



Planning and Retail Statement

Land at London Road, Devizes

Highgrove Group (Reading) Limited on behalf of PRZM Real Estate
and ALDI Stores Ltd

February 2026

Contents

1. Introduction.....1

2. The Proposed Development5

3. The Development Plan and Other Material Considerations.....9

4. The Principle of Development.....16

5. Design, Technical and Environmental Considerations37

6. Summary and Conclusions.....44

Report title: Planning and Retail Statement

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Status: Final

Draft Date: February 2026

For and on behalf of Avison Young (UK) Limited

1. Introduction

- 1.1 This Planning and Retail Statement has been prepared in support of an application by Highgrove Group (Reading) Limited on behalf of PRZM Real Estate ('PRZM') and ALDI Stores Ltd ('ALDI') for a hybrid planning permission on land at London Road, Devizes, SN10 2JG. The proposed development comprises 2No. severable components seeking (i) full planning permission for the construction of a Class E foodstore, car parking, access, landscaping and associated engineering works which is applied for in full; and (ii) outline planning permission for the construction of a drive thru unit and Electric Vehicle charging hub (with all matters reserved except for access).

The Application Site and Proposed Development

- 1.2 The Application Site is roughly L shaped and extends to approximately 1.13 hectares, which is predominantly all hard standing (concrete and tarmac). It is located between London Road and Horton Road and is presently used as a motorcycle training facility. It has been used for similar purposes for a number of years having been formerly operated by the Police as a driving training facility and skid pan. It is predominantly hard surfaced and contains a teaching unit, W.C. block, a set of garages and a storage cabin adjacent to London Road. The London Road boundary of the site is mainly open save for some scrub planting. The Horton Road boundary features a row of immature trees and shrubs. The western and eastern boundaries of the site are open to the adjoining land without significant planting. The site has a single point of access from London Road at its northern end.
- 1.3 To the north, the site is bound by the A361 (London Road). Beyond the A361 is Hopton Industrial Estate. To the east of the site is open land, which benefits from an approved outline planning permission for employment uses as described later. To the south of the site, beyond and set back from Horton Road, there are residential dwellings, and to the west is a petrol filling station, garage and hand car wash.
- 1.4 The proposed development is described in the Design and Access Statement, the application drawings, and in Section 2.0 of this Planning and Retail Statement. At this point, we note that the application proposes the construction of a discount foodstore to be operated by ALDI and a drive thru coffee shop (occupied yet to be confirmed), with a new access road onto London Road. The store will be single-storey and served by 91 parking spaces. The store will cater for primarily 'main' food shopping needs and will provide the community with high-quality food and convenience products at discounted prices. It will support up to 40 jobs in the operational phase. A further 10 jobs will provided within the drive thru unit with additional jobs supported during the construction phase.

Planning History

- 1.5 We have reviewed the Council's planning records and note the authorised and current use of the site as a motorcycle training facility with a workshop, and a reception and office building. The planning history of the site is set out below:

Table 1 – Planning History of the site

Reference	Description	Decision	Decision Date	Notes
PL/2021/08425	Screening opinion for commercial development (use classes B2, B8, E (G I-III)).	EIA not required	17/09/2021	This includes the application site along with the

				employment site to the east.
K/52033/F	Retention of temporary building to service as reception/administration office.	Approve with Conditions	01/06/2005	
K/50920/F	Retention of metal container to serve as motorcycle workshop	Approve with Conditions	11/11/2004	
K/47142	The renewal of temporary planning permission K/042950 and the installation of additional classroom.	Approve with Conditions	15/04/2004	
K/42950	Change of use to a motorcycle training school and the erection of a mobile classroom.	Approve with Conditions	23/04/2002	

1.6 The adjoining land to the east was included within an outline application in 2022 for up to 25,000 sqm of use class B2 (General Industrial), B8 (Storage and Distribution) and E (Commercial, Business and Service). That application was refused on 27 April 2023 because the site formed part of a 'strategically important site'. The application was subsequently allowed on appeal on 16 February 2024, but no further works or reserved matters applications appear to have been submitted. The indicative layout of the scheme is shown on the submitted site layout plan (reference 240646-1301-P08-PROPOSED SITE PLAN).

1.7 The full planning history of the adjacent site is set out below:

Table 2 – Planning history of the adjoining site

Reference	Description	Decision	Decision Date	Notes
PL/2022/00977	Outline planning application with all matters reserved except access for up to 25,000 sqm of use class B2 (General Industrial), B8 (Storage and Distribution) and E (Commercial, Business and Service) (g) (i-iii), with landscaping and associated infrastructure.	Refuse	27/04/2023	The application was subsequently allowed on appeal on 16 February 2024.
PL/2021/08425	Screening opinion for commercial development (use classes B2, B8, E (G I-III)).	EIA not required	17/09/2021	This includes the application site.
15/06440/ADV	Display of V board advertising site for sale.	Approve with Conditions	25/08/2015	
15/02512/ADV	Display of V board advertising site for sale	Approve with Conditions	20/05/2015	
K/33286	Use of the land to hold Sunday car boot sales	Refused	14/10/1996	

Pre application Advice

- 1.8 PRZM and ALDI have engaged in preapplication discussions with Wiltshire Council and received formal preapplication advice on 24 October 2025. The advice confirms that the development may be considered acceptable in principle assuming the proposals address the sequential and retail impact tests, provide justification for the loss of allocated employment land, demonstrate high-quality design, and mitigate any amenity or transport impacts.

Submission Documents

- 1.9 In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 this Planning and Retail Statement assesses the development proposals against the relevant policies contained within the Development Plan as well as key national planning policies and all other relevant material considerations. The Statement also seeks to demonstrate the wider social, environmental and economic benefits of the scheme.

- 1.10 The application is accompanied by detailed Site Layout, Floorplans and Elevational drawings prepared by Kendall Kingscott Architects. This Planning and Retail Statement should be read in conjunction with these drawings and the following documents which are submitted with the application:

- Design and Access Statement by Kendall Kingscott
- Landscape Proposals prepared by Cambium
- Transport Assessment by Connect Consultants
- Travel Plan by Connect Consultants
- Geo-environmental Appraisal by Groundtech
- Sustainability Statement by Sol Environmental
- BREEAM Pre-assessment Report by Sol Environmental
- Flood Risk Assessment and Drainage Strategy by Craddys
- Ecological Impact Assessment by Tyler Grange
- BNG Metric by Tyler Grange
- Energy Statement by Sol Environmental
- Air Quality Assessment by Redmore Environmental
- Archaeological Design Based Assessment by CFA Archaeology
- Noise Assessment by Noise Solutions Ltd
- Arboricultural Impact Assessment by Bowland Tree Consultancy
- Landscape and Visual Assessment by Icola
- Statement of Community Involvement by Avison Young
- Waste Audit by Avison Young.

- 1.11 The remainder of this Statement is structured as follows.

- Section 2 describes the proposed development and gives further information on ALDI in relation to its operational model and other relevant matters.
- Section 3 considers the relevant content of the development plan, and any other material considerations that may have a bearing on the determination of the application.
- Section 4 considers the principle of redevelopment, retail impact and the sequential test.

- Section 5 summarises the conclusions of the various design, technical and environmental submissions provided with the application and having regard to relevant planning policy.
- Section 6 provides our overall conclusions.

2. The Proposed Development

Overview

- 2.1 The development comprises an ALDI food store, a drive thru unit and an Electric Vehicle (EV) charging hub. The Site Layout Plan shows the ALDI located in the western part of the site between Horton Road and London Road, and the proposed drive-thru and EV hub in the eastern part of the site. Both the Full and Outline elements of the application are to be accessed from a single priority junction off London Road. Once inside the site, the priority on the estate road is to the ALDI foodstore, with the proposed drive-thru accessed via a priority junction onto the estate road.

The Application for Full Planning Permission (Aldi)

- 2.2 ALDI operates as a 'deep discount' or Limited Assortment Discount (LAD) retailer. The term was defined by the Competition Commission in its Groceries Market Investigation Final Report in 2008 which said that LADs:

"carry a limited range of grocery products and base their retail offer on selling those products at very competitive prices. The three major LADs in the UK are ALDI, Lidl and Netto. Each ... carries in the region of 1,000 to 1,400 product lines in stores ranging from 500m² to 1,400m² (stores of a similar size operated by a large grocery retailer generally carry about 5,000 products). ALDI, in large part, carries only own label goods while both Lidl and Netto carry larger volumes of branded products."

- 2.3 Whilst dated in its references to typical floorspace and product lines, which have both increased, the characterisation of ALDI in the Commission's report remains wholly applicable in 2025, because it describes an operational model that remains fundamentally unchanged. Whilst ALDI's preferred trading format has evolved to a limited extent in relation to the product lines that are carried, and preferred floorspace requirements, those evolutions are neither material to the description given by the Competition Commission, nor do they reduce the differentiation between LADs and other food and convenience operators.
- 2.4 The proposed foodstore will have a net trading area of 1,333 sqm. As per the characterisation of LADs in the Competition Commission's report, the trading floorspace within every ALDI store is consistent, and is currently at around 1,200 sqm to 1,400 sqm. This is to enable the range of identical products sold within each ALDI store to be arranged and displayed on a consistent basis in each store. Moreover, the gross floor area of new ALDI stores (i.e. the net sales area plus the 'back-of-house' area) varies only slightly from store to store, within a range of approximately 1,700 sqm to 2,000 sqm. The aim, again, is to ensure that all stores are built and operated to a consistent specification to facilitate efficient delivery and distribution of products to each store in the portfolio.
- 2.5 This essentially means that the number of core food product lines stocked within each ALDI store is identical and deliberately restricted to around 1,800 to 2,000. Whilst this has increased from the 1,000 to 1,400 referred to by the Commission, it remains in contrast to the 20,000 to 30,000 product lines in a superstore operated by one of the UK's 'mainstream' convenience retailers (Tesco, Sainsbury's, Asda and Morrisons) so that the clear differentiation between LADs and those operators remains. This explains why all ALDI foodstores are of a uniform size, format and layout, which supports standardised product display, servicing and stock handling procedures, all of which serve to drive down operational costs.
- 2.6 The core retail offer within an ALDI store (which accounts for approximately 80% of the net sales area) replicates the most regularly purchased items within a family's weekly or 'main' food shopping trip. The vast majority of

products stocked (circa 90%) are ALDI branded, compared with the 10-15% that may be stocked by the mainstream grocers. This avoids passing on the cost of brand name marketing to the consumer.

- 2.7 Moreover, because ALDI is concentrating on a limited number of product lines, which it stocks consistently throughout its portfolio of circa 990 stores, it is able to benefit from economies-of-scale so that its goods can be bought and sold at heavily discounted prices, without impacting upon quality.
- 2.8 ALDI's focus on the key products that typically make up a 'main' food shopping trip means that they do not sell certain ancillary lines that are normally found in mainstream supermarkets. There is no staffed butchery, fishmonger, bakery, delicatessen or hot food counter and ALDI's foodstore format does not accommodate customer restaurants or in-store franchises such as a Post Office, dispensing pharmacy, dry-cleaning, betting shop, opticians, or photo processing. These factors are important when considering the trading effects of an ALDI foodstore because clearly, in ALDI's case, the potential for cross-over with the offer of independent high-street retailers is far less than it is for 'mainstream' food retailers that stock a much wider range of goods.
- 2.9 Notwithstanding the above, an ALDI foodstore, as with all modern supermarkets, will also stock a limited range of non-food goods. The range of non-food goods in an ALDI store is ancillary to the food offer in floorspace terms at approximately 20% of the net sales area. It is also significant that the products stocked mirror seasonal demand such that there is a constant variation in terms of range and choice, with no particular type of comparison goods predominating. For this reason the potential for an ALDI foodstore to compete with high-street retailers is extremely limited.
- 2.10 The proposed development is consistent with the operational model described above. It comprises a single-storey foodstore with a gross external area (GEA) of 1,875 sqm and a net sales area of 1,333 sqm, and provides an optimum number of car-parking spaces.

Site Layout, Access, and Landscaping

- 2.11 The Proposed Site Plan shows the foodstore positioned in the south eastern part of the site and set back from the access. Parking is located to the west of the store to ensure efficient site management, to give good surveillance of the car-park, and to maximise soft landscaping within the site.
- 2.12 The customer entrance is located at the north western corner of the building with a new vehicular and pedestrian access onto London Road, approximately half way along the western boundary of the site. New tree planting will be provided along London Road and Horton Road to help to assimilate the store into the landscape.
- 2.13 In terms of customer parking, 91 car parking spaces are proposed. These include 5 accessible, 7 parent and child, and 9 electric vehicle charging spaces. Of these 5 are rapid charging and 4 fast charging. Two of the fast charging spaces are designated as accessible and parent and child (one of each). The accessible parking spaces are located to the north of the foodstore, and the parent and child spaces are located in front of the store's western elevation, offering straightforward access to the store entrance. The electric vehicle charging spaces are proposed to the west of the car park. Cycle provision is located along the northern elevation of the store.
- 2.14 As noted above, a new access junction and widened highway is proposed off London Road to the north. A pedestrian access linked to the existing bus stop on Horton Road to the south of the site is proposed. A new pedestrian crossing point is proposed on London Road providing access to the store from Waller Road via a new footway to the western side of London Road.

- 2.15 The landscaping proposals have been designed having regard to the site's context and its location on the edge of Devizes. Tree planting and a new hedgerow are proposed along the road frontages, as a means of enhancing and strengthening the site's green infrastructure. A detailed soft landscaping proposal is submitted with this application (ref. DR-L-1636-02) and shows new planting of over 30 new trees of varying varieties and including ornamental species, native hedgerow, and native and non-native shrubs.

Building Design

- 2.16 ALDI provide only enough floorspace and building volume needed for the store's operation so that space is not wasted or serviced and heated unnecessarily. The internal layout is optimised to provide the necessary merchandising area for the predicted retail demand. This determines the size of the warehouse space and its interaction with the loading bay, which is designed to allow for deliveries without specialist warehouse staff.
- 2.17 The food store will be single storey with a monopitch roof and promotes a clean, contemporary approach incorporating glazing on its south west elevation. The monopitch roof slopes downwards from west to east. The customer entrance will have a large glazed shopfront and canopy and the design uses a mixture of cladding and glazing giving the development a contemporary feel.

Servicing

- 2.18 Servicing will be via the same access from London Road that will also be used by customers and staff. The servicing area is on the store's southern elevation and incorporates a delivery ramp, sheltered canopy and dock leveller. There is no external service yard which means that products can be unloaded without any external activity, so that there is no use of forklift trucks, pallet trucks or cages in any outside yard area.
- 2.19 An ALDI foodstore will receive an average of four deliveries per day. Three HGV deliveries per day come from the Regional Distribution Centre and there is one delivery per day of milk by a local supplier, usually using a medium sized goods vehicle. Daily deliveries of milk, bread and morning fresh produce are received prior to, or as early as possible after, the store opening. The layout has been designed to accommodate the required turning manoeuvres of the largest servicing vehicle in ALDI's fleet, and a 'swept path analysis' is presented as part of the Transport Assessment.
- 2.20 HGV deliveries typically take 30-60 minutes (during which time the engine is switched off) and are straightforward given that ALDI's stock is delivered on pallets which are rolled into the warehouse, utilising the automated dock-levelling system. The responsibility for unloading rests with the driver, so that there is no potential for delay in the process as it is not necessary to wait for store staff to deal with the delivery.

Hours of Use and Servicing

- 2.21 Deliveries are required on every day that the foodstore is open to ensure the availability of fresh produce, including on Sundays and Bank Holidays. ALDI's foodstores are open 7 days a week but the company does not promote 24-hour trading. ALDI's store opening hours are:
- 08:00 hours to 22:00 hours – Mondays to Saturdays and Bank Holidays; and,
 - 09:00 hours to 18:00 hours – Sundays [Note: Sunday trading laws mean that ALDI may only open for up to six hours on a Sunday, which will typically be 10:00 hours to 16:00 hours, so that the Sunday hours set out here represent an envelope within which the store may be open for trade].

- 2.22 We confirm later that the Noise Impact Assessment concludes that there is no need to restrict hours of servicing or opening by condition.

The Outline Planning Application (Drive Thru & EV Charging Hub)

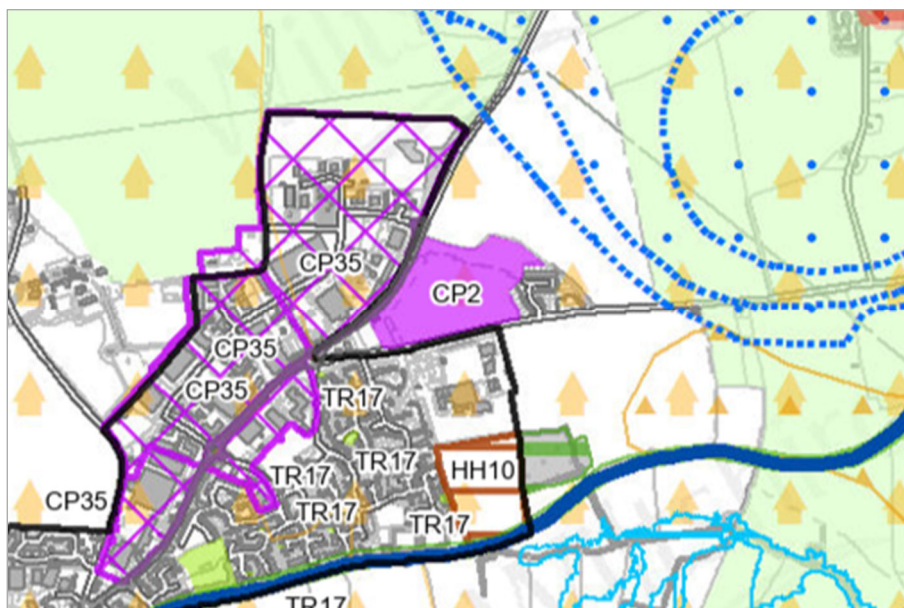
- 2.23 The proposed drive thru unit and EV charging hub elements of the proposal are in outline, but the drive thru coffee shop would provide up to 205 sqm (GIA) of floorspace and would be suitable for occupation by a number of operators including for example Costa Coffee, Starbucks, or Greggs. Details of layout, appearance, scale, and landscaping are reserved for subsequent approval but the site plan shows how these elements might be laid out with the drive thru coffee shop on the northeastern most part of the site. The development would involve a single building with drive-thru facility and dedicated parking including disabled spaces. The indicative plans show an EV charging hub with 8 spaces.
- 2.24 The proposals also provide a new pedestrian crossing point and length of footway on Horton Road, providing a link with the residential area to the south and a new pedestrian crossing point and footway on London Road linking to Waller Road and Hopton Park Industrial Estate.

3. The Development Plan and Other Material Considerations

- 3.1 Section 38(6) of the Planning & Compulsory Purchase Act 2004 requires that applications for planning permission are determined in accordance with policies of the development plan, unless material considerations indicate otherwise. This section provides a summary of the key elements of development plan policy relating to the site, to the proposed use, and to the uses that will be replaced by the new development. It also considers relevant national planning policy and guidance, and the Council's evidence base where those comprise material considerations that may carry some weight in the determination of the planning application.
- 3.2 The Development Plan comprises the following documents.
- The Wiltshire Core Strategy (adopted January 2015).
 - The Wiltshire Housing Site Allocations Plan (adopted February 2020).
 - Saved policies from the Kennet Local Plan 2011.
 - The Devizes Area Neighbourhood Plan (adopted July 2015).

Core Strategy (January 2015)

- 3.3 The Core Strategy sets out the spatial vision, key objectives and overall principles for delivering sustainable development in the county over the period up to 2026. The site features on Policies Map Inset Map 11: Devizes which confirms that part of the site is allocated under policy CP2 for employment development.
- 3.4 **Policy CP1** (Settlement Strategy) identifies settlements where development can take place sustainably. Market towns (such as Devizes) are said to have the ability to support sustainable patterns of living in Wiltshire through current levels of facilities, services and employment opportunities. It also states that market towns have the potential for significant development that will increase jobs and homes and where necessary enhance services and facilities to promote better levels of self containment and viable sustainable communities.
- 3.5 **Policy CP2** (Delivery Strategy) confirms that there is a presumption in favour of sustainable development within the defined limits of development of the Market Towns. It goes on to identify a number of strategically important employment sites. A large part of the site forms part of a strategic employment allocation for 8.4ha of employment land at Horton Road. Whilst the allocation affects much of the site, the site represents only a small proportion (approximately 0.7ha or 8%) of the allocation.
- 3.6 The allocation includes the large area of open land to the east of the site. The western part of the site which would form the car park to the Aldi store is not within the allocation. Policy CP2 says that masterplans for the strategic sites will be approved by the Council as part of the planning application process. The allocation (CP2) is shown on the extract below:



3.7 Appendix A to the Core Strategy sets out “Development templates” for the strategic allocations. The key objectives for the land at Horton Road are as follows.

- To provide 8.4 hectares of new employment land that will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start-up or incubator units.
- All businesses should prepare green travel plans.
- To provide a much needed expansion to the existing employment base in the area.
- Delivery of employment land that is integrated with the existing town.
- Provision of business space and an incubator workspace function.

3.8 With the exception of the application site, the whole of the allocation has outline planning permission for employment uses as detailed in paragraphs 1.5-1.6 above.

3.9 **Policy CP12** (Spatial Strategy: Devizes Community Area) echoes the settlement strategy set out under Policy CP1 but adds that employment areas will be supported in line with appropriate housing provision. The Policy goes on to note the new strategic employment allocation at Horton Road to be developed in line with Appendix A.

3.10 **Policy CP38** (Retail and Leisure) says that all proposals for retail or leisure uses on sites not within a town centre and which are for development in excess of 200 sqm (gross) floorspace must be accompanied by an impact assessment which meets the requirement of national guidance and established best practice, and which demonstrates that the proposal will not harm the vitality or viability of any nearby centres. All such proposals must also comply with the sequential approach as set out in national guidance to ensure that development is on the most central site available.

3.11 **Policy CP41** (Sustainable Design and Construction) says that all non-residential development will be required to achieve BREEAM Very Good rating, rising to BREEAM Excellent from 2019. It goes on to say that all applications for major development must be supported by a Sustainable Energy Strategy outlining the low-carbon strategy for the proposal.

3.12 **Policy CP50** (Biodiversity and Geodiversity) says that applicants must demonstrate how their proposals protect features of nature conservation and geological value as part of the design rationale. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value,

connectivity and functionality in the long-term. Where such features cannot be retained, their removal or damage shall only be acceptable in circumstances where the anticipated ecological impacts have been mitigated as far as possible, and appropriate compensatory measures can be secured to ensure no net loss of local biodiversity resource, and to secure the integrity of local ecological networks. Policy CP50 goes on to say that all development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development.

- 3.13 **Policy CP51** says that development should protect, conserve and where possible enhance landscape character, and must not have a harmful impact upon landscape character. Any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. The policy identifies 9 criteria against which development proposals will be assessed.
- 3.14 **Policy CP56** (Contaminated land) states that development proposals which are likely to be on or adjacent to land which may have been subject to contamination will need to demonstrate through appropriate assessment that measures can be taken to effectively mitigate any impact of land contamination on public health, environmental quality, the built environment and amenity.
- 3.15 **Policy CP57** requires a high standard of design in all new development which should enhance local distinctiveness, retain and enhance important landscape and natural features, respond positively to townscape and landscape, be sympathetic to and conserve historic buildings and landscapes, maximise opportunities for sustainable construction techniques, have regard to the compatibility of adjoining buildings and uses and incorporate high standards of building materials, finishes and landscaping. Major developments are to be accompanied by a detailed design statement and masterplan.
- 3.16 **Policy CP58** seeks to ensure the conservation of the historic environment. Designated heritage assets and their settings will be conserved and, where appropriate, enhanced in a manner appropriate to their significance. It goes on to say that distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved and, where possible, enhanced.
- 3.17 **Policy CP67** (Flood Risk) says that development proposals in Flood Zones 2 and 3 will need to undertake the sequential test in line with the requirements of national policy and established best practise. All new development should include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage) unless the site conditions render this unsuitable.

Saved Policies of the Kennet Local Plan (adopted June 2011)

- 3.18 The Wiltshire Core Strategy replaced the majority of the policies within the Local Plans of the former district councils within Wiltshire. A small number of policies were saved and continue to form part of the development plan. These include policy **ED18** which defines the Prime Shopping Area boundary for Devizes.

Devizes Area Neighbourhood Plan (Adopted July 2015)

- 3.19 The Devizes Area Neighbourhood Plan referendum version was published in July 2015, which sets out the community vision for the area and primarily deals with housing related issues. The Neighbourhood Plan does not contain policies or proposals relating to retail development or any other policies considered to be specifically relevant to the proposed development.

Other Material Considerations

National Planning Policy Framework (NPPF)

- 3.20 The NPPF is a material consideration in the determination of all planning applications. The overall emphasis of the NPPF is to reiterate government's key objectives of facilitating economic growth and securing sustainable development. These overarching policies seek to deliver development in the most appropriate locations, thereby protecting and enhancing the environment. Central to the NPPF is a presumption in favour of sustainable development and the need for the planning system to support economic growth in line with the Planning for Growth Ministerial Statement. Paragraph 11 sets out the presumption in favour of sustainable development and the application of the policy for decision making. It states that decisions should apply a presumption in favour of sustainable development which means:

"Approving development proposals that accord with an up-to-date Development Plan without delay; or Where there are no relevant Development Plan policies, or policies which are most important for determining the application are out-of-date, granting permission unless:

- i. the application of policies in the Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*
- ii. Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole."*

- 3.21 Town centre policies are dealt with at Section 7 of the NPPF under the title *"ensuring the vitality of town centres"*. With regard to the sequential test, paragraph 91 explains that:

"Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered."

- 3.22 In this case, the site is located in an out-of-centre location, both uses are 'main town centre uses,' and so the sequential test is engaged.

- 3.23 Paragraph 94 states that when assessing applications for retail development outside town centres which are not in accordance with an up-to-date plan, LPAs should require an impact assessment if the development is over a proportionate, locally set threshold (or otherwise over 2,500 sqm). As noted above the Council has adopted a lower threshold of 200 sqm. This should include assessment of:

"a) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and

b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme)."

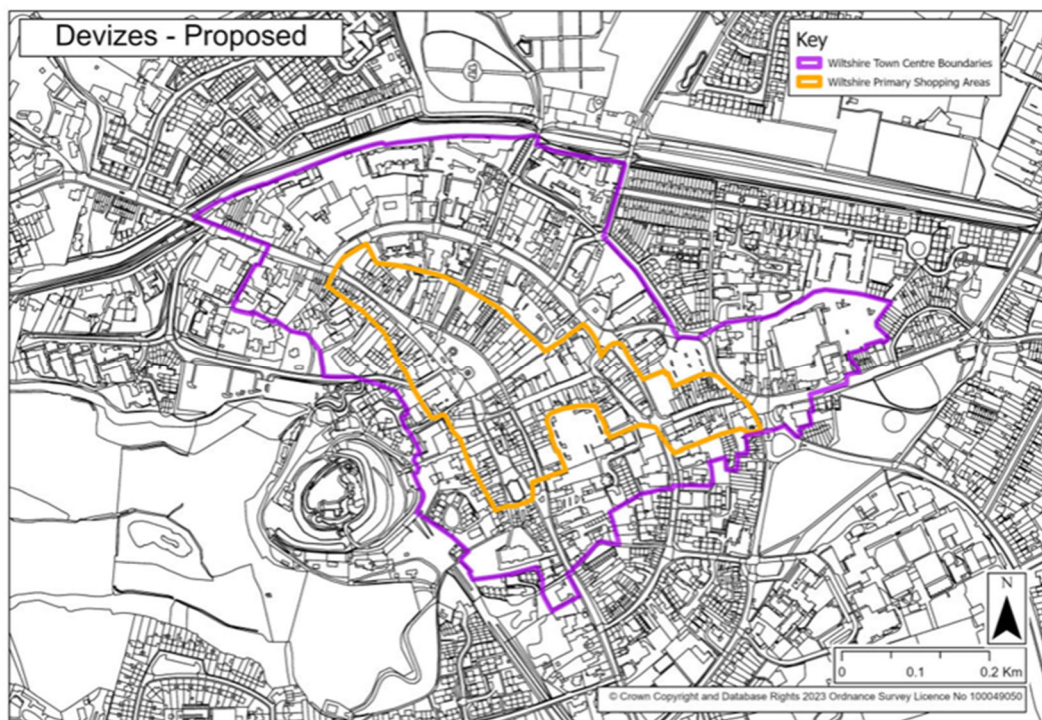
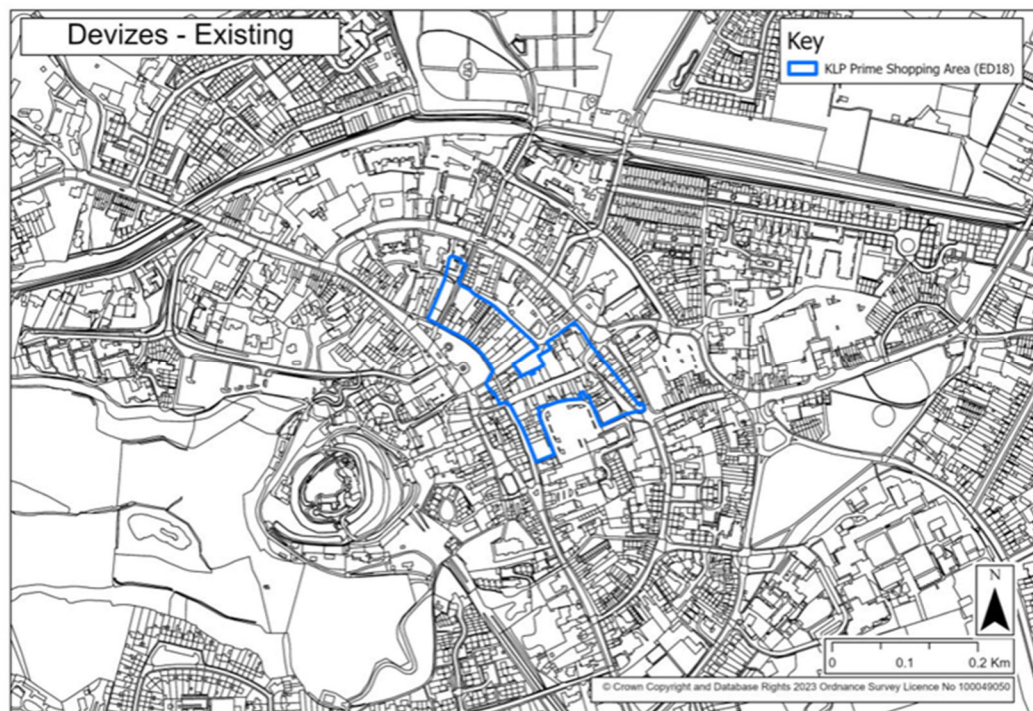
National Planning Practice Guidance

- 3.24 The Planning Practice Guidance does not constitute a statement of government policy but is a guide to interpreting how policy should be applied. Of relevance to applications for retail development and proposals for

main town centre uses is the chapter entitled 'Town Centres and Retail'. This provides guidance on the interpretation of the sequential and impact tests, amongst other matters.

