



Communications Potential helped secure unanimous approval at Planning Committee for a relocation of an ALDI store in central Diss to a new, larger site, on the edge of the town centre.

ALDI's existing store was outdated and no longer met their requirements, necessitating the need to secure permission for a new larger store to allow the retailer to remain in Diss. The former Feathers Mill site on Park Road was identified for relocation following a thorough review of potential sites.

Communications Potential prepared a comprehensive engagement strategy to ensure that any stakeholders were kept well-informed throughout the application process, and that their feedback was being heard and considered. Early consultation was conducted with elected representatives at both the parish and district level, providing members with the opportunity to ask initial questions and foster a detailed understanding of the proposals.

Consultation with residents was undertaken via a leaflet which was sent to local residents outlining the proposals and their key benefits, and encouraged them to provide feedback using either the dedicated phone number, email address, or online via the project website. Over 300 residents submitted feedback with Communications Potential securing 94% support for the proposals through effective messaging.

Following submission, Communications Potential built on these positive pre-application discussions by liaising with and mobilising supporters, including local political stakeholders. A summary of proposals brochure, focussing on key messages was prepared and issued to planning committee members.

This ultimately helped to secure the early support of the Council's independent retail adviser which was instrumental in addressing objections submitted by a convenience retail competitor within the town, as well as unanimous approval from statutory consultees.

Summary of Achievements

- Acquiring early support from political stakeholders
- Successful engagement with key stakeholders, addressing their concerns and providing feedback to the project team
- Securing unanimous support at Committee

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