

**West Norfolk Supermarkets**  
**Covid 19 Emergency measures instore and on-line**  
**30<sup>th</sup> April**

Supermarkets are asking everyone to only send one adult per household to shops. This helps to keep people a safe distance apart and also helps to reduce queues to get into stores. Some store teams will be asking groups with more than one adult to choose one adult to shop and will ask other adults to wait. Children are welcome if they are not able to stay at home.

The government is sharing information with some supermarkets on those people they have identified as being most in need of support. This means those people they have identified as being '**extremely vulnerable**' and who **have no-one to help them get food and essentials**.

You can find out how government have identified extremely vulnerable groups here <https://www.gov.uk/coronavirus>. Please be aware that supermarkets are not able to add customers to this list.

Supermarkets are then trying to cross reference this information with their current clients in order to be able to offer them priority slots for online services.

If it's possible to shop safely in-store, rather than online, please do so. This helps to free up online slots for the more vulnerable customers.

Here is the latest information from

**Aldi**  
**ASDA**  
**CO-OP**  
**The Co-operative**  
**Farm Foods**  
**Iceland**  
**Lidl**  
**Morrisons**  
**Marks & Spencer**  
**Sainsbury**  
**Tesco**  
**Waitrose**

Information is taken from company websites and is up to date for 28<sup>th</sup> April but if you find an error or omission or have more information to impart please contact.

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## **Aldi**

<https://www.aldi.co.uk/>

### **Priority Opening for NHS and Care Services**

All day everyday key workers in the **NHS, Police and Fire Service** will take **priority ahead of queues** into our stores upon showing a valid ID. This includes all Social Care Workers, First Responders and St John's Ambulance staff This is in addition to **early access on a Sunday**, where they can enter stores 30 minutes prior to opening.

### **Priority for Elderly and Vulnerable**

We also opening 30 minutes early Monday - Saturday for the Elderly (over 70) and vulnerable. Please note, in England and Wales, this is for browsing only.

### **Opening Hours**

8:00am-10pm Monday Saturday 10am- 4pm Sundays

Busiest late morning - quietest 7:00pm-10:00pm

### **Purchasing restrictions**

We have good product availability. We will be limiting customer purchases to the below items: -

- 12 units per online order on Wines or Spirits

### **Latest update about online**

Our grocery range is not available to purchase online. Please find your nearest ALDI store using our Store Finder to purchase grocery items. Due to the current exceptional demand, we have made some changes to our usual delivery services. We have extended our standard delivery time frame for most deliveries to 3-10 working days. Where possible, Food Parcels will be delivered within 2-3 working days.

### **Click and Collect**

None noted

### **Food parcels**

Although our full grocery range is not available to buy online, we have crafted specially designed Food Parcels available to buy online with free home delivery to help vulnerable people and those who are self-isolating. Food parcels contain a range of essential ambient household products such as Pasta, Rice, Canned Soups, Fish and Vegetables and Long-Life Milk. Food parcels are filled with 22 everyday foods and essential household items, and a few treats too, to help those who are not able to safely visit our stores. You can order yours today for just £24.99 and we'll deliver it straight to your door for free, with full contactless delivery for self-isolators. Find out more [here](#) our food parcels have been designed for the elderly and vulnerable who are not able to safely visit our stores. To protect availability, we ask that our non-vulnerable customers to continue to visit our stores

### **Volunteer voucher schemes**

None noted

### **Store locations**

Kings Lynn	Queen Mary Road
Wisbech	Sandyland Street
Fakenham	Norwich Road
Brandon	High Street

## **ASDA**

<https://www.asda.com/>

### **Priority Opening for NHS and Care Services**

To support the vital work of the NHS and care workers, we are prioritising them in our larger stores every Monday, Wednesday and Friday from 8am to 9am. As well as Sundays 9am to 10am for browsing.

### **Priority for Elderly and Vulnerable**

None noted

### **Opening Hours**

8am to 10pm Monday to Saturday 10:00-4:00pm Sunday

### **Purchasing restrictions**

To ensure there is enough for everyone, we will occasionally place purchase limits on certain products that are in high demand.

### **Latest update about online deliveries**

We recently increased the number of delivery slots to 700,000 a week. However, demand for home delivery is very high right now and not everyone will be able to get a slot.

