

HUNDREDS ATTEND VIRTUAL CONSULTATION EVENT ON LOWER EARLEY PLANS

Tuesday 2nd February 2021

FOR IMMEDIATE RELEASE

Over two hundred people tuned in to a virtual consultation event on Thursday evening to find out more about plans for a new Lidl foodstore and 42 new homes in Lower Earley.

The multi-million-pound investment proposed by Lower Earley Properties would improve retail choice for shoppers and create hundreds of new jobs, including construction and apprenticeship roles.

The new Lidl foodstore will boast state of the art facilities including an instore bakery, customer toilets, and will be supported by 128 parking spaces, including nine parent and child spaces, six dedicated disabled spaces, and two electric vehicle charging spaces.

Andy Jansons, Managing Director of parent company Jansons Property, commented:

“Whilst we would have preferred to present our plans in person, we’d like to thank everyone who attended our event on Thursday evening and made it a success. We received lots of feedback, which we will be reviewing over the coming weeks as we finalise our plans and submit a planning application to Wokingham Borough Council.”

“For anyone who wasn’t able to watch, the presentation has now been uploaded to the project website. We will be providing more information in response to the feedback received in our Statement of Community Involvement report.”

James Mitchell, Lidl GB’s Regional Head of Property, added:

“We’d also like to thank all those who took part in the public consultation for this site and provided feedback on the plans. We are extremely excited about the prospect of opening a new Lidl store in Lower Earley, bringing around 40 new full and part time jobs to the community, and serving our fresh, quality, and incredibly good value produce which shoppers across the country have come to love.”

The consultation event included a presentation by the project team, including the planning consultant, transport and highways consultant, architect and arboriculture consultant. As part of the presentation, detailed plans and CGIs were shared with members of the public.

To inform the plans, Lower Earley Properties has held initial pre-application discussions with Council planning officers and undertaken a number of technical studies to assess the site’s suitability and capacity for development, including ecological surveys. An Ecological Impact Assessment report is now being finalised and will be submitted as part of the standard planning process.

The site was purchased from the University of Reading in 2020 and is privately owned by Lower Earley Properties. A land search undertaken by Wokingham Borough Council has confirmed there is no Public Right of Way through the site.

The proposals

- A new Lidl foodstore to improve retail choice in the local area.
- Hundreds of new jobs, including construction and apprenticeship roles.
- £1m in Business Rates receipts over the next decade.
- 42 new homes, including a mix of affordable rent and shared ownership housing.
- The new homes will include a mix of 1 to 4 bed house and apartment types.
- Two new fast charging points for electric vehicles.
- New pedestrian and cycle links through the site, interconnecting with existing services and facilities in the local area.
- New landscaping throughout the site to ensure the foodstore is properly screened from neighbouring properties.

-ENDS-

Notes to Editor:

Lower Earley Properties Ltd is a wholly owned subsidiary of parent company, Jansons Property. Jansons Property is a highly experienced property developer based in the Thames Valley and has delivered a number of high-quality projects in the region over the past 17 years. The project website can be viewed at: www.lowerearleyplans.co.uk.