acceptable in principle. The scale and scope of consultation exercises should be agreed with Council officers on a case by case basis.'

2.2.2 The SCI further states that:

'Most people have opinions on the neighbourhood in which they live and many have ideas for maintaining or improving such places. They also have ideas about other areas they use, such as a high street in a town or village, the open countryside, an

employment area or local park. It is therefore important that local people are involved in the development of planning policy that will help to shape the future of such areas as well as decisions on planning applications for individual development proposals.'

2.2.3 In line with Aldi's commitment to community consultation and engagement, a consultation programme has been undertaken at pre-application stage to help inform the final proposals submitted to South Holland District Council.

2.3 Stakeholder liaison

2.3.1 Aldi is committed to engaging with and hearing the views of local stakeholders and elected representatives.

2.3.2 Alongside the public consultation, the following stakeholders were sent information regarding the public exhibition, and invited to a stakeholder preview of the exhibition event on 28 September 2022, prior to the exhibition opening to the wider public:

- John Hayes MP, Member of Parliament for South Holland and the Deepings
- Cllr Francis Biggadike, ward member for Holbeach Town
- Cllr Tracey Ann Carter, ward member for Holbeach Town and Lincolnshire County Councillor
- Cllr Graham Rudkin, ward member for Holbeach Town
- Cllr Gary Porter, Leader of the Council
- Cllr Nicholas Worth, Deputy Leader and portfolio holder for Places, People and Economy
- Cllr Rodney Grocock, portfolio holder for Assets and Planning
- Cllr Peter Coupland, ward member for Fleet

2.3.3 **A copy of the early engagement letter is included at Appendix 1**.

2.3.4 The stakeholder preview session was well attended and included members of South Holland District Council and Lincolnshire County Council such as Cllr Peter Coupland, Cllr Tracey Ann Carter and Cllr Nicholas Worth.

2.4 Community newsletter

2.4.1 To raise awareness of the proposals and invite members of the public to both the public and virtual exhibitions, a community newsletter was distributed to addresses in the local area.

2.4.2 The double-sided A4 newsletter was issued on Tuesday 20 September 2022 to ensure that it landed on doorsteps on or before the consultation launch date of Wednesday 21 September 2022. The newsletter was posted to 2,003 households and businesses surrounding the proposal site.

2.4.3 The following map illustrates the distribution area of the newsletter:



Distribution area for the community newsletter

2.4.4 The newsletter contained:

- Information about Aldi
- Aldi's proposal and vision for the site
- Outline of the proposals and the benefits they would bring to Holbeach
- Details for attending the in-person public exhibition
- Details about how to access the virtual exhibition and leave feedback
- Dedicated contact information, including a Freephone information line, email, consultation website and freepost address

2.4.5 The newsletter also displayed the details of Aldi's Freephone information line (0800 298 7040) and email address (feedback@consultation-online.co.uk) to allow people to request further information and/or to record their views.

2.4.6 A feedback reply card and postage-paid envelope was enclosed with the newsletter so that residents were able to post their initial thoughts about the scheme.

2.4.7 **A copy of the newsletter can be found at Appendix 2.**

2.4.8 **A copy of the feedback reply card can be found at Appendix 3.**

2.5 Public exhibition

2.5.1 Aldi organised a public exhibition in Holbeach to display its proposals for land off Fleet Street, Holbeach. The purpose of the public exhibition was to present the plans to the wider community, maximise engagement with the proposals and gain additional feedback prior to submitting a full-planning application.

2.5.2 The public exhibition was held on Wednesday 28th September 2022 between 3pm and 7pm at Tiger Bar and Social Club, Park Rd, Holbeach, Spalding PE12 7EE.



Photograph taken during the public exhibition

2.5.3 On the day, the public exhibition was attended by 144 individuals.

2.5.4 The exhibition displayed details about the proposal ahead of submitting a planning application, including:

- Aldi's proposal for the site with CGIs, aerial images, and site plans
- Benefits of the proposed development
- Information about design and landscaping
- Access, traffic, and car parking
- Aldi's commitments to the local community
- The next steps for the application

2.5.5 The following materials were also available:

- A4 copies of the display boards
- Copies of the invitation newsletter
- Feedback forms for attendees to complete
- Freepost envelopes for feedback forms
- A ballot box to deposit the completed feedback forms

- A3 copies of the consultation area map
- Copies of the proposed site plan

2.5.6 Feedback forms could either be completed at the venue or posted back using the supplied postage-paid envelopes. These were then collated, and the feedback analysed.

2.6 Virtual Public exhibition

2.6.1 To maximise engagement with the local community and ensure Aldi could provide a safe and inclusive consultation, a virtual exhibition of the draft plans was held. This exhibition was hosted on the consultation website that allowed the local community to both explore the initial proposals in detail and respond to them with their views, comments, and suggestions.

2.6.2 The virtual exhibition was open to comments on the consultation website between Wednesday 21st September 2022 and Wednesday 5th October 2022.

