



Communications Potential utilised a dynamic and extensive programme of political and resident engagement to secure unanimous consent at planning committee

Communications Potential worked in conjunction with our parent company, Planning Potential, to coordinate a series of briefings for ward councillors and interested stakeholders early in the pre-application process, allowing early engagement with Aldi as a prospective business in the area. Communications Potential committed to bolstering support for a new foodstore in Kings Hill by engaging residents en masse through regular updates, asking for feedback, and calls to action. This created both a broad and active base of supporters that could be called on when required.

The submitted application went above and beyond all relevant policy requirements, and Communications Potential underwent a further round of consultation with stakeholders, including the local parish council. Throughout the statutory consultation process, the application received no objections from statutory consultees and an extremely high level of support amongst residents.

Leading up to the Planning Committee meeting and determination of the application, Communications Potential produced a brochure for members, which summarised the plans. Though the plans received a recommendation for approval by officers, the application was deferred to allow Aldi to consider additional sustainability measures.

Aldi submitted additional plans to improve the biodiversity and sustainability credentials of the site. This includes the implementation of solar panels and increased electric vehicle and cycle parking spaces

Our efforts to develop and maintain positive relationships with councillors, officers, and residents were critical in securing unanimous consent for Aldi's application, with councillors citing the project team's willingness to go above and beyond to suit the high sustainability standards.

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