



PROPOSED MOTORWAY REST AREA (MRA)

M4 JUNCTION 16, SWINDON, WILTSHIRE

STATEMENT OF COMMUNITY INVOLVEMENT (SCI)

OCTOBER 2023

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1. INTRODUCTION AND BACKGROUND

1.1 Introduction

This Statement of Community Involvement (SCI) has been prepared by Development Communications Ltd (DevComms) on behalf of Moto Hospitality Ltd ('the Applicant') in relation to the proposed development at Land at Junction 16, M4 Motorway, Swindon ('the Site').

An application for outline planning permission has been submitted to Wiltshire Council, the local planning authority (LPA), for the following proposed development:

"Outline application (with Access to be determined) for development of a new Motorway Rest Area (MRA) to provide up to 241 car parking spaces; up to 63 Heavy Goods Vehicle (HGV) parking spaces; coach and caravan parking; amenity building; fuel filling station; new access from B4005; and associated landscaping, infrastructure and ancillary works."

This Report provides an overview of the stakeholder engagement and public consultation undertaken in support of this outline planning application.

This Report should be read in conjunction with other technical documents submitted in support of the application, as listed in the Cover Letter prepared by Smith Jenkins Ltd.

1.2 About DevComms

DevComms is a political and stakeholder engagement consultancy specialising in the property development sector and has undertaken community and stakeholder engagement on behalf of the applicant for this site.

DevComms is committed to promoting and creating positive change by collaborating with clients and communities, as well as creating better places and spaces within communities.

1.3 Summary of the Proposal

The application proposes a new 'Fit for the Future' Motorway Rest Area (MRA) on land to the east of Junction 16 of the M4 Motorway. The B4005 (Hay Lane) runs along the western and southern boundaries of the Site; the M4 Motorway runs along the northern boundary; and to the east of the Site is an agricultural field, beyond which lies a travellers site.

An MRA is a smaller service area facility than a full Motorway Service Area (MSA).

A full list of the proposed parking provision is detailed below:

- 241 no. Car Parking Spaces.
- 62 no. HGV Parking Spaces.
- 1 no. HGV Parking Space (Abnormal Load).
- 6 no. Coach Parking Spaces.
- 7 no. Caravan Spaces.
- 12 no. Motorcycle Spaces.



In summary, the development will:

- Deliver a 'Fit for the future' Motorway Rest Area including a purpose-built amenity building built to BREEAM Excellent standard.
- Provide EV charging facilities, including 50 active EV charging points upon occupation, to address unmet need in the south-west of England and contribute to Government targets regarding EV charging provision. The remaining spaces will also be equipped with passive charging capabilities that can be brought into use in the future.
- Create 60+ HGV parking spaces and other associated facilities to contribute towards both the national and local identified need for such facilities in this area of the Strategic Road Network (SRN).
- Achieve c.12.5% gain in biodiversity through the provision of new and enhanced wildlife habitat.
- Support the safety and welfare of users of the SRN through the provision of additional service facilities.

1.4 Parish, and Unitarity Authority Boundaries

The site lies within the Wiltshire Council (unitary authority) Ward of Royal Wootton Bassett East. The site is close to the Lydiard and Freshbrook Ward of Swindon Borough Council, separated by the M4 Motorway. The site is also close to the Wroughton and Wichelstowe Ward of Swindon Borough Council. The site lies within the Parish of Lydiard Tregoze.

1.5 Consultation Strategy

These proposals have been the subject of community and stakeholder engagement undertaken by DevComms and the applicant, which is the subject of this SCI.

The applicant has been committed to engaging with:

- The LPA, Wiltshire Council.
- Members at Wiltshire Council.
- Members at the adjacent LPA, Swindon Borough Council.
- Members of local Town and Parish Councils.
- The local community and other local stakeholders.

A detailed list of stakeholders engaged can be found in Section 3.2 of this report.

Stakeholders were informed of the proposals using a range of methods and given multiple platforms on which to submit feedback including:

- A consultation leaflet issued to 103 properties surrounding the site.
- A dedicated letter issued to immediately adjacent residents at Hay Lane (with the consultation leaflet enclosed).
- Extensive consultation website and online feedback form.
- Significant media coverage and promotion of activities via Parish Council and local channels.
- Project phonenumber and Freepost address

A detailed breakdown of activities can be found in Section 3.3 of this report.



1.6 About This Report

This report:

- (i) provides an overview of the consultation activities undertaken and the methods used to engage with key stakeholders.
- (ii) identifies the main priorities and feedback arising from feedback received, and how the proposals seek to address these priorities.
- (iii) forms part of a comprehensive suite of documents submitted in support of the application proposal and should be read alongside them.



2. POLICY BACKGROUND TO CONSULTATION

2.1 National Policy

The updated 2021 National Planning Policy Framework (NPPF) recommends that developers engage with local communities during the pre-application stage, referred to as 'front-loading'. Paragraph 39 of the NPPF states: 'Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.'

2.2 Local Policy

Wiltshire Council's Statement of Community Involvement (SCI) adopted July 2020, notes that the Council encourages 'developers and applicants to engage with local people and communities including Town and Parish Councils and ... neighbours, when appropriate, before submission of a planning application' (8.11).

The Council will 'encourage local consultation at an early stage where possible to ensure residents and communities are involved in formulating proposals and to raise awareness of schemes coming forward in the locality at the earliest opportunity' (9.7).

The Council's SCI suggests that engagement may involve 'a public meeting or display of materials (online and/or at a public exhibition) when local people can make the developer aware of any views they have prior to the submission of an application' (8.11).

Furthermore, the SCI notes that 'a reasonable time frame should be allowed by the developer for feedback. This will enable the developer to consider amending the plans in response to such suggestions before submission' (8.11).

2.3 Best Practice

In addition to the requirements and advice set out in the NPPF and Wiltshire Council's SCI (July 2020), DevComms and the applicant have sought to ensure that all the material relating to the application proposals has been prepared to reflect the following best practice principles:

- Prepare 'plain English' clear, concise and understandable briefing material.
- Make information and material accessible to the local community.
- Contact with key individuals likely to have most interest in the proposals to explain the approach to consultation and provide a briefing on the proposals.

2.4 Data Protection

Development Communications Limited (DevComms) is a registered Data Controller under the General Data Protection Regulations (GDPR). At all times, processing of personal data is carried out in accordance with GDPR regulations.

The feedback collected during the engagement exercise is held by DevComms and will only be used for the purposes of consultation and research on the proposals. The feedback received is detailed in this SCI submitted to Wiltshire Council.



This report does not name individual respondents (other than elected representatives whose details are publicly available) and under no circumstances will personal data be shared for marketing purposes or with companies outside of DevComms. Published results do not include personal information or anything that could identify individuals from their feedback.



3. ENGAGEMENT ACTIVITIES

Overview

The applicant has been committed to widespread engagement with all key stakeholders prior to the submission of the outline planning application.

The consultation strategy sought to ensure an inclusive and accessible public consultation, with a wide range of engagement methods deployed to ensure that the local community was able to access relevant information and provide feedback via multiple channels.

To ensure local residents and other stakeholders could access consultation material at a time convenient for them, a dedicated consultation website was launched, including detailed FAQs and an online feedback mechanism.

In light of the regional significance of the proposals, the dedicated consultation website also allowed engagement from interested residents and stakeholders across the wider area.

Residents and stakeholders were also informed that hard copies or accessible versions of the consultation material were available on request.

Furthermore, a dedicated phonenumber, email address, and freepost address were included in consultation material to ensure residents and stakeholders could get in touch with the team to ask any questions.

3.1 Wiltshire Council Pre-application Advice Process

As part of the application process, a pre-application meeting was held on 16th December 2022 with representatives from Wiltshire Council to discuss the initial proposals for the development of a Truck stop and EV charging hub on the Site.

Key areas identified from the LPA's response are listed below:

- Highway impacts on the B4005.
- Facilities to be provided in line with DfT 02/2013.
- Concerns due to location outside of an employment area.
- Loss of land contributing to the wider higher biodiversity value sites.
- Requirement for the building to score as Excellent in terms of BRE AAM.
- Future proofing of the HGV parking areas.
- Development within the open countryside.

Since this time, the scheme has evolved to propose a Motorway Rest Area (MRA), with a greater number of parking spaces and fewer HGV spaces, and seeks to address matters raised through the pre-application process.



3.2 Overview of Political Engagement

Before the consultation launch, correspondence was issued to local politicians to notify them of the proposals and advise of the public consultation. Emails and letters were sent to:

Wiltshire Council Cabinet Members

- Councillor Richard Clewer in his capacity as Leader of Wiltshire Council (Site Local Planning Authority)
- Councillor Laura Mayes in her capacity as Deputy Leader of Wiltshire Council (Site Local Planning Authority)
- Councillor Nick Botterill in his capacity as Cabinet Member for Finance, Development Management and Strategic Planning (Site Local Planning Authority)
- Councillor Caroline Thomas in her capacity as Cabinet Member for Transport (Site Local Planning Authority)

Swindon Council Cabinet Members

- Councillor Jim Robbins in his capacity as Leader of Swindon Borough Council (Neighbouring Local Planning Authority)
- Councillor Emma Bushell in her capacity as Deputy Leader of Swindon Borough Council (Neighbouring Local Planning Authority)
- Councillor Kevin Smalls in his capacity as Cabinet Member for Planning (Neighbouring Local Planning Authority)
- Councillor Chris Watts in his capacity as Cabinet Member for Environment and Transport (Neighbouring Local Planning Authority)

Local Councillors

- Councillor Steve Bucknell, Royal Wootton Bassett East, Wiltshire Council (Site Ward councillor)
- Councillor Mary Champion, Royal Wootton Bassett North, Wiltshire Council (Neighbouring Ward councillor)
- Councillor David Bowler, Royal Wootton Bassett South and West, Wiltshire Council (Neighbouring Ward councillor)
- Councillor Matthew Courtliff, Lydiard and Freshbrook, Swindon Borough Council (Neighbouring Ward councillor)
- Sean Wilson, Lydiard and Freshbrook, Swindon Borough Council (Neighbouring Ward councillor)
- Councillor Repi Begum, Lydiard and Freshbrook, Swindon Borough Council (Neighbouring Ward councillor)
- Councillor Brian Ford, Wroughton and Wichelstowe, Swindon Borough Council (Neighbouring Ward councillor)
- Councillor David Martyn, Wroughton and Wichelstowe, Swindon Borough Council (Neighbouring Ward councillor)
- Councillor Adam Poole, Wroughton and Wichelstowe, Swindon Borough Council (Neighbouring Ward councillor)
- Councillor Fay Howard, Mannington and Western, Swindon Borough Council (Neighbouring Ward councillor)



Town and Parish Councils

- Lydiard Tregoze Parish Council, via Clerk (Site Parish)
- Royal Wootton Bassett Town Council, via Clerk (Neighbouring Town Council)
- Wroughton Parish Council, via Clerk (Neighbouring Parish)
- West Swindon Parish Council, via Clerk (Neighbouring Parish)

Members of Parliament

- James Gray MP, North Wiltshire (Site constituency MP)
- Sir Robert Buckland MP, South Swindon (neighbouring constituency MP)

3.2.1. Engagement with Wiltshire Council Cabinet Members

On 7th September 2023, key Cabinet members at Wiltshire Council were emailed regarding the proposals, along with a letter from the CEO of Moto Hospitality, Ken McMeikan. This letter invited members to a briefing session about the scheme.

At the time of writing, a virtual briefing session is scheduled to take place with relevant Cabinet Members on 26th October 2023.

3.2.2. Engagement with Swindon Borough Council Cabinet Members

Given the site's proximity to Swindon Borough, engagement with key Cabinet Members at Swindon Borough Council was felt to be important.

On 8th September 2023, key Cabinet Members at Swindon Borough Council were emailed regarding the proposals, along with a letter from the CEO of Moto Hospitality, Ken McMeikan. As with Wiltshire Members, this letter and email invited Members to a virtual briefing session. Details of the proposals were passed on to the lead Officer working on the Council's Electric Vehicle strategy.

3.2.3. Engagement with Local Ward Members

The site and neighbouring Ward members were emailed regarding the proposals on 13th September 2023. The team also shared the consultation leaflet and consultation website link on 15th September 2023.

Councillor Steve Bucknell, Royal Wootton Bassett East, Wiltshire Council (Site Ward councillor) initially engaged with the project team by phone, and conversations were continued at the meeting with Royal Wootton Bassett Town Council (see 3.2.4).

An online briefing meeting took place on 25th September 2023 with Councillor David Martyn and Councillor Brian Ford.



3.2.4. Engagement with Local Town and Parish Councils

On 13th September 2023, briefing emails were sent to the following Town and Parish Councils:

- Lydiard Tregoze Parish Council (the site parish)
- Wroughton Parish Council
- Royal Wootton Bassett Town Council
- West Swindon Parish Council

On 15th September 2023, the team also shared a copy of the consultation leaflet and the consultation website link.

The project team met with Wroughton Parish Councillors on 11th October 2023 at Ellendune Community Centre (Barrett Way Ellendune Community Centre Wroughton, Elcombe, England, SN4 9LW) and Royal Wootton Bassett Town Councillors on 12th October 2023 at Royal Wootton Bassett Rugby Club (Malmesbury Rd, Royal Wootton Bassett, Swindon SN4 8DS).

