



# A new Aldi foodstore for Yeadon Town Centre



**Invitation to a Community Consultation Event at New Life Community Church Hall, Haw Lane, Yeadon between 3pm to 7pm on Wednesday 19th November 2014.**

## A New Aldi Store for Yeadon

Award winning discounter Aldi is preparing proposals to bring a new neighbourhood foodstore to the Town Centre of Yeadon on the existing Homebase Site, Off Kirk Lane.

To facilitate development the existing Homebase unit will be demolished, and replaced with a brand new, custom built discount foodstore which will provide significant benefits to the local community and complement the existing streetscape of Yeadon Conservation Area. As well as environmental improvements, Aldi will actively seek to recruit from the local community.

The proposal seeks to introduce choice and competition within the market place of Yeadon; on an accessible and sustainable brownfield site. The proposals will reduce the need for residents to travel to meet their food shopping needs. Aldi stores focus on serving the surrounding neighbourhood, providing a relatively local store for residents with everyday items available at low prices, giving residents an alternative to traditional supermarkets. Aldi customers save around **40 percent** on their shopping without compromising on quality.

### Serving local residents

This new store will be easily accessible for local residents, creating an attractive place for locals to shop. Aldi have given full consideration to Highways issues and will submit a robust Transport Assessment as part of the application proposals.

Located within Yeadon Town Centre; the site is accessible to a large portion of neighbouring residents, with strong public transport links and established pedestrian walkways. As well as regenerating the site itself, the proposal will provide **40 full and part time jobs aimed at local people**. Aldi will also offer all existing staff at Homebase interviews for new positions at the Aldi store. Aldi operates generally between 8am - 10pm Monday – Saturday and 10am -4pm on Sunday, with no 24 hour operations or late night openings.

### Complementing existing businesses

As a foodstore with predominately own labelled brands, Aldi would not compete directly with existing local businesses in the town centre. For instance it does not have an in store baker, butcher, fishmonger or café and does not sell cigarettes. The car park will be free of charge and available for anyone wishing to access local shops and services.

Indeed, we consider that the proposed store will offer choice and competition within the market place – given that no discount food operator is currently present within Yeadon. The nearest operating discount store is 5.1 miles away in Briggate, Shipley therefore residents living in the area who prefer this type of operator will no longer need to travel.



## Design and layout

Aldi has carefully designed the scheme to provide a high quality modern shopping environment for the community.

The proposed Aldi foodstore will have 1,254 sqm of sales floor space, with 80 percent dedicated to convenience goods and 20 percent for the sale of a varied range of non-food products.

In respect of design, the proposal will be of high quality, taking the historic local area into consideration. Materials which reflect the local area will be utilised in the construction of the building.

Measures will also be taken to ensure that the store respects the surrounding area, with comprehensive landscaping, noise minimisation measures and respectful lighting of public areas.

## About Aldi

Award winning retailer Aldi opened its first stores in the UK in 1990 and has more than 500 stores across the UK.

Aldi is able to achieve lower prices through an extraordinarily efficient operation, from the sourcing of its products, to the retail experience in store. In an Aldi store, you will not find hundreds of versions of the same product. Aldi focuses on quality rather than quantity; stocking a range of groceries that includes everything shoppers need, everyday of the week. This allows Aldi to get the lowest prices from suppliers – then pass on the savings to customers with quantity discounts.

Aldi were recently awarded the prestigious **Which? Best Supermarket award in 2012 and again in 2013**, they were also awarded **Grocer Gold Award 'Grocer of the Year 2013 and 2014** and 16 Gold and 10 Silver at the Grocer Own Label Awards 2013.

## Next Steps

Aldi is preparing a planning application which will be submitted in the next few months, taking into account, where possible, the views of the local community through community consultation.

A public exhibition is to be held for residents to find out more and help shape the scheme. The exhibition is being held at: New Life Community Church Hall, Haw Lane, Yeadon on Wednesday 19th November 2014, between 3pm and 7pm.

Alternatively, if you would like to speak to one of our representatives, please call our freephone information line on 0800 9788968 or email [aldiconsultation@planningpotential.co.uk](mailto:aldiconsultation@planningpotential.co.uk). If you are unable to attend the exhibition, please let us know what you think by filling in the feedback form enclosed and return it to us by 3rd December 2014.