Planning Potential

Planning Regeneration and Development

Shopper surveys

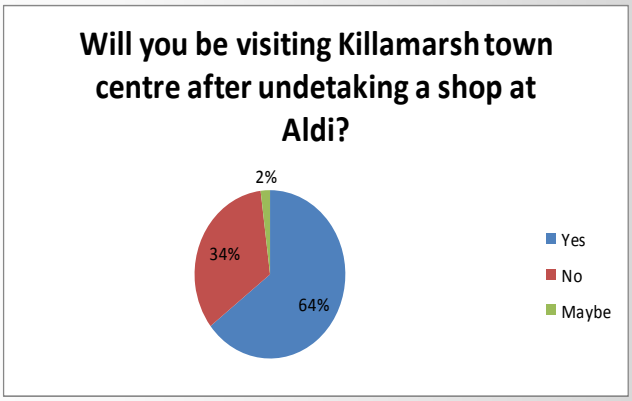
Aldi, Killamarsh

Store Location: Killamarsh, North-East Derbyshire

The Killamarsh store opened on Thursday 11th April 2013. The redevelopment scheme, undertaken by Quora Ltd, also involved the redevelopment of a parade of shops within the centre where Fulton Foods and Bernardos have now taken a lease.

Shopper surveys were undertaken on 12th April to establish linked trips, 150 customers were interviewed over the course of a day, and these interviews established a number of factors that are useful in demonstrating the merits of the planning application .

The majority of shoppers visited the town centre whilst shopping at the Aldi store. **64%** of customers said that they would visit the centre that day.



In terms of the amount of money spent in the centre, customers were asked their average spend. This equates to **£17** per head. In monetary terms out of 150 people shopping at Aldi creates additional expenditure of **£1,666** for the centre per 150 people.

All of the people who said they would visiting the centre were intending to visit another convenience store, either the Co-op of Fultons Foods. This demonstrates the likelihood of linked trips between the Aldi and other convenience provision.

85% of visitors to Aldi confirmed that the purpose of the visit was for main food shopping.

53% of customers visiting the store were from the same postcode as the store. 26% were from the south-east Sheffield area (Mosborough) and 15% were from the S26 area, both of these areas are considered to lack discount shopping provision.

We also interviewed the traders in Killamarsh, to gauge attitudes to the new store. All the traders interviewed were positive and noted a large increase in footfall. Of particular note, Fultons had already noted an increase in trade and the local greengrocer noted that whilst his trade had stayed the same, that he had noticed an increase in trade following the opening of Fultons and was feeling positive that Aldi would do the same.

Comparison traders were also positive with Audio Vision noting that even though Aldi sold the odd electrical item, this did not impact their trade in their Dinnington and Bernardos commenting that this was the best thing to ever happen to this town.