

## Amphill Road, Flitwick

Aldi Stores Ltd.

● Planning ● Engagement



Planning permission secured for a foodstore on a greenfield Green Belt site in Flitwick, overcoming significant policy sensitivity and public scrutiny.

Demonstrating our ability to unlock highly constrained retail development, combining robust retail evidence, Green Belt strategy and extensive community engagement to secure one of the first consents of its kind in the UK.

### The Challenge

The proposed retail development on a greenfield Green Belt site in an out-of-town location raised significant planning policy challenges. The Green Belt designation meant the application was inherently contentious and required a strong case to justify development.

Very Special Circumstances to allow development needed to be clearly established, supported by detailed retail evidence and sequential analysis, alongside engagement with the community, elected members, and officers.

Without an exceptionally robust strategy and strong VSC evidence, the proposals risked Green Belt refusal, legal challenge, and failure of the development.

### Our Approach

- Led early pre-application discussions with the Council to scope sequential search requirements
- Prepared a Retail Impact Assessment demonstrating significant quantitative and qualitative local need
- Built a comprehensive Very Special Circumstances case supporting Green Belt development
- Ran an extensive public engagement programme reaching over 10,000 local residents
- Presented proposals to Flitwick and Amphill town councils and engaged local politicians
- Represented the client at committee, leading presentations and responding to member questions
- Prepared further analysis and evidence following third-party legal challenge

### The Outcome

- Planning permission granted for a foodstore on a greenfield Green Belt site
- One of the first planning consents of its type secured in the UK
- Competitor challenge successfully overcome through further evidence and review