



Peter Lamb fears a road closure outside his Sussex store could kill his business

ROADWORKS DRAIN £10,000 TAKINGS

Getting customers to your door is the most basic requirement of successful retailing.

So when you find that their path has been blocked, it's a cause for concern – especially if you feel it has happened unnecessarily.

That's the position Sussex convenience store owner Peter Lamb found himself in this week.

The usually picturesque and leafy village of Bells Yew Green has been turned into something of a building site as the county council installs a new drain.

Mr Lamb says he is not interested

in standing in the way of the project, but has repeatedly pleaded with the council to reopen the road at evenings and weekends amid fears he will lose £10,000 in takings at his Lambs Larder store as passing trade is re-routed away from his shop.

"It could potentially kill my business," he said. "I rely on passing trade – that's where 50% to 60% of my custom comes from.

"I've invested a lot of my own money in this business and we're thriving at the moment, but this is the third road closure in the past year."

The roadworks are scheduled to run until 31 August.

Council bureaucrats said they had spoken to Mr Lamb, but refused his request to open the road when engineers were not working.

East Sussex County Council spokesman James Holland said: "Unfortunately, the road has to be shut while this work is carried out for reasons of safety.

"Opening and shutting the road each day would also prolong the works. We will do everything we can to carry out the work as quickly as possible."