Both briefings were part of scheduled meetings, details were publicised through Council channels (website and social media), and the public was invited to attend (with around five members of the public attending across both sessions). Moto, alongside transport, planning and engagement specialists, were available to answer questions.

In both cases, briefing materials were made available as hardcopies and circulated digitally before the meeting. A copy can be found in Appendix A.

At the time of writing, the project team was liaising with Lydiard Tregoze Parish Council about attendance at a future, likely November or December, Parish Council meeting.

3.2.5. Engagement with Local MPs

On 8th September 2023, the site MP, James Gray MP, was emailed regarding the proposals. On 15th September 2023, the team also shared a copy of the consultation leaflet and the consultation website link with Mr Gray.

The MP for the adjacent constituency of South Swindon, Sir Robert Buckland MP, was also contacted regarding the proposals on 8th September 2023. The consultation leaflet and consultation website link were later shared with Sir Robert's office on 15th September.

Sir Robert has since publicly stated his support for the proposals: further information on feedback from key stakeholders can be found in Section 4.1.

At the time of writing, a briefing meeting is being arranged with both Members of Parliament.

3.3 Local Community Engagement

It was important to ensure residents were notified of the proposals and provided with ample opportunity to comment on the scheme.

Below is a detailed summary of the consultation activities undertaken to engage and seek feedback from the local community. The consultation was live between 15th and 29th September 2023 for a period of two weeks.



3.3.1 Consultation Leaflet

DevComms, on behalf of the applicant, issued a consultation leaflet to 103 addresses near the site on 15th September 2023. A copy of the mailing area can be seen in Appendix B, along with a copy of the leaflet in Appendix C.

A separate, dedicated letter (with the consultation leaflet enclosed) was issued to residents on Hay Lane on 15th September 2023, in light of their proximity to the site. A copy of this separate mailing area can be seen in Appendix D, along with a copy of the letter in Appendix E.

The consultation leaflet provided:

- An overview of the proposals
- Guidance for residents to visit the consultation website to learn more and provide feedback.
- A dedicated phone line, email address, and Freepost address to ensure respondents could contact the team via multiple channels.
- Opportunities for those without internet access or with accessibility requirements to receive assistance.

3.3.2 Consultation Website

A dedicated consultation website was set up, with the URL of www.moto-m4junction16.co.uk

The website has the following pages for view:

- Home
- Site Overview (including a plan showing the site location)
- Why? (explaining the rationale and need for the proposals)
- The Proposals (providing an overview of the scheme, an illustrative CGI, and an illustrative, labelled masterplan)
- Benefits
- Frequently Asked Questions
- Feedback
- About Moto
- Contact (including the dedicated phonenumber, email address, and Freepost address).

During the consultation, the website was viewed a total of 7,474 times with 2,097 distinct users. The average time spent on the website was 1 minute and 41 seconds.

Copies of the consultation website pages, including the online feedback form, can be found in Appendix F.

Online Feedback Form

A bespoke online feedback form was created to capture as much feedback as possible from respondents.

The feedback deadline was set as 29th September 2023, to ensure respondents had ample time to comment from the delivery of the consultation leaflet on 15th September 2023.



Media activity

A press release was sent to the Swindon Advertiser, Wiltshire Times, Wiltshire Gazette and Herald and Wiltshire Live to promote the proposals and public consultation. A copy can be found in Appendix G.

In response, an article was published on Swindon Advertiser's website on 16th September 2023. An identical article was also published on the Wilts and Gloucestershire Standard website and Oxford Mail website.

This was followed by front-page coverage in the 20th September 2023 print edition of the Swindon Advertiser. This edition also featured a column by Sir Robert Buckland MP on page 19, which mentioned his support for the proposals and provided the consultation website link.

A supplementary article encouraging consultation engagement was also published online on the Swindon Advertiser website on 23rd September 2023.

Excerpts of coverage in the 20th September 2023 print edition of the Swindon Advertiser can be seen in Appendix H.

Dedicated Project Contact

All consultation materials included a dedicated project email address to allow recipients the opportunity to provide more detailed feedback and ask any questions.

The leaflets and website also included a dedicated freephone project phone line which provided the opportunity to contact the team directly and speak with members of the project team.

Finally, respondents could also write to the team using the Freepost address.

Future Engagement

A communications programme has been prepared to ensure that all relevant stakeholders are kept updated as appropriate going forward. Key matters raised within the consultation have been addressed in Section 5 of this report.

All stakeholders will also be updated on the submission of the planning application.

The project freephone line and email address will remain in operation throughout the determination period of the outline planning application so that residents and stakeholders can get in touch with the team.



4 CONSULTATION FEEDBACK

This section provides a breakdown of the feedback received from stakeholder engagement over September 2023. The public consultation was open from 15th to 29th September 2023.

4.1 Stakeholder feedback

Feedback from local members

Productive engagement has been undertaken with interested local members at Wiltshire Council, Swindon Borough Council, Wroughton Parish Council and Royal Wootton Bassett Town Council.

During this engagement, the following themes have been raised:

- Some support of the principle of the application, particularly HGV parking places.
- Highways infrastructure including, junction 16 capacity modelling, new arrangements on B4005, and need for signage.
- HGV parking and facilities need, and future management.
- Other parking needs, including motorcycle and cycle spaces.
- Availability of grid capacity/ power.
- The use of a green roof; and a preference for solar panels instead.
- Walking routes and access to sustainable transport.
- Consideration of queuing system at EV charging points.
- Fast EV charging requires consideration.
- Onsite energy generation is supported.
- Potential to create more parking spaces.
- Safety around swales/drainage infrastructure.
- Biodiversity Net Gain and future management.
- Timing of future application(s) and construction.
- Availability of jobs for local people.
- Local feedback and input on the public consultation.

Feedback from MPs

Sir Robert Buckland MP (South Swindon) has publicly stated support for the proposals, noting the following key benefits:

- Providing a much-needed rest area for drivers
- Toilet facilities for HGV drivers
- New jobs

4.2. Summary of Public Consultation Feedback

The public consultation ran from 15th September 2023 to 29th September 2023.

There were 111 responses to the online feedback form (excluding duplicates).

Out of the respondents who provided an address, 43% had an SN4 postcode (south of Swindon, including Royal Wootton Bassett). 21% had an SN5 postcode (west of Swindon).



Out of the respondents who provided their age, most were between 30 and 59, but there was a representative spread from all identified ranges.

11 emails were also received containing feedback and/or questions.

4.2.1 Demographic Questions

Age

Age Range	Count
18-29	6
30-39	23
40-49	24
50-59	22
60-69	15
70-79	9
Blank	12
Total	111

Postcode

Post code	Count
SN1	5
SN2	4
SN3	7
SN4	42
SN5	21
SN6	3
SN8	1
SN11	1
SN15	1
SN25	11
GU14	1
TR8	1
Blank	13
Total	111

EV ownership

12. Does your household have an electric car?	Count
Yes	29
No	82
Blank	
Total	111



4.2.2 Scheme Specific Questions (Quantitative Data)

Below is a summary of the responses to the scheme specific quantitative questions.

1. 'We need to increase the number of Electric Vehicle chargers on the road network to successfully transition from petrol/diesel cars to electric vehicles.'	Count
Strongly agree	61
Agree	21
Don't know	10
Disagree	8
Strongly Disagree	11
Blank	0
Total	111

74% of respondents agreed that we need to increase the number of Electric Vehicle chargers on the road network to successfully transition from petrol/diesel cars to electric vehicles.

2. 'We need strategically located Electric Vehicle charging places to support the transition to electric vehicles and reduce range anxiety.'	Count
Strongly agree	57
Agree	20
Don't know	14
Disagree	10
Strongly Disagree	10
Blank	
Total	111

69% of respondents agreed that we need strategically located Electric Vehicle charging places to support the transition to electric vehicles and reduce range anxiety.

3. Electric Vehicle charging involves increased dwell time. It's important that charging areas provide suitable facilities to account for this time.'	Count
Strongly agree	47
Agree	26
Don't know	16
Disagree	12
Strongly Disagree	10
Blank	
Total	111

66% of respondents agreed that it was important charging areas provide suitable facilities to account for increased dwell time.



4. 'Sustainable building practices are an important factor in making good planning decisions.'	Count
Strongly agree	56
Agree	34
Don't know	11
Disagree	3
Strongly Disagree	7
Blank	
Total	111

81% of respondents agreed that sustainable building practices are an important factor in making good planning decisions.

5. Which of the following sustainable building practices/considerations do you think should be priorities? [please tick up to 3 boxes]	Count
Use of a green living roof	42
Increasing biodiversity onsite	25
Reducing waste	39
Measures to increase recycling	25
Low energy appliances and lighting	34
Sustainable energy generation such as through solar panels	67
Promoting sustainable travel for staff	17
Total	249

The most popular choice for sustainable building practices/considerations was sustainable energy generation, ticked by **81%** of respondents*, followed by the inclusion of a green living roof.

*N.B. respondents who ticked more than three options have been removed from this data.

7. Please tell us your priority for facilities at services in the future [please tick 1 box]	Count
High speed Wi-Fi	7
A range of places to buy food and drink	63
Meeting places	4
Outdoor spaces	14
Prayer facilities and safe spaces	0
Facilities for children	8
Indoor spaces to sit and relax	15
Total	111

By far the most popular priority for facilities, chosen by **57%** of respondents, was a range of places to buy food and drink. Other popular choices were indoor spaces to sit and relax and outdoor spaces.



9. It is important to address the local shortfall of HGV spaces to ensure drivers' safety and well-being and ensure local communities are not impacted by HGVs parking in unsuitable locations.	Count
Strongly agree	44
Agree	33
Don't know	16
Disagree	9
Strongly Disagree	9
Blank	0
Total	111

69% of respondents agreed that it is important to address the local shortfall of HGV spaces to ensure drivers' safety and well-being and ensure local communities are not impacted by HGVs parking in unsuitable locations.

4.2.3 Qualitative Feedback

There were several opportunities on the online feedback form for respondents to provide written qualitative feedback.

The most common subjects raised in these qualitative answers are summarised below.

6. Are there any other sustainable building practices that we should take into account?

Theme	Subject	Count
Sustainable Building Practices	BREEAM certification/similar	1
	Carbon reduction	3
	Drainage systems/reuse of rainwater	5
	Energy efficiency	3
	Wind/solar power/renewables	5
	Battery storage	1
	Plant-based catering	1
	Waste compaction	1
	Building materials	5
	Litter concerns	1
Environmental Concerns	Preservation of green fields	2
	Impact on habitat/biodiversity	4
	Noise/light pollution	1
Community and Local Impact	Impact on communities	1
	Funding for canal restoration	1
	Cycle routes for commuting	1
	Childrens' playgrounds & green footpaths	1
	Hotel for long-distance drivers	1
	Not needed	3
	Suggestion of alternative site for improvement	3
	Concern regarding impact on local roads	1



Question 8: Are there any other facilities you would like to see?

Subject	Count
Childrens' play park/soft play	5
Dog walking area	5
Dedicated facilities/toilets/showers for HGV drivers	4
24-hour showers/toilet facilities	3
Quality food & drink	3
Shops that use locally sourced products	3
Opposition to building another services	3
Overnight Accommodation	2
Co-working spaces	2
Low/no cost overnight parking	2
Facilities to support local community	2
Quiet areas within facilities	2
Funding for community projects	2
Preference for retaining green fields/flora	2
CCTV cameras	2
'Tebay-model' – supporting local businesses	1
Exercise areas	1
Plant-based catering	1
Religious facilities	1
Caravan parking	1
Accessible facilities	1
Liquid Petroleum Gas (LPG) pump	1
Incorporating a bus stop or paths to a bus stop	1
Ease of access for local community to use facilities without entering via motorway	1
Waste disposal/recycling facilities	1
Minimising plastic waste	1
Support for EV charging during busy times	1
Water fill-up stations for reusable bottles and flasks	1
Clean/sustainable toilets	1
Signs to keep HGVs on motorways and away from surrounding villages	1
Wide parking spaces for large vehicles e.g., SUV	1
Habitats for wildlife	1



Question 10: Do you have any further comments about HGV parking facilities?

Subject	Count
Suggestion of a drivers lounge and more amenities for HGV drivers, including showers/toilets	6
Highlighting other HGV facilities in Chippenham & Swindon	5
Need for HGV facilities in Swindon	4
Importance of safety & security for parked HGVs	4
Calls for reasonable charges (or free) for HGV parking to encourage usage	4
Concerns about the impact on local area from increased HGV traffic	3
No need for new facilities	2
Noise/light pollution & potential impact on local wildlife	2
Highlighting the national problem of HGV parking shortages, not limited to Swindon	2
Suggesting HGV parking facilities should be located in less visible areas and adequately screened	1
Concerns about the negative impact of lorries parked in visible areas	1
Suggestion of better planning, more hubs and adherence to driving rules to address the HGV driver shortfall	1
Concerns about traffic congestion and road infrastructure at Junction 16	1
Concerns about increased traffic	1
Calls for larger facilities to accommodate more HGVs	1

Question 11: Do you have any additional comments about the proposals?

