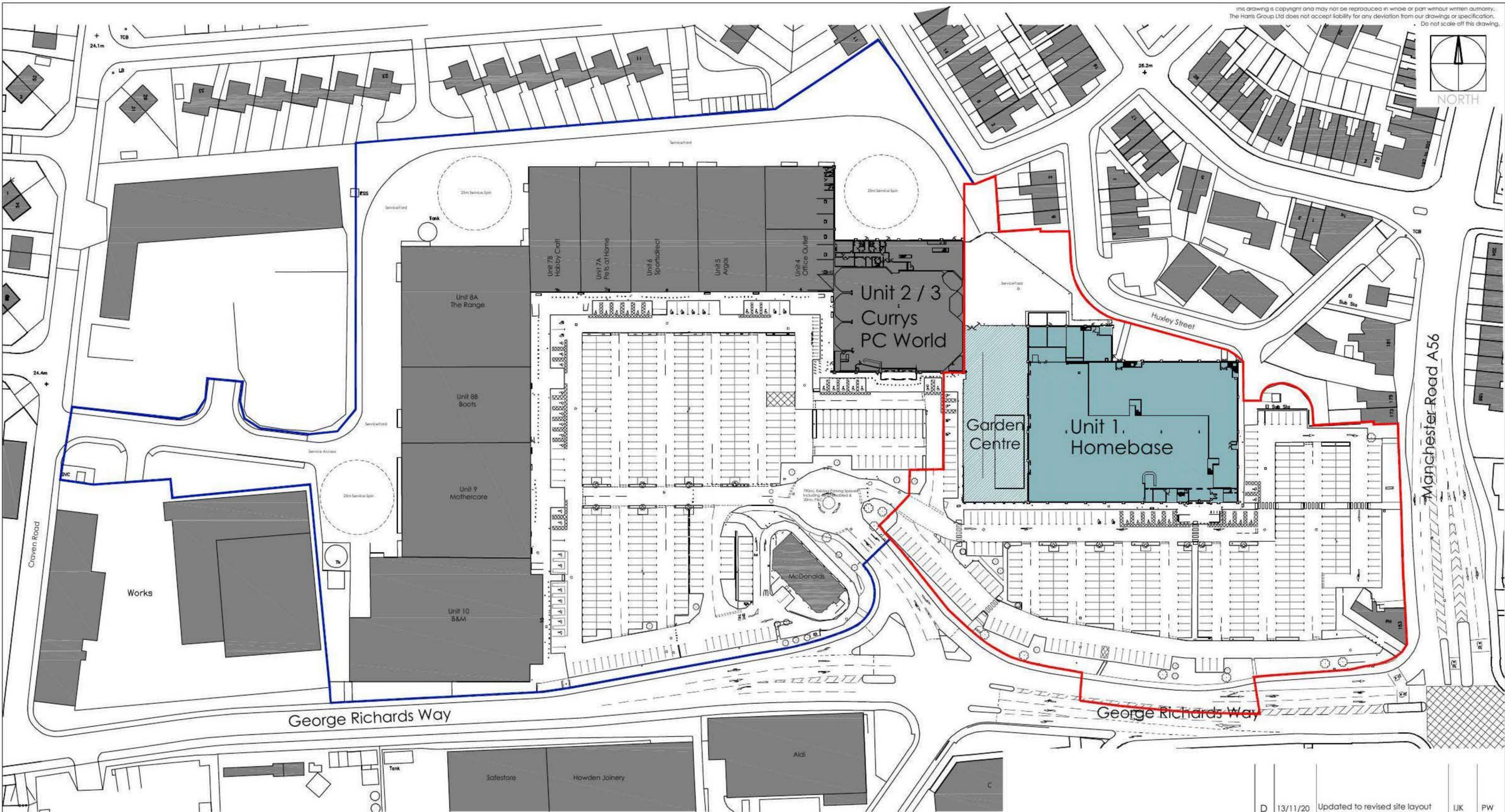


# APPENDIX 01

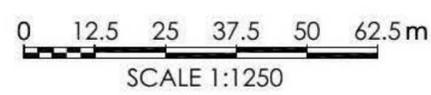
## SITE LOCATION PLAN

This drawing is copyright and may not be reproduced in whole or part without written authority. The Harris Group Ltd does not accept liability for any deviation from our drawings or specification. Do not scale off this drawing.



Note:  
 Surrounding contextual buildings and information are based on received ordinance survey drawings, and are shown for illustrative purposes only.  
 Assumed site boundary is subject to confirmation.  
 All legal easements, and extent of existing underground services locations, are subject to confirmation.

