



Statement of Community Involvement (UPDATE)

Proposed Lidl Foodstore, land adjacent to B&Q, Purbrook Way, Havant, PO9 3QJ

February 2021

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1. Introduction

- 1.1 A Statement of Community Involvement (SCI) was prepared and submitted in support of planning application APP/20/01221. This application proposes the erection of a retail foodstore on land adjacent to Purbrook Way, Havant, PO9 2QJ. It was validated by Havant Borough Council on 21st December 2020. This document should be read alongside the originally submitted SCI.
- 1.2 Preparation of the original SCI and, therein community engagement in relation to the application proposals, coincided with the Covid-19 pandemic health crisis and consequent economic turmoil. In response to the pandemic, the Government imposed restrictions on freedom of movement and required the closure of all non-essential businesses. This has had an obvious impact upon the approach taken to community engagement and the subsequent focus upon a 'virtual' public consultation strategy.
- 1.3 Owing to delays in receiving postal comments on the application proposals, following the community engagement exercise, the SCI has been updated by the project team.

2. Policy Context

- 2.1 Community and stakeholder engagement are a key aspect of the planning process. It is encouraged through national and local planning policy / guidance.

National Planning Policy

Localism Act

- 2.2 The Localism Bill was introduced to Parliament on 13th December 2010, it received Royal assent on 15th November 2011, becoming the Localism Act.
- 2.3 The main aim of the Act is to shift power from Central Government back into the hands of individuals, communities and local governments.

National Planning Policy Framework

- 2.4 The National Planning Policy Framework (NPPF) (revised February 2019) sets out the Government's planning policies for England, including guidance in relation to the undertaking of public engagement and consultation on proposed developments.
- 2.5 Paragraphs 39 – 46 relate to pre-application engagement and front loading. In particular, paragraph 39 highlights that *'early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties'*.
- 2.6 The NPPF indicates that local authorities should encourage applicants to engage with the local community before submitting their applications where they think this would be beneficial. Moreover, paragraph 40 states that local planning authorities should *'encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications'*.

Local Policy

- 2.7 Policy CS7 of the Havant Borough Core Strategy (2011) states that planning permission will be granted for development that has been informed and shaped by community and local stakeholder involvement in accordance with the SCI.
- 2.8 Policy DR1 of the emerging Local Plan 2036 states that the Council expect applicants to work collaboratively with the Council, infrastructure providers, regulators and communities to achieve a high-quality development. Such collaboration will be expected to begin at an early stage, well before the submission of a planning application.
- 2.9 In June 2019, Havant Borough Council Cabinet agreed to adopt their new SCI. This replaces the previous SCI which was adopted in 2006.
- 2.10 The SCI sets out the approach / strategy as to how the Council will involve and engage with the local community, businesses, and key organisations in preparing Local Plan documents and in processing planning applications.
- 2.11 At Chapter 4, the SCI states that applications may need to be supported by a statement setting out how the applicant has complied with the requirements for pre-application consultation and demonstrating that the

views of the local community have been sought and considered in the formation of development proposals.

2.12 In the context of the application proposals, paragraph 4.15 is helpful. It notes that the statement does not seek to be prescriptive about the methods of community involvement that applicants should use to consult on, or publicise, their proposals. Equally, it does not discourage the use of innovative techniques.

2.13 To guide applicants, Table 2 of the SCI sets out the consultation techniques for different types of applications at each stage of the process, and who is responsible for carrying them out. Subject to the nature and scale of the proposal, applicants will be encouraged to undertake as many of the suggested measures as possible. Table 2 is outlined below:

Stage		Category of Application		
		Significant*	Major**	Minor/Other***
PRE-APPLICATION	Press release	Applicant		
	Leaflets	Applicant		
	Public Exhibitions/Displays	Applicant		
	Planning/Community Workshops	Applicant	Applicant	
	Community Networks/Forums and Residents' Associations	Applicant	Applicant	Applicant
	Development Consultation Forum	Applicant Council		
	Public Meeting/ Presentations	Applicant	Applicant	
APPLICATION	Community Networks/Forums and Residents' Associations	Applicant	Applicant	Applicant
	Neighbour Notification	Council	Council	Council
	Site Notice/ Press Advert	Council	Council	Council
	Council Website	Council	Council	Council
	Press Release	Applicant	Applicant	
	Leaflets	Applicant		
	Public Exhibitions/Displays	Applicant		
	Public Meeting/Presentations	Applicant	Applicant	
	'Serving You'	Council	Council	
	Design/Architects' Panel	Council	Council	

2.14 In line with the guidance and requirements set out above, this Statement summarises the consultation process which has been undertaken to inform the local community of the proposed development. Where necessary, discussions have also taken place directly with statutory consultees. The nature of such correspondence is referred to within the documents supporting the application.

