

Proposed Aberdeen Local Development Plan 2015 Representation Form

Please use this form to make comments on the Proposed Aberdeen Local Development Plan, ensuring that your comments relate to a specific issue, site or policy in either the Proposed Plan, Proposed Supplementary Guidance, Proposed Action Programme or Strategic Environmental Assessment Environmental Report. Please include the relevant paragraph(s) and use a separate form for each issue you wish to raise.

The consultation period runs between Friday 20th March and Monday 1st June 2015. Please ensure all representations are with us by 5pm on Monday 1st June.

Name	Mr <input checked="" type="radio"/> Mrs <input type="radio"/> Miss <input type="radio"/> Ms <input type="radio"/> Steven Robb
Organisation	GVA James Barr
On behalf of (if relevant)	Aldi Stores Ltd
Address	GVA James Barr, Quayside House, 127 Fountainbridge, Edinburgh
Postcode	EH3 9QG
Telephone	[REDACTED]
E-mail	[REDACTED]

Please tick if you would like to receive all future correspondence by e-mail

What document are you commenting on?	Proposed Plan	<input checked="" type="checkbox"/>
	Proposed Supplementary Guidance	<input type="checkbox"/>
	Proposed Action Programme	<input type="checkbox"/>
	Strategic Environmental Assessment Environmental Report	<input type="checkbox"/>
Policy/Site/Issue	Policy NC4 - Sequential Approach and Impact	Paragraph(s)

What would you like to say about the issue?

Support Policy - see accompanying letter

What change would you like to see made?

Support Policy - see accompanying letter

Please return the completed form by:

- post to the Local Development Plan Team, Aberdeen City Council, Business Hub 4, Ground Floor North, Marischal College, Broad Street, Aberdeen AB10 1AB; or
- email to ldp@aberdeencity.gov.uk

The representation form can be filled in, saved, e-mailed and/or printed. You must “save as” to ensure the completed form is saved with the changes you have made. If you need more space, please fill out another representation form or send a word document attachment via e-mail with your completed representation form. **Please ensure all representations are with us by 5pm on Monday 1st June.**

Thank you. For more information, please visit www.aberdeencity.gov.uk/aldp2016 or to contact the Local Development Plan Team call 01224 523470.

Data Protection Statement

The comments you make on the Proposed Plan will be used to inform the Local Development Plan process and the Examination into the Local Development Plan by the Scottish Ministers' Reporter. You must provide your name and address for your representation to be considered valid, and this information will be made publicly available. Other personal contact details such as telephone and e-mail will not be made public, although we will share these with the Reporter, who may use them to contact you about the comments you have made. For more information about how Aberdeen City Council maintains the security of your information, and your rights to access information we hold about you, please contact Andrew Brownrigg (Local Development Plan Team Leader) on 01224 523317.



Quayside House
127 Fountainbridge
Edinburgh EH3 9QG

gva.co.uk/scotland

SR

01 June 2015

Local Development Plan
Aberdeen City Council
Ground Floor North
Business Hub 4
Broad Street
Aberdeen
AB10 1AB

Direct Dial: [REDACTED]

Dear Sir/Madam,

**ABERDEEN CITY LOCAL DEVELOPMENT PLAN PROPOSED PLAN 2015
SITE: CORNHILL SHOPPING ARCADE, CORNHILL, ABERDEENSHIRE, AB16 5UT
REPRESENTATIONS ON BEHALF OF ALDI STORES LTD**

We act on behalf of Aldi Stores Ltd and welcome this opportunity to make representations to the emerging Aberdeen City Local Development Plan: Proposed Plan.

Background

Aldi Stores Ltd currently operates from 50 stores across Scotland and has one within the local Aberdeen city area, at Beach Boulevard. Aldi are therefore under-represented within the city and are keen to expand their presence, both in number and geographical spread, in future years to make their high quality and award winning products and prices available to a greater share of Aberdeen's local communities.

