Ms K Townend
Shropshire Council
Development Management
Shropshire Council
Edinburgh House
Wem
Shropshire
SY4 5DB

6 February 2017

Dear Karen

**PROPOSED FOODSTORE AT ROCKS GREEN, LUDLOW (LPA REF: 14/05573/OUT)**

Following our discussion on Thursday, I am writing to confirm that Lidl do want a store in a Ludlow. If permission is granted this week, the site at Rocks Green would be suitable for us and the size of the store proposed is appropriate.

We are discussing terms with the developer. If there is a consent in place and we can reach agreement, we will develop a Lidl foodstore on the site creating new local job opportunities.

For your information, it is well known in Ludlow that Tesco and Aldi are overtrading and that expenditure is leaking to stores outside of Ludlow. A new Lidl store will provide residents with more choice and competition and claw back expenditure leaking elsewhere.

I know Ludlow town centre well and Lidl UK GmbH have been actively seeking a site to deliver a foodstore. If Lidl UK can agree terms to progress this opportunity I am confident that a Lidl store opening at Rocks Green will not have a detrimental impact on small shops in the town centre.

If you require any further information from me, please let me know.

Yours sincerely

Joanne Hawley
Head of Property
Lidl UK GmbH