

Your feedback is important to us

We would like to know what you think of our proposals for a new Aldi store in Whittlesey. We collect your personal data so that we can keep you informed about Aldi's proposals and offer you additional opportunities to provide feedback. If you are willing to provide feedback and would like to be kept informed, please complete the form below and return it in the FREEPOST envelope provided.

Title: First name: Surname:

Address:
 Postcode:

Email:

I am happy to provide my details so that you can keep me informed about Aldi's Whittlesey store proposals

I do not wish to provide my details and would prefer not to receive further information about Aldi's proposed new store

Are you generally in favour of the proposed new Aldi store?

Yes No Not sure

Where do you normally do your food shopping?

Do you have any further comments?
(Please continue on a separate sheet if necessary)

By completing this comment form, you are acknowledging that the information you provide can be used by Planning Potential Ltd for the purposes of the Aldi Whittlesey consultation exercise. Your comments may be shared with Aldi and Fenland District Council, but please be assured that your personal details will not be passed on to any third parties. The information you provide will be retained for the duration of the planning application process and data will be stored using appropriate security measures to ensure it is protected. If you wish to do so, you have the right to withdraw consent for your data to be used. Please email whittleseyaldi@planningpotential.co.uk or call 01423 502 115.

There's a lot To Like



Aldi was named Britain's favourite supermarket.

In the Which? 2018 Customer Satisfaction Survey voted for by UK shoppers. The survey said Aldi topped the rankings thanks to its 'fantastic value for money combined with quality products'.



Aldi is the UK's lower priced supermarket.

Research released by Which? showed that Aldi is 19% cheaper, on average, than the Big Four supermarkets. It tracked the price of more than a hundred items at the UK's eight biggest supermarkets throughout March 2020.



Aldi is currently the UK's highest paying supermarket.

Store Assistants are paid significantly higher than the Government's National Living Wage and also above the Living Wage Foundation's recommended national rates.



Aldi's investment in people was recognised at the Grocer Gold Awards, which celebrate outstanding achievement and practice across the grocery sector – Aldi was crowned 'Employer of the Year 2017'.



Aldi has a five-year partnership with the Teenage Cancer Trust. Its fundraising target of £5m will go towards helping the trust to reach out to every young person with cancer in the UK.



Bringing Everyday Amazing to Whittlesey

Aldi will soon be submitting a planning application to bring forward a new store on land to the south of Eastrea Road in Whittlesey.

However, as a local resident, before we submit a planning application to Fenland Council, we would like to hear what you think.



Background

The site is a small parcel of land located south of Eastrea Road. The site abuts the main road, the precise location is shown on the plan above. The site previously benefitted from planning consent for a larger foodstore.

The new proposals include a planning application for housing development by another party.

The proposals represent a realistic and deliverable opportunity on land less than a mile from the town centre.

We are working closely with the Council to ensure that our proposals are the right fit for the local community and have entered pre-application discussions. We now wish to seek your view ahead of any formal submission.

Committed to consultation

Aldi is committed to being a good neighbour and as a local resident who lives near to the site, we wanted you to hear about these plans first. We believe that our proposals will increase shopping choice and deliver a boost to the local economy.

We would typically hold a consultation event in the local area where residents could drop in and meet the project team to hear about the proposals. However, in the current challenging circumstances, we are unable to do this. Instead, we have set up a website dedicated solely to our plans.

Please visit <https://aldiconsultation.co.uk/whittlesey> to find out more.

Meeting local needs

We believe a desirable leading brand like Aldi will provide a real economic boost in an area that lacks discount foodstore provision.

Our surveys show that 25% of residents living in Whittlesey and Eastrea are already travelling to Aldi stores in Peterborough, and these proposals would bring a new Aldi food store much closer to you.

Local jobs for local people

The proposals will provide a valuable boost to the local economy, creating jobs both in the construction phase and on completion.

Once open, the store will create up to 40 new job opportunities. The Aldi jobs will be a mix of full and part-time.

Complementing Whittlesey's current offer

Due to the modest size of Aldi stores they complement rather than compete with existing local businesses. Aldi stores do not have an in-store baker, butcher, fishmonger or café and do not sell cigarettes.



Next Steps

By completing the questionnaire and returning it using the FREEPOST address provided, you can let us know your views and ask any questions. If you prefer, you can also provide feedback by calling us on: **01423 502 115** or emailing: whittleseyaldi@planningpotential.co.uk

Alternatively, you are able to submit your comments online via the dedicated website. To do this, please visit <https://aldiconsultation.co.uk/whittlesey>

Later this year, we will be submitting a planning application Fenland Council, who may also contact you to provide feedback. If you return the FREEPOST comment form, we can keep you updated on the progress of the application. This can also be done online.

We look forward to playing an active part in the community.

We're extremely excited about the prospect of opening an Aldi store in Whittlesey. However, before a planning application is submitted to the Council, we want to hear your thoughts on our proposals.