



# Proposal for a new Aldi store on land off **A495** **Scotland Street, Ellesmere**

Computer Generated Image of the proposed store



## Welcome to our exhibition

**Aldi, the award-winning discount food retailer, is bringing forward a proposal to develop a new food store on land off the A495 Scotland Street, opposite Ellesmere Business Park.**

The proposed site is currently unoccupied and located south of Ellesmere Business Park. The site has been identified in Shropshire Council's Draft Local Plan as providing an opportunity for economic growth in Ellesmere.

The proposal would see the site developed with a spacious and modern food store in a convenient location. The new Aldi store would create around 40 new, local jobs, along with further opportunities associated with construction and the supply chain.

We are proud to have operated successfully in Shropshire for a number of years and are eager to create a new store for Ellesmere, to allow residents greater access to our award-winning range of low-cost products and reduce travel times for our customers. As consumer habits change, and the need for discount food options grow, we believe there is an opportunity to transform this site of great potential into a much-needed new supermarket for residents in Ellesmere.

Aldi plans to submit its planning application to Shropshire Council in the coming weeks.

## Improved choice for Ellesmere

Aldi is aware that there is lack of discount supermarket options for residents in Ellesmere. The current cost-of-living crisis means many people are looking to make their money go further by purchasing better-value products. As the UK's leading, and cheapest, discount supermarket, Aldi believes it has an essential role to play in providing access to high-quality products at affordable prices.

With our nearest store around seven miles away, people in Ellesmere currently only have the option of more costly supermarkets in the town centre. A new Aldi food store at this location will reduce travel times and increase competition providing local access to affordable food shopping.

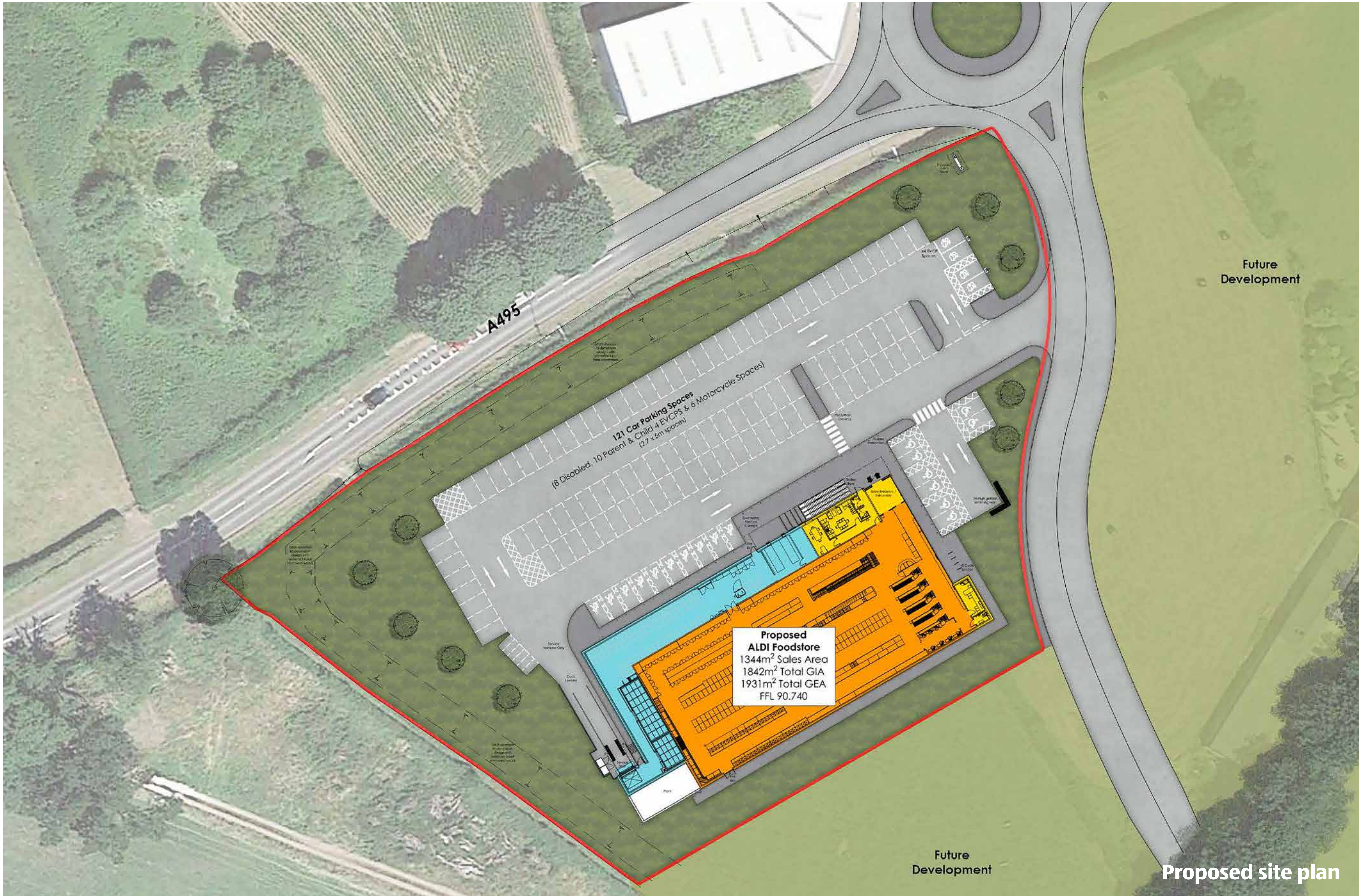
On average, Aldi customers save between 30% and 40% on shopping without compromising on quality, with everyday items available at low prices.







