

WELCOME

Aldi have traded successfully within Perth for many years, from both their Glasgow Road and Inveralmond stores. Due to the expanding popularity of their offer, they have sought a larger store at Glasgow Road to meet this growing demand for many years, however, despite investigating the potential to extend this store, it has become clear that this is not possible due to the space constraints of the site. The business has therefore taken the difficult decision to relocate within the city and close the Glasgow Road store.

The proposed new store at Necessity Brae, in the south of the city, will allow Aldi to deliver a larger offer, to improve their range and choice of products and better meet the growing needs of the Perth community. The proposal will also lead to new jobs and investment into the city.



View of proposed Aldi Store looking south-west towards Aviva building



Everyday Amazing.

ABOUT ALDI

Aldi launched in the UK in 1990 and we now operate over 910 stores. In Scotland there are currently 96 Aldi stores and we are always planning to bring our award-winning products to more locations throughout the country.

Aldi achieves lower prices through an extraordinarily efficient operation, from product sourcing to the retail experience in-store. At Aldi, we focus on quality and value rather than quantity, stocking a range of everyday groceries, rather than 100s of varieties of the same products.

We know that customers get quality and value when shopping with us, having recently been voted 'Best Grocer 2019' in the Retail Week Awards, alongside numerous other accolades.



ALDI IN SCOTLAND



BEST OF SCOTLAND

We bring you more than **450 Scottish products** in store every day.



All of our eggs are laid by hens in **Scotland**



Our McCallums Fresh Milk is **100% Scottish**



We have more than **90 stores across Scotland.**

[STORE FINDER >](#)

We work closely with over **90 Scottish suppliers** to bring you the best quality products at the best possible prices.



Scottish award winners.

From beers and burgers to shortbread and salmon, we've been busy winning awards for our amazing Scottish products.



We're committed to bringing you the best quality products that Scotland has to offer. From juicy Scotch Beef steaks to tender Scotch Lamb, delicate Scottish Salmon and more.

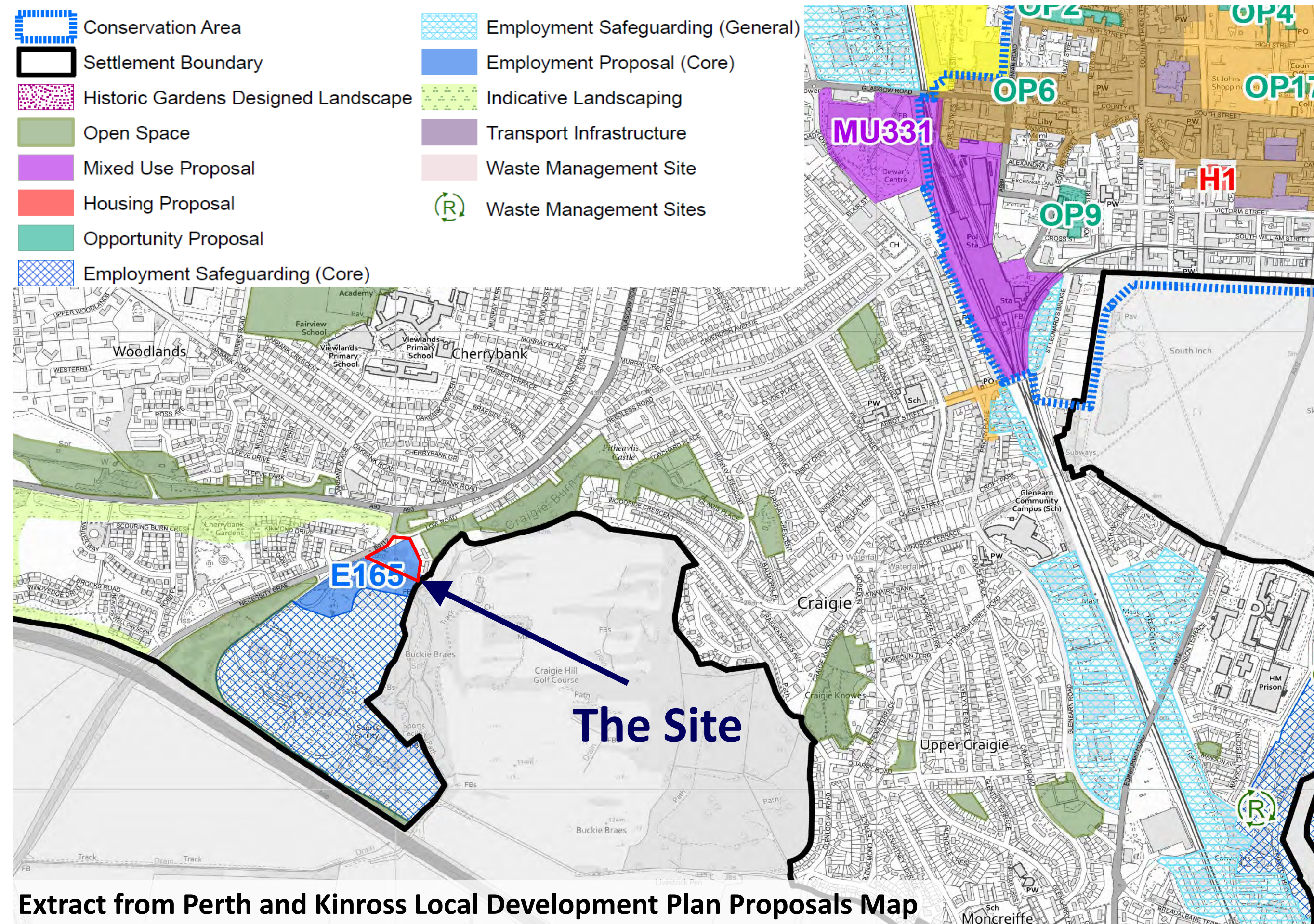
From our core range of 1,880 lines, our dedicated Scottish buying team source over 450 products from Scotland, with the aim of increasing this further over the coming years. These Scottish products equate to 20% of sales in Scotland. At Aldi you will find a range of high quality foods, seasonally fresh, with an unmistakable Scottish flavour.

