

## Press Cutting

Client: Tesco

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# The Retail Bulletin:

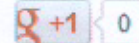
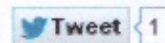
The Complete Retail News Resource

## Tesco gets green light for new Norfolk store

Friday September 7th 2012

**Supermarket giant Tesco has been granted planning permission to build a new store in Swaffham in Norfolk.**

Breckland Council has given the retailer permission to build a 25,000 sq ft store in Castle Acre Road, close to the town's Eco Tech Park. The new store is expected to generate around 150 full and part-time jobs.



Tesco said the store received "overwhelming" support from the local community, with a local public consultation attracting over 800 people and around 75% of respondents saying they favoured the proposals.

The supermarket hopes the store will increase footfall in the town centre. A survey conducted as part of the consultations revealed that almost half of respondents shopped out of town with 36% of respondents claiming they would visit more facilities in the town centre if the Tesco store was built.

Louise Gosling, Tesco's corporate affairs manager, said: "We have worked closely with the council and community to get the application right for the area. Our investment will bring more choice for local residents, create new jobs and help get more people shopping in Swaffham, increasing footfall across the town centre."