2.15 As referred to in the introductory sections, the approach taken to community engagement (virtual consultation event) needs to be viewed in the context of the current Covid-19 pandemic.

3. Pre-Application Consultation

- 3.1 Lidl have engaged in extensive community consultation prior to submitting this application. Principally, this has taken the form of a dedicated project website which introduces the proposals and seeks the views of the community.
- 3.2 Individual letters outlining details of this application were sent to c.12,200 households and businesses located in the immediate vicinity of the site between the period 16th to 18th November 2020. A map showing the extent of the proposed letter distribution has been provided at **Document 1**. This represented a sensible approach to focus communications on local political and community stakeholders, along with residents in an appropriate catchment area from the site.
- 3.3 The letter included details about the proposal and directed readers to Lidl's bespoke website for further information. A copy of the letter has been provided at **Document 2**. As this shows, the letter introduces the proposals and included a detailed information leaflet regarding the proposal (**Document 3**), along with a feedback form and Freepost envelope. Comments were invited by the applicant and a link to the dedicated project website (www.havant.lidl.co.uk) was provided and circulated. The individual website contained further detail on both the applicant and proposals and provided a further mechanism through which interested parties could comment on the evolving proposals. Screenshots, as taken from the project website, have been replicated at **Document 4**.
- 3.4 The project website has remained 'live' since submission of planning application APP/20/01221. Accordingly, comments have continued to be received in relation to the application proposals since submission. The team have also been made aware of delays in the postal system regarding receiving response cards. Accordingly, the SCI has been updated to take into consideration all comments now received to date on the application proposals at the time of writing.

4. Consultation Outcomes

- 4.1 The original SCI reports a total of 422 consultation feedback forms. That figure now stands at 1,555. Lidl have continued to collate all the responses received post submission. There continues to be overwhelming support for the proposed Lidl and the most common issues are largely unchanged from those first reported within the original SCI (dated December 2020). They are summarised in the table below.

Issues Raised	Further Details	Resolution
Traffic Congestion	Respondents were concerned that the development would lead to greater traffic congestion along Purbrook way.	Concerns relating to traffic congestion are commonly encountered with any proposed development and this is often due to the common misconception that all new development attracts a large amount of new traffic. The reality, especially in the case of a new food retail development, is that a lot of trips are passing by the site already or are transferred from elsewhere on the road network. The transportation case is provided in the accompanying Transport Assessment, that has been prepared by Mayer Brown. The scope of the Transport Assessment has been agreed through pre-application discussions with both Hampshire County Council (HCC) and Highways England. The Transport Assessment considers the trip generation arising from the development and confirms that a large proportion of vehicular trips to the proposed foodstore are expected to be associated with a redistribution of existing trips undertaken by residents to/from current foodstore destinations and secondary (linked/passby) trips. The development proposals will also provide for a new priority junction arrangement from the existing private access road. The proposed access strategy is wholly appropriate for this location and scale of development proposed.
Need for another discount foodstore	Respondents felt that there was already suitable provision for supermarkets in Havant.	The discount foodstore's limited size and offer provides a strong indication that its catchment area will not be extensive. Lidl, as with other Limited Assortment Discounters (LAD) stores, typically trade from a very localised catchment area. Lidl stores do not typically serve as a 'one stop destination', owing to the limited range of goods that they offer. The primary catchment of the store is expected to comfortably lie within a 5-minute drive-time from the site. Whilst there is some overlap between existing trading catchments of Lidl, this is not unusual for new Lidl foodstores retailing in high density urban locations such as this. Lidl have identified a clear deficiency in provision within this area.
Alternative locations	A number of respondents felt that there were alternative locations for Lidl to invest (including former Waitrose, Waterlooville Town Centre).	As above, Lidl have identified this location as being best placed to serve the intended catchment of the store. Waterlooville falls outside of the intended catchment area of the proposal and, in any event, is a location that is already well served by alternative discount food retail provision.
Loss of habitat for wildlife	Respondents raised concern that the loss of existing greenspace would result in a	The application site is not protected open space, nor is it subject to any statutory designations regarding nature conservation. To the contrary, it is an identified

