Proposed Lidl Foodstore

Former Seamer Road Football Stadium Site, Scarborough

29 January 2015
Introduction to Lidl

Lidl past and present

1973: First Lidl store opens in Germany (Ludwigshafen)
1990s: Further international expansion
1994: First UK stores open in Perth & Penzance
Introduction to Lidl

Lidl in Europe

Represented in 27 countries
Over 10,000 stores
Over 200,000 employees
Over 135 Regional Distribution Centres (RDCs)
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Lidl in the UK

9 Regional Distribution Centres
• Livingston
• Newton Aycliffe
• Runcorn
• Lutterworth
• Bridgend
• Weston Super Mare
• Belvedere
• Enfield
• Northfleet

Over 600 stores
Over 13,000 employees
Introduction to Lidl

Our Lidl Stores
355 – 1600 m² sales area
Over 1600 products
10 – 40 employees
The Store Team:
• Store Management
• Customer Assistants
• Freshness Coordinator
• Bakery Coordinator
• Non-food Coordinator
• Training Mentors
• Buddy
Introduction to Lidl

Our commitment:

- We are conscious of our responsibilities to society
- Some unsold food items are donated to charities such as ‘Fairshare’ and ‘The Salvation Army’
- Lidl supports fairtrade in developing countries
- Lidl has a charity partnership with Clic Sargent
- Our commitment is to raise £3 million in 3 years
Store Proposals

The key elements of the Lidl proposals include:

- A foodstore with a net sales area of 1,286m².
- In-store bakery and full range of products.
- Free customer car park with 99 spaces.
- Creation of up to 30 full and part-time positions.
Lidl, Seamer Road Proposals: Indicative Site Elevations
Lidl, Seamer Road Proposals: Proposed Store Image