Aldi is proud to support Scottish producers and use local suppliers from the Perth and Kinross area. This includes suppliers of bakery goods, meat and fish products, soft drinks and alcoholic products.

Over the last 5 years, we have increased our market share significantly, from 4.8% in 2014 to 7.8% in 2020.



PLANNING CONTEXT



Planning - the site is allocated for Employment use in the Local Development Plan (part of site reference E165), being suitable for office, general industry or storage and distribution uses. The site was last used as a hotel/training centre linked to Aviva but was demolished several years ago, and the site has remained vacant since.

To ensure the planning application fully addresses all planning policy matters it will be supported by a Planning and Retail Statement, Employment Land Assessment, Report of Consultation, Flood Risk & Drainage Assessment, Transport Assessment, Air Quality Assessment, Tree Survey, Ecology Survey and Site Investigation Report.

Retail Policy – to ensure that we comply with retail policies within the Local Development Plan, specifically ‘13: Retail and Commercial Leisure proposals’, a retail impact assessment will be submitted with the planning application to fully consider relevant policy matters including deficiency, impact and sequential considerations. The Perth and Kinross Retail Capacity Study from 2016 previously identified that there is capacity for new foodstore provision within the city to meet the needs of the expanding population.

Other Policies – the application will also need to consider other policies within the LDP, including those relating to design to ensure the proposals integrate well into their surroundings; transport policies to ensure the proposals will not have an adverse impact on traffic; and environmental policies, to confirm that the proposals would not have an adverse impact on the environment or amenity of nearby properties.

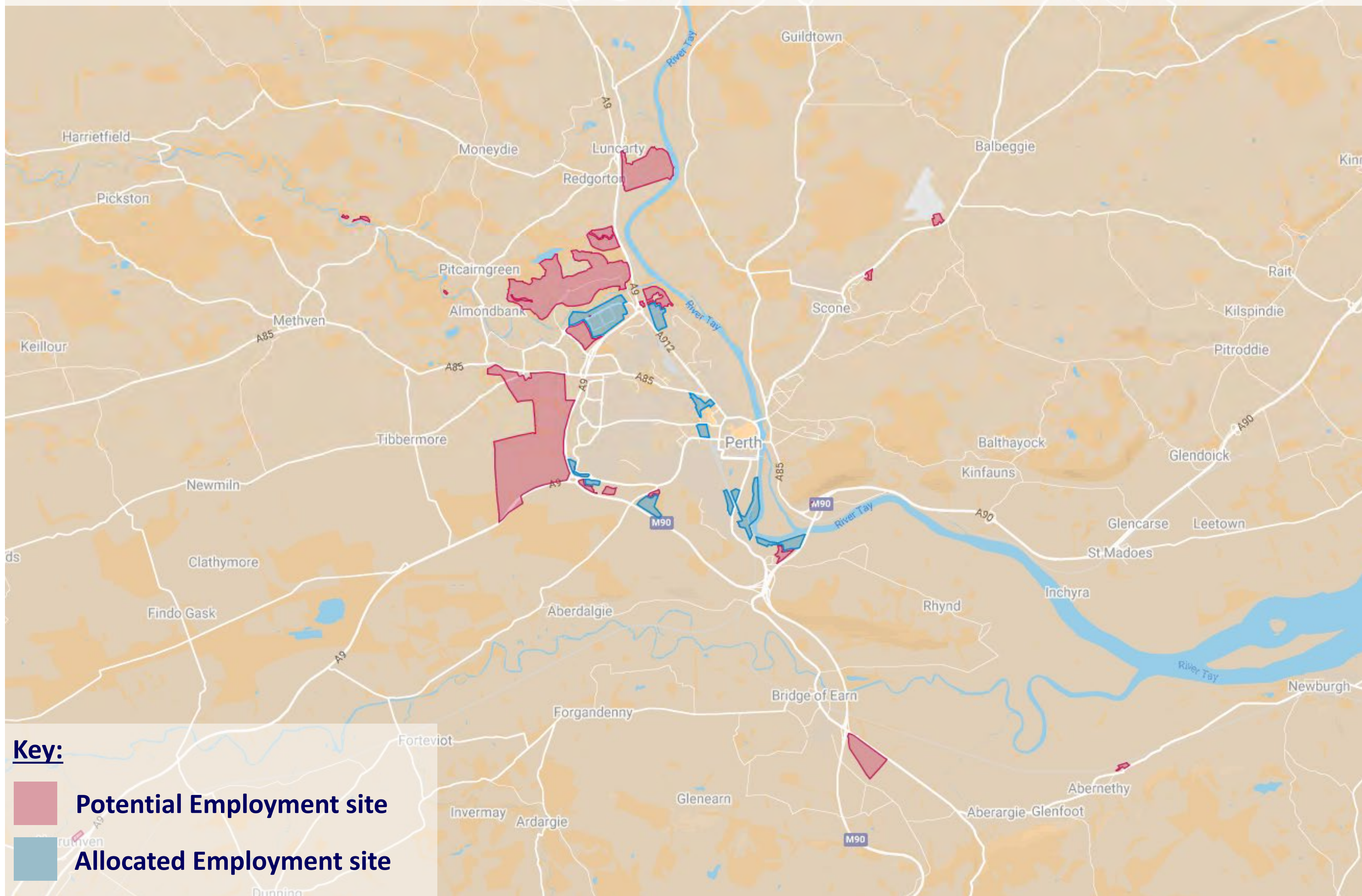


Proposed south-western elevation of the new Aldi store



EMPLOYMENT LAND MATTERS

Map of allocated Employment sites as per Perth and Kinross Local Development Plan



As the site is allocated as employment land, “*policy 7A: Business and Industrial*” of the LDP requires to be considered. This states that proposals for non employment uses on employment sites will not be acceptable, however, in order to support the planning application, we have considered the following issues that we believe to be relevant and support our case:

Site challenges – the site has been allocated for employment use since at least 1995 and marketed since 2008, but to date no development has been delivered on site.