Issues Raised	Further Details	Resolution
	loss of habitat for wildlife in the area.	development site that falls within the defined urban area. A preliminary Ecological Appraisal has been prepared by RPS and has been submitted in support of the application proposals. Overall, it is considered that the site is of low ecological value. The Ecological Appraisal proposes a range of ecological mitigation measures including vegetation clearance taking place outside the breeding bird season and further survey work in relation to Dormice. This survey work is continuing, prior to submission of the application proposals. Accordingly, the proposed development has been duly informed by appropriate ecological advice.
Retail Impact	Respondents were concerned/objected to the development on the basis that it could have a negative affect on existing high street shops.	There is no requirement to prepare a Retail Impact Assessment, in support of the application proposals, owing to the floorspace of the development falling well below the prescribed threshold contained within the NPPF. Lidl have identified a requirement for a new discount foodstore in this catchment to serve both existing and planned population growth. The sequential test assessment submitted further concludes that there are no sites within, or adjoining, identified town, district or local centres that are suitable, or available, to accommodate the proposed development. The proposals do not give rise to an impact concern.
Accessibility	Respondents were concerned that the site would not be accessible by non-car modes of travel.	An assessment of how the site can be accessed via non-car modes of travel has been prepared by Mayer Brown within the accompanying Transport Assessment. In summary, it was found that the site benefits from good pedestrian links to the surrounding residential areas of Bedhampton (800m) and northwest Havant (2km). Both of which are safely accessed via a footway/cycleway along Purbrook Way which benefits from Toucan crossing facilities and regularly spaced street lighting along the local highway. The site also provides convenient access to a frequent bus service to surrounding residential areas and local and town centres with bus stops located within a 100m walk of the pedestrian entrance to the site. The application site is therefore considered to be well located to promote and facilitate travel by alternatives means to a car.

4.2 It should be said that the above feedback reflected a very small proportion of all responses received to the consultation exercise. The majority of comments were wholly supportive of the proposals.

4.3 Some of the positive comments and feedback received from the reply card respondents can be summarised as follows:

“This will bring more competition into the local area for supermarket shopping along with jobs for the local community. I believe there is a demand for another store supporting the outskirts of WaterlooVille due to the popularity of the store in WaterlooVille centre which is always busy and difficult to park at

times. My nearest supermarket is Asda at Bedhampton and this proposal is welcomed by me as a customer providing choice and flexibility on where I shop."

"We think a new Lidl store in Purbrook way, Havant is a great idea, it is a 15 min walk from us and think the wider variety of shops here is what the residents need."

"We would welcome a Lidl to give another option to the local Asda superstore. We enjoy Lidl produce but at present have to drive to a store."

"What a good idea need something more local than just Asda. Lidl is good."

"Think it is a good idea will be good for Havant to have more choice, Lidl have bargains and offers which we need."

"I fully support the building of the proposed store. It will provide much needed jobs, competition, and value for money shopping."

"We think a new Lidl store in Purbrook way, Havant is a great idea, it is a 15 min walk from us and think the wider variety of shops here is what the residents need."

"I use Lidl at Hilsea most weeks but a Lidl at the proposed site would be so much more convenient."

"I think this is a good think for Havant, Lidl are great value for money, and I would be able to walk to the store instead of use the bus."

"Been waiting for a Lidl closer. Usually use Asda but prices are getting steep whilst Lidl quality is just as good if not better! Been popping to Aldi lately in Havant but having a Lidl around the corner is perfect!"

"We shop in Lidl's weekly and this store would be closer to is which would be a bonus and to give 40 people a job is an added bonus - good luck."

"This would be a very good move for everyone, Asda does not suit everyone nor their principles. I look forward to being there on the grand opening day, a good day for local employment. I am 70 years and even by bus it is a cost-effective way for me to shop. Good luck."

"A Lidl would be great near to our estate. It is a shop I visit often but hate having to travel further to go there."

"This will provide perfect competition to the established large store and will be good or the local community."

"I think this is a good think for Havant, Lidl are great value for money, and I would be able to walk to the store instead of use the bus."

"I would find a store at this location very convenient. I usually have to go to Cowplain / Portsmouth or Southampton Rd. Busy roads and difficult on buses."

