



Communications Potential, alongside Planning Potential, secured unanimous approval at Planning Committee for a new ALDI store on an out-of-centre employment site at Longwater, on the north-western outskirts of Norwich.

As part of the pre-application process, Communications Potential devised and delivered a comprehensive programme of stakeholder and community engagement. This included liaising with elected representatives at parish and district level, ensuring that they remained well-informed throughout the application process, and could offer feedback to be acted upon by the project team.

A community leaflet was distributed to more than 5,000 local households, introducing ALDI and their proposals, as well as details of how to provide feedback. A consultation website was also made available for members of the public to view any updates surrounding the application and submit feedback.

Due to Covid restrictions, the consultation programme was adapted so that it allowed for ease of access to information surrounding the proposals whilst maintaining safety. Therefore, any meetings with stakeholders were held virtually where details of the application could still be discussed effectively. At all stages of the consultation process, the project team were efficient and receptive at responding to any feedback received.

Following submission of the planning application, Communications Potential undertook a support drive, encouraging supporters to submit representations to the Council. A summary of proposals brochure, outlining the support for the application and the key messages, was drafted and designed by Communications Potential and issued to Planning Committee members. The application received unanimous support at committee.

Summary of Achievements

- Early engagement with elected representatives
- Extensive and targeted community engagement and supporter campaign
- 90% of respondents supported the proposal for the site

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