This is because the site suffers from a range of significant abnormalities such as the site levels, and the presence of sewer pipes, that make most forms of development unviable. Despite this, Aldi believe they can overcome these matters and deliver a successful development at this location.

No impact on employment land supply - the Council are required to provide 13.15 ha of employment land over the next five years to meet demand. Their latest Employment Land Audit identified that there is over 290 ha available across the Council area. There is therefore more than sufficient supply to accommodate the loss of this small 0.97ha site.

Unacceptable amenity or transport impact – the proposed use will not lead to either a transport or amenity impact on the local area and this will be demonstrated through documents submitted with the planning application.

Aldi’s economic credentials – in addition, Aldi boast their own economic credentials, including an investment of £3.72m, plus additional in-store jobs through the larger store and benefits through the construction process.



WIDER SITE HISTORY



Aerial image of former training facility

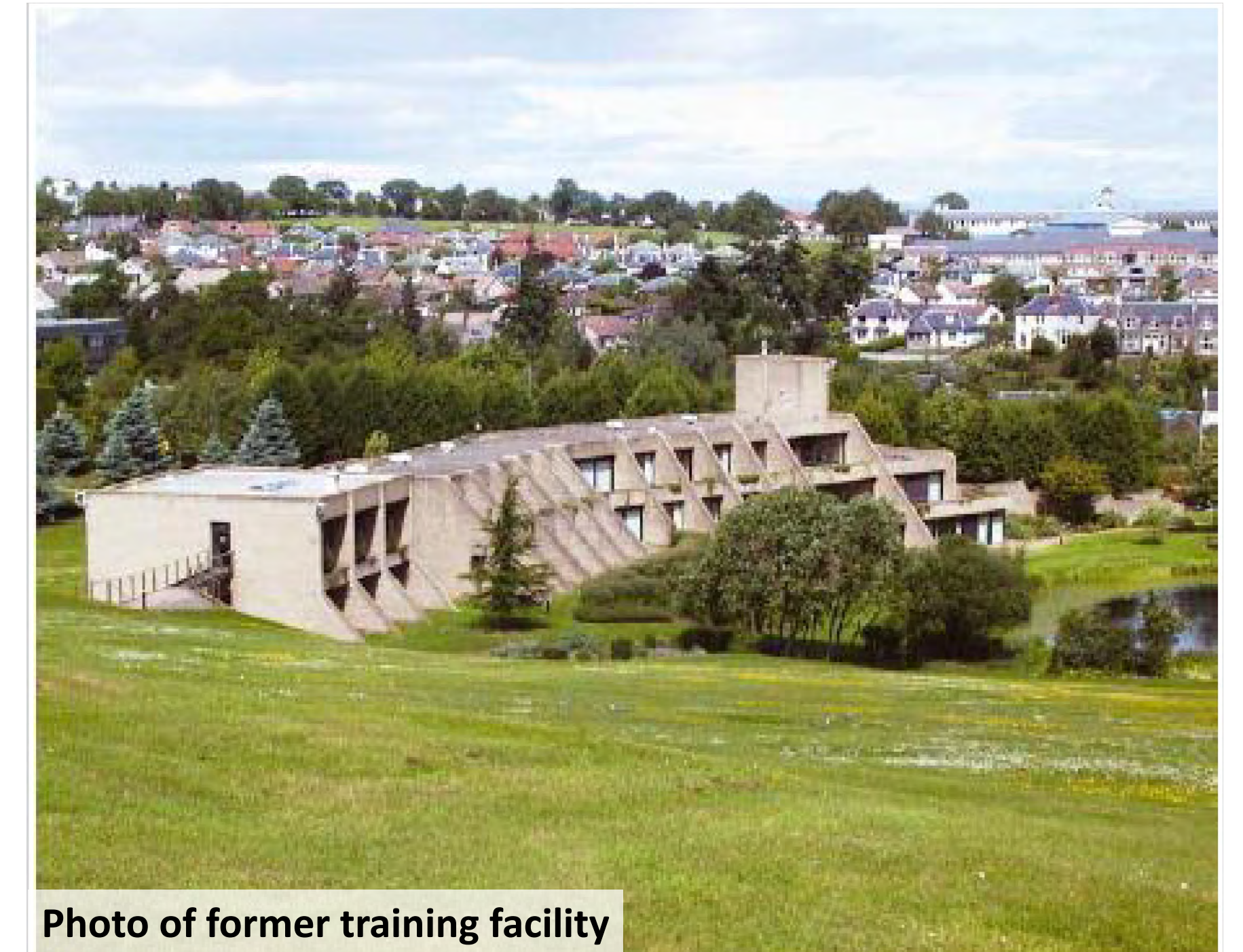
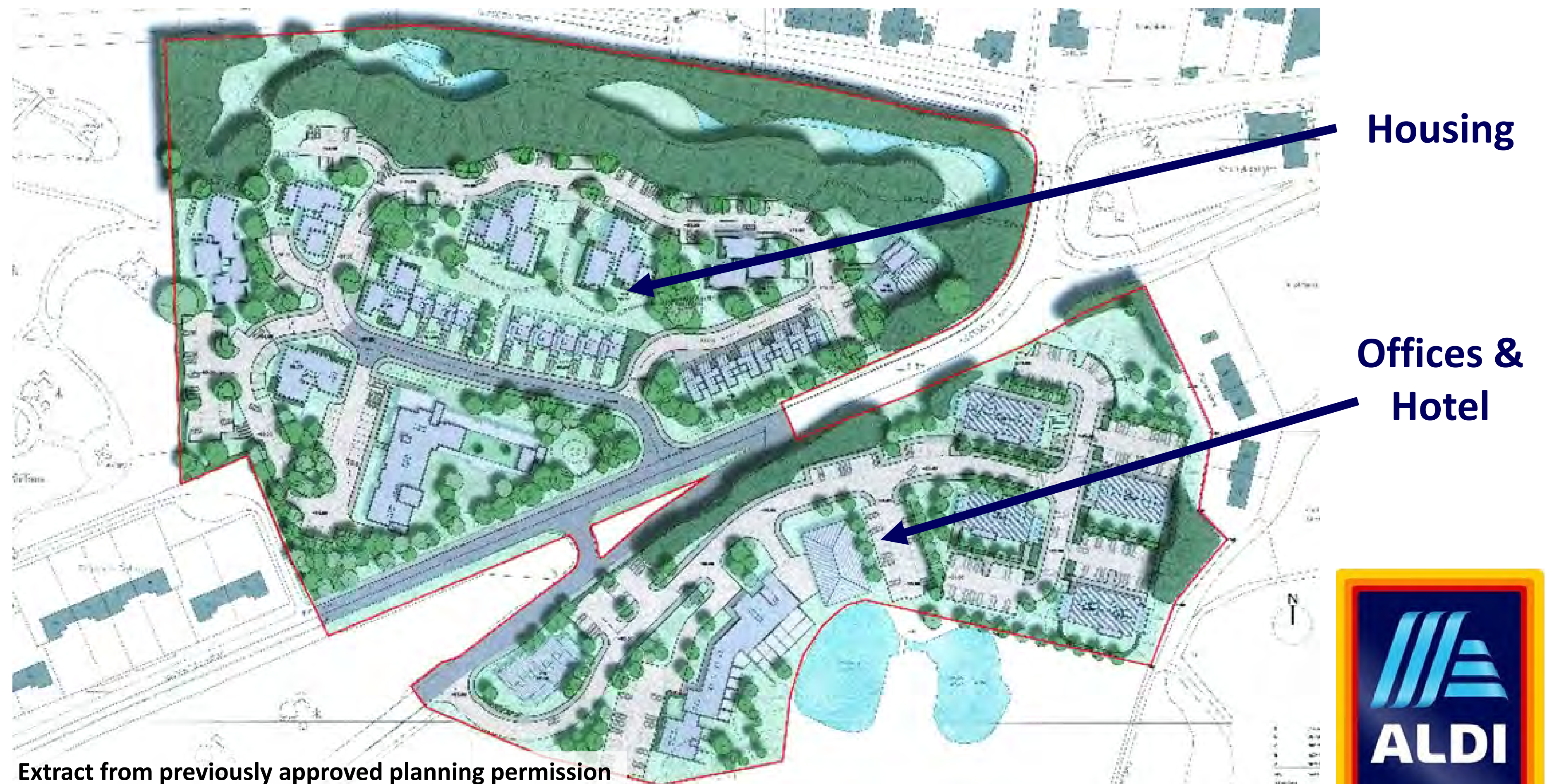


