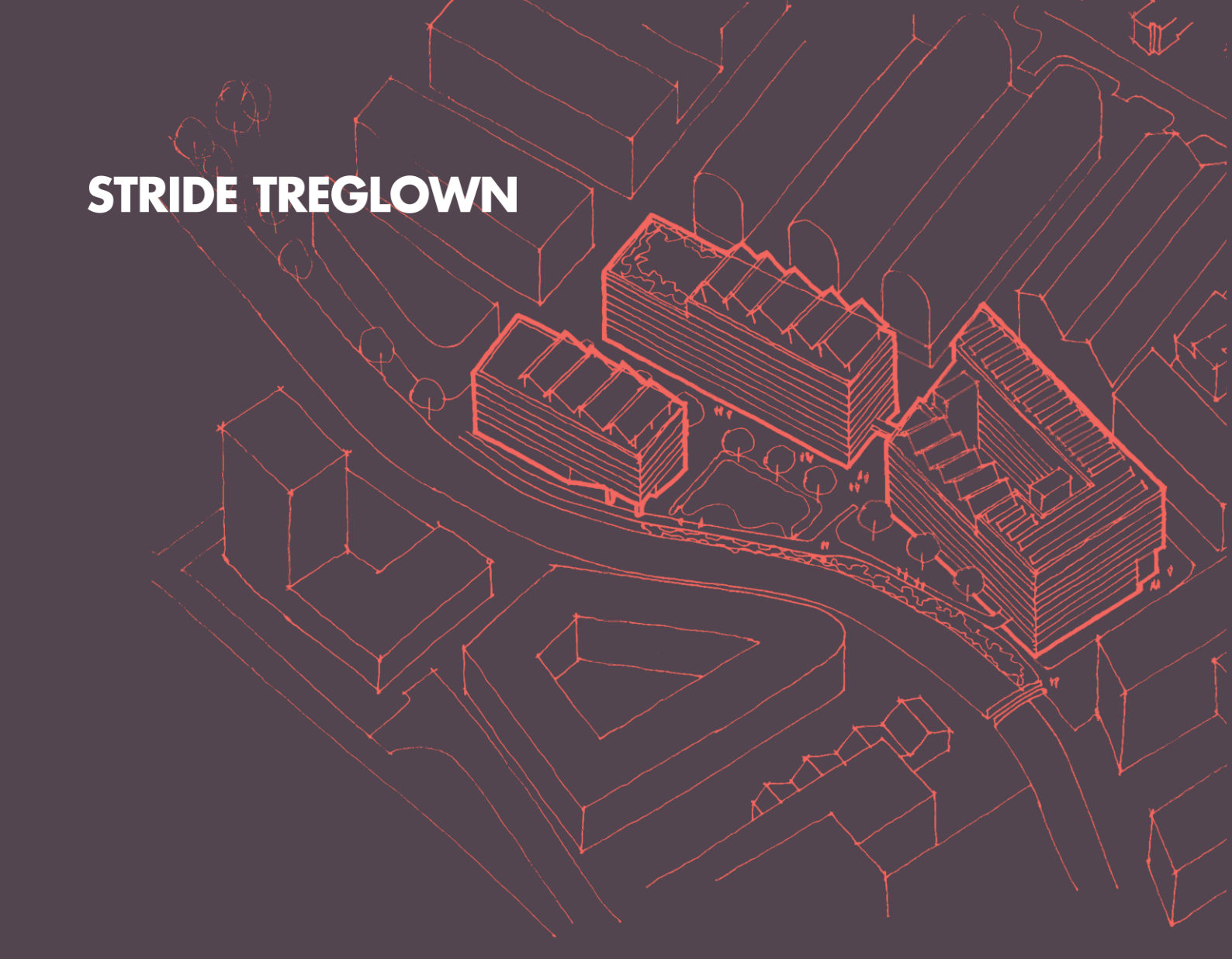




STRIDE TREGLOWN

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Corporation

Statement of Community Involvement

CPUK New Factory Building |
November 2025

CLIENT

Cereal Partners UK

JOB TITLE

New Factory Building

LOCATION

Staverton, Trowbridge

POSTCODE

BA14 6PG

JOB NO.

