



Planning Potential secured unanimous approval at Committee for a new Aldi store on an out-of-centre employment site in March, Cambridgeshire, whilst successfully defending the decision following a competitor's challenge through Judicial Review.

Following detailed pre-application discussions with Fenland District Council, Planning Potential provided the client with detailed advice on application requirements and coordinated the preparation of the required level of justification. This involved preparation of detailed retail impact and sequential assessments, supporting the case for a store at an out-of-centre location. The scope of these assessments was agreed with officers prior to submission, reducing the need for detailed discussions post submission and securing support from officers and the council's independent retail advisors on these technical aspects of the application. This was key to defending the application against detailed objections from a competing retail park and an existing convenience competitor in the town.

Planning Potential also managed an effective pre-submission public consultation, securing wide local support for the introduction of Aldi at this location. This also involved dialogue with Ward Councillors and a presentation to the Town Council prior to submission.

Planning Potential managed the application throughout detailed highways discussions which took many months to resolve but resulted in a strong officer's recommendation to Committee. Despite orchestrated objections at Committee, Members expressed unanimous support for the proposals.

Following issue of the decision notice, Planning Potential were key in successfully defending a challenge to the permission through Judicial Review.

Summary of achievements

- Detailed pre-application discussions
- Coordinating consultant team
- Preparing detailed Retail Impact and Sequential Assessments
- Securing unanimous support at Committee despite objections

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- Negotiating conditions and S.106 Agreement
- Successful defence of Judicial Review