



Acting on behalf of Aldi Stores Ltd, Planning Potential secured full permission for a new Aldi, retail pods, and a coffee-restaurant drive-thru on land to the south of East Parade, Keighley. The application was granted at planning committee, having successfully addressed a previous deferral and recommendation for refusal.

Planning Potential led detailed pre-application discussions with Bradford Metropolitan District Council prior to formal submission. The pre-application submission was used to agree the validation requirements, scope of documents including bespoke retail impact and sequential assessments, and profiled the planning & material benefits of the site's comprehensive redevelopment anchored by a new modern Aldi store, on a site which had remained vacant and derelict for more than 10 years.

A formal application followed, accompanied by a comprehensive public consultation exercise with residents and ward councillors, including a public consultation event which secured 96% support for the proposals. Detailed discussions took place post-submission regarding - most notably - retail impact, highway & access, ecology, connectivity with the town centre and heritage and conservation. By applying our expertise in the retail sector, application of planning policy, working closely with the wider consultant team, and our knowledge of the business model, we responded to all consultee, stakeholder comments and third party objections.

Owing to the scale of the proposals, the application was referred to planning committee where it was deferred to consider opportunities to improve connectivity and linkages with the town centre. A number of modest but not insignificant amendments were made to the scheme, alongside further justification and a second public consultation exercise to highlight the local support for the proposals. Officers considered that "the applicant has addressed the issues raised and the application is recommended for approval". The application was taken back to committee the following month and approved by members.

Mark Stringer, Property Director said

*"The proposals at Keighley represent one of the larger redevelopments in the Goldthorpe region. Planning Potentials' expertise in the retail sector, detailed understanding of our business model and ability to move quickly and pro-actively, alongside the day-to-day project management of the project, ensured a robust and comprehensive planning package which stood up at planning committee despite objections from our competitors".*

Post planning permission, Planning Potential remain involved in the delivery of the project, namely through the preparation, management and monitoring of the discharge of conditions process, and the submission of amendment applications to ensure the schemes timely delivery.