157027

DATE

24/11/2025

REVISION NUMBER

1

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Revisions

Revision	Description
P01	Client issue for review

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1. Introduction

- 1.1.1 This Statement of Community Involvement (SCI) has been prepared by Stride Treglown on behalf of Cereal Partners UK (CPUK) in respect of the proposed construction of a new 2,400sqm factory building at their existing factory site in Staverton, Trowbridge.
- 1.1.2 The description of development is as follows;
- Construction of new factory building (use class B2) and associated works/infrastructure (2no. Silos)*
- 1.1.3 Cereal Partners UK is a joint venture between General Mills and Nestle and supports the production of some of the UK's most iconic breakfast cereals, including Shreddies and Shredded Wheat. To support future growth and ensure long-term operational resilience, CPUK is proposing an expansion of the Staverton site through the construction of a new manufacturing building in the north-east corner of the existing premises.
- 1.1.4 This strategic investment will significantly enhance production capacity and operational efficiency, enabling CPUK to respond more effectively to evolving market demands. The development is expected to generate substantial economic benefits for the local community, including the creation of a significant number of new employment opportunities.
- 1.1.5 This Statement of Community Involvement (SCI) sets out the pre-application consultation undertaken and demonstrates how the applicant has sought to raise awareness of the proposals, how constructive comments were captured, and ultimately how these comments have been considered and incorporated within the final proposal.
- 1.1.6 A detailed description of the site and the proposed development is set out within the supporting Planning, Design & Access Statement prepared by Stride Treglown.

2. The Proposed Development

- 2.1.1 The proposed development will provide a circa 2400m² extension to the existing factory at Staverton, producing 'ready to eat' breakfast cereals. The new building will provide additional space to receive raw materials and to produce and package finished goods for onward transportation to distribution centres. The expansion to the factory is expected to lead to an increase in staff numbers of approximately 50 new staff and to result in approximately 21 additional deliveries daily. The aim of the new structure is to return the levels of production on site back to historical peak levels from around 2020.
- 2.1.2 The new building will be located in a currently vacant area of the campus, away from the public highway and nearby dwellings whilst maintaining appropriate access and turning space for HGVs. Due consideration has been given to maintaining appropriate separation distances from the nearby watercourse and tree roots.
- 2.1.3 To achieve increased production the manufacturing process needs to flow through the building. The supply of goods will occur at one end of the building and packaging and distribution takes place at the other. The flow through the building is linear to accommodate the production lines along the length of the factory.

3. Policy Requirements and Guidance

3.1. National Planning Policy Framework (December 2024) (NPPF)

- 3.1.1 The NPPF establishes the Government's planning policies and must be considered in the preparation (and decision making) of development plans and planning applications.
- 3.1.2 The National Planning Policy Framework (NPPF) states that the purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development and supporting infrastructure in a sustainable manner. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs
- 3.1.3 The NPPF encourages pre-application engagement and the front-loading of planning proposals.
- 3.1.4 Paragraph 40 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"*.
- 3.1.5 Early engagement with local planning authorities and other stakeholders with regards to matters concerning transport and design is reinforced within paragraphs 109 and 131. In respect of design, the NPPF states, *"Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process"*. Paragraph 137 notes that, applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.
- 3.1.6 The benefits of involvement are also made clear in the Government's Planning Practice Guidance. It sets out how pre-application engagement improves the quality and likelihood of a successful planning application by:
- working with interested parties at an early stage to identify, understand and seek to resolve issues associated with a proposed development.
 - discussing the possible mitigation of the impact of a proposed development, including any planning obligations and conditions.
 - identifying the information required to accompany an application, thus reducing the likelihood of delays in registering the submitted application.