The government is sharing information on those people as being 'extremely vulnerable' and who have no-one to help them get food and essentials. We have only been provided information on customers who meet both criteria, and we can only contact people on this list who are existing Asda customers. Sign in to your Asda account and make sure your email address, phone number and address match those you gave the government. This will help us identify you.

However, demand for home delivery is very high right now and we know that not everyone will be able to get a slot. If you are able to shop in store safely, or able to help others – please be assured our stores are safe and hygienic to visit and well stocked through the day.

### **Click and Collect**

We offer a range of collection types at our stores and will show you what's available in your area when you book a Collection. When you place your order, we'll send you collection instructions, so you know exactly where to go when you arrive.

[Book a Groceries Collection](#)

### **Food parcels**

None Noted

### **Volunteer voucher schemes**

The Volunteer Shopping Card can be bought easily online. It can then be emailed to the volunteer or printed out and left in a safe place for the volunteer to pick up. The volunteer then shops using the card, makes the payment using the barcode in store, and leaves the shopping in a safe place

<https://cards.asda.com/the-volunteer-shopping-card>

### **Store locations**

Kings Lynn	Langley Road, South Wootton PE30 3UG
Wisbech	Northend, Leverington Road PE13 1PE
Swaffham	Lynn Street PE37 7AU

## **CO-OP**

<https://www.coop.co.uk/>

### **Priority Opening for NHS and Care Services**

Dedicated **shopping hour for our vulnerable customers**, those who care for them and our brilliant NHS workers. The hour is 8am to 9am Monday to Saturday and from 10am to 11am on Sundays.

### **Priority for Elderly and Vulnerable**

We now have a dedicated **shopping hour for our vulnerable customers**, those who care for them and our brilliant NHS workers. The hour is 8am to 9am Monday to Saturday and from 10am to 11am on Sundays.

### **Opening Hours**

Most of our stores will now be **open from 7am to 8pm**, every Co-op with a petrol station is open to 11pm so you can still fill up.

### **Purchasing restrictions**

To make sure there's enough for everyone in your community, we're limiting some in-store **items to x2 per person**. And please only buy what you need.

### **Latest update about online deliveries**

Not available in Norfolk

### **Food parcels**

None noted

### **Volunteer voucher schemes**

If you are self-isolating, you can purchase or top up a gift card by calling 0800 029 4592. The gift card will be posted to you within 2-3 working days and friends, family or volunteers can use this to do your shopping in store. <https://www.coop.co.uk/terms-and-conditions>

### **Store locations**

Clenchwarton

Terrington

Snettisham - Lynn Road

Sutton Bridge

Long Sutton

Littleport

Badgeney Road

Littleport

Holbeach

Riverside

East Dereham

Toftwood

### **The Co-operative**

<https://www.centralengland.coop/>

**Priority Opening for NHS and Care Services** None noted

**Priority for Elderly and Vulnerable** None noted

#### **Opening Hours**

7:00am-8:00pm Tuesday- Saturday

7:00am-9:00pm Monday

10:00am-4:00pm Sunday

**Purchasing restrictions** None noted

**Latest update about online deliveries** Not available

**Food parcels** None noted

**Volunteer voucher schemes** None noted

#### **Store locations**

Terrington St Clement

Dersingham

Wells-Next the Sea

March

Littleport

### **Farm Foods**

<https://www.farmfoods.co.uk/>

**Priority Opening for NHS and Care Services** None noted

**Priority for Elderly and Vulnerable** None noted

#### **Opening Hours**

8:00am-8:00pm Monday-Friday

8:00am-7:00pm Saturday

10:00am-4:00pm Sunday

**Purchasing restrictions** None noted

**Latest update about online deliveries** None noted

**Food parcels** None noted

**Volunteer voucher schemes** None noted

#### **Store locations**

Kings Lynn St Nicholas Retail Park

Wisbech Sandown Road

Thetford Lime Kiln Lane

Peterborough Walton

Norwich Cathedral Retail Park

## **Iceland**

<https://www.iceland.co.uk/>

### **Priority Opening for NHS and Care Services**

The last hour of trade in stores will be reserved exclusively for our NHS Customers (including social workers) on production of ID. In our The Food Warehouse stores, we are offering NHS, healthcare and social care workers exclusive access for the first hour of trading from 7am.