# Our Proposal



## Investing in communities

Aldi is proud to invest in local communities across the UK and is keen to ensure that our work has a positive impact.

- Aldi plans to increase the amount we spend with British suppliers to £3.5bn a year by 2025
- Aldi works with community engagement platform Neighbourly to help combat hunger's devastating effects, as it continues to fight against child food poverty as no child should ever go hungry
- We are proud to accept Free School Meal vouchers for the purchase of food and groceries

## Our proposal for Ellesmere offers:

- An investment of £7 million into the local economy with a brand new, Aldi food store with a net sales area of 1,344sqm
- Development of an important, gateway site bringing an opportunity for economic growth
- 121 car parking spaces including eight accessible parking, 10 parent & child and six motorcycle spaces
- Four electric vehicle charging spaces with additional infrastructure for a further 20 spaces to be installed in the future
- The creation of around 40 new jobs for local people
- Additional employment opportunities during construction of the store and through the supply chain
- Attractive landscaping around the site to complement its setting within Ellesmere





# Design & Landscaping



Elevation A



Elevation B



Elevation C



## A contemporary design

Aldi plans to introduce a contemporary food store, which has been carefully designed to complement its setting within Ellesmere and its wider surroundings. Our proposal for the Aldi store will provide a high-quality and attractive scheme. To ensure an excellent long-term appearance, Aldi uses high-quality materials both inside and outside its buildings.

The new Aldi store will utilise a combination of anthracite grey and metallic silver cladding with a charcoal brickwork plinth. It will have large elements of glazing along the Eastern elevation facing the main access route, together with a contemporary pressed metal feature canopy to the entrance area.

## Landscaping

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

Low-level landscaping will be incorporated around the boundary of the site, complementing the attractive setting of the site.

## Energy efficiency

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

All Aldi stores use environmentally friendly, energy-efficient refrigeration and LED lighting both internally and externally.

A heat recovery system from the refrigeration condensers provides almost all the heating for our stores, re-using otherwise wasted machinery heat.

