

7 Bacon Lane
Hayling Island
Hampshire
PO110DN



26th October 2017

Dear Sir/Madam

Lidl Store Proposal (APP/17/00656)

We wish to register our objection to the Lidl proposal. Our objection is based on three areas. First is the economic impact, second environmental impact and loss of recreational space and finally the impression of HI that will be created by locating Lidl in such a prominent position.

1. The impact that discount stores have had upon major supermarkets is well known but it is likely to have a greater effect on local small traders who are less able to defend themselves. It seems to us that the council should be encouraging small traders onto the Island instead of creating a situation which may serve to dissuade anyone setting up a business here. We already have several charity shops, two funeral parlours and a disability shop dominating Mengham. Losing the few shops and the farmers market that we have will only serve to encourage HI's to travel off the island.

Despite Lidl's cynical increase in the estimated number of vacancies, doubtless in an attempt to influence the planning process, this figure should also take into account job losses which in one form or another are highly likely as local businesses feel the pinch.

2. Environmental impact. A building of any kind especially an establishment on this site represents the loss of natural habitat. HI is short of green space especially one that does not flood. Such a building and car park will represent a net loss to the citizens of the island and to the habitat of its wildlife.

The location of such a store will attract a significant amount of traffic including large delivery vehicles that will add to the noise and pollution. This is undesirable at any time but more so being so close to the local junior school. It is self evident that increased traffic in this area will also directly affect highway traffic and safety.

Investigations are on-going into the effect of increases in population upon the infrastructure of the island, this investigation should also take into account transient population. It is likely that the establishment of a cheap food store will attract shoppers on to the island and the loss of local traders will encourage people to travel off the island for greater variety and better quality products i.e. add to the traffic congestion.

3. The proposed site for this establishment is in a prime position where the A3023 splits to the East onto Church Road towards Mengham and to the West, West Town and Beachlands. Any physical presence at this road junction will directly, and indirectly, create first impression upon visitors to the island. Lidl is in the lower bracket of food distributors and universally known as such. Lidl discount stores are not usually built in such a dominant position as proposed here and there is little doubt that this location will form first impressions of HI. Are there no other possible 'Brown field sites' available locally, such as the empty Pullingers site? Reflecting upon the use of such sites for Lidl's may help to address some of the concerns.

It is not known what impact this discount store will have upon the value of property on the island but it may be that prospective buyers will reconsider purchasing a property as one dominated by a cheap shopping establishment.

Yours Sincerely


Dr and Mrs Stowell