

# A NEW LIDL FOR ERDINGTON



## Site Background

Lidl would like to bring a new store to Erdington at Sutton Road, complementing the existing store to the south-east on Kingsbury Road. The site currently comprises three vacant buildings. The most northerly located building's previous use was as a domestic appliance showroom, whilst the other two buildings were furniture stores.

The site is approximately 170m from Erdington Town Centre and is bounded by Highclare School and Erdington Abbey to the north, residential properties to the east and south and a mix of residential and commercial uses to the west. The existing buildings on site will be demolished and the site redeveloped into a brand-new purpose-built store.



# The Proposal

The Lidl store will feature an attractive glazed and brick frontage and car parking area with high quality landscaping. Access to the site would be from Sutton Road.

The new store would extend to 2,277 sq.m gross internal area with a net sales area of 1,414 sq.m. A total of 120 car parking spaces would be created for the store, including 6 disabled spaces, 9 parent & child spaces and 6 electric vehicle charging spaces (two rapid spaces and the provision for four quick charge bays). 12 cycle parking spaces are also proposed.

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 Sundays.

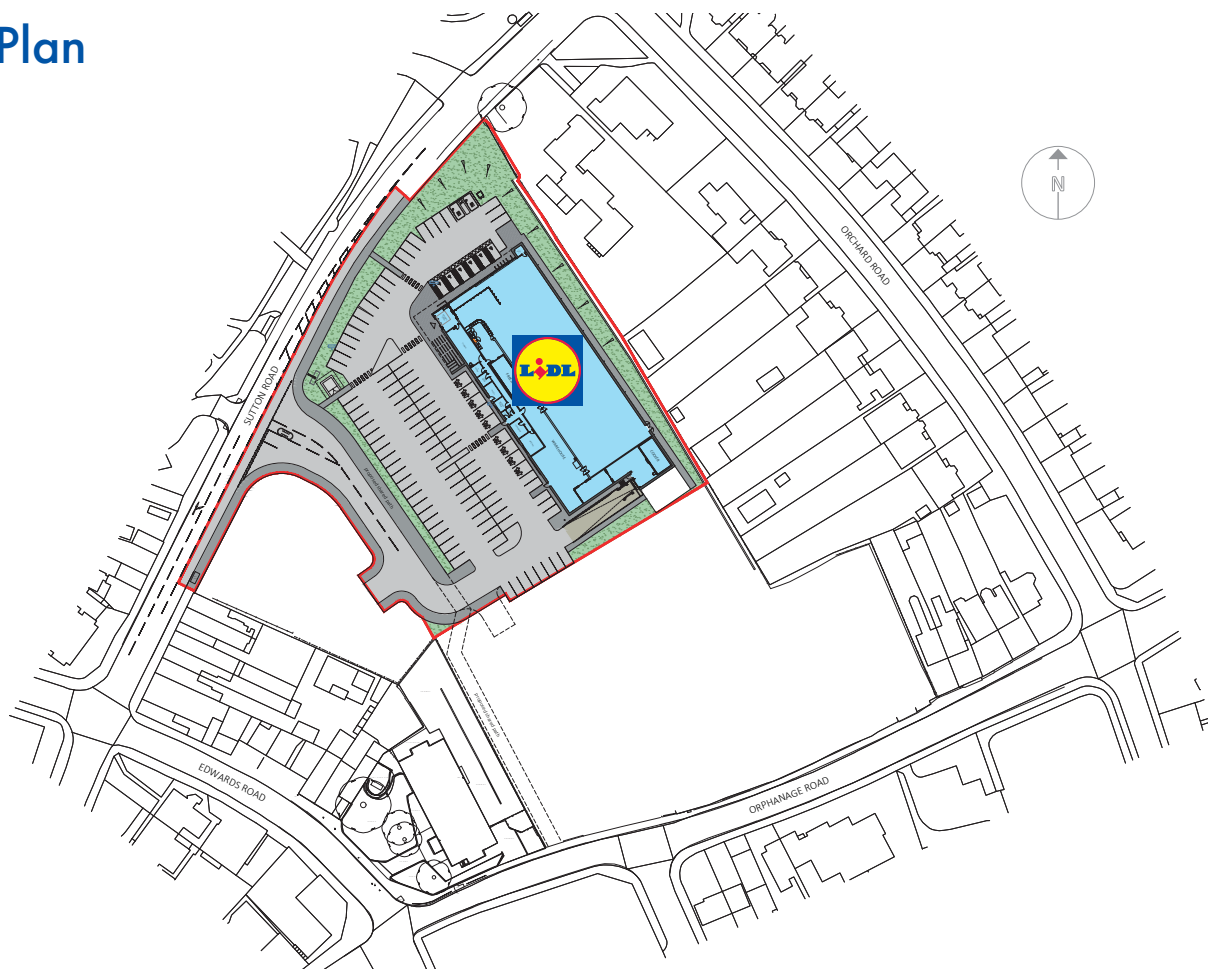
The store would normally receive a maximum of two deliveries per day. All store waste will be stored internally within the warehouse area and will be collected by the delivery vehicle, therefore minimising HGV movements within the site.

## Benefits of the Proposed Development

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

- A store that will provide a clean and new shopping experience to meet the needs of customers
- A dedicated in-store bakery and a commitment to providing food from sustainable sources
- Improved shopping choice and provision of a new discount foodstore
- A high-quality building design that will complement the surrounding area
- Rapid electric vehicle charging points
- Solar panels to provide a sustainable source of energy for the store
- Up to 40 new jobs for local people, in accordance with the Living Wage Foundation rate for all eligible employees and no zero hours contracts
- Landscaping throughout the site

## Site Plan



Register your comments:  
<https://rapleys.com/consultation/erdington/>

Alternatively, you can also provide your comments via the return slip below or telephone using this number: **0800 089 0361**.

We would welcome your comments on our proposal by 22nd October 2021, as all feedback will be taken into consideration.



To have your say please complete the feedback form below and return it to us using the freepost envelope provided.

Do you generally support the proposals to bring a new, modern Lidl store on this site?

Yes ☐ No ☐ Undecided ☐

Additional comments:

In terms of your shopping habits, do you tend to do a regular weekly shop or do you generally prefer to top up throughout the week as required?

Weekly ☐ Top up ☐ Both ☐

How do you usually travel to your current foodstore?

Car only ☐ Walk only ☐ Car and walk ☐

Cycle ☐ Public Transport ☐

## General Comments on the proposals:

We would like to thank you for taking the time to complete this pre-paid feedback card and look forward to receiving your response.

## Big on Quality, Lidl on Price



## About Lidl

Lidl opened a first store 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 now have over 860 stores across Britain. 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.



Please cut here ✂

## A NEW LIDL FOR ERDINGTON

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Privacy Policy:

Privacy Policy (Lidl GB Ltd): The data you provide is being collected by Lidl GB. By providing your personal data and comments, you agree that we will share this data with the local planning authority as part of the planning process and to verify that comments we receive are genuine. We may send you a follow up letter asking you to further support our proposal and contact you to update you on the progress of the application. We have a legitimate interest in processing your personal data to inform the local planning authority that you do or do not support the above-mentioned store and to provide you with an update on the process of our application. If our application was successful (or we have successfully appealed a rejected planning decision) and a store will be built in the above location, your personal data will be stored for 1 month after the store opening date. If Lidl no longer intends to build a store in the above location, any personal data processed during the consultation period will be retained for a maximum of one month following our decision not to appeal the planning decision. If you have provided your consent for future communication regarding our application, you can opt-out at any time by emailing.

☐ Please tick here if you do not wish to be contacted about the above proposal.