2.6.3 The virtual exhibition displayed details about the proposal ahead of submitting a planning application, including:

- Aldi's proposal for the site with CGIs, aerial images, and site plans
- Benefits of the proposed development
- Information about design and landscaping
- Access, traffic, and car parking
- Aldi's commitments to the local community
- The next steps for the application

2.6.4 **A copy of the virtual exhibition boards can be found at Appendix 4.**

2.6.5 **A screenshot of the virtual exhibition can be found at Appendix 5.**

2.7 Project Website

2.7.1 The virtual exhibition was hosted on a dedicated project website providing an overview of the plans and an online method of giving feedback.

2.7.2 The website included the following information:

- Overview of the proposals
- Access to the virtual exhibition
- Background information about the proposals and proposal site
- Information about how to contact the project team, and ways to provide feedback via telephone, email, or online form
- An online form to provide comments, ask questions and leave feedback on the proposals

2.7.3 The website can be found at http://www.aldiconsultation.co.uk/Holbeach.

2.7.4 **A screenshot of the website home page can be found in Appendix 6**.

2.8 Media Relations

2.8.1 To ensure the wider community were aware of the proposals and the virtual consultation, a press release was issued to local media outlets. The press release contained the following information:

- An overview of the proposals, including a CGI
- Information about Aldi
- Benefits the proposals would bring to the local area
- Details of how to view the plans and the various methods through which individuals could provide their feedback, including the Freephone information line

2.8.2 The press release was issued to several local media outlets, including Spalding Today, The Lincolnite and Lincolnshire Live, on Wednesday 21 September, in line with the consultation launch.

2.8.3 Examples of the press coverage received in the local press can be found below:

Newspaper	Article	Date
Spalding Today	Aldi is looking to open store in Fleet Street, Holbeach, creating 40 new jobs	21/09/2022
Lincolnshire Live	Two new Aldi stores planned for Boston and Holbeach would create up to 80 jobs	21/09/2022
The Lincolnite	Plans for two new Lincolnshire Aldi store go before the public	21/09/2022

2.8.4 **A copy of the press release can be found at Appendix 7.**

2.8.5 In addition, the above coverage, Aldi ensured that regular contact was maintained with Spalding Today and as such resulted in further coverage after the public exhibition. Examples of this coverage can be found below:

Article	Date
Holbeach Heroes feels budget supermarket Aldi will help struggling families	23.09.2022
Shoppers welcome news of Aldi coming to Holbeach	23.09.2022
Aldi to host public consultation on Holbeach store bid in Tigers Bar and Social Club	27.09.2022
Aldi 'delighted' with response to Holbeach store consultation with 144 people attending	30.09.2022
Holbeach Drone and Surrounding share pictures of proposed Aldi site in Fleet Street	05.10.2022

2.9 Dedicated project email address & Freephone information line

2.9.1 A project email address (feedback@consultation-online.co.uk) was available for residents and stakeholders to send through their feedback.

2.9.2 The email address was printed on the newsletter and included on the website and press release.

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

2.8.4 The telephone number (**0800 298 7040**) was in operation Monday to Friday between the hours of 9am and 5.30pm. Outside of these hours, a voicemail facility was available for messages to be left which were responded to at the earliest opportunity.

2.8.5 Information was given to callers where possible, and if questions were of a technical nature, these were passed on to project team members for a response.

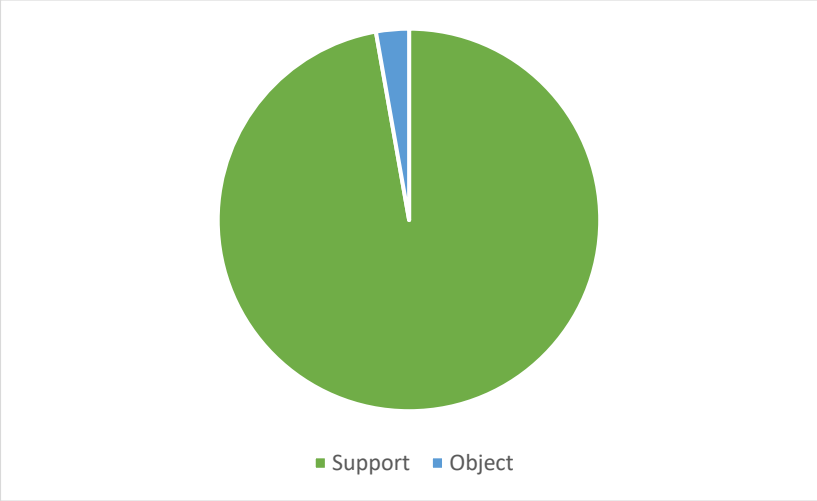
3 Review of Comments

3.1 Feedback overview

3.1.1 The following review includes all comments received up to Wednesday 5th October 2022, including telephone, website, email, and postal responses. The feedback received is summarised in the table below.