3.2. National Planning Practice Guidance (2024) (NPPG)

- 3.2.1 The Government's NPPG provides further information and guidance on a range of planning matters that link back to the NPPF. The guidance is arranged in a series of separate 'topic based' articles available online. The guidance entitled 'Before submitting an application'.
- 3.2.2 The guidance advocates pre-application engagement by prospective applicants and acknowledges that this offers significant potential to improve the efficiency and effectiveness of the planning application system and can help to improve the quality of planning applications and their likelihood of success. The guidance states, *"working collaboratively and openly with interested parties at an early stage to identify, understand and seek to resolve issues associated with a proposed development"*.
- 3.2.3 It also states, *"Pre-application engagement is a collaborative process between a prospective applicant and other parties which may include:*

- the local planning authority
- statutory and non-statutory consultees
- elected members
- local people

3.3. Local Planning Policy and Guidance

Wiltshire Council Statement of Community Involvement

- 3.3.1 The Statement of Community Involvement (SCI) July 2020 document states that developers are strongly encouraged to engage early with the Council through pre-application discussions to understand planning policies, site constraints, and documentation requirements. For major developments they should also consult the local community before submitting a planning application. This includes engaging with town and parish councils, neighbours, and local groups to gather feedback and build support. Consultation should be meaningful, using accessible formats such as exhibitions, surveys, or online tools, and developers should allow time for responses and be willing to amend proposals based on community input.
- 3.3.2 Throughout the planning process, developers should remain transparent, clearly explain the benefits and potential impacts of their proposals and cooperate fully with Council officers and statutory consultees. Once submitted, applications may be revised if new issues are raised, and developers are expected to respond promptly. For larger or sensitive proposals, it is good practice to submit a Statement of Community Involvement summarising who was consulted, the feedback received, and how it influenced the final design. By taking a proactive and collaborative approach, developers can improve outcomes and reduce the risk of delays or objections.

4. Scope of Engagement

- 4.1.1 The engagement strategy has been developed with consideration of the government’s policy on community involvement along with consideration of Wiltshire Council’s Statement of Community Involvement July 2020 document as detailed in Chapter 3 of this statement.
- 4.1.2 The following section details the range of stakeholders and organisations involved in the pre-application public consultation engagement. To obtain a range of inputs on the evolving proposals it was the applicant’s objective to ensure key stakeholders and residents were consulted at various stages of the development proposals.
- 4.1.3 As set out above, a key consideration for a comprehensive engagement process is the identification of stakeholders and interested parties. In particular, the following stakeholders were engaged with;
- Local residents
 - Local businesses
 - Staverton Parish Council
 - Holt Parish Council
- 4.1.4 The following consultation methods were used:
- Pre-application enquiry with Wiltshire Council
 - Webpage and questionnaire
 - Information leaflet distribution
 - Meetings with Holt and Staverton Parish Councils

4.2. Pre-application enquiry with Wiltshire Council

- 4.2.1 A formal pre-application enquiry was submitted to Wiltshire Council on 2nd September 2025. At the time of writing, no pre-application meeting was held or written advice received by the Council.

4.3. Leaflet Distribution to Local Residents

- 4.3.1 Between the 22nd October and 28th October 2025, a leaflet informing local residents of the proposed development was distributed to 1,880 residential properties and local businesses within the area overleaf. The leaflet outlined CPUK’s plans for its new production facility and served as an invitation to view more details via a website, which also contained a questionnaire within which respondents could provide their feedback. The leaflet aimed to raise awareness of the proposals and ensure that those living and working nearby had a clear opportunity to be involved in shaping the plans at an early stage.

