



# Proposals for Elmore AFC's relocation to new facilities at Uplowman Road and an Aldi food store at Heathcoat Way



## Welcome to our exhibition

**Elmore AFC, in partnership with award-winning discount food retailer Aldi, is bringing forward an exciting planning application to provide its members and the community with significantly enhanced sporting facilities alongside a new food store, coffee drive-thru, and the refurbishment of the existing clubhouse.**

If approved, Elmore AFC would relocate to new, modern facilities at Uplowman Road, just north of the A361. To facilitate this opportunity, their former site at Heathcoat Way would be redeveloped to provide local customers with a spacious and modern retail environment.

Aldi wants to bring its amazing value offer and choice to the residents of Tiverton. The proposals would deliver an attractive and modern Aldi food store which respects the area, improves customer choice, and reduces travel times for local residents. The proposed discount food store will help alleviate pressure on nearby stores, while delivering a £6m investment to the area and creating 50 new job opportunities.

### Get in Touch

Visit [aldiconsultation.co.uk/tiverton](https://aldiconsultation.co.uk/tiverton) to have your say or email your comments to [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk)

We look forward to receiving your thoughts on our proposals.

If you have any further questions, please feel free to get in touch by emailing us or calling the freephone information line on **0800 298 7040**.

## Scheme benefits



**5 new football pitches for Elmore AFC**, including 2 full size, floodlit pitches (one to be converted to 3G), 2 5-a-side pitches, and 1 9-a-side pitch, alongside 2 changing rooms and 2 covered stands.



Safeguarding the future of grassroots football in Tiverton with **local youth teams** being able to use Elmore AFC facilities.



**New clubhouse and community hub** at the new ground, along with parking and access arrangements.



**A new, high-quality, discount Aldi food store** with a sales area of 1,315 sqm and the refurbishment of the existing Elmore AFC clubhouse for continued use by the local community.



**125 customer parking spaces** at the new food store, including 7 blue badge spaces, 12 parent and child parking spaces, and 4 electric vehicle charging spaces.



**Increased choice** for residents that complements existing local retail.



**Up to 50 new jobs created**, paid above the National Living Wage, as well as employment opportunities during construction and through the supply chain.



**Economic boost** to area, including through construction and wider supply chain.



**A new store in a convenient location**, which would reduce the need for customers to travel to stores further afield and be able to shop more locally.





# Elmore AFC

Founded in 1947 as Elmore Sports Club, the club's original aim was to provide sports and social facilities for the people of Tiverton. Following several moves over the club's early years, it took the decision in 1958 to reside at its Horsdon Park site.

The club has continued to improve the facilities over the years, and the club and its players are committed to playing football at the highest possible level whilst maintaining and promoting local youth football.



## Developing the younger generation

Elmore AFC is committed to developing the next generation of footballers.

The club have formed a partnership with Moors Youth Football Club, which has lasted over a decade, and provides football from the age of 5 right through to adulthood, with Moors U15 boys going on to become Elmore U16s. Both clubs share the same ethos of providing football for local players in an environment that allows and encourages them to be the best they can be.





# Elmore AFC

## Relocation of our Stadium

Elmore AFC has succeeded in its ambition to grow the club, especially via its training and development programmes of younger members. With such success, the club has now outgrown our current Horsdon Park and is looking to move to a larger ground to facilitate its rapid growth.

With new facilities, the club will have the space it needs to grow even further. Aldi is pleased to be supporting Elmore AFC in its ambition for continued success for years to come.

The relocation of the club is proposed to be delivered in three phases:



- **Phase 1:**
  - One full-size adult grass pitch
  - Changing rooms
  - Covered stands
  - Clubhouse and community hub
  - Car Park and Access
- **Phase 2**
  - One full-size adult grass pitch
  - Changing rooms
  - Covered stands
  - Two 5-a-side pitches
  - One 9-a-side pitch
- **Phase 3**
  - Conversion of one of the adult grass pitches to a '3G' pitch





# Heathcoat Way Proposals



**The site is located to the west of Heathcoat Way. The River Lowman runs around the north and west of the site and the Asla Brook sits to the south of the site.**

The site is currently occupied by Elmore AFC's facilities, which includes a football pitch, stands, and clubhouse. The closest existing Aldi store is in Cullompton, 8 km away, and Aldi has been actively looking for a suitable site for a store in Tiverton for several years. Aldi has agreed with Elmore AFC to buy its site and pay for the relocation of the football club.