Support	Object	Total
316	9	325
97.2%	2.8%	100.00%

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



3.1.3 The proposals received an very high level of support with over 97% of the feedback received backing the plans.

3.1.4 Of the respondents who offered their support for the scheme, many provided specific reasons. These included that an Aldi store would be good for the local economy, that the proposed site would be a good location for an Aldi store, and that the plans would reduce travel times.

3.2 Comment breakdown

3.2.1 Below is an overview of the support received, and the frequency with which comments appeared:

Comment	Frequency
Looking forward to an Aldi / Likes the plans	224
Good for the area/local economy	87

Will reduce travel times	40
Good location / use of site	22
Job creation	16

3.2.2 Below are samples of some of the supportive comments received:

Comment	Street
"Fabulous. Holbeach has been in need of another supermarket for years and the site location has been unused for years, so it is a great opportunity."	Highbury Drive
"I think it's a great idea to rejuvenate the town and give the residents some choice."	Battlefields Lane
"Excellent news for Holbeach, more choice"	Harrington Croft
"Think it's an excellent idea as Tesco has the monopoly at the moment and lots of locals already travel to different Aldi's"	Majors Farm
"A very big benefit, it's a long way for pensioners and young families to travel to Spalding or Wisbech."	Church View
"Excellent - looks like it will be to Aldi's usual high standards and will look much better than the site does currently."	Wilders Garth
"Absolutely fantastic news. It would mean not having to travel out of town for the weekly shop. Tesco is far too expensive, and the Co-op only has a small product range. It would also encourage more visitors into Holbeach that may shop in the smaller independent shops."	Gamekeeper Close

3.2.3 Below is an overview of some of the other comments received:

Comment	Frequency
Will increase traffic generally	7
Negative impact on town centre economy	2

3.2.4 Below are samples of some of the other comments received

Comment	Respondent's address
"Great but would like to see a traffic calming incentive as traffic through put would be high."	East Elloe Avenue
"Might not be best in the middle of town with access etc... driving through town at the minute with the traffic lights especially down that end of town is challenging with parking on double yellows/busses. Unless there was alternate access it would be better at peppermint junction end of Holbeach - there would also be better access for machinery which wouldn't disrupt residents."	Avenue Farm Road
"I have lived here for 42 years Tesco and Moving the market into the car park, has killed this town. Large supermarkets should be at retail parks. The old council site should be used for a medical centre. the infrastructure will not cope with this kind of development"	Fleet Road

4 Response to Comments

4.1 Introduction

4.1.1 All comments received have been reviewed by the project team and, where possible considered within the proposal. Many of the issues raised are covered in the application documents which accompany the planning application.

4.1.2 Aldi is delighted by the high level of support (over 97%) to date for its proposals to redevelop the site.

4.1.3 Aldi would like to thank those residents and stakeholders who took the time to review the proposals and provide their feedback.

4.2 Responses to comments

4.2.1 The main themes which arose during the consultation and Aldi's response to each are detailed below.

Comment	Response to comments
Looking forward to an Aldi / likes the plans	97% of respondents expressed their support for a new Aldi store off Fleet Street. Aldi is delighted with the level of support it has received for its proposals. The site would deliver a new Aldi food store with a net sales area of 1,315m², alongside 112 car parking spaces including, dedicated disabled and parent & child bays, motorcycle and cycle parking as well as electric vehicle charging points. 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 food goods, with a smaller range of non-food products, alongside servicing and staff areas
Good for the local economy / area	316 of the consultation respondents expressed their support for a new Aldi store at land off Fleet Street, Holbeach. The feedback Aldi received shows that the overwhelming majority of residents in Holbeach believe a new food store in the town would be positive and support the local economy.

	Residents commonly cited that offering another food retailer in the town would support healthy competition and increase footfall to the nearby town centre. In addition to this people recognised that the store would create and support new jobs for local people.
Will reduce travel times	Aldi is aware that many people in the local area currently travel to existing Aldi stores in Spalding and Wisbeach. Our proposals for Holbeach would significantly reduce the distance local residents need to travel to access a discount food retailer and would thus help keep spending local whilst saving customers time and money on travel.
Good use of the site	Aldi is pleased that residents agree the proposal site is need of regeneration. The existing council-owned site has been vacant for several years and buildings are in need of demolition. Aldi's proposals will seek to bring back into use this town centre site with a new, modestly sized Aldi food store with a sales area of 1,315m² including an external lobby. As customers continue to look for better-value products to help make their money go further, it is important that residents have access to a wide range of shopping facilities.
Job creation	Some residents also recognised the job creation that Aldi's proposals represent. If approved, the store would provide up to 40 full time jobs for local people. With one of the best working environments in the UK and one of the highest rates of pay in the retail sector, this new store will provide local people with Aldi's training and career growth opportunities. Similarly, Aldi's rates of pay are significantly higher than the Government's National Living and as such store assistants will receive a minimum hourly wage of £10.50.
Concerns over traffic caused by the new store	A small number of respondents raised concerns about traffic generated by the proposals. Traffic surveys have been undertaken to evaluate the levels of traffic with and without the proposed development as well as considering upcoming developments in the local area. The assessment has

	found that, the scheme would have no material impact on the operational performance of the local road network. Further information can be found in the Transport Assessment that will accompany Aldi's planning application.
Negative Impact on town centre	Aldi understands the concern that has been raised about the potential for a new Aldi store to have a negative impact on existing independent businesses. However the proposed site is located just outside of the centre of Holbeach, with many respondents noting that a new Aldi store off Fleet Street may actually drive more people into the town centre, rather than people travelling to neighbouring towns.

