1 INTRODUCTION

This report is an assessment of the scope and implications for the development of a foodstore for Lidl on land at Newgate Lane, Speedfields Park, Fareham. This assessment considers the implications of the proposed new store on the existing town centre, the capacity for additional floorspace, lack of alternative sites in the Fareham central area, and the concept of need.

It should be noted that undertaking retail capacity studies and/or impact assessments within urban areas is fraught with difficulties to a greater degree than for free-standing, relatively self contained settlements. This occurs because of the complexity of movement of people; the range of choice, often within relatively compact areas; the easier opportunity to exercise store loyalty; the scope for linking shopping trips, and the greater likelihood that they will be other than of a home-based origin.

With these constraints in mind the following appraisal seeks to address the issues of the new Lidl store. Reference has been made to the appropriate Development Plan documents, in particular the Hampshire County Structure Plan Review, (March 2000) the Fareham Borough Local Plan Review, March 2000 as well as national policy guidance (PPGs 6 and 13) and the Fareham Borough Council Retail Study undertaken by Colliers Erdman Lewis (CEL) in October 1996. Data sources relied upon include field survey, the CEL Report, Retail Rankings (1999) and information produced by the Data Consultancy (URPI Group).

2 LIDL STORE

The proposal is for a Lidl store of 897 sq m net sales area on a site Newgate Lane. The site is currently vacant and is located behind a MacDonalds Drive-Thru Restaurant which fronts on to Newgate Lane.

Company national average turnover is taken as being £3,007 per sq m in 2001 (at 1996 prices) which suggests a total turnover of some £2.697m. (The turnover figure is derived from Retail Rankings 1996 with growth rate for URPI 99/1). Lidl supermarkets devote approximately 10% of their floorspace to durable goods and on a pro rata basis it is assumed the convenience turnover