Local Plan Review

- 3.25 The Wiltshire Local Plan Review (2020 – 2038) was submitted for Examination on 28 November 2024. When adopted the plan will replace the Wiltshire Core Strategy and the saved policies of the West Wiltshire District Plan. Stage 2 of the hearings commenced on 11 November 2025.
- 3.26 **Draft Policy 1** echoes the settlement strategy in the Core Strategy, identifying Devizes as a market town capable of having the ability to support sustainable patterns of living through current levels of facilities, services and employment opportunities. It also states that market towns have the potential for significant development to increase jobs and homes to help sustain and enhance facilities, promote better levels of self-containment and viable sustainable communities.
- 3.27 **Draft Policy 2** seeks to deliver approximately 160ha of new employment land (Use Class B2, B8, E(g) (i-iii) and approximately 36,740 homes in Wiltshire between 2020 and 2038. Scales of growth and priorities for the development of Principal Settlements and Market Towns are set out in the Area Strategies for each settlement.
- 3.28 **Draft Policy 67** relates to the Sequential test and Retail Impact Assessment. As required by the NPPF, proposals for Main Town Centre Uses on sites which lie outside of the defined Town Centres (as defined on the Policies Map) must be accompanied by a sequential test. It goes on to say that in relation to edge and out of centre proposals, preference will be given to accessible sites that are well connected to nearby town centres.
- 3.29 **Draft Policy 67** also says that all proposals for retail or leisure uses over 200 sqm gross on sites outside of defined town centres are to be accompanied by a retail impact assessment, which will assess:
- the impact of the proposal on public and private sector investment within centres in the catchment area of the proposal; and
 - the impact of the proposal on town centre vitality or viability, including local consumer choice and trade in the town centre and wider area; and a cumulative assessment of the proposal together with committed and recently completed developments, plus developments under construction.
- 3.30 **Draft Policy 68** provides for managing town centres and defines the Primary Shopping Areas and the uses that will be supported within them.
- 3.31 **Appendix E** provides plans of the existing and proposed town centre and primary shopping area boundaries. The Primary Shopping Area for Devizes has been extended to the north, west and east of the boundary set out in saved policy ED18 of the Kennet Local Plan and contains Sainsburys, Iceland and M&S Foodhall. Morrisons remains within the town centre boundary but is outside the primary shopping area. The existing and proposed PSA boundaries for Devizes are shown on the below extracts from the submission draft plan.



Wiltshire Retail Study 2020

- 3.32 The Council's retail evidence base comprises the **Wiltshire Retail and Town Centres Study** prepared by Avison Young in November 2020 to support the emerging Local Plan. The Study is 6 years old and is based on a Household Survey from early 2020 prior to the pandemic. However, it remains the most up to date evidence the Council has and is being used to support the ongoing examination of the draft Local Plan.
- 3.33 The land use profile for Devizes Town Centre reported in the health checks indicated that the number of convenience goods retailers in Devizes town centre had remained constant over the previous few years. The

proportion of units occupied by convenience goods retailers in 2020 stood at 9.4%, which was below the UK average of 10.1%.

- 3.34 In line with the national trend, the Study reported a reduction in the number/proportion of comparison goods retailers in the centre between 2012 and 2020. The proportion of comparison goods retailers had remained very slightly below the national average over this period and, in 2020, 45.8% of all surveyed units were occupied by comparison goods retailers. Service uses had increased from 72 units (33.5%) in 2012 to 78 (38.6%) in 2020.
- 3.35 The town centre had a below average proportion of vacant units in 2020; 7.1% of total units compared with the UK average at the time of 13.0%. The Study noted that vacant units appeared to be clustered along Market Place, High Street and St Johns Street.

4. The Principle of Development

Employment Land

- 4.1 The site lies outside the Settlement Framework Boundary of Devizes. The site lies partially within the Core Strategy allocation (CP2) between A361 and Horton Road, which is proposed for employment (defined as B class uses although would now also include Class E(g) uses). The site is currently partially used as a motorcycle training facility which is a sui generis use.
- 4.2 The “Development template” for the site at Appendix A of the Core Strategy says that the allocation should provide 8.4 hectares of new employment land that will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start-up or incubator units. Policies CP2 and CP12 do not say that non-B class uses would be unacceptable on the site.
- 4.3 The Aldi store would provide approximately 40 jobs. These would be new positions; therefore, the proposal would support the objectives of Policy CP2 and CP12 in relation to the strategic employment allocation. The drive thru coffee shop would provide approximately 10 further jobs with additional jobs provided during the construction phase.
- 4.4 The wider employment site, which is the subject of an outline planning permission would provide up to 25,000 sqm. of B2, B8 and E(g) (i-iii) floorspace. The 2023 Wiltshire Employment Land Review Update by Hardisty Jones Associates, which forms part of the evidence base to the emerging Local Plan, identifies a forecast quantitative demand for 12,810 sqm. of industrial floorspace and 7,330sqm of office floorspace in Devizes over the plan period. The approved scheme provides for all of this demand.
- 4.5 The subject proposals would not in any way undermine the delivery of this approved scheme. The uses proposed would also complement both the adjacent existing and planned employment uses providing a place to buy food and drink and reducing the need travel.
- 4.6 The application site extends to approximately 8% of the overall allocation and the remainder has planning permission for employment uses. As noted above, the development of this small area for employment generating alternative uses would support rather than undermine the allocation and would not in any way harm its delivery.
- 4.7 The strategic allocation as a whole would therefore support significant job creation across a variety of sectors and the proposals would make a valuable contribution towards this. The proposals therefore continue to support the objectives of Policies CP1, CP2 and CP12.

Retail Policy

- 4.8 Devizes is identified within the Core Strategy Settlement Strategy as one of 12 market towns which sit below the “Principal Settlements” of Chippenham, Trowbridge and Salisbury. The application site is out of centre for the purposes of the application of policy relating to new retail development and so, given the existence of a locally set impact assessment threshold of 200sqm. the retail impact and sequential tests are engaged. For reasons that we set out below, we have applied both with a focus on Devizes.
- 4.9 The following main food stores currently trade in Devizes.

- Sainsburys at Market Street (Primary Shopping Area);

- Iceland at The Brittox (Primary Shopping Area);
- M&S Foodhall at Market Street (Primary Shopping Area);
- Lidl at London Road (out-of-centre); and
- Morrisons at Estcourt Street (edge-of-centre).

- 4.10 In terms of convenience stores catering for top-up shopping there is a Tesco Express and SPAR in Devizes.
- 4.11 We visited Devizes on a number of occasions including in July 2025 to carry out a land use survey and to make observations on certain key indicators of the centres' vitality and viability.
- 4.12 In relation to land use data, we have updated Experian GOAD's surveys of the town centre. The Core Strategy Proposals Map includes a Primary Retail Frontage for the centre and also defines the Town Centre Commercial Area. The emerging plan defines the Primary Shopping Area and the Town Centre Boundary in accordance with the NPPF. For the purposes of the impact assessment we have assumed the Primary Shopping Area to be as per the Regulation 19 plan, given the age of the Core Strategy designations which were carried over from the West Wiltshire Plan which is over 20 years old, and the stage reached by the plan. The area surveyed by GOAD includes much of the area within the Town Centre Commercial Area boundary and we have updated the survey using the same boundary as GOAD.
- 4.13 We did not consider it necessary to complete a full 'health check' of the centre based on assessment of all thirteen indicators set out at Paragraph: 006 Reference ID: 2b-006-20190722 of the PPG, because our observations of vacancy rates and the composition of the centre indicated that it appears to be performing well in its role. As a consequence we focused on the composition of the centre, including the proportion of convenience, comparison, service, food and drink and vacant units, and on our impressions of environmental quality and accessibility.

Table 3 – Land use survey findings

Land Use Survey Findings - Devizes				
Retail Use Category	June 2024 (GOAD)		July 2025 (AY Survey)	
	No.	%	No.	%
Convenience	21	9.72	22	10.28
Comparison	84	38.89	84	39.25
Service	81	37.5	84	39.25
Vacant	30	13.89	24	11.22
Total	216	100	214	100

- 4.14 Devizes lies 10 miles south-east of Chippenham and 11 miles east of Trowbridge which are Principal Settlements. Devizes, as a market town, has a good convenience offer but less comparison retail floorspace given the proximity of the larger centres. It also has a relatively high number of service uses. Between the last GOAD survey and our visit in July 2025, there has been a very small increase in the number of convenience and

comparison units, as well as a small increase in the number of service uses. Overall, the composition of the centre has remained largely unchanged.

- 4.15 There has been a decrease in the number of vacant units since 2020 which now make up 11.22% of the total number of units. This indicates a positive trend. The 2020 Study notes that vacant units were at that time clustered along Market Place, High Street and St Johns Street, but this no longer appears to be the case. Vacant units are distributed relatively evenly around the centre and mostly do not appear to be long term vacancies.
- 4.16 Sainsbury's, Iceland, and M&S Foodhall trade from the town centre and within the Primary Shopping Area. All appear to be popular stores that were busy at the time of our visit. Lidl, Morrisons, Morrisons Daily, Tesco Express and SPAR also trade from edge of centre locations.
- 4.17 In addition to Sainsburys, M&S Foodhall and Iceland, other national multiple retailers in the centre are Poundland, Holland and Barrett, Boots and Specsavers. Our observation is that the mix and type of uses is indicative of a Market Town of this type.
- 4.18 We found the environmental quality of the centre to generally be very good, with shop fronts and the public realm well-maintained with street planting and furniture and outside seating areas adjacent to cafes and pubs.
- 4.19 Devizes has a number of car parks located around the town centre. The town centre is served by regular bus services to and from Bath, Swindon, and Trowbridge as well as other towns including Melksham and Bowerhill.
- 4.20 On the basis of our observations we conclude that Devizes performs well in its role and is vital and viable.

The Sequential Test

- 4.21 The sequential approach requires that first consideration be given to accommodating new retail development and other 'main town centre' use in town centres, then in edge-of-centre locations if no in-centre sites are available, and at out-of-centre locations only if no in-centre or edge-of-centre sites are available. In principle, an alternative site or building will be treated as being sequentially preferable if it either (a) lies in a more central category, or (b) is in the same category but is in a preferable location due to its relative accessibility and/or connectivity with a nearby town centre.
- 4.22 According to the definitions in the NPPF an edge-of-centre site is one that is within a location that is well connected to and up to 300m from the Primary Shopping Area (PSA). It follows that an 'in-centre' site is one that is within the PSA. An 'out-of-centre' location is one which is neither in nor on the edge of a centre.
- 4.23 In the case of Devizes, we have adopted the draft Primary Shopping Area (PSA) in the Local Plan Review.
- 4.24 The search for alternative sites should be based on a reasonable area having regard to the nature of the proposal. In this case, ALDI is seeking representation in Devizes and our impact assessment focuses on Devizes town centre only, so that the approach is similar for the sequential test. In any event, Devizes is a market town which lies some distance from the neighbouring towns so that the primary catchment area of the proposed store comprise the town and its rural hinterland. On this basis, the focus of both the sequential and impact tests is appropriately on Devizes town centre only.

Suitability, Availability, and Flexibility

- 4.25 When considering whether any more centrally located sites are **suitable** for accommodating the development that is proposed, the NPPF is clear that applicants and local authorities should be flexible in terms of scale,

format and design. At the same time, the search for alternatives may set reasonable limits to flexibility having regard to any legitimate operational requirements of the operator. In this regard we have explained the operational requirements of the LAD model which were recognised by the Competition Commission and which imply legitimate constraints to flexibility based around optimum site area, floorspace and parking parameters (which for Aldi are 1,750 sqm gross (1,315 sqm net) plus circa 100 car-parking spaces on a site of 0.75 ha or thereabouts). There may be scope for some flexibility in relation to site and store size on a site specific basis, but that will always be very limited so as to not compromise the core requirements of the operational model.

- 4.26 These matters have been examined in appeal decisions and in the High Court, which have established that the guiding principle is whether an alternative site can accommodate a development which can perform a materially similar function to the proposed development, rather than some alternative scheme. The assessment should, however, be fascia-blind and should relate to the location, role and function of both the proposal, and not the identity of an individual retailer or applicant.
- 4.27 This was confirmed in the judgement of the High Court in relation to Aldergate Properties Ltd v Mansfield District Council. The Mansfield judgment could be interpreted as rendering the identity of an applicant irrelevant in the application of the sequential test, because the suitability of sites should be considered for the *"broad type of development"* proposed, with the *"broad type of development"* meaning any retailer that sells mainly food and convenience goods. That approach would mean that the sequential test would always fail in any situation where any more centrally located sites or premises of any size are available to accommodate any form of convenience retailing. That would represent a misinterpretation of policy and the judgement. Instead the judgment states that the identity of an applicant is not *"generally"* relevant but acknowledges that *"there are instances where identity may matter."* It is reasonable to conclude that the *"broad type of development"* in the case of the application for full planning permission is a LAD foodstore, rather than any foodstore or convenience store, not least in the context of the *Tesco Stores Ltd v Dundee City Council [2012] UKSC 13 Supreme Court* judgment which is clear that *"the issue of suitability is directed to the developer's proposals not some alternative scheme."* We conclude that it is appropriate to apply the sequential test on the basis that there is only limited scope for flexibility for LAD operators.
- 4.28 In relation to the drive-thru, it is reasonable to conclude that any alternative site must be able to accommodate the legitimate operational needs of such users, which include a drive-thru lane and circulation space. The drive-thru requires a floor area of around 205 sqm (GIA) with a minimum of 20 dedicated parking spaces and circulation space which require an overall site size of not less than circa 0.25 ha. It also requires a site with good vehicular access and a prominent main road frontage. The EV charging hub and the drive thru are interdependent elements of the scheme, with the coffee shop providing facilities to those using the EV charging hub.
- 4.29 In relation to **availability** the correct approach as per the NPPF is to consider whether sites are available now or *"within a reasonable period."* Sites which are immediately available may include those which are vacant and on the market, those with planning permission, and land allocated in a development plan. Whether a site is available within a *"reasonable period"* will depend on factors including the circumstances surrounding individual sites and settlements, the urgency of any need to improve retail provision, the content of the development plan, and evidence of actions being made by a promoter to make a site available.
- 4.30 Paragraph 92 of the NPPF requires applicants and local planning authorities to demonstrate 'flexibility' on issues such as format and scale when considering sites in or on the edge of existing centres. Whilst the NPPF and PPG give no indication as to what degree of flexibility is required (other than 'format and scale') the 'Rushden Lakes'

Secretary of State (SoS) Call-in decision¹ (which post-dates their original publication) clarified the position with the Inspector (IR 8.49) highlighting that ‘flexibility’ concerns matters including *“flexibility in a business model, use of multi-level stores, flexible car parking requirements or arrangements, innovative servicing solutions and a willingness to depart from standard formats”*. In paragraph 15 of the decision letter the SoS agrees that these are issues of principal relevance in demonstrating flexibility.

- 4.31 This call-in decision also provided clarity on whether there is a requirement to consider ‘disaggregation’² when demonstrating flexibility as part of the sequential test. The Inspector is clear at IR 8.47 that *“there is no longer any such requirement stated in the NPPF”* and that *“had the government intended to retain disaggregation as a requirement it would and should have explicitly stated this in the NPPF.”* In paragraph 16 of the decision letter the SoS agrees that there is no requirement to consider disaggregation when applying the sequential test.
- 4.32 A matter of great importance when considering ‘flexibility’ and interpreting the sequential test more widely is the *Tesco Stores Ltd v Dundee City Council* (Dundee) Supreme Court Decision (2012). In summary this establishes that: *“if a site is not suitable for the commercial requirements of the developer in question then it is not a ‘suitable’ site for the purposes of the sequential approach; and, that in terms of the size of the alternative site, provided that the applicant has demonstrated ‘flexibility’ with regards to format and scale (explained in the paragraph above), the question is then whether the alternative site is suitable for the proposed development, not whether the proposed development could be altered or reduced so that it can be made to physically fit the alternative site.”*
- 4.33 The implications of Dundee were considered by the SoS as part of the Rushden Lakes call-in decision. In paragraph 15 of the decision letter the SoS agrees with the Inspector that the sequential test relates entirely to the application proposal and whether it can be accommodated on an actual alternative site so that the Dundee decision clearly applies to the NPPF in England.
- 4.34 Two further High Court decisions³ have considered the sequential test and confirmed the importance of demonstrating flexibility on issues such as format and scale. A developer’s own intentions may be taken into account and have a bearing; for instance when considering what demand a proposal is intended to meet. However, the sequential approach should be ‘operator blind.’ Specifically, in *Aldergate Properties Limited v Mansfield District Council* [2016] EWHC 1670 [Admin] the judgement emphasised, as set out above, that in considering how to apply ‘suitability’ and ‘availability’ the general meaning would be that a site should be *“‘suitable’ and ‘available’ for the broad type of development which is proposed in the application by approximate size, type and range of goods. This incorporates the requirement for flexibility in [24] NPPF, and excludes, generally, the identity and personal or corporate attitudes of an individual retailer....”* (paragraph 35 of Judgement).
- 4.35 In summary, whilst it is necessary for applicants to demonstrate flexibility on issues such as format and scale when applying the sequential test it is clear from the case law summarised above that there is no requirement to consider ‘disaggregation.’ On the basis of the above we conclude that it is appropriate to consider the scheme as a whole in relation to the sequential test.
- 4.36 With the above in mind, we set out below our findings in relation to the sequential test.
- 4.37 There are currently no sites being marketed which are closer to the town centre which fit the spatial and operational requirements for ALDI and the drive thru coffee shop/EV charging hub. We have visited the town centre and have noted that there were at the time of our site visit a total of 24 vacant properties in the area

¹ Land Adjacent Skew Bridge Ski Slope, Northampton Road, Rushden; Inspectorate Ref. APP/G2815/V/12/2190175; 11 June 2014

² Consideration being given to the separation of a retail scheme across a number of sequentially superior sites

³ *Warners Retail (Moreton) Ltd v Cotswold District Council* (2016) and *Aldergate Properties Ltd v Mansfield District Council* (2016).

surveyed by Goad. The vacant premises were distributed around the town centre and most were small or very small and comprised traditional premises. We have carried out a property search using the Rightmove, Estates Gazette Property Link and LoopNet platforms as well as local estate agents websites and have noted the following premises for rent or sale:

8-12 High Street (Formerly Wilkos)

- 4.38 8-12 High Street is the only larger format retail unit currently available in Devizes. It is a 1,375sqm unit split over two floors with a ground floor of 740sqm. High Street frontage and rear customer access from Central Car Park which is one of the main town centre pay and display car parks. This unit is not big enough to accommodate Aldi and would not accommodate the other elements of the proposal which it is not necessary for us to disaggregate. The unit would be entirely unsuitable for Aldi's business model which is built upon achieving efficiencies and cost savings which arise from having the entire store and warehouse on a single level. Furthermore the servicing arrangements for the unit are unsuitable for Aldi's purposes which requires access for a standard 16.5m articulated Heavy Goods Vehicle ('HGV'). In this case, the servicing area is not large enough to comfortably allow a vehicle of this size and servicing would need to take place from the car park, obscuring other traffic.

Small Retail and Commercial units

- 4.39 The following smaller units are also currently marketed as available but would be entirely unsuitable for the proposed development owing to their size:

- 36 The Nursery, Devizes, a vacant shop unit extending to 334sqm.
- Former Natwest Bank, Market Place, Devizes, a vacant bank extending to 310sqm.
- 28 The Brittox, Devizes, a former New Look fashion store extending to 161sqm.
- 16 Sidmouth Street, retail unit extending to 75sqm.
- 7 Little Brittox, Devizes, retail unit extending to 62sqm.
- 4 Wine Street, Devizes, retail unit extending to 59sqm.
- St. Johns Street, Devizes, former Hen House Bridal shop, 211sqm over 3 floors in a Grade II* listed building.
- Former Expressions Card Shop, High Street Devizes, retail unit extending to 54sqm.
- 16 High Street, Devizes, retail unit extending to 36sqm.

Allocated Sites

- 4.40 Saved policies HC10, HC11 and ED21 of the Kennet Local Plan allocated land at the North Gate, Devizes Wharf and Devizes Hospital for mixed use development including housing, employment, leisure and retail. This site is also identified as an opportunity site in the 2020 'Wiltshire Retail and Town Centres Study 2020' and continues to be a draft allocation in the emerging plan. The extract below is taken from the Emerging Plan where the allocation forms Policy 15.



- 4.41 The site is edge of centre and the majority of it is located within the Devizes Conservation Area. The emerging allocation policy splits the site into three areas and we consider these individually below.
- 4.42 The **Lower Wharf** area to the west is occupied by the former Wadworth Brewery premises and Assize Court. These are listed buildings which form a prominent frontage to Northgate Street and New Park Street. The brewery relocated to a new site on the edge of Devizes in 2023 and planning permission was granted in June 2025 (PL/2023/03573) for a mixed use housing led development providing 102 new homes, a 267sqm. retail unit and open space. Demolition and preparatory works on the site commenced in August 2025. The site is not available for the proposed development.
- 4.43 The **Central Wharf** area contains several listed frontage buildings to New Park Street and Couch Lane. The eastern part of the site contains residential and commercial properties as well as the Kennet and Avon Canal Trust offices, museum and shop. There is open space along the canal frontage and an extensive area of surface car parking known as Wharf Car Park.
- 4.44 The western part of the site has a recently constructed development of retirement apartments along the canal frontage. To the south of this is car parking associated with the brewery site which forms part of the development site. There is a modern retail unit to the corner of New Park Street and Wharf Street which adjoins the Grade II listed Crown Public House to the west. There is also a vehicle repairs garage and hand car wash. All are currently vacant. The vehicle repairs garage was being marketed for sale by Hollis Morgan but is shown as "under offer" and is no longer available. The retail unit was also recently sold and is no longer available. We therefore conclude that no part of the Central Wharf site is available for either element of the proposal.
- 4.45 The **Upper Wharf** area consists of a fairly dense mix of residential and commercial properties south of commercial road. These are in multiple ownerships and the majority of units are occupied. There are a number of listed buildings to the New Park Street frontage. The land is not being marketed and as such we conclude that this site is not available for either element of the proposal.
- 4.46 The land to the north of Commercial Road is occupied by the now derelict Devizes Hospital. The site has outline planning permission (PL/2022/08744) for up to 58 residential units and an application for Reserved Matters (PL/2025/09541) is currently under consideration. The site is controlled by the Gainsborough Group, a housebuilder who is expected to develop the site. The site is not available for the proposed development.

Summary

- 4.47 In summary, we are not able to identify any sites or other opportunities in either in-centre or edge-of-centre locations that would be suitable or available to accommodate the development that is proposed. The sequential test is therefore met.

Retail Impact

- 4.48 Paragraph 94 of the NPPF requires that an impact assessment is submitted in support of planning applications for main town centre uses⁴ on sites outside town centres and not in accordance with an up-to-date Development Plan where the proposed floorspace is in excess of 2,500 sqm (gross) or any lower, locally set threshold. The impact assessment should include consideration of:
- a) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and,
 - b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider retail catchment.
- 4.49 Policy CP 38 (Retail and Leisure) of the Wiltshire Core Strategy (2015) echoes national planning policy and sets a lower local threshold of 200 sqm. This is exceeded by the foodstore and drive-thru both individually and in aggregate and so a quantitative retail impact assessment (RIA) is required in this case. A detailed RIA has therefore been prepared to support the local planning authority's consideration of the application. The findings of the RIA are summarised in this section of the Planning and Retail Statement and our financial assessment is in the tables at [Appendix 1](#) ('Convenience and Comparison Goods RIA'). This reaches a conclusion on whether the impact of the scheme on existing, committed and planned public and private investment, and on town centre vitality and viability, would be "*significant adverse*" as per the content of paragraph 95 of the NPPF. An impact which is merely "*adverse*" does not constitute a reason for refusal.

Impact on Trade in Surrounding Defined Centres and Wider Area

- 4.50 Applicants are required to assess the impact of 'edge' and 'out-of-centre' retail proposals on town centre vitality and viability, having regard to local consumer choice and trade in the centre and wider catchment area up to five years from the time the application is made. We have carried out this assessment by following a standard and recognised step-by-step methodology (as set out in the Planning Practice Guidance) which is summarised below.
- 4.51 In the case of the drive-thru, we have undertaken a proportionate and qualitative impact assessment. This is the appropriate approach given that there is no established methodology available to assess the quantitative trading effects of a drive-thru café/restaurant. Turnover data and per capita expenditure is not available in the same way that it is for a conventional retail impact assessment. This qualitative assessment follows on from the retail impact commentary on the foodstore.

Study Area and Shopping Patterns Data

- 4.52 The conventional approach to defining a study area for the purpose of testing impact is to base that on the area from which the majority of the foodstore's trade will be drawn having regard also to the location and nature of

⁴ Main Town Centre Uses are defined by Annex 2 of the National Planning Policy Framework as: retail development, leisure, entertainment facilities, more intensive sport and recreation uses (including restaurants), offices, arts, culture and tourism development (including hotels).

other provision which might influence patterns of trade. A discount foodstore's modest size and limited offer indicates that its catchment area will not be extensive.

- 4.53 In a location such as Devizes, a discount foodstore will tend to draw the majority of its trade from within a 10-minute drive-time catchment area. In this case, a 10-minute drive-time from the application site takes in the entirety of Devizes as well as its rural hinterlands to the immediate north, south, east and west along the A360, A361 and A342 corridors. This includes the villages of Rowde, Bishops Canning, Potterne, Littleton Panell, Urchfont and Wedhampton, amongst others. Based on up-to-date Experian population data, the 10-minute area contains a population more than 30,000 and broadly represents the scheme's Primary Catchment Area (PCA). More distant and larger settlements such as Calne to the north, Melksham to the west, Trowbridge to the south-west, and Marlborough to the east, all fall comfortably outside the 10-minute area.
- 4.54 In relation to shopping pattern data, our normal approach would be to utilise data contained within the local planning authority's own Retail Study. In this case, however, this is not possible because the household survey zones used for the Wiltshire Retail Study 2020 are too expansive to accurately reflect the trading influence of an ALDI foodstore in this location, and the 10-minute area straddles several different zones. This being so, we have commissioned a new Household Telephone Shopper Survey (HTSS) based on a bespoke study area that is more reflective of a 10-minute area. The Study Area zones and the 10-minute area are shown in [Appendix 2](#). Devizes is identified as Zone 4. Additional zones have been defined (Zones 1, 2, 3, 5 and 6) so that the trading influence of ALDI's proposed new foodstore in Melksham can be modelled concurrently with the Devizes proposal. The table below identifies the individual post code sectors that comprise the six zones.

