

Press Cutting

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Tesco granted Norfolk store planning consent

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By Gemma Taylor 12:30PM - Fri 7th September 2012

Supermarket chain Tesco has secured planning consent for a new store in Norfolk in the hopes of enticing locals to shop in town to increase local footfall, it has been announced today.

In a survey conducted as part of consultations, nearly half of respondents said that they shopped out of town, though 36 per cent said they would visit facilities in the town centre if Tesco's plans went ahead.

Given the go-ahead by Breckland Council, the 25,000 sq ft net unit is expected to create approximately 150 full and part-time jobs and the new store has the full support of locals, according to the grocer.

Over 800 people attending a local public consultation on the matter and around 75 per cent were in favour of the plans.

Yesterday, Tesco confirmed plans to ramp up its food delivery offer ahead of the Christmas rush, with suggestions that event food will be the primary focus of the move.

Set to open on Castle Acre Road, close to Eco Tech Park, the store aims to be a catalyst for increased investment in the area.

Louies 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."



Tesco continues to focus on expansion

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