Aldi has considered town centre and edge-of-town locations, but with a lack of vacant units in Tiverton town centre, this location represents the most convenient and viable site for a new Aldi store in Tiverton.

The site is in a sustainable location, with strong transport links. It lies on Heathcoat Way (A396), a key road in and out of Tiverton from the A361, and is close to bus stops servicing the 1 and 373 buses, which link the site to villages to the south and east of Tiverton about four times an hour. This also notably links the new development at Braid Park and the existing village of Crazelowman to the site.

The site is well-located to meet Aldi's operational requirements, and will deliver wider social and economic benefits in the form of a coffee drive-thru and refurbishment of the existing clubhouse, which would continue to serve as a community hub.

Due to the complementary nature of Aldi stores, the proposed store will help generate footfall and linked trips for local businesses, including the proposed coffee drive-thru and other nearby local retailers.





# Heathcoat Way Proposals

## A new Aldi food store

**Aldi has identified demand for a new, high-quality discount foodstore in Tiverton, and has been searching for a viable site for some years.**

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 store will be located to the West of the site, with the store entrance facing the site's entrance (to the East). A loading bay for the store will be located to the North of the store.

The site will be serviced by a new access point off Heathcoat Way, subject to agreement by the local highway authority. The Aldi food store will have 125 free customer parking spaces, including 7 Blue Badge spaces, 12 Parent & Child spaces, and 4 Electric Vehicle charging spaces. There will also be cycle spaces and clearly marked pedestrian routes into and around the site.

Sensitive landscaping will be planted around the site, including additional tree planting along Heathcoat Way to increase the landscaped buffer. Aldi are also considering the viability of additional landscaping around the site.

The store will be designed to a high-quality standard and will keep with the existing character of the surrounding area.

The proposals would see the existing clubhouse retained and refurbished to continue to operate as a social hub at the heart of the local community.

Toward the South of the site, the coffee drive-thru will be accessed via the main site entrance on Heathcoat Way.

Aldi is fully committed to investing in Tiverton and delivering on these proposals.



Our proposals for Tiverton include:



A new store in a convenient location



Cycle parking for customers



Sales area of 1,315 sqm



Enhanced access via Heathcoat Way



125 free customer parking spaces



Up to 50 new local jobs, including employment opportunities during construction and in the supply chain



Blue Badge, Parent & Child, and Electric Vehicle charging spaces



Attractive landscaping, including tree planting, throughout the site





# Design and landscaping

## Sustainable Store Operation

Aldi takes sustainability across its estate and supply chain very seriously and has maintained carbon neutrality since 2019.

We have reduced our carbon footprint by 55% per sqm since 2012 and are continuing to develop ways to reduce our emission.

Our new store proposes the use of:

- **Heat Recovery Systems**, installed across our portfolio, save 10.8m kWh – enough to power 2,700 homes for a year.
- **100% LED lighting**, using up to 60% less energy than older, traditional lighting.
- **Air Source Heat Pumps**, which improve energy efficiency of in-store heating.

## Contemporary Design

**Aldi is proposing to use a simple palette of materials, that deliver a high-quality, contemporary design.**

The newly built store will be designed to fit the character of the local area and will be smart and contemporary in style, with a glazed frontage which will provide natural light and creates a welcoming sense of activity.

The new foodstore has been designed to mitigate noise and visual impact on the surrounding area. The proposed design will improve and modernise the appearance of this site whilst adding value and investment to the locality.

## Sympathetic Landscaping

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

The existing site is dominated by the football pitch, which is deteriorating in its condition. Aldi's proposals include a comprehensive approach to landscaping, including maximising greenery around the site by retaining existing trees and - where possible - planting new trees and shrubbery. A variety of landscaping options is being explored and the team would be keen to hear how residents might want to see the site landscaped.





