

Statement of Community Involvement

Land at London Road, Devizes

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

February 2026

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Report title: Statement of Community Involvement

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For and on behalf of Avison Young (UK) Limited

1. Introduction

- 1.1 This Statement of Community Involvement ('SCI') has been prepared by Avison Young ('AY') and Cavendish in connection with a hybrid planning application for the construction of a Class E foodstore, car parking, access, landscaping and associated engineering works (full element) and the construction of a drive thru unit and Electric Vehicle charging hub (outline with all matters reserved except for access) on land at London Road, Devizes.
- 1.2 A planning application has been submitted to Wiltshire Council following on from pre-application discussions with Wiltshire Council and following consultation on draft application proposals with the local community. This SCI sets out further details of the consultation that has been carried out and explains how PRZM and Aldi have responded to comments received when preparing the application for submission.

The Application Site

- 1.3 The Application Site is roughly L shaped and extends to approximately 1.13 hectares. 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 and a driving training facility with a skid pan. It is predominantly hard surfaced and contains a training office, garage block, storage unit and W.C block adjacent to London Road.

The Proposed Development

- 1.4 The proposed development is described in detail in the Design and Access Statement, the application drawings, and in Section 2.0 of the 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 unit, with a new access road onto London Road. The Aldi store will be single-storey and will be 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.

Purpose of the Report

- 1.5 The purpose of this SCI is to summarise the process of engagement that PRZM and Aldi have undertaken with key stakeholders and members of the local community prior the submission of the planning application. It summarises the views that have been expressed and, where concerns or objections have been raised, explains how the proposals respond to or address those matters. It will also explain whether the matters that have been raised constitute, in our view, material planning considerations.
- 1.6 The remainder of this Statement is structured as follows.
- **Section 2** considers national and local policy relating to the role of community engagement.
 - **Section 3** describes the consultation strategy that has been adopted.
 - **Section 4** summarises the consultation feedback.
 - **Section 5** summarises the overall conclusions.

2. Policy and Guidance

National Planning Policy and Guidance

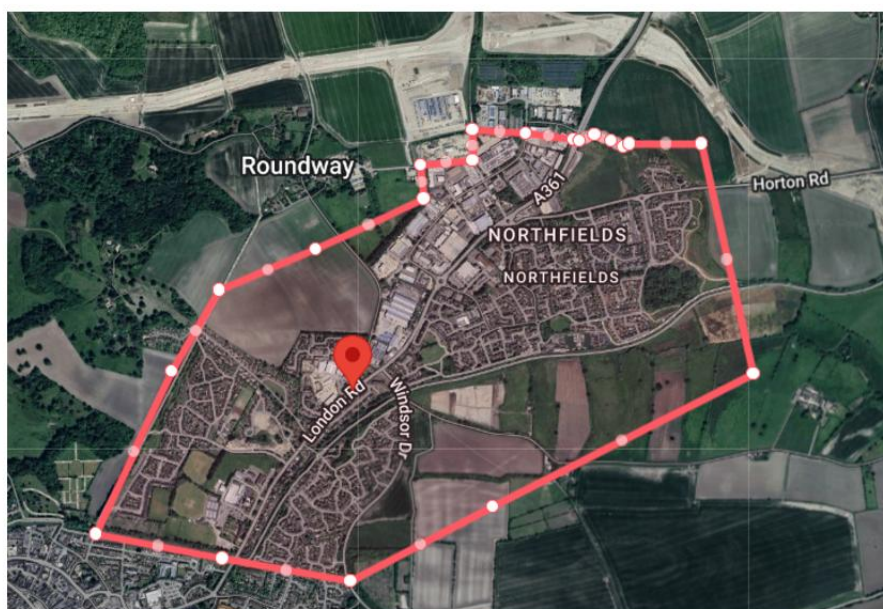
- 2.1 The National Planning Policy Framework (NPPF) sets out provisions around pre-application engagement and front-loading applications in Section 4. It says that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties and, at paragraph 41, says that LPAs should encourage applicants to engage with the local community before submitting their applications.
- 2.2 The Council adopted a Statement of Community Involvement (SCI) in July 2020 which sets out how people will be involved in the planning system, including how people will be involved in deciding specific planning applications.
- 2.3 The SCI encourages developers to engage with communities before submitting applications, especially for larger developments. The statutory consultation period is typically 21 days, and further consultation may occur if significant changes are made during the application process. The SCI further notes that pre-application discussions and community engagement are encouraged but not mandatory.
- 2.4 At the pre-application stage, actions include actively encouraging pre-application discussions with developers and actively encouraging developers of larger schemes to inform and involve the community in shaping their proposals. For smaller applications, it says that it could actively encourage applicants to discuss their plans with neighbours prior to submitting their application.