Table 4 – Composition of Study Zones by Post Code Sector

Zone	Description	Post Code Sectors
Zone 1	Melksham	SN12 6, SN12 7 and SN12 8
Zone 2	Melksham (Rural North)	SN15 2, SN13 8 and SN13 9
Zone 3	Melksham (Rural South)	BA14 6
Zone 4	Devizes	SN10 1, SN10 2, SN10 3, SN10 4 and SN10 5
Zone 5	Devizes (Rural East)	SN8 1, SN8 4, SN9 5 and SN9 6
Zone 6	Calne	SN11 0 and SN11 8

- 4.55 Zone 4 covers Devizes and its immediate rural hinterlands and will inevitably make the greatest contribution to the new foodstore's turnover given its population and proximity. Zones 1 (Melksham Central), 2 (Melksham Rural North), 3 (Melksham Rural South), Zone 5 (Devizes Rural East) and Zone 6 (Calne) have also been included in the Study Area so that the trading influence of ALDI's proposed foodstore in Devizes can be modelled alongside its Melksham scheme and so that any cumulative trading effects can be assessed.
- 4.56 Zone 1 has a population of 29,500 and covers the settlement of Melksham. Zone 2 has a population of 18,500 and covers the rural hinterlands to the north of Melksham including the villages of Whitley, Atworth and Shaw, as well as Corsham. Zone 3 has a population of 7,400 and covers the rural hinterlands south of Melksham including Semington, Seend Cleeve, and Sells Green. Zone 5 has a population of 20,200 and spans the rural area east of Devizes. Finally, Zone 6 has a population of 16,700 and covers Calne, and has been included to understand the inflows and outflows of expenditure to and from this settlement.

Quantitative Impact Assessment

Turnover of the Proposed London Road Devizes store (Table 1a)

- 4.57 Table 1a in [Appendix 1](#) estimates the convenience and comparison goods turnover of the proposed ALDI. The foodstore comprises 1,787 sqm GIA and 1,333 sqm (net). Having deducted non trading floorspace (such as the checkouts, customer toilet and packing areas) the net trading area of the foodstore is 1,231 sqm. Of this, 80% (985 sqm) will be used for the sale of convenience goods, with the remaining 20% (246 sqm) being used for the sale of comparison goods.
- 4.58 A sales density of £11,051 per sqm (2023 prices) has been applied to the convenience goods floorspace which equates to a convenience goods turnover of £10.88m in our 2026⁵ base year. This remains the same in our assessment year of 2029 on the basis that there is no anticipated change in floorspace efficiency over that period. The assessment year of 2029 is considered to reasonably reflect the timescales associated with securing planning permission, the construction of the foodstore and its anticipated opening date, followed by the store settling into its normal trading pattern.
- 4.59 A sales density of £8,123 per sqm has been applied to the comparison goods floorspace which equates to a comparison goods turnover of £2.00m in 2026. This is projected to increase to £2.14m in 2029.
- 4.60 The sales densities are derived from GlobalData (2025 Edition estimates, originally in 2025 prices) which are the most recent at the time of writing. They have been projected forwards to the 2029 assessment date using Experian's latest floorspace efficiency growth assumptions at Figures 4a and 4b of the Experian Retail Planner Briefing Note 22 (March 2025), adjusted to 2023 prices using the price indices set out at Appendix 4b of Experian Retail Planner 22. They have been adjusted to 2023 prices for consistency with the latest available Experian population and expenditure data (sourced from Experian Location Analyst, June 2025).
- 4.61 Table 1a of [Appendix 1](#) confirms based on the above assumptions that the total turnover of the proposed ALDI at London Road, Devizes would be £13.02m in 2029.

Turnover of the Proposed Bradford Road, Melksham Foodstore (Table 1b)

- 4.62 The trading effects of the relocation of the existing Aldi foodstore in Melksham has also been modelled as part of our assessment to assess any cumulative effects that may arise from the two schemes. This turnover of the Melksham store is set out at Table 1b, and is calculated in the same way as for the Devizes foodstore. The proposed Melksham store would achieve a convenience goods turnover of £10.98m and a comparison goods turnover of £2.16m in the test year of 2029.

Existing Aldi Foodstore Melksham – Future Turnover (Table 1c)

- 4.63 ALDI is proposing to relocate its Melksham store from Beanacre Road to Bradford Road (both out-of-centre sites). This will leave the Beanacre Road store vacant and ALDI is looking at potential options. For robustness, this RIA seeks to demonstrate that the re-occupation of the existing unit by a food retailer would be acceptable in terms of the overall effects on the 'vitality and viability' of Melksham town centre. The assumptions that have been used to inform the potential turnover of the unit are set out in the notes to Table 1c. Should the building be brought back into retail use, it is relevant to highlight (given the size and form of the unit) that market interest would most likely come from the foodstore sector. This could include the frozen food sector, or potentially the

⁵ Also allowing for necessary floorspace efficiency changes between 2023 and 2026 from figure 4(a) of Experian's Retail Planner Briefing Note 22 (March 2025).

premium food sector. The turnover potential of the existing unit as a foodstore in 2029 is set out in Table 5 below:

Table 5 – Turnover Potential of Existing Aldi Unit, Beanacre Road, Melksham Based on Re-Occupation by a Food Retailer.

Use Type	Convenience Goods Turnover (£m)	Comparison Goods Turnover (£m)	Total Turnover (£m)
Food Retail	£8.32m	£0.57m	£8.90m

Population (Tables 2a and 7a)

- 4.64 Population projections between 2023 and 2031 for each of the six zones are set out in Tables 2a (Convenience Goods) and 7a (Comparison Goods) of [Appendix 1](#). The population projections have been sourced from Experian Location Analyst software (UK 2024 data which is the most recent data release available) and are projected forward from 2023 based on the latest births, deaths, and inward / outward migration trends.
- 4.65 The PCA of Devizes (Zone 4) contains a resident population of approximately 33,496 in 2026, which is set to increase to 33,792 by 2029. This represents growth of 300 over the next three years. There is also identified population growth in the rural area to the east of Devizes. Table 2a shows that the population in Zone 5 (Devizes Rural East) will increase by 120 over the next three years.

Per Capita Expenditure Assumptions (Tables 2b and 2c / Tables 7b and 7c)

- 4.66 Per capita convenience and comparison goods based expenditure data has been sourced from Experian Location Analyst software (June 2025). Our analysis of convenience (Table 2b) and comparison goods (Table 6b) expenditure capacity draws upon forecast growth rates set out in Figure 7, Appendix 3, of the Experian Retail Planner Briefing Note 22 (March 2025).
- 4.67 Forecast expenditure growth rates are derived from a forward-looking economic model rather than being based on past trends (as is the case for projected expenditure growth rates); they are therefore most reflective of the current position in the economic cycle. However, they are also generally more conservative than projected expenditure growth rates, particularly at present, given that projections iron out the impact of past recessions and economic downturns. On this basis the use of forecast growth rates is a robust approach in the context of current market conditions.
- 4.68 In terms of an allowance for Non-Store Retail Trade (NSRT) / Special Forms of Trading (SFT), our assessment is based on the allowance identified at Figure 5, Appendix 3, Page 18, of Experian's Retail Planner Briefing Note 22, March 2025. This is based upon the very latest assumptions by Experian in regard to the sourcing of on-line food and non-food purchases (i.e. the proportion which is actually supplied from the shelves of shops vs. deliveries from non-retail distribution centres to private residences). The appropriate reductions in per capita convenience and comparison goods expenditure to reflect anticipated trade that will take place outside physical shops (i.e. on-line spend) is accounted for in Tables 2c and 7c respectively. In the case of convenience goods expenditure this is approximately 6% in 2029, whilst comparison goods expenditure growth is much more considerable, at 26%.

Total Convenience and Comparison Goods Expenditure (Tables 2d and 7d)

- 4.69 Tables 2d and 7d combine population and per capita expenditure estimates to establish total available convenience and comparison goods expenditure within the defined study area. Table 2d shows that there is

approximately £103.13m convenience goods expenditure within Devizes (Zone 4) and that this is forecast to increase marginally to £103.29m by 2029 given the effects of increasing non-store retail trade, broadly static short-term consumer 'food' expenditure growth, and limited population growth within the PCA.

- 4.70 Table 7d confirms there is c.£125.50m of comparison goods expenditure within Zone 4 in 2026 and that this will increase to £134.44m by 2029. This represents three years of comparison goods expenditure growth of £8.94m, which is considerable.
- 4.71 Having regard to the above analysis, it is therefore clear that there is significant scope for growth in comparison goods floorspace in the Devizes area over the next three years. Whilst there is more limited forecast growth in convenience goods expenditure, this does not take into account factors such as any 'overtrading' within existing foodstores, which is another source of expenditure capacity.

Convenience Goods Expenditure Split Between Main and Top-Up Food Shopping (Table 3b)

- 4.72 Convenience goods expenditure in 2026 and 2029 has been split between 'main' and 'top-up' food shopping, based on the findings of Questions 11 and 21 of the July 2025 HTSS (see Table 3b). As part of the 'main' and 'top-up' food shopping questions in the HTSS, respondents were asked "*where did you shop last time*" and "*where did you shop the time before last*" in order to account robustly for less frequent secondary foodstore visits. In apportioning expenditure to these answers we have applied 75% to the first response and 25% to the second. However, as the first and second responses have yielded broadly similar results for 'main' and 'top-up' shopping, changing this percentage does not dramatically alter the findings of the RIA in any case.

Existing Shopping Patterns and Expenditure Apportionment (Tables 4a, 4b and 4c)

- 4.73 Tables 4a and 4b undertake the standard process of applying total convenience goods expenditure to the 'main' and 'top-up' convenience goods shopping patterns established by the HTSS. Our assumptions relating to the split of expenditure between respondents' first and second answers are explained in the preceding section⁶, whilst the expenditure split between 'main' and 'top-up' food shopping is informed by the household survey.
- 4.74 Table 4c sums the expenditure (in the final column) to provide an overall pattern of convenience goods spending in 2026, establishing the total existing convenience retail turnover of centres and stores drawn from all residents in the defined Study Area (Zones 1 to 6). The total convenience goods turnover of foodstores and centres within the Study Area (2026) is referred to as the '*No Development*' Scenario'. Our brief observations on the shopping patterns identified by Tables 4a, 4b and 4c are as follows (and we have focussed on patterns principally within Zone 4 (Devizes) because these are of greatest relevance to the application).

Main Food Shopping (Table 4a)

- 4.75 In terms of 'main' food shopping, the most popular destinations for Zone 4 residents are the Morrisons at Estcourt Street, Devizes; Sainsbury's at Monday Market Street, Devizes; and Lidl on London Road, Devizes. Morrisons attracts some 21.3% of Zone 4 'main' food shoppers; Sainsbury's attracts 19.6%; and Lidl 15.2%. All three foodstores also attract some 'main' food shoppers from Devizes' rural hinterlands (Zone 5). However, they have little attraction from any other zone.

⁶ It should be noted that for the purposes of the RIA we have presented 'top-up' and 'main' food shopping patterns which are already subject to the 75% / 25% 'last time' / 'time before last' weighting.

- 4.76 Other popular destinations for 'main' food shoppers living in Zone 4 include M&S Simply Food on Monday Market Street (5.1%), Iceland at the Brittox (2.6%), and Morrisons Daily at Roundway, London Road, Devizes (9.5%).
- 4.77 In total, existing foodstores within Zone 4 account for 75% of all 'main' food shopping trips undertaken by Zone 4 residents. The limited amount of main food shopping trips taking place outside Zone 4 are carried out in Trowbridge (7.9%), Melksham (6.9%) and Calne (5.5%).
- 4.78 With regard to the Study Area as a whole, the survey shows that whilst Devizes' shops and foodstores attract a limited proportion of 'main' food shoppers from the rural hinterlands to the east (Zone 5), they do not attract material levels of trade from Melksham residents (Zone 1), Calne residents (Zone 6), or the rural areas which surround Melksham (Zones 2 and 3). This suggests that main food shoppers in these zones look to existing shopping facilities within Melksham and Calne, rather than Devizes.

Top-up Food Shopping (Table 4b)

- 4.79 The most popular 'top-up' food shopping destination for Zone 4 residents is Sainsbury's in Devizes town centre, attracting 23.3% of such trips. Alongside the M&S foodhall, Iceland, and other smaller shops in Devizes, the town centre claims 35% of all 'top-up' shopping trips undertaken by Zone 4 residents.
- 4.80 Other 'top-up' food shopping destinations of note for Zone 4 residents include the out-of-centre Lidl in Devizes which attracts 13.2% of all such Zone 4 trips. Meanwhile, the edge-of-centre Morrisons attracts 11.0% of all top-up food shopping trips. Finally, the out-of-centre Morrisons Daily on Roundway attracts 8.7% of top-up shoppers. Several smaller local out-of-centre convenience stores also attract Zone 4 top up shoppers, equating to some 18% of this expenditure in combination.
- 4.81 In total, existing foodstores and shops within Zone 4 account for 86% of all 'top-up' food shopping trips undertaken by Zone 4 residents. The limited amount of top-up food shopping trips taking place outside Zone 4 are undertaken at various foodstores in Calne and Trowbridge.
- 4.82 Across the Study Area as a whole it is clear that Zones 5 residents contribute a small number of 'top-up' food shopping trips to Devizes facilities. 10% of Zone 5 residents look to Devizes for top-up shopping. Very little trade is attracted from other zones, confirming these zones are largely outside Devizes' sphere of influence.

Combined Main and Top-up Shopping (Table 4c)

- 4.83 Table 4c combines 'main' and 'top-up' convenience goods expenditure flows to establish the total survey derived convenience goods turnover of Study Area foodstores in 2026. The final column provides the 'total study area' turnover of the foodstores arising from residents of Zones 1 to 6, and it is this figure we discuss below.
- 4.84 With regard to Zone 4 specifically, the foodstore which attracts the greatest amount of Zone 4 convenience goods expenditure and which has the highest convenience turnover (based on all zones) is Morrisons on Estcourt Street (at £27.57m). Sainsbury's on Monday Market Street has the second highest convenience turnover (at £24.89m). The out-of-centre Lidl on London Road has the third highest turnover from all zones (at £18.44m). The benchmark convenience goods turnover of a Lidl foodstore of this size would ordinarily be £7.20m based on the latest company average sales density and assuming a convenience goods floorspace of 901 sqm. Accordingly it is clear that Lidl is 'overtrading' significantly in the base year of 2026 – by some +156% based on the results of the household telephone survey – which confirms there is scope for additional competition within Devizes' discount foodstore sector to provide greater consumer choice.

- 4.85 Table 4c confirms that foodstores in Zone 4 account for 78% (£80.1m) of all food shopping trips undertaken by Zone 4 residents. The limited amount of food shopping trips taking place outside Zone 4 are to Tesco Extra in Trowbridge (£3.9m); Aldi in Trowbridge (£1.0m); Tesco in Calne (£2.5m) and Waitrose in Marlborough (£1.6m).
- 4.86 The fourth most popular facility in Zone 4 is the Morrisons Daily, Roundway, London Road, Devizes attracting a total of £9.99m of expenditure from across the study area. This includes £7.49m of main food shopping expenditure. This is a higher turnover than would usually be expected for a store of this size, particularly for main food shopping. This is potentially due to some respondents who shop at the edge-of-centre Morrisons store on Estcourt Street incorrectly identifying that they shop at the Morrisons Daily store on London Road. We have not sought to manually adjust the turnovers of these stores as relying on the empirical evidence is considered to be the more transparent approach. Notwithstanding this, even if expenditure was re-distributed from the Morrisons Daily to the Morrisons on Estcourt Street by way of an adjustment, this would only increase its turnover and therefore reduce the percentage impact described below further.
- 4.87 Drawing the above together, the three largest foodstores in Devizes (Sainsbury's, Morrisons and Lidl) are the most popular with the local catchment population. They attract 54% of all food shopping expenditure generated in Zone 4. Town centre food shopping facilities in the PSA are also performing well attracting 30% (£31m) of all convenience goods expenditure generated by Zone 4 residents. Lidl is trading particularly well at +156% of its benchmark turnover based on the household survey results (see Table 6b).

Solus Convenience Trade Diversion of Proposed Aldi Foodstore London Road, Devizes under the 'With Development' Scenario (2029) (Table 5a)

- 4.88 The anticipated pattern of convenience trade diversion to the proposed ALDI in the '*with development*' scenario (2029) is explained in Table 5a of the RIA. Column 4 sets this out in percentage terms, whilst column 5 sets it out in expenditure terms. Our assessment of where the turnover of the proposal is likely to be diverted from is informed by the Planning Practice Guidance (Ref. 2b-015- 20190722). This states that a common starting point for the exercise is to consider existing shopping patterns and to then apportion the trade to be diverted based upon the character of the development proposed (adopting the well established principle that 'like competes with like'), the popularity of existing provision (based upon existing shopping patterns and our observations), geographic location (that is, the proximity of other facilities to the proposal), and brand loyalty factors.
- 4.89 Given this advice, our approach has been to have greatest regard to the existing food shopping patterns in Zone 4 (Devizes) as this is the zone within which the site is located and from which the vast majority of its convenience turnover will be attracted. Indeed, we consider that the only other zone from which a small amount of trade will be diverted is Zone 5 (Devizes Rural East) based on existing shopping patterns. However, it is not considered that this would be of a magnitude which warrants impact to be considered on a zone-by-zone basis given that local shopping patterns are not particularly complex. When allocating the trade diversion of the unit, competitor proximity factors have also been taken into account.
- 4.90 The anticipated pattern of convenience trade diversion to the proposed ALDI is then deducted from the total convenience turnover under the "*no development*" scenario in the assessment year (2029) to provide the residual turnover of each store and centre under the "*with development*" scenario. The final column of Table 5a identifies the percentage convenience 'solus' trading impact of the proposed ALDI on each existing store and centre. The most relevant trading impacts are identified in Table 5a of the RIA and are reproduced in Table 5 below.

Table 5 - Summary of Key Solus Convenience Retail Trading Impacts of the Application Scheme (2029)

Destination	"No Development" Total Convenience Goods Turnover 2029 (£m)	Proposed Aldi, London Road, Devizes		
		Trade Diversion (£m)	Residual Turnover (£m)	Trading Impact (%)
Devizes Town Centre (In-Centre)				
Sainsbury's, Monday Market Street	£24.9m	£2.2m	£22.8m	-8.7%
M&S Simply Food, Monday Market Street	£6.3m	£0.3m	£6.0m	-4.3%
Iceland, The Brittox	£2.2m	£0.1m	£2.1m	-4.9%
Small-Scale Local Shops	£2.7m	£0.1m	£2.6m	-4.1%
Sub-Total	£36.2m	£2.7m	£33.5m	-7.4%
Devizes Town Centre (Edge-of-Centre)				
Morrisons, Estcourt Street, Devizes	£27.6m	£2.5m	£25.2m	-8.9%
Sub-Total	£27.6m	£2.5m	£25.2m	-8.9%
Devizes (Out-of-Centre)				
Lidl, London Road, Devizes	£18.5m	£3.5m	£14.9m	-19.1%
Morrisons Daily, Roundway, London Road	£10.0m	£0.8m	£9.2m	-8.2%

Note: Figures sourced from Table 5a of the AY Retail Impact Assessment.

4.91 Based on Table 5 above (and Table 5a of [Appendix RIA](#)) we set out below some of our key assumptions concerning the allocation of trade associated with the convenience diversion of the proposed ALDI. We do not propose to provide an exhaustive list of all monetary diversions here, as they are set out in Table 5a. However, we provide a commentary on the individual stores and centres from which the majority of the scheme's trade will be diverted.

- a) The highest trade diversion is anticipated to be from Devizes' out-of-centre Lidl foodstore, from which it has been assumed that the ALDI will divert 32.5% (or £3.54m) of its turnover. This is considered to be a logical assumption for three key reasons:
 - Lidl is the only other discount foodstore within Devizes and Zone 4, and is the closest discount foodstore for many Zone 5 residents, and adopting the 'like competes with like' principle, a new ALDI will compete most directly with Lidl.
 - The Lidl is also the closest standalone foodstore to the site so that proximity will also influence the ALDI's effect on Lidl given that shoppers will be making essentially the same journey to ALDI as they would to Lidl.
 - Lidl has been shown to be trading well above benchmark levels (by some +156%) in Table 6a of our RIA which means that it will potentially be constrained by the current level of use to the detriment of

the overall customer experience; an alternative modern discount foodstore providing a comparable offer but with more floorspace and parking will logically attract a sizable proportion of Lidl's customers.

- b) The level of trade diversion from Lidl is justified on this basis, and in fact may be greater, given that even following ALDI's forecast impact Lidl is still expected to trade at some +£7.7m above benchmark levels.
- c) The second highest trade diversion (equating to 22.5% of ALDI's turnover) will be from the Morrisons on Estcourt Street. This facility was found by the HTSS to be the strongest performing 'main' food shopping destination in Devizes (Table 4a of the RIA) and has the highest turnover of any foodstore in Devizes (Table 4c). Morrisons is also the second closest foodstore to the site by car, with a journey time of around four minutes along London Road. These factors justify our judgement on the diversion of turnover from Morrisons.
- d) The third highest trade diversion (20% of ALDI's turnover) is forecast to be from Sainsbury's on Monday Market Street. This facility is the second most popular 'main' food shopping destination for Zone 4 residents and has the second highest total turnover of all Zone 4 foodstores. We note that Sainsbury's is in Devizes town centre and that it has the highest market share of 'top-up' food shoppers of any destination in Zone 4 (at 23%). Accordingly, we would not expect ALDI to draw more than 20% of its trade from Sainsbury's given its slightly different role.
- e) We have assumed that 7.5% (£0.8m) of the ALDI's turnover will be diverted from Morrisons Daily on Roundway. This out-of-centre convenience store is two minutes' drive from the site, and the HTSS finds it to be popular both for main food and top-up shoppers. Whilst the turnover of this convenience store is considered to be high (at £10m), this is likely to reflect that it is well positioned geographically to serve the residential communities in the east and north-east of Devizes. It also forms part of a petrol filling station and so is likely to attract trade as a consequence. It is logical to assume that a proportion of those who use Morrisons for larger basket shops may divert to Aldi given its close proximity.
- f) We have assumed that a combined 4.5% (£0.5m) of ALDI's turnover will be diverted (in combination) from M&S, Iceland and small shops within Devizes town centre. We would not expect ALDI to compete to a significant degree with M&S or Iceland given their differentiated offers, with the focus of M&S being on premium food goods and Iceland on frozen products. Other convenience stores in Devizes town centre cater predominantly for 'top-up' shopping so that they will not compete on a like-for-like basis with ALDI for 'main' food shopping trips.
- g) Finally, in terms of the diversion of trade from beyond Zone 4, Table 5a shows that this will be limited to a small proportion of the ALDI's turnover and will be dispersed across a number of facilities. We note that 5% (or £0.54m) is forecast to be diverted from ALDI at Bradley Road, Trowbridge; this is on the basis that more than £1m of expenditure currently leaves Zone 4 to this facility. The proposed ALDI in Devizes will be more accessible for the vast majority of Zone 4 residents than that in Trowbridge, so it is reasonable to conclude that the proposed ALDI would clawback at least half of this expenditure leakage.

4.92 In summary, Table 5a of [Appendix RIA](#) shows that the vast majority of the proposed ALDI's turnover (75%) will be diverted from Lidl, Morrisons, and Sainsbury's. This reflects the fact that residents of Devizes and its rural hinterlands are already using these facilities based on the empirical data contained within the HTSS. All three foodstores appear to be performing very well, indicating that there is scope for the introduction of a new discount foodstore to extend consumer choice and competition without affecting their viability.

Re-occupation of Former Aldi Foodstore Unit, Beanacre Road, Melksham – Trading Impact (Table 5b)

- 4.93 Whilst there is no ‘committed’ retail floorspace within Devizes’ PCA which merits consideration as part of this RIA, ALDI has submitted a planning application to Wiltshire Council for the re-location of its Melksham store from one out-of-centre location to another (PL/2025/07044). Accordingly, we have considered whether this would generate cumulative impacts that would lead to a different conclusion.
- 4.94 The HTSS demonstrates that the likelihood of harmful cumulative impacts across the two settlements is very low. This is because Table 4c (Total Food Shopping Patterns) demonstrates that only 1.5% of Zone 1 (Melksham) food shopping expenditure currently flows to Devizes foodstores, and that less than 6% of Zone 4 expenditure flows to Melksham foodstores. The same is true of Melksham’s rural hinterlands (Zones 2 and 3) with an insignificant amount of food shopping expenditure flowing to Devizes. We note that no convenience goods expenditure flows from Zone 5 (Devizes Rural East) to Melksham.
- 4.95 These shopping patterns indicate that if new ALDIs are built in Melksham and Devizes, each will have only a localised catchment area (based on existing shopping patterns) and each will compete exclusively with the foodstores in its respective settlement. Accordingly, whilst the trading effects of both proposals have been presented in the cumulative impact assessment at Tables 5a and 5b, the reality is that the impact of both schemes can robustly be considered in isolation as neither will have any implication for foodstores in the other settlement.
- 4.96 The trading impact of the ALDI in Melksham is presented in Table 5b. The planning application proposes the relocation of ALDI’s existing store from a 1,455 sqm GIA unit at Beanacre Road to a 1,912 sqm unit at Bradford Road. Both are ‘out-of-centre’ and are broadly comparable with regard to their proximity to Melksham town centre. As ALDI will close the existing foodstore when the new store opens, it is logical to assume for the purposes of assessing retail impact that the existing trade that ALDI draws from the Study Area will transfer to the new facility at that point. The change in location will have no material bearing on either the turnover or ‘vitality and viability’ of the town centre.
- 4.97 It is also important to note that the HTSS has established that the Beanacre Road store is overtrading by some 50% compared to the benchmark convenience goods turnover of an ALDI of this size. It achieves a convenience goods turnover of £15.12m (2026) whereas its benchmark turnover would be £9.88m. The survey derived turnover is also higher than the benchmark turnover of ALDI’s proposed Bradford Road store. Table 1b shows that this would typically achieve a convenience goods turnover of £10.89m, and yet the turnover attributed to ALDI in the survey is some 39% greater at £15.12m.
- 4.98 On this basis, we conclude that the retail model more than accounts for the trading performance of the proposed ALDI in Melksham in the “*no-development*” (baseline) scenario. This is because a foodstore with a greater turnover than the planned Bradford Road store is already present within the model. It would be unrealistic to increase this further as it already accounts for demand associated with ALDI’s presence in a comparable out-of-centre site elsewhere in Melksham.
- 4.99 With this established, the focus of the RIA is to consider the potential trading effects should the Beanacre Road store be re-occupied for an alternative retail use. Three separate impact scenarios have been tested as part of the ALDI Melksham application (PL/2025/07044). These involve the hypothetical re-occupation of the existing unit by a food retailer, non-food retailer, or a mixed food and non-food retailer (such as B&M or Home Bargains). However, a proportionate approach is to consider only the re-occupation of the unit by an alternative food retailer. Based on Table 5b of [Appendix RIA](#) some of the key assumptions concerning the allocation of trade associated with the re-occupation of Beanacre Road for a foodstore are as follows.

- a) The joint highest trade diversion (equating to 22.5% of the re-occupied unit's turnover) will be from the Lidl foodstore on Bath Road, Melksham. The level of trade diversion from Lidl is reflective of the fact that it is the closest foodstore geographically to the Beanacre Road store and that it also overtrades considerably (See Table 6a). It is logical therefore to assume that a new food retailer nearby at Beanacre Road will potentially attract some of the current customer base.
- b) The other joint highest trade diversion (22.5% of the re-occupied unit's turnover) is forecast to be from the Asda Superstore at Bradford Road. This facility has been found to be one of the strongest performing 'main' food shopping destinations in Melksham based on Table 4a of the RIA and is the second most popular foodstore for Melksham residents as a whole. It is also the second closest foodstore to the Beanacre Road site by car, with a journey time of just a minute or so along the A350 (Beanacre Road). It stands to reason that a new foodstore within the existing ALDI would divert a notable proportion of customers from this 'out-of-centre' competitor.
- c) For the same reasons, 20% of the reoccupied unit's trade is anticipated to be diverted from Sainsbury's at Bath Road, Melksham. Its popularity and its size means that there is likely to be competition between Sainsbury's and any new food retailer within the Beanacre Road unit. Given the greater distance between this store and the existing Aldi unit, however, diversion has been forecast to be less.
- d) It has been assumed that 10% (£0.8m) of the re-occupied ALDI's turnover will be diverted from Iceland within Melksham town centre. Whilst this foodstore is over 1km away, it is popular with the catchment population and also performs strongly.
- e) Finally, 7.5% of the re-occupied Aldi unit's trade has been assumed to be diverted from Waitrose in Melksham town centre. Less trade has been assumed to be diverted from this store given Waitrose's differentiated offer. For example, should the former ALDI be re-occupied by a frozen food retailer it would have no material impact on Waitrose. The introduction of an alternative food retailer in the Beanacre Road unit is unlikely to materially affect usage of Waitrose in our view.