Economic pressures on households and incomes has driven competition within the food retail sector, with many consumers seeking better for value for money, as well as greater choice. As a result, consumers are now defraying food expenditure across many different operators and undertaking this type of shopping on a more frequent basis. This has created favourable conditions for operators like Aldi to expand their offering in Scotland and Aberdeen is no exception.

As such, Aldi are currently in on-going discussions with the Co-operative Group regarding purchase of their existing Cornhill store at the Cornhill Shopping Arcade. We therefore support the proposed allocation of the Cornhill site as a Neighbourhood Centre identified in the Proposed Plan Proposals Map to encourage the growth of quality retail offer like Aldi to help meet these demands. This will also enable the considerable benefits attributed to a typical Aldi development to come forward at Cornhill that would potentially include the following:

- Improving consumer choice, bringing qualitative benefits and responding to growing demand for operators, like Aldi, that can offer greater value for money;

- Creating up to 30 new local jobs and helping support employment growth elsewhere through Aldi's commitment to the Scottish food and beverage industry.
- Helping promote more sustainable shopping habits, by locating within the proposed Neighbourhood Centre within easy walking distance for Cornhill residents in support of policy objectives;
- Helping improve social mobility by improving access to goods that support healthy living.
- Creating local jobs with unrivalled staff training and career opportunities;
- Supporting construction related employment;
- Enhancing links with local suppliers and therefore supporting the local economy;
- Stocking more than 200 Scottish products;
- Working with over 60 independent Scottish food and drink businesses; and,
- Boasting a product range that is at least 25% Scottish.

Aberdeen City and Aberdeenshire Retail Study 2013

We wish as part of our representation on the Proposed Plan to once again draw attention to the Council's 2013 Retail Study (as previously considered in our response to the Main Issues Report).

Aldi generally welcomes the findings of the background document commissioned by Aberdeen city and Shire Councils to inform the emerging Local Development Plan, which was published in October 2013. The report is particularly welcome in that it outlines significant demands for both convenience and comparison new retail floorspace across the city region in the future, which it is considered Aldi could assist to positively address.

Notable commentary within the report includes the statements at page 88 of the report, where the specific differences offered by Aldi as a 'limited Assortment Discounter' are recognised specifically in respect to their 'local scale' and the role they can provide in complementing existing independent shop provision in protected centres. The limited offer and lower turnover results in a reduced scale of impacts, with diversions focused principally on the larger scale 'big 4' supermarket operators, which can be beneficial in terms of increasing competition and reducing grocery prices for consumers.

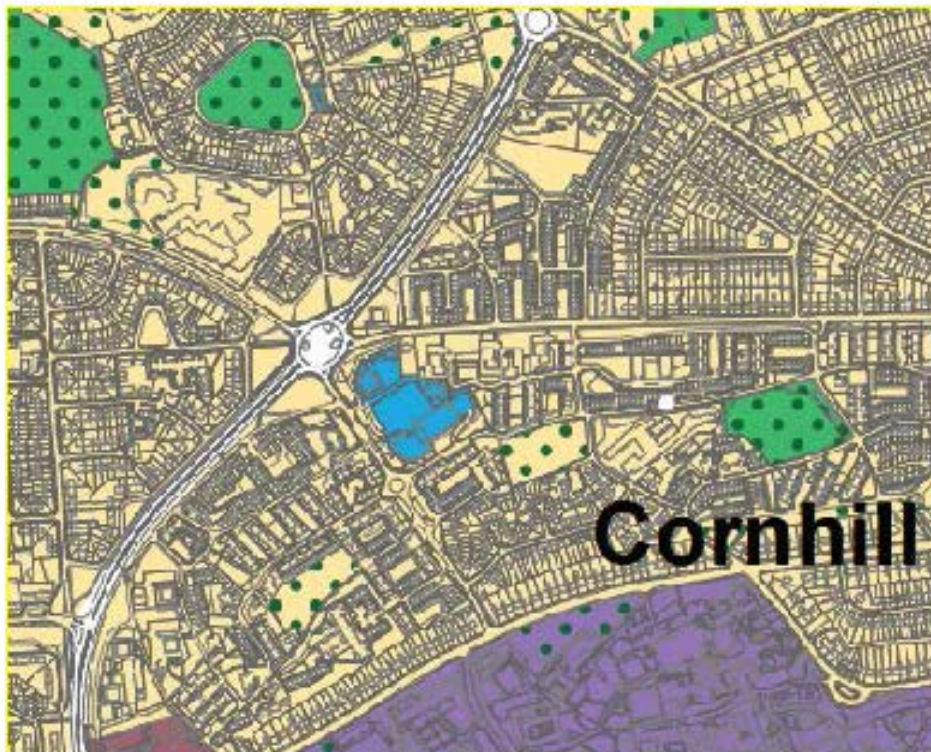
Given the scale of the city's population and existing provision, it is noteworthy that the report focuses principally on global assessments of deficiencies comparing expenditure potential with existing turnover within large zonal areas. For the purposes of assessing city-wide needs this is useful, however, it is important to recognise that more localised deficiencies, both quantitative and qualitative, can still