### **Priority for Elderly and Vulnerable**

None Noted

### **Opening Hours**

To allow us to keep on trading and providing products to our customers, some of our stores have reduced their trading hours. These vary by store, depending on peak times and number of colleagues and may be different to those shown on our store locators

### **Purchasing restrictions**

We have a maximum purchase of two for most items online, with some limited to one per customer, we also have maximum purchase limits in place in our stores for a limited number of household, health, hygiene and baby products,

### **Latest update about online deliveries**

The government has provided a list of extremely vulnerable members of the community. We have contacted all our existing online customers that appear on this list to let them know when they can visit our website to book a delivery slot for their online shopping.

If you are on the government's list of extremely vulnerable people and would like us to contact you in the future when we release more delivery slots on our website, you will need an online shopping account. If you don't already have an account, you can register by visiting [www.iceland.co.uk](http://www.iceland.co.uk)

The online shopping service is subject to a delivery radius and availability. If you live outside of the delivery area of your local store, you may not be able to book an online shopping delivery. Our website is currently still accepting orders. Demand is very high and we're showing all the capacity we currently have. Delivery slots are available up to 6 days in advance and are filling up quicker than usual. If our website isn't showing your usual slot, please select another day to see other delivery slots that are available. Unfortunately, we are unable to book an online delivery over the phone or email.

**Food parcels** None noted

**Volunteer voucher schemes** None noted

### **Store locations**

CROMER

DEREHAM

DOWNHAM MARKET

ELY

GT YARMOUTH SOUTH RD

GT YARMOUTH WAREHOUSE

KINGS LYNN FOOD WAREHOUSE

MARCH

NEWMARKET

NORWICH (2)

NORWICH (3)

SWAFFHAM

THETFORD

THETFORD FOOD WAREHOUSE

WISBECH 2

## **Lidl**

<https://www.lidl.co.uk/>

### **Priority Opening for NHS and Care Services**

Non noted

### **Priority for Elderly and Vulnerable**

Non noted

### **Opening Hours**

08:00am -10:00pm Mon - Sat (Thetford closes at 9:00pm)

10:00am -4:00pm Sunday

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### **Restrictions on Purchasing**

We've now lifted our volume restrictions on all items and are reverting to our previous policy of allowing all customers to purchase 'usual household' quantities again. This is, as ever, at the store manager's discretion and we still ask for your continued consideration for our colleagues and other customers when you come into store.

**Latest update about online deliveries** Non noted

**Food parcels** Non noted

**Volunteer voucher schemes** Non noted

### **Store locations**

Kings Lynn 80 Austin St

Heacham Lynn Road

Wisbech Cromwell Road

Fakenham Holt Road

Dereham Kingston Road

Thetford London Road

Spalding Holbeach Road

Attleborough Queens Road

## **Morrisons**

<https://my.morrisons.com>

**Priority Opening for NHS and Care Services** 7:00am-8:00am (not confirmed by website)

**Priority for Elderly and Vulnerable** Non noted

### **Opening Hours**

7am-9pm Mon-Saturday

10am- 4pm Sunday

### **Purchasing restrictions**

To ensure more customers have access to everyday essentials we are introducing a restriction of only 3 items per customer on every product line online. Where products are on a multi buy, e.g. 10 for ?3, you can still enjoy the offer if you buy a combination of 10 products in the same offer, but you will be limited to 3 of any variety in that offer.

### **Latest update about online deliveries**

Only deliver to certain areas. Need to register to check if delivery is available but still open for registrations to new customers.

There is a high demand for delivery slots, so we would recommend booking as far in advance as possible. The website shows all delivery slots available - unfortunately, there are no further options or slots other than those shown.

### **Food parcels**

A Morrisons Food Box is a fixed selection of essential groceries that we can deliver to customers' homes. We aim to support more customers with this quick and simple option, in addition to our standard home delivery service.

The meat and vegetarian essentials boxes contain a selection of items based on our current availability of products, therefore we are unable to specify exact contents of each box. You will however receive a variety of different foods in each box. Our delivery partner DPD deliver 7 days a week, between 6am and 8pm. DPD will let you know on the day, when your delivery time slot will be. If you're not in to take the delivery, we'll leave your box in a safe place. Our food boxes are chilled and insulated.