Photo of former training facility

The application site and adjacent land was previously occupied by the training facility, and associated road infrastructure, for Aviva. The building was however vacated in 2008 and demolished thereafter.

At that time planning permission was granted across a wider site for both housing and commercial uses. On the current Aldi site, two-storey office accommodation was approved. However, since that time only residential development has been delivered due to the lack of market interest and site viability issues.



Extract from previously approved planning permission



OUR PROPOSALS FOR NECESSITY BRAE

Aldi would like to deliver a new, replacement foodstore development to serve southern Perth, providing the local community with even better access to its high quality offer and award-winning low prices.

The proposal will deliver a 1,884 sqm (20,279 sqft) gross / 1,315 sqm (14,154 sqft) net foodstore, with 100 parking bays which includes 2 electric charging bays.

To facilitate the Aldi proposal, the site will be cleared, a level development platform formed, and a new access point provided for both customers and service vehicles off Necessity Brae.

Significant levels of new soft landscaping is proposed around the site, along the northern, eastern and south-western boundaries to ensure the development blends in with the local landscape setting. This includes the planting of a significant number of new trees to enhance views of the store.



Coloured site plan of proposed Aldi store



OUR PROPOSALS FOR NECESSITY BRAE



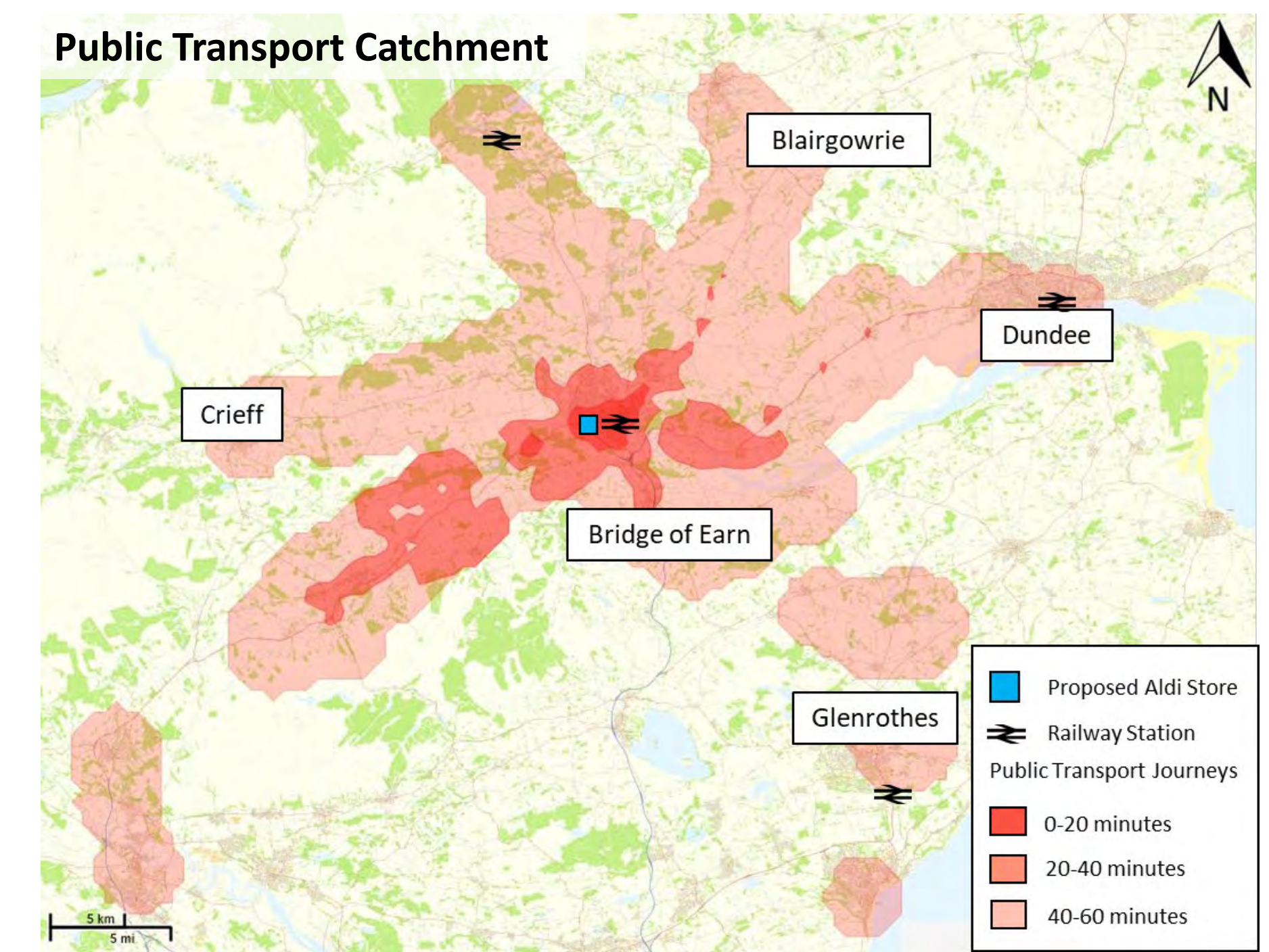
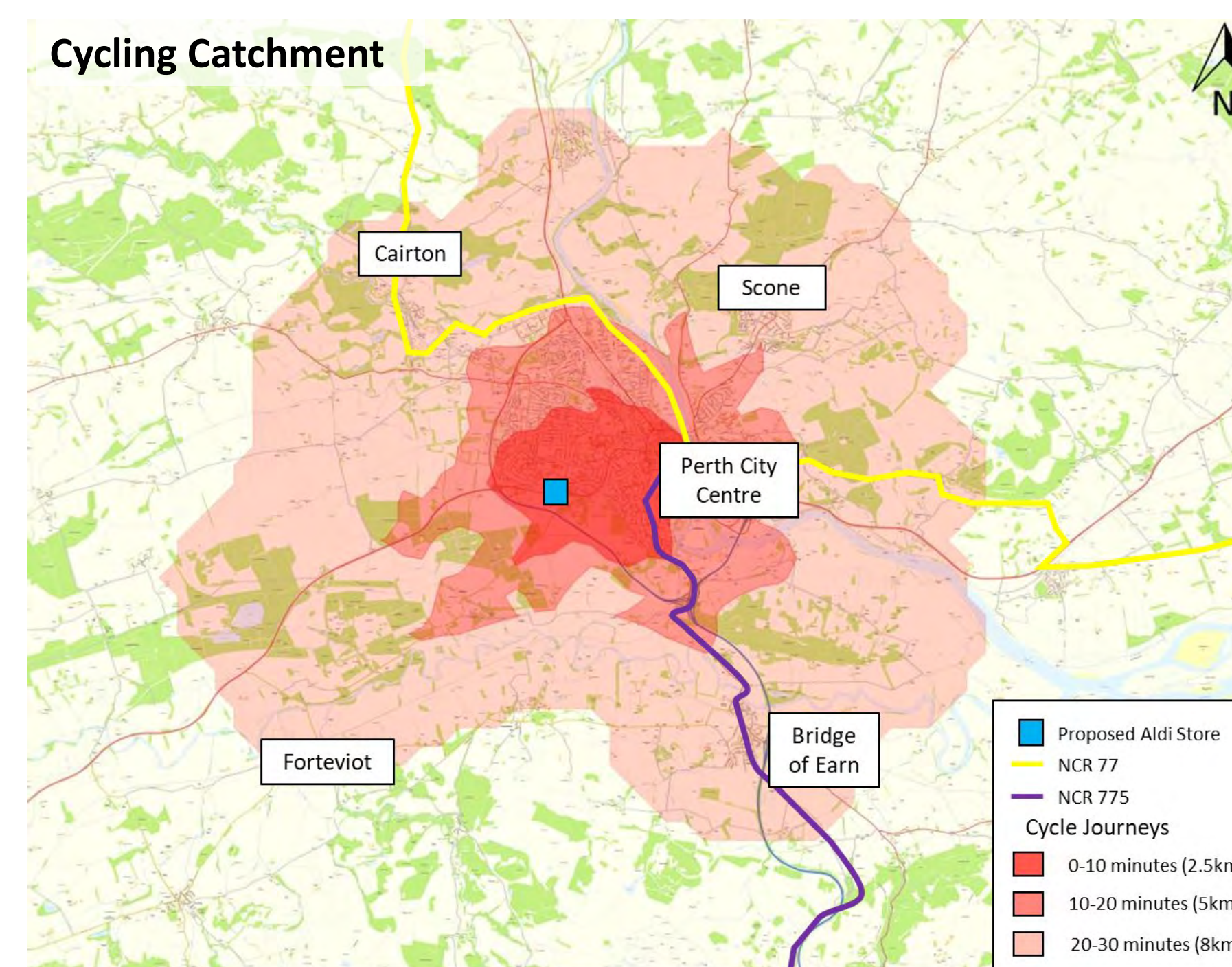
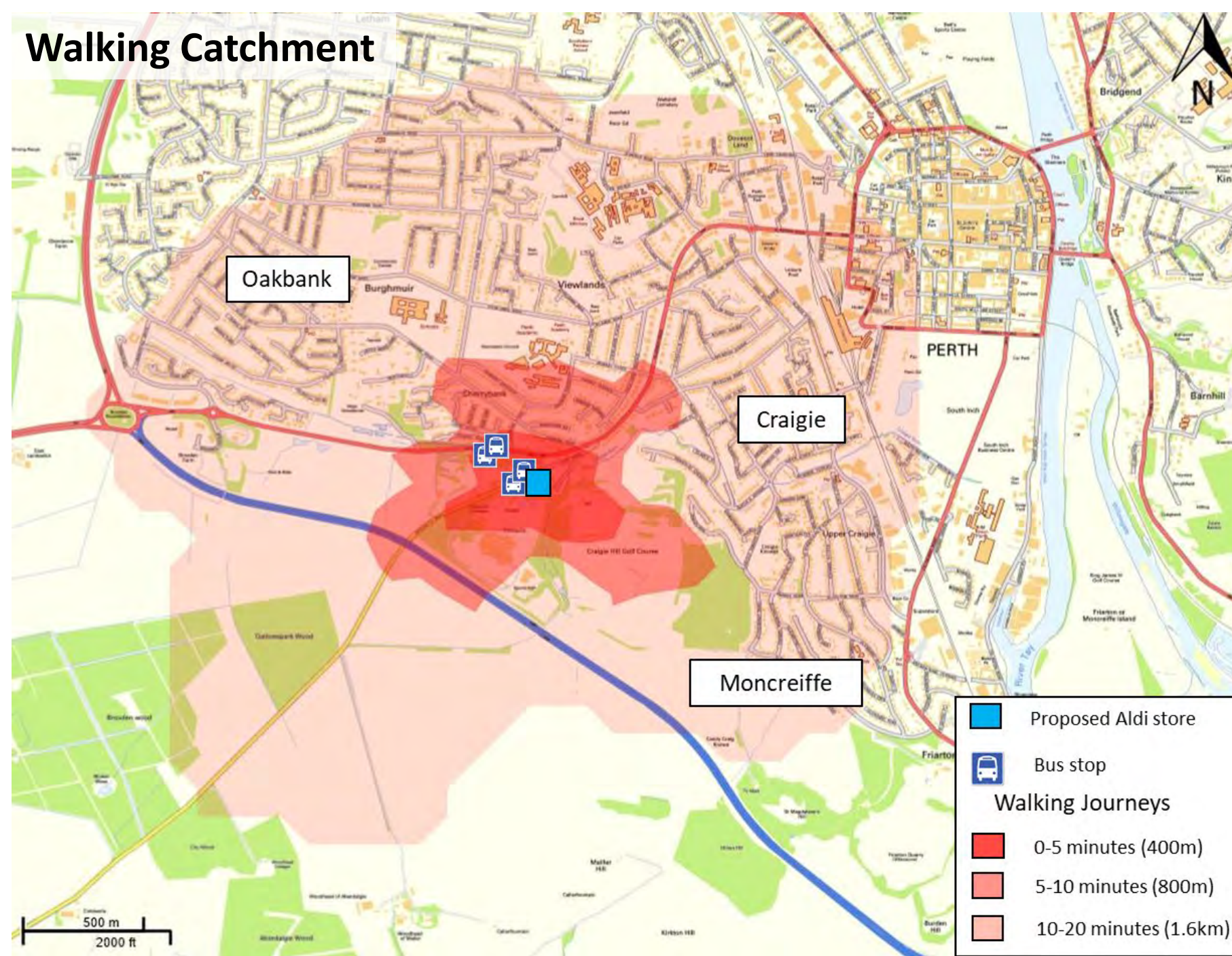
View of proposed Aldi Store looking South-west towards the Aviva building