"Would be able to walk/cycle to it, Lidl's fresh food so much better than ASDA."

"This store would provide local job opportunities as well as providing myself and other customers with local, high quality grocery options."

- 4.4 Having regard to the above comments, we also feel it is appropriate to highlight that, in terms of written responses to the application consultation, we have received the following:

- a. 1178 response cards who supported the proposal (76%)
- b. 268 of response cards who objected to the proposal (17%)
- c. 109 undecided support cards (7%)

4.5 As to be expected development proposals of the scale proposed often generate a level of interest from the local community. The most common concern related to the perceived traffic and highways impact of the development. This has been considered as part of the application and addressed as part of the technical submission. A further matter related to ecology. Whilst the site is considered to be of low ecological value, the proposal has been duly informed by specialist ecological advice. Ecological management forms an important part of the development and with sympathetic landscaping provision, it is the intention that the proposal will result in a biodiversity net gain when compared to the existing site.

4.6 Overall, all comments raised by residents have been suitably addressed within the technical submission accompanying the application. It remains the case that the proposal has overwhelming public support. There have been no matters raised which either cause a concern to the project team or necessitate a change to the scheme as currently presented.

5. Conclusions

- 5.1 Lidl have undertaken a comprehensive community engagement strategy writing to over 12,000 households. This exercise has also involved the setting up of a dedicated project website. This strategy is wholly appropriate given the current Covid-19 pandemic. Those respondents (very few) who raised concerns were primarily concerned with highways or access issues and ecological matters, both of which have been suitably addressed through the submission.
- 5.2 The Statement of Community Involvement is an update to that originally submitted in support of the application proposals as a means of ensuring all comments have been encapsulated. It does not alter the conclusions drawn through the original SCI in any way. There remains overwhelming public support for a Lidl at this location. It is clear residents welcome the value for money, choice, and flexibility to the current retail offering within the catchment area without having to travel long distances to meet existing need. The economic and job creating benefits of the proposal are also most welcomed by the community.
- 5.3 No matters have been raised through the consultation that would warrant a change to the design of the proposal and it is encouraging to see the local community firmly in favour of the proposal.
- 5.4 Lidl commit to maintaining the project website, throughout the determination period, and to regularly inform the community regarding progress of the application.



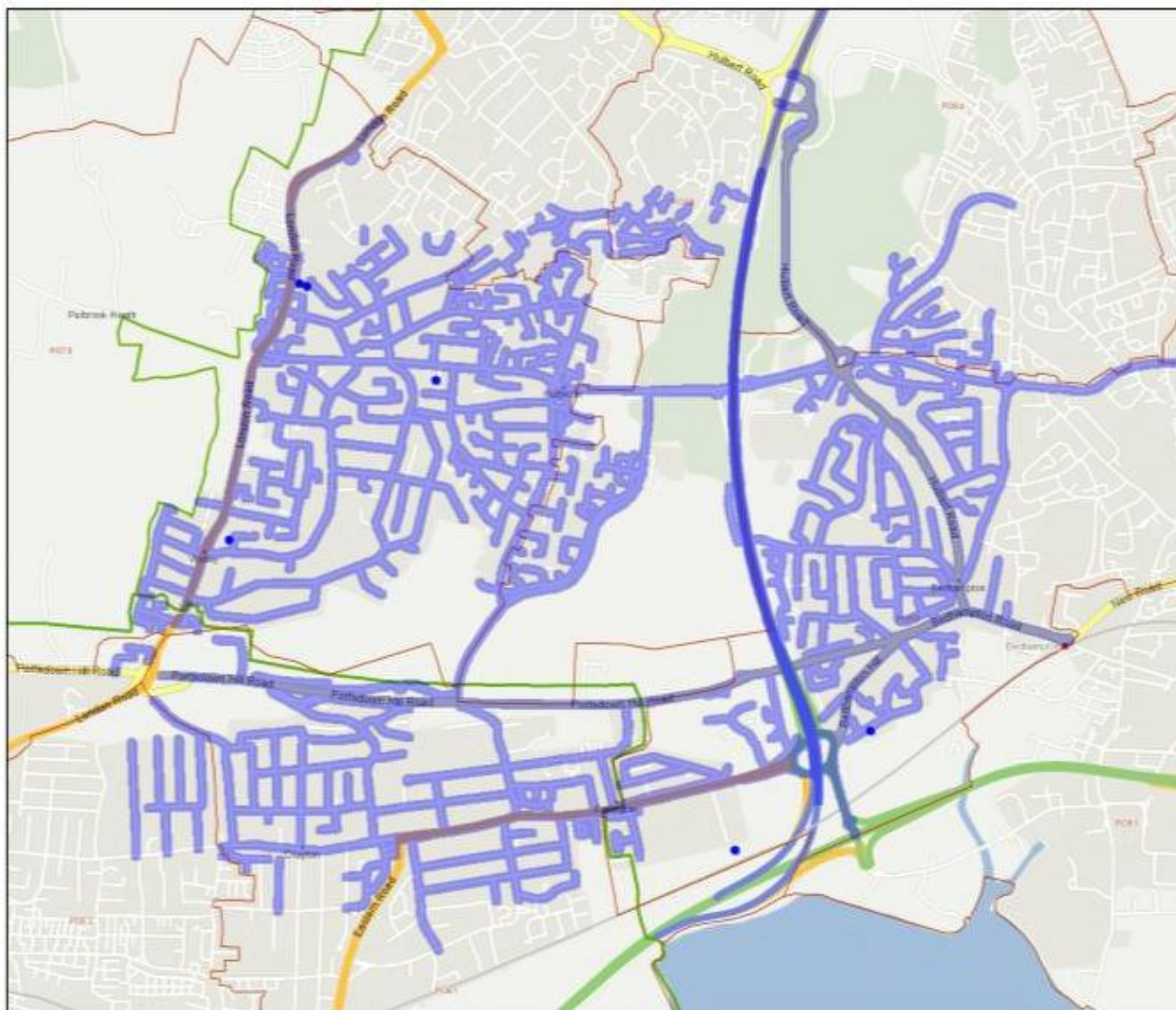
Proposed Lidl Foodstore, land adjacent to B&Q,
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Statement of Community Involvement (Update)