— Application Boundary  
— Estate Boundary



Rev	Date	Description	Rev By	Chk'd B
D	13/11/20	Updated to revised site layout	IJK	PW
C	15/05/19	2nd PLANNING ISSUE	IJK	PW
B	26/04/19	PLANNING ISSUE	IJK	PW

Project Title	Proposed Refurb & Extension		
	Altrincham Retail Park George Richards Way Altrincham WA14 5GR		
Client	Orchard Street Investment Management LLP		
Status	PLANNING		
Scale	1:1250	Drawing Size	A3
Date	12/18	Drawn By	IJK
		Checked	PRW

Drawing Title	Location Plan	
Job-Dwg No	14366-99	Rev D
<input checked="" type="checkbox"/>	2 St. Johns North, Wakefield, WF1 3QA t. 01924 291800	
<input type="checkbox"/>	Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG t. 0161 2388555	
<input type="checkbox"/>	The Old Rectory, 79 High Street, Newport Pagnell, MK16 8AB t. 01908 211577	
<input type="checkbox"/>	101 London Road, Reading, RG1 5BY t. 0118 9507700	
<input type="checkbox"/>	10 Gees Court, 51 Christophers Place, London, W1U 1JJ t. 0207 4091215	



**APPENDIX 02**

**HOMEBASE LETTER**

Planning & Development Management Committee  
Trafford Council  
Talbot Rd  
Old Trafford  
Stretford  
Manchester  
M32 0TH

29<sup>th</sup> June 2020

Dear Councilor's

**RE: Retaining Homebase in Altrincham (Ref: 98127/FUL/19)**

On the 16<sup>th</sup> July you will be asked to consider proposals by Orchard Street Investment Management LLP that would see Homebase's existing store at Altrincham Retail Park, reconfigured and refurbished into two, smaller retail units.

The application has been under consideration by Trafford Council for almost a year during which time the retail landscape has continued to deteriorate.

We announced in 2018 the closure of 42 stores across the UK through a Company Voluntary Agreement following a review of underperforming stores.

Since then we have worked hard in collaboration with our landlords to protect jobs whilst addressing the underperformance of the business.

This includes the downsizing of our existing stores to a smaller footprint, which helps to further reduce our cost base and helps provide resilience to the business.

A smaller, more modern store is fundamental to our future success in Altrincham and I would urge you to give this application your approval.

Your approval will enable Homebase to trade on a more sustainable basis in Altrincham and protect the 50 people we employ in the town, many of whom are anxious about the effects of coronavirus on retailing.

Yours Sincerely

N.Robinson

Neil Robinson  
Estates Manager UK & ROI

# APPENDIX 03

## LIDL LETTER

Planning Inspectorate  
Temple Quay House  
2 The Square  
Temple Quay  
Bristol  
BS1 6PN  
United Kingdom



15 January 2021

Dear Sir/Madam

**RE: Planning Appeal - Altrincham Retail Park, George Richards Way, Broadheath, Altrincham**

I am writing to you in my capacity as Head of Property for Lidl Great Britain Limited (Lidl) in respect of the planning appeal which has been submitted following the refusal of Planning Application Ref. 98127/FUL/19 by Trafford Council on 17<sup>th</sup> June 2020.

Planning Application Ref. 98127/FUL/19 sought consent for:

*'Extension, refurbishment and subdivision of the existing Homebase store to provide a downsized unit for Homebase and a new Class A1 retail unit. The application also proposes the relocation of the Homebase garden centre, the reconfiguration of the existing car park and associated landscaping, and the creation of a new egress from the site.'*

I write in support of the appeal against the developments refusal and to clearly set out Lidl's position with regard to the appeal scheme.

### **1. Lidl's store strategy for Altrincham**

I can formally confirm that Lidl have a two store strategy for Altrincham and that it is fully committed to the delivery and long term operation of a store at Altrincham Retail Park (the appeal site) and a store at the Altair site (the site Trafford Council has suggested could be sequentially preferable to the appeal site).

This two store strategy for the town has been an aspiration of Lidl for 10 years, during which time we have considered a significant number of different opportunities.

I can confirm that Lidl will trade from both sites in parallel, as they will serve a different catchment and customer base, in addition to being fundamentally different store formats.

### **2. Lidl's contractual position on the Altair site**

I can confirm that Lidl exchanged contracts with Nikal, the developer controlling the Altair site, in respect of their development, on 07 February 2020. This confirms Lidl's commitment to bring forward a metropolitan format store, on a leasehold basis, as part of the wider residential-led mixed use Altair development scheme which Nikal are bringing forward.

Lidl would act as an anchor tenant for the scheme.

### **3. Timings for delivery of the Lidl store within the Altair scheme**

At the time of writing, there are various design and construction stages the wider Altair scheme needs to go through before it will be completed and a unit within the scheme is suitable for occupation and operation by Lidl.

It will be necessary for Nikal to undertake the following:

- Finalise the scheme design;
- Prepare and submit a planning application;
- Secure planning consent;
- Discharge planning conditions;
- Tender the scheme and appoint a contractor; and
- Construct the scheme.