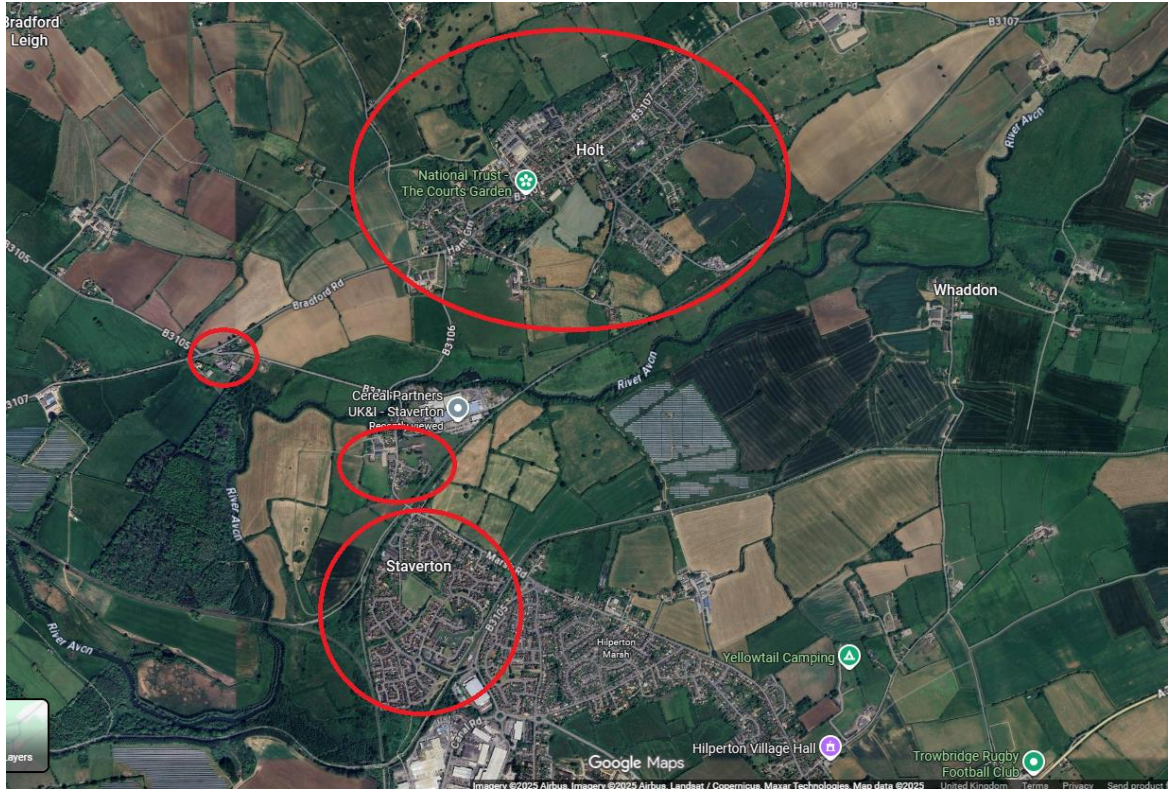


Figure 1: Image indicating broad location of leaflet drop

4.4. Website

- 4.4.1 On 28th October 2025, Stride Treglown launched a dedicated consultation webpage to provide additional information relating to the proposed development in Staverton.
- 4.4.2 The webpage was created to allow for transparent and inclusive engagement with the local community. It offered residents and other interested parties the opportunity to learn more about the project, view the emerging plans, and submit their feedback through an online form. This digital platform allowed for accessible, ongoing communication with the public and formed a key part of CPUK's wider community consultation strategy. A screenshot of part of the webpage is provided below at Figure 3.1. The leaflet is attached in full at Appendix 7.