Document 1

Catchment area of community consultation letter
distribution

Havant Revised - Route 1 (PO9 3)



Height: 2.74 miles

Delivery Count: 12233

Delivery Details	
Residential delivery count	12058
Business delivery count	175

Accommodation Type	%
Detached	24.79%
Semi-detached	39.3%
Terraced (including end-terrace)	24.53%
Purpose-Built Flats in a Residential Building	9.74%
Converted Flat	0.55%
Purpose-Built Flats in a Commercial Building	1.01%
Others	0.09%
Total	100%

Tenure	%
Owned: Owned outright	37.2%
Owned: Owned with a mortgage or loan	41.67%
Owner occupied - Shared ownership	0.48%
Rented from - Council (local authority)	7.03%
Rented from - Housing Association / Registered Social Landlord	4.75%
Rented from - Private landlord or letting agency	6.96%
Rented from - Other	1.92%
Total	100%



Proposed Lidl Foodstore, land adjacent to B&Q,
Purbrook Way, Havant, PO9 3QJ

Statement of Community Involvement (Update)

Document 2

Public consultation cover letter (November 2020)



Consultation information

Lidl Great Britain Limited

Property Office
Lidl Southampton, RDC
Foxes Park
Brownhill Way
Southampton, SO16 0AW

www.lidl.co.uk

November 2020

Dear Resident,

Proposed Lidl store, off Purbrook Way, Havant

I am writing on behalf of Lidl GB, regarding proposals to bring a new foodstore to Havant, off Purbrook Way, adjacent to B&Q.

Before a planning application is submitted to Havant Borough Council, we would like to know what the local community thinks of the proposals. I enclose an information leaflet detailing the proposals, along with a feedback form and FREEPOST envelope so that you can return any comments to us, free of charge. For more information on the proposed scheme, please visit: www.havant.lidl.co.uk.

The site, located off Purbrook Way and adjacent to B&Q, will bring improved choice and competition for local shoppers. The Purbrook Way proposals will be in addition to existing local Lidl stores and will include:

- A new, 1,256 sqm (sales area) Lidl store, accessed from a new priority junction along the B&Q access road.
- 132 parking spaces including disabled and parent and child spaces, two electric vehicle charging points, secure cycle parking and five motorcycle spaces.
- Up to 40 new full and part-time jobs for local people.
- The latest specification in-store facilities, including bakery, longer style tills and customer toilets.
- The store will be well connected to the local footpath network and close to bus stops on Purbrook Way.
- The store will be built to Lidl's high specification, including photovoltaic panels (solar) on the roof, and will be in keeping with our commitment to sustainability.

