



Mr John Hein
Chair
Leith Central Community Council

Cc: Harald Tobermann, Vice-Chair
Charlotte Encombe, Secretary

Lidl U.K. GmbH
Tailend Farm
Deans Road
Livingston
Scotland
EH54 8SE

1 July 2016

Dear Mr Hein,

Lidl UK GmbH - Easter Road, Edinburgh

As a key stakeholder, I would like to update you on Lidl's proposal for a new store on the former B&Q site on Easter Road. We are keen to construct our brand new state-of-the-art concept store - called Lidl of the Future (LOF) - on this site, to ensure that the development provides the best possible shopping experience for local residents.

Lidl prides itself on providing quality produce for its customers, while ensuring value for money. This approach to customer service has seen Lidl become the fastest growing Supermarket in the UK, showing growth of 13.8% according to the latest Kantar World Panel report dated 28th June 2016.

As a result of this commitment to providing a quality retail experience, the company has expanded across the UK in recent years. To date Lidl has successfully opened over 600 stores throughout the UK, including 91 stores in Scotland. Lidl is now looking to invest in improving and expanding its Scottish property portfolio through a programme of store refurbishments, relocations and openings.

There are seven Lidl stores in Edinburgh, three of which have already had significant investment in the last two years (Granton, Nicolson Street and Wester Hailes). A further two of these stores (Leith and Haymarket) have significant investment planned in the next two years, and one is in the process of being relocated (Craigmillar). We have also recently received planning consent in Slateford to demolish an existing Matalan and build a new flagship store which will be ready in 2018.

The development of a new store on Easter Road is part of this programme of investment in Edinburgh. As you may be aware, we received planning consent for the development of a

store on this site in August 2014. We then submitted a new application for an updated scheme, which was validated by the Council in September 2015. After a process of further engagement with Planning Officers, the design of this unit has since been changed to ensure that it provides the best possible shopping experience for our customers and is sympathetic to the surrounding environment. The Council re-notified the local community of the changes to the design at the end of May 2016.

An additional store entrance has been added to allow customers ease of access regardless of what direction they are travelling along Easter Road, and roller shutters have been incorporated to ensure the site is secure after store opening hours. In addition to this, the cycle parking area has been opened up to allow a higher degree of visibility and to allow access from both Easter Road and the car park.

This new store will greatly improve the shopping experience of local residents by providing a large choice of quality produce at a low price, a stand-alone in-store bakery offering freshly baked goods throughout the day, as well as large shopping aisles and self-service tills for ease of access and efficiency. The car park will have up to 64 free parking spaces, including four disabled and three parent and child spaces. In order to promote sustainable modes of transport, the new store will also provide 10 sheltered cycle parking spaces.

In addition to the benefits for shoppers, the store will create up to 40 new jobs in the local area. Lidl is proud to be the first retailer in the UK to introduce and exceed the living wage, with all of our employees receiving a minimum of £8.25 per hour, and none operating on zero hour contracts. The jobs that will be on offer will range from Customer Assistant and Cleaner positions starting at £8.25 per hour, to Assistant Store Manager positions starting at £24,000 per annum and Store Manager positions starting at £37,000 per annum.

Lidl is engaging with the City of Edinburgh Council and will continue to do so throughout the application process, so that the development meets the needs of the local community. We have notified local residents of the change in design and would also be keen to meet with you, in order to discuss our proposal in more detail. If you have any questions regarding Lidl's proposed store on Easter Road, or if you would like to arrange a meeting, please do not hesitate to contact my colleague Suzanne Martin on 0141 212 7123 or at suzanne.martin@invictapa.co.uk.

Yours sincerely,

David Durie
Senior Consultant - Acquisitions
Lidl UK GmbH