4.100 Drawing the above points together, Table 5b of [Appendix 1](#) shows that the majority of the unit's turnover, were it to be reoccupied by a food and convenience operator, will be diverted from foodstores within the immediately locality, reflecting the fact that the majority of catchment area residents are already using these facilities according to the HTSS. The greatest diversions are logically assumed to be from the closest foodstores, which in this instance include the out-of-centre Asda and edge-of-centre Lidl, which performs particularly strongly.

Convenience Goods Trading Impact and Overall Trading Effects of Proposals for Devizes Town Centre

- 4.101 On the basis of our conclusion that the proposed ALDI in Melksham and any reoccupation of the existing ALDI for convenience goods sales will not result in any harmful cumulative trading effects on Devizes town centre, the convenience impacts which need to be examined are only those in Table 5a relating to the solus impact of the proposed ALDI at London Road. These impacts are also presented in Table 5 of this Statement.
- 4.102 The proposal's impact on Devizes town centre is the most relevant consideration given that it contains Sainsbury's, Iceland and M&S. Morrisons also merits discussion as an edge-of-centre store.
- 4.103 Table 5a shows that there will be a -8.7% impact on Sainsbury's based on our trade diversion assumptions. Table 6a puts this impact into context by highlighting that a Sainsbury's of this size would be expected to achieve a benchmark convenience goods turnover of £11.10m, whereas the survey derived turnover for this store is more

than double this at £24.9m. This indicates that Sainsbury's is performing particularly strongly and will continue to do so with ALDI trading at London Road.

- 4.104 The second largest foodstore in Devizes town centre is M&S and Table 5a shows that the anticipated trading impact on this will be -4.3%. Whilst this is a relatively low level of impact, Table 6a confirms that the M&S is trading above benchmark levels based on the HTSS. There is, therefore, no prospect of the viability of this store being threatened or no noticeable or material impact on the turnover of the store. Furthermore, we have explained that the focus of M&S is on the premium end of the food retail market and so it would not compete directly with Aldi's more value driven offer.
- 4.105 Our forecast trading impact on Iceland in Devizes is -4.9%, as shown in Table 5a. Again, it is important to highlight that this is a relatively low level of diversion and impact. Whilst Table 6a shows the Iceland to be trading very marginally below benchmark, it needs to be emphasised that as a freezer centre it is not a direct competitor to ALDI and would retain the majority of its customer base should ALDI open. Accordingly, we do not consider that there would be a material impact on Iceland. It will retain a loyal customer base given its niche within the local food retail sector.
- 4.106 In regard to the edge-of-centre Morrisons, Table 5a shows that ALDI would result in an impact of -8.9%. Table 6a shows that Morrisons is trading at more than +£8.1m above benchmark and that it would continue to overtrade (+£5.7m) following the forecast impact. Morrisons would continue to have the highest convenience goods turnover of any foodstore in Devizes and would retain the largest customer base within the settlement. Accordingly, it is not considered that there would be any 'significant adverse' effects on its long-term viability or role within Devizes.
- 4.107 Finally, an impact of -19.1% is forecast on the out-of-centre Lidl foodstore on London Road, Devizes. However, Table 6b of our RIA ('benchmark turnover analysis') puts this impact into context by highlighting that the survey derived convenience goods turnover recorded for this Lidl is actually +£11.3m or +156% higher than the typical benchmark turnover of a Lidl foodstore of this size in 2029 (£7.20m). Accordingly, Table 6b shows that even after the forecast trading impact on Lidl, it would still achieve a convenience goods turnover that was some +£7.74m above benchmark turnover levels.
- 4.108 Drawing the above impact analysis together, Table 6a ('Total' row) shows that if the convenience goods turnovers of in and edge-of-centre Devizes foodstores are combined they achieve a survey derived turnover of £61.11m in 2029, which is over +£23m (or 62%) above the level anticipated based on equivalent benchmark sales densities for stores of this size. This is clear evidence that the town centre is performing particularly well as a convenience goods shopping destination and is not susceptible to the limited impact associated with the proposed Aldi foodstore on London Road.

Comparison Goods Impact (Tables 7, 8 and 9)

- 4.109 The proposed ALDI will have a non-food turnover of only £2.14m (2029). Given this modest turnover our approach to the comparison goods impact assessment is proportionate. By way of context we highlight that comparison goods expenditure is forecast to increase quite substantially across the Study Area between 2026 and 2029 as a consequence of natural forecast comparison goods expenditure growth (as per Experian Retail Planner Briefing Note 22). Table 7(d) shows that comparison goods expenditure growth in Zone 4 is forecast to be some £8.9m by 2029. This compares favourably with the comparison goods turnover of the scheme of only £2.14m (2029), or only some 24% of expenditure growth. This would leave some £6.8m to increase the turnover of existing comparison goods retail destinations across the Study Area including in Devizes town centre. These findings alone confirm that comparison goods impact over the next three years will not be 'significant adverse'.

- 4.110 A high-level comparison goods impact assessment is provided at Table 9a of the RIA. This is based on shopping patterns by non-food goods category established by Questions 25 to 32 of the HTSS. Zonal comparison goods expenditure (Table 7d) has been applied to these shopping patterns and this is presented in Table 8. The comparison goods impact assessment follows the same broad methodological approach as our convenience goods assessment.
- 4.111 As can be seen from Table 9a, even if it is assumed that up to 65% (£1.39m) of the foodstore's comparison goods turnover would be diverted from Devizes town centre (which is a much higher percentage than the 41% of comparison goods expenditure that it presently retains from Zone 4 residents) then the forecast impact on Devizes' total comparison goods turnover would be just -2.2%. A comparison goods impact of this magnitude cannot be regarded as 'significant adverse.' Table 9a shows that Devizes will have a higher comparison goods turnover in 2029 (post-impact) than it presently does in 2026 even allowing for the impact of ALDI. Post impact comparison goods turnover of the town centre would be £60.88m in 2029, compared to the pre-impact position in 2026 of £58.11m.
- 4.112 Finally, as with the convenience goods RIA, existing non-food shopping patterns (Table 8) show that most Devizes' residents do not look to Melksham for comparison goods shopping facilities and, similarly, Melksham residents do not look to Devizes. Accordingly, the impact assessment at Tables 9a (Devizes) and 9b (Melksham) do not indicate that there will be any cumulative trading effects associated with the ALDI in these settlements. This matter does not therefore need to be considered further.

Impact on Convenience and Comparison Goods Turnover – Combined Cumulative Assessment (Table 10)

- 4.113 Table 10 of the RIA presents the results of the overall (aggregated) convenience and comparison goods assessment on Devizes town centre, which is summarised in Table 6 below.

Table 6 - Combined (Overall) Trading Impact upon Devizes Town Centre (£m)

Destination	"No Development" Total Turnover 2029 (£m)	With Development Position		
		Total Diversion (£m)	Total Residual Turnover (£m)	Combined Impact (%)
Devizes Town Centre	£126.06m	£6.51m	£119.55m	-5.2%

Note: Figures sourced from Tables 5a and 5b and Tables 9a and 9b of Appendix RIA.

- 4.114 As the above summary table shows, the quantitative impact of the proposed ALDI on the total food and non-food turnover of Devizes town centre will be modest. It would experience an overall quantitative impact of just -5.2%, which is well-below the -10% figure which is often regarded as the threshold above which concern may begin to be raised about a proposal's impact on the vitality and viability of a centre. This is subject to an understanding of the baseline health of the relevant centre, with stronger centres capable of withstanding greater impacts, and the contrary applying to weaker centres. We carried out a proportionate assessment of the health of the town centre earlier in this Statement, and concluded based on the most relevant indicators that it is healthy in its role.

Commentary on Proposed Drive-Thru

- 4.115 We have undertaken a proportionate and qualitative impact assessment of the drive-thru floorspace proposed as part of the scheme, given that there is no established, robust methodology available to assess the trading effects of a café/restaurant unit. Turnover and per capita expenditure data is not available in the same way that it is for a conventional retail scheme.
- 4.116 By way of context, the proposed drive-thru unit will be located adjacent to the A361 corridor, meaning that it will attract pass-by vehicular trade which will contribute to its turnover. These are not necessarily customers that would visit surrounding centres including Devizes as an alternative, as such pass-by trade is borne out of convenience and accessibility from the road network. This ultimately means that any impacts arising on existing facilities in surrounding centres are highly unlikely to reach '*significant adverse*' levels.
- 4.117 In forecasting the trading effects that may arise as a consequence of the introduction of a new café/restaurant unit on the A361, and applying the "*like competes with like*" principle, we would expect the majority of its trade to be diverted from equivalent facilities nearby. In terms of the comparable facilities which are most likely to be affected in this particular case, there are various facilities on the A361 where there are already some commercial facilities of this nature within a relatively short driving distance. This includes a Subway, Costa Express (at Esso PFS), and Greggs. All of these uses are located approximately 1km south-west of the planning application site on (or just off) London Road (A361). All of the existing destinations identified are 'out-of-centre' in town centre policy terms so that impact upon them is not a material consideration. Indeed, the scheme will have the positive effect of improving choice and competition for surrounding consumers and those passing along the A361.
- 4.118 We note also that Devizes town centre already has a strong leisure service sector containing over ten cafes and just under ten hot-food take-aways. The introduction of a drive-thru on the outskirts of the town is therefore very unlikely to affect the overall health of a centre which contains over 200 units / 48,600sqm of floorspace and is vital and viable. There is therefore no prospect of a '*significant adverse*' impact on the town centre as a consequence of the drive-thru element of the scheme.

Impact on Investment

- 4.119 The Planning Practice Guidance explains that when assessing impact on planned investment, key considerations are the policy status of the investment that is proposed; the progress made towards securing the investment (e.g. whether contracts are established); and the extent to which an application is likely to undermine the planned development by virtue of its effect on operator demand and investor confidence. In this regard, we are not aware that there are any planned schemes in the town centre so that we conclude that the scheme would not impact on any existing, committed or planned retail investment and that there is no conflict with this element of Policy CP38 of the Core Strategy or the relevant part of Paragraph 94 of the NPPF.

Overall Conclusion

- 4.120 Having regard to all of the above, it is clear that there will be no conflict with either limb of the impact test in paragraph 94 of the NPPF, and that the scheme accords fully with the local retail impact test set out in Policy CP38 of the Core Strategy so that the impact test is passed.

5. Design, Technical and Environmental Considerations

Economic Considerations

- 5.1 Paragraph 85 of the NPPF says that planning decisions *“should help create the conditions in which businesses can invest, expand and adapt.”* It says that *“significant weight should be placed on the need to support economic growth.”*
- 5.2 The proposed ALDI will create new employment opportunities and will generate around 40 new jobs for local people, with the drive thru unit generating approximately 10 new jobs. The proposals will also support temporary jobs during the construction phase.
- 5.3 ALDI's remuneration and training policy reflects its firm belief that a well-trained and highly motivated workforce is essential to the success of the business. All hourly paid wages for store employees exceed the Government's National Living Wage and the Living Wage Foundation's recommended national rate. ALDI offers full training for all its positions and the schedule and facets of the training are tailored to the individual.
- 5.4 ALDI ensures that its foodstores have a positive impact on the local communities that they are located within as recruitment is focused locally. Job vacancies are advertised in nearby stores and in the local press alongside ALDI's website. This approach usually results in the majority of staff being recruited from the local area. In addition, it is usual for the retailer to work with the local Job Centre Plus when recruiting for a new foodstore so that residents of the local area are specifically targeted. Part-time staff are placed on a 15, 20 or 25 hour contract at above industry average pay. As such, many part-time positions at ALDI would actually be viewed as full-time positions in other industries, including the retail sector.

Design

- 5.5 A Design and Access Statement has been prepared by Kendall Kingscott which considers the site constraints, context and the operational requirements of ALDI and the drive thru and EV hub, and how these have influenced the scheme design.
- 5.6 We explained earlier how the layout responds to site conditions and its surrounding character and context. The building has been orientated such that the principal entrance faces the car park and London Road to maximise activity along the London Road frontage. The site will be less visible from Horton Road due to the existing and proposed landscaping along this frontage. The store is set back into the site, and away from the site boundaries, to enable the retention of some of the existing trees and the provision of new tree planting and landscaping on the boundaries of the site to assimilate the scheme into the landscape setting of the edge of Devizes. The London Road frontage is at present quite open and the extensively hard surfaced site is easily visible from this main route into an out of Devizes. New tree and shrub planting and soft landscaping will greatly enhance the appearance of the London Road frontage and assimilate the proposals into the surrounding landscape.
- 5.7 The design of the foodstore is clean, modern and smart, and reflects ALDI's corporate identity, whilst respecting the character of the area.
- 5.8 We conclude that the proposals represent high quality design and comply with Policy CP57 of the Core Strategy.

Landscape

- 5.9 A Landscape and Visual Appraisal (LVA) by Incola accompanies this application. This considers the localised visual impact of the development and its relationship with the North Wessex Downs National Landscape to the north and east.
- 5.10 The LVA concludes that the proposals will give rise to only limited and neutral effects on the setting of the North Wessex Downs National Landscape and landscape within the urban edge of Devizes, conserving the key qualities and characteristics of the designated landscape and Vale of Pewsey landscape character area.
- 5.11 The site is of a low sensitivity, set within the extents of the settlement, on brownfield land that forms part of a wider employment allocation within the adapted Core Strategy.
- 5.12 The proposals will not affect views from the Roundway White Horse, a popular destination within the National Landscape, with the food store and drive-thru set within the settlement, viewed alongside buildings within the Hopton Industrial Estate and set beyond the vegetated edge to the town in views from the edge of the National Landscape to the east.
- 5.13 The proposals will provide a contextual fit with the existing and consented development alongside London Road and Horton Road, with the tree and hedgerow planting to the road frontage of the food store providing enhancements to the street scene, reflecting guidance within the Kennet Landscape Character Assessment for the maintenance and enhancement of roadside trees and vegetated edges to settlements within the Vale of Pewsey. The tree planting will also contribute to the aims of the Western Forest national forest initiative for increased tree cover across Wiltshire.
- 5.14 When assessed alongside the consented employment development on the adjacent land, the proposals will give rise to negligible and minor, neutral cumulative landscape and visual effects.

Traffic and Transport – to be added when TA complete

- 5.15 A Transport Assessment (TA) has been prepared by Connect.
- 5.16 In respect of the accessibility of the site, Connect conclude that the Site is surrounded by a pedestrian network that includes crossing facilities, and a residential catchment within walking distance. The area local to the Site is conducive to cycling, with a wide range of services and amenities within cycling distance, and there are good opportunities for staff to make their journeys by bike. There are bus stops local to the Site which are served by frequent bus services, which provide access to / from a variety of destinations.
- 5.17 The proposal site also has a prominent location relative to the local highway network, and the recent local collision records indicate that there is no existing road safety problem in the vicinity of the Site.
- 5.18 Overall, the Site has a good level of accessibility by all relevant transport modes in line with the development's vision.
- 5.19 The proposed site access junction has been designed with reference to DMRB standards for the observed traffic speeds and has been subject to a Stage 1 Road Safety Audit (RSA). Swept path analysis shows that the access arrangements and layout of the proposed development are suitable for the largest vehicles that are expected to use the site.
- 5.20 The proposed on-site parking is provided in accordance with the local parking standards.

- 5.21 Based on the store location, trip types, and given its contained catchment area, the development is not likely to result in any significant impacts on the transport network (in terms of capacity and congestion, that cannot be cost effectively mitigated to an acceptable degree (NPPF Paragraph 115). The assessment shows that the potential increase to traffic will be negligible or minor at all junctions within the agreed study area. The traffic effect is therefore not likely to unacceptably impact the operation of the surrounding road network in line with the vision of the proposed development.
- 5.22 The capacity assessment shows that the proposed A361 London Road / Site Access junction and the A361 London Road / Horton Road Roundabout will both operate within capacity for all peak periods.
- 5.23 Further, there does not appear to be any particular pattern within the recent collision records, and the effect of the proposed development traffic is unlikely to materially worsen the occurrence or materially affect the pattern of collisions in the vicinity of the Site.
- 5.24 The proposal is shown to accord with the local plan and the Local Transport Plan and with Paragraphs 115 and 117 of the NPPF. Connect conclude that overall, the scale of residual impact cannot be considered to be severe when viewed in the context of the NPPF planning test (NPPF paragraph 116).

Amenity – Noise Impact Assessment

- 5.25 A Noise Impact Assessment (NIA) has been prepared by Noise Solutions Ltd (NSL) which assesses the noise levels that are likely to be generated during the operational phase of the proposed development. In particular it assesses the noise levels anticipated from deliveries and external plant.
- 5.26 The NIA is informed by an environmental noise survey which was carried out to establish prevailing noise levels affecting the development site. The nearest noise sensitive receptors / residential windows are around 50m south of the plant area and the delivery area.
- 5.27 The NIA assesses the likely development generated noise levels at the nearest sensitive receptors. In respect of deliveries, it uses noise measurements taken during delivery at a similar operational ALDI. The measurements include all aspects of delivery including arrival, unloading, movement of cages within the HGV and into the store via the loading bay, and departure. When determining predicted noise levels, it does so for both the daytime and night-time.
- 5.28 The assessment has concluded that deliveries during both the daytime and night-time periods would have no worse than a 'low impact', assessed using the method in BS 4142:2014+A1:2019. As such it is not therefore necessary or reasonable for conditions to be applied to any permission which restrict the hours that deliveries can be taken at the store.
- 5.29 In respect of external plant noise, the NIA concludes that the noise levels expected to be generated by the proposed plant will not affect nearby residential properties.
- 5.30 Based on the conclusions of the NIA, the development is not expected to give rise to any adverse impacts on nearby residential amenity. It is considered therefore that the proposals comply with Core Policy 57 of the Core Strategy.

Flood Risk and Drainage

- 5.31 A Flood Risk Assessment and Drainage Strategy has been prepared by Craddys which confirms that the site is located almost entirely in Flood Zone 1 and that the nearest area of fluvial flood risk is approximately 1km to the south east, arising from a minor tributary of the River Avon.
- 5.32 The EA's Surface Water Flood Risk Map indicates that the site is predominantly at very low risk of surface water flooding (not affected during a 1 in 1000-year event) with isolated areas on the low boundaries being shown at low risk (affected during a 1 in 100-year event). Localised surface water management measures will be incorporated into the site design to address this risk.
- 5.33 The site lies within an area identified by the EA as having potential for groundwater flooding to occur at the surface. Additionally, the site lies within an area of Wiltshire identified as having elevated potential for groundwater emergence at the surface in the current SFRA. However an intrusive site investigation did not reveal any groundwater. Craddys recommend that this risk should be mitigated and as such the following has been incorporated in into the proposed design of the scheme:
- raised finished floor levels are set above the existing ground levels;
 - provision has been made for safe overland flow routing and exceedance planning; and
 - a sustainable drainage system (SuDs) with on-site attenuation to manage runoff has been incorporated.
- 5.34 The FRA incorporates a surface water drainage strategy for the site which is designed in accordance with the SuDS hierarchy (as set out in the NPPF), LLFA design guidance, the Buildings Regulations Part H and where applicable, the principles of Schedule 3 of the Flood and Water Management Act 2010. This aims to:
- Manage runoff sustainably,
 - Mimic natural drainage,
 - Protect surrounding land and buildings from increased flood risk,
 - And promote water quality, biodiversity potential and amenity value where feasible.
- 5.35 Consequently, the proposed development incorporates appropriate flood mitigation including:
- Raised finished floor levels compared to the existing ground level;
 - SuDS drainage strategy with on-site attenuation; and
 - Safe overland flow routing and exceedance planning.
- 5.36 Surface water runoff will be managed in accordance with the drainage hierarchy, limiting post development runoff to reduced rates compared to pre-development, with sufficient attenuation to accommodate the 1 in 100-year + climate change event. Surface water will be discharged to the public surface water sewer, and a gravity connection is anticipated to be viable.
- 5.37 Foul water will be discharged to the public foul sewer, likely by gravity from the ALDI store, however an on-site private pumping station may be required for the future drive through unit although this will be determined and detailed at the Reserved Matters stage.
- 5.38 Residual flood risks have been identified and appropriately mitigated through the layout and design of the development. Accordingly, the proposed development is considered to be:
- Compliant with Policy CP67 of the Core Strategy, the National Planning Policy Framework (NPPF),

- Acceptable in flood risk terms, and
- Unlikely to increase flood risk elsewhere.

Air Quality

- 5.39 An Air Quality Assessment (AQA) has been prepared by Redmore Environmental ('RE') to cover both the construction and operational phases. Its scope was to:
- assess potential impacts associated with fugitive dust emissions during the construction phase of the proposed development;
 - assess potential impacts associated with road transport emissions during the operational phase of the proposed development; and,
 - identify any requirement for relevant mitigation measures.
- 5.40 The AQA confirms that the site is not located within an Air Quality Management Area (AQMA) but lies adjacent to the "AQMA 7 Devizes – Main roads through the town," and so may have the potential for vehicles travelling to and from the development to increase pollution levels.
- 5.41 Potential construction phase air quality impacts from fugitive dust emissions were assessed as a result of demolition, excavation, ground works and trackout activities. RE consider that the residual impacts from all dust generating activities are predicted to be not significant.
- 5.42 Potential impacts during the operational phase of the proposals may occur due to road traffic exhaust emissions associated with vehicles travelling to and from the development. Dispersion modelling was therefore undertaken to predict pollutant concentrations at sensitive locations as a result of emissions from the highway network both with and without the development in place. Results were subsequently verified using local monitoring data.
- 5.43 Review of the dispersion modelling results indicated that air quality impacts as a result of traffic generated by the development were predicted to be negligible at all sensitive receptor locations. The report concluded that following considerations of the relevant issues, including the adjacent AQMA, impacts as a result of the operational development were considered to be not significant, in accordance with the IAQM guidance.
- 5.44 A number of mitigation measures were identified in line with the requirements of the Wiltshire Council Air Quality Supplementary Planning Document in order to reduce potential impacts during the operational phase. These are as follows:
- Provision of a Construction Environment Management Plan (CEMP);
 - Provision of EV charging;
 - Exposure Mitigation; and
 - Provision of Low Emission Travel Plan.
- 5.45 RE conclude that the identified measures are considered suitable for a development of this size and nature and meet the requirements of the document.
- 5.46 Based on the assessment results, air quality factors are not considered to be a constraint to development.

Ecology

- 5.47 An Ecological Impact Assessment (EclA) has been prepared by Tyler Grange. It determines the features of ecological importance on the site as well as a preliminary assessment of the potential impacts of the proposed development on these features. The EclA is informed by an extended Phase 1 Habitat Survey and Preliminary Bat Roost Assessment which was undertaken on 11th February 2025. The survey concluded that:
- the site comprises previously developed land, is predominantly hard surfaced (concrete and tarmac) and contains a number of buildings including a teaching unit, W.C. block, a set of garages and a storage cabin, bare ground and ephemeral vegetation of negligible ecological importance, and a native hedgerow of local ecological importance;
 - The site is currently in operation as a motorcycle training facility, which utilises the extensive areas of hardstanding that make up the site;
 - Site maintenance / clearance works predominately to the existing hardstanding areas of the site had taken place after the nesting bird season in 2024 and before the ecology site visit in Q1 2025. This is documented within their report and BNG assessment; and
 - the remaining habitats, namely native hedgerow, could support common and widespread nesting and foraging birds.
- 5.48 Tyler Grange's data search returned two statutory sites within 10km of the site boundary and three non-statutory sites within 2km of the site boundary. It is considered that the site will have no adverse effects on these sites, due to the distance between the sites and the lack of habitat connectivity.
- 5.49 The BNG assessment found that the development would result in a net loss of 3.83 habitat units and a net gain of 0.36 hedgerow units. Offsite habitat units will therefore be secured to achieve a 10% net gain.
- 5.50 The proposals are considered to be in accordance with Policy CP50 and the provisions of the NPPF.

Arboriculture

- 5.51 An Arboricultural Impact Assessment (AIA) prepared by Bowland Tree Consultancy accompanies the application.
- 5.52 Four individual trees and three groups of trees were surveyed as part of the assessment. Two trees and three groups of trees were categorised as low quality, and two trees were considered unsuitable for long-term retention regardless of the proposed development. The proposal will require the removal of two of the groups of low quality.
- 5.53 There is sufficient space within the proposed site layout for the Aldi part of the site to accommodate a considerable number of new trees and shrubs, of suitable species planted in appropriate locations, as part of a scheme of landscaping, as detailed on the submitted landscape plans. Landscaping is a Reserved Matter for the Drive thru/EV hub.
- 5.54 Bowland advise that, any new tree planting or other landscaping works subsequently carried out within and close to retained trees' RPAs, should be carried out in strict accordance with current government guidance. Existing trees should also be protected during the construction period in accordance with the specification provided at Appendix 2 of the AIA.

- 5.55 In summary, the proposals will result in an overall increase in tree cover on the site, improving the visual amenity of the area and providing a high quality development.

Sustainability

- 5.56 The Design and Access Statement include sections on energy efficiency, renewable energy and recycling and waste management. A separate Waste Audit is also submitted in support of the application.
- 5.57 ALDI puts sustainability at the centre of the design process and makes commitments to meet and exceed standards of best practice by encouraging the use of techniques that will enhance the development during both the construction and operational phases. Measures include the following.
- The use of environmentally friendly, energy efficient freezers and LED lighting (which is extremely energy efficient and consume up to 40% less power than fluorescent tubes).
 - A heat recovery system from the chiller and freezer condensers along with Air Source Heat Pumps provide the store's heating provision from wasted machinery heat and renewable sources.
 - The store design includes the provision of photovoltaic panels on the roof, which provide approximately 10% of the store's power needs.
 - Aldi's regional distribution centres have been set up across the UK to supply 80-90 stores only, which minimises the amount of road travel, resulting in a reduced carbon footprint.
 - Waste from the store is generally limited to cardboard packaging materials. These are compacted on site and stored in the warehouse for collection by the delivery vehicle, so that they are then returned to the distribution centre for collection and recycling.
- 5.58 Policy CP41 of the Core Strategy requires the development to achieve the BREEAM "excellent" standard. The application is accompanied by a BREEAM pre assessment report which confirms that this will be met.

Ground Conditions

- 5.59 A Geo-Environmental Site Investigation Report and Groundwater Appraisal has been prepared by Groundtech Consulting. The investigation comprised cable percussion boreholes, window sample boreholes, and trial pitting with associated sampling and in situ testing, in-situ CBR and PBT testing, gas/groundwater monitoring, laboratory geotechnical and contamination testing.
- 5.60 During the investigation, Made Ground was encountered in all locations to a maximum depth of 0.7m begl. No visual evidence of contamination was encountered, although olfactory evidence was encountered comprising a slight hydrocarbon odour in the shallow Made Ground in the west of the site.
- 5.61 The survey concluded that laboratory testing had not identified elevated concentrations of Contaminants of Concern (CoC) to human health on the site, but asbestos fibres have been detected in four samples so that control measures should be implemented during the enabling and construction phases to control dust. The site is not within an area requiring radon precautions. A watching brief is recommended during future ground works for any previously unseen contamination.
- 5.62 The report noted that groundwater was not encountered during the investigation.

- 5.63 The ground conditions on the site are not a constraint to development, and the proposals accord with Policy CP56 of the Core Strategy.

Heritage

- 5.64 There are no designated heritage assets within the site or in its vicinity which have the potential to be affected by the proposals.
- 5.65 CFA has undertaken an archaeological desk based assessment which is submitted in support of the application.
- 5.66 Aerial imagery from 2002-2025 and a recent field survey confirm that the Proposed Development Site has already been subject to ground disturbance consisting of hardstanding. The report concludes that this modern activity is considered to have substantially reduced the potential for any surviving archaeological remains.
- 5.67 The findings of the study indicate that there is low to negligible potential for the survival of buried archaeological remains and the extent of prior disturbance. As such there should be no need for archaeological mitigation measures to be conditioned as part of any grant of planning permission.

6. Summary and Conclusions

- 6.1 This Planning and Retail Statement has been prepared in support of a hybrid planning application by Highgrove Group (Reading) Limited on behalf of PRZM Real Estate and ALDI Stores Limited for the construction of a new discount foodstore, car parking, access and landscaping (full element) and a drive thru unit and EV charging hub (outline element) on land between London Road and Horton Road, Devizes. The site currently predominantly formed of hard standing which facilitates its operation as a motorcycle training centre.