If you, your family or friends are keen to see a Lidl foodstore in Havant, there are various ways to help support the application. Visit our website – www.havant.lidl.co.uk – and click on the 'How to support us' button and complete the brief online form; or to discuss the proposals further, contact the Property Team via email at: southampton.property@lidl.co.uk.

Your sincerely



For and on behalf of Lidl Great Britain Limited
James Mitchell
Regional Head of Property

Lidl Havant - Have Your Say

Please complete this Have your Say form and return it using the FREEPOST envelope provided. If you prefer, you can show your support by visiting our website, clicking on the 'How to support us' button and filling in the brief online form.

Title		Name	
Address			
		Postcode	
Email			
Telephone			

• Do you support the principle of a new Lidl foodstore on this site in Havant.

☐ Yes

☐ No

☐ Not sure

• Comments (Please use reverse for further comments):

Privacy Policy:

The data you provide is being collected by Lidl GB (who can be contacted on on 0238 074 2581 or southampton.property@lidl.co.uk). The lawful basis for processing this data is Legitimate Interests for the purposes of this consultation, to gather your opinion on the proposals and to enable us to contact you regarding the project in the future. **We may share your name and your comments with the local planning authority as part of the planning process and to verify that comments we receive are genuine. We will request that the council does not publish any personal data. If you would NOT like us to contact you or use your data in this way, you can opt out by ticking the relevant box or boxes below or by contacting us at any time.** Other than what is stated above, we will not publish or share your personal data with any third parties. Your personal data will be stored securely for the lifetime of the project, which will be until development is complete or a decision has been made not to progress the project. **You have the right to access, amend, object and remove the data we hold at any time, apart from the data specified once it has been shared with the council.**

☐ Please tick here if you would **NOT** like us to contact you about the project.

☐ Please tick here if you would **NOT** like us to use your data as specified above.



Proposed Lidl Foodstore, land adjacent to B&Q,
Purbrook Way, Havant, PO9 3QJ

Statement of Community Involvement (Update)

Document 3

Detailed information leaflet

About your Lidl store

A new, modern Lidl store on this site will provide a spacious and attractive shopping environment, which will improve local customer choice.

The store will offer all your favourite high-quality products at Lidl's low prices.

The site will be connected to the local footpath network and is close to bus stops on Purbrook Way.

Local jobs

A new Lidl store will create up to 40 new full and part-time jobs for local people.

Lidl is a Living Wage employer, with a starting rate of £9.30 per hour.



A new Lidl store for Havant



Lidl would like to open a new foodstore in Havant, off Purbrook Way, adjacent to B&Q. Before we submit a planning application to Havant Borough Council, we would like to know what the community thinks of the plans.

Please complete the feedback form enclosed to tell us your thoughts, and return it using the freepost envelope provided.



For more details visit
www.havant.lidl.co.uk

HAVE YOUR SAY

Please tell us what you think by filling in the enclosed feedback form and returning it to us.

For more information about the proposals please visit our website
www.havant.lidl.co.uk.

SHOW YOUR SUPPORT

Do you support our plans for a new Lidl in Havant? If so, visit our website and click on the 'How to support us' button and fill in the brief online form

If you have any queries, please contact us:

✉ southampton.property@lidl.co.uk



For more details visit
www.havant.lidl.co.uk

The proposals

Lidl has been interested in opening a store in this area for some time. A new store off Purbrook Way will bring choice and competition for shoppers in North West Havant, Purbrook and Widley. This will be in addition to other local Lidl stores that serve customers in the wider Havant/Portsmouth areas, which will not be affected by this proposal.

The proposals include:

- A new 1,256 sq m sales area Lidl store, accessed from a new priority junction along B&Q's access road.
- 132 parking spaces, including 7 disabled spaces, 9 parent and child spaces, 2 electric vehicle charging points and secure cycle parking. There will also be 5 motorcycle spaces.
- Latest specification in-store facilities, including Lidl's popular bakery, longer style tills with dual packing and customer toilets.
- Up to 40 new full and part-time jobs for local people.

We intend to retain as many trees as possible on this site, in addition to providing new tree planting and landscaping.



