
ALDI STORES LIMITED
GAZELLE CLOSE, WINNERSH
CAR PARK MANAGEMENT PLAN
3RD MARCH 2026

INTRODUCTION

This document sets out the car park management strategy for the Aldi store car park at Gazelle Close in Winnersh, Berkshire.

CAR PARK MANAGEMENT PLAN STATUS

This document has been prepared in accordance with Condition 16 of the of the Decision Notice, dated 27th October 2025, associated with the site's Appeal decision (Appeal reference: APP/X0360/V/24/3339712).

The wording of Condition 16 is as follows:-

16. Prior to the first occupation of the development, a Parking Management Strategy for the management of the parking arrangements shall be submitted to and approved in writing by the Local Planning Authority. The submitted Parking Management Strategy shall include details of:

- the management of all parking spaces (including restricting occupation of customer parking to a maximum of 90 minutes);
- the discouragement of overnight parking of vehicles (unless associated with staff or maintenance vehicles);
- the discouragement of the use of the car park that is not associated with the use of the foodstore; and
- the monitoring and the delivery of additional electric vehicle charging spaces when required.

The approved Parking Management Strategy shall thereafter be implemented and thereafter retained.

ALDI'S REQUIREMENTS AND OBJECTIVES

Aldi's objectives for the car park management plan are as follows:-

To comply with Planning Condition 16 of the Decision Notice, dated 27th October 2025.

To provide a car park which caters for the needs of Aldi customers.

To manage the car park, if possible, with a reasonable surplus of spaces, or, failing this, that the turnover of spaces is maximised by limiting the maximum parking duration.

To discourage the use of the car park for overnight parking, unless associated with staff or maintenance vehicles.

The use of the car park by non-customers will not be permitted.

Staff will generally be discouraged to park in the car park. Aldi aim to recruit staff locally who do not need to drive to work, and also encourage staff to travel by non-car modes.

CAR AND CYCLE PARKING

The site includes a customer car park for 123 vehicles with the following composition:

84 spaces will be regular spaces

- 7 spaces will be for disabled users
- 8 spaces will be parent and child spaces
- 4 active electric vehicle (EV) charging spaces
- 20 passive EV charging spaces
- 3 motorcycle spaces

A total of 6 covered Sheffield cycle stands will be provided for customers, capable of securing up to 12 cycles. Staff cycle parking will be provided internal to the warehouse.

The parking area will be provided before the commencement of operation of the store, retained for use by the store and used only in accordance with the Car Park Management Plan in perpetuity.

CAR PARK CONTROLS AND DURATION OF STAY

Aldi will manage the car park to a 90-minute maximum duration of stay for customers only. The management regime will not permit users to return for a subsequent car park visit for 4 hours. Details of the management system, including the maximum duration of stay, will be clearly signed to users of the car park.

Aldi will manage the maximum stay using the 'Parking Eye' car park management system. 'Parking Eye' is an Automatic Number Plate Recognition system which identifies vehicles on both arrival and departure by identifying the number plate and subsequently determining the duration of stay of each vehicle by comparing arrival and departure times.

If there is an excessive number of non-customers using the car park, Aldi will explore the possibility of installing a terminal in the store which requires customers to validate their vehicle registration. This would enforce the restriction to customers only and discourage overnight parking unless exempt.

Aldi's fleet vehicles and the vehicles of other suppliers will be exempt.

The store manager will have the discretion to cancel any fines or other charges where they are considered by Aldi to be inappropriate or contrary to Aldi's objectives to serve its customers. For instance, if a customer genuinely needs to park for longer than 90 minutes to shop in Aldi.

More information can be obtained at: - <https://www.parkingeye.co.uk/>

STAFF PARKING

Generally, Aldi staff will be discouraged to park within the customer car park except where the member of staff has a mobility need to do so. Limited staff parking may be permitted for early starts or late evening working during periods where customer parking demand is very low. A Staff Travel Plan will be agreed to encourage staff to travel to work by other means than their car. Any staff travelling to work by car will be encouraged to use off-street car parking.

MONITORING

Aldi staff will monitor the occupancy of the car park by casual inspections backed up by data from the Parking Eye system, where required, which will provide details of the car park occupancy on an hourly basis throughout the week.

Aldi staff will monitor the use of the disabled and parent & child spaces and seek to prevent incorrect use.

Aldi staff will monitor the usage of the cycle parking stands and consider making additional provision where demand requires this. This will consist of spot checks at a set time when the store is busy.

Ongoing monitoring of the EV spaces will be undertaken by interrogating usage data, and the proportion of EV charging spaces will be increased over time as demand requires it, taking into consideration the store's electrical power constraints.

MANAGEMENT OF DISABLED SPACES

As stated above, Aldi staff will monitor the use of the 7 disabled parking spaces and seek to prevent incorrect use.

Signage will indicate that only customers with a 'blue badge' will be permitted to park within the disabled parking spaces, which will include the same duration of stay restrictions as the other spaces.

If the disabled spaces appear to be fully used, monitoring will be undertaken by Aldi staff to check all vehicles are displaying a 'blue badge.' If there is evidence that the spaces are being incorrectly used, resulting in the bays being fully utilised, a CCTV survey will be undertaken to confirm this.

Preventative management will then be put in place, or the provision of additional disabled spaces would be considered, depending on the outcome of the CCTV survey.

MANAGEMENT OF PARENT AND CHILD SPACES

As stated above, Aldi staff will monitor the use of the 8 parent and child parking spaces and seek to prevent incorrect use.

Signage will indicate that only customers with children will be permitted to park within the parent and child parking spaces, which will include the same duration of stay restrictions as the other spaces.

If the parent and child spaces appear to be fully used, monitoring will be undertaken by Aldi staff to check all vehicles have a car chair/booster seat. If there is evidence that the spaces are being incorrectly used, resulting in the bays being fully utilised, a CCTV survey will be undertaken to confirm this.

Preventative management will then be put in place, or the provision of additional parent and child spaces would be considered, depending on the outcome of the CCTV survey.

MANAGEMENT OF CYCLE SPACES

As stated above, Aldi staff will monitor the use of the 12 customer cycle parking spaces.

The demand of the cycle parking will be undertaken by staff through spot checks at times when the store is busy.

If the cycle spaces appear to be fully used, a CCTV survey will be undertaken to obtain additional usage data.

The provision of additional cycle parking spaces would be considered depending on the outcome of the CCTV survey.

MANAGEMENT OF EV CHARGING BAYS

As stated above, monitoring of the 4 EV charging bays will be undertaken using usage data provided by the operator of the EV charging facilities.

The number of active EV charging bays will be increased over time as demand requires it, taking into consideration the store's electrical power constraints. This will be the demand based on Aldi customer use for people who visit the store primarily for grocery shopping.

REVIEW OF MANAGEMENT MEASURES

The management system will be reviewed six months after the opening of the new store and thereafter on an annual basis. In addition, the management of the car park will be reviewed at any time should it be apparent to Aldi that the car park management system is not meeting Aldi's requirements.

If it is decided that the car park management system needs to be reviewed, the process will begin with the investigation as to the operation and usage of the car park.

The precise form of any revised management will depend on the nature of the difficulties being experienced at the store car park. This will be apparent from the information gathering exercise.

ALTERNATIVE FORMS OF MANAGEMENT

Any alternative forms of management or adjustments to the maximum duration of stay will be designed to ensure that the management requirements of the car park are met.