

Simon Grundy,  
Planning Department,  
Gloucester House,  
72 Church Road,  
Stockton-on-Tees  
TS18 1TW

24<sup>th</sup> August, 2010

Dear Mr Grundy,

**RE: PROPOSED NANDOS RESTAURANT, TEESSIDE RETAIL PARK**

I have been asked by the developer of the former Springs Health Club site on Teesside Retail Park to write to you to clarify the reasoning behind our choice of location, and in particular why we have chosen to open a new Nandos restaurant on the Retail Park rather than Stockton town centre.

Whenever we look to open a new restaurant in a particular area we always look carefully at the various options and opportunities open to us, and having traded in Middlesbrough for some years, we have spent a good deal of time in the Stockton area looking for a suitable site.

When choosing a site we look for a busy lunchtime location, but most importantly a vibrant evening destination with a high proportion of younger people and families. We do not consider ourselves to be a pure "destination" restaurant, but rather a restaurant that compliments and feeds off an existing destination.

It has been plain to us from the outset that the existing Showcase Cinema represents a very significant evening attraction for the area. Cinemas in general tend to attract a high percentage of young people and families, which makes it such an ideal choice. We have similar restaurants up and down the country which trade successfully from this type of location.

We also find it advantageous to locate where possible alongside restaurants who serve a similar market. Potential customers do prefer to have a choice of restaurants, and we find this typically does work to the advantage of all the restaurants.

The Retail Park itself does of course also offer a busy daytime trade which we consider will provide a steady lunchtime business for the restaurant. The specific site we are looking at also has the added advantage of being

adjacent to a proposed Travelodge which will undoubtedly also provide a regular evening trade as the hotel will not have its own restaurant.

While the town centre does undoubtedly offer a lunchtime trade from the shoppers in town, we do not feel the evening trade would be sufficient for our restaurant business. The location at the Teesside Retail Park close to the Showcase Cinema makes our restaurant available to many more potential Nandos customers. In much the same way several years ago we chose to locate at the cinema development in Middlesbrough rather than in the town centre shopping or evening circuit.

If you want to discuss any of the above, please do not hesitate to contact me, tel. 07767 641120 email [petera@nandos.co.uk](mailto:petera@nandos.co.uk)

Kind regards,

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**Peter Atkinson MRICS**  
Senior Acquisitions Manager  
**Nandos Chickenland LTD**