



Source: Vector Design Concepts, 2018

**A thorough application process including discussions with officers and coordinated community consultation exercise generated significant local support, enabling Planning Potential to secure approval for a new ALDI store on an allocated employment site in Hertford.**

An application for an ALDI foodstore in Hertford secured unanimous approval at Planning Committee in July 2018. This granted permission for the delivery of a 1,735 sqm foodstore and 113-space car park.

In response to officers' initial concerns and despite a lack of marketing evidence, Planning Potential constructed a detailed case to demonstrate that continued use of the site for office/industrial was no longer viable and was considerably restricted by flooding constraints. A detailed retail analysis was also prepared, demonstrating a lack of local choice and that many local people had to travel to other towns to shop at an ALDI. Officers agreed with the case, also recognising the scheme's other significant benefits, and recommended that permission was granted.

Early engagement with local stakeholders was also sought, including ward councillors, Hertford town council and local residents to inform them of the proposals and listen to feedback. This was extremely positive, with many people echoing our findings that Hertford lacks an ALDI store, welcoming the opportunity to shop locally, reducing travel times whilst at the same time saving money. In response to local feedback, ALDI agreed to fund improvements to a local underpass and a management condition for the store car park.

### Summary of achievements

- Coordination of pre-application discussions with the local planning authority
- Production of a detailed planning statement and retail impact assessment to address policy tests
- Coordination of planning application preparation and submission
- Achieving an overwhelming public consultation response, with 76% supporting proposals
- Presenting to Town Council and Ward Councillors
- Project management of the consultant team
- Securing unanimous approval at Planning Committee

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