3. Communications Strategy

- 3.1 PRZM and ALDI's public relations and communications advisor, Cavendish, developed a communications programme for the proposals at London Road, Devizes, focused around engagement with the local community with the objective of ensuring an inclusive consultation for the whole community. The following programme of virtual and in – person consultation was prepared.

Engagement with the Community

- 3.2 To ensure that the local community was fully aware of the proposals, a consultation website, a facebook advert and 2,779 invitation flyers were posted to addresses in Devizes. The area in which the flyers were posted is shown below. These were posted by Royal Mail 2nd Class on Friday 2nd January 2026. The invitation flyers provided some basic information about the proposals, provided details of the dedicated project website where further material and information could be viewed online, and invited residents to provide feedback online.



Virtual Consultation Invitation – Newsletter Area

- 3.3 The consultation period ran between 5th January 2026 and 18th January 2026.
- 3.4 A catchment area plan can be found at Appendix I and a screenshot of the consultation website can be found at Appendix II, and the website can still be viewed at the following link:
<https://aldiconsultation.co.uk/devizes/>

Facebook Advert

- 3.5 To encourage website traffic, and to maximise publicity for virtual consultation, a Facebook advert was launched, targeted at people living within Devizes and surrounding areas. The advert was published on the 5th January 2026 and ran throughout the consultation period.
- 3.6 The advert reached 16,889 Facebook accounts, resulting in 985 click-throughs to the project website.

3.7 A screenshot of the Facebook advert can be seen below.



Ongoing Engagement

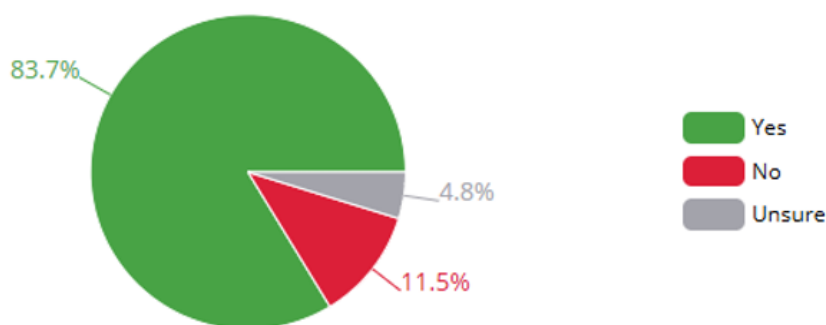
3.8 Following submission of the planning application, PRZM and ALDI will continue to communicate with locally elected representatives and interested parties.

4. Consultation Feedback

- 4.1 Following the close of the consultation period, a total of 399 responses on the Meta survey and online feedback form were recorded. The project inbox (aldi@consultation-online.co.uk) received 12 unique emails from residents relating to the proposals. Of these, 6 were supportive, whilst 5 raised concerns in relation to access and parking, the location of the site and a lack of need for the proposal. A further one email did not express a view.
- 4.2 The following paragraphs and visual representations present a summary of the answers to the questions asked:

Question 1: *Do you support this proposal in principle?*

Yes	No	Unsure	Total
334	46	19	399
83.7%	11.5%	4.8%	100%



Question 2: *What do you think about the proposals? (tick all that apply)*



- 4.3 Responses to this question indicated broad support for the proposals. The three most common responses to the question were as follows:
- *"I love it, I hope the council approves the plans" (277 responses)*
 - *"It will be great for the community" (246 responses)*
 - *"The investment is very much welcome in this area" (226 responses)*
- 4.4 It is notable that the top three recurring comments welcome PRZM and Aldi's proposals for Devizes.
- 4.5 Only 29 responses did not agree that the proposals would benefit the area, with 41 responses indicating that they felt an Aldi was not needed.
- 4.6 The question also provided a comments box, where respondents could leave their comments on the question. The table below outlines some examples of comments received.