Comment theme	Sub-theme	County
Location & Need	Questions about the need for another services in the area	9
	Concerns regarding suitability of proposed location	8
	Suggestions to adapt existing facilities instead of building new one	2
	Development should be larger	1
Traffic, Infrastructure, and access	Concerns about increased traffic congestion, in particular at Junction 16 of M4	13
	Concerns about impact on local roads/communities	8
	Need for improved road infrastructure to accommodate additional traffic	7
	Suggestions for improved traffic management, such as dedicated access from M4	7
	Possible need for overflow car park	1
	Query over access to allotments near to site	1
Environmental	Concerns about the impact on greenfield land and wildlife habitats	7



	Water drainage system/flooding issues	2
	Suggestions for incorporating green/sustainable features, e.g. wind turbines/solar panels	1
	Concerns about litter	1
EV Facilities	Suggestions for improving EV charging facilities	5
	Request for more information about charging infrastructure, including speed/capacity	1
Community & Local Benefits	Suggestion of additional amenities, such as a park-and-ride for train commuters & dog friendly facilities	2
	Support for the proposed services and the benefits it could bring to local community & use of 'Tebay model'	1
Pricing & Accessibility	Concerns about the affordability of services and facilities	3
General Support	Positive feedback/ support for the proposal	12
Other Suggestions	Site should be used to build a new hospital	1
	Suggestion that the boundaries of Wiltshire and Swindon are revised to include the site within Swindon Borough	1
	Concerns regarding impact on Wilts and Berks Canal Restoration project– funding should be considered as part of the proposal	1
	Site should be connected to the proposed Royal Wootton Bassett to Swindon Cycle route	1
	Request for more specific public consultation	1
	Consideration of security risks	1
	Caravan parking welcomed	1
	General negative comment	1

Email Feedback

Supportive points raised in emails to the project team were as follows:

- Support for the expansion of EV charging and HGV rest areas
- The scheme will benefit Swindon and provide new jobs

Questions covered the following subjects:

- Levels of additional traffic at Junction 16 and funding for mitigation.
- Availability of technical reports.
- Consideration of alternative sites.
- Alternative access points to the site.
- Access to the allotments off B4005.



Concerns raised included the following:

Highways

- The proposals are not sustainable as they will encourage traffic.
- Impact of additional traffic at Junction 16 of M4.
- Criticism of proposed access on B4005; a slip road from M4 would be preferable.

Public consultation

- Technical issues regarding access to the consultation website
- The time period provided for consultation (two weeks)
- The scale and quantum of the leaflet mailing for public consultation.



5 RESPONSES TO PUBLIC CONSULTATION FEEDBACK

This section provides responses to the key comments arising through stakeholder engagement and public consultation.

The responses are intended as summaries and further information can be found in the technical reports accompanying the planning application.

Specific questions asked during the public consultation will be responded to by the project team.

Theme	Subject	Response
Highways	The proposals will increase traffic on local roads.	It should be noted that Motorway Rest Areas (MRAs), as for Motorway Service Areas (MSAs), are not typically trip generators and instead primarily attract a proportion of existing passing traffic. Therefore, there will be limited impact on traffic flows along the M4 itself. There will be some increased vehicle movements on the M4 slip roads at Junction 16 associated with vehicles entering and leaving the site. However, at this stage we are confident this impact will be acceptable. Further information can be found in the Transport Assessment submitted as part of this outline planning application.
	Traffic will be increased specifically at Junction 16 of the M4.	There will be some increased traffic at Junction 16 associated with vehicles entering and leaving the site but there is sufficient capacity at Junction 16 to accommodate the development without causing any severe impacts. Further information can be found in the Transport Assessment submitted as part of this outline planning application.
	New road infrastructure is needed to mitigate the highways impacts of the development.	Vehicular access to the site would be gained via the creation of a new 55 metre ICD roundabout on the B4005. The proposed access can adequately accommodate existing levels of traffic, forecast future levels of traffic, and the traffic forecast to be generated by the proposed development.



		Traffic impact assessments have also been undertaken at Junction 16 of the M4. These assessments have confirmed that the proposals can be adequately accommodated at Junction 16 in its current form. Further information can be found in the Transport Assessment submitted as part of this outline planning application.
	Access should be taken from the M4, not the B4005.	It is not possible to take access directly from the M4 to serve this site. Traffic impact analysis has been undertaken which confirms that the addition of the development traffic will not detrimentally affect the level of service that the M4 slip roads currently provide at Junction 16. Further information can be found in the Transport Assessment submitted as part of this outline planning application.
Need and location	The services are not needed due to alternative facilities available on the M4.	The development is needed to provide much needed EV charging infrastructure to cater for future demand, as our road networks transition away from petrol and diesel vehicles. Furthermore, there is a critical local shortage of HGV parking spaces, with some sites nearby either very close to or at full capacity. The proposals seek to address this shortfall by providing over 60 new HGV spaces.
	The site location is not suitable.	The site is in an ideal location for a new Motorway Rest Area (MRA), adjacent to the existing Junction 16 of the M4. More broadly, this position on the M4 is a key strategic location between Bristol and Reading.
Environment	The proposals will have a negative impact on wildlife.	Over 3 acres of land on the eastern side of the site will be retained as green space, with habitat creation ensuring a Biodiversity Net Gain on site of 12.5%.



	Renewable energy should be generated on site.	We are proposing solar panels on the roofs of both the car fuel filling station and the HGV fuel filling stations.
Facilities	Childrens' play park should be provided	Future facilities such as these will be considered as part of a future detailed (or Reserved Matters) planning application.
	Dog walking facilities should be provided	
	Dedicated facilities for HGV drivers should be provided, in particular an HGV drivers' lounge	High quality toilets and showers will be provided for HGV drivers. Facilities such as a dedicated drivers' lounge will be considered at a later stage, in anticipation of a future Reserved Matters planning application.



6 CONCLUSION

This report documents the approach to stakeholder engagement and public consultation undertaken in support of an outline planning application for a new Motorway Rest Area (MRA) at Junction 16 of the M4 Motorway.

As detailed within this report, the applicant has undertaken important steps to ensure that an appropriate and comprehensive engagement and consultation exercise was delivered to allow all the key political and community stakeholders, as well as local residents, to be fully briefed on the proposals and be given the opportunity to comment.

To achieve this, a tailored public consultation programme was prepared which featured a leaflet mailing, a website, meetings with key local stakeholders, and a project-specific phonenumber and email address.

The consultation methodology reflects best practices and guidance provided in the NPPF and Wiltshire Councils' Statement of Community Involvement (July 2020).

Levels of Engagement

The proposals were subject to multi-channel publicity, including extensive media coverage (online and print) and postal distribution. The consultation was also publicised further via stakeholder channels following discussions.

As part of the consultation programme, a comprehensive stakeholder contact plan accounted for stakeholders across different tiers of government and considered the site location, near numerous electoral boundaries. At the time of the report, stakeholder response was largely positive, with several meetings with strategic and local stakeholders either having taken place or arranged.

The proposals had a high level of engagement, particularly in the local area and across a broad age range, including over 110 pieces of unique feedback (including feedback forms and emails) and c.7500 website views.

Feedback from Public Consultation

There was significant local support for increasing the number of EV charging places on the network and addressing the local shortfall of HGV parking spaces in the online feedback and in conversations with local stakeholders.

The consultation activity provided opportunities to provide feedback on design and delivery, with public priorities for the site including both sustainable energy generation through solar panels and a living green roof. Both elements have been included in the final Outline Planning Application.

In addition to shaping the outline application, the consultation provided an opportunity to consider future facilities on the site. These elements (such as the availability of food and drink options or opportunities or children and dogs friendly facilities) will be considered as part of future reserved matters applications, subject to outline approval.



Next Steps

Further consultation will be undertaken formally as part of the planning application determination process.

The applicant would like to extend their appreciation for those who provided feedback and will maintain an open approach to engagement with all stakeholders through the application determination period.

The applicant will continue to maintain and monitor communication channels for the local community throughout the determination period of the planning application and during the construction period, should planning permission be granted.



APPENDIX A

VISION DOCUMENT



our vision:

moto

To transform motorway travel in
Swindon and North Wiltshire
with a new Motorway Rest Area
fit for the future.



Introduction

This Vision Document provides information about Moto and its proposals to deliver a market-leading Motorway Rest Area (MRA) fit for the future at Junction 16 of the M4.

This document introduces Moto, the UK's best-rated motorway services provider, our values and aspirations, and sets out our vision for investing in Swindon and North Wiltshire.

We are continually looking to improve our facilities for customers, and we think we've found the ideal site to extend our network, providing best in class customer facilities, crucial EV charging network growth, and much needed HGV parking.

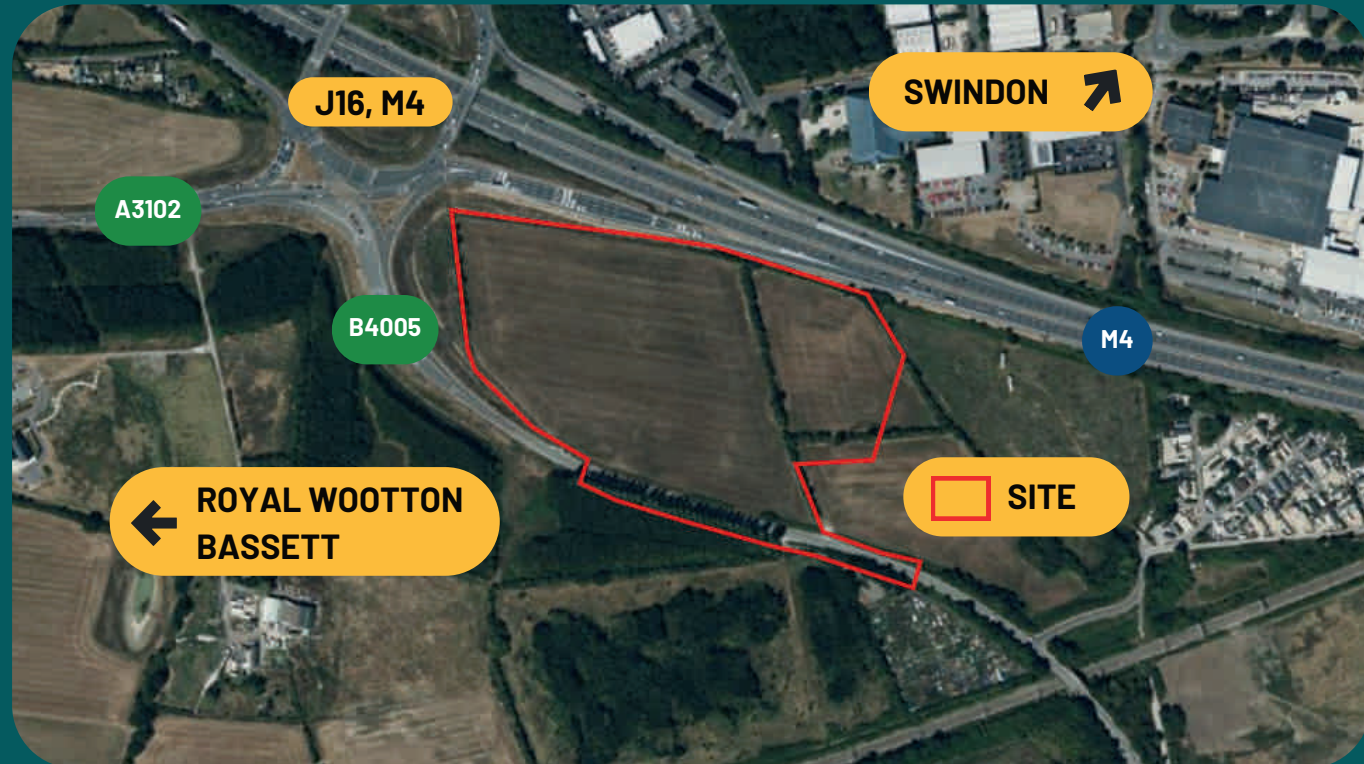
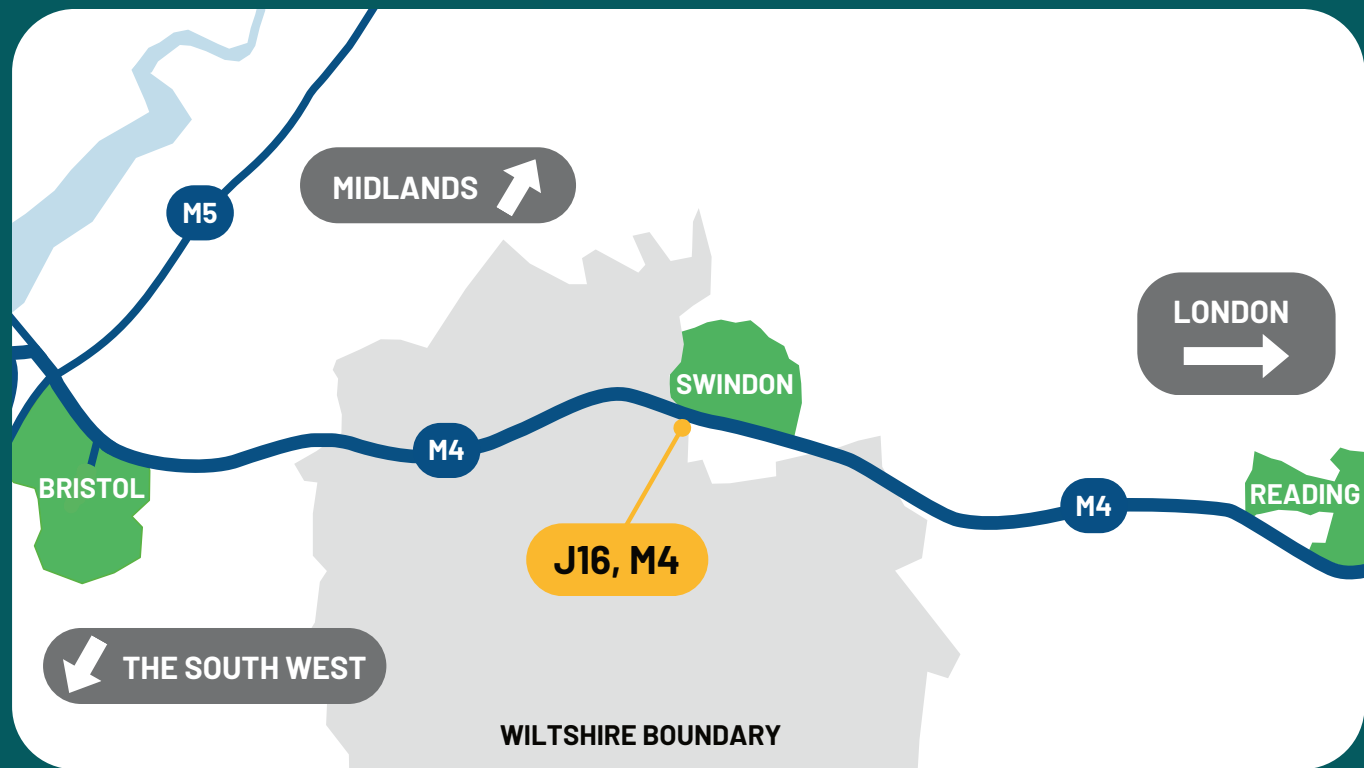
We are reaching out to stakeholders to gauge initial feedback, ahead of engagement and consultation with the local community.