Indicative site plan





Proposed Lidl Foodstore, land adjacent to B&Q,
Purbrook Way, Havant, PO9 3QJ

Statement of Community Involvement (Update)

Document 4

Screenshots of project website

Welcome

Lidl would like to open a new foodstore in Havant, off Purbrook Way, adjacent to B&Q and will be submitting a planning application shortly regarding these proposals. Lidl is committed to public consultation and is pleased to provide the community with an opportunity to review the development plans.

This website provides details of the planning application which will be submitted to Havant Borough Council shortly. If you have any questions or comments about the proposals, please email southampton.property@lidl.co.uk.



What's proposed?

- Lidl is proposing a new foodstore for Havant, with a **1,256 sq m net sales area**.
- The foodstore will create up to **40 new local jobs**.
- **132 customer parking spaces**, along with cycle and motorcycle parking.
- **Two electric vehicle charging points**.
- **Latest specification in-store facilities**, including Lidl's popular bakery, longer style tills with dual packing and customer toilets.

This new store will be in addition to other local Lidl stores in the Havant and Portsmouth area, which will not be affected by this proposal.

About Lidl

BIG ON QUALITY, LIDL ON PRICE

Everyone knows we're Lidl on price. So, it's time to tell you what we're Big on.

We're Big on Quality. Big on the big shop. Big on all the things that matter. Big on the things that make cupboards and bellies and life feel fuller. Big on detergent that gets your socks white and cheese that knocks them off. Big on carrots that crunch and chillies with bite. Big on cuisine from far and wide, and meat from local farmers. Big on brands and biscuits and baby stuff and bicycle pumps and butter. We're Big on everything.

Except of course, on price, because that's where we'll always be Lidl.

Big on quality
Lidl on price

A new Lidl for Havant



Proposals

THE SITE

Lidl has been interested in opening a store in this area for some time. A new store off Purbrook Way will bring enhanced choice and competition for shoppers in North West Havant, Purbrook and Widley. This will be in addition to other local Lidl stores that serve customers in the wider Havant/Portsmouth areas, which will not be affected by this proposal.



THE PROPOSED DEVELOPMENT

If approved, Lidl will begin construction immediately to build its latest, modern-spec supermarket in Havant. The proposals include:

- A new **1,256 sq m (circa 13,500 sq ft) net sales Lidl supermarket** in an easily accessible location.
- Up to **40 new full and part time job opportunities** for local people.
- **132 car parking spaces** including 7 disabled and 9 parent & child spaces. There will also be secure cycle parking and 5 motorcycle spaces.
- **Two electric vehicle charging points.**
- **Solar panels** on the roof to help meet the store's energy needs.
- Access to the site will be from a **new priority junction** along B&Q's access road.
- **Connection to the local footpath network** and is close to bus stops on Purbrook Way.

Lidl intends to retain as many trees as possible on this site, in addition to providing new tree planting and landscaping.



TRANSPORT



Traffic impact

Lidl's planning application will include a detailed Transport Assessment, which will be reviewed by Hampshire County Council's Highways Team. The Transport Assessment will take into consideration issues such as Lidl's expected busiest periods, along with the likely levels of traffic associated with the neighbouring B&Q and the nearby supermarkets and restaurants.



Walking

The site is well located and will be connected to the wider local footpath network.



Cycling

Secure cycle parking for staff and customers is proposed at the front of the store, in a well-monitored location. The site is well-connected to the local cycle network, which will enable cycling as a substitute for short car trips.



Bus services

The site is well located for the bus network, close to local bus stops on Purbrook Way and Hubert Road.



LIDL'S OPERATION

Lidl first opened its doors in Great Britain in 1994 and currently has over 24,500 employees, 800 stores and 13 distribution centres in England, Scotland and Wales. Lidl takes pride in providing top quality products at the lowest prices.

The Lidl retail philosophy is focused on simplicity and maximum efficiency at every stage of the business, from supplier to customer, enabling the company to sell high quality own brand products at the lowest prices.

RED TRACTOR

Lidl is committed to sourcing high quality fresh meat, poultry, fruit and veg from British farms. We work closely with Red Tractor to ensure that our British meat, poultry, fruit and veg is responsibly sourced to strict food hygiene, animal welfare and environmental standards, with every pack traceable to the farm of origin. This guarantees our customers a fresh, locally-sourced, high quality range of meat and poultry at excellent value.