The proposed foodstore utilises Aldi's unique blade roof store format, and will incorporate timber cladding on the principal elevations to help the building integrate into the local landscape.

The proposals also involve significant levels of new landscaping around the store, to ensure residential amenity is protected and to help soften views of the development.



ACCESSIBILITY



The site is very accessible by a variety of modes of transport including:

On foot - Footways are available on surrounding streets and provide safe walking routes to bus stops and surrounding residential areas.

By cycle - A large proportion of surrounding residential areas can be reached within a 10-minute cycle as well as National Cycle Route 77 and 775 running through Perth City Centre connecting to Cairton and Bridge of Earn.

By bus - Buses are available directly outside the proposed store with Stagecoach service 9 and 17. Further services are available within a short walk on Glasgow Road.

By car - Vehicular access will be via a new junction onto Necessity Brae, providing easy access to residents in the surrounding area.



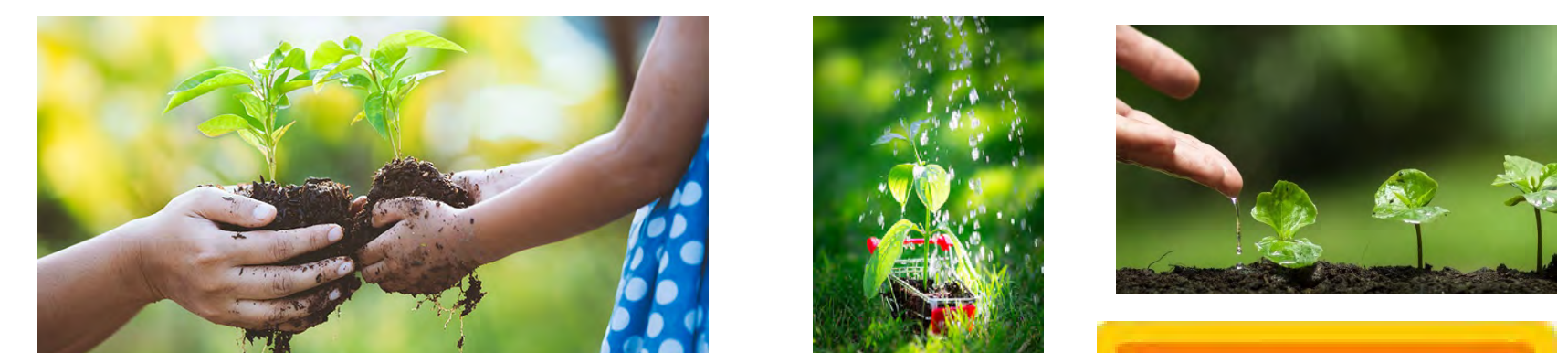
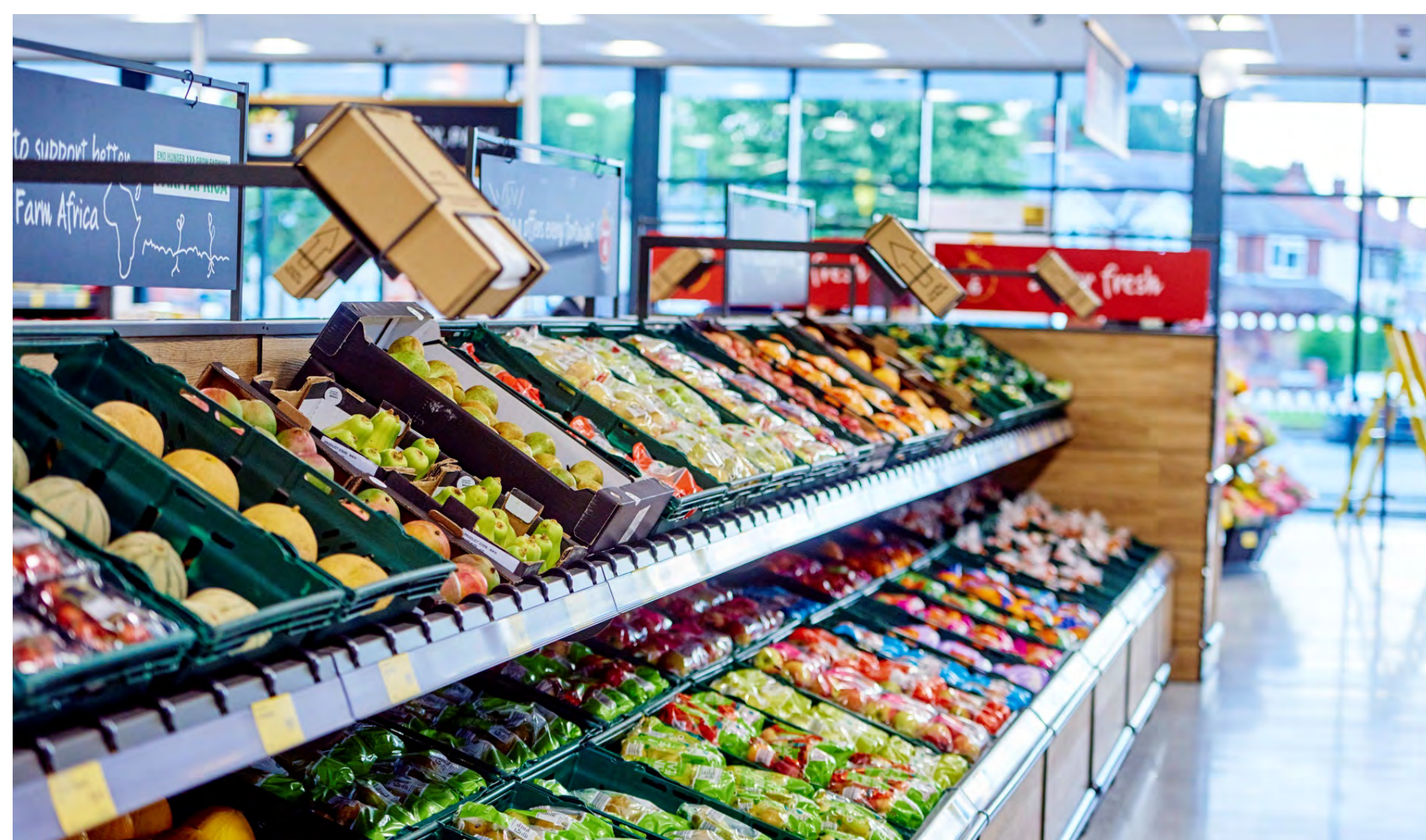
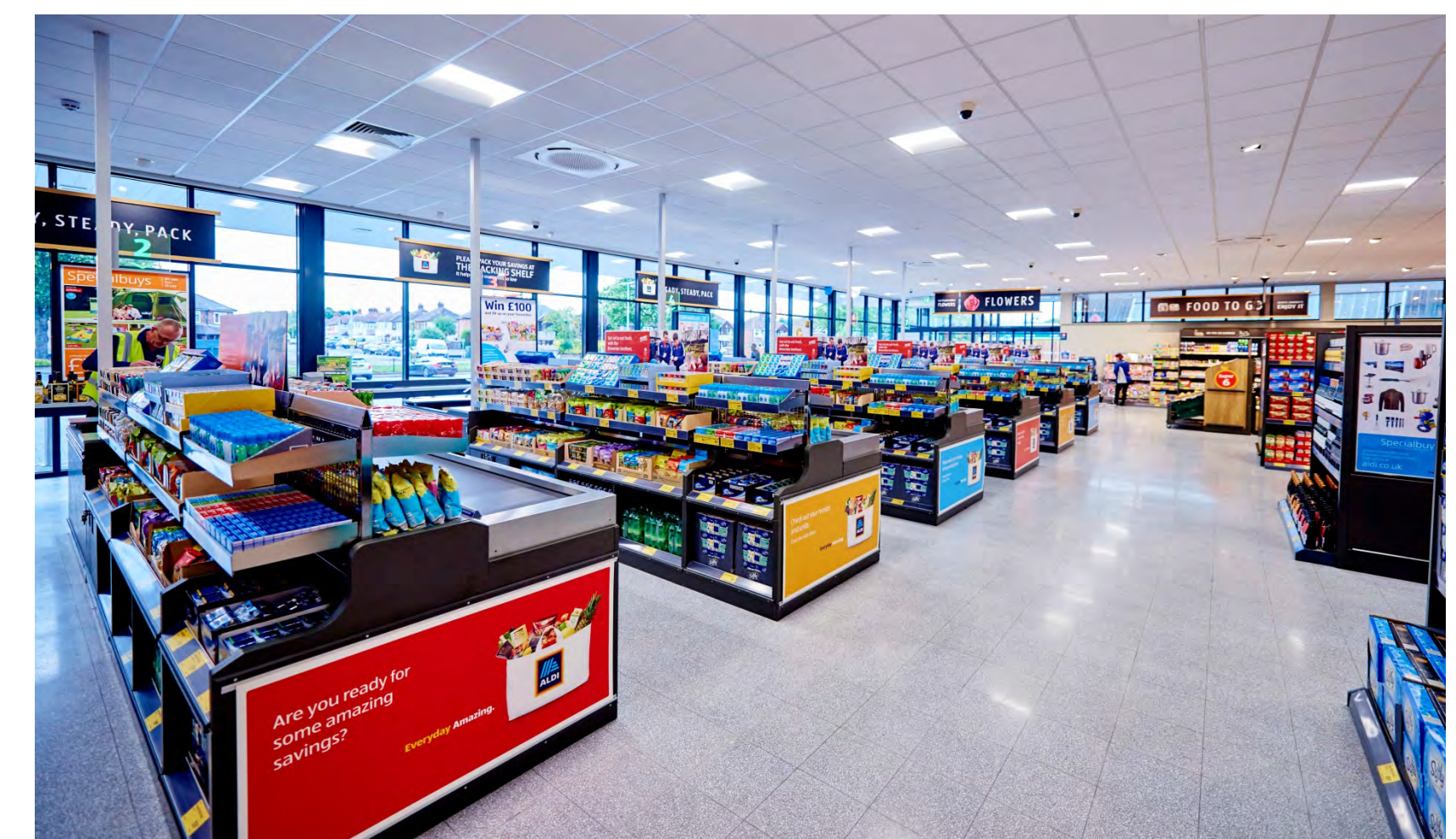
SERVICING, SUSTAINABILITY AND INVESTMENT