Employment Land

- 6.2 The site lies outside the settlement framework boundary of Devizes. It forms part of the Policy CP2 – Delivery Strategy allocation which includes this parcel of land for employment development. The adjacent site, within the employment land, was granted outline planning permission at appeal for up to 25,000 sqm of use class B2 (General Industrial), B8 (Storage and Distribution) and E (Commercial, Business and Service) (g) (i-iii). The proposals would not in any way undermine the delivery of this scheme as the site is only a very minor part of the allocation and is not part of the site with planning permission. The two sites can be accessed and built out separately without impacting each other.
- 6.3 The part of the site which is covered by the allocation extends to approximately 0.7ha or 8 percent of the allocation and as such the impact of the proposal on the delivery of Class B and E(g) employment uses would be minimal. The ALDI store would have significant employment benefits by enhancing consumer choice and providing approximately 40 jobs, supporting the objectives of Policy CP2 and CP12 in relation to the strategic employment allocation. The drive thru coffee shop would provide approximately 10 further jobs with further temporary jobs supported during the construction phase.
- 6.4 The strategic allocation as a whole would therefore support significant job creation across a variety of sectors and the proposals would make a very valuable contribution towards this. The proposals therefore continue to support the objectives of Policies CP1, CP2 and CP12.

Retail Policy Considerations

- 6.5 Devizes is identified as a Market Town within the Core Strategy. It lies 10 miles south-east of the principal settlement, Chippenham and 11 miles east of the principal settlement, Trowbridge.
- 6.6 Given the existence of a locally set impact assessment threshold of 200sqm. the retail impact and sequential tests are engaged. These tests both focus on Devizes given the evidence of shopping patterns showing a largely self-contained catchment for the town, particularly in respect of convenience goods.
- 6.7 We have confirmed in Section 4 that there are no more centrally located sites that could accommodate the development that is proposed, adopting the flexible approach that is required by the NPPF.
- 6.8 Based on the analysis and the characteristics of retail floorspace provision in the local area, the proposed ALDI store will not have a significant adverse impact upon the health of Devizes town centre. It will leave existing provision in Devizes continuing to trade strongly whilst also, at the same time, improving the quality of grocery provision for the local community. Therefore, the proposals are in accordance with the NPPF and also Policy CP38 of the Core Strategy and saved Policy SP3 of the West Wiltshire Local Plan.
- 6.9 We conclude that policy requirements relating to new retail development and town centres can be met.

Technical and Environmental Matters

- 6.10 The broader submissions confirm that there are no technical or environmental constraints that would restrict or prohibit development on the application site.
- 6.11 Overall, the proposals are broadly in accordance with the relevant policies of the development plan, and the NPPF. There are no technical, environmental or amenity based reasons why the development may not proceed.
- 6.12 As such, the proposals are in accordance with the development plan taken as a whole and in accordance with paragraph 11c) of the NPPF should be approved without delay.

Avison Young

February 2026

Appendix 1

Retail Impact Assessment

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 1a. TURNOVER OF PLANNING APPLICATION SCHEME - LONDON ROAD, DEVIZES

Proposed Aldi Foodstore	Gross Floorspace (sq. m)	Shop Floor (Overall Aldi Shop Floor) (sq. m)	Net Trading Area (Retail Sales Area excluding checkouts and packing area)	Net Trading Area (Food and Non-Food Split) (sq. m)	Net Trading Area Split (sq. m)	Turnover per sq. m in 2023 (£m)	Period to Test Year and 2031								
							2023	2024	2025	2026	2027	2028	2029	2030	2031
Aldi, London Road, Devizes	1,787	1,333	1,231	Convenience	985	£11,317	£11.14	£10.89	£10.88	£10.88	£10.88	£10.88	£10.88	£10.88	£10.88
				Comparison	246	£7,971	£1.96	£1.96	£1.97	£2.00	£2.05	£2.09	£2.14	£2.19	£2.24
				Total	1,231	-	£13.11	£12.85	£12.85	£12.88	£12.93	£12.98	£13.02	£13.07	£13.12
Aldi Convenience Sales Density (GlobalData 2025 Edition - 2023 Price Base)							£11,317	£11,062	£11,051	£11,051	£11,051	£11,051	£11,051	£11,051	£11,051
Aldi Comparison Sales Density (GlobalData 2025 Edition - 2023 Price Base)							£7,971	£7,963	£7,995	£8,123	£8,309	£8,500	£8,696	£8,896	£9,101

TABLE 1b. TURNOVER OF PROPOSED ALDI FOODSTORE - BRADFORD ROAD, MELKSHAM

Proposed Aldi Foodstore	Gross Floorspace (sq. m)	Shop Floor (Overall Aldi Shop Floor) (sq. m)	Net Trading Area (Retail Sales Area excluding checkouts and packing area)	Net Trading Area (Food and Non-Food Split) (sq. m)	Net Trading Area Split (sq. m)	Turnover per sq. m in 2023 (£m)	Period to Test Year and 2031								
							2023	2024	2025	2026	2027	2028	2029	2030	2031
Aldi, Former Countrywide Site, Bradford Road, Melksham	1,912	1,353	1,242	Convenience	994	£11,317	£11.24	£10.99	£10.98	£10.98	£10.98	£10.98	£10.98	£10.98	£10.98
				Comparison	248	£7,971	£1.98	£1.98	£1.99	£2.02	£2.06	£2.11	£2.16	£2.21	£2.26
				Total	1,242	-	£13.22	£12.97	£12.97	£13.00	£13.04	£13.09	£13.14	£13.19	£13.24

TABLE 1c. TURNOVER OF EXISTING ALDI FOODSTORE UNIT AT BEANACRE ROAD, MELKSHAM FOLLOWING RE-OCCUPATION

Existing Aldi Foodstore Unit	Gross Floorspace (sq. m)	Net Trading Area (sq. m)	Net Trading Area (Food and Non-Food Split) (sq. m)	Net Trading Area Split (sq. m)	Turnover per sq. m in 2023 (£m)	Period to Test Year and 2031								
						2023	2024	2025	2026	2027	2028	2029	2030	2031
Existing Aldi Unit, Beanacre Road, Melksham - Assumed Re-Occupation by Convenience Retailer	1,455	1,053	Convenience	948	£9,000	£8.53	£8.33	£8.32	£8.32	£8.32	£8.32	£8.32	£8.32	£8.32
			Comparison	105	£5,000	£0.53	£0.53	£0.53	£0.54	£0.55	£0.56	£0.57	£0.59	£0.60
			Total	1,053	-	£9.06	£8.86	£8.85	£8.86	£8.87	£8.89	£8.90	£8.91	£8.93

- Notes:
- a. Gross Floorspace and Retail Sales Area of proposed Aldi foodstores in Devizes and Melksham sourced from architectural drawings and confirmed by Aldi as end user
 - b. Aldi 'Net Trading Area' calculated by deducting lobby, checkouts, and packing area from the 'shop floor' in accordance with the definition provided by GlobalData in its estimates of Convenience and Comparison Goods Sales Densities of Major Grocers – 2025e (December 2025)
 - c. Assumed average convenience / comparison floorspace split for Aldi of 80% convenience floorspace and 20% comparison floorspace based on Aldi foodstores approach nationally
 - d. Company average sales density for Aldi sourced from GlobalData's estimates of Convenience and Comparison Goods Sales Densities of Major Grocers – 2025e (December 2025) (re-based to 2023 for consistency)
 - e. Gross and net floorspace of existing Aldi foodstore unit at Beanacre Road, Melksham has been provided by Aldi as current occupier
 - f. It has been assumed that the existing Aldi foodstore unit at Beanacre Road, Melksham will be occupied by a convenience retailer
 - g. Convenience and comparison goods sales densities for the former Aldi foodstore at Beanacre Road, Melksham are based on the typical average sales performance of Limited Assortment Discounters, frozen food specialists and M&S (i.e. Aldi, Lidl, Iceland, Heron, Farmfoods, and M&S)
 - h. All sales densities adjusted to 2023 prices using the price indices at Appendix 4b of Experian's Retail Planner Briefing Note 22 (March 2025)
 - i. Convenience and Comparison goods turnover is calculated by multiplying the net trading area by the respective sales density (2023 to 2031)
 - j. We have made an allowance for sales density increases / decreases between 2023 and 2031 to account for changes in floorspace efficiency at the rates set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 22 (March 2025)
 - k. Base Year 2026 / Test Year 2029 (assuming construction during 2027 and trading patterns having stabilised by 2029)
 - l. A price base of 2023 has been used for this RIA for consistency with the latest available Experian Population and Expenditure data (2025 data). Foodstore sales densities adjusted to 2023 prices accordingly
- 2023 Prices**

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 2(a): POPULATION WITHIN EACH ZONE OF STUDY AREA

ZONE	POPULATION								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	29,579	29,710	29,856	29,967	30,068	30,166	30,254	30,339	30,415
Zone 2 - Melksham Rural North	18,276	18,371	18,446	18,510	18,569	18,614	18,664	18,709	18,769
Zone 3 - Melksham Rural South	7,341	7,376	7,412	7,456	7,494	7,531	7,558	7,584	7,607
Zone 4 - Devizes	33,109	33,267	33,383	33,496	33,611	33,698	33,792	33,866	33,942
Zone 5 - Devizes Rural East	20,042	20,131	20,205	20,274	20,311	20,360	20,391	20,448	20,506
Zone 6 - Calne	16,543	16,617	16,681	16,756	16,835	16,917	16,978	17,047	17,111
TOTAL	124,890	125,472	125,983	126,459	126,888	127,286	127,637	127,993	128,350

Notes:

- a. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)
- b. Population derived from Experian Location Analyst data report (June 2025)
- c. Base Year 2026 / Test Year 2029 (assuming construction during 2027 and trading patterns having stabilised by 2029)

TABLE 2(b): PER CAPITA CONVENIENCE EXPENDITURE WITHIN EACH ZONE OF STUDY AREA (EXCLUDING NON STORE RETAIL TRADE DEDUCTION)

ZONE	PER CAPITA CONVENIENCE EXPENDITURE (EXCLUDING NSRT DEDUCTION)								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	£3,107	£3,073	£3,067	£3,061	£3,057	£3,054	£3,051	£3,048	£3,045
Zone 2 - Melksham Rural North	£3,338	£3,301	£3,295	£3,288	£3,285	£3,282	£3,278	£3,275	£3,272
Zone 3 - Melksham Rural South	£3,366	£3,329	£3,322	£3,316	£3,312	£3,309	£3,306	£3,302	£3,299
Zone 4 - Devizes	£3,304	£3,268	£3,261	£3,255	£3,251	£3,248	£3,245	£3,242	£3,238
Zone 5 - Devizes Rural East	£3,541	£3,502	£3,495	£3,488	£3,485	£3,481	£3,478	£3,474	£3,471
Zone 6 - Calne	£3,237	£3,201	£3,195	£3,189	£3,185	£3,182	£3,179	£3,176	£3,173
ANNUAL EXP GROWTH	-	-1.1%	-0.2%	-0.2%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%

Notes:

- a. Per capita expenditure derived from Experian Location Analyst data report (June 2025)
- b. Per capita expenditure excluding SFT projected forward from 2023 using forecast growth rates taken from Figure 7, Appendix 3 of Experian Retail Planner Briefing Note 22
- c. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)

2023 Prices

TABLE 2(c): PER CAPITA CONVENIENCE EXPENDITURE WITHIN EACH ZONE OF STUDY AREA (INCLUDING NON STORE RETAIL TRADE DEDUCTION)

ZONE	PER CAPITA CONVENIENCE EXPENDITURE (INCLUDING NSRT DEDUCTION)								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	£2,952	£2,916	£2,907	£2,895	£2,889	£2,880	£2,874	£2,865	£2,860
Zone 2 - Melksham Rural North	£3,171	£3,133	£3,123	£3,111	£3,104	£3,094	£3,088	£3,078	£3,072
Zone 3 - Melksham Rural South	£3,198	£3,159	£3,150	£3,137	£3,130	£3,120	£3,114	£3,104	£3,098
Zone 4 - Devizes	£3,139	£3,101	£3,092	£3,079	£3,073	£3,063	£3,057	£3,047	£3,041
Zone 5 - Devizes Rural East	£3,364	£3,323	£3,313	£3,300	£3,293	£3,283	£3,276	£3,266	£3,259
Zone 6 - Calne	£3,075	£3,038	£3,029	£3,016	£3,010	£3,001	£2,995	£2,985	£2,979
NSRT DEDUCTION	5.0%	5.1%	5.2%	5.4%	5.5%	5.7%	5.8%	6.0%	6.1%

Notes:

- a. Per capita expenditure derived from Experian Location Analyst data report (June 2025)
- b. Expenditure excludes Special Forms of Trading ('SFT') in line with 'adjusted' allowance derived from Figure 5 of Experian Retail Planner Briefing Note 22 (March 2025)
- c. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)

2023 Prices

TABLE 2(d): TOTAL CONVENIENCE GOODS EXPENDITURE WITHIN STUDY AREA

ZONE	TOTAL CONVENIENCE GOODS EXPENDITURE								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	£87.31	£86.64	£86.80	£86.76	£86.88	£86.89	£86.96	£86.93	£86.97
Zone 2 - Melksham Rural North	£57.96	£57.55	£57.61	£57.58	£57.64	£57.60	£57.64	£57.59	£57.66
Zone 3 - Melksham Rural South	£23.47	£23.30	£23.34	£23.39	£23.46	£23.50	£23.54	£23.54	£23.57
Zone 4 - Devizes	£103.92	£103.16	£103.20	£103.13	£103.27	£103.22	£103.29	£103.19	£103.21
Zone 5 - Devizes Rural East	£67.42	£66.90	£66.95	£66.90	£66.88	£66.83	£66.80	£66.78	£66.83
Zone 6 - Calne	£50.87	£50.48	£50.52	£50.54	£50.68	£50.77	£50.84	£50.89	£50.98
TOTAL	£390.95	£388.04	£388.43	£388.30	£388.80	£388.80	£389.07	£388.93	£389.21

Notes:

- a. Total available expenditure calculated by multiplying population from Table 2(a) by expenditure per head (minus NSRT deduction) from Table 2(c)
- b. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)
- c. Population and per capita expenditure derived from Experian Location Analyst data report (June 2025)

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 3(a): TOTAL CONVENIENCE GOODS EXPENDITURE WITHIN STUDY AREA

ZONE	TOTAL CONVENIENCE GOODS EXPENDITURE								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	£87.31	£86.64	£86.80	£86.76	£86.88	£86.89	£86.96	£86.93	£86.97
Zone 2 - Melksham Rural North	£57.96	£57.55	£57.61	£57.58	£57.64	£57.60	£57.64	£57.59	£57.66
Zone 3 - Melksham Rural South	£23.47	£23.30	£23.34	£23.39	£23.46	£23.50	£23.54	£23.54	£23.57
Zone 4 - Devizes	£103.92	£103.16	£103.20	£103.13	£103.27	£103.22	£103.29	£103.19	£103.21
Zone 5 - Devizes Rural East	£67.42	£66.90	£66.95	£66.90	£66.88	£66.83	£66.80	£66.78	£66.83
Zone 6 - Calne	£50.87	£50.48	£50.52	£50.54	£50.68	£50.77	£50.84	£50.89	£50.98
TOTAL	£390.95	£388.04	£388.43	£388.30	£388.80	£388.80	£389.07	£388.93	£389.21

Notes:

- a. Total available expenditure calculated by multiplying population from Table 2(a) by expenditure per head (minus NSRT deduction) from Table 2(c)
- b. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)
- c. Population and per capita expenditure derived from Experian Location Analyst data report (June 2025)

2023 Prices

TABLE 3(b): CONVENIENCE GOODS EXPENDITURE SPLIT BETWEEN MAIN FOOD SHOPPING AND TOP-UP FOOD SHOPPING WITHIN STUDY AREA

ZONE	PERCENTAGE			2026			2029			2031		
	MAIN	TOP-UP	TOTAL	MAIN	TOP-UP	TOTAL	MAIN	TOP-UP	TOTAL	MAIN	TOP-UP	TOTAL
Zone 1 - Melksham	78.6%	21.4%	100.0%	£68.24	£18.52	£86.76	£68.39	£18.57	£86.96	£68.40	£18.57	£86.97
Zone 2 - Melksham Rural North	78.7%	21.3%	100.0%	£45.33	£12.24	£57.58	£45.38	£12.26	£57.64	£45.40	£12.26	£57.66
Zone 3 - Melksham Rural South	75.5%	24.5%	100.0%	£17.66	£5.72	£23.39	£17.78	£5.76	£23.54	£17.80	£5.77	£23.57
Zone 4 - Devizes	76.7%	23.3%	100.0%	£79.06	£24.07	£103.13	£79.19	£24.10	£103.29	£79.13	£24.09	£103.21
Zone 5 - Devizes Rural East	76.3%	23.7%	100.0%	£51.04	£15.86	£66.90	£50.96	£15.83	£66.80	£50.99	£15.84	£66.83
Zone 6 - Calne	81.3%	18.7%	100.0%	£41.07	£9.48	£50.54	£41.31	£9.53	£50.84	£41.42	£9.56	£50.98
AVERAGE / TOTAL	77.9%	22.1%	100.0%	£302.41	£85.89	£388.30	£303.02	£86.05	£389.07	£303.13	£86.08	£389.21

Notes:

- a. Convenience goods expenditure split between 'main' and 'top-up' food shopping is informed by Questions 11 and 21 of the July 2025 NEMS Household Telephone Shopper Survey.

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 4a: CONVENIENCE GOODS SHOPPING PATTERNS IN BASE YEAR OF 2026 - MAIN FOOD (£m and %)

DESTINATION	Zone 1 - Melksham		Zone 2 - Melksham Rural North		Zone 3 - Melksham Rural South		Zone 4 - Devizes		Zone 5 - Devizes Rural East		Zone 6 - Calne		Total Study Area	
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)
Zone 1 (Melksham)														
Melksham Town Centre (In-Centre)														
Waitrose, Bath Road, Melksham, SN12 6LP	9.5%	£6.5	1.4%	£0.6	0.3%	£0.1	1.4%	£1.1	0.0%	£0.0	0.4%	£0.2	2.8%	£8.39
Iceland, High Street, Melksham, SN12 6JY	6.1%	£4.2	0.0%	£0.0	10.5%	£1.9	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	2.0%	£6.04
Small-Scale Local Shops, Melksham Town Centre	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Sub-Total	15.6%	£10.64	1.4%	£0.62	10.8%	£1.91	1.4%	£1.09	0.0%	£0.00	0.4%	£0.17	4.8%	£14.43
Melksham Town Centre (Edge-of-Centre)														
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	24.9%	£17.0	1.7%	£0.8	13.8%	£2.4	2.2%	£1.7	0.0%	£0.0	0.4%	£0.2	7.3%	£22.08
Lidl, Bath Road, Melksham, SN12 8AB	13.3%	£9.1	4.9%	£2.2	7.3%	£1.3	1.2%	£1.0	0.0%	£0.0	3.2%	£1.3	4.9%	£14.90
Sub-Total	38.3%	£26.11	6.5%	£2.96	21.0%	£3.72	3.4%	£2.69	0.0%	£0.00	3.7%	£1.50	12.2%	£36.98
Melksham Out-of-Centre														
Aldi, Beaneacre Road, Melksham, SN12 8RP	11.0%	£7.5	5.6%	£2.6	15.5%	£2.7	0.3%	£0.2	0.0%	£0.0	0.0%	£0.0	4.3%	£13.01
Asda, Bradford Road, Melksham, SN12 8LQ	20.6%	£14.0	2.4%	£1.1	20.1%	£3.6	2.0%	£1.6	0.0%	£0.0	0.3%	£0.1	6.7%	£20.36
Co-op Food, Blackmore Road, Melksham, SN12 7HS	0.3%	£0.2	0.0%	£0.0	3.3%	£0.6	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.3%	£0.79
Tesco Express, Blenheim Park, Melksham, SN12 6TA	0.6%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.40
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.1%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.02
Sub-Total	32.4%	£22.13	8.1%	£3.65	39.1%	£6.90	2.2%	£1.77	0.0%	£0.00	0.3%	£0.12	11.4%	£34.58
Zone 2 (Melksham Rural North)														
Corsham Town Centre (In-Centre)														
Co-op Food, Martingate, Corsham, SN13 0HL	0.0%	£0.0	5.6%	£2.5	1.8%	£0.3	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.9%	£2.87
Small-Scale Local Shops, Corsham Town Centre	0.0%	£0.0	0.6%	£0.3	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.25
Sub-Total	0.0%	£0.00	6.2%	£2.80	1.8%	£0.32	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£3.12
Out-of-Centre														
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	0.0%	£0.0	0.1%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.06
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Sub-Total	0.0%	£0.00	0.1%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.06
Zone 3 (Melksham Rural South)														
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Co-op Food, Leap Gate, BA14 6GP	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Sub-Total	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00
Zone 4 (Devizes)														
Devizes Town Centre (In-Centre)														
Sainsbury's, Monday Market Street, Devizes, SN10 1DN	0.3%	£0.2	2.8%	£1.3	0.0%	£0.0	19.6%	£15.5	2.9%	£1.5	0.1%	£0.1	6.1%	£18.50
M&S Simply Food, Monday Market Street, Devizes, SN10 1DW	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	5.1%	£4.1	0.2%	£0.1	0.0%	£0.0	1.4%	£4.16
Iceland, The Brittox, Devizes, SN10 1AJ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	2.6%	£2.1	0.0%	£0.0	0.0%	£0.0	0.7%	£2.08
Small-Scale Local Shops, Devizes Town Centre	0.0%	£0.0	0.1%	£0.1	0.0%	£0.0	1.2%	£1.0	0.0%	£0.0	0.0%	£0.0	0.3%	£1.05
Sub-Total	0.3%	£0.20	3.0%	£1.35	0.0%	£0.00	28.6%	£22.59	3.1%	£1.59	0.1%	£0.06	8.5%	£25.79
Devizes Town Centre (Edge-of-Centre)														
Morrisons, Estcourt Street, Devizes, SN10 1LA	0.2%	£0.1	2.1%	£1.0	0.0%	£0.0	21.3%	£16.8	11.4%	£5.8	1.1%	£0.5	8.0%	£24.20
Devizes Out-of-Centre														
Lidl, London Road, Devizes, SN10 2SD	0.0%	£0.0	0.6%	£0.3	0.0%	£0.0	15.2%	£12.0	4.7%	£2.4	1.3%	£0.5	5.0%	£15.21
Morrisons Daily, Roundway, London Road, Devizes, SN10 2EP	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	9.5%	£7.5	0.0%	£0.0	0.0%	£0.0	2.5%	£7.49
Co-op Food, High Street, Market Lavington, Devizes, SN10 4AF	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Spar, Bath Road, Devizes, SN10 1QG	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.3%	£0.2	0.0%	£0.0	0.0%	£0.0	0.1%	£0.23
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.5%	£0.4	0.0%	£0.0	0.0%	£0.0	0.1%	£0.39
Sub-Total	0.0%	£0.00	0.6%	£0.27	0.0%	£0.00	25.4%	£20.11	4.7%	£2.42	1.3%	£0.52	7.7%	£23.31
Zone 5 (Devizes Rural East)														
Pewsey														
Co-op Food, High Street, Pewsey, SN9 5AQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	9.0%	£4.6	0.0%	£0.0	1.5%	£4.60
Other Small-Scale Local Shops, Pewsey	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Sub-Total	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	9.0%	£4.60	0.0%	£0.00	1.5%	£4.60
Marlborough Town Centre (In-Centre)														
Waitrose, High Street, Marlborough, SN8 1AA	0.0%	£0.0	0.6%	£0.3	0.0%	£0.0	1.7%	£1.3	23.7%	£12.1	0.6%	£0.2	4.6%	£13.91
Small-Scale Local Shops, Marlborough Town Centre	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Sub-Total	0.0%	£0.00	0.6%	£0.25	0.0%	£0.00	1.7%	£1.33	23.7%	£12.10	0.6%	£0.23	4.6%	£13.91
Marlborough Out-of-Centre														
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	18.5%	£9.5	0.0%	£0.0	3.1%	£9.47
Zone 6 (Calne)														
Calne Town Centre (In-Centre)														
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.7%	£1.3	0.5%	£0.3	32.4%	£13.3	4.9%	£14.89
Iceland, Phelps Parade, Calne, SN11 0HA	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.2%	£1.0	0.0%	£0.0	2.4%	£1.0	0.7%	£1.98
Sub-Total	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.9%	£2.30	0.5%	£0.27	34.8%	£14.31	5.6%	£16.87
Calne Out-of-Centre														
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	£0.0	2.9%	£1.3	0.0%	£0.0	2.5%	£2.0	0.0%	£0.0	37.2%	£15.3	6.1%	£18.53
Asda Express, London Road, Calne, SN11 0AQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Tesco Express, Harrier Close, Calne, SN11 9UT	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.00
Sub-Total	0.0%	£0.00	2.9%	£1.30	0.0%	£0.00	2.5%	£1.96	0.0%	£0.00	37.2%	£15.27	6.1%	£18.53
Outside Survey Area														
Trowbridge														
Trowbridge Town Centre (In-Centre)														
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.0%	£0.0	0.6%	£0.3	8.8%	£1.6	1.2%	£1.0	0.0%	£0.0	0.0%	£0.0	0.9%	£2.80
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	£0.1	0.0%	£0.0	1.9%	£0.3	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.39
Sub-Total	0.1%	£0.05	0.6%	£0.25	10.7%	£1.89	1.2%	£0.98	0.0%	£0.00	0.0%	£0.00	1.1%	£3.18
Trowbridge Town Centre (Edge-of-Centre)														
M&S Foodhall, County Way, BA14 8FS	0.0%	£0.0	0.0%	£0.0	0.1%	£0.0	0.1%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.08
Trowbridge Out-of-Centre														
Tesco Extra, County Way, Trowbridge, BA14 7AQ	8.6%	£5.8	0.0%	£0.0	5.3%	£0.9	4.9%	£3.9	0.0%	£0.0	0.0%	£0.0	3.5%	£10.68
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.0%	£0.0	0.0%	£0.0	4.4%	£0.8	1.2%	£1.0	0.0%	£0.0	0.0%	£0.0	0.6%	£1.76
Lidl, Canal Road, Trowbridge, BA14 8QU	1.1%	£0.8	0.0%	£0.0	6.2%	£1.1	0.3%	£0.2	0.0%	£0.0	0.0%	£0.0	0.7%	£2.09
Budgens, Hackett Place, Trowbridge, BA14 7GW	0.1%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.05
Sub-Total	9.8%	£6.67	0.0%	£0.00	15.9%	£2.82	6.5%	£5.10	0.0%	£0.00	0.0%	£0.00	4.8%	£14.59
Chippenham														
Chippenham Town Centre (In-Centre)														
Small-Scale Local Shops, Chippenham Town Centre	0.0%	£0.00	1.9%	£0.87	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.3%	£0.87
Chippenham Out-of-Centre														
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	2.0%	£1.4	46.4%	£21.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	5.1%	£2.1	8.1%	£24.51
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.3%	£0.2	9.9%	£4.5	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.8%	£0.7	1.8%	£5.41
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.0%	£0.0	1.1%	£0.5	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	5.6%	£2.3	0.9%	£2.80
Morrisons, Capen Park North, Chippenham, SN14 6UZ	0.2%	£0.2	1.6%	£0.7	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.3%	£0.90
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.0%	£0.0	2.0%	£0.9	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	7.4%	£3.0	1.3%	£3.92
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.0%	£0.0	1.8%	£0.8	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.3%	£0.83
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.4%	£0.3	2.5%	£1.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0				

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 4b: CONVENIENCE GOODS SHOPPING PATTERNS IN BASE YEAR OF 2026 - TOP-UP FOOD (£m and %)