FAIRTRADE

Lidl GB sells over 50 different Fairtrade certified products, from bananas originating from Colombia, tea picked in Kenya and cocoa for our chocolate, grown in Cote d'Ivoire. In addition to the products we sell all year round, we proudly support specific Fairtrade campaigns such as Fairtrade Fortnight. This is an opportunity to give a voice to farmers and growers throughout the world.



WORKING FOR LIDL

- The new store is expected to create up to 40 new full and part-time jobs for local people. This is in addition to the temporary jobs created during construction of the store.
- Lidl recently increased the wages of all hourly-paid staff, ensuring that employees remain amongst the best paid in the industry. This means that the entry-level hourly pay increased to £9.30 per hour, above the Government Living Wage. Lidl does not operate zero hour contracts.





SUSTAINABILITY

The proposed store will meet Lidl's high sustainability standards which are intended to minimise environmental impact over the lifetime of the store.

- Lidl's delivery vehicles are used to remove waste from the store on their return journey to the nearest Regional Distribution Centre, where the waste/recyclable material is sorted and managed centrally. This also helps to reduce vehicle trips and CO2 emissions.
- Lidl leads the sector in terms of recycling and waste to landfill reduction by recycling all paper/cardboard and plastic waste produced by its stores.
- Store heating and lighting are controlled by a computerised Building Management System (BMS). This minimises energy consumption by adapting to external temperatures and lighting levels.
- The chilled food cabinets incorporate night blinds which trap the chilled air and reduce overnight energy consumption.
- Lidl's refrigeration plant has low carbon emissions ratings and operates without the need for chlorofluorocarbons.
- Lidl stores use a manual dock leveller for deliveries, which reduces noise emissions and energy use.
- All lighting in the warehouse and staff welfare areas is controlled with motion sensors ensuring that electricity consumption is minimised.
- When the building is occupied by staff only (with no customers) the lighting system is powered down to only use one out of every three fluorescent tubes.
- Water consumption is carefully monitored and flow control devices and water meters are fitted in all stores.
- The car park lighting is switched off overnight and is controlled by a Lux sensor during trading hours.
- The Havant store will have two electric vehicle charging points.
- The Lidl store will feature solar panels on its roof to help with the store's energy needs.

2019/20 STATISTICS – REGIONAL DISTRIBUTION CENTRE, SOUTHAMPTON

- Over 8,722 tonnes of cardboard and paper recycled;
- Over 410 tonnes of plastic recycled;
- Over 199 tonnes of metal recycled;
- Over 20 tonnes of electrical items recycled or returned to suppliers;
- Over 2.4 tonnes of textiles recycled;
- In addition, wood, ceramics, and glass were also recycled;
- Company recycling target for 2020/21 is 93%.

For more details about Lidl's sustainability commitments, [click here](#).

A new Lidl for Havant



Why support us?

A full planning application for the proposed new Lidl supermarket will shortly be submitted to Havant Borough Council, which will make a decision on whether to approve the store proposals.

If you want Lidl's project to be successful, it is vitally important that you make your views known so that they can be taken into account when the Council's Planning Committee decides whether to approve or refuse the application.

If you are keen to see a neighbourhood foodstore off Purbrook Way, Havant, please indicate your support for the application by [clicking here](#).

As with all developments there will be people who are for and people who are against the development and it is very important that everyone has their say. We would ask those people who have concerns about the proposals to contact us by emailing southampton.property@lidl.co.uk. We will then seek to address these wherever possible.

REASONS TO SUPPORT US

The following points are considered to be 'planning issues':



Retail / Employment:

- New retail jobs for local residents.
- The store will help to meet local shopping needs and reduce the need to travel elsewhere.
- The proposal will provide new and improved shopping facilities for the town at competitive prices and offer exceptional quality and choice to the benefit of local shoppers.
- Lidl stocks a variety of unique product lines which are not available from other supermarkets.



Design:

- Modern building design using high quality materials will add a contemporary dimension to the existing street scene and will enhance the character and appearance of the area.
- New tree planting and landscaping will be provided around the site.



Sustainability:

- Sustainable construction techniques will be employed as well as the use of sustainable materials where possible.
- Lidl operates a highly energy efficient business with a strong commitment to recycling and the use of energy efficient equipment and techniques within the store to reduce carbon emissions.
- The Lidl store includes sustainable measures including solar panels and electric vehicle charging points.
- The site is in a location which is accessible on foot, cycle and public transport.



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