The Moto logo, which consists of the word 'moto' in a lowercase, sans-serif font, with a small orange smiley face graphic below the 'o'. The logo is set against a white circular background.

The site

- Located to the southeast of Junction 16 of the M4.
- Strategically located midway between Bristol (c.30 miles to the west) and Reading (c.40 miles to the east).
- Southwest of Swindon, approximately 3 miles southwest of the town centre and adjacent to Blagrove Business Park.
- The easternmost point of Royal Wootton Bassett is around 1 mile to the west of the site, with the town centre over 2 miles away.
- The site is within the Wiltshire Council boundary, with the Swindon Council boundary c.100m from the site to the north and east.



About Moto

We are the UK's largest operator of Motorway Service Areas (MSAs) and have been brightening people's journeys through life for 56 years. We operate 69 sites across the Strategic Road Network, serving over 120 million customers every single year. Our vision is to transform the UK's rest stop experience and offer a safe place for motorists to rest, recharge and refuel, leading the way in **customer experience** and in the **transition to clean, sustainable energy**.

Our purpose
is to brighten
people's journeys
through life



Our reputation and customer experience

We are proud to have the No1 Best Rated Services by the UK consumer in an independent survey carried out by Transport Focus 2022 and voted on by the public.

Rugby
100%

Donnington
99%

Medway
99%

Customer satisfaction scores 2022





Our ESG Highlights from 2022



Scan the QR code to find out more about Too Good To Go - a network of over 24,000 businesses combating food waste across the UK.



Planet

- Since we started recording power usage, customers have charged their electric cars over 1.2m times, saving nearly 38,000 tonnes of CO₂.
- We have installed water and energy saving technology throughout our toilet refurbishments.
- Installed new building management systems to reduce energy usage – this has resulted in an energy reduction of 44% at our Reading site and 13% across 73 Greggs stores.



Product

- Established joint sustainability plans with our brands.
- Introduced a 2025 target for 100% stocking of recycled plastic (RPET) soft drinks.
- Launched the surplus food service Too Good To Go in 158 stores, with over 73,000 bags sold resulting in 184 tonnes of CO₂ saved.
- Costa takeaway cup recycling scheme led to 165m recycled cups.



People

- Our Operating Board is 57% female, reflecting the overall % of females at Moto.
- 331 Leaders trained as Wellbeing Champions with 80 further due to train this year.
- Raised £1 million for Moto Foundation.
- Our job satisfaction score is 11% above the industry average for hospitality.



Our charity, Moto Foundation, has raised over £9m since its inception in 2005 to make a positive difference to the communities around our sites.

£1million!

In 2022 we raised £1m and are targeting to raise £1m per annum every year for the next 5 years.



We have made over 700 local community grants to charities within a 25 mile radius of Moto sites.



Our current national charity partners are Mind & SAMH (Scottish Association for Mental Health), as voted by our colleagues who recognise the importance of mental health and wellbeing.

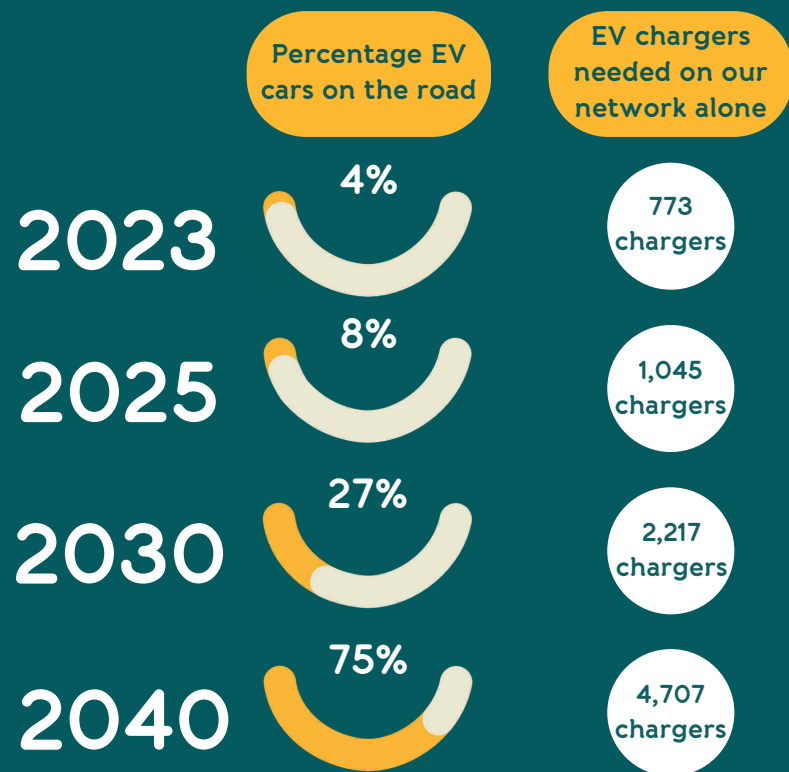


We have donated £700,000 to the Woodland Trust & Wildfowl & Wetland Trust and planted over 30,000 native trees in recent years.



We have donated over 180,000 books to local adopted schools close to our Moto sites and support local school breakfast clubs with our brand partner Greggs.

Supporting the EV transition



For the sake of the planet, we are all changing how we fuel vehicles. Under current Government plans, road users will no longer be able to buy new petrol and diesel cars from 2030, and by 2040, 75% of cars on the road will be EVs.

However, our local and national road networks are not evolving fast enough to meet this demand.

EV charging is different to petrol and diesel refuelling, and users need appropriate places to recharge which account for increased dwell time during charges. We also need to account for '**range anxiety**'- the worry that an EV will run out of charge before reaching its destination.

If road networks don't change to allow for recharging, our ability to achieve ambitious Net Zero targets will fail and our economic productivity will fall. In short, we need to drastically increase our EV charging capacity to make a positive difference to our communities.

At Moto alone that includes providing an additional 4,707 EV charging points by 2040.

That's why Moto is leading the way and planning to transform the UK's rest stop experience. Our next-gen rest stops, one of which we are proposing at **J16 of M4**, will be fit for the EV future, providing industry-leading sustainability credentials and much-needed EV charging points in key strategic locations. Our new sites will respond to increased dwell time, with best-in-class facilities, superfast Wi-Fi, and unrivalled customer experience.



"Ensuring our infrastructure remains fit for purpose and adapts to the country's changing needs remains vital for our society and for the economy to flourish"

Richard Holden, Parliamentary Under Secretary of State for Roads and Local Transport

Addressing the HGV parking crisis

HGV drivers are the backbone to our economy, ensuring our shelves are stocked and our essentials, such as medical supplies, are delivered on time. Drivers deserve a suitable, safe place to stop at night, as well as hygienic facilities.

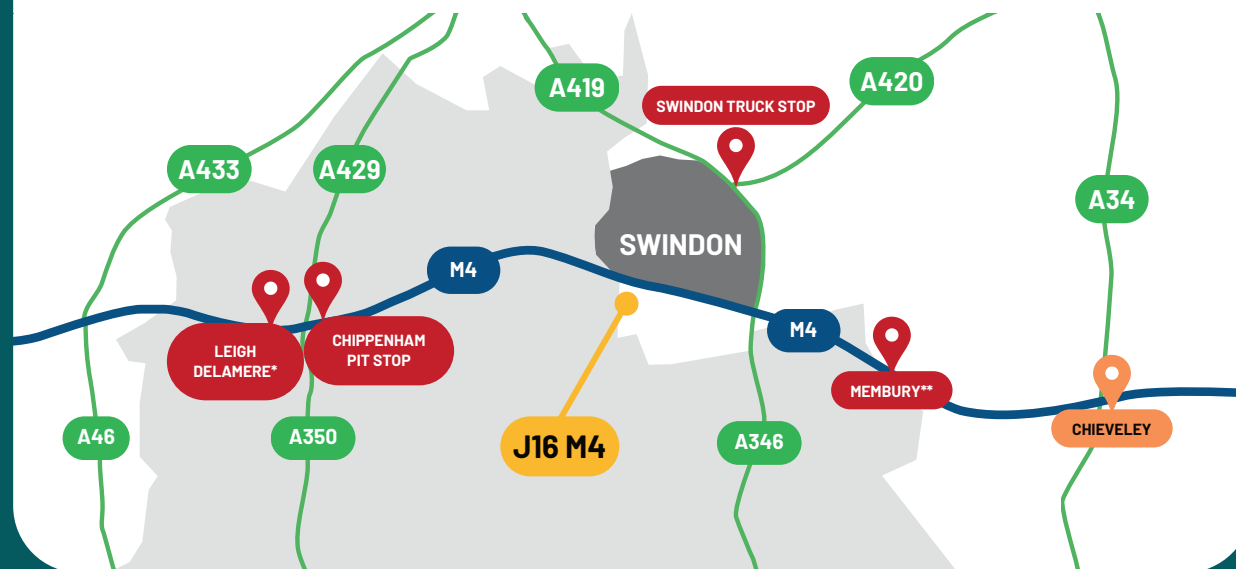
There is a **critical shortage** of HGV spaces in the local area, with sites such as Swindon Truck Stop and Chippenham Pit Stop (Truck Stop), seeing HGV parking approaching full capacity.

A local shortage of secure HGV spaces leads to parking in unsuitable locations such as lay-bys and industrial estates, and also increases stress in an industry struggling to retain workers.

We will deliver **62 new HGV spaces** in this key location on the M4, helping free up capacity across the region and ensuring drivers have somewhere **safe and secure** to park at night.



Local HGV Parking Capacity



 **Site over 90% capacity or at full capacity**

 **Site between 70% and 90% capacity**

*Leigh Delamere Eastbound (90%), Leigh Delamere Westbound (58%)

**Membury Westbound (98%), Membury Eastbound (74%)

Building the Rest Area of the Future

Our vision is to transform motorway travel in Swindon and North Wiltshire with a new Motorway Rest Area (MRA) fit for the future.



Indicative CGI of amenity building

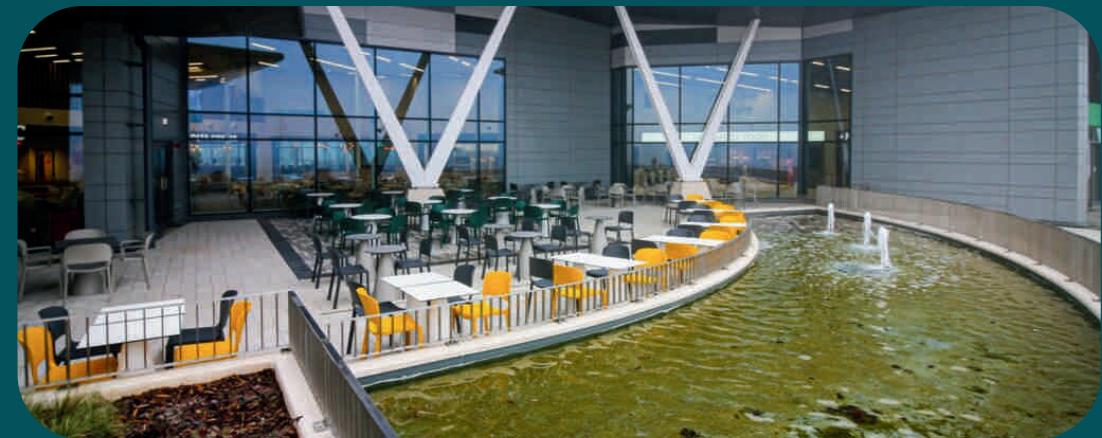
Central to the scheme will be a new sustainable amenity building, designed to achieve BREEAM Excellent accreditation for sustainable construction.

