

BRIEF ON MAIDENHEAD AQUATICS 2018

IN RELATION TO THE OCCUPATION OF BAIRDS FARM SHOP CROOKTHORPE LANE, CRIMPING.

Maidenhead Aquatics (MA) is the U.K.'s leading chain of aquatic Centres, established in 1984 and now trades in 163 outlets nationwide. The shops open 7 days a week offering quality livestock and unbeatable customer service in every location. Opening hours of 9am to 6pm Monday to Saturday and 10am to 4pm Sundays.

Staff with a background for enthusiasm in keeping pets and aquatics are hired and MA believe that this is a key ingredient to their success. It also means that each store has its own unique character and speciality.

Maidenhead Aquatics main business is the presentation and sales of tropical, marine and Coldwater fish and all associated accessories and foods. They cater for all levels of fish keepers from entry-level starters to professional fish keepers and sell a wide range of fish both in-store and online. Local stores can be visited at Wyevale garden centre Findon, Rogers Lane, BN14 ORE and Wyevale garden centre Ferring, Littlehampton Road, Worthing, BN12 6PG, from which you will note that car parking is an important element to the store offer as browse time is essential for viewing the large array of fish tanks and various equipment available, for both pond and aquarium keeping. The web site for Maidenhead Aquatics is www.fishkeeper.co.uk

It is Maidenhead Aquatics intention that the site remain similar to existing save for one office Portakabin which will be removed following consent. The cabin is outlined green as shown on the attached plan 2. It is the intention to sell across the whole pet offering including food and accessories for cat, dog, small animal, bird as well as Fish. The existing garden plant offer, in the area adjacent to the car park, outlined in red on Plan 2 also, is to remain selling garden goods.

The main offering will be an extensive aquarium showroom, pet shop, the existing garden offer, with an associated cafe as seen on the existing trading site.

It is envisaged that vehicular movements will be reduced owing to the fact that consumables will no longer be sold at the premises and that this specialist hobbyist shop will attract approximately 30 movements per day with service vehicles of approximately one per day.

Please let me know if you would like me to arrange visits to either the subject site or to one of their existing units in the garden centres or whether you require any further information on any particular aspect of the company or proposal.

Yours sincerely

John Siese.

19th February 2018