



A new Aldi food store off The Green, Cheadle

Computer Generated Image of the proposed store



Welcome to our virtual exhibition

Aldi, the award-winning discount food retailer, is bringing forward a proposal to develop land off The Green, Cheadle, which is currently occupied by the manufacturer IAE who are relocating, with a new, high-quality food store.

Aldi is aware that there is a 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 Cheadle, 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 with construction and the supply chain.

Aldi is looking to submit its planning application to Staffordshire Moorlands District Council in the coming months.

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

Improved choice for Cheadle

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 in Meir, often in high demand, many Aldi shoppers find it is taking longer to complete their shopping trips.

A new Aldi food store in Cheadle would improve accessibility for Aldi customers and enhance their overall shopping experience. Furthermore, the new store will reduce travel times and traffic movements whilst helping to keep spending within the local area.

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.



Our Proposal



The site would deliver a new Aldi food store with a net sales area of 1,315m², alongside 142 car parking spaces including, dedicated accessible and parent & child bays, 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 proposal for Cheadle offers:

- A new, modestly sized Aldi food store with a sales area of 1,315m² including an external lobby
- Around 40 new local full and part-time jobs for the new Aldi store, paid at Aldi's industry-leading rate, above the National Living Wage
- Free customer parking for 142 cars, including six disabled bays, six parent-and-child spaces and four electric vehicle charging points
- A separate access point for delivery vehicles which will use the existing site access point off Brookhouse Way. A dedicated HGV turning area will remove any potential disruption to customers
- Access to the site for vehicles and pedestrians will be from The Green with the potential for the inclusion of a pedestrian access point located on Brookhouse Way, currently being discussed with the local highway authority, as shown by the dashed line on the plan.
- 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





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. The new Aldi store will utilise a combination of anthracite grey and metallic silver cladding along with an entrance lobby. It will also have large elements of glazing along the western elevation wrapping around to the northern elevation.

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.

The vast majority of the existing tree, vegetation and hedge buffer to the east of the site, around the delivery vehicle access point, will be retained. Small sections of the hedges will be removed to allow pedestrian access from Brookhouse Way; however, these will be replanted to offset this and allow visibility for the vehicles entering and exiting the access point, whilst providing an attractive setting for the new store.

All the vegetation to the west of the site is to be retained and enhanced with additional planting.

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.



Proposed elevations





Highways and Car Parking

Access and Parking

Access to the Aldi store for cars and bicycles will be from The Green.

The new Aldi store will provide free customer parking for 142 cars, including six disabled bays and six parent-and-child spaces.

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

Pedestrian access would be from north of the site linking to the store from The Green. There is also a possibility of pedestrian access from Brookhouse Way subject to permission from Staffordshire Moorlands Council.

Deliveries

Aldi food stores only require 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 Staffordshire Moorlands 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 and part-time jobs available at our Cheadle 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.





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Opening Hours
Mon-Sat. 08.00 - 22.00
Sun. 10.00 - 16.00

CGI of the proposed store



Site plan of proposed new Aldi store



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