Across the site, sustainable features will include:

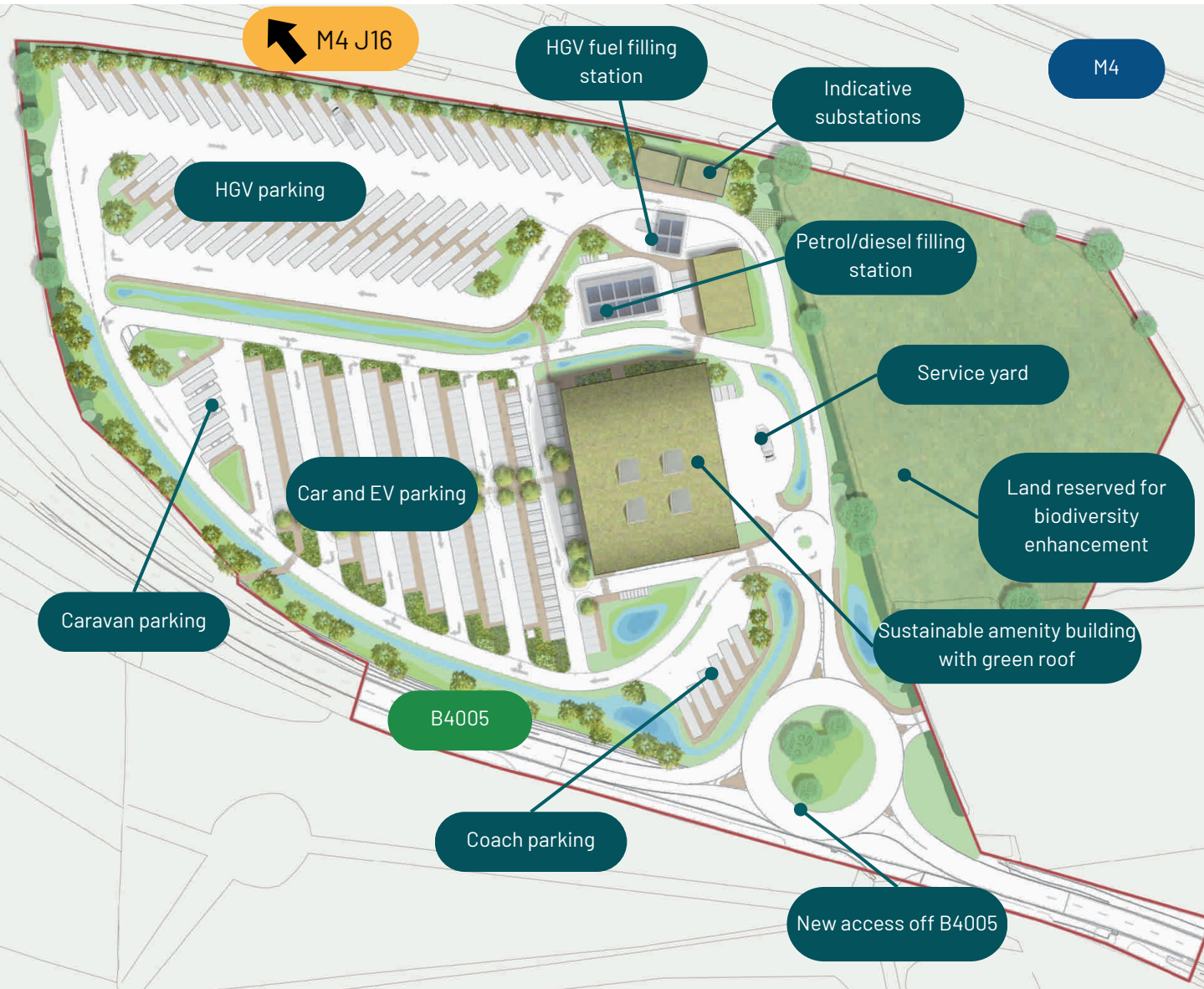
- Highly efficient, low carbon building design
- Green living roof with wildflowers
- Solar panels
- Rainwater harvesting
- Waste reduction & recycling
- 12.5% Biodiversity Net Gain, delivered on site
- Sustainable construction techniques

Socio-economic benefits

- At least **150** FTE jobs from operation, prioritising employing local people where possible.
- **£30m** inward investment into local economy.
- Significant contribution to local rates payable.
- Improved **road safety** through providing a new place for motorists to stop, refresh and refuel.
- Commitment to support local community through charitable works.



Illustrative Masterplan



Our Plans Will Deliver:



A new rest stop of the future with industry leading, sustainable design.



An EV Super Hub, providing 50 EV charging spaces, with the remaining spaces on site EV-ready for conversion in the future.



62 new HGV spaces to address critical local shortage, supporting our HGV drivers.



Award winning customer amenities fit for future vehicles and increased dwell times.



12.5% biodiversity net gain, delivered through onsite enhancements and thriving wildlife habitats.



Significant inward investment, creating new jobs from construction and operation.



A new strategic partner with a track record of delivering for communities

our purpose
is to brighten
people's journeys
through life



APPENDIX B

LEAFLET DISTRIBUTION AREA





GRANGE PARK

FRESHBROOK

BLAGROVE

Butterfly World
& Farm Park

CANCOURT

APPENDIX C

CONSULTATION LEAFLET



Swindon Services

A new Motorway Rest Area fit for the future at M4 Junction 16



Find out more and have your say

Moto is bringing forward plans to transform motorway travel in Swindon and North Wiltshire with a new fit for the future Motorway Rest Area (MRA) at Junction 16 of M4.

We want to deliver an ambitious, highly sustainable scheme which supports motorists on the M4 and meets local aspirations. To understand resident and stakeholder priorities, we are holding a public consultation to introduce our plans and gather valuable feedback.

About Moto

Our vision is to transform the UK's rest stop experience and offer a safe place for motorists to rest, recharge and refuel, leading the way in customer experience and the transition to clean, sustainable energy.

We are the UK's largest and No1. rated operator of Motorway Service Areas and have been looking after motorists for 56 years. We operate 69 sites across the Strategic Road Network, serving over 120 million customers every single year.

Find out more and have your say

Visit **moto-m4junction16.co.uk** or scan the QR code.

Speak with us by calling **0800 0803290**

Email us at **moto@devcomms.co.uk**

All feedback is important to us and will be considered.
Please submit your comments no later than **29th September**.

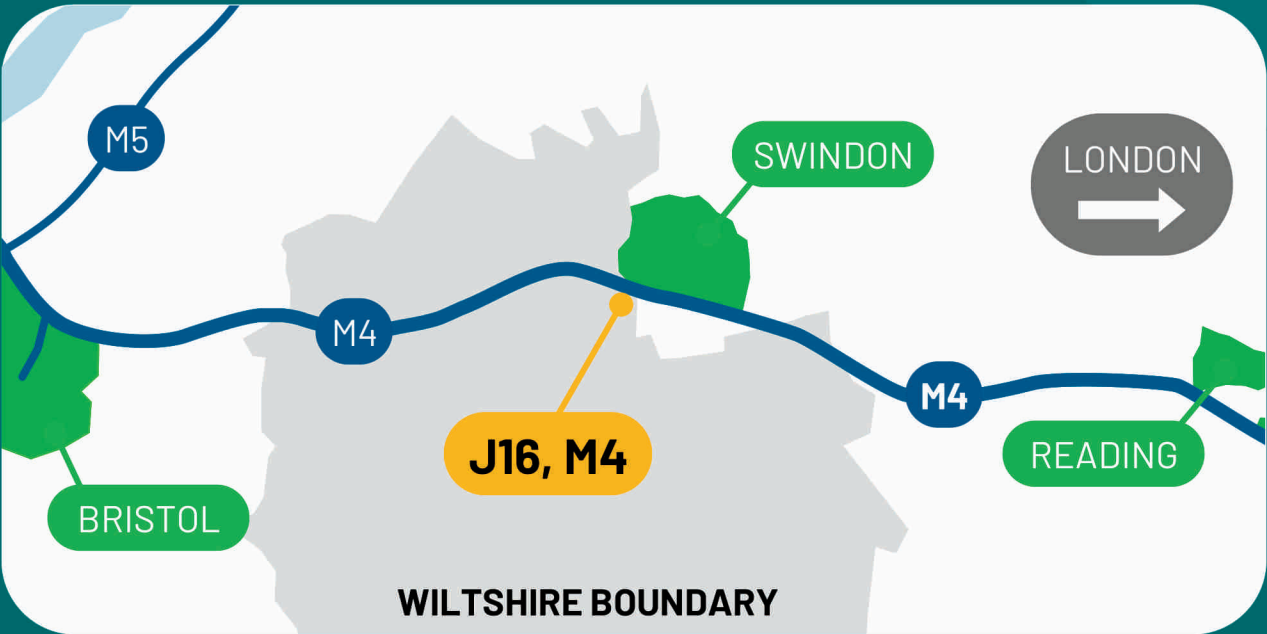


Site Location

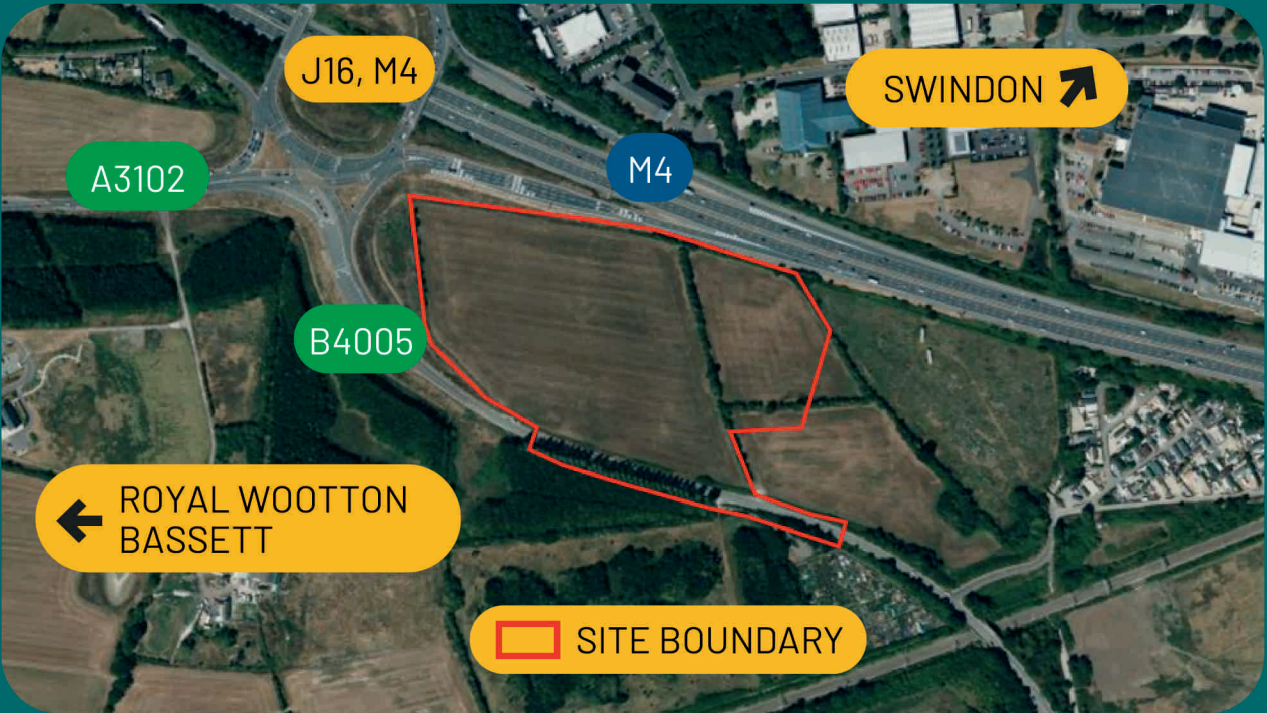
Visit moto-m4junction16.co.uk to find out more

We think we've found the ideal location for a new, highly sustainable rest area, on a strategic location on the M4.

The site is located approximately 3 miles southwest of Swindon town centre and 2 miles from the town centre of Royal Wootton Bassett. J16 is an ideal location on the M4, midway between Reading and Bristol.



The site on the Strategic Road Network



Site location plan



Our Vision

Visit moto-m4junction16.co.uk to find out more

Our vision for the site is ambitious. We want to lead the way in sustainability, achieving a market-leading BREEAM 'excellent' rating for sustainable construction and deliver a new EV Super Hub, incorporating 50 EV chargers from Day 1.



Proposed amenity building

Benefits



Highly sustainable customer amenity building, incorporating a living green roof and energy efficient, low carbon design.



50 much needed EV charging spaces, with the site future-proofed to deliver more as demand and grid capacity grows.



62 new HGV spaces to address the critical local shortage, helping to prevent parking in lay-bys or at industrial estates.