In the context of the above, and the nature of the mixed use Altair development, the anticipated period of time for a unit to be ready for occupation by Lidl will be 3-4 years, as a minimum. This contrasts with the Altrincham Retail Park scheme, which can be in operation in less than 12 months from planning permission being granted.

Lidl have committed to the Altair scheme in this context. Lidl do not however, have any meaningful control over the delivery of the scheme, as this sits with the developer. Lidl would simply be taking a leased space within the scheme.

I can however confirm that Lidl are in continued discussions with Nikal regarding their development proposals and that to date, we have committed in excess of £100,000 on the scheme, which clearly signals our commitment to deliver a store in this location.

### **4. Lidl's store formats**

The contract Lidl has entered into with Nikal relates to a metropolitan format Lidl store.

The metropolitan format stores are a relatively new concept for Lidl and are fundamentally different to the standard Lidl store format, which relies upon a standard size retail unit, usually of circa. 1,250 sq.m net sales area, fronting onto a surface level car park of circa. 120 spaces, on a site which is directly accessible and visible from a main road frontage.

In contrast, the metropolitan format stores are designed for busy urban centre locations and rely upon a significant amount of pedestrian footfall and basket shopping by customers, as opposed to car-borne customers. The delivery of these stores is only viable for Lidl in busy locations with high pedestrian footfall.

Stores in metropolitan locations often have reduced car parking or shared car parking provision and are often smaller in size than a standard model Lidl store.

The store proposed at Altrincham Retail Park fits the standard Lidl model. The proposed store has a net sales area of 1,272 sq.m, it fronts directly onto a surface level car park, it benefits from access to over 250 car parking spaces (shared with Homebase), it is also directly accessible and visible from both Manchester Road (A56) and George Richards Way.

Whilst the store benefits from the full range of sustainable travel options, it will principally attract car borne shoppers, the majority of whom will shop using trollies. To ensure easy access for customers, the main store access is taken directly from the car park. This allows customers to take trollies directly to their cars to unload goods in a safe and efficient manner.

Customers shop for convenience and therefore, making the shopping experience as easy for customers as possible is a key aim for Lidl when delivering new stores.

The metropolitan format store, which Lidl are committed to bringing forward at the Altair site, operates on a completely different basis.

The store will be integrated within the wider residential-led mixed use development. It will have residential development of several stories above, its main access will front onto a pedestrianised high street and it will sit as part of a retail parade. The store's customers will also have access to shared underground car parking provision.

The store's main access will be taken from a pedestrianised high street and therefore, it will principally attract pedestrians as opposed to car borne shoppers, and shoppers mainly using baskets, as opposed to shoppers using trollies.

Whilst the Altair scheme has yet to be fully finalised, the net sales area is likely to be circa. 1,100 sq.m. The store's trading area will therefore be around 15% smaller than the store proposed at Altrincham Retail Park.

This smaller floorplate results in the sales area having 5m less merchandising shelving on each aisle when compared with the Altrincham Retail Park scheme. This equates to 40m less linear shelving in total, equivalent to one whole aisle. Operationally, this limits the range of goods which can be sold at metropolitan stores, such as Altair.

Based upon existing regional metropolitan store examples, given the different customer profile, a customer will also spend approximately 70% less when visiting a metropolitan format store, reflecting the basket shopping nature of the stores.

This can be evidenced by the fact that 70% of the checkouts in the proposed Altair scheme will be self-serve checkouts, specifically catering to basket shopping. In contrast, at the Altrincham Retail Park scheme there will be no self-serve checkout provision. All checkouts in the Altrincham Retail Park scheme will have a standard till belt design and be manned by a cashier, which is more appropriate for trolley borne shopping.

The store will function in a somewhat similar manner to Lidl's metropolitan format store located in Piccadilly Gardens, in Manchester City Centre. The Piccadilly Gardens store comprises circa. 1,000 sq.m of floorspace, the store fronts onto a pedestrianised high street and sits as part of a retail parade. Furthermore, the store's customers also have access to a shared multi-storey car park, which forms part of the same building.

The role and function of the stores proposed at Altrincham Retail Park and Altair is therefore, fundamentally different.

The differences between the two stores are akin to the differences between Tesco's Metro format and Superstore format or akin to a fast food retailer having both a restaurant and a drive-thru concept. They are very clearly two different types of development.

In the context of Lidl's business model, the two store types are not interchangeable.

### **Concluding comments**

I can confirm Lidl have had a long term two store strategy for Altrincham and over the past 10 years a significant number of different opportunities have been considered.

Lidl is fully committed to both opportunities it has scope to deliver, which will serve a different catchment and customer base, in addition to being fundamentally different store formats.

I very much hope the Broadheath Lidl store can be fully operational during the next 12 months and that the Altair Lidl store is in a position to be operational in 2024/25.

Yours sincerely



NICK Harvey  
Head of Property  
Lidl GB