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 on Station Road, Coleshill, with a high-quality discount food store.

The site, located opposite the junction between Rose Road and Station Road, is currently occupied by Woodall Transport Group and other transport based tenants, all of which are relocating to alternative premises. Redeveloping the site with an Aldi food store would ensure the continued use of a soon to be vacant site, alongside increasing local shopping choice and improving access to a discount food offering.

The new local store would sell a variety of high-quality products at deeply discounted prices. On average, Aldi is between 30% and 40% cheaper when compared to the UK's larger national supermarkets – this allows residents to purchase their everyday items at low prices, without having to compromise on quality.

MORE LOCAL CHOICE FOR COLESHILL

As communities continue to feel the pinch, consumers are increasingly looking for better value brands to help make money go further during difficult times. It is important that residents have access to a wide range of shopping facilities.

The introduction of a new Aldi food store on Station Road would improve the local discount retail offer, and help to reduce travel distances for shoppers who currently choose to visit Aldi stores further afield to complete their weekly food shopping. The nearest Aldi store is in Castle Bromwich which is over three miles away. The proposed store would also complement existing outlets in the area, including supermarkets and independent food retailers.

LOCAL EMPLOYMENT OPPORTUNITIES

The proposal would create approximately 40 new full and part-time permanent job opportunities, including managerial positions. Aldi aims to provide flexible jobs for local people and further opportunities would also be available through construction of the development, and supply chain opportunities.

On average each Aldi store employs approximately 40 members of staff, with employees receiving wages above the industry average. There are also proven opportunities for career progression, high levels of training and a guaranteed minimum of 25 hours’ work per week.
THE PROPOSAL

A NEW ALDI FOOD STORE

The site would provide a new Aldi food store with a net sales area of 1,140m², 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 in the store.

COMPLEMENTING THE LOCAL AREA

The proposed Aldi food store would provide a new retail offering which would significantly enhance choice for residents in Coleshill.

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, with many stores often complementing the offer of smaller local businesses.

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 stores and specialist independent businesses in the area.
A new Aldi store for Coleshill

DESIGN

The aim of the development is to provide a high-quality and attractive discount food store, which will provide a modern shopping environment for residents of Coleshill. 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 local developments.

To achieve this, a modern design is proposed. The new store will be single-storey in height, offering a fresh, contemporary design and improving the appearance of this part of Station Road. The proposed architectural detailing will include a combination of materials including white render and high levels of glazing.

ENERGY EFFICIENCY

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

Aldi only use environmentally friendly, energy-efficient freezers and lighting. A heat recovery system from the freezer condensers provides almost the entire store heating provision from 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 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 site and proposes new landscaping around the site to enhance the appearance of the area. This will include a mix of low level, hardy shrubs and new tree planting to the frontage on Station Road.

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

Both vehicular and pedestrian access to the store would be provided off Station Road.

The site provides a good level of access to local public transport. Bus stops along Station Road provide frequent services and are located within an easy walk of the proposed store. The nearest bus stop is located approximately 250m to the store entrance.

Aldi believes the proposal site is well situated for a new food store, conveniently located for the surrounding community and providing the opportunity for local residents to visit the store on foot or by public transport. A Travel Plan will also be introduced at the store to encourage staff to travel by more sustainable modes of transport than single occupancy car journeys.

TRAFFIC

Aldi will carry out a full Transport Assessment as part of the planning application to ensure a new food store at this location would not negatively impact on the local highway network or lead to a significant increase in queuing or delays.

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

PARKING

The development includes 88 car parking spaces, including six dedicated disabled badge spaces, and six parent and 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.

DELIVERIES

An Aldi food store is a modest scale food store. Aldi stocks a carefully selected range of approximately 1,300 lines, compared to a typical supermarket such as Morrisons or Asda, which stock in excess of 20,000 lines. As a result, an Aldi food store will generally require only two to three deliveries per day, which is supplemented by smaller deliveries of bread and milk.

Aldi operates a closely managed servicing arrangement for each of its stores, and aim to complete store deliveries outside of 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.
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 to be local, 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 the potential for inconvenience to neighbours
- 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 will 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 soon to be vacant site
- Improved shopping choice for residents of Coleshill, introducing a high-quality deeply-discounted food offering and reducing the need to travel out of Coleshill to complete food shopping
- Approximately 40 new permanent local jobs, as well as additional jobs through construction and supply chain opportunities
- A multi-million pound investment into the local area
- Convenient access for residents, as well as free customer car parking
- New, attractive landscaping around the site
Spend a little Live a lot