5 Ongoing engagement

5.1.1 The Aldi email address, Freephone information line and website for the project will remain active throughout the planning process until determination of the planning application.

5.1.2 Given the interest shown by residents and stakeholders in the proposal, Aldi will ensure information flows through existing channels to interested parties.

6 Appendices

Appendix 1: Early Engagement Stakeholder Letter

Appendix 2: Community Newsletter

Appendix 3: Feedback Reply Card

Appendix 4: Exhibition boards

Appendix 5: Virtual Public Exhibition screenshots

Appendix 6: Project website screenshot

Appendix 7: Consultation Launch Press Release

6.1 Appendix 1: Stakeholder Exhibition Invitation Letter

Address Block

21 September 2022

Dear Stakeholder,

Aldi's proposals for Holbeach

I am writing to request a meeting to discuss Aldi's proposals for a new store in Holbeach, Lincolnshire. Our proposal site is located just off Fleet Street in Holbeach.

A new Aldi store at this location will bring redevelop this brownfield site in the centre of Holbeach, create up to 40 full-time equivalent jobs and deliver a multi-million investment into the local economy.

Aldi is committed to undertaking public consultation before its application is finalised so that feedback from local residents and businesses can be taken into consideration. As a result, Aldi has issued the enclosed invitation newsletter to approximately 2000 addresses surrounding the site to take part in our public consultation which will run from Wednesday 21st September until Wednesday 5th October.

As part of its commitment to public consultation Aldi will be holding an in-person public exhibition along with a virtual exhibition:

Public Exhibition

- **On:** Wednesday 28th September
- **Between:** 3pm - 7pm
- **At:** Tiger Bar and Social Club, Park Road, Holbeach, Spalding, PE12 7EE

Virtual Exhibition:

- **Visit:** www.aldiconsultation.co.uk/Holbeach
- **Between:** Wednesday 21st September - Wednesday 5th October

Aldi is aware that there is a lack of discount supermarket options for residents in Holbeach and the surrounding area. As customers continue to look for better-value products to help make their money go further, it is important that residents have access to a wide range of shopping facilities. Aldi's proposal would provide an attractive, modern food store in an accessible location for the residents of Holbeach, improving customer choice and enhancing customer experience.

Given your role in the community, we would like to also invite you to a stakeholder preview session on Wednesday 28th September between 2pm and 3pm. Members of the project team will be available to talk through the proposals and answer questions that you may have.

We look forward to speaking with you in the near future. If you have any additional questions at this stage please do not hesitate to contact my colleague Tom Andrews at BECG on **0161 359 4116** or via email at **Tom.Andrews@becg.com.**

Yours sincerely,

Richard Thompson

Aldi Regional Property Director (Sawley)

Aldi Stores Limited
c/o BECG
Dalton Place
29 Dalton Street
Manchester
M2 6FW

Telephone 0800 298 7040 Email feedback@consultation-online.co.uk

6.2 Appendix 2: Community Newsletter



Aldi, the award-winning discount food retailer, is looking to develop a new food store on land off Fleet Street, Holbeach.

The proposals will bring back into use this council owned, brownfield site just off Fleet Street with a multi-million-pound investment into the local economy.

The site will be accessed via a single point off Fleet Street, with 112 customer car parking spaces and new and improved landscaping around the site. The scheme would employ up to 40 local people at the store, with further job opportunities during construction and through the supply chain.

Aldi is aware that there is a lack of discount supermarket options for residents in Holbeach and the surrounding area. As customers continue to look for better-value products to help make their money go further, it is important that residents have access to a wide range of shopping facilities. Aldi's proposal would provide an attractive, modern food store in an accessible location for the residents of Holbeach, improving customer choice and enhancing customer experience.

Aldi will submit its planning application to South Holland District Council in October 2022 and is now looking for your feedback on the scheme. You can find out more by visiting our virtual exhibition or attending our in-person public exhibition.