# Highways and car parking

## Access

The proposals include a new, single vehicular and pedestrian access point for both customers and service vehicles from the A396 (Heathcoat Way).

The store will have one fully accessible ground floor entrance/exit that will provide access to customers coming from both the car park and on foot from the surrounding areas.

## Traffic

Aldi is undertaking a Transport Assessment to support its proposed food store. This assessment will establish the traffic effects of the development on the local road network and consider whether any highway or transport matters need to be resolved for the development to come forward.

It will also look at the operation of the local road network both with and without the proposed development in place.

## 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, an Aldi food store will require only 3-4 deliveries per day compared with upward of 10 per day in other major supermarkets.



## Car Parking and Sustainable Travel

Each aspect of the scheme will have its own parking, including Blue Badge bays. The site will also include provision for Electric Vehicle charging, should demand require – with additional 'passive' spaces included for future conversion – and minibus parking for the refurbished clubhouse.

	Total spaces	Blue Badge	Parent & Child	EV Charging Spaces	Minibus
<b>Aldi Foodstore</b>	125	7	12	4 (+ 12 passive)	-
<b>Club House</b>	27	1	-	-	1
<b>Coffee Drive Thru</b>	24	2	-	2 (+ 4 passive)	-



# Coffee Drive-Thru and Renovated Clubhouse



Alongside the proposed Aldi food store, the proposals also include plans for a coffee drive-thru.

The coffee drive-thru will be accessed via a new entrance within the site.

24 parking spaces are proposed, including 2 Blue Badge spaces and 2 active electric vehicle charging points, with provision for an additional 4 EV charging spaces subject to demand.

The third element of the Heathcoat Way proposal is a renovation and modernisation of the existing clubhouse. A new gravel area will be created to separate the clubhouse from the food store.

Elmore AFC are in discussions with the nursery operator about the nursery moving with the football club to their new facilities.

The clubhouse renovation will incorporate several car parking spaces allocated for use by those using the building, including the many community groups that currently make use of the space. This will comprise 27 spaces, including 1 Blue Badge bays and 1 space for a minibus or van.







# About Aldi

## Improving choice for local people in Tiverton

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, especially during a cost of living crisis, it is important that residents have access to a wide range of low-cost shopping facilities.

**A new Aldi food store off the A396 Heathcoat Way would provide local people with award-winning, high-quality produce at great value prices, improving shopping choice for the community in Tiverton and complementing existing shops and services.**

## Local Jobs

The new Aldi food store would create approximately **50 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.

These 50 jobs are in addition to those created by the other elements of these proposals.

