



Proposals for a new Aldi store in Pershore



Initial concept image: the design will evolve in response to feedback

Welcome to our exhibition

Aldi recently agreed to purchase Pershore Market, which has been marketed for sale for several years and has already seen the departure of a number of traders. The market owners are liaising with the remaining traders and the market will remain open for trade for the rest of 2023.

Aldi are working up proposals for a new discount food store, creating new jobs and improving local shopping choice – with high quality, value products in a suitable town centre location.

This site provides a unique opportunity to provide an attractive, bespoke Aldi food store which has been carefully designed to respect the surrounding area, improving customer choice, reducing travel times and enable some customers to shop locally.

Aldi is not a ‘one stop shop’ and the store will support the local economy by encouraging footfall to the High Street. By providing real affordable choice, the proposals will help ease the impact of the current cost of living crisis and provide local customers with an affordable, high quality food retailer.

A new Aldi store for Pershore

Improved shopping choice for people in Pershore

Unlike other supermarkets, Aldi is not a one-stop shop. Its smaller stores focus on packaged and convenience goods, complementing rather than competing with existing local shops and services.

40 new jobs, apprenticeships and graduate positions

A new Aldi food store will create approximately 40 new jobs, including managerial positions. Aldi aims to provide flexible jobs for local people, and more employment opportunities would also be available through the construction of the development.

£5m investment

Creating a knock-on effect of further employment and bringing customers to the area. This represents huge potential for the people and businesses of Pershore.

Ample cycle and car parking

The site will deliver 116 car parking spaces, including parent and child spaces, blue-badge spaces and EV charging.





Site Background and Planning Context



Site outlined in red on the plan above. Billing House (with the awning and archway) is not part of the site and is not included in our plans.

About the site

The site currently accommodates Pershore Market and a small surface level car parking area. The site is surrounded by a mixture of land uses including retail and other town centre amenities.

Aldi recently agreed to purchase Pershore Market, which has been marketed for sale for several years and has seen the departure of a number of traders. The market owners are liaising with the remaining traders and the market will remain open for trade for the rest of 2023.

The site is in a sustainable location, and abuts a number of retail outlets facing the High Street to the south west. Pershore town centre can be accessed via a pedestrian footpath to the south west of the site and there are a range of local bus routes within short walking distance.

Due to its previous use, the site is well suited for continued retail use. It is also ideally placed to link to the town centre, and due to the complementary nature of Aldi stores, will help generate increased customer footfall and linked trips for local businesses.



Photographs of the existing site





Proposals

A new Aldi food store

Aldi is fully committed to investing in Pershore and delivering on its proposals.

The new high-quality, discount food store will provide local residents with convenient access to Aldi's range of high quality, award-winning products.

The site will deliver 116 car parking spaces, including 7 parent and child spaces, 5 blue-badge spaces and 4 EV charging spaces. 15 of the parking spaces will be reserved for existing occupiers of the site.

There will also be clear pedestrian routes into the scheme and we plan to retain the access path to the High Street.

Sensitive landscaping will be introduced around the site, including additional planting within the parking area; this will deliver biodiversity benefits as well as improving the overall appearance of the site.

Aldi has carefully considered the design of its proposals to ensure it significantly improves the underused site, with a high quality and respectful building that uses natural materials to integrate into the surroundings and local area.



An ideal town centre location

The site lies partially within the defined town centre boundary of Pershore (as defined by the council's adopted local development plan), the remainder of the site abuts the boundary.

Defined town centres are the preferred location for new retail developments. The site also borders Pershore's main shopping frontage area, where new retail should be concentrated.

Given its town centre location, easily accessible by walking, bus and cycling, the proposed Aldi store is considered to be in line with local and national planning policies that aim to protect and promote town centres and local shops.

Our proposals



Up to 40 new jobs with the UK's highest paying supermarket, as well as employment opportunities during construction and through the supply chain.



Revitalising an underused site, in a sustainable, town centre location: reducing the need for customers to travel to stores further afield.



A bespoke design which is unique to this site and takes into account the neighbouring Pershore Conservation Area.



A brand new Aldi food store with a net sales area of 1,315sqm – representing a £5m+ investment.



Attractive landscaping that respects neighbouring properties and that responds to the surrounding area.



Free customer parking with over 100 spaces, including designated blue badge spaces, parent & child bays and electric vehicle charging points.



Sustainability measures including solar panels and air source heat pumps.



Site Plan

Sympathetic 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.

Aldi's proposals include a comprehensive approach to landscaping. This includes maximising greenery around the site and - where possible - planting new trees.

Contemporary design

Aldi is proposing to use a simple palette of traditional and contemporary materials, that deliver a high-quality, contemporary design that is respectful of the neighbouring conservation area.



