



Unanimous approval was secured at planning committee on behalf of Aldi for a new store to serve the Collier Row area of Romford. We also generated overwhelming local support from local residents for the new store proposal.

The proposal involved the regeneration of a petrol filling station and car servicing site to deliver an Aldi food store offering 1,494 square metres of gross floor space, supported by a 73-space car park.

Key to the success of the project was a coordinated consultation exercise, which secured the support of neighbouring residents, ward councillors and the local mayor, prior to the submission of the planning application. Our sister company, Communications Potential, conducted the community consultation exercise, which also generated strong support from the wider local area and local businesses. This local enthusiasm for the project was key to securing a positive pre-application response from officers.

The site is edge-of-centre, so it was necessary to provide retail impact and sequential assessments to support the planning application. Our reports demonstrated that the site represented the most accessible location to provide a new food store for the Collier Row area, providing choice and generating competition for a high performing Tesco in the area. Design was also key to discussions, with the architects preparing a bespoke design to respect the relationship with neighbouring residential properties, whilst providing an attractive street scene and overall positive regeneration of the site.

Our positive approach to securing the support of all local stakeholders and officers led to a positive recommendation to committee, which members endorsed unanimously. During the committee meeting, Planning Potential's approach to consultation and the running of the application was complimented by members. The planning permission was granted in November 2014 with no S106 Agreement considered necessary.

Since the original consent was granted, we have submitted subsequent applications to vary conditions to meet Aldi's operational requirements.

Summary of achievements

- Coordination of pre-application discussions with the local planning authority
- Production of required evidence and justification to support the application
- Project management and coordination of planning application
- Comprehensive consultation exercise
- Representing client at Committee
- Enabling regeneration of a prominent local site
- Reducing restrictions placed on original consent to meet client's requirements

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