About the proposal

- **A brand-new Aldi food store with a net sales area of 1,315sq m**
- **Represents a £5m+ investment into the local economy**
- **Development of a disused, brownfield site**
- **Creation of up to 40 new jobs and additional employment opportunities throughout construction of the store and through the supply chain**
- **112 customer car parking spaces at the store including six accessible spaces, six parent & child and four electric vehicle charging bays**
- **A further 15 electric vehicle charging points for future use**
- **Free car parking at the Aldi store for up to 90 minutes**
- **Attractive landscaping incorporated around the site to enhance its appearance**

Join our virtual public exhibition:

By visiting: www.aldiconsultation.co.uk/Holbeach

Between: Wednesday 21st September until Wednesday 5th October

You will be able to view the plans and provide your feedback via our virtual public exhibition or by returning the enclosed feedback reply slip. Alternatively, you can email your views to

feedback@consultation-online.co.uk

Meet us at our in-person event:

We will be holding a public exhibition to showcase the plans and take feedback from the local community. We would be delighted if you could attend:

On: Wednesday 28th September
Between: 3pm and 7pm
At: Tiger Bar and Social Club, Park Road, Holbeach, Spalding, PE12 7EE

Proposed Site Plan



Landscaping

Aldi takes great pride in the quality and design of its stores, with landscaping a key part of creating an attractive and welcoming environment. Landscaping incorporated around the site would aim to maintain the vast majority of the existing landscaping whilst enhancing its appearance with a mix of tree and shrub planting wherever possible.

A modern design

The proposed Aldi store would regenerate this site. The new store would be modern and accessible with wide aisles, a glazed frontage and car parking facilities to ensure customers can access the store with ease.

Local jobs

Aldi aims to provide flexible jobs for local people. A new store in Holbeach would provide up to 40 new full and part-time jobs.

Aldi's jobs offer training and career growth opportunities within the company. 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. From September 2022, Store Assistants will receive a minimum hourly rate of £10.50 nationally.

Further employment opportunities would also be created during the construction period and in the supply chain.

View the proposals at our public exhibition

We will be holding a public exhibition to showcase the plans and take feedback from the local community. We would be delighted if you could attend:

On: Wednesday 28th September

Between: 3pm and 7pm

At: Tiger Bar and Social Club, Park Road, Holbeach, Spalding, PE12 7EE

Members of the project team will be available to talk through the proposals in more detail and answer questions you may have. You will also be able to provide feedback at the public exhibition.

If you are unable to attend, you can also visit our virtual public exhibition:

By visiting:

www.aldiconsultation.co.uk/Holbeach

Between: **Wednesday 21st September until Wednesday 5th October**

Further Information

If you would like further information on the planning application, or if you have any questions, please contact our project team via our Freephone information line on **0800 298 7040** or email **feedback@consultation-online.co.uk**.

6.2 Appendix 3: Feedback Reply Card

PRIVACY STATEMENT

By filling-in and returning this form to us you are agreeing that we can hold and process your personal data in relation to this public consultation exercise.

- We will only share your personal data with the ALDI planning team for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

We will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

About the Consultation

We welcome feedback from local residents and stakeholders on our proposals to develop a new food store on land off Fleet Street, Holbeach. ALDI believes that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

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

First Name or Initial

Surname

Postcode

Age Group (please circle)

Under 13 13-17 18-24 25-34 35-44 45-54 55-64 65-74 75-84 85+

Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address

Telephone

Email

Do you support these proposals? YES NO

*PLEASE COMPLETE IN BLOCK CAPITALS

Once completed, please place this in the Business Reply envelope and post it to us. You do not need to affix a stamp.

Any additional comments

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com.

6.4 Appendix 4: Exhibition boards

Proposals for a new Aldi store for Holbeach



Welcome to our public exhibition

Aldi, the award-winning discount food retailer, is bringing forward a proposal to develop a new food store on land off Fleet Street, Holbeach.

Aldi is aware that there is lack of discount supermarket options for residents in the local area and many customers currently travel further afield for their weekly shop. This proposal would provide an attractive, modern Aldi food store in a convenient and accessible location for the residents of Holbeach, improving customer choice and reducing travel times.

The scheme will also provide up to 40 new full and part-time jobs in the new Aldi store, alongside additional jobs associated construction and the supply chain.

Aldi is looking to submit its planning application to South Holland District Council in the coming months.

We look forward to hearing your thoughts and feedback on our proposals.

Improved choice for Holbeach

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

With our nearest store 8 miles away in Spalding, often in high demand, many Aldi shoppers are currently experiencing slower and more impractical shopping trips. A new Aldi food store in Holbeach would improve accessibility for Aldi customers and enhance their overall shopping experience. Furthermore, the new store will cut down travel times and traffic movements whilst helping to keep spending within the local economy.

Aldi is well known for selling a variety of high-quality products at discounted prices. Our customers save between 30% and 40% on their shopping without compromising on quality, with everyday items available at low prices.

A new Aldi store for Holbeach

Our Proposal



Site plan of proposed Aldi store

A local community facility

The site would deliver a new Aldi food store with a net sales area of 1,315m², alongside 112 car parking spaces including, dedicated disabled and parent & child bays, motorcycle and cycle parking as well as electric vehicle charging points.

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 food goods, with a smaller range of non-food products, alongside servicing and staff areas.