DESTINATION	Zone 1 - Melksham		Zone 2 - Melksham Rural North		Zone 3 - Melksham Rural South		Zone 4 - Devizes		Zone 5 - Devizes Rural East		Zone 6 - Calne		Total Study Area	
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)
Zone 1 (Melksham)														
Melksham Town Centre (In-Centre)														
Waitrose, Bath Road, Melksham, SN12 6LP	2.8%	£0.5	0.5%	£0.1	1.0%	£0.1	2.0%	£0.5	0.0%	£0.0	0.4%	£0.0	1.4%	£1.16
Iceland, High Street, Melksham, SN12 6JY	16.4%	£3.0	0.0%	£0.0	5.1%	£0.3	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	3.9%	£3.32
Small-Scale Local Shops, Melksham Town Centre	0.5%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.10
Sub-Total	19.7%	£3.64	0.5%	£0.06	6.1%	£0.35	2.0%	£0.49	0.0%	£0.00	0.4%	£0.04	5.3%	£4.58
Melksham Town Centre (Edge-of-Centre)														
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	11.7%	£2.2	0.9%	£0.1	6.0%	£0.3	0.3%	£0.1	0.0%	£0.0	0.0%	£0.0	3.2%	£2.71
Lidl, Bath Road, Melksham, SN12 8AB	10.3%	£1.9	0.0%	£0.0	10.2%	£0.6	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	2.9%	£2.50
Sub-Total	22.1%	£4.09	0.9%	£0.11	16.2%	£0.93	0.3%	£0.08	0.0%	£0.00	0.0%	£0.00	6.1%	£5.21
Melksham Out-of-Centre														
Aldi, Beanacre Road, Melksham, SN12 8RP	6.0%	£1.1	0.0%	£0.0	17.3%	£1.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.0	2.5%	£2.11
Asda, Bradford Road, Melksham, SN12 8LQ	6.4%	£1.2	3.7%	£0.5	9.0%	£0.5	0.3%	£0.1	0.0%	£0.0	0.0%	£0.0	2.6%	£2.21
Co-op Food, Blackmore Road, Melksham, SN12 7HS	8.5%	£1.6	2.7%	£0.3	10.9%	£0.6	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	3.0%	£2.54
Tesco Express, Blenheim Park, Melksham, SN12 6TA	12.1%	£2.2	0.0%	£0.0	0.8%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	2.7%	£2.28
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	2.0%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.4%	£0.38
Other Small-Scale Out-of-Centre Shops	2.6%	£0.5	0.7%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.7%	£0.56
Sub-Total	37.6%	£6.96	7.1%	£0.87	38.1%	£2.18	0.3%	£0.06	0.0%	£0.00	0.1%	£0.01	11.7%	£10.08
Zone 2 (Melksham Rural North)														
Corsham Town Centre (In-Centre)														
Co-op Food, Martingate, Corsham, SN13 0HL	0.0%	£0.0	30.2%	£3.7	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	4.3%	£3.69
Small-Scale Local Shops, Corsham Town Centre	0.0%	£0.0	4.2%	£0.5	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.6%	£0.52
Sub-Total	0.0%	£0.00	34.4%	£4.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.9%	£4.21
Out-of-Centre														
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	0.7%	£0.1	5.8%	£0.7	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.0%	£0.85
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.0%	£0.0	3.0%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.4%	£0.37
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	6.3%	£0.8	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.9%	£0.77
Sub-Total	0.7%	£0.13	15.2%	£1.86	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.3%	£1.99
Zone 3 (Melksham Rural South)														
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.3%	£0.1	0.0%	£0.0	10.7%	£0.6	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.8%	£0.67
Co-op Food, Leap Gate, BA14 6GP	2.5%	£0.5	0.0%	£0.0	0.7%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.6%	£0.49
Sub-Total	2.8%	£0.51	0.0%	£0.00	11.4%	£0.65	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£1.17
Zone 4 (Devizes)														
Devizes Town Centre (In-Centre)														
Sainsbury's, Monday Market Street, Devizes, SN10 1DN	0.2%	£0.0	0.0%	£0.0	0.0%	£0.0	23.3%	£5.6	4.7%	£0.7	0.0%	£0.0	7.4%	£6.38
M&S Simply Food, Monday Market Street, Devizes, SN10 1DW	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	8.2%	£2.0	1.1%	£0.2	0.0%	£0.0	2.5%	£2.14
Iceland, The Brittox, Devizes, SN10 1AJ	0.0%	£0.0	0.5%	£0.1	0.0%	£0.0	0.3%	£0.1	0.0%	£0.0	0.0%	£0.0	0.2%	£0.15
Small-Scale Local Shops, Devizes Town Centre	2.5%	£0.5	2.9%	£0.3	2.6%	£0.1	2.7%	£0.7	0.0%	£0.0	0.1%	£0.0	1.9%	£1.62
Sub-Total	2.7%	£0.49	3.4%	£0.41	2.6%	£0.15	34.5%	£8.31	5.7%	£0.91	0.1%	£0.01	12.0%	£10.29
Devizes Town Centre (Edge-of-Centre)														
Morrisons, Estcourt Street, Devizes, SN10 1LA	0.0%	£0.0	0.7%	£0.1	0.0%	£0.0	11.0%	£2.6	4.1%	£0.7	0.0%	£0.0	3.9%	£3.37
Devizes Out-of-Centre														
Lidl, London Road, Devizes, SN10 2SD	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	13.2%	£3.2	0.3%	£0.0	0.0%	£0.0	3.8%	£3.23
Morrisons Daily, Roundway, London Road, Devizes, SN10 2EP	2.2%	£0.4	0.0%	£0.0	0.0%	£0.0	8.7%	£2.1	0.0%	£0.0	0.0%	£0.0	2.9%	£2.50
Co-op Food, High Street, Market Lavington, Devizes, SN10 4AF	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	5.0%	£1.2	0.0%	£0.0	0.0%	£0.0	1.4%	£1.19
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	3.2%	£0.8	0.0%	£0.0	0.0%	£0.0	0.9%	£0.77
Spar, Bath Road, Devizes, SN10 1QG	0.3%	£0.1	0.0%	£0.0	0.0%	£0.0	2.6%	£0.6	0.0%	£0.0	0.0%	£0.0	0.8%	£0.69
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	7.3%	£1.8	0.0%	£0.0	0.0%	£0.0	2.1%	£1.76
Sub-Total	2.5%	£0.46	0.0%	£0.00	0.0%	£0.00	40.0%	£9.64	0.3%	£0.04	0.0%	£0.00	11.8%	£10.13
Zone 5 (Devizes Rural East)														
Pewsey														
Co-op Food, High Street, Pewsey, SN9 5AQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.3%	£0.1	25.4%	£4.0	0.0%	£0.0	4.8%	£4.11
Other Small-Scale Local Shops, Pewsey	0.0%	£0.0	0.5%	£0.1	0.0%	£0.0	0.0%	£0.0	4.8%	£0.8	0.0%	£0.0	1.0%	£0.83
Sub-Total	0.0%	£0.00	0.5%	£0.06	0.0%	£0.00	0.3%	£0.08	30.2%	£4.79	0.0%	£0.00	5.8%	£4.94
Marlborough Town Centre (In-Centre)														
Waitrose, High Street, Marlborough, SN8 1AA	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.1%	£0.3	39.2%	£6.2	0.8%	£0.1	7.6%	£6.56
Small-Scale Local Shops, Marlborough Town Centre	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	3.2%	£0.5	0.0%	£0.0	0.6%	£0.51
Sub-Total	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.26	42.4%	£6.73	0.8%	£0.08	8.2%	£7.07
Marlborough Out-of-Centre														
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	10.3%	£1.6	0.0%	£0.0	1.9%	£1.63
Zone 6 (Calne)														
Calne Town Centre (In-Centre)														
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	58.5%	£5.5	6.4%	£5.54
Iceland, Phelps Parade, Calne, SN11 0HA	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.5%	£0.4	0.0%	£0.0	5.5%	£0.5	1.0%	£0.89
Sub-Total	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.37	0.0%	£0.00	64.0%	£6.06	7.5%	£6.43
Calne Out-of-Centre														
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	2.0%	£0.5	1.1%	£0.2	14.3%	£1.4	2.3%	£2.02
Asda Express, London Road, Calne, SN11 0AQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	5.8%	£0.6	0.6%	£0.55
Tesco Express, Harrier Close, Calne, SN11 9UT	0.0%	£0.0	3.0%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	3.8%	£0.4	0.9%	£0.73
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.1%	£0.1	0.1%	£0.11
Sub-Total	0.0%	£0.00	3.0%	£0.37	0.0%	£0.00	2.0%	£0.49	1.1%	£0.17	25.1%	£2.38	4.0%	£3.41
Outside Survey Area														
Trowbridge														
Trowbridge Town Centre (In-Centre)														
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.0%	£0.0	0.0%	£0.0	7.0%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.5%	£0.40
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.0%	£0.0	0.7%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.09
Sub-Total	0.0%	£0.00	0.7%	£0.09	7.0%	£0.40	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.6%	£0.48
Trowbridge Town Centre (Edge-of-Centre)														
M&S Foodhall, County Way, BA14 8FS	1.9%	£0.4	0.0%	£0.0	3.3%	£0.2	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.6%	£0.55
Trowbridge Out-of-Centre														
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.0%	£0.0	0.0%	£0.0	0.9%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.05
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.0%	£0.0	0.0%	£0.0	0.7%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.04
Lidl, Canal Road, Trowbridge, BA14 8QU	0.0%	£0.0	0.0%	£0.0	5.1%	£0.3	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.3%	£0.29
Budgens, Hackett Place, Trowbridge, BA14 7GW	0.0%	£0.0	0.0%	£0.0	0.7%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.04
Sub-Total	0.0%	£0.00	0.0%	£0.00	7.3%	£0.42	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.42
Chippenham														
Chippenham Town Centre (In-Centre)														
Small-Scale Local Shops, Chippenham Town Centre	2.5%	£0.46	8.9%	£1.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.1%	£0.01	1.8%	£1.56
Chippenham Out-of-Centre														
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	1.2%	£0.2	6.8%	£0.8	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.2%	£1.06
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.0%	£0.0	4.4%	£0.5	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.4%	£0.0	0.7%	£0.58
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.4%	£0.1	0.0%	£0.0	0.0%	£0.0	0.3%	£0.1	0.0%	£0.0	0.6%	£0.1	0.2%	£0.19
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	1.2%	£0.2	0.5%	£0.1	0.7%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.4%	£0.33
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.0%	£0.0	0.5%	£0.1	0.0%	£0.0	1.8%	£0.4	0.0%	£0.0	3.6%	£0.3	1.0%	£0.83
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.0%	£0.0	0.5%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.06
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	4.3%	£0.8	9.0%	£1.1	1.9%	£0.1	0.0%	£0.0	0.0%	£0.0	0.6%	£0.1	2.4%	£2.06</

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 4c: CONVENIENCE GOODS SHOPPING PATTERNS IN BASE YEAR OF 2026 - TOTAL FOOD EXPENDITURE (MAIN AND TOP-UP COMBINED) (£m and %)

DESTINATION	Zone 1 - Melksham		Zone 2 - Melksham Rural North		Zone 3 - Melksham Rural South		Zone 4 - Devizes		Zone 5 - Devizes Rural East		Zone 6 - Calne		Total Study Area	
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)
Zone 1 (Melksham)														
Melksham Town Centre (In-Centre)														
Waitrose, Bath Road, Melksham, SN12 6LP	8.0%	£7.0	1.2%	£0.7	0.5%	£0.1	1.5%	£1.6	0.0%	£0.0	0.4%	£0.2	2.5%	£9.56
Iceland, High Street, Melksham, SN12 6JY	8.3%	£7.2	0.0%	£0.0	9.2%	£2.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	2.4%	£9.36
Small-Scale Local Shops, Melksham Town Centre	0.1%	£0.1	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.10
Sub-Total	16.5%	£14.28	1.2%	£0.68	9.7%	£2.26	1.5%	£1.58	0.0%	£0.00	0.4%	£0.21	4.9%	£19.01
Melksham Town Centre (Edge-of-Centre)														
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	22.1%	£19.2	1.5%	£0.9	11.9%	£2.8	1.7%	£1.8	0.0%	£0.0	0.3%	£0.2	6.4%	£24.79
Lidl, Bath Road, Melksham, SN12 8AB	12.7%	£11.0	3.8%	£2.2	8.0%	£1.9	1.0%	£1.0	0.0%	£0.0	2.6%	£1.3	4.5%	£17.39
Sub-Total	34.8%	£30.19	5.3%	£3.07	19.9%	£4.64	2.7%	£2.78	0.0%	£0.00	3.0%	£1.50	10.9%	£42.19
Melksham Out-of-Centre														
Aldi, Beanacre Road, Melksham, SN12 8RP	9.9%	£8.6	4.4%	£2.6	15.9%	£3.7	0.2%	£0.2	0.0%	£0.0	0.0%	£0.0	3.9%	£15.12
Asda, Bradford Road, Melksham, SN12 8LQ	17.5%	£15.2	2.7%	£1.6	17.4%	£4.1	1.6%	£1.6	0.0%	£0.0	0.2%	£0.1	5.8%	£22.57
Co-op Food, Blackmore Road, Melksham, SN12 7HS	2.1%	£1.8	0.6%	£0.3	5.2%	£1.2	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.9%	£3.33
Tesco Express, Blenheim Park, Melksham, SN12 6TA	3.0%	£2.6	0.0%	£0.0	0.2%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.7%	£2.68
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.4%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.38
Other Small-Scale Out-of-Centre Shops	0.5%	£0.5	0.1%	£0.1	0.1%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.58
Sub-Total	33.5%	£29.09	7.9%	£4.52	38.8%	£9.08	1.8%	£1.84	0.0%	£0.00	0.3%	£0.14	11.5%	£44.66
Zone 2 (Melksham Rural North)														
Corsham Town Centre (In-Centre)														
Co-op Food, Martingate, Corsham, SN13 0HL	0.0%	£0.0	10.8%	£6.2	1.4%	£0.3	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.7%	£6.56
Small-Scale Local Shops, Corsham Town Centre	0.0%	£0.0	1.3%	£0.8	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.2%	£0.77
Sub-Total	0.0%	£0.00	12.2%	£7.01	1.4%	£0.32	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£7.33
Out-of-Centre														
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	0.2%	£0.1	1.3%	£0.8	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.2%	£0.91
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.0%	£0.0	0.6%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.37
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	1.3%	£0.8	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.2%	£0.77
Sub-Total	0.2%	£0.13	3.3%	£1.92	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£2.06
Zone 3 (Melksham Rural South)														
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.1%	£0.1	0.0%	£0.0	2.6%	£0.6	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.2%	£0.67
Co-op Food, Leap Gate, BA14 6GP	0.5%	£0.5	0.0%	£0.0	0.2%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.49
Sub-Total	0.6%	£0.51	0.0%	£0.00	2.8%	£0.65	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.3%	£1.17
Zone 4 (Devizes)														
Devizes Town Centre (In-Centre)														
Sainsbury's, Monday Market Street, Devizes, SN10 1DN	0.3%	£0.2	2.2%	£1.3	0.0%	£0.0	20.4%	£21.1	3.3%	£2.2	0.1%	£0.1	6.4%	£24.89
M&S Simply Food, Monday Market Street, Devizes, SN10 1DW	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	5.9%	£6.0	0.4%	£0.3	0.0%	£0.0	1.6%	£6.30
Iceland, The Brittox, Devizes, SN10 1AJ	0.0%	£0.0	0.1%	£0.1	0.0%	£0.0	2.1%	£2.2	0.0%	£0.0	0.0%	£0.0	0.6%	£2.22
Small-Scale Local Shops, Devizes Town Centre	0.5%	£0.5	0.7%	£0.4	0.6%	£0.1	1.6%	£1.6	0.0%	£0.0	0.0%	£0.0	0.7%	£2.67
Sub-Total	0.8%	£0.70	3.1%	£1.77	0.6%	£0.15	30.0%	£30.90	3.7%	£2.50	0.1%	£0.08	9.3%	£36.08
Devizes Town Centre (Edge-of-Centre)														
Morrisons, Estcourt Street, Devizes, SN10 1LA	0.2%	£0.1	1.8%	£1.0	0.0%	£0.0	18.9%	£19.5	9.7%	£6.5	0.9%	£0.5	7.1%	£27.57
Devizes Out-of-Centre														
Lidl, London Road, Devizes, SN10 2SD	0.0%	£0.0	0.5%	£0.3	0.0%	£0.0	14.7%	£15.2	3.7%	£2.5	1.0%	£0.5	4.7%	£18.44
Morrisons Daily, Roundway, London Road, Devizes, SN10 2EP	0.5%	£0.4	0.0%	£0.0	0.0%	£0.0	9.3%	£9.6	0.0%	£0.0	0.0%	£0.0	2.6%	£9.98
Co-op Food, High Street, Market Lavington, Devizes, SN10 4AF	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.2%	£1.2	0.0%	£0.0	0.0%	£0.0	0.3%	£1.19
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.7%	£0.8	0.0%	£0.0	0.0%	£0.0	0.2%	£0.77
Spar, Bath Road, Devizes, SN10 1QG	0.1%	£0.1	0.0%	£0.0	0.0%	£0.0	0.8%	£0.9	0.0%	£0.0	0.0%	£0.0	0.2%	£0.91
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	2.1%	£2.2	0.0%	£0.0	0.0%	£0.0	0.6%	£2.15
Sub-Total	0.5%	£0.46	0.5%	£0.27	0.0%	£0.00	28.8%	£29.74	3.7%	£2.46	1.0%	£0.52	8.6%	£33.45
Zone 5 (Devizes Rural East)														
Pewsey														
Co-op Food, High Street, Pewsey, SN9 5AQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.1	12.9%	£8.6	0.0%	£0.0	2.2%	£8.71
Other Small-Scale Local Shops, Pewsey	0.0%	£0.0	0.1%	£0.1	0.0%	£0.0	0.0%	£0.0	1.1%	£0.8	0.0%	£0.0	0.2%	£0.83
Sub-Total	0.0%	£0.00	0.1%	£0.06	0.0%	£0.00	0.1%	£0.08	14.0%	£9.39	0.0%	£0.00	2.5%	£9.54
Marlborough Town Centre (In-Centre)														
Waitrose, High Street, Marlborough, SN8 1AA	0.0%	£0.0	0.4%	£0.3	0.0%	£0.0	1.5%	£1.6	27.4%	£18.3	0.6%	£0.3	5.3%	£20.47
Small-Scale Local Shops, Marlborough Town Centre	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.8%	£0.5	0.0%	£0.0	0.1%	£0.51
Sub-Total	0.0%	£0.00	0.4%	£0.25	0.0%	£0.00	1.5%	£1.59	28.1%	£18.83	0.6%	£0.31	5.4%	£20.98
Marlborough Out-of-Centre														
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	16.6%	£11.1	0.0%	£0.0	2.9%	£11.10
Zone 6 (Calne)														
Calne Town Centre (In-Centre)														
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.3%	£1.3	0.4%	£0.3	37.3%	£18.8	5.3%	£20.43
Iceland, Phelps Parade, Calne, SN11 0HA	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.3%	£1.3	0.0%	£0.0	3.0%	£1.5	0.7%	£2.87
Sub-Total	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.6%	£2.66	0.4%	£0.27	40.3%	£20.37	6.0%	£23.30
Calne Out-of-Centre														
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.0%	£0.0	2.3%	£1.3	0.0%	£0.0	2.4%	£2.5	0.3%	£0.2	32.9%	£16.6	5.3%	£20.55
Asda Express, London Road, Calne, SN11 0AQ	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	1.1%	£0.6	0.1%	£0.55
Tesco Express, Harrier Close, Calne, SN11 9UT	0.0%	£0.0	0.6%	£0.4	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.7%	£0.4	0.2%	£0.73
Other Small-Scale Out-of-Centre Shops	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.2%	£0.1	0.0%	£0.11
Sub-Total	0.0%	£0.00	2.9%	£1.67	0.0%	£0.00	2.4%	£2.45	0.3%	£0.17	34.9%	£17.65	5.7%	£21.94
Outside Survey Area														
Trowbridge														
Trowbridge Town Centre (In-Centre)														
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.0%	£0.0	0.4%	£0.3	8.4%	£2.0	1.0%	£1.0	0.0%	£0.0	0.0%	£0.0	0.8%	£3.20
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	£0.1	0.1%	£0.1	1.4%	£0.3	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.1%	£0.47
Sub-Total	0.1%	£0.05	0.6%	£0.34	9.8%	£2.29	1.0%	£0.98	0.0%	£0.00	0.0%	£0.00	0.9%	£3.67
Trowbridge Town Centre (Edge-of-Centre)														
M&S Foodhall, County Way, BA14 8FS	0.4%	£0.4	0.0%	£0.0	0.9%	£0.2	0.1%	£0.1	0.0%	£0.0	0.0%	£0.0	0.2%	£0.62
Trowbridge Out-of-Centre														
Tesco Extra, County Way, Trowbridge, BA14 7AQ	6.7%	£5.8	0.0%	£0.0	4.2%	£1.0	3.8%	£3.9	0.0%	£0.0	0.0%	£0.0	2.8%	£10.73
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.0%	£0.0	0.0%	£0.0	3.5%	£0.8	1.0%	£1.0	0.0%	£0.0	0.0%	£0.0	0.5%	£1.80
Lidl, Canal Road, Trowbridge, BA14 8QU	0.9%	£0.8	0.0%	£0.0	5.9%	£1.4	0.2%	£0.2	0.0%	£0.0	0.0%	£0.0	0.6%	£2.38
Budgens, Hackett Place, Trowbridge, BA14 7GW	0.1%	£0.1	0.0%	£0.0	0.2%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.0	0.0%	£0.09
Sub-Total	7.7%	£6.67	0.0%	£0.00	13.8%	£3.24	4.9%	£5.10	0.0%	£0.00	0.0%	£0.00	3.9%	£15.00
Chippenham														
Chippenham Town Centre (In-Centre)														
Small-Scale Local Shops, Chippenham Town Centre	0.5%	£0.46	3.4%	£1.96	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.01	0.6%	£2.43
Chippenham Out-of-Centre														
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	1.9%	£1.6	38.0%	£21.9	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.1%	£2.09	6.6%	£25.57
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.2%	£0.2	8.7%	£5.0	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.77	1.5%	£5.99
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.1%	£0.1	0.9%	£0.5	0.0%	£0.00	0.1%	£0.06	0.0%	£0.00	4.6%	£2.34	0.8%	£2.99
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.4%	£0.4	1.4%	£0.8	0.2%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.3%	£1.23
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.0%	£0.0	1.7%	£1.0	0.0%	£0.00	0.4%	£0.42	0.0%	£0.00	6.7%	£3.37	1.2%	£4.75
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.0%	£0.0	1.6%	£0.9	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.3%	£0.89
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	1.3%	£1.1	3.9%	£2.2	0.5%	£0.								

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 5a: CONVENIENCE GOODS TRADING IMPACT 2029 - PROPOSED ALDI FOODSTORE, LONDON ROAD, DEVIZES (£m)

DESTINATION	Total Study Area Convenience Turnover			Trade Diversion to Proposed Aldi Foodstore, London Road, Devizes		Turnovers Following Proposed Aldi Foodstore, Devizes	Quantitative Trading Impact of Proposed Development (2029)	
	(%)	2025 (£m)	2029 (£m)	(%)	(£m)	(£m)	(£m)	(%)
Zone 1 (Melksham)								
Melksham Town Centre (In-Centre)								
Waitrose, Bath Road, Melksham, SN12 6LP	2.5%	£9.56	£9.57	0.0%	£0.0	£9.57	£0.00	0.0%
Iceland, High Street, Melksham, SN12 6JY	2.4%	£9.36	£9.38	0.0%	£0.0	£9.38	£0.00	0.0%
Small-Scale Local Shops, Melksham Town Centre	0.0%	£0.10	£0.10	0.0%	£0.0	£0.10	£0.00	0.0%
Sub-Total	4.9%	£19.01	£19.05	0.0%	£0.00	£19.05	£0.00	0.0%
Melksham Town Centre (Edge-of-Centre)								
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	6.4%	£24.79	£24.84	0.0%	£0.00	£24.84	£0.00	0.0%
Lidl, Bath Road, Melksham, SN12 8AB	4.5%	£17.39	£17.43	0.0%	£0.00	£17.43	£0.00	0.0%
Sub-Total	10.9%	£42.19	£42.27	0.0%	£0.00	£42.27	£0.00	0.0%
Melksham Out-of-Centre								
Aldi, Beancroft Road, Melksham, SN12 8RP	3.9%	£15.12	£15.15	0.0%	£0.00	£15.15	£0.00	0.0%
Asda, Bradford Road, Melksham, SN12 8LQ	5.8%	£22.57	£22.61	0.0%	£0.00	£22.61	£0.00	0.0%
Co-op Food, Blackmore Road, Melksham, SN12 7HS	0.9%	£3.33	£3.34	0.0%	£0.00	£3.34	£0.00	0.0%
Tesco Express, Blenheim Park, Melksham, SN12 6TA	0.7%	£2.68	£2.69	0.0%	£0.00	£2.69	£0.00	0.0%
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.1%	£0.38	£0.38	0.0%	£0.00	£0.38	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.1%	£0.58	£0.58	0.0%	£0.00	£0.58	£0.00	0.0%
Sub-Total	11.5%	£44.66	£44.75	0.0%	£0.00	£44.75	£0.00	0.0%
Zone 2 (Melksham Rural North)								
Corsham Town Centre (In-Centre)								
Co-op Food, Martingate, Corsham, SN13 0HL	1.7%	£6.56	£6.57	0.0%	£0.00	£6.57	£0.00	0.0%
Small-Scale Local Shops, Corsham Town Centre	0.2%	£0.77	£0.77	0.0%	£0.00	£0.77	£0.00	0.0%
Sub-Total	1.9%	£7.33	£7.35	0.0%	£0.00	£7.35	£0.00	0.0%
Out-of-Centre								
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	0.2%	£0.91	£0.91	0.0%	£0.00	£0.91	£0.00	0.0%
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.1%	£0.37	£0.37	0.0%	£0.00	£0.37	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.2%	£0.77	£0.78	0.0%	£0.00	£0.78	£0.00	0.0%
Sub-Total	0.5%	£2.06	£2.06	0.0%	£0.00	£2.06	£0.00	0.0%
Zone 3 (Melksham Rural South)								
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.2%	£0.67	£0.67	0.0%	£0.00	£0.67	£0.00	0.0%
Co-op Food, Leap Gate, BA14 6GP	0.1%	£0.49	£0.49	0.0%	£0.00	£0.49	£0.00	0.0%
Sub-Total	0.3%	£1.17	£1.17	0.0%	£0.00	£1.17	£0.00	0.0%
Zone 4 (Devizes)								
Devizes Town Centre (In-Centre)								
Sainsbury's, Monday Market Street, Devizes, SN10 1DN	6.4%	£24.89	£24.94	20.0%	£2.18	£22.76	£2.18	-8.7%
M&S Simply Food, Monday Market Street, Devizes, SN10 1DW	1.6%	£6.30	£6.32	2.5%	£0.27	£6.04	£0.27	-4.3%
Iceland, The Brittox, Devizes, SN10 1AJ	0.6%	£2.22	£2.23	1.0%	£0.11	£2.12	£0.11	-4.9%
Small-Scale Local Shops, Devizes Town Centre	0.7%	£2.67	£2.67	1.0%	£0.11	£2.56	£0.11	-4.1%
Sub-Total	9.3%	£36.08	£36.16	24.5%	£2.67	£33.49	£2.67	-7.4%
Devizes Town Centre (Edge-of-Centre)								
Morrisons, Estcourt Street, Devizes, SN10 1LA	7.1%	£27.57	£27.63	22.5%	£2.45	£25.18	£2.45	-8.9%
Devizes Out-of-Centre								
Lidl, London Road, Devizes, SN10 2SD	4.7%	£18.44	£18.47	32.5%	£3.54	£14.94	£3.54	-19.1%
Morrisons Daily, Roundway, London Road, Devizes, SN10 2EP	2.6%	£9.98	£10.00	7.5%	£0.82	£9.19	£0.82	-8.2%
Co-op Food, High Street, Market Lavington, Devizes, SN10 4AF	0.3%	£1.19	£1.19	0.5%	£0.05	£1.14	£0.05	-4.6%
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.2%	£0.77	£0.77	0.0%	£0.00	£0.77	£0.00	0.0%
Spar, Bath Road, Devizes, SN10 1QG	0.2%	£0.91	£0.91	0.0%	£0.00	£0.91	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.6%	£2.15	£2.16	1.0%	£0.11	£2.05	£0.11	-5.0%
Sub-Total	8.6%	£33.45	£33.51	41.5%	£4.52	£29.00	£4.52	-13.5%
Zone 5 (Devizes Rural East)								
Pewsey								
Co-op Food, High Street, Pewsey, SN9 5AQ	2.2%	£8.71	£8.72	0.5%	£0.05	£8.67	£0.05	-0.6%
Other Small-Scale Local Shops, Pewsey	0.2%	£0.83	£0.83	0.0%	£0.00	£0.83	£0.00	0.0%
Sub-Total	2.5%	£9.54	£9.56	0.5%	£0.05	£9.50	£0.05	-0.6%
Marlborough Town Centre (In-Centre)								
Waitrose, High Street, Marlborough, SN8 1AA	5.3%	£20.47	£20.51	1.0%	£0.11	£20.40	£0.11	-0.5%
Small-Scale Local Shops, Marlborough Town Centre	0.1%	£0.51	£0.51	0.0%	£0.00	£0.51	£0.00	0.0%
Sub-Total	5.4%	£20.98	£21.02	1.0%	£0.11	£20.91	£0.11	-0.5%
Marlborough Out-of-Centre								
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	2.9%	£11.10	£11.12	0.0%	£0.00	£11.12	£0.00	0.0%
Zone 6 (Calne)								
Calne Town Centre (In-Centre)								
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	5.3%	£20.43	£20.47	0.5%	£0.05	£20.42	£0.05	-0.3%
Iceland, Phelps Parade, Calne, SN11 0HA	0.7%	£2.87	£2.88	0.0%	£0.00	£2.88	£0.00	0.0%
Sub-Total	6.0%	£23.30	£23.35	0.5%	£0.05	£23.30	£0.05	-0.2%
Calne Out-of-Centre								
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	5.3%	£20.55	£20.59	1.0%	£0.11	£20.48	£0.11	-0.5%
Asda Express, London Road, Calne, SN11 0AQ	0.1%	£0.55	£0.55	0.0%	£0.00	£0.55	£0.00	0.0%
Tesco Express, Harrier Close, Calne, SN11 9UT	0.2%	£0.73	£0.73	0.0%	£0.00	£0.74	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.0%	£0.11	£0.11	0.0%	£0.00	£0.11	£0.00	0.0%
Sub-Total	5.7%	£21.94	£21.98	1.0%	£0.11	£21.88	£0.11	-0.5%
Outside Survey Area								
Trowbridge								
Trowbridge Town Centre (In-Centre)								
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.8%	£3.20	£3.20	0.0%	£0.00	£3.20	£0.00	0.0%
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	£0.47	£0.47	0.0%	£0.00	£0.47	£0.00	0.0%
Sub-Total	0.9%	£3.67	£3.67	0.0%	£0.00	£3.67	£0.00	0.0%
Trowbridge Town Centre (Edge-of-Centre)								
M&S Foodhall, County Way, BA14 8FS	0.2%	£0.62	£0.62	0.0%	£0.00	£0.62	£0.00	0.0%
Trowbridge Out-of-Centre								
Tesco Extra, County Way, Trowbridge, BA14 7AQ	2.8%	£10.73	£10.75	2.5%	£0.27	£10.48	£0.27	-2.5%
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.5%	£1.80	£1.81	5.0%	£0.54	£1.26	£0.54	-30.1%
Lidl, Canal Road, Trowbridge, BA14 8QU	0.6%	£2.38	£2.39	0.0%	£0.00	£2.39	£0.00	0.0%
Budgens, Hackett Place, Trowbridge, BA14 7GW	0.0%	£0.09	£0.09	0.0%	£0.00	£0.09	£0.00	0.0%
Sub-Total	3.9%	£15.00	£15.03	7.5%	£0.82	£14.22	£0.82	-5.4%
Chippenham								
Chippenham Town Centre (In-Centre)								
Small-Scale Local Shops, Chippenham Town Centre	0.6%	£2.43	£2.44	0.0%	£0.00	£2.44	£0.00	0.0%
Chippenham Out-of-Centre								
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	6.6%	£25.57	£25.62	0.0%	£0.00	£25.62	£0.00	0.0%
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	1.5%	£5.99	£6.01	0.0%	£0.00	£6.01	£0.00	0.0%
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.8%	£2.99	£2.99	0.0%	£0.00	£2.99	£0.00	0.0%
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.3%	£1.23	£1.23	0.0%	£0.00	£1.23	£0.00	0.0%
Lidl, Pewsham Way, Chippenham, SN15 3JG	1.2%	£4.75	£4.76	0.0%	£0.00	£4.76	£0.00	0.0%
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.2%	£0.89	£0.89	0.0%	£0.00	£0.89	£0.00	0.0%
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.9%	£3.48	£3.49	0.0%	£0.00	£3.49	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.1%	£0.28	£0.28	0.0%	£0.00	£0.28	£0.00	0.0%
Sub-Total	11.6%	£45.18	£45.27	0.0%	£0.00	£45.27	£0.00	0.0%
Swindon								
Asda, Abbey Mead, Swindon, SN25 4BG	0.4%	£1.40	£1.40	0.0%	£0.00	£1.40	£0.00	0.0%
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	0.6%	£2.23	£2.23	0.0%	£0.00	£2.23	£0.00	0.0%
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.2%	£0.73	£0.73	0.0%	£0.00	£0.73	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.2%	£0.88	£0.88	0.0%	£0.00	£0.88	£0.00	0.0%
Sub-Total	1.3%	£5.24	£5.25	0.0%	£0.00	£5.25	£0.00	0.0%
Amesbury								
Aldi, Salisbury Road, Amesbury, SP4 7HD	0.6%	£2.25	£2.25	0.0%	£0.00	£2.25	£0.00	0.0%
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.6%	£2.15	£2.16	0.0%	£0.00	£2.16	£0.00	0.0%
Sub	1.1%	£4.40	£4.41	0.0%	£0.00	£4.41	£0.00	0.0%
Tidworth								
Tesco Superstore, Station Road, Tidworth, SP9 7NR	1.2%	£4.54	£4.55	0.0%	£0.00	£4.55	£0.00	0.0%
Other Destinations Outside Study Area								
Other Shopping Facilities Outside Study Area	1.8%	£6.85	£6.86	1.0%	£0.11	£6.75	£0.11	-1.6%
TOTAL	100.00%	£388.30	£389.07	100.00%	£10.88	£378.18	£10.88	-

