would be some £2.427m, and the comparison goods £0.270m. However, with an increasing range of durable, non-food goods being sold from most supermarkets it is proposed to undertake this analysis on a "convenience business" basis as this is considered, on balance, to reflect modern trading characteristics. On this basis the Lidl turnover is taken to be £2.697 million.

As a trading entity a Lidl store satisfies several functions: -

a) A limited weekly bulk food shop

b) Passing and/or top-up trade; and

c) Sale of "durable specials", which are relatively widely advertised and for which people travel a greater distance.

In addition, the particular circumstances that pertain at Speedfields Park means that Lidl would cater, for a limited range of goods, shoppers visiting the adjacent Asda store.

The application is in the name of Lidl and it is the Company's intention to trade from the site. Concerns that by applying for an unnamed A1 use could create the opportunity for another convenience goods operator to trade the location is essentially more theoretical than reality.

Asda superstore at Speedfields Park dominates the southern suburbs of Fareham and parts of northern Gosport . Whilst the major discount food retailers, including Lidl, are content to trade in the shadow of such larger stores the main food/convenience goods operators in the UK would not. Hence Tesco, J.Sainsbury, Safeway, Waitrose and Somerfield/ Kwiksave would all scorn such trading positions, even if they were interested in smaller stores of the size being promoted.

Of the other retailers, essentially the Co-op, Spar and Budgen, all operate as neighbourhood stores, well related to residential areas. The proposed store would be very large for a Spar or Budgen although the Co-op operates a variety of size stores.. However these companies offer a more comprehensive range of goods than a Lidl store, do not represent themselves as discounters, and as such could not sustain a presence adjoining an Asda superstore. Lidl, by being different, a deep discounter, with a much more limited range of goods, fulfils a more restricted niche in the retail structure of an area and as such can sustain trading next to mainline foodstores.