A new Aldi store for Bramley Centre

A new Aldi store for Bawtry Road

Award winning discount retailer Aldi, is preparing proposals for a new neighbourhood food store on Bawtry Road, Bramley. The foodstore will also include a new car park to serve the store and Bramley centre. The proposals promote the regeneration of an established brownfield commercial site within the centre.

The site lies in a prominent location to the north Bawtry Road and does not currently contribute to the street scene of the centre in this key location. The proposal will enable the investment that is required to redevelop the site and meet the Councils aspirations to deliver growth and environmental improvements in Bramley centre through a provision of a foodstore which is promoted in the Council's emerging planning policy.

The proposals will deliver a brand new, custom built discount food store which will provide significant benefits to the local community who lack choice for main food shopping destinations. Therefore the proposals will promote competition in the area and reduce the need to travel to meet their food shopping needs. Aldi stores focus on serving the surrounding neighbourhood, providing a relatively local store for residents with everyday items available at low prices, giving residents an alternative to traditional supermarkets. Aldi customers save around 40 percent on their shopping without compromising on quality.

Invitation to a Community Consultation Event, 3pm to 7pm, 23rd January at Bramley Working Mens Club, Cross Street.

Serving local residents

This new store will be easily accessible for local residents, creating an attractive place for locals to shop. Aldi have given full consideration to Highways issues and will submit a robust Transport Assessment as part of the application proposals.

As well as regenerating the site itself, the proposal will provide up to 40 full and part time jobs aimed at local people. Aldi operates generally between 8am - 9pm Monday – Saturday and 10am -4pm on Sunday, with no 24 hour operations or late night openings.

Complementing existing businesses

As a food store with predominately own labelled brands, Aldi would not compete directly with existing local businesses in the Centre. For instance it does not have an in store baker, butcher, delicatessen, fishmonger or café and does not sell national newspapers, magazines, cigarettes or lottery tickets. The car park will be free of charge and available for anyone wishing to access local shops and services.

Indeed, we consider that the proposed store will offer choice and competition within the market place – given that no discount food operator is present within the area to date. The nearest operating discount store is 2.8 miles away therefore residents living in the area who prefer this type of operator will no longer need to travel.
About Aldi

Aldi is an award-winning retailer with over 500 stores across the UK. Aldi is able to achieve lower prices through an extraordinarily efficient operation, from the sourcing of its products, to the retail experience in store. In an Aldi store, you will not find hundreds of versions of the same product. Aldi focuses on quality rather than quantity; stocking a range of groceries that includes everything shoppers need, everyday of the week. This allows Aldi to get the lowest prices from suppliers – then pass on the savings to customers with quantity discounts.

Aldi products regularly win blind taste tests and the Company have recently been awarded the highly prestigious Grocer Gold Award ‘Grocer of the Year 2013’ and also awarded 16 Gold and 10 Silver at the Grocer Own Label Awards 2013. They have also been awarded Which? Supermarket of the Year 2013.

Next Steps

Aldi Stores Ltd is preparing a planning application which will be submitted in the next few months, taking into account, where possible, the views of the local community through community consultation.

A public exhibition is to be held for residents to find out more and help shape the scheme. The exhibition is being held at: Bramley Working Mens Club, Cross Street on 23rd January between 3pm and 7pm.

Alternatively, if you would like to speak to one of our representatives, please call our freephone information line on 0800 9788968 or email aldiconsultation@planningpotential.co.uk. If you are unable to attend the exhibition, please let us know what you think by filling in the feedback form enclosed and return it to us by Monday 3rd February 2014.

The Existing Site

The site falls within Bramley centre and is occupied by a number of mixed uses including retail. The site is well positioned to encourage linked trips with the centre. Access into the site will be from both Bawtry Road and Main Street.

Design and layout

Aldi has carefully designed the scheme to provide a high quality modern shopping environment for the community.

The proposed Aldi food store will have 1,000 sqm of sales floor space, with 80 percent dedicated to convenience goods and 20 percent for the sale of a varied range of non-food products. The store is contemporary, featuring high quality glazing and rendering to give a clean, crisp look to the building.

Measures will also be taken to ensure that the store respects the surrounding area, with comprehensive landscaping, noise minimisation measures and respectful lighting of public areas.