Notes:

a. Study Area total turnovers for 2029 derived from Table 4(c) (Total Convenience Goods Turnover 2026) and reflect the total convenience expenditure for 2029 from Table 3(b)

b. Market shares for overall food shopping patterns also derived from Table 4(c)

c. Turnover of proposed Aldi foodstore, London Road, Devizes taken from Table 1(a) and allows for improvements in floorspace efficiency at the rates set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 22 (March 2025)

d. Impact based on proportional change in turnover expressed as a percentage

e. Base Year 2026 / Test Year 2029 (assuming construction during 2027 and trading patterns having stabilised by 2029)

f. Anticipated trade diversion of proposal based on existing shopping patterns and geographic location of existing and proposed provision (as identified by the NEMS household telephone shopper survey - July 2025)

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 5b: CONVENIENCE GOODS TRADING IMPACT 2029 - RE-OCCUPATION OF FORMER ALDI FOODSTORE UNIT, BEANACRE ROAD, MELKSHAM (£m) - POTENTIAL COMMITMENT

DESTINATION	Total Study Area Convenience Turnover			Trade Diversion to Former Aldi Foodstore Unit, Beanacre Road, Melksham		Turnovers Following Re-occupation of Aldi Unit, Beanacre Road (2029)	Quantitative Trading Impact of Proposed Development (2029)	
	(%)	2026 (£m)	2029 (£m)	(%)	(£m)	(£m)	(£m)	(%)
Zone 1 (Melksham)								
Melksham Town Centre (In-Centre)								
Waitrose, Bath Road, Melksham, SN12 6LP	2.5%	£9.56	£9.57	7.5%	£0.6	£8.95	£0.62	-6.5%
Iceland, High Street, Melksham, SN12 6JY	2.4%	£9.36	£9.38	10.0%	£0.8	£8.54	£0.83	-8.9%
Small-Scale Local Shops, Melksham Town Centre	0.0%	£0.10	£0.10	0.0%	£0.0	£0.10	£0.00	0.0%
Sub-Total	4.9%	£19.01	£19.05	17.5%	£1.46	£17.59	£1.46	-7.6%
Melksham Town Centre (Edge-of-Centre)								
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	6.4%	£24.79	£24.84	20.0%	£1.66	£23.18	£1.66	-6.7%
Lidl, Bath Road, Melksham, SN12 8AB	4.5%	£17.39	£17.43	22.5%	£1.87	£15.56	£1.87	-10.7%
Sub-Total	10.9%	£42.19	£42.27	42.5%	£3.54	£38.73	£3.54	-8.4%
Melksham Out-of-Centre								
Aldi, Beanacre Road, Melksham, SN12 8RP	3.9%	£15.12	£15.15	0.0%	£0.00	£15.15	£0.00	0.0%
Asda, Bradford Road, Melksham, SN12 8LQ	5.8%	£22.57	£22.61	22.5%	£1.87	£20.74	£1.87	-8.3%
Co-op Food, Blackmore Road, Melksham, SN12 7HS	0.9%	£3.33	£3.34	2.5%	£0.21	£3.13	£0.21	-6.2%
Tesco Express, Blenheim Park, Melksham, SN12 6TA	0.7%	£2.68	£2.69	2.5%	£0.21	£2.48	£0.21	-7.7%
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.1%	£0.38	£0.38	0.0%	£0.00	£0.38	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.1%	£0.58	£0.58	0.0%	£0.00	£0.58	£0.00	0.0%
Sub-Total	11.5%	£44.66	£44.75	27.5%	£2.29	£42.46	£2.29	-5.1%
Zone 2 (Melksham Rural North)								
Corsham Town Centre (In-Centre)								
Co-op Food, Martingale, Corsham, SN13 0HL	1.7%	£6.56	£6.57	2.5%	£0.21	£6.36	£0.21	-3.2%
Small-Scale Local Shops, Corsham Town Centre	0.2%	£0.77	£0.77	0.0%	£0.00	£0.77	£0.00	0.0%
Sub-Total	1.9%	£7.33	£7.35	2.5%	£0.21	£7.14	£0.21	-2.8%
Out-of-Centre								
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	0.2%	£0.91	£0.91	0.0%	£0.00	£0.91	£0.00	0.0%
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.1%	£0.37	£0.37	0.0%	£0.00	£0.37	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.2%	£0.77	£0.78	0.0%	£0.00	£0.78	£0.00	0.0%
Sub-Total	0.5%	£2.06	£2.06	0.0%	£0.00	£2.06	£0.00	0.0%
Zone 3 (Melksham Rural South)								
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.2%	£0.67	£0.67	0.0%	£0.00	£0.67	£0.00	0.0%
Co-op Food, Leap Gate, BA14 6GP	0.1%	£0.49	£0.49	0.0%	£0.00	£0.49	£0.00	0.0%
Sub-Total	0.3%	£1.17	£1.17	0.0%	£0.00	£1.17	£0.00	0.0%
Zone 4 (Devizes)								
Devizes Town Centre (In-Centre)								
Sainsbury's, Monday Market Street, Devizes, SN10 1DN	6.4%	£24.89	£24.94	0.0%	£0.00	£24.94	£0.00	0.0%
M&S Simply Food, Monday Market Street, Devizes, SN10 1DW	1.6%	£6.30	£6.32	0.0%	£0.00	£6.32	£0.00	0.0%
Iceland, The Brittox, Devizes, SN10 1AJ	0.6%	£2.22	£2.23	0.0%	£0.00	£2.23	£0.00	0.0%
Small-Scale Local Shops, Devizes Town Centre	0.7%	£2.67	£2.67	0.0%	£0.00	£2.67	£0.00	0.0%
Sub-Total	9.3%	£36.08	£36.16	0.0%	£0.00	£36.16	£0.00	0.0%
Devizes Town Centre (Edge-of-Centre)								
Morrisons, Estcourt Street, Devizes, SN10 1LA	7.1%	£27.57	£27.63	0.0%	£0.00	£27.63	£0.00	0.0%
Devizes Out-of-Centre								
Lidl, London Road, Devizes, SN10 2SD	4.7%	£18.44	£18.47	0.0%	£0.00	£18.47	£0.00	0.0%
Morrisons Daily, Roundway, London Road, Devizes, SN10 2EP	2.6%	£9.98	£10.00	0.0%	£0.00	£10.00	£0.00	0.0%
Co-op Food, High Street, Market Lavington, Devizes, SN10 4AF	0.3%	£1.19	£1.19	0.0%	£0.00	£1.19	£0.00	0.0%
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.2%	£0.77	£0.77	0.0%	£0.00	£0.77	£0.00	0.0%
Spar, Bath Road, Devizes, SN10 1QG	0.2%	£0.91	£0.91	0.0%	£0.00	£0.91	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.6%	£2.15	£2.16	0.0%	£0.00	£2.16	£0.00	0.0%
Sub-Total	8.6%	£33.45	£33.51	0.0%	£0.00	£33.51	£0.00	0.0%
Zone 5 (Devizes Rural East)								
Pewsey								
Co-op Food, High Street, Pewsey, SN9 5AQ	2.2%	£8.71	£8.72	0.0%	£0.00	£8.72	£0.00	0.0%
Other Small-Scale Local Shops, Pewsey	0.2%	£0.83	£0.83	0.0%	£0.00	£0.83	£0.00	0.0%
Sub-Total	2.5%	£9.54	£9.56	0.0%	£0.00	£9.56	£0.00	0.0%
Marlborough Town Centre (In-Centre)								
Waitrose, High Street, Marlborough, SN8 1AA	5.3%	£20.47	£20.51	0.0%	£0.00	£20.51	£0.00	0.0%
Small-Scale Local Shops, Marlborough Town Centre	0.1%	£0.51	£0.51	0.0%	£0.00	£0.51	£0.00	0.0%
Sub-Total	5.4%	£20.98	£21.02	0.0%	£0.00	£21.02	£0.00	0.0%
Marlborough Out-of-Centre								
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	2.9%	£11.10	£11.12	0.0%	£0.00	£11.12	£0.00	0.0%
Zone 6 (Calne)								
Calne Town Centre (In-Centre)								
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	5.3%	£20.43	£20.47	0.0%	£0.00	£20.47	£0.00	0.0%
Iceland, Phelps Parade, Calne, SN11 0HA	0.7%	£2.87	£2.88	0.0%	£0.00	£2.88	£0.00	0.0%
Sub-Total	6.0%	£23.30	£23.35	0.0%	£0.00	£23.35	£0.00	0.0%
Calne Out-of-Centre								
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	5.3%	£20.55	£20.59	0.0%	£0.00	£20.59	£0.00	0.0%
Asda Express, London Road, Calne, SN11 0AQ	0.1%	£0.55	£0.55	0.0%	£0.00	£0.55	£0.00	0.0%
Tesco Express, Harrier Close, Calne, SN11 9UT	0.2%	£0.73	£0.74	0.0%	£0.00	£0.74	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.0%	£0.11	£0.11	0.0%	£0.00	£0.11	£0.00	0.0%
Sub-Total	5.7%	£21.94	£21.98	0.0%	£0.00	£21.98	£0.00	0.0%
Outside Survey Area								
Trowbridge								
Trowbridge Town Centre (In-Centre)								
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.8%	£3.20	£3.20	1.0%	£0.08	£3.12	£0.08	-2.6%
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	£0.47	£0.47	0.0%	£0.00	£0.47	£0.00	0.0%
Sub-Total	0.9%	£3.67	£3.67	1.0%	£0.08	£3.59	£0.08	-2.3%
Trowbridge Town Centre (Edge-of-Centre)								
M&S Foodhall, County Way, BA14 8FS	0.2%	£0.62	£0.62	0.0%	£0.00	£0.62	£0.00	0.0%
Trowbridge Out-of-Centre								
Tesco Extra, County Way, Trowbridge, BA14 7AQ	2.8%	£10.73	£10.75	2.5%	£0.21	£10.54	£0.21	-1.9%
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.5%	£1.80	£1.81	1.0%	£0.08	£1.72	£0.08	-4.6%
Lidl, Canal Road, Trowbridge, BA14 8QU	0.6%	£2.38	£2.39	0.5%	£0.04	£2.34	£0.04	-1.7%
Budgens, Hackett Place, Trowbridge, BA14 7GW	0.0%	£0.09	£0.09	0.0%	£0.00	£0.09	£0.00	0.0%
Sub-Total	3.9%	£15.00	£15.03	4.0%	£0.33	£14.70	£0.33	-2.2%
Chippenham								
Chippenham Town Centre (In-Centre)								
Small-Scale Local Shops, Chippenham Town Centre	0.6%	£2.43	£2.44	0.0%	£0.00	£2.44	£0.00	0.0%
Chippenham Out-of-Centre								
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	6.6%	£25.57	£25.62	2.5%	£0.21	£25.41	£0.21	-0.8%
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	1.5%	£5.99	£6.01	2.5%	£0.21	£5.80	£0.21	-3.5%
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.8%	£2.99	£2.99	0.0%	£0.00	£2.99	£0.00	0.0%
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.3%	£1.23	£1.23	0.0%	£0.00	£1.23	£0.00	0.0%
Lidl, Pewsham Way, Chippenham, SN15 3JG	1.2%	£4.75	£4.76	0.0%	£0.00	£4.76	£0.00	0.0%
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.2%	£0.89	£0.89	0.0%	£0.00	£0.89	£0.00	0.0%
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.9%	£3.48	£3.49	0.0%	£0.00	£3.49	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.1%	£0.28	£0.28	0.0%	£0.00	£0.28	£0.00	0.0%
Sub-Total	11.6%	£45.18	£45.27	5.0%	£0.42	£44.85	£0.42	-0.9%
Swindon								
Asda, Abbey Mead, Swindon, SN25 4BG	0.4%	£1.40	£1.40	0.0%	£0.00	£1.40	£0.00	0.0%
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	0.6%	£2.23	£2.23	0.0%	£0.00	£2.23	£0.00	0.0%
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.2%	£0.73	£0.73	0.0%	£0.00	£0.73	£0.00	0.0%
Other Small-Scale Out-of-Centre Shops	0.2%	£0.88	£0.88	0.0%	£0.00	£0.88	£0.00	0.0%
Sub-Total	1.3%	£5.24	£5.25	0.0%	£0.00	£5.25	£0.00	0.0%
Amesbury								
Aldi, Salisbury Road, Amesbury, SP4 7HD	0.6%	£2.25	£2.25	0.0%	£0.00	£2.25	£0.00	0.0%
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.6%	£2.15	£2.16	0.0%	£0.00	£2.16	£0.00	0.0%
Sub	1.1%	£4.40	£4.41	0.0%	£0.00	£4.41	£0.00	0.0%
Tidworth								
Tesco Superstore, Station Road, Tidworth, SP9 7NR	1.2%	£4.54	£4.55	0.0%	£0.00	£4.55	£0.00	0.0%
Other Destinations Outside Study Area								
Other Shopping Facilities Outside Study Area	1.8%	£6.85	£6.86	0.0%	£0.00	£6.86	£0.00	0.0%
TOTAL	100.00%	£388.30	£389.07	100.00%	£8.32	£380.74	£8.32	-

Notes:

a. Study Area total turnovers for 2029 derived from Table 4(c) (Total Convenience Goods Turnover 2026) and reflect the total convenience expenditure for 2029 from Table 3(b)

b. Market shares for overall food shopping patterns also derived from Table 4(c)

c. Turnover of re-occupied Aldi foodstore taken from Table 1(c) and allows for improvements in floorspace efficiency at the rates set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 22 (March 2025)

d. Impact based on proportional change in turnover expressed as a percentage

e. Base Year 2026 / Test Year 2029 (assuming construction during 2027 and trading patterns having stabilised by 2029)

f. Anticipated trade diversion of proposal based on existing shopping patterns and geographic location of existing and proposed provision (as identified by the NEMS household telephone shopper survey - July 2025)

g. It has been logically assumed that the convenience turnover of Aldi, Beanacre Road, Melksham will transfer directly to the new Aldi foodstore at Bradford Road, Melksham. No diversions are therefore assumed from this floorspace.

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 6a: DEVIZES TOWN CENTRE (MULTIPLE RETAILERS) - BENCHMARK TURNOVER ANALYSIS PRE AND POST IMPACT POSITION (2029)

DESTINATION	Net Convenience Floorspace (Sq.m)	Benchmark Sales Density 2026 (£ per sqm)	Benchmark Turnover 2026 (£m)	Benchmark Turnover 2029 (£m)	Survey Derived Turnover 2029 (Pre-Impact) (£m)	Difference: Benchmark and Survey Derived Turnover 2029 (Pre-Impact) (£m)	Survey Derived Turnover 2029 (Post-Impact) (£m)	Difference: Benchmark and Survey Derived Turnover 2029 (Post-Impact) (£m)
Zone 4 (Devizes)								
Devizes Town Centre (In-Centre)								
Sainsbury's, Monday Market Street, Devizes, SN10 1DN	956	£11,613	£11.10	£11.10	£24.94	£13.84	£22.76	£11.66
M&S Simply Food, Monday Market Street, Devizes, SN10 1DW	391	£11,569	£4.52	£4.52	£6.32	£1.79	£6.04	£1.52
Iceland, The Brittox, Devizes, SN10 1AJ	352	£7,328	£2.58	£2.58	£2.23	-£0.35	£2.12	-£0.46
Sub-Total	1,699	-	£18.20	£18.20	£33.48	£15.28	£30.92	£12.72
Devizes Town Centre (Edge-of-Centre)								
Morrisons, Estcourt Street, Devizes, SN10 1LA	1,906	£10,209	£19.46	£19.46	£27.63	£8.17	£25.18	£5.72
TOTAL (DEVIZES TOWN CENTRE BOUNDARY)	3,605	-	£37.66	£37.66	£61.11	£23.45	£56.10	£18.44
Town Centre Survey Derived Convenience Goods Turnover vs Benchmark 2029 (Pre and Post Impact) (£m)					+ 62%		+ 40%	

TABLE 6b: DEVIZES OUT-OF-CENTRE LIDL - BENCHMARK TURNOVER ANALYSIS PRE AND POST IMPACT POSITION (2029)

DESTINATION	Net Convenience Floorspace (Sq.m)	Benchmark Sales Density 2026 (£ per sqm)	Benchmark Turnover 2026 (£m)	Benchmark Turnover 2029 (£m)	Survey Derived Turnover 2029 (Pre-Impact) (£m)	Difference: Benchmark and Survey Derived Turnover 2029 (Pre-Impact) (£m)	Survey Derived Turnover 2029 (Post-Impact) (£m)	Difference: Benchmark and Survey Derived Turnover 2029 (Post-Impact) (£m)
Devizes (Out-of-Centre)								
Lidl, London Road, Devizes, SN10 2SD	901	£7,989	£7.20	£7.20	£18.47	£11.28	£14.94	£7.74

Notes (Tables 6b - 6c):

- a. Net convenience floorspace figures sourced from Table 8, Appendix II of the Wiltshire Retail Study 2020 (where available). Figures otherwise sourced from the VOA on-line database with AY assumption on split of food and non-food floorspace
- b. Sales densities for national multiples sourced from GlobalData's "Convenience and Comparison Goods Sales Densities of Major Grocers" – 2025 Edition (Dec 2025)
- c. All sales densities adjusted to 2023 prices using the price indices at Appendix 4b of Experian's Retail Planner Briefing Note 22 (March 2025)
- d. An allowance has also been made for sales densities to change between 2023 and 2029 to account for changes in floorspace efficiency at the rates set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 22 (March 2025)
- e. Survey derived turnover for 2029 sourced from Table 5a - Proposed Aldi Foodstore, London Road, Devizes, Convenience Goods Retail Impact
- f. Text highlighted green signifies a positive difference. Text highlighted red signifies a negative difference

2023 Prices

TABLE 6c: MELKSHAM TOWN CENTRE (MULTIPLE RETAILERS) - BENCHMARK TURNOVER ANALYSIS PRE AND POST IMPACT POSITION (2029)

DESTINATION	Net Convenience Floorspace (Sq.m)	Benchmark Sales Density 2026 (£ per sqm)	Benchmark Turnover 2026 (£m)	Benchmark Turnover 2029 (£m)	Survey Derived Turnover 2029 (Pre-Impact) (£m)	Difference: Benchmark and Survey Derived Turnover 2029 (Pre-Impact) (£m)	Survey Derived Turnover 2029 (Post-Impact) (£m)	Difference: Benchmark and Survey Derived Turnover 2029 (Post-Impact) (£m)
Zone 1 (Melksham)								
Melksham Town Centre (In-Centre)								
Waitrose, Bath Road, Melksham, SN12 6LP	904	£11,477	£10.37	£10.37	£9.57	-£0.80	£8.95	-£1.43
Iceland, High Street, Melksham, SN12 6JY	446	£7,328	£3.27	£3.27	£9.38	£6.11	£8.54	£5.27
Sub-Total	1,350	-	£13.64	£13.64	£19.05	£5.40	£17.59	£3.95
Melksham Town Centre (Edge-of-Centre)								
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	1,764	£11,613	£20.48	£20.48	£24.84	£4.36	£23.18	£2.69
Lidl, Bath Road, Melksham, SN12 8AB	908	£7,989	£7.25	£7.25	£17.43	£10.18	£15.56	£8.30
Sub-Total	2,672	-	£27.74	£27.74	£42.27	£14.53	£38.73	£10.99
TOTAL	4,022	-	£41.38	£41.38	£61.32	£19.93	£56.32	£14.94
Town Centre Survey Derived Convenience Goods Turnover vs Benchmark 2029 (Pre and Post Impact) (£m)					+ 48%		+ 38%	

Notes (Table 6a)

- a. Net convenience floorspace figures sourced from Table 8, Appendix II of the Wiltshire Retail Study 2020 (where available). Figures otherwise sourced from the VOA on-line database with AY assumption on split of food and non-food floorspace
- b. Sales densities for national multiples sourced from GlobalData's "Convenience and Comparison Goods Sales Densities of Major Grocers" – 2025 Edition (Dec 2025)
- c. All sales densities adjusted to 2023 prices using the price indices at Appendix 4b of Experian's Retail Planner Briefing Note 22 (March 2025)
- d. An allowance has also been made for sales densities to change between 2023 and 2029 to account for changes in floorspace efficiency at the rates set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 22 (March 2025)
- e. Survey derived turnover for 2029 sourced from Table 5c - Existing Aldi Unit, Melksham, Convenience Goods Retail Impact
- f. Text highlighted green signifies a positive difference. Text highlighted red signifies a negative difference

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 7(a): POPULATION WITHIN EACH ZONE OF STUDY AREA

ZONE	POPULATION								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	29,579	29,710	29,856	29,967	30,068	30,166	30,254	30,339	30,415
Zone 2 - Melksham Rural North	18,276	18,371	18,446	18,510	18,569	18,614	18,664	18,709	18,769
Zone 3 - Melksham Rural South	7,341	7,376	7,412	7,456	7,494	7,531	7,558	7,584	7,607
Zone 4 - Devizes	33,109	33,267	33,383	33,496	33,611	33,698	33,792	33,866	33,942
Zone 5 - Devizes Rural East	20,042	20,131	20,205	20,274	20,311	20,360	20,391	20,448	20,506
Zone 6 - Calne	16,543	16,617	16,681	16,756	16,835	16,917	16,978	17,047	17,111
TOTAL	124,890	125,472	125,983	126,459	126,888	127,286	127,637	127,993	128,350

Notes:

- a. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)
- b. Population derived from Experian Location Analyst data report (June 2025)
- c. Base Year 2026 / Test Year 2029 (assuming construction during 2027 and trading patterns having stabilised by 2029)

TABLE 7(b): PER CAPITA COMPARISON EXPENDITURE WITHIN EACH ZONE OF STUDY AREA (EXCLUDING NON STORE RETAIL TRADE DEDUCTION)

ZONE	PER CAPITA COMPARISON EXPENDITURE (EXCLUDING NSRT DEDUCTION)								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	£4,419	£4,406	£4,437	£4,516	£4,616	£4,740	£4,873	£5,010	£5,150
Zone 2 - Melksham Rural North	£5,102	£5,087	£5,122	£5,215	£5,329	£5,473	£5,626	£5,784	£5,946
Zone 3 - Melksham Rural South	£5,278	£5,262	£5,299	£5,394	£5,513	£5,662	£5,820	£5,983	£6,151
Zone 4 - Devizes	£4,849	£4,834	£4,868	£4,956	£5,065	£5,202	£5,347	£5,497	£5,651
Zone 5 - Devizes Rural East	£5,373	£5,357	£5,394	£5,491	£5,612	£5,764	£5,925	£6,091	£6,262
Zone 6 - Calne	£4,734	£4,720	£4,753	£4,838	£4,945	£5,078	£5,221	£5,367	£5,517
ANNUAL GROWTH	-	-0.3%	0.7%	1.8%	2.2%	2.7%	2.8%	2.8%	2.8%

Notes:

- a. Per capita expenditure derived from Experian Location Analyst data report (June 2025)
- b. Per capita expenditure excluding SFT projected forward from 2023 using forecast growth rates taken from Figure 7, Appendix 3 of Experian Retail Planner Briefing Note 22
- c. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)

2023 Prices

TABLE 7(c): PER CAPITA COMPARISON EXPENDITURE WITHIN EACH ZONE OF STUDY AREA (INCLUDING NON STORE RETAIL TRADE DEDUCTION)

ZONE	PER CAPITA COMPARISON EXPENDITURE (INCLUDING NSRT DEDUCTION)								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	£3,398	£3,362	£3,367	£3,414	£3,471	£3,546	£3,626	£3,712	£3,801
Zone 2 - Melksham Rural North	£3,923	£3,881	£3,888	£3,942	£4,008	£4,094	£4,186	£4,286	£4,388
Zone 3 - Melksham Rural South	£4,059	£4,015	£4,022	£4,078	£4,146	£4,235	£4,330	£4,434	£4,539
Zone 4 - Devizes	£3,729	£3,689	£3,695	£3,747	£3,809	£3,891	£3,978	£4,073	£4,170
Zone 5 - Devizes Rural East	£4,132	£4,087	£4,094	£4,152	£4,220	£4,311	£4,408	£4,514	£4,621
Zone 6 - Calne	£3,640	£3,601	£3,607	£3,658	£3,719	£3,799	£3,884	£3,977	£4,072
NSRT DEDUCTION	23.1%	23.7%	24.1%	24.4%	24.8%	25.2%	25.6%	25.9%	26.2%

Notes:

- a. Per capita expenditure derived from Experian Location Analyst data report (June 2025)
- b. Expenditure excludes Special Forms of Trading ('SFT') in line with 'adjusted' allowance derived from Figure 5 of Experian Retail Planner Briefing Note 22
- c. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)

