

Retail Impact Statement for Village Shop at Semington (Policy SEM10)

Land west of Semington Turnpike

1. Introduction

This statement supports the proposed village shop (Use Class F2(a), up to 280 m²) on land allocated under Policy SEM10 of the Semington Neighbourhood Plan. The village shop is part of a residential development of up to 48 dwellings and complies with the Semington Neighbourhood Plan.

2. Policy Context

Neighbourhood Plan – Policy SEM10:

The site is explicitly allocated for a village shop (as defined by Use Class Order F2(a) alongside housing, providing built-in policy support as part of the statutory development plan.

Wiltshire Core Strategy – CP38 (Retail & Leisure):

CP38 mandates sequential and impact tests for *unallocated, out-of-centre retail proposals that could harm town centres*. The proposed shop is an allocated facility serving local need, so it is exempt from CP38 requirements.

CP48 Supporting rural life provides support for new shops in villages.

NPPF (Dec 2024) encourages support for village shops which are supported as part of sustainable rural development recognising that they help to maintain vibrant rural communities and reduce travel dependency (NPPF paras 9 & 11, sustainable development; paras 85–86, supporting rural services).

3. Use Class Order and Scale

The development falls under Use Class F2(a), dedicated to small-scale local community facilities. At up to 250 m², the proposal is modestly sized and proportionate to serve Semington's population. It is not large enough to compete with larger town centre stores. There is also no shop facility within 1km of the application site.

4. Retail Sequential and Impact Assessment

There is no shop facility in Semington or within 1km of the site. The allocated site status under Policy SEM10 negates the need for a sequential test—this isn't an unallocated out-of-centre development.

No retail impact assessment is necessary. The scale of the village shop is small and localised, ensuring no material impact on the vitality and viability of nearby town centres.

The village shop is permitted use under Use Class order F2.

5. Compliance Summary

Policy SEM10 provides direct support for the use and scale of the village shop. CP38 is not triggered due to scale, development plan allocation and the local role of the village shop under Use Class F2. In addition, Wiltshire Core Strategy policy CS48 and the NPPF promotes rural services and sustainable development.

6. Conclusion

The proposed village shop fully complies with all relevant planning policies. It does not require a retail impact assessment or sequential test. It contributes to local service provision, supports rural sustainability, and aligns with both neighbourhood and strategic planning policies.

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