KEY:

- 1 - New pedestrian crossing
- 2 - Aldi site signage
- 3 - Aldi HGV delivery bay
- 4 - Store entrance lobby
- 5 - Retail area
- 6 - Store welfare area
- 7 - Store warehouse





Highways and Car Parking



Access

The proposed development will make use of the existing access that stems from King George's Way. There will be no change to anything up to or beyond Billing House. The existing access will be modified to accommodate the proposal.

The site benefits from being accessible by foot for a significant number of local residents, with the existing footpath to the Town Centre to be retained. It is also accessible by bus and cycle, and cycle parking will be provided close to the store entrance to encourage non-car visits.

Deliveries

Aldi stocks a carefully selected range of approximately 1,800 lines, compared with supermarkets such as Asda or Sainsbury's that stock over 20,000 lines. As a result, Aldi stores typically receive 3-4 deliveries per day including 2-3 deliveries from their distribution centre and 1 local milk delivery.

Deliveries are timed to avoid busy periods and all manoeuvring will be contained within the site, avoiding disruption on the local roads. Aldi stores include trained bankspeople who will ensure HGV movements within the site are carried out safely.

Delivery times will be subject to agreement with Wychavon District Council and Aldi will be required, as a condition of planning permission, to abide by these.

Traffic

Aldi will undertake a full Transport Assessment as well as implement a Travel Plan to ensure that the layout of the proposals will minimise travel demand as well as offer sustainable travel choices.

Free car parking for customers

101 spaces for Aldi (plus 15 reserved for existing occupiers of the site).

Current plans include 4 blue badge bays and 8 parent & child bays.

We will also provide 4 electric vehicle charging points, plus infrastructure for a future 17 points.

Keeping everyone safe

Some people have told us that the area suffers from anti-social behaviour. We are considering the inclusion of CCTV cameras in our car park to help keep Pershore safe and secure.





About us



Improving choice for local people in Pershore

Unlike other supermarkets, Aldi is not a one-stop shop. Its smaller stores focus on packaged and convenience goods, complementing rather than competing with existing local shops and services.

There's a lot to like

Aldi's philosophy of high-quality products at low prices that shoppers can trust has won many accolades. As customers continue to look for better-value brands to make their money go further, it is important that residents have access to a wide range of shopping facilities.

A new Aldi food store off King George's Way would provide local people with award-winning, high-quality produce at great value prices, improving shopping choice for the community in Pershore and complementing existing shops and services.

The UK's lowest priced supermarket

Research released by Which? showed that Aldi was the cheapest supermarket for the 12th month in a row – based on a basket of 40 essential items throughout May 2023. The next cheapest supermarket was £1.91 more expensive.

Local jobs

The new Aldi food store would create approximately 40 new jobs, including managerial positions. Aldi aims to provide flexible jobs for local people, and more employment opportunities would also be available through the construction of the development.

Aldi is the UK's highest paying supermarket: employees receive industry-leading wages above the National Living Wage, proven opportunities for career progression, high levels of training, and a guaranteed minimum of 20 hours' work per week.

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





Feedback



Local initiatives

Aldi already has two stores in the Wychavon district and is committed to supporting the community and local social action initiatives.

Soft plastic recycling - Aldi is rolling out recycling bins for soft plastics across all its stores, with a view to helping customers recycle tonnes of problem materials a year. The move now means that customers can return all types of clean, soft plastic packaging regardless of where the items were bought.

Chiller doors - All new stores and newly refurbished 'Project Fresh' stores will have chiller doors as standard, which will reduce each store's energy consumption by approximately 20%, equivalent to a carbon emissions saving of up to 20 tonnes per store each year.

Healthy eating programme - Aldi, in partnership with Team GB and Paralympics GB, is ramping up its Get Set to Eat Fresh programme in a bid to educate an extra one million children about affordable healthy eating by the end of 2024.

Supporting British - In 2020, Aldi announced plans to increase the amount of food and drink it buys from British suppliers by £3.5bn a year within the next five years.

Donation points - Aldi also has community donation points in all its stores, allowing customers to give back too. The supermarket works with Neighbourly to distribute these donations to charities and foodbanks throughout the district.

Next steps

Aldi would like to thank you for visiting its virtual public exhibition. The project team hope that you found these consultation materials informative and would be grateful if you could take the time to leave your feedback via the 'Feedback' tab.

Once the virtual consultation has closed, Aldi will review the feedback received and take this into consideration before it submits a planning application to Wychavon District Council.

You may also leave feedback by **Thursday 27 July**.

Emailing our project team via feedback@consultationonline.co.uk

Calling our freephone information line on **0800 298 7040** and leaving a message, a member of our team will call you back.

If you have requested to receive these materials and you are viewing these boards in paper form, please return your comments on the feedback form using the enclosed freepost envelope.