Comments

"A very welcome addition to Devizes as I recommended this site to Aldi about a year ago. It will save us regularly travelling to Chippenham, Trowbridge or Swindon to do our weekly Aldi shop. What good news to start 2026. The new store will be absolutely welcome. Aldi's build quality, car parks etc. are always well planned and customer friendly as are all staff. Additional jobs will be very welcome in Devizes."

"Much needed, we haven't got enough medium/big supermarkets in this town. Very exciting."

"We moved to Devizes couple of years ago, we enjoy living here and I believe this town needs more investments like this, specially with growing house development. Soon existing supermarkets won't be enough. As long as there's sufficient parking we'll be happy to welcome new store here."

"No need for another supermarket in Devizes, no need to build more."

"The town needs variety two of the 3 supermarkets are in the middle of town and contribute to Traffic build up. Having an Aldi in this location would be great as many people shop at Aldi and it would mean less congestion in town. The added benefit of EV charging and a drive through coffee just add weight to a great idea. This is unused land that is sat empty. Great for job creation. I hope this goes ahead and I will absolutely shop here if it does."

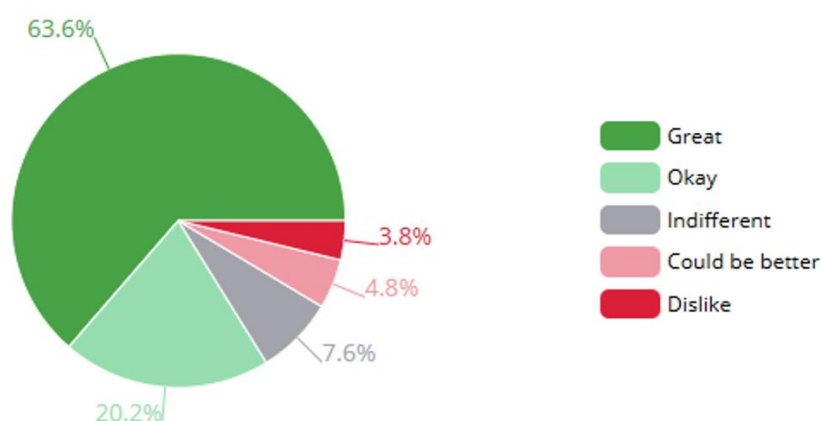
"This site has needed to be developed for a long time and this development will not only provide useful services but improve the entrance to Devizes."

"Providing the access is from Horton Road and traffic can be managed to minimise disruption on the London Road roundabout then I believe this is an excellent addition to the North end of the town."

"Provides affordable food options and creates more job opportunities."

