

Without Prejudice

**Lidl UK GmbH  
Tailend Farm Deans  
Road Livingston**



**EH54 8SE**

05-Mar-2015 OurRef:  
#11042172

Dear Mrs Bryan

**Re: Lidl Stoke on Trent** \_

We write further to your enquiry dated 24th February 2015 regarding disabled access at our stores within the Stoke on Trent area.

As a preliminary point, we fully understand the legal, moral and ethical responsibility towards ensuring each and every customer can have a safe and positive experience within our stores. As a responsible service provider, we take our obligations under the Equality Act 2010 most seriously.

We recognise that we have a diverse demographic of customers and we pride ourselves on the support mechanisms which have been developed to assist customers with disabilities and implemented throughout our stores.

We have a robust store staff training induction and refresher training programme which makes specific reference to store assistants being required to assist any disabled person. We feel that we have made reasonable adjustments within our training matrix to ensure that customers are supported during their visit. Store staff induction and refresher training includes specific instructions for providing additional assistance for customers who request this support. This training includes the requirement to assist with guiding customers around the stores, greeting customers who require extra assistance, helping customers select products, help packing at the tills and loading cars.

Designated disabled car parking spaces are available at all of our stores to allow adequate space for wheelchair access. In some of our new stores additional spaces are also being provided in points away from the store entrance for non-Lidl shoppers.

Disabled bells are available at the entrance of our stores. These bells alert store staff that a customer requires assistance.

Additionally, freezers and meat cabinets with improved lids to facilitate viewing of their contents from a wheelchair have been installed in our stores. These new cabinets also have easy grip handles.

We have reduced the height of the Fruit and Vegetable displays to improve accessibility to our fresh products.

Additionally, the aisles have been bisected to remove the necessity of travelling the complete length of the store where the customer may not need to do so. In our new stores the aisles have been widened to allow for the easier passage of wheelchair users.



We hope that we have been able to allay any concerns you may have had regarding our responsibilities under the Act.

Yours sincerely,  
For and on behalf of Lidl UK GmbH

A handwritten signature in black ink, appearing to read "Leonie Faulds", is placed over a light grey rectangular background.

Leonie Faulds

**Customer Service**

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