Our proposals for Holbeach offers:

- A new, modestly sized Aldi food store with a sales area of 1,315m² including an external lobby
- Around 40 new local full-time-equivalent jobs for the new Aldi store, paid at Aldi's industry-leading rate, above the National Living Wage
- Free customer parking for 112 cars, including six disabled bays, six parent-and-child spaces and four electric vehicle charging points, with additional infrastructure to expand the number of charging points
- Access to the site for vehicles and pedestrians will be from Fleet Street with dedicated pedestrian walkways and space for cyclists
- A new store in a convenient location which would reduce the need for customers to travel further afield
- Additional employment opportunities provided during construction and in the supply chain
- Attractive landscaping around the site to enhance its appearance, and acoustic fencing to prevent noise disturbance for neighbouring residents

Design & Landscaping

Design

Aldi plans to introduce a contemporary food store, designed to complement its setting within the local area. To ensure an excellent appearance over the long-term, Aldi uses high-quality materials both inside and outside its buildings.

Our new food store would provide a modern shopping environment, offering a quality design and a crisp, clean look to the building.

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.

Where possible the existing tree, vegetation and hedge buffer around the site, around the delivery vehicle access point, will be retained. Where small sections of vegetation must be removed, Aldi will endeavour to replant and offset this, allowing visibility for the vehicles entering and exiting the access point, whilst providing an attractive setting for the new store.





A new Aldi store for Holbeach

Highways and Car Parking



Proposed site plan

Access and Parking

Access to the Aldi store for cars, bikes and pedestrians will be from Fleet Street.

The new Aldi store will provide free customer parking for 112 cars, including six disabled bays and six parent-and-child spaces.

The proposal also includes the installation of four electric vehicle charging points with passive infrastructure for further spaces which can be brought forward based on future demand and technology.

Dedicated pedestrian walkways will be installed to ensure the safety of those walking to the store.

Deliveries

Aldi stocks a carefully-selected range of approximately 1,500 lines, compared with supermarkets such as Asda or Sainsbury's 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. 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.

Traffic

Aldi's project team has undertaken a Transport Assessment as part of the planning application to ensure the proposed food store does not have an adverse impact on the local road network. The scope of this assessment has been agreed with South Holland District Council's Highways Officer.

Traffic surveys have been undertaken to evaluate the levels of traffic with and without the proposed development as well as considering upcoming developments in the local area. The assessment has found that, the scheme would have no material impact on the operational performance of the local road network.

About us

Part of your community

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:

- We aim for our store managers to be familiar with the local area, allowing them to react quickly and sympathetically to local issues when they arise
- We use a unique delivery system, enabling 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 24-hour opening periods, our stores typically open between 8am and 10pm Monday to Saturday, and between 10am and 4pm on Sundays
- We are committed to being responsible neighbours, and will work closely with the local community to ensure that any disturbance is kept to a minimum, from construction right through to when the store is open

Local Jobs

With up to 40 new full-time roles available at our Holbeach store, we are committed to providing jobs for local people

With one of the best working environments in the UK and one of the highest rates of pay in the retail sector, this new store will provide local people with Aldi's training and career growth opportunities.

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. As of September this year, stores assistants will receive a minimum hourly wage of £10.50.

Sustainability

Aldi is already meeting high standards of energy efficiency and is committed to responsible energy usage. Since 2017, we use only 100% renewable electricity to power our stores.

Aldi 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 otherwise wasted machinery heat.

Aldi is committed to using materials for the development of our stores that perform well with regard to the environment, either through composition or manufacture. We aim to minimise energy use in producing and transporting building materials, using recycled material from local sources as far as possible, and by choosing environmentally friendly materials.

Where possible, materials required for the construction of this development will be procured from locally available stock. Where space exists, recyclable waste would be sorted on site and taken to appropriate recycling facilities.



