

Press Cutting

Client: Tesco

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TOWN CENTRE TESCO TO TEMPT OUT-OF-TOWN SHOPPERS

Tesco has won planning permission for a 25,000 sq ft store in Swaffham, Norfolk, which it says could be the catalyst for further investment in the town centre.

A survey conducted by the supermarket giant as part of a public consultation on the plans showed that around half of the 800 respondents shopped outside Swaffham town centre.

But Breckland council approved the plans after 36% of respondents said they would visit the town centre more often should the Tesco store be built.

