

A NEW LIDL FOR WALSALL - BIRMINGHAM ROAD



Indicative CGI

Site Background

Lidl would like to bring a new store to Birmingham Road, Walsall.

The site currently comprises the 'Metro Inns' hotel and 'The Broadway Bar and Grill'. To the north, west and east of the site are residential dwellings, together with former tennis courts to the south.

The site is located approximately 2 km to the south of Park Hall Local Centre.



The Proposal

The proposal is for the demolition of the existing buildings and the erection of a new discount foodstore (Use Class E) with access, car parking, landscaping and other associated works.

The proposed foodstore has a Gross External Area of 2,067 sqm, and a sales area of 1,370 sqm. 76 car parking spaces are proposed, including 5 disabled, 6 parent & child and 2 electric vehicle charging (EVC) spaces. The development includes an amended access point from Birmingham Road to the south-eastern end of the site.

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 Only 1 to 2 HGV deliveries per day (with a maximum 3 deliveries during peak bank holiday periods), which also take waste (80% of which is recycled) back to the regional distribution centre at Wednesbury, helping to reduce the number of traffic movements and reducing emissions as a consequence.

Benefits of the Proposed Development

- A store that will provide a new discount food shopping experience to meet the needs of customers and the expanding local community;
- A commitment to providing food from local and sustainable sources, with two in every three products within our permanent range coming from British suppliers;
- A dedicated in-store bakery offering freshly baked products throughout the day;
- A sustainable energy efficient store to include: roof mounted solar panels providing up to 25% of the stores electricity requirement; the use of highly efficient air source heat pumps to heat the store; and the provision of a Sustainable Drainage System to improve storm water management on site and reduce the risk of flooding;
- Up to 40 new high quality full time equivalent (FTE) jobs for local people, paying not less than the 'Lidl Wage' (£10.10 which is 60p per hour more than the National Living Wage for over 23s), and no zero hours contracts;
- Contemporary building design with glazed frontage; and
- Enhanced landscaping throughout the site.

Site Plan



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 in at Birmingham Road, Walsall.

Please register your feedback and provide any comments online using the web address or QR code below:
<https://ntgt.de/a/s.aspx?s=466814X100204627X67495>



Register your comments:
website: <https://rapleys.com/consultation/lidlbirminghamroad/>
Email: birminghamroad@rapleys.com

Alternatively, you can also provide your comments via the return slip below or telephone using this number:
0161 8176225 (leave a message).

We would welcome your comments on our proposal by 17th June 2022, as all feedback will be taken into consideration.



Please cut here >

We Value Your Views

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 its 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 900 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 WALSALL - BIRMINGHAM ROAD

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.