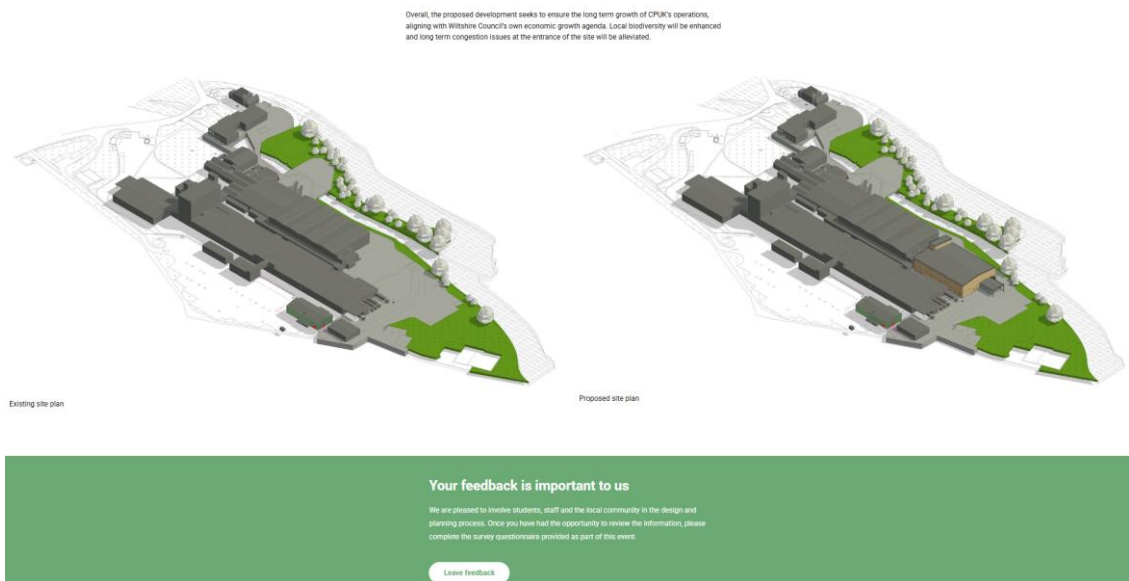


Figure 2: Extract from website consultation

4.5. Meeting with Holt Parish Council

- 4.5.1 The CPUK team met with members of Holt Parish Council in October 2025 for a walkover of the Factory site in order that the emerging proposals could be presented and questions put to the project team.

4.6. Meeting with Staverton Parish Council

- 4.6.1 Members of the CPUK team attended the ordinary meeting of Staverton Parish on November 17th 2025 in order that the emerging proposals could be presented and questions put to the project team.

5. Feedback Received

- 5.1.1 The feedback received from various stakeholders was informative in terms of the scope of the planning application and the identification of opportunities and constraints that exist for the development proposals to explore and address appropriately. This section provides a summary of the feedback received during the course of the pre-application public/stakeholder consultation.

5.2. Pre-application feedback from Wiltshire Council

- 5.2.1 A pre-application enquiry was submitted to Wiltshire Council on 2nd September 2025. At the time of writing, a formal written response has not been received.

5.3. Feedback from local residents and businesses

- 5.3.1 A total of 8 responses were made via the online website and questionnaire. Appendix 1 provides a full table of the online responses, with all names have been removed.
- 5.3.2 Of the 8 responses, a total of 6 people agreed that the principle of providing an additional factory building at the site, with 2 of those in strong agreement with the principle. Nobody raised any objections in terms of the principle of the development, with most people recognising the importance of keeping employment in the local area.
- 5.3.3 The primary concern of local residents related to the anticipated increase in HGV movements to and from the application site. Construction management was also concern, with residents fearing prolonged road closures and the subsequent disruption.

5.4. Feedback from Holt and Staverton Parish Councils

- 5.4.1 Both Parishes echoed the concerns of local residents and the perceived impact of the uplift in HGV movements the proposed development would bring. In addressing this particular point, the applicants stressed that a detailed Transport Statement was being undertaken and would accompany the full planning application.
- 5.4.2 The expansion to the site is expected to employ approximately 50 additional members of staff and results in approximately 21 additional deliveries through the weighbridge access daily. The aim of the new structure is to return the levels of production on site back to historical levels seen in 2020.
- 5.4.3 The supporting Transport Statement confirms that the site is expected to generate seven additional two-way staff trips in the AM peak and 14 additional two-way staff trips in the PM peak. This is equivalent to one new trip every nine minutes in the AM peak and one new trips every four minutes in the PM peak which is also not considered to be significant.
- 5.4.4 The Transport Statement concludes that, in consideration of the additional servicing movements and staff car trips related to the proposed extension, the proposed development is not expected to lead to any severe impacts on the operation of the local highway.
- 5.4.5 Both Holt and Staverton Parish Councils also raised concerns in relation to potential noise impacts. In the same vein, meeting attendees were assured that a detailed Noise Impact Assessment was being undertaken with the associated report accompanying this planning application. The supporting Noise Impact Assessment prepared by SLR Consulting confirms that the proposed development will not generate unacceptable noise levels above the existing baseline conditions.