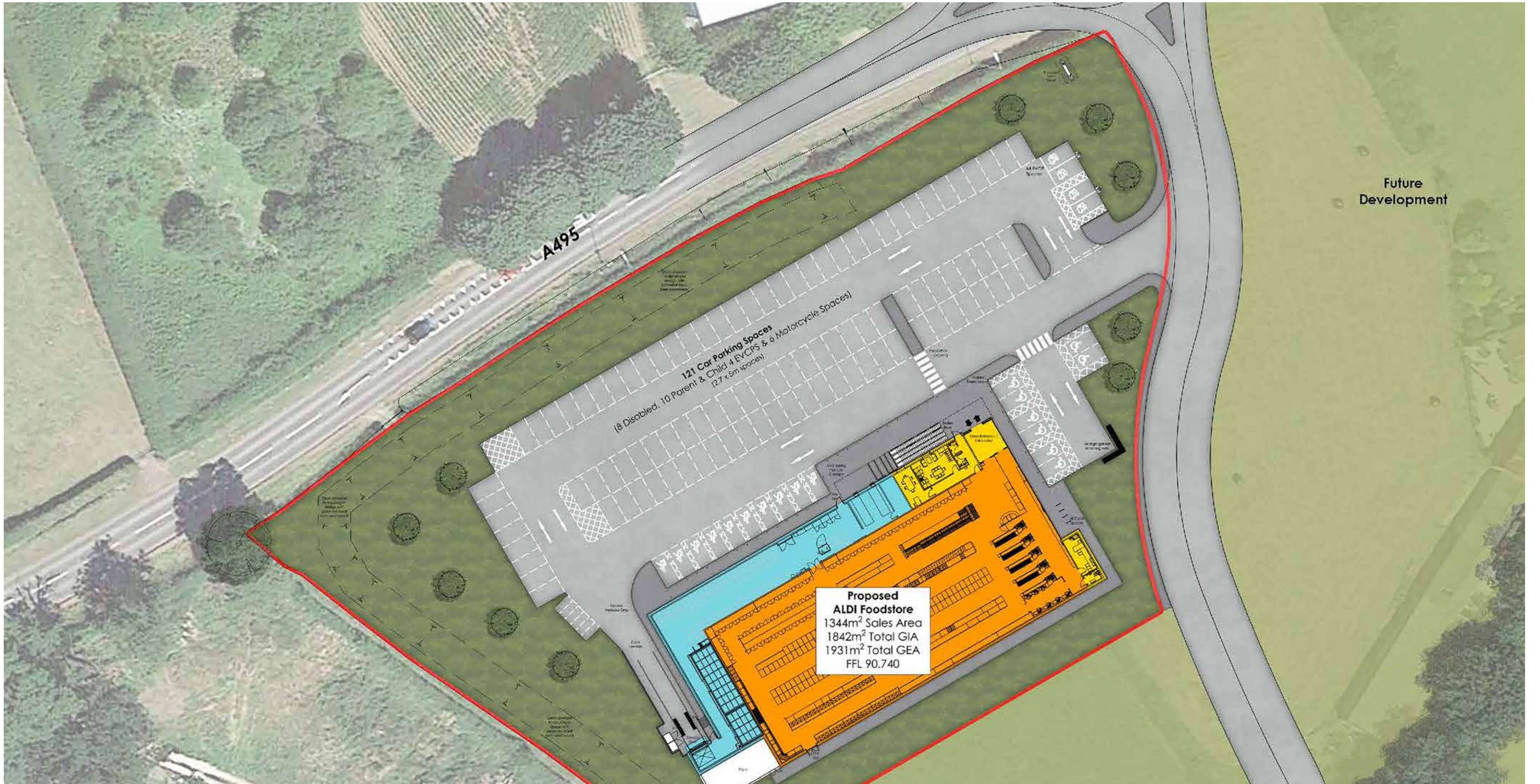
All new Aldi stores will have doors on their fridges as standard, reducing each store's energy consumption by about 20%. This is equivalent to a carbon emissions saving of up to 20 tonnes per store each year.







# Highways and Car Parking



## Highways & Traffic

Aldi is undertaking a Transport Assessment as part of the planning application to ensure the proposed food store does not have a detrimental impact on the local road network.

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

The scope of this assessment has been agreed with Shropshire Council's Highways Officer.

## Parking

The new Aldi store will provide 121 customer parking spaces including eight allocated accessible bays, 10 parent & child spaces, six motorcycle bays and dedicated cycle racks. Four electric vehicle charging spaces are included with additional infrastructure installed so further charging points can be added in the future.

## Access

This new store will be delivered at the same time as the new link road. Forming the first phase of development to the wider planned extension for Ellesmere, south of the A495, Scotland Street.

The new access road will be used by both customers and delivery drivers, with the road continuing to the west of the site to allow delivery vehicles to access a dedicated service area.

Pedestrians and cyclists will also be able to access the store via the new road off the A495, with a dedicated pedestrian walkway with zebra crossings to ensure safe access for those walking to and from the store.

## Deliveries

Aldi stocks a carefully selected range of approximately 2,500 exclusive products, compared with supermarkets such as Asda or Tesco that stock over 20,000 lines. As a result, an Aldi food store will require only three to four deliveries per day.

We operate store deliveries outside peak transport hours, where possible. All manoeuvring takes place within the site with a delivery ramp arrangement removing the need for external activity. This system not only saves time, but also reduces any potential noise disturbance to neighbouring businesses and allows for a more efficient servicing process overall.







# 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:

Aldi aims to recruit its store managers and store colleagues from the local area, which enables them to react quickly and sympathetically to any local issues

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

Aldi only stocks around 2,500 exclusive products, compared to a typical supermarket which stocks over 20,000. This means that customers to our stores often visit other nearby retailers to complete their shopping

Aldi’s unique delivery system enables products to be transferred from the vehicle straight to store, without the need for external movement – minimising the potential for any disruption

Aldi works with community engagement platform Neighbourly to pair local charities, community groups and food banks with its stores, to enable them to collect surplus food and perishable products up to seven days a week

## Local Jobs

With up to 40 new roles available at our new Ellesmere store, we are committed to providing jobs for local people.

Aldi’s rates of pay are significantly higher than the Government’s National Living Wage and also above the Living Wage Foundation’s recommended national rates. Store Assistants receive a minimum hourly rate of £11.90 nationally (£12.75 within the M25).

It is Aldi’s aim to recruit store colleagues locally for its new stores and, as a result, most live close to the store where they work. More information on career opportunities can be found at

[www.aldirecruitment.co.uk](http://www.aldirecruitment.co.uk)







# Computer Generated Image



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# Site Proposal

