

# A NEW LIDL FOR WATTON



## Have Your Say

We are preparing a planning application for a new Lidl store in Watton and are seeking views from the local community.

This leaflet provides details of the scheme and how you can share your thoughts.

## Site Background

We are planning to deliver a new Lidl store at land to the north of the B1108 (Norwich Road) in Watton, approximately 1.5km east of Watton Town Centre boundary within the administrative boundary of Breckland District Council.

The site is situated to the east of Watton and currently consists of an undeveloped parcel of land measuring approximately 0.81 ha. The site is located in a mixed use area with residential properties to the west and commercial/industrial Breckland Business Park to the east.

# The Proposal

Lidl propose to develop a new store, which will feature an attractive glazed frontage and car parking area with high quality landscaping. The site will benefit from an all movements access, promoting convenience and accessibility for all customers.

The new food store will extend to 1,900 sq.m gross internal area (GIA) with a net sales area of 1,256 sq.m. The new foodstore will be supported by a total of 121 car parking spaces which includes 6 dedicated disabled spaces, 9 Parent & 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.

The store would normally receive a maximum of two deliveries 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.

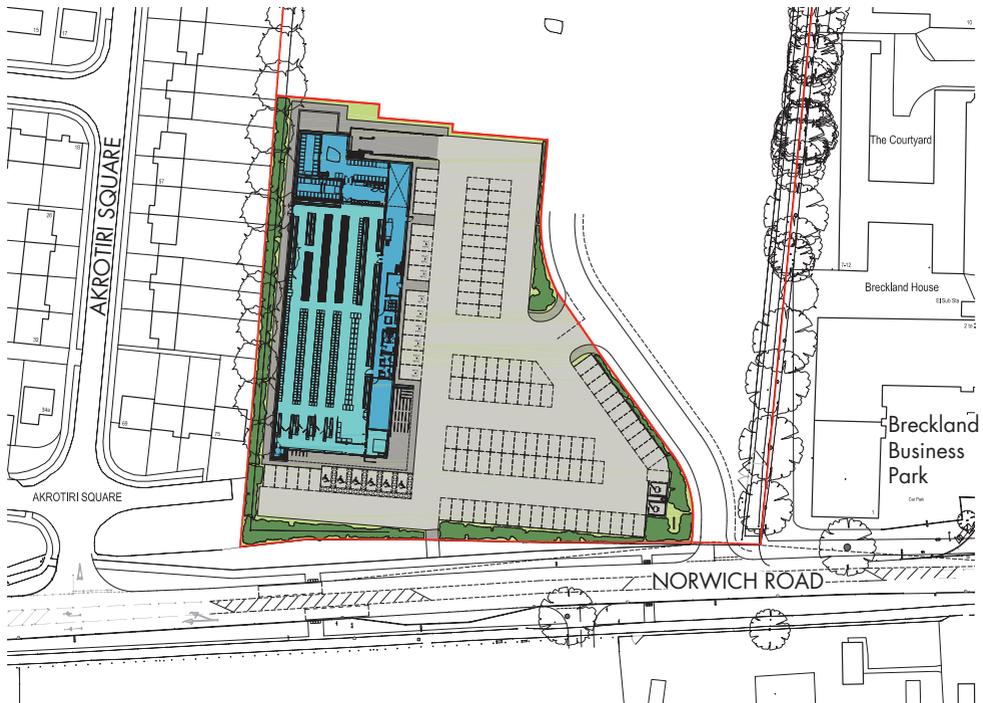
## Benefits of the Proposed Development

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 discount foodstore;
- A contemporary building design that will complement the surrounding area;
- Rapid electric vehicle charging points;
- 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

We opened our first Lidl supermarket in Germany in 1973. Following positive customer feedback, we quickly expanded and by the 1980s, Lidl had become a household name.

Our first Lidl in the UK opened in 1994 and we have over 800 stores across Britain now. Lidl Great Britain 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 fruits and vegetables, to premium wines from its much coveted Wine Tour collections.

Lidl takes pride in providing top quality products at the lowest prices. Our stores are operated by a network of dedicated store staff, helping to establish and develop the success of the company.

# 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 Norwich Road, Watton.

Please register your support and provide any comments online using the web address or QR code below:



Register your comments: <https://cutt.ly/lidlwatton>  
or email us at [lidlwatton@rapleys.com](mailto:lidlwatton@rapleys.com)

Alternatively, if you do not have access to the internet, you can also provide your comments via telephone using this number: **0161 817 6255**.

We would welcome your comments on our new store proposal by **31st October 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 Breckland Council.