LIDL FALLOWFIELD LOCAL LABOUR STATEMENT
Planning Permission Ref. 139751/FO/2024
Proposed Lidl foodstore at Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
November 2024

1 INTRODUCTION

1.1 This Local Labour Statement has been prepared by Rapleys LLP ('Rapleys') on behalf of Lidl Great Britain Limited ('Lidl') to discharge Condition 6 of Planning Permission Ref. 139751/FO/2024, for Erection of a new foodstore (Use Class E) and 1no. retail unit (Use Class E) and 1no. hot food delivery unit (sui generis) with associated car parking and landscaping at Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS.

1.2 Condition 6 of the permission states:

> *"(a) Prior to occupation of the proposed retail store (Class E), details of a local labour agreement in order to demonstrate commitment to recruit local labour for the operational element of the development shall be submitted for approval in writing by the City Council, as Local Planning Authority.*
>
> *(b) The approved document shall be implemented as part of the occupation of the development. Within six months of the first occupation of the development details of the results of the scheme shall be submitted for consideration."*

1.3 This Statement sets out the key recruitment, skills, training and employment benefits that Lidl promotes and offers through its ongoing commitment to social and community responsibility, in support of discharging Condition 6 for the above planning permission.

1.4 Lidl are committed to employing local people from all backgrounds to work in their stores and have employment policies to support this aim. Lidl are also an equal opportunities employer, pay above the national living wage, offer competitive employee benefits and opportunities for career progression. As such, Lidl are clearly committed to supporting their employees in the best way possible.

1.5 Lidl already have a strong presence within the City of Manchester with the company being a key employer within the region. The consented store will increase Lidl's presence within south Manchester, providing the local area with new and high-quality employment and work-based training opportunities.

2 LIDL'S APPROACH TO EMPLOYMENT AND TRAINING

2.1 Lidl form part of the Schwarz Group, one of the largest grocery retailers in Europe. Lidl now have around 12,000 stores across 31 countries, with over 960 stores in the UK and 8.1% of the convenience retailer market share following the opening of their first UK store in 1994. Lidl's retail philosophy is centred on simplicity and maximum efficiency at every stage of the business, enabling the company to sell high-quality own brand products at the lowest prices. Lidl aims to keep the shopping experience simple for its customers and operates a 'no frills' policy by avoiding unnecessary packaging and presentation, including a basic store fit out, all of which contributes to keeping the cost of products low.

Local Economic Benefits

2.2 Beyond the creation of new jobs and local investment, Lidl stores can also draw in broader investments. The presence of a new store often attracts other retailers and businesses, additional development and enhancements in the surrounding community.

2.3 Redeveloping vacant brownfield land can offer significant advantages to the local community, benefiting both businesses and residents. From the acquisition of the site to the involvement of contractors,

suppliers, and the Local Authority, this process injects various forms of investment into the area. Lidl typically allocates around 10% of its local supply chain spending within the community.

Job Creation

2.4 The proposed Lidl store will provide around 40 job positions, with a minimum of approximately 80% of staff from the local area.

2.5 The store manager will likely be from a nearby area with experience of managing a Lidl store, with the remainder of staff being hired from the local area (City of Manchester residents). Hiring staff from the local area allows for a short commute time to work and increases the chances of staff travelling to work using sustainable methods of travel. As such, up to 40 new job positions will be created through the operation of the development approximately and 80% (approximately 32 people) off the staff will be City of Manchester residents.

2.6 Lidl are committed to investing in their staff and offer one of the highest levels of pay within the UK supermarket sector. Entry-level hourly rates have recently risen to £12.40 in May 2024, which is higher than the National Living Wage and National Minimum Wage. Lidl employees benefit from competitive holiday packages, a 10% discount in Lidl stores, private healthcare schemes and an employee assistance programme, amongst many other benefits.

2.7 Lidl provides various career progression opportunities within the retail sector, offering paths in managerial and administrative roles, as well as positions like store assistants and cashiers. The company also offers extensive management development and training programs, which enhance employees' skills and improve staff retention. As a result, the Lidl store will offer residents in the local area opportunities for career growth, training, and skill development.

Apprenticeships

2.8 Lidl do not usually offer store apprentice schemes. However, Lidl do offer a retail leadership degree apprenticeship. This apprenticeship allows employees to build a successful career in retail, from training as a customer assistant within the first 6 months, to being qualified as a store manager after 4 years alongside a Retail Leadership BSc degree qualification. Lidl recruit for this apprenticeship in 12 of their 14 regions, with Manchester being within one of the 12 recruiting regions. Lidl also aim to recruit a candidate from the local area to the hiring store. This means that there may be opportunities for local residents to be hired onto the apprenticeship, subject to finding the right candidate.

Recruitment Through Local Methods

2.9 As set out above, Lidl strives to ensure that its food stores positively impact the communities they serve by focusing on local recruitment. Job vacancies are not only posted on Lidl's website but also advertised within the community through local newspapers, open days, and Job Centre listings. This approach helps Lidl achieve its goal of hiring the majority of staff from the surrounding area. Additionally, Lidl is committed to being an equal-opportunity employer, offering wages above the national living wage, ensuring that people from all backgrounds in the community have access to fair-paying employment opportunities.

Training and Benefit Schemes

2.10 Lidl are a people focused business and offer training for their employees to further develop as employees but also people. Lidl offer yearly trainings, career development programs and job rotations to meet the career goals of their employees. Lidl also offer a comprehensive employee benefits package which includes things such as a private pension scheme, private healthcare and wellbeing support.

2.11 Lidl also provide a number of benefit schemes to the local community. The 'Feed it Back' initiative donates surplus food to food banks, community cafes and soup kitchens, enabling the Lidl store teams to become closer and contribute to the local community. In addition to this, Lidl have a food donation scheme where meals are donated to local charities. Lidl currently donate over 5 million meals annually across the country to local charities serving their communities.

3 CONCLUSION

3.1 This statement outlines Lidl's commitment to supporting the local community through employing local residents. The new Lidl store in Fallowfield will create approximately 40 job positions, with the majority (around 80%) being City of Manchester residents.

3.2 Around 10% of the construction costs will be spent within the local supply chain. Lidl cannot guarantee apprenticeships specific to the new store, however they do offer a retail leadership degree apprenticeship which City of Manchester residents are able to apply for. Lidl also work within the local area to recruit locally, offer strong benefits to employees for their personal and career development, and have various donation schemes to give back to the community.

3.3 This statement details Lidl's commitment to recruiting local labour for the operational element of the approved development and is submitted in support of the discharge of condition 6 of Planning Permission Ref. 139751/FO/2024.

3.4 In accordance with the requirements of condition 6, within 6 months of the Lidl store opening, a statement outlining the results of this scheme will be submitted to the Local Planning Authority for consideration.