be present, particularly where shoppers in certain areas of the city have to travel far distances to have good access to a mix of convenience provision. This can lead to unsustainable shopping patterns contrary to environmental policy objectives of the emerging LDP and require to be borne in mind for decision making on future planning applications to deliver new floorspace, which specifically seeks to redress such deficiencies.

Aldi Stores Ltd's representation to the Proposed Plan is therefore prepared within this background context but will focus on the specific allocation of the Cornhill Shopping Arcade as a Neighbourhood Centre.

Policy NC6 – Town, District, Neighbourhood and Commercial Centres

Aldi supports the Proposed Plan allocation of the subject site being within a Neighbourhood Centre, considered under the above policy (as indicated on the Proposals Map extract below). The site is currently identified as within a Residential Area in the existing Aberdeen Local Development Plan. The proposed allocation of this site better reflects the long term use of this location and will ensure the protection of retail at the Cornhill Shopping Arcade.



As noted above, Aldi are currently engaged in discussions with the Co-Operative Group to purchase and occupy the existing Co-Op store at the shopping centre. This will help deliver a number of benefits as we have previously outlined to the proposed Neighbourhood Centre and local residents in the Cornhill area.

Policy NC4 – Sequential Approach and Impact

Furthermore, Aldi supports the use of the sequential test, as outlined in the above policy, to ensure that new retail development is located in the most appropriate and suitable location in accordance with the network of centres. It is agreed that Aberdeen city centre, as the principal strategic shopping destination within the region, should be afforded priority for the location of major new retail development, with the rest of the network offering more localised services and shops to cater for the needs of nearby communities.

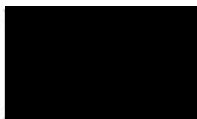
Where possible and where the requirements of their successful business model can be met, Aldi often locate within such areas, as can be seen by their presence of a new store within Blon town centre to the north of Aberdeen and their intention to located at the proposed Cornhill Neighbourhood Centre. A pragmatic approach to addressing these matters, in accordance with SPP, which affords recognition to the specifics of business models and minimum retailer requirements in terms of adequate profile, and operational needs, is essential to ensure that this does not prejudice investment into local areas.

Aldi have targeted Cornhill Shopping Arcade to expand their offer within Aberdeen in turn enhancing the range and choice of retail for local residents to the area. As such, Aldi will be seeking to meet these needs in due course following the acquisition of the subject site and look to take forward such discussions with planning officers in due course.

We welcome this opportunity to submit these representations to the Aberdeen City LDP Proposed Plan and look forward to further engagement in due course.

Please do contact Steven Robb at this office to discuss anything further in the meantime.

Yours sincerely



STEVEN ROBB MA (Hons) MSc URP MRTPI
Senior Planner
For GVA James Barr

cc Graham Nicolson Aldi Stores Ltd.