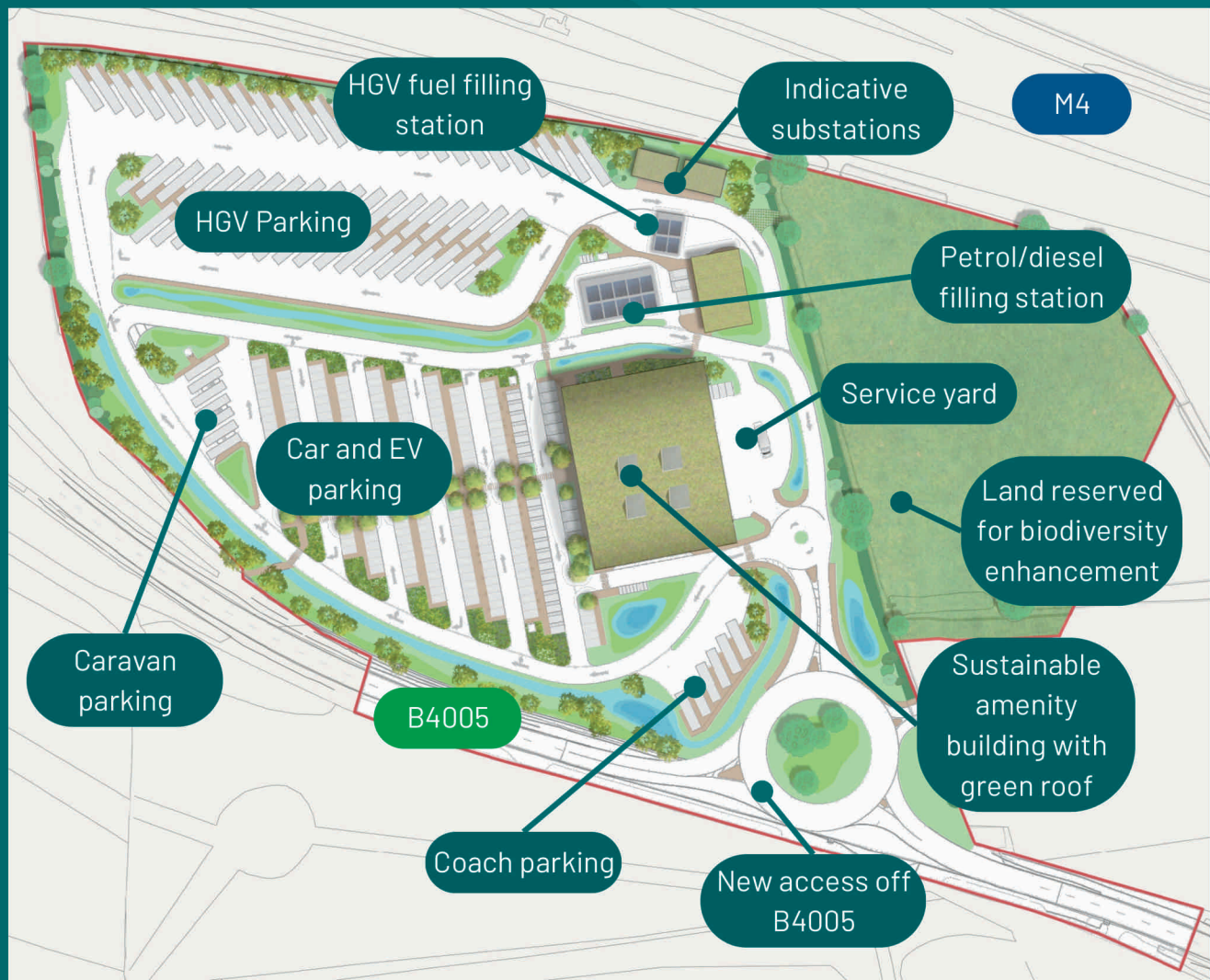
c. 12.5% biodiversity net gain, delivered through onsite enhancements and thriving wildlife habitats.



At least 150 new FTE jobs from operation, prioritising local people wherever possible.



Illustrative Masterplan



Let us know your views

Our community consultation is open until **29th September**. Please take this opportunity to have your say via our dedicated website at **moto-m4junction16.co.uk**.

For those without internet access or with accessibility requirements, please get in touch via our dedicated phone line below, or write to us at our Freepost address, and we would be more than happy to assist.

Contact us

 0800 0803290

 moto@devcomms.co.uk

 Write to us using the address 'Freepost DEVCOMMS'



APPENDIX D

SUPPLEMENTARY DISTRIBUTION AREA FOR HAY LANE RESIDENTS





APPENDIX E

SUPPLEMENTARY LETTER



15th September 2023

Dear Resident,

I am writing to you on behalf of Moto, regarding proposals for a new highly sustainable Motorway Rest Area (MRA) at Junction 16 of the M4. Please find enclosed with this letter a consultation leaflet, which shows the site location and the proposed masterplan.

We are writing to you directly owing to your proximity to the site. If you have any questions or would find a meeting with the project team beneficial, please do get in touch via the contact details at the end of this letter. Alternatively, further information on the proposals and an online feedback form can be found on our dedicated website: **moto-m4junction16.co.uk**

About Moto

We are the UK's No.1 top rated Motorway Service Area provider, operating 69 sites across the Strategic Road Network, serving over 120 million customers every single year. Our vision is to transform the UK's rest stop experience and offer a safe place for motorists to rest, recharge and refuel, leading the way in customer experience and the transition to clean, sustainable energy.

Proposals

We are proposing a Motorway Rest Area (MRA) fit for the future at Junction 16, incorporating highly sustainable building design and an ambitious electric vehicle charging provision.

Our proposals include:

- Highly sustainable customer amenity building with a living green roof.
- A new EV Super Hub, delivering 50 new EV charging spaces, with the rest of the site future-proofed to accommodate more EV spaces in the future.
- Over 3 acres of land on the eastern side of the site retained as green space, with approximately 12.5% onsite biodiversity net gain.
- 62 new HGV parking spaces to help address the critical local shortage, ensuring drivers have somewhere safe and secure to stay overnight.

P.T.O

Public Consultation and Next Steps

We have now launched a public consultation and are keen to hear valuable feedback and understand local priorities.

Our dedicated public consultation website can be accessed at **moto-m4junction16.co.uk**; this website contains more information about the proposals and an online feedback form for providing detailed feedback.

Moto is proud of the positive impact we make on the communities surrounding our sites. We are committed to using local procurement where possible and are keen to explore any opportunities to work together in the future.

If you have any questions about the scheme or would like to provide feedback via alternative means, please do not hesitate to get in touch via the contact details below and we would be more than happy to assist.

Kind Regards,



Jack Boyce (for and on behalf of Moto Hospitality)

Email: moto@devcomms.co.uk

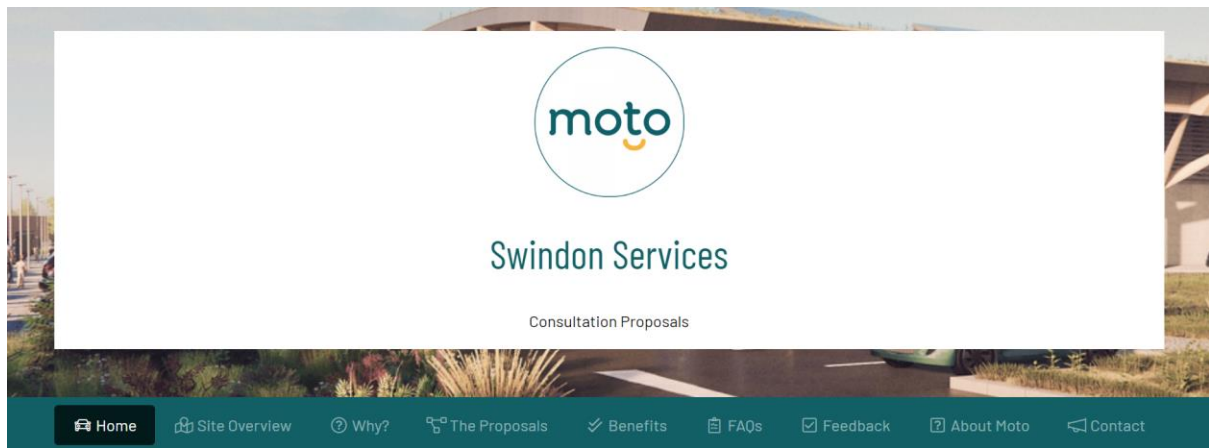
Phone: 0800 080 3290

Post: Write to us using our Freepost address **'Freepost DEVCOMMS'**

APPENDIX F

CONSULTATION WEBSITE





Welcome

Thank you for visiting our website on proposed plans for a new fit for the future Motorway Rest Area (MRA) near Swindon at Junction 16 of the M4.

Moto, the UK's No.1 rated motorway services provider, is bringing forward plans to extend the electric vehicle charging network and address the critical local need for new HGV parking, through a new market-leading, low-carbon rest area in this strategic location in North Wiltshire.



Consultation

Our community consultation is open until the 29th September.

We want to hear your views on our plans and help us shape the future of this site.

To start the conversation, we've launched this website to provide an overview of our plans and receive your feedback.

Our online feedback form can be accessed [here](#), and a detailed FAQ page can be found [here](#), or you can find out more by clicking the icons at the top of the page.

Moto

We are the UK's largest operator of Motorway Service Areas (MSAs) and have been brightening people's journeys through life for 56 years. We operate 69 sites across the Strategic Road Network, serving over 120 million customers every single year. Our vision is to transform the UK's rest stop experience and offer a safe place for motorists to rest, recharge and refuel, leading the way in customer experience and in the transition to clean, sustainable energy.

We are proud to have the No1 Best Rated Services by the UK consumer in an independent survey carried out by Transport Focus 2022 and voted on by the public, with our new Rugby Services site receiving a 100% customer satisfaction score.

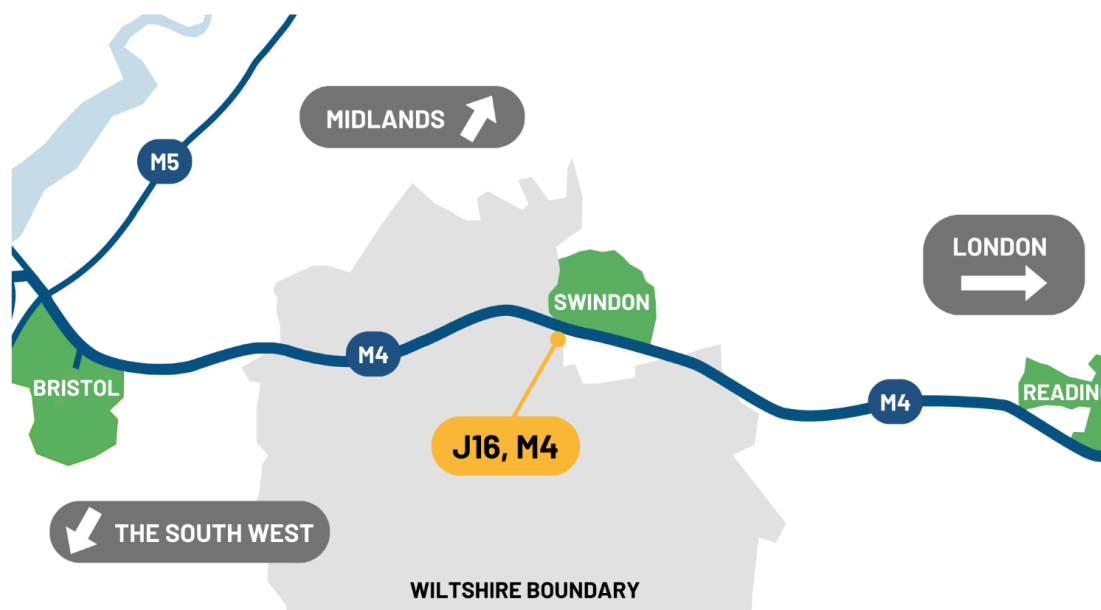
You can find out more about Moto's charitable activities and environmental and social goals [here](#).



Site Overview

The site is strategically positioned to the southeast of Junction 16 of the M4, making it easily accessible to existing traffic travelling both directions on the motorway.

Junction 16 is an ideal site for a highly sustainable new rest area, midway between Bristol (c.30 miles to the west) and Reading (c.40 miles to the east).



Strategic Location Plan

Surrounding Area

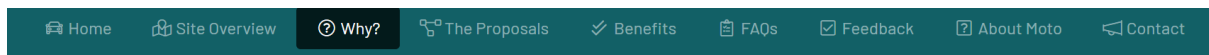
In terms of neighbouring settlements, the site is situated approximately 3 miles southwest of Swindon's town centre and is separated from Blagrove Business Park by the M4.

To the west of the site lies the easternmost point of Royal Wootton Bassett, located about 1 mile away, with the town centre situated over 2 miles from the site.

Towards the southeast of the site, there is an established travellers' site.



Site Location Plan



Why?

Our vision is to transform motorway travel on the M4 with a new Motorway Rest Area (MRA) fit for the future.

The EV Revolution

Under current Government plans, road users will no longer be able to buy new petrol and diesel cars from 2030, and by 2040, 75% of cars on the road will be EVs.

However, our local and national road networks are not evolving fast enough to meet this demand, constraining decarbonisation and causing 'range anxiety' for motorists (the fear of running out of charge).