### **Volunteer voucher schemes**

The eGift and Gift Card can be used to provide funds to another person, whether that's a friend, family member or other volunteer, who is conducting your grocery shopping on your behalf. You can also use them to give as a gift. They can be used at any Morrisons store in the UK and are a great way to make sure funds are available for your shopping needs without the need to leave your home.

<https://morrisons.cashstar.com/>

### **Store locations**

King's Lynn

Wisbech

Dereham

Spalding

Wymondham

Norwich · In Riverside Retail Park

Fakenham



## **Marks & Spencer**

<https://www.marksandspencer.com>

### **Priority Opening for NHS and Care Services**

First Hour of Trading Tuesday and Friday

### **Priority for Elderly and Vulnerable**

First Hour of Trading Monday and Thursday

### **Opening Hours**

**8:00am- 6:00pm Monday- Saturday**

**10:00am – 4:00pm Sunday**

### **Purchasing restrictions**

As a result of unprecedented demand for some products, we've introduced temporary purchasing restrictions on some products.

### **Latest update about online deliveries**

Due to the current situation, we have suspended our Food to Order service, this does not affect our Food Boxes. Thank you for your understanding.

### **Food parcels**

Whether to send to a loved one or to replenish your store-cupboards, discover our range of M&S Food Boxes, which are filled with kitchen essentials like pasta and sauces, plus a few sweet treats, including shortbread and Percy Pigs. We also have boxes packed full of fresh produce or meat, created to help feed a family of four. Please note, the maximum order is one box of each type per customer. Thank you for your understanding. #allinthistogether

### **Volunteer voucher schemes**

None noted

### **Store locations**

Kings Lynn

Norwich      Longwater Food hall

## **Sainsbury's**

<https://www.sainsburys.co.uk/>

### **Priority Opening for NHS and Care Services**

NHS and social care workers can shop in our supermarkets from 07.30 to 08.00 Monday to Saturday

### **Priority for Elderly and Vulnerable**

Dedicated shopping hours between 08.00 and 09.00 every Monday, Wednesday and Friday.

### **Opening Hours**

08.00 am to 8:00pm Monday – Saturday.

10:00am-4:00pm Sunday

### **Purchasing restrictions**

We are keeping limits on the most popular items, including pasta, UHT milk, antibacterial products and some tinned and frozen foods. Customers will be able to buy a maximum of three of any grocery products and a maximum of two on the most popular including toilet paper, soap and UHT milk.

### **Latest update about online deliveries**

If you got a letter from the NHS and registered on GOV.UK as extremely vulnerable to coronavirus, your details will be shared with us. We'll prioritise these customers for home delivery slots, and we'll be in touch to let you know when this has happened. We are doing our best to offer online delivery slots to elderly and vulnerable customers and these customers have priority over all slots

For vulnerable customers who have been offered a slot and are unable to place their order online, we are offering a telephone ordering service. We are not currently able to support new website registrations without an invite. If you're a vulnerable customer and you've had an email and text from us, you will be able to register by following the instructions in the message.

Please make sure that you check if you can book a slot before you start adding products to your basket. If you can't get a slot straight away, please keep trying, as we'll open up slots throughout the week.

### **Click and Collect**

For online customers who can travel we are expanding our Click & Collect service. Customers can place their order online as usual and pick it up from a collection point in the store car park.

### **Food parcels**

Non noted

### **Volunteer voucher schemes**

To help customers who have been advised to self-isolate we have launched a Volunteer Shopping Card to enable people to shop for others easily in store. Simply choose how much money you want to add, who you'd like to send it to and any personal message you'd like to include and pay using the link below. Your recipient will receive an E-Gift Card via email that they can redeem in store.

Purchase a Volunteer Shopping Card here. <https://www.sainsburysgiftcard.co.uk/>

### **Store locations**

King's Lynn · Vancouver Quarter

King's Lynn -Hardwick

Thetford

Spalding

March

Norwich

Attleborough

## **Tesco**

<https://www.tesco.com/>

### **Priority Opening for NHS and Care Services**

Now adding an additional hour to prioritise NHS workers every Tuesday and Thursday .9:00am-10:am

### **Priority for Elderly and Vulnerable**

All our stores (except Express stores) will be prioritising the elderly and most vulnerable for one hour between 9am and 10am every Monday, Wednesday and Friday.