2023 Prices

TABLE 7(d): TOTAL COMPARISON GOODS EXPENDITURE WITHIN STUDY AREA

ZONE	TOTAL COMPARISON GOODS EXPENDITURE								
	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 - Melksham	£100.52	£99.87	£100.54	£102.32	£104.37	£106.96	£109.69	£112.62	£115.60
Zone 2 - Melksham Rural North	£71.70	£71.30	£71.71	£72.97	£74.42	£76.20	£78.13	£80.18	£82.36
Zone 3 - Melksham Rural South	£29.80	£29.61	£29.81	£30.41	£31.07	£31.89	£32.73	£33.63	£34.53
Zone 4 - Devizes	£123.46	£122.71	£123.35	£125.50	£128.02	£131.11	£134.44	£137.95	£141.55
Zone 5 - Devizes Rural East	£82.81	£82.28	£82.73	£84.17	£85.72	£87.78	£89.89	£92.29	£94.76
Zone 6 - Calne	£60.22	£59.84	£60.18	£61.29	£62.60	£64.26	£65.94	£67.79	£69.67
TOTAL	£468.51	£465.62	£468.31	£476.65	£486.20	£498.22	£510.82	£524.46	£538.47

Notes:

- a. Total available expenditure calculated by multiplying population from Table 7(a) by expenditure per head (minus NSRT deduction) from Table 7(c)
- b. Zones reflect those of a scheme specific household telephone shopper survey (July 2025)
- c. Population and per capita expenditure derived from Experian Location Analyst data report (June 2025)

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 8: COMPARISON GOODS SHOPPING PATTERNS IN BASE YEAR OF 2026 - COMBINED (£m and %)

DESTINATION	Zone 1 - Melksham		Zone 2 - Melksham Rural North		Zone 3 - Melksham Rural South		Zone 4 - Devizes		Zone 5 - Devizes Rural East		Zone 6 - Calne		Total Study Area	
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)
Zone 1 (Melksham)														
<u>Melksham Town Centre (In-Centre)</u>														
Melksham Town Centre	30.0%	£30.65	4.8%	£3.53	18.4%	£5.60	1.2%	£1.54	0.0%	£0.00	0.7%	£0.42	8.8%	£41.75
<u>Melksham Out-of-Centre</u>														
Leekes, Beanacre Road, Melksham	4.2%	£4.27	3.3%	£2.39	2.0%	£0.62	1.0%	£1.24	0.8%	£0.69	1.1%	£0.65	2.1%	£9.86
Asda Melksham Superstore, Bradford Road, Melksham	2.6%	£2.62	0.9%	£0.65	2.4%	£0.72	0.3%	£0.42	0.0%	£0.00	0.3%	£0.18	1.0%	£4.60
Out-of-Centre Shops, Melksham	1.2%	£1.26	0.3%	£0.21	0.7%	£0.21	0.1%	£0.11	0.0%	£0.00	0.0%	£0.00	0.4%	£1.78
Sub-Total (Melksham)	37.9%	£38.81	9.3%	£6.79	23.5%	£7.15	2.6%	£3.30	0.8%	£0.69	2.0%	£1.25	12.2%	£58.00
Zone 2 (Melksham Rural North)														
Corsham Town Centre	0.4%	£0.38	12.7%	£9.27	0.8%	£0.25	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.1%	£9.90
Box Village Centre	0.0%	£0.00	1.0%	£0.75	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.2%	£0.75
Out-of-Centre Shops, Zone 2	0.2%	£0.22	1.0%	£0.71	0.4%	£0.11	0.0%	£0.03	0.1%	£0.05	0.4%	£0.23	0.3%	£1.35
Sub-Total (Zone 2)	0.6%	£0.60	14.7%	£10.73	1.2%	£0.36	0.0%	£0.03	0.1%	£0.05	0.4%	£0.23	2.5%	£12.00
Zone 4 (Devizes)														
<u>Devizes Town Centre (In-Centre)</u>														
Devizes Town Centre	1.8%	£1.84	3.3%	£2.42	0.8%	£0.25	41.0%	£51.51	1.9%	£1.57	0.8%	£0.51	12.2%	£58.11
<u>Devizes Out-of-Centre</u>														
B&Q, Hambleton Avenue, Devizes	0.7%	£0.72	0.0%	£0.03	0.0%	£0.00	2.1%	£2.63	1.8%	£1.48	1.0%	£0.60	1.1%	£5.46
Out-of-Centre Shops, Devizes	0.0%	£0.03	1.1%	£0.77	0.0%	£0.00	4.1%	£5.15	0.8%	£0.63	0.3%	£0.18	1.4%	£6.77
Sub-Total (Devizes)	2.5%	£2.59	4.4%	£3.22	0.8%	£0.25	47.2%	£59.30	4.4%	£3.68	2.1%	£1.30	14.8%	£70.34
Zone 5 (Devizes Rural East)														
Marlborough Town Centre	0.0%	£0.00	1.1%	£0.82	0.2%	£0.06	0.3%	£0.40	29.5%	£24.80	0.0%	£0.00	5.5%	£26.07
Out-of-Centre Shops, Marlborough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.2%	£0.23	4.1%	£3.48	0.0%	£0.00	0.8%	£3.71
Pewsey Village Centre	0.0%	£0.00	0.1%	£0.06	0.0%	£0.00	0.1%	£0.14	8.3%	£7.02	0.0%	£0.00	1.5%	£7.22
Sub-Total (Zone 5)	0.0%	£0.00	1.2%	£0.88	0.2%	£0.06	0.6%	£0.77	41.9%	£35.30	0.0%	£0.00	7.8%	£37.00
Zone 6 (Calne)														
Calne Town Centre	0.0%	£0.00	0.0%	£0.00	1.3%	£0.39	0.7%	£0.86	0.4%	£0.37	23.3%	£14.27	3.3%	£15.89
Other Shopping Destinations - Outside Study Area														
<u>Chippenham</u>														
Chippenham Town Centre	6.5%	£6.67	16.9%	£12.33	6.1%	£1.85	2.4%	£2.97	0.5%	£0.44	20.0%	£12.25	7.7%	£36.49
Bath Road Retail Park, Bath Road, Chippenham	0.2%	£0.24	3.8%	£2.76	0.0%	£0.00	0.7%	£0.83	0.0%	£0.00	2.1%	£1.30	1.1%	£5.13
B&Q, Bath Road, Chippenham	1.2%	£1.24	4.8%	£3.50	0.1%	£0.02	0.2%	£0.23	0.0%	£0.00	2.1%	£1.27	1.3%	£6.25
Sainsbury's Superstore, Bath Road, Chippenham	0.3%	£0.32	9.1%	£6.65	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£1.04	1.7%	£8.01
Currys, Bath Road, Chippenham	1.8%	£1.81	7.0%	£5.12	0.1%	£0.04	1.6%	£1.96	0.0%	£0.00	5.6%	£3.46	2.6%	£12.39
<u>Other Shopping Destinations Outside Study Area</u>														
Bath City Centre	9.4%	£9.60	9.0%	£6.59	17.1%	£5.19	5.8%	£7.32	0.2%	£0.18	3.5%	£2.15	6.5%	£31.04
Trowbridge Town Centre	11.2%	£11.51	0.6%	£0.42	14.7%	£4.48	5.0%	£6.23	0.0%	£0.00	0.9%	£0.53	4.9%	£23.15
Spiritfire Retail Park, Bradley Road, Trowbridge	6.0%	£6.12	0.3%	£0.23	4.1%	£1.26	8.1%	£10.18	0.0%	£0.00	0.0%	£0.00	3.7%	£17.79
Swindon Town Centre	0.8%	£0.82	0.0%	£0.00	0.7%	£0.22	2.9%	£3.61	13.2%	£11.07	6.9%	£4.25	4.2%	£19.98
McArthurGlen Designer Outlet, Kemble Drive, Swindon	1.3%	£1.34	0.3%	£0.20	0.0%	£0.00	0.7%	£0.82	3.2%	£2.73	2.5%	£1.50	1.4%	£6.59
Bristol City Centre	2.9%	£2.97	0.0%	£0.00	4.9%	£1.48	0.3%	£0.41	0.0%	£0.00	3.6%	£2.21	1.5%	£7.06
Salisbury City Centre	0.4%	£0.39	0.6%	£0.47	0.8%	£0.25	6.1%	£7.62	2.6%	£2.16	0.0%	£0.00	2.3%	£10.89
All Other Destinations	16.9%	£17.30	17.9%	£13.09	24.4%	£7.41	15.2%	£19.06	32.7%	£27.50	23.3%	£14.29	20.7%	£98.65
Sub-Total	59.0%	£60.32	70.4%	£51.35	73.0%	£22.19	48.8%	£61.24	52.4%	£44.08	72.2%	£44.24	59.5%	£283.43
TOTAL	100.00%	£102.32	100.00%	£72.97	100.00%	£30.41	100.00%	£125.50	100.00%	£84.17	100.00%	£61.29	100.00%	£476.65

Notes:

- Zones reflect those of a scheme specific household telephone shopper survey (July 2025)
- Non-food shopping market shares derived directly from a scheme specific NEMS Household Telephone Shopper Survey - Questions 25 to 32 (dated July 2025)
- Excludes 'don't know / varies' and internet sales
- Expenditure flows for each goods category informed directly by questions 25 to 32 of the NEMS Household Telephone Shopper Survey (July 2025)
- Expenditure flows for each specific goods category in the base year of 2026 are set within background tables which can be provided on request
- Expenditure flows are informed by total available comparison goods expenditure (2026) as set out in Table 7(d)

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 9a: COMPARISON GOODS TRADING IMPACT 2029 (PROPOSED ALDI FOODSTORE, LONDON ROAD, DEVIZES) - COMPARISON GOODS RETAIL IMPACT ASSESSMENT (£m)

DESTINATION	Total Study Area Comparison Turnover			Trade Diversion to Proposed Aldi Foodstore, London Road, Devizes		Turnovers Following Proposed Aldi Foodstore, Devizes (2029)	Quantitative Trading Impact of Proposed Development (2029)	
	(%)	2026 (£m)	2029 (£m)	(%)	(£m)	(£m)	(£m)	(%)
Zone 1 (Melksham)								
Melksham Town Centre (In-Centre)								
Melksham Town Centre	8.8%	£41.75	£44.74	0.0%	£0.00	£44.74	£0.00	0.0%
Melksham Out-of-Centre								
Leekes, Beanacre Road, Melksham	2.1%	£9.86	£10.57	0.0%	£0.00	£10.57	£0.00	0.0%
Asda Melksham Superstore, Bradford Road, Melksham	1.0%	£4.60	£4.93	0.0%	£0.00	£4.93	£0.00	0.0%
Out-of-Centre Shops, Melksham	0.4%	£1.78	£1.91	0.0%	£0.00	£1.91	£0.00	0.0%
Sub-Total (Melksham)	12.2%	£58.00	£62.15	0.0%	£0.00	£62.15	£0.00	0.0%
Zone 2 (Melksham Rural North)								
Corsham Town Centre	2.1%	£9.90	£10.61	0.0%	£0.00	£10.61	£0.00	0.0%
Box Village Centre	0.2%	£0.75	£0.80	0.0%	£0.00	£0.80	£0.00	0.0%
Out-of-Centre Shops, Zone 2	0.3%	£1.35	£1.45	0.0%	£0.00	£1.45	£0.00	0.0%
Sub-Total (Zone 2)	2.5%	£12.00	£12.86	0.0%	£0.00	£12.86	£0.00	0.0%
Zone 4 (Devizes)								
Devizes Town Centre (In-Centre)								
Devizes Town Centre	12.2%	£58.11	£62.28	65.0%	£1.39	£60.88	£1.39	-2.2%
Devizes Out-of-Centre								
B&Q, Hambleton Avenue, Devizes	1.1%	£5.46	£5.85	2.5%	£0.05	£5.80	£0.05	-0.9%
Out-of-Centre Shops, Devizes	1.4%	£6.77	£7.25	7.5%	£0.16	£7.09	£0.16	-2.2%
Sub-Total (Devizes)	14.8%	£70.34	£75.38	75.0%	£1.61	£73.77	£1.61	-2.1%
Zone 5 (Devizes Rural East)								
Marlborough Town Centre	5.5%	£26.07	£27.94	0.0%	£0.00	£27.94	£0.00	0.0%
Out-of-Centre Shops, Marlborough	0.8%	£3.71	£3.97	0.0%	£0.00	£3.97	£0.00	0.0%
Pewsey Village Centre	1.5%	£7.22	£7.74	0.0%	£0.00	£7.74	£0.00	0.0%
Sub-Total (Zone 5)	7.8%	£37.00	£39.66	0.0%	£0.00	£39.66	£0.00	0.0%
Zone 6 (Calne)								
Calne Town Centre	3.3%	£15.89	£17.03	0.0%	£0.00	£17.03	£0.00	0.0%
Other Shopping Destinations - Outside Study Area								
Chippenham								
Chippenham Town Centre	7.7%	£36.49	£39.11	2.5%	£0.05	£39.06	£0.05	-0.1%
Bath Road Retail Park, Bath Road, Chippenham	1.1%	£5.13	£5.50	0.0%	£0.00	£5.50	£0.00	0.0%
B&Q, Bath Road, Chippenham	1.3%	£6.25	£6.70	0.0%	£0.00	£6.70	£0.00	0.0%
Sainsbury's Superstore, Bath Road, Chippenham	1.7%	£8.01	£8.58	0.0%	£0.00	£8.58	£0.00	0.0%
Currys, Bath Road, Chippenham	2.6%	£12.39	£13.28	0.0%	£0.00	£13.28	£0.00	0.0%
Other Shopping Destinations Outside Study Area								
Bath City Centre	6.5%	£31.04	£33.27	2.5%	£0.05	£33.21	£0.05	-0.2%
Trowbridge Town Centre	4.9%	£23.15	£24.81	5.0%	£0.11	£24.71	£0.11	-0.4%
Spitfire Retail Park, Bradley Road, Trowbridge	3.7%	£17.79	£19.07	5.0%	£0.11	£18.96	£0.11	-0.6%
Swindon Town Centre	4.2%	£19.98	£21.41	0.0%	£0.00	£21.41	£0.00	0.0%
McArthurGlen Designer Outlet, Kemble Drive, Swindon	1.4%	£6.59	£7.06	0.0%	£0.00	£7.06	£0.00	0.0%
Bristol City Centre	1.5%	£7.06	£7.57	0.0%	£0.00	£7.57	£0.00	0.0%
Salisbury City Centre	2.3%	£10.89	£11.67	2.5%	£0.05	£11.61	£0.05	-0.5%
All Other Destinations	20.7%	£98.65	£105.72	7.5%	£0.16	£105.56	£0.16	-0.2%
Sub-Total	59.5%	£283.43	£303.74	25.0%	£0.54	£303.21	£0.54	-0.2%
TOTAL	100.0%	£476.65	£510.82	100.0%	£2.14	£508.68	£2.14	-

- Notes:
- a. Study Area total turnover for 2029 calculated using study area wide non-food shopping patterns from Table 8 and total available comparison goods expenditure for 2029, as set out in Table 7(d)
 - b. Expenditure flows for each goods category informed directly by questions 25 to 32 of the NEMS Household Telephone Shopper Survey (July 2025) - See Table 8
 - c. Comparison Goods Turnover of proposed Aldi foodstore Devizes taken from Table 1(a) and allows for changes in floorspace efficiency at the rates set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 22 (March 2025)
 - d. Anticipated trade diversion of proposal based on existing shopping patterns and geographic location of existing and proposed provision (as identified by the NEMS household telephone shopper survey - July 2025)
 - e. Retail impact based on proportional change in turnover expressed as a percentage
 - f. Base Year 2026 / Test Year 2029 (assuming construction during 2027 and trading patterns having stabilised by 2029)

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES

RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 9b: COMPARISON GOODS TRADING IMPACT 2029 (RE-OCCUPATION OF FORMER ALDI FOODSTORE, MELKSHAM) - COMPARISON GOODS RETAIL IMPACT ASSESSMENT (£m)

DESTINATION	Total Study Area Comparison Turnover			Trade Diversion to Former Aldi Foodstore Unit, Beanacre Road, Melksham		Turnovers Following Re-Occupation of Former Aldi Foodstore Unit, Beanacre Road, Melksham (2029)	Quantitative Trading Impact of Proposed Development (2029)	
	(%)	2026 (£m)	2029 (£m)	(%)	(£m)	(£m)	(£m)	(%)
Zone 1 (Melksham)								
Melksham Town Centre (In-Centre)								
Melksham Town Centre	8.8%	£41.75	£44.74	50.0%	£1.37	£43.37	£1.37	-3.1%
Melksham Out-of-Centre								
Leekes, Beanacre Road, Melksham	2.1%	£9.86	£10.57	10.0%	£0.27	£10.30	£0.27	-2.6%
Asda Melksham Superstore, Bradford Road, Melksham	1.0%	£4.60	£4.93	5.0%	£0.14	£4.79	£0.14	-2.8%
Out-of-Centre Shops, Melksham	0.4%	£1.78	£1.91	2.5%	£0.07	£1.84	£0.07	-3.6%
Sub-Total (Melksham)	12.2%	£58.00	£62.15	67.5%	£1.85	£60.31	£1.85	-3.0%
Zone 2 (Melksham Rural North)								
Corsham Town Centre	2.1%	£9.90	£10.61	0.0%	£0.00	£10.61	£0.00	0.0%
Box Village Centre	0.2%	£0.75	£0.80	0.0%	£0.00	£0.80	£0.00	0.0%
Out-of-Centre Shops, Zone 2	0.3%	£1.35	£1.45	0.0%	£0.00	£1.45	£0.00	0.0%
Sub-Total (Zone 2)	2.5%	£12.00	£12.86	0.0%	£0.00	£12.86	£0.00	0.0%
Zone 4 (Devizes)								
Devizes Town Centre (In-Centre)								
Devizes Town Centre	12.2%	£58.11	£62.28	0.0%	£0.00	£62.28	£0.00	0.0%
Devizes Out-of-Centre								
B&Q, Hambleton Avenue, Devizes	1.1%	£5.46	£5.85	0.0%	£0.00	£5.85	£0.00	0.0%
Out-of-Centre Shops, Devizes	1.4%	£6.77	£7.25	0.0%	£0.00	£7.25	£0.00	0.0%
Sub-Total (Devizes)	14.8%	£70.34	£75.38	0.0%	£0.00	£75.38	£0.00	0.0%
Zone 5 (Devizes Rural East)								
Marlborough Town Centre	5.5%	£26.07	£27.94	0.0%	£0.00	£27.94	£0.00	0.0%
Out-of-Centre Shops, Marlborough	0.8%	£3.71	£3.97	0.0%	£0.00	£3.97	£0.00	0.0%
Pewsey Village Centre	1.5%	£7.22	£7.74	0.0%	£0.00	£7.74	£0.00	0.0%
Sub-Total (Zone 5)	7.8%	£37.00	£39.66	0.0%	£0.00	£39.66	£0.00	0.0%
Zone 6 (Calne)								
Calne Town Centre	3.3%	£15.89	£17.03	0.0%	£0.00	£17.03	£0.00	0.0%
Other Shopping Destinations - Outside Study Area								
Chippenham								
Chippenham Town Centre	7.7%	£36.49	£39.11	5.0%	£0.14	£38.97	£0.14	-0.3%
Bath Road Retail Park, Bath Road, Chippenham	1.1%	£5.13	£5.50	0.0%	£0.00	£5.50	£0.00	0.0%
B&Q, Bath Road, Chippenham	1.3%	£6.25	£6.70	0.0%	£0.00	£6.70	£0.00	0.0%
Sainsbury's Superstore, Bath Road, Chippenham	1.7%	£8.01	£8.58	0.0%	£0.00	£8.58	£0.00	0.0%
Currys, Bath Road, Chippenham	2.6%	£12.39	£13.28	0.0%	£0.00	£13.28	£0.00	0.0%
Other Shopping Destinations Outside Study Area								
Bath City Centre	6.5%	£31.04	£33.27	2.5%	£0.07	£33.20	£0.07	-0.2%
Trowbridge Town Centre	4.9%	£23.15	£24.81	10.0%	£0.27	£24.54	£0.27	-1.1%
Spitfire Retail Park, Bradley Road, Trowbridge	3.7%	£17.79	£19.07	5.0%	£0.14	£18.93	£0.14	-0.7%
Swindon Town Centre	4.2%	£19.98	£21.41	0.0%	£0.00	£21.41	£0.00	0.0%
McArthurGlen Designer Outlet, Kemble Drive, Swindon	1.4%	£6.59	£7.06	0.0%	£0.00	£7.06	£0.00	0.0%
Bristol City Centre	1.5%	£7.06	£7.57	0.0%	£0.00	£7.57	£0.00	0.0%
Salisbury City Centre	2.3%	£10.89	£11.67	0.0%	£0.00	£11.67	£0.00	0.0%
All Other Destinations	20.7%	£98.65	£105.72	10.0%	£0.27	£105.44	£0.27	-0.3%
Sub-Total	59.5%	£283.43	£303.74	32.5%	£0.89	£302.86	£0.89	-0.3%
TOTAL	100.0%	£476.65	£510.82	100.0%	£2.73	£508.09	£2.73	-

Notes:

a. Study Area total turnover for 2029 calculated using study area wide non-food shopping patterns from Table 8 and total available comparison goods expenditure for 2029, as set out in Table 7(d)

b. Expenditure flows for each goods category informed directly by questions 25 to 32 of the NEMS Household Telephone Shopper Survey (July 2025) - See Table 8

c. Comparison Goods Turnover of re-occupied Aldi foodstore taken from Table 1(c) and allows for improvements in floorspace efficiency at the rates set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 22 (March 2025)

d. Anticipated trade diversion of proposal based on existing shopping patterns and geographic location of existing and proposed provision (as identified by the NEMS household telephone shopper survey - July 2025)

e. Retail impact based on proportional change in turnover expressed as a percentage

f. Base Year 2026 / Test Year 2029 (assuming construction during 2027 and trading patterns having stabilised by 2029)

2023 Prices

PROPOSED ALDI FOODSTORE - LONDON ROAD, DEVIZES
RETAIL IMPACT ASSESSMENT (FEBRUARY 2026)

TABLE 10: COMBINED CONVENIENCE AND COMPARISON GOODS IMPACT ON SURROUNDING CENTRES 2029 (£m and %)

DESTINATION	Total Study Area Turnover (2029) (£m)			Trade Diversion to Former Aldi Foodstore Unit, Beanacre Road, Melksham (2029) (£m)			Trade Diversion to Proposed Aldi Foodstore, London Road, Devizes (2029) (£m)			Combined Convenience and Comparison Trading Impact of Development (2029) (£m)		Turnover Following Proposed Development 2029
	Convenience	Comparison	Total	Convenience	Comparison	Total	Convenience	Comparison	Total	Total Diversion (£m)	Combined Impact (%)	(£m)
Melksham Town Centre	£43.89	£44.74	£88.63	£3.12	£1.37	£4.49	£0.00	£0.00	£0.00	£4.49	-5.1%	£84.14
Devizes Town Centre	£63.78	£62.28	£126.06	£0.00	£0.00	£0.00	£5.12	£1.39	£6.51	£6.51	-5.2%	£119.55
Corsham Town Centre	£7.35	£10.61	£17.95	£0.21	£0.00	£0.21	£0.00	£0.00	£0.00	£0.21	-1.2%	£17.74
Pewsey Village Centre	£9.56	£7.74	£17.30	£0.00	£0.00	£0.00	£0.05	£0.00	£0.05	£0.05	-0.3%	£17.24
Marlborough Town Centre	£21.02	£27.94	£48.96	£0.00	£0.00	£0.00	£0.11	£0.00	£0.11	£0.11	-0.2%	£48.85
Caine Town Centre	£23.35	£17.03	£40.38	£0.00	£0.00	£0.00	£0.05	£0.00	£0.05	£0.05	-0.1%	£40.33
Total	£168.94	£170.34	£339.28	£3.33	£1.37	£4.70	£5.33	£1.39	£6.72	£11.42	-3.4%	£327.86

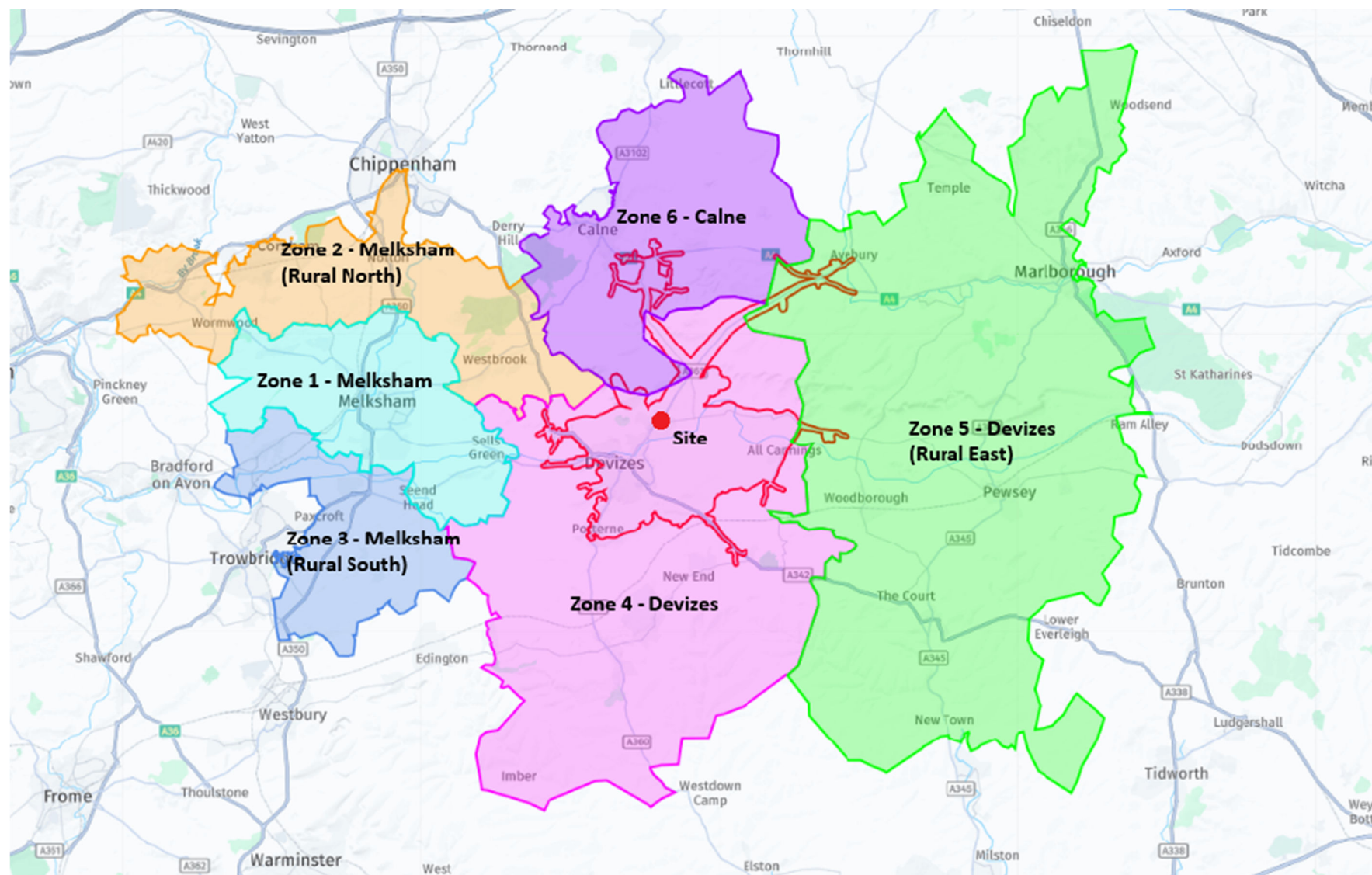
Notes:

- Convenience goods turnovers and impacts for proposal and commitment in 2029 sourced from Tables 5a and 5b - Convenience Goods Trading Impact 2029 (£m)
- Comparison goods turnovers and impacts for proposal and commitment in 2029 sourced from Tables 9a and 9b - Comparison Goods Trading Impact 2029 (£m)
- Melksham Town Centre figures include all shops within the Town Centre boundary: Waitrose on Bath Road, Iceland on High Street, Sainsbury's Superstore on Bath Road, and Small-Scale Local Shops within Melksham Town Centre
- Devizes Town Centre figures include all shops within the Town Centre boundary: Sainsbury's on Monday Market Street, M&S Simply Food on Monday Market Street, Iceland on The Brittox, Morrisons on Estcourt Street, and Small-Scale Local Shops within Devizes Town Centre
- Retail impact based on proportional change in turnover expressed as a percentage

2023 Prices

Appendix 2

Retail Impact Assessment Study Area Plan



Plan Showing Application Site in the Context of the Retail Impact Assessment Study Zones

Note. Study Zones are Reflective of a Bespoke Household Telephone Shopper Survey Undertaken in July 2025

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