A new Aldi store for Holbeach

Site plan of proposed new Aldi store

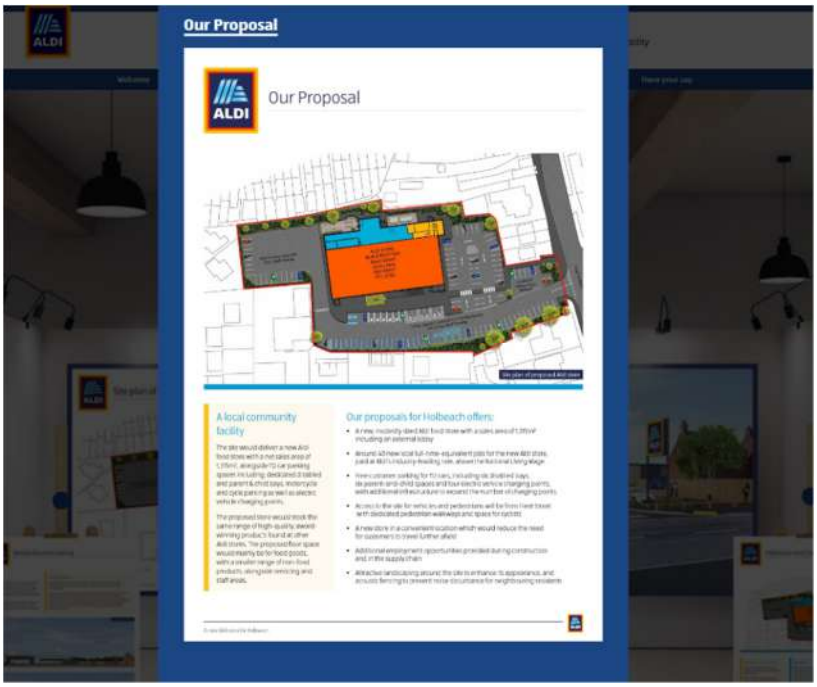


A new Aldi store for Holbeach

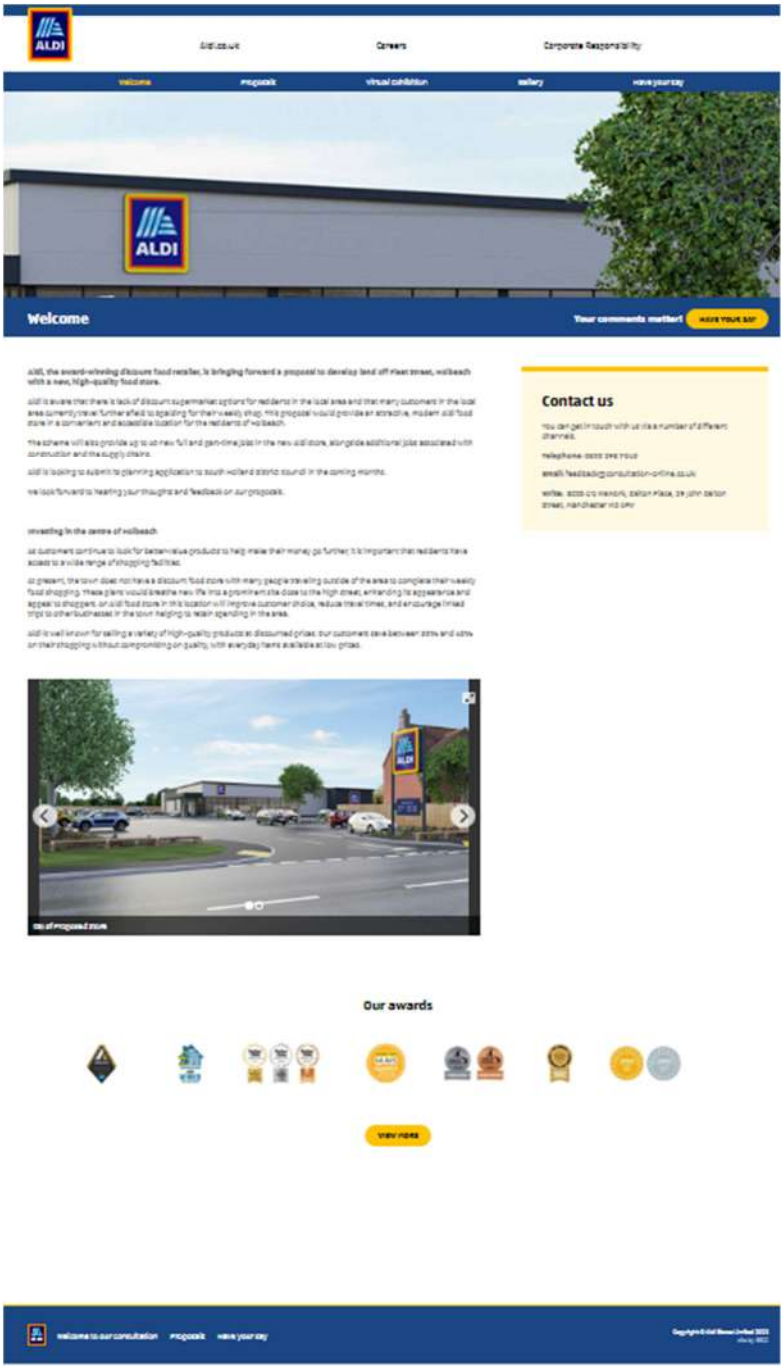


6.5 Appendix 5: Virtual Public Exhibition screenshots





6.6 Appendix 6: Project website screenshot



6.7 Appendix 7: Consultation Launch Press Release

EMBARGOED UNTIL

21st September 2022

ALDI ANNOUNCES PUBLIC CONSULTATION ON PLANS FOR NEW STORE IN HOLBEACH

Aldi, the award-winning discount food retailer, is looking to consult with the community on plans to open a new, high-quality food store on a council owned, brownfield site off Fleet Street, Holbeach. The consultation will launch on Wednesday 21st September and will close on Wednesday 5th October.

The proposals would deliver a new, high-quality Aldi food store with a net sales area of 1,315m², alongside 112 car parking spaces including, dedicated disabled and parent & child bays, motorcycle and cycle parking as well as electric vehicle charging points.

