

Have Your Say

At Lidl we know our success depends on the people we work with and the people who choose to shop with us. We recognise that providing high quality products at industry leading prices is only part of the story; the environment in which our customers do their shopping completes the experience. We would like to invite you to provide us with your thoughts on our proposal to open a new Lidl store on Cuton Hall Lane.

Please register your support and provide any comments online using our online survey:

<https://www.surveymonkey.co.uk/r/MJQQ5WT>



or email lidlchelmsford@rapleys.co.uk

Alternatively, if you do not have access to the internet, you can also provide your comments via telephone by phoning **01618176225**.

We would welcome your comments on our new store proposal by **25th September 2020**, as all feedback will be taken into consideration, and where possible and appropriate, used to make changes to our plans.

Following this consultation exercise and once we have reviewed the feedback, we anticipate a planning application will be submitted in the near future to Chelmsford City Council.

A NEW LIDL FOR CHELMSFORD



Site Background

Lidl are planning to bring forward a multi-million pound investment to the Springfield neighbourhood by constructing a new Lidl foodstore with car parking on land to the east of Cuton Hall Lane along with a significant private investment to upgrade the surrounding open space. The proposed foodstore will also create in excess of 40 jobs for the local area.

The existing site is currently undeveloped and overgrown with vegetation and provides no amenity nor recreational value.

The Proposal

Lidl propose to develop a new store on the site, which will feature an attractive glazed frontage and a large car parking area with high quality landscaping. Access to the store will be taken from Chelmer Village Way.

In order to mitigate the loss of a section of allocated open space, Lidl is willing to provide a significant investment into the improvement of adjacent open space to the east of the site. Subject to the agreement with Chelmsford City Council, Lidl's proposals will provide a high quality informal recreational park with bespoke habitats, pathways, seating and additional infrastructure. This will provide the local community with a fully accessible area for walking and recreation.

The new foodstore will extend to 2,175 sq. m gross internal area (GIA) with a net sales area of 1,414 sq.m. the new foodstore will be supported by a total of 134 parking spaces, including 6 dedicated disabled spaces, 8 parent and child spaces and 2 electric vehicle charging points.

It is proposed that the Lidl store will be open between the hours of:

- 8am to 10pm Monday to Saturday (including Bank Holidays); and
- 10am to 4pm Sunday.

Normally there will be a maximum of two deliveries to the store per day. All store waste will be stored internally within the warehouse area and will be collected by the delivery vehicle, therefore minimising HGV movements within the site.

Benefits of the Proposed Development

The new Lidl store will provide the following benefits to the local area:

- A brand new store that will provide a clean and fresh shopping experience to meet the needs of customers;
- A dedicated in-store bakery;
- Improved shopping choice and provision of a new mainstream food discounter;
- A contemporary building design that will complement the surrounding area;
- In excess of 40 employment opportunities for local residents; and
- Living Wage Foundation rate for all eligible employees and no zero hours contracts.

Site Plan



About Lidl

Lidl GB has experienced continued growth over the years as consumers flock to the supermarket to discover its great value products – more than two thirds of which are British sourced - ranging from quality fruit and vegetables, to premium wines from its much coveted Wine Tour collections. Its ongoing success shows no signs of slowing, with the latest Kantar Worldpanel results highlighting Lidl as the fastest growing supermarket in the UK with over 800 stores across Britain, an 11.4% increase in sales year on year and market share of 5.9%.