### **Opening Hours**

8:00am (some stores 6am) -10:00pm Monday- Saturday

10am-4pm Sunday

### **Purchasing restrictions**

We're removing the purchasing limits on most products. We've kept limits on some essentials, such as toilet roll, pasta or hand sanitisers, until our shelves are fully stocked again. To make sure more people have access to everyday essentials, we've introduced a limit of 80 items per online order,

### **Latest update about online deliveries**

The UK Government has supplied us with a list of customers in England, Scotland and Wales who are the most vulnerable, and we're opening up priority slots for these customers. We've emailed customers on this list to let them know that they have access to priority slots. There's a high demand for online deliveries and we're working at full capacity. We've increased our home delivery and Click+Collect capacity to around 780,000 slots. To help us pick more orders, stores with an online grocery operation will open their doors a little later – from 8am.

Tesco customers who aren't on the UK Government's list can ask to access the priority slots by calling 0800 917 7359. New customers are still able to register

We know that it's difficult right now to get a delivery slot for online shopping. We're at full capacity for the next few weeks, so if you're able to shop in-store safely instead of booking a delivery, it would be a great help. This will allow us to start freeing up more slots for the more vulnerable.

### **Click and Collect**

Click+Collect is a convenient way for you to pick up your groceries. Book a 2-hour collection slot at your preferred store and your groceries will be waiting for you in temperature-controlled storage. We'll then give you an electronic delivery note to sign, as well as a physical receipt

### **Food parcels**

None noted

### **Volunteer voucher schemes**

None noted

### **Store locations**

King's Lynn Gaywood Superstore  
King's Lynn Wootton Rd Express  
Kings Lynn Extra Hardwick Rd  
South Wootton Express  
Downham Market Superstore  
Heacham Express

Wisbech Express  
Hunstanton Superstore  
Swaffham Superstore  
Watton Superstore  
Dereham Extra  
Fakenham Superstore

## **Waitrose**

<https://www.waitrose.com/>

### **Priority Opening for NHS and Care Services**

We're giving NHS staff and social workers priority access to our shops and checkouts on production of suitable ID. This is to ensure they are able to get through as quickly and easily as possible.

### **Priority for Elderly and Vulnerable**

The first opening hour in our supermarkets will be dedicated to our elderly and vulnerable shoppers

### **Opening Hours**

7:30am- 8:00pm Monday to Saturday 10:00am -4:00pm Sunday

to help us keep our shelves stocked and our Partners and customers safe, some shops may close earlier than normal. This will vary in different parts of the country, from shop to shop.

### **Purchasing restrictions**

Some temporary limits will remain in place on the most popular items , including pasta, rice, long-life milk, toilet rolls, antibacterial and cleaning products as well as some frozen foods. On [waitrose.com](https://www.waitrose.com), temporary cap measures are still in place on certain products, This excludes fresh food.

### **Latest update about online deliveries**

New customers able to register. We have prioritised delivery slots for customers who we have been able to identify as being vulnerable or over the age of 70, and we're in the process of contacting our customers on the list of clinically vulnerable people, which the governments have shared with us., we are asking customers to wait for communication from us rather than trying to get in touch. We're increasing slots significantly and we have extra people-hours each week picking [waitrose.com](https://www.waitrose.com) orders and hundreds of extra drivers. We know we won't be able to reach everybody however we're making every effort to reach as many of our customers as possible.

### **Click & Collect**

You can still select this option to collect at your nearest Waitrose or selected Co-Op stores and Booths. You can also use Collect+. If any collection points aren't available, they will be removed from your list of options at the online checkout stage. Family, friends or volunteers over the age of 18 can also pick up a [waitrose.com](https://www.waitrose.com) grocery Click & Collect order on behalf of a customer that is self-isolating. The person collecting the order must have the order confirmation number and a form of ID with them.

### **Food parcels**

We are suspending our food made to order service. If you have placed an Entertaining order already, this will still go ahead as planned,

### **Volunteer voucher schemes**

We have launched an e-gift card for self-isolating customers who are unable to get to the shops themselves. The card can be purchased in £10 denominations online at [johnlewisgiftcard.com](https://www.johnlewisgiftcard.com), and can then be emailed directly to friends, neighbours, family members or volunteers.

### **Store locations**

Swaffham                      Castle Acre Road  
Peterborough,                Mayors Walk,  
Wymondham,                 Norwich Road,  
Norwich Eaton Centre, Church Lane, Eaton,