- 5.4.6 In relation to traffic and noise concerns, it was agreed with both Parish Councils that in the event of complaints, the local community should continue to liaise with the Factory Manager at the CPUK site who is keen to maintain positive relations and act upon concerns when they arise.
- 5.4.7 In relation to potential noise impacts, additional tree planting is proposed at the northern perimeter of the site to serve as visual screening as well as acoustic attenuation, mitigating noise levels from nearby residential properties to the north.

6. Conclusion

- 6.1.1 This Statement of Community Involvement has been prepared by Stride Treglown to set out the approach taken to pre-application public consultation in respect of application for full planning permission for the proposed construction of a new factory building and associated works at Staverton, Trowbridge.
- 6.1.2 The extent of community involvement undertaken prior to the submission of this scheme is set out in this statement with a summary of how the applicant and their design team have developed the proposal to respond to comments raised by various stakeholders during the consultation period.
- 6.1.3 The applicant is committed to ongoing engagement with key stakeholders and Wiltshire Council throughout the consideration of the planning application.

Appendix 1: Table of responses

Q	In principle, do you support the provision of an extension to the factory building in this location?	Do you support CPW's strategy to alleviate congestion on this part of the highway?		Do you agree with the incorporation of new landscaping within the site?		Are there any parts of the proposals that could be improved upon?	If answered 'Yes' to question 7, please explain what could be improved and why.	Do you have any other comments you would like to make?
		Please use the field below if you would like to expand on your answer to question 5	Please use the field below if you would like to expand on your answer to question 5	Please use the field below if you would like to expand on your answer to question 5	Please use the field below if you would like to expand on your answer to question 5			
1	Not sure	Concerned that the expansion of the entrance will cause the road to be closed again for prolonged period of time.	Not sure	Agree				
2	Agree	Progress is progress, but at what cost to the world around the factory? You say nothing about sustainability and state that you'll make life easier for yourselves by being able to queue more lorry's, but we don't want lots more lorry's driving through our village. Are you moving to quiet electric lorry's? Are you going to make lots of noise or smells making breakfast cereals? What are your plans for meeting net zero? Be cautious not to tellies to or patronise the local community, work with us and stick to promises and everyone will be happy!	Disagree	You must make your lorry's so that they do not drive through Staverton village or over the canal/bridge.	Agree	More habitat creation would be better	Yes	The traffic through Staverton village is unrestricted by any calming methods at all, it can be very dangerous when two lorry's meet at speed on the bends, there are weak bridges and high particulate levels and noise pollution. You want to make more articulated lorry's to get into your site but disregard your neighbours rights, welfare and health. What's your solution to lorry's coming and going?
3	Agree	It's a good upgrade.	Agree	Agree			Yes	I hope the metal railings at the front of site are repaired and refurbished. The food companies image is tarnished by the poor condition of these railings.
4	Agree	The potential increase in employment opportunities is positive for the area. The building does not seem to be too obtrusive on the landscape. I do however have strong reservations regarding the increased movement of HGVs in the locality.	Strongly agree	I haven't experienced an big traffic congestion issue at the factory entrance.	Agree		Yes	This is not for CPW directly but there needs to be a long term strategy for removing HGVs from Staverton as well as Holt. Particularly if there is to be more residential development in Staverton and Hilberton. This needs significant highways investment by Wiltshire Council.
5	Strongly agree	As a Nestlé pensioner who worked at Staverton 1987-90, I'm pleased to see the site continuing its development. It has gone through many evolutions, from milk, milk canneries, can manufacture, yoghurts and chilled desserts, canned beans and spaghetti onward to cereal products.	Strongly agree	The bridge has always been a choke point across the river and there will continue to be heavy traffic through Staverton/Hilberton. Let's hope this doesn't increase at peak times, but hopefully this has already been well considered.	Agree	I hope changes near the frontage are kept compatible with the existing history of the area - the site has been here a long time.	Not sure	No - good luck!
6	Not sure	Very concerned about the increased volume of traffic and possible impact it will have on the small roads in the area. Moving the gate back will help access. Will there be any improvements made to the annual flooding at the site. Good for extra employment opportunities but how many more jobs will be created and will they be given to local residents.	Not sure	I worry that lorries will still cause congestion at the traffic lights entering the building. Traffic already builds up along the narrow roads to the site. There are several new housing estates currently being built which will have further impact to the congestion.	Agree	Trees must be replaced to help reduce the flooding at the site. Flooding is a big problem already in the area with the roads often closed. If not address it could prevent employees getting to work. Would like tree planting to screen the walls from the North Suggest fast growing evergreens.	Not sure	Need to see the full planning application to assess the proposals in detail before any further improvements can be suggested.
7	Strongly agree	Essential to keep employment in this area and allow the business to thrive	Strongly agree	Risks removed and Safety enhanced	Strongly agree		Not sure	The main concern is regarding the impact on the highway network in the area. How many extra lorries are planned. Will the bridges over the canal and the railway be able to cope with the increased load?
8	Agree	But at the moment the local Staverton bus service turns round in the entrance to the factory and I can't tell as the map is too small on my phone, if there is going to be space for it to continue to do so as there is a red line on the map.	Agree	Please continue to prevent the lorries exiting left the staverton village during the beginning and end of school day as sometimes the lorries cross the pavement on the narrow bend through the village	Agree		No	Thank you for the opportunity to comment

