

Morning Kayleigh,

Further to our previous discussions concerning parking and, on the back of the email below, I am emailing to provide further clarity on the reference to “flagship”.

In hindsight this use of language has not been helpful and, on reflection, has led to some slight confusion regarding how the store will function. For the avoidance of all doubt, the store does not have a larger catchment than the consented position nor does it include an extended product line/range that would draw people in from further afield than the consented position.

In terms of the referencing to a “flagship” store this was really to sell the fact it will be the first of the new Lidl specification/design stores on the South coast. The first is currently in build in Hemel Hempstead. It will provide a slightly larger sales floor of that to the already approved scheme, but this is to enable the latest remerchandising layout. In terms of size, there have been larger spec. Lidl stores previously so it’s nothing to do with size or busiest location, etc. It is simply, a revised design to maximise existing operational efficiencies.

The proposed increase of c.286m²(GIA) is inconsequential compared to the consented position. The revised layout delivers several operational benefits including, for example, a wider sales floor providing for better end user experience and catering for the latest Lidl remerchandising strategy, optimisation of the ancillary/welfare areas, larger parking bays.

I trust that this helps but if you need anything further do let me know.

Many thanks,
Alastair

Alastair Thornton
Director

