

**Orkney Islands Area Licensing Board, August 2021
Applications for Variation of Premises Licence
Lidl Great Britain Limited**

Lidl Store, Pickaquooy Road, Kirkwall

This is an application for variation of premises licence to increase the off sales capacity all year round as a result of store refurbishment around Lidl's "Get Fresh" campaign.

Get Fresh 2021!

This application comes before the Board as part of a wider refurbishment of these premises and as part of a national campaign for refurbishment of all Lidl stores across the UK to cater for their "**Get Fresh**" layout.

Get Fresh is essentially a refurbishment of stores to provide additional chiller space and improved shelving across the whole premises. This results in a wider availability of meat, fish and poultry together with improved ranges of fruit and veg and ambient stock. The change in shelving allows for all stock ranges to be improved, store wide, and not solely related to alcohol.

This allows Lidl Kirkwall to be a "full range" rather than "limited range" store across the majority of product lines.

The new store layout also caters the Scottish Government's proposed Bottle Deposit Scheme due to commence in 2022. This store was refurbished during w/c 24th August 2021. As the Clerk's report confirms, the changes were completed with the existing capacity of alcohol, pending consideration of this application.

In relation to the sale of alcohol, the refurbishment allows Lidl to seek an increase in display area. This means that the stores will be able to provide their full range of beers, wines and spirits that Lidl offer nationwide in their stores, and this includes their new "Brewery" section, which features Scottish craft beers and ciders.

We have set out below and separate document attached, for the assistance of the Board some information the current and proposed capacities of the store, measured against their overall percentage of the alcohol display area. This will hopefully allow the Board, in its proper context, to see what the customer sees when the changes would be in place.

The Board will see that the change relates to an increase in the length of one side of the alcohol aisle (as far as the non-seasonal trading is concerned). The alcohol remains in the same part of the store, at the furthest point from the main entrance.

Lidl's broad parameters is to have non-seasonal (i.e. 3 January to 30 November each year) the display capacity at between 5-6% of the total retail space within their premises. This variation would bring non-seasonal capacity up to 4.5% of the store.

This amount will increase for the busier one month period around Christmas to cater for the higher demand, before reducing again in January.

The proposed variations

We have set out below, the current and proposed capacities as a percentage of the store display areas. This will allow the Board to see that the alcohol display is simply part of the overall offer and not the primary focus of the premises.

You will see that that the percentage generally follows the Lidl proposal of 5-6% for non-seasonal trading.

Current off sales capacity – 3.9% and with including seasonal capacity – 4.9%

Proposed non-seasonal capacity – 5.2% including seasonal capacity – 6.2%

There are no objections or representations in relation to the application. The premises are not located in an area overprovision.

The application will bring an improved range to this store consistent with other Lidl premises across the country. The premises have a good trading record and 4 personal licence holders working there.

Conclusion

It is submitted these are the good applications and should be granted.

If the Board are not able to determine this application on the strength of this written submission only, we would respectfully request that the application is continued to a later date to allow for personal appearance. In the circumstances of this application, however, it is respectfully submitted that that should not be necessary.



Harper Macleod LLP
45 Gordon Street
Glasgow G1 3PE
Agent for the Applicant
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