Appendix 2: Consultation Leaflet



INVITATION TO AN ONLINE CONSULTATION EVENT

To support future growth and ensure long-term operational resilience, Cereal Partners Worldwide is proposing the construction of a new manufacturing building in the north-east corner of the Staverton site. This strategic investment will significantly enhance production capacity and operational efficiency, enabling CPW to respond more effectively to evolving market demands. The development is expected to generate substantial economic benefits for the local community, including the creation of a significant number of new employment opportunities.

In addition to the proposed new factory building, minor modifications are proposed to the existing site entrance and weighbridge in order to ease congestion and lorry waiting times on the surrounding highway network.

Cereal Partners Worldwide would like feedback on the emerging design proposals to help shape the future of the site. Consultation material will be available to view online via the link below, with ability to make comments.

When and How?

View online from Wednesday 29th October to Wednesday 5th November 2025.

www.cpw-factorybuilding.co.uk

If you would like to view the proposals but do not have internet access please contact us on 0117 915 7594 to arrange for an information pack and comment form to be sent to you by post.



Appendix 3: Website Extract

t/

The proposed development

The proposed development will provide a circa 2400m² extension to the existing factory at Sturtevant, producing 'ready to eat' breakfast cereals. The new building will provide additional space to receive raw materials and to produce and package finished goods for onward transportation to distribution centres.

The new building will be located in a currently vacant area of the campus, away from the public highway and nearby dwellings whilst maintaining appropriate access and turning space for HGVs.

Minor works to modify the existing access into the site include widening to alleviate congestion, improved visibility for left hand exit out of the site, and additional provision within the site to accommodate idling HGVs during peak hours.

The proposed planning applications will be detailed in more so that the operational impacts can be fully understood.



Your feedback is important to us

We are pleased to involve students, staff and the local community in the design and planning process. Once you have had the opportunity to review the information, please complete the survey questionnaire provided as part of this event.

[Leave Feedback](#)

STRIDE TREGLOWN



- Welcome
- Background
- Proposed

- Timeline
- Privacy
- Leave Feedback

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