Servicing - our stores open between 8am and 10pm Monday - Saturday and 9am - 8pm on Sunday, and generally only require one or two goods deliveries per day.

Sustainability - Aldi is committed to delivering highly sustainable buildings and ensuring these operate with as little waste as possible. This extends to our store operation, delivery vehicles and the building itself, where the store is designed to minimise energy use through such processes as “heat recovery” and sustainable building materials. A reverse vending machine to service the Scottish Government’s Deposit Return Scheme is also included at the front of the proposed store.

Investment – the proposals represent a multi-million pound (£3.72m) investment by Aldi into Perth through this development.

Jobs – retain existing store jobs, with additional new full and part time jobs to be created for local people, together with additional construction jobs and jobs on the Aldi distribution chain.



STORE RECRUITMENT

The proposals will create up to 35 local jobs within the store.

Aldi's preference is always to ensure we have a local store team, especially given the nature of our business and our reliance on minimal staffing numbers.

Store Managers have a starting salary of £46,385 rising to £60,490 after 4 years. Store Assistants salary starts at £9.40 per hour rising to £10.41 after 3 years service.

Aldi's apprenticeship scheme is open to 16–19-year-olds and involves a 3-year management training programme with the opportunity to become Assistant Store Manager after successful completion. The starting salary is 90% higher than UK apprenticeship minimum wage. Aldi's scheme is ranked number #68 in the Apprenticeship Top 100.

We are in the top 100 Undergraduate Employers according to 'RatemyPlacement'.

Our graduate programme is ranked number 3 in The Times Top 100 Graduate Employers.

Starting salary for the Area Manager Graduate Programme of £44,000 rising to £77,870 after 5 years. Fully expensed Audi A4 or BMW 3 series.

No zero hours contracts for our staff.



★ RATEMY APPRENTICESHIP
TOP 100
APPRENTICESHIP
EMPLOYER
2019 - 2020



NEXT STEPS

A planning application is being prepared and will be submitted to Perth and Kinross Council in early 2021.

Feedback from this consultation will be taken into account in the final preparation of the application submission and will be included in a consultation report.

Please return any feedback by the 22nd January 2021.

For further information, please visit:

www.aldiconsultations.co.uk/perth

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