As customers continue to look for better-value products to help make their money go further, it is important that residents have access to a wide range of shopping facilities. Aldi's proposal would provide an attractive, modern Aldi food store in an accessible location for the residents of Holbeach, improving customer choice and enhancing customer experience.

As part of its commitment to community consultation, Aldi welcomes local residents to a public exhibition, displaying its vision for the site:

On: **Wednesday 28th September**
Between: **3pm and 7pm**
At: **Tiger Bar and Social Club, Park Road, Holbeach, Spalding, PE12 7EE**

Richard Thompson, Property Director for Aldi, said:

> *"We are aware of the lack of discount supermarkets in Holbeach with customers having to travel further to complete their weekly food shop."*
>
> *"A brand new, modern Aldi store on a site close to the town centre would not only vastly improve customer choice, but also encourage linked trips to other businesses in the town helping to retain spending in the area."*
>
> *"As we bring forward these exciting plans for Holbeach, we would like to invite the local community to attend our public exhibition on Thursday 28th September at Tiger Bar and Social Club where members of the project team will be on hand to answer any questions you may have."*

If approved, the proposal would create up to 40 new jobs at the Aldi store alone, which will be paid at an industry-leading rate of £10.50 per hour as a minimum. There would also be further employment opportunities during construction and via the supply chain.

As well as attending the in-person exhibition residents can also take part in the consultation by visiting the virtual exhibition (www.aldiconsultation.co.uk/holbeach/), people can also provide their feedback by contacting the project team on Freephone information line number 0800 298 7040 or emailing feedback@consultation-online.co.uk.

Information Ends

For more information contact Tom Andrews:
Telephone: 0161 359 4116
Email: tom.andrews@becg.com

Notes to editors:

Aldi is Britain's fifth largest supermarket with over 920 stores and around 38,000 employees.

Aldi is attracting hundreds of thousands of new customers every year with its range of exclusive brands, passing low operating costs on to customers in the form of low prices.

The supermarket believes in making every day amazing and that's why every single day Aldi delivers on the best possible value for millions of families throughout the UK and Ireland across everything from award-winning fresh produce to world class gin.

Aldi won't be beaten on price; consistently racks up award after award for quality; treats its suppliers with fairness and respect and recognises the responsibility of supporting valued institutions such as Team GB to demonstrate the importance of health and wellness.

Aldi makes the everyday amazing. But amazing doesn't happen overnight so that's why Aldi is making changes to be better every single day, to be Fairer, Greener and Healthier for customers, society and the environment.

That's Aldi. That's everyday amazing. 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.**

The company's current achievements and initiatives include:

- **Aldi has recently been named as the UK's best** supermarket by consumer champion, Which?, based on a survey of more than 3,000 shoppers across the UK. Aldi was the only supermarket to score five stars for value.
- Research released by Which? in September showed that for a basket of 23 essential items throughout August, **Sainsbury's was 14% more expensive than the same shop at Aldi. The same shop was also 16% more** expensive at Tesco. The same shop at the Big Four was 11% more expensive.
- **According to The Grocer magazine, Aldi is the UK's lowest priced su**permarket. A basket of 33 everyday items at the Big 4 supermarkets is on average 21% more expensive than at Aldi (22/05/21).
- Aldi has a ten-year partnership with Teenage Cancer Trust – Aldi recently achieved its fundraising milestone of £6m ahead of its five-year target, which will go towards helping the trust to reach out to every young person with cancer in the UK. Aldi has also now committed to extending the TCT partnership for a further five years with a commitment to donate an additional £5m over this period.
- **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** £10.50 nationally and £11.95 within the M25.
- Aldi is the official supermarket partner of Team GB and ensures every member of the team has access to fresh healthy Aldi food via monthly shopping vouchers, and that 1.8 million 5-14-year-olds will learn about the benefits of cooking fresh, healthy food via its Get Set to Eat Fresh education initiative. Aldi has been a partner since 2015 and has extended its commitment to 2025, including the 2022 Winter Olympic games in Beijing and 2024 Summer Olympic games in Paris.
- Aldi has recently announced plans to increase the amount of food and drink it buys from British suppliers over the next five years by £3.5bn a year as it continues its rapid expansion across the UK.
- Aldi has pledged to donate 10 million meals to families in need in 2021, to help combat **hunger's devastating** effects, making it their mission to fight against child food poverty as no child should ever go hungry.
- Aldi is proud to accept Free School Meal vouchers in its stores for the purchase of food and groceries.
- Aldi was ranked the best-performing supermarket for compliance with the Groceries Supply Code of Practice for seven consecutive years, underlining its commitment to maintaining fair, predictable and sustainable prices within its supply chain.
- **Aldi was recently voted Britain's** Favourite Supermarket and Wine Retailer of the Year for the third consecutive time by readers of Good Housekeeping magazine, while its Specially Selected range was voted Favourite Premium Supermarket Range for the second year running.

Full details of Aldi's awards and achievements are detailed at www.aldi.co.uk/awards