EV charging is different to petrol and diesel refuelling, and the reduced range of EVs means we need places for motorists to stop and recharge more frequently.

We also need to account for increased dwell times as charging takes longer than refuelling a petrol or diesel vehicle. We plan to respond to this with best-in-class facilities such as high quality indoor and outdoor space and superfast Wi-Fi.

If road networks don't evolve to allow for recharging, our ability as a country to achieve ambitious Net Zero targets will fail and our economic productivity will fall.

In short, we need to provide more charging opportunities, in the right locations, to ensure drivers feel confident enough to make the switch to electric cars and support the transition to cleaner travel.

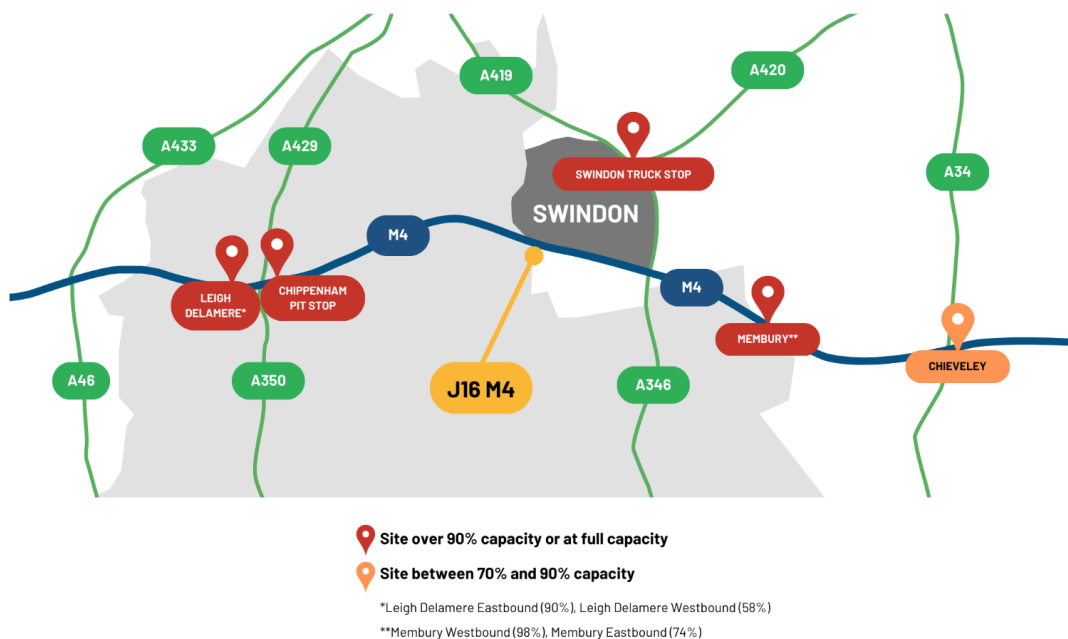


Supporting HGV Drivers

HGV drivers are the backbone of our economy, ensuring our shelves are stocked and our essentials, such as medical supplies, are delivered on time. Drivers deserve a suitable, safe place to stop at night, as well as hygienic facilities.

Nationwide there is a shortage of over 4,500 HGV parking spaces each night, forcing drivers to park in lay-bys or industrial estates with no access to proper facilities or food and drink. This shortage is seen locally too, with sites such as Swindon Truck Stop and Chippenham Pit Stop seeing HGV parking either at or approaching full capacity.

That's why we are leading the way in providing new HGV spaces in the right locations across the motorway network, along with high-quality new facilities for hard working drivers.



HGV Capacity Map

Proposals

EV-ready From Day 1

Swindon Services will deliver an industry-leading 50 new EV charging spaces from Day 1, with the remaining spaces EV-ready, with infrastructure in place to expand provision as demand and grid capacity grows.

While our site will be ready for an EV future, we will still be providing petrol and diesel refuelling for cars on site through a traditional fuel filling station.

New HGV Spaces

Our proposals include 62 new HGV spaces, helping to address the local critical shortage and ensuring HGV drivers have somewhere safe and secure to park overnight and access to essential welfare facilities including toilets, showers and hot food.

All HGV spaces will be designed to accommodate electric charging infrastructure if required, should electric HGVs be rolled out in the future.

Sustainable Construction

Swindon Services will be designed with sustainability in mind, employing the following innovative features:

- Low carbon building design, achieving a BREEAM excellent standard for sustainable construction.
- Green living roof to increase biodiversity and to help integrate with the surrounding environment.
- Solar panels providing sustainable energy to the site.
- Rainwater harvesting, waste reduction and recycling measures.
- c.12.5% Biodiversity Net Gain (BNG) across the site, creating thriving new habitats for wildlife.

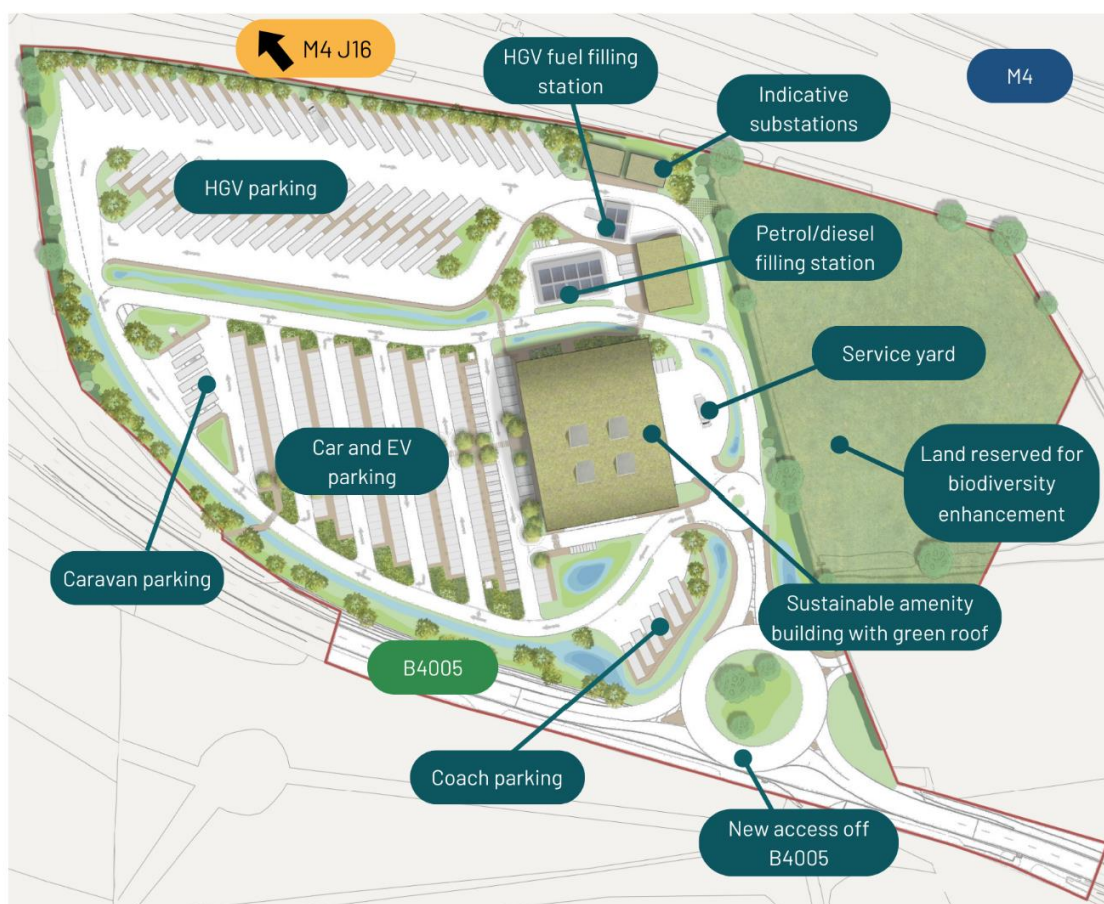


Innovative design which responds to changing needs

At this key location on the boundary of Wiltshire, we want to ensure Swindon Services benefits from a high-quality design which reflects and responds to the surrounding landscape.

The focal point of the site will be a light and airy amenity building, providing a welcoming space for motorists to rest and relax.

Building design will also take account of increased dwell times from the use of EVs, ensuring the right facilities are in place to make stopping to recharge easy and convenient.



Masterplan

Benefits

At Moto, we are proud of the work we do to lead the way in transitioning to clean, sustainable energy and make a lasting impact on the communities around our sites.

Our proposals for Junction 16 will deliver the following key benefits:

- At least 150 new FTE jobs from operation, prioritising employing local people where possible.
- £30m investment into the local economy.
- Improved road safety through providing a new place for motorists to stop, refresh and refuel.
- Providing 50 much needed new EV charging spaces, with the site future-proofed to deliver more as demand and grid capacity grows. In a strategic location on the M4, this new EV Super Hub will support the transition to EV and reduce range anxiety for motorists.
- Helping to decarbonise the road network through reducing petrol and diesel vehicles, ensuring cleaner air for future generations.
- 62 new HGV spaces to address the critical local shortage, helping to prevent parking in lay-bys or at industrial estates and providing HGV drivers with much needed welfare facilities.
- c.12.5% biodiversity net gain, delivered through onsite enhancements and thriving wildlife habitats.
- A highly sustainable development, incorporating a living green roof and solar panels to generate renewable energy onsite.
- Commitment to support local community through charitable works.



[Home](#) [Site Overview](#) [Why?](#) [The Proposals](#) [Benefits](#) [FAQs](#) [Feedback](#) [About Moto](#) [Contact](#)

FAQS

General

1. What is a Motorway Rest Area (MRA)?

Motorway Rest Area (MRA) is a technical term used by the Department for Transport to describe a type of motorway service facility. An MRA is smaller than a conventional Motorway Service Area (MSA), requiring half as many spaces.

However, the facility will function exactly the same way as a conventional MSA, providing a full range of facilities for all motorists.

2. Is a new service facility needed here?

This facility is needed for two main reasons. Firstly, as our road networks transition away from petrol and diesel vehicles, we need to provide new EV infrastructure at strategic locations across the national road network to ensure owning an EV is practical and demand for charging can keep up with supply.

Furthermore, there is a critical local shortage of HGV parking spaces, with some sites nearby either very close to or at full capacity. A shortage of quality, secure HGV parking leads to parking in unsuitable locations such as lay-bys and industrial estates, causing problems for local residents and stress for drivers.

Car Provision

1. How many car parking spaces are proposed overall?

241 car parking spaces will be provided, in line with policy requirements for a Motorway Rest Area (50 of these spaces will be EV charging spaces from Day 1).

There will also be 7 caravan spaces, 12 motorcycle spaces, and 6 spaces for coaches.

2. How many EV charging spaces are proposed?

Swindon Services will deliver 50 new EV charging spaces from day 1, with the remaining car spaces on site EV-ready, allowing additional EV charging spaces to be brought forward in the future as demand and grid capacity grows.

3. Will there be spaces for motorists with disabilities, or parent and child spaces?

We will be providing both disabled spaces and parent and child spaces, in line with policy requirements.

4. Will there be a petrol/diesel fuel filling station for cars?

While Moto is committed to leading the national transition to electric vehicles, we are also fully aware many motorists will continue to need petrol and diesel fuel on the motorway network.

The proposals therefore include a conventional fuel filling station for cars, which will be smaller than those in operation currently to reflect the fact that when the site opens many more cars will be EV.

HGV Provision

1. How many HGV parking spaces are proposed?

62 HGV spaces are proposed, which will help address the critical local shortage of adequate HGV parking spaces. There will also be a space for an abnormal load HGV, as required through policy.

2. Will there be an HGV fuel filling station?

An HGV fuel filling station is proposed to the north of the site, adjacent to the HGV parking spaces.

3. Are you providing facilities for alternative HGV fuels?

All HGV spaces will be designed to accommodate electric charging infrastructure in the future if this is required.

4. What facilities will be provided for HGV drivers?

While specific facilities will be determined at a later stage, facilities for HGV drivers will include high quality showers, toilets, and food provision.

Highways and Access

1. Will the proposals affect traffic on the M4?

The new Motorway Rest Area (MRA) will primarily attract a proportion of existing passing traffic on the M4, instead of creating new trips as seen with other types of development. Therefore, there will be limited impact on traffic flows along the M4 itself.

There will be some increased vehicle movements on the M4 slip roads at Junction 16 associated with vehicles entering and leaving the site. National Highways, as the operator of the M4, will review the proposals to ensure there are no safety issues associated with this.

2. What will the impact of the proposals be on traffic at Junction 16?

There will be some increased traffic at Junction 16 associated with vehicles entering and leaving the site. A full Transport Assessment will be submitted with the planning application to assess this impact.

However, at this stage we are confident that there is sufficient capacity at Junction 16 to accommodate the development without causing any severe impacts.

3. How will you promote sustainable travel to the site?

We are keen to ensure that staff at the site travel to work as sustainably as possible. The planning application will be accompanied by a Travel Plan, setting out a range of measures to encourage green travel.

4. How will vehicles access the site?

A new roundabout will be created on the B4005, allowing access to the site for cars and HGVs. Proposals for this new access arrangement can be seen on the illustrative masterplan on the [proposals page](#).