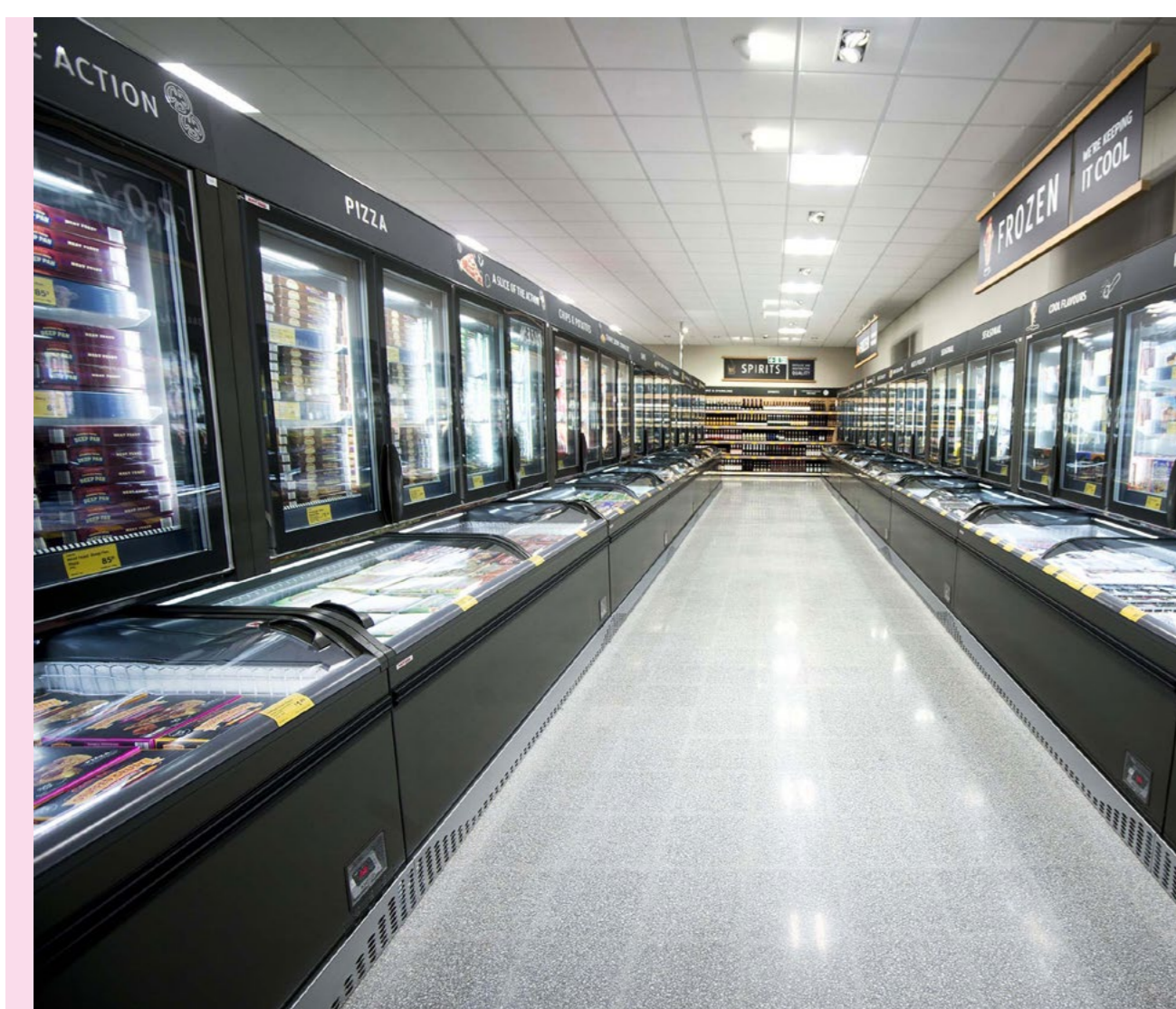
Aldi employees receive industry-leading wages above the National Living Wage, proven opportunities for career progression, high levels of training, and a guaranteed minimum of 20 hours' work per week.

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

## The UK's cheapest supermarket

Research release by Which? showed that Aldi was the cheapest supermarket for a basket of 52 essential items in 2022. The average basket price at Aldi was £77.21 – compared to £87.60 at Tesco.





# Feedback

## Improving choice for local people in Tiverton

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- Safeguarding the future of grassroots football in Tiverton with **local youth teams** being able to use Elmore AFC facilities.
- **New clubhouse and community hub** at the new ground, along with parking and access arrangements.
- **A new, high-quality, discount Aldi food store** with a sales area of 1,315 sqm and the refurbishment of the existing Elmore AFC clubhouse for continued use by the local community.
- **125 customer parking spaces** at the new food store, including 7 blue badge spaces, 12 parent and child parking spaces, and 4 electric vehicle charging spaces.
- **Increased choice** for residents that complements existing local retail.
- **Up to 50 new jobs created**, paid above the National Living Wage, as well as employment opportunities during construction and through the supply chain.
- **Economic boost** to area, including through construction and wider supply chain.
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## Next Steps

Elmore AFC and Aldi would like to thank you for visiting our public exhibition. The project team hopes that you found these consultation materials informative and would be grateful if you could take the time to leave comments using one of the methods described below.

Once our hybrid consultation closes on **9th February 2023**, Aldi will review the feedback received and take this into consideration before it submits a planning application to Mid Devon District Council.

You can leave comments by:

Submitting the virtual feedback form on our project website – [aldiconsultation.co.uk/tiverton](https://aldiconsultation.co.uk/tiverton)

Emailing our project team via [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.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.**