The site access, internal roads, servicing and parking areas have been designed to safely accommodate all vehicle types as per good practice design guidance. The layout has also been tested with vehicle tracking software to ensure safe and efficient access for all road users.

Sustainability and Biodiversity

1. How will you ensure the site is built sustainably?

We are keen to ensure the site is as sustainable as possible, and will be targeting a BREEAM Excellent rating for sustainable construction for the customer amenity building.

The amenity building will employ a variety of measures to reduce carbon emissions during construction and operation, such as a green living roof and highly energy efficient building design.

We are also planning to install solar panels on the roofs of both the car fuel filling station and the HGV fuel filling station to generate renewable energy on site.

2. How will the proposals enhance biodiversity?

We are targeting at least a 12.5% net gain in biodiversity, to be delivered on site. We are planning to dedicate a large part of the site to the east to creating new habitats for nature to thrive, such as new tree planting and wildflower meadows.

Next Steps

1. When will you submit a planning application?

We will be submitting an outline planning application to Wiltshire Council later in Autumn 2023, after we have reviewed and analysed feedback from the local community and stakeholders. This website will be updated throughout the planning application process.

2. How can I get in contact with the project team?

Our team would be more than happy to answer any questions at our dedicated email address (moto@devcomms.co.uk) or phoneline (0800 0803290).

You can also provide detailed feedback via our online [feedback form](#).

Feedback

Thank you for taking the time to provide your feedback.

All feedback is important to us and will be reviewed before the proposals are submitted to the local council for approval.

Please submit your comments no later than **29th September** to ensure that they can be taken into consideration.

You can also get in touch with the team by using the contact details [here](#).

Feedback form

Please indicate your level of agreement with the statements listed below:

EV

1. 'We need to increase the number of Electric Vehicles chargers on the road network to successfully transition from petrol/diesel cars to electric vehicles.' (3)

strongly agree agree don't know disagree strongly disagree



2. 'We need strategically located Electric Vehicle charging places to support the transition to electric vehicles and reduce range anxiety.' (3)

strongly agree agree don't know disagree strongly disagree



3. Electric Vehicle charging involves increased dwell time. It's important that charging areas provide suitable facilities to account for this time.' (3)

strongly agree agree don't know disagree strongly disagree



Sustainable construction

4. 'Sustainable building practices are an important factor in making good planning decisions.' (3)

strongly agree agree don't know disagree strongly disagree



5. Which of the following sustainable building practices/considerations do you think should be priorities? [please tick up to 3 boxes]

- ☐ Use of a green living roof
- ☐ Increasing biodiversity onsite
- ☐ Reducing waste
- ☐ Measures to increase recycling
- ☐ Low energy appliances and lighting
- ☐ Sustainable energy generation, such as through solar panels
- ☐ Promoting sustainable travel for staff

6. Are there any other sustainable building practices that we should take into account?

Facilities

7. Please tell us your priority for facilities at services in the future [please tick 1 box]

- ☐ High speed Wi-Fi
- ☐ A range of places to buy food and drink
- ☐ Meeting places
- ☐ Outdoor spaces
- ☐ Prayer facilities and safe spaces
- ☐ Facilities for children
- ☐ Indoor spaces to sit and relax

8. Are there any other facilities you would like to see?

9. It is important to address the local shortfall of HGV spaces to ensure drivers' safety and well-being and ensure local communities are not impacted by HGVs parking in unsuitable locations. (3)

strongly agree agree don't know disagree strongly disagree

10. Do you have any further comments about HGV parking facilities?

11. Do you have any additional comments about the proposals?

12. Does your household have an electric car?

☐ Yes ☐ No

13. About you*

Your name

Your house number and street name

Your postcode

Your email

Your age range

Please select...

Are you happy that we will contact you in the future?*

Please select...

Please confirm you're not a robot*

☐ I'm not a robot


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Submit Feedback

About Moto

At Moto, we are proud of our work so far on helping to build a sustainable future and supporting the communities around our sites, but we are not stopping there.

Moto Foundation

- Our charity, Moto Foundation, has raised over £9m since its inception in 2005 to make a positive difference to the communities around our sites.
- Our current national charity partners are Mind & SAMH (Scottish Association for Mental Health), as voted by our colleagues who recognise the importance of mental health and wellbeing.
- We have donated £700,000 to the Woodland Trust & Wildfowl & Wetland Trust and planted over 30,000 native trees in recent years.
- We have made over 700 local community grants to charities within a 25 mile radius of Moto sites.
- We have donated over 180,000 books to local adopted schools close to our Moto sites and support local school breakfast clubs with our brand partner Greggs.



Planet

- Since we started recording power usage, customers have charged their electric cars over 1.2m times, saving nearly 38,000 tonnes of CO2.
- We have installed water and energy saving technology throughout all our refurbishments.
- Installed new building management systems to reduce energy usage – this has resulted in an energy reduction of 44% at our Reading site and 13% across 73 Greggs stores.



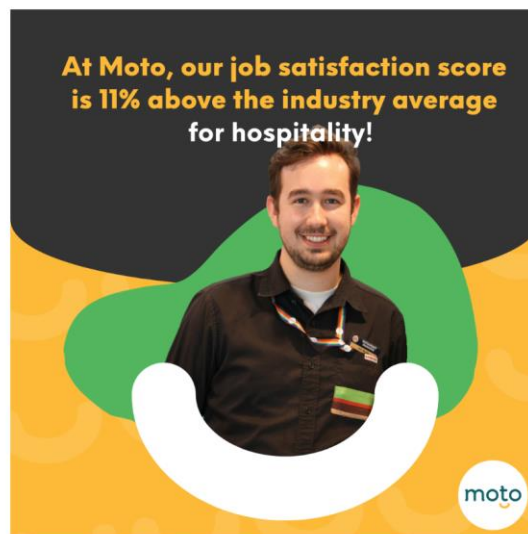
Product

- Established joint sustainability plans with our brands.
- Introduced a 2025 target for 100% stocking of recycled plastic (RPET) soft drinks.
- Launched the surplus food service Too Good To Go in 158 stores, with over 73,000 bags sold resulting in 184 tonnes of CO2 saved.
- Costa takeaway cup recycling scheme led to 165m recycled cups.



People

- Our Operating Board is 57% female, reflecting the overall % of females at Moto.
- 331 Leaders trained as Wellbeing Champions with 80 further due to train this year.
- Raised £1 million for Moto Foundation.
- Our job satisfaction score is 11% above the industry average for hospitality.



Contact

If you have any questions, or would like to speak to a member of the team, please do not hesitate to get in touch via the contact details below:

moto@devcomms.co.uk / 0800 080 3290

You can also write to us via the freepost address below:

Freepost DEVCOMMS

APPENDIX G

PRESS RELEASE



Press Release:

Moto Seeks Views on Planned 'Rest Area of the Future' near Swindon

15/09/2023

Moto Hospitality, the UK's largest motorway services operator, is pleased to announce a public consultation on exciting proposals for a new Motorway Rest Area near Swindon at Junction 16 of the M4, which will be Moto's most sustainable site yet, delivering a £30m investment into the local economy and market-leading electric vehicle charging infrastructure fit for the future.

The site will include a new Electric Vehicle (EV) Super Hub, providing 50 new EV chargers from day one, which will help give drivers the confidence they need to make the switch. Additionally, in an industry-leading move, the remaining car spaces on site will be EV-ready for when demand and grid capacity grows in the future.

The new Services, which will create at least 150 FTE jobs from operation, will benefit from highly sustainable, low carbon building design, incorporating solar panels and an extensive green living roof. Over 3 acres of the site will be transformed to create new wildlife habitats and ensure a sizeable biodiversity net gain.

The proposals also include 62 new HGV spaces to address the critical shortage of HGV spaces at both the local and national levels, ensuring drivers have somewhere to securely park at night and do not have to park in unsuitable locations such as lay-bys or industrial estates.

Jess Lockwood, Property Director at Moto, said: "At Moto, we recognise we have a huge part to play in reducing carbon emissions from transport and we are fully focused on reducing range anxiety for UK motorists through capacity, reliability, simplicity and charging speed. We expect that by 2030, 1 in 3 cars on the road will be EV and we need to act now to ensure we can meet demand and the country can achieve its net zero targets.

"We are committed to ensuring that our proposals for Junction 16 of the M4 reflect local priorities and look forward to hearing feedback from residents and local stakeholders, in advance of submitting an outline planning application to Wiltshire Council."

A detailed consultation website has now been launched (**[Moto-M4junction16.co.uk](https://moto-m4junction16.co.uk)**), where residents can provide feedback via an online feedback form and see answers to Frequently Asked Questions.

ENDS

Notes to Editor

About Moto

Moto is the UK's largest Motorway Service Area business, serving more than 120 million visitors every single year across 69 UK sites. Moto provides a wide range of services for motorists including free two-hour parking, EV charging, hot food and drink, free shower and toilet facilities and children's play areas. Its sites are open 24 hours a day, 365 days a year and host over 300 branded restaurants, shops and forecourts with partner brands including Marks & Spencer, Pret a Manger, Greggs, Costa Coffee, Burger King, WH Smith, KFC and BP.

Moto's vision is to transform the UK's rest stop experience and offer a safe place for motorists to rest, recharge and refuel, leading the way in customer experience and the transition to clean, sustainable energy.

About the Site

Moto has identified the ideal site for a new, highly sustainable rest area, located adjacent to Junction 16 of the M4 and accessed off the B4005. The site is close to Swindon and located within the Wiltshire Council boundary.

The site will serve both eastbound and westbound traffic at this key location on the M4.

The Need for Electric Vehicle (EV) Infrastructure

Under current Government plans, road users will no longer be able to buy new petrol and diesel cars from 2030. By 2040, 75% percent of cars will be electric vehicles, meaning Moto alone will need to provide an estimated 4,700 more EV chargers across the road network to meet demand.

'Range anxiety', or the fear of running out of charge, is a well-documented obstacle to changing driver behaviour, and Moto is committed to providing more high-quality EV charging spaces in the right locations, to support motorists in making the switch to EV.

The HGV Parking Crisis

There is a critical shortfall of nearly 4,500 overnight HGV spaces across England, as identified in the National Lorry Parking Survey 2022. This leads to drivers parking in unsuitable locations such as lay-bys and industrial estates, causing issues for local residents.

This shortage is also seen in the area surrounding Swindon, with some sites reaching and exceeding critical capacity levels.

APPENDIX H

20TH SEPTEMBER SWINDON ADVERTISER MEDIA COVERAGE



Reaches 79% of adults in Swindon and over 241,000 adults each month*

*© Telmar Oct 2021 (4 weeks in print & online)

Swindon Advertiser

90p Wednesday, September 20, 2023

#ThereWithYou

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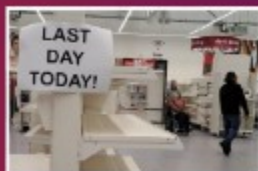
**COUNTING
THE COST
OF FLOODS**

PAGES 2, 3 & 10



**SADNESS ON
FINAL DAY
AT WILKO**

PAGE 7



£30M PLAN FOR NEW M4 SERVICES



'Sustainable' scheme would create 150 jobs

P5



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Plans for a new service station at junction 16 of the M4 Image: Moto

£30m M4 service plan revealed for south of Swindon

Jason Hughes

jason.hughes@inequest.co.uk

PLANS to build a new £30 million service station on the M4, just south of Swindon, have been revealed.

A consultation has been launched over plans for a motorway rest area at junction 16 of the motorway.

The proposal has been put forward by Moto Hospitality, the UK's largest motorway services operator, and would see the construction of a large "sustainable" site to the South East of the carriageway.

This includes electric vehicle charging infrastructure, such as 50 EV chargers, and 62 new HGV spaces.

Moto claim the scheme

would create 150 jobs and benefit from "highly sustainable" design, boasting solar panels, a green living roof and three acres of new wildlife habitats.

Locals can have their say on the plans until September 29 on the Moto website, ahead of an outline planning application being submitted to Wiltshire Council.

Moto property director Jess Lockwood said: "We recognise we have a huge part to play in reducing carbon emissions from transport and we are fully focused on reducing range anxiety for UK motorists through capacity reliability, simplicity and charging speed.

"We are committed to ensuring that our proposals for Junction 16 of the M4 reflect local priorities and look for-

ward to hearing feedback from residents and local stakeholders, in advance of submitting an outline planning application to Wiltshire Council."

The story sparked a big reaction on our Facebook page, with some commenters questioning why another service station is needed between Leigh Delamere and Membury.

Dave Smith said: "There's literally less than 30 miles between Membury services and Leigh Delamere services. Make it a HGV only resting space and it would make sense."

Ben Jones said: "Can we just make sure they don't make the J16 roundabout any worse cause people still don't know how to use it, let alone adding

a lane for a new service station."

Lisa Amit: "So Junction 16 is a nightmare anyway why add another services when there are services either way within 20-25 miles? What a waste of money and resources."

But Mike Walsh argued: "Excellent idea, it's the perfect place for people to charge their EVs between London and Bristol and a decent truck stop with modern facilities would, I'm sure, be welcomed by many drivers. Also more employment opportunities for the town."

And Ben Blakey said: "I have no problem with it. Will help the local economy, the junction has been upgraded, can't turn down every opportunity and it is Moto's money."

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