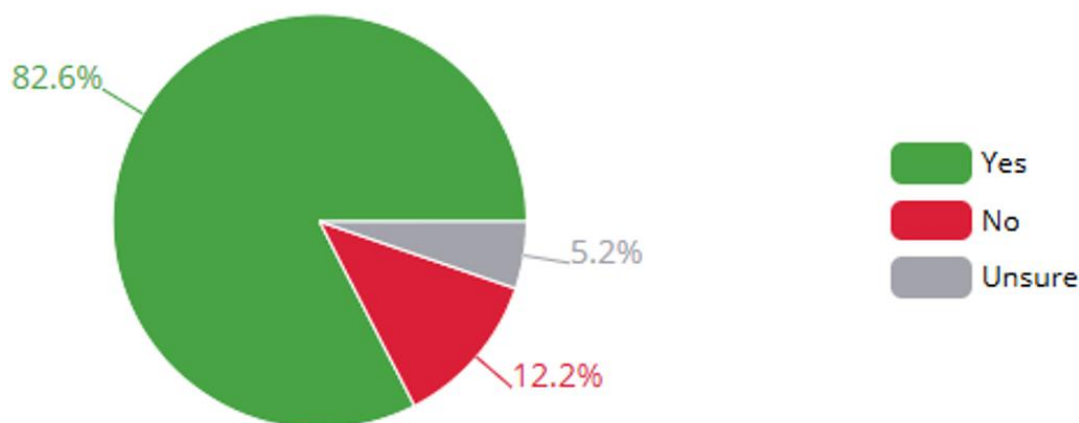
"Happy with the proposal in theory but need to think carefully about the traffic impact. As a local resident London Road is already often gridlock especially during rush hour, I would like to see more emphasis on the traffic and infrastructure element."

Question 3: What do you think about the design?



- 4.7 This question asked respondents about their feelings on the overall design of the store. Out of the 396 responses to the question, 63.6% (252) thought that the design was great, with a further 20.2% (80) stating that the design was Okay. 3.8% (15) stated that they thought it could be better, with another 4.8% (19) saying they disliked the design. The remaining 7.6% (30) stated that they are indifferent to the design.

Question 4: Do you feel a new Aldi store would benefit the area?



- 4.8 The supportive sentiment expressed for this question is similar to the sentiment that was expressed for Question 1, with responses indicating that a new Aldi store would benefit the area, with 82.6% (332) of respondents answering "Yes" to this question.
- 4.9 A smaller proportion of respondents, 12.2% (49), felt that a new Aldi store would not benefit the local area. 5.2% (21) of respondents answered that they were 'Unsure' about whether a new Aldi store would benefit the area.

Question 5: Do you have any general comments or observations about the proposals?

Comments

"Looks very good indeed - well considered and high quality. I think it will be a real boost to the area."

"Love the position as it saves me having to drive all the way through or into Devizes which is already very congested."

"Make sure the car park is huge, it will be busy!"

"The building looks aesthetically pleasing and won't impact much on the views. The only shame is the bike school having to close as that will cause you a lot of hassle as they're locals, well known and liked as there's a huge biking community in Devizes with a big Facebook following."

"I like the opportunity for more employment for Devizes. I'm sceptical about the environmental impact of the store vs benefit to local community. More traffic through an already very congested small town."

"Long overdue and very welcome to our growing town of Devizes."

"Many more jobs and more choice as have only got a limited amount of supermarkets in town."

"As long as litter does not become a problem, which I feel may prove to be the case should a drive through takeaway outlet proceed, then the proposal looks great."

"The road access planned is on a fast stretch of the A361, surely it would be better to access from the much quieter Horton Road. The A361 is also busy making right turns in and out of the proposed store difficult. I live in the area and regularly use both roads."

"I really hope it goes through!"

"I'm not wholly against a new supermarket. But I hate the drive through coffee shop. I would put good money on an increase in litter along the main road though Devizes and the two exiting the town on the side of the proposed site if the coffee shop were to be built. I'm also of the opinion that our independent stores should be supported, and a franchise drive through would harm our wonderful independents in Devizes."

"This store will effectively be the first thing that anyone travelling south on the A361 will see when coming into Devizes. I welcome the proposals but please do make sure that a good first impression of the town is designed into the proposal and the building itself."

"Its fantastic!!!"

- 4.10 Among those expressing objections, the most frequent comments were regarding the potential increase in traffic, over saturation of retail options in the town, and concerns around the impact of the drive-through on other nearby independent coffee shops, as well as litter.

Question 6: Please tell us the retailer(s) and location(s) where you currently undertake your food shopping:

Comments	Frequency
Lidl	275
Morrisons	252
Sainsbury's	214
Aldi	126
Tesco	111
Waitrose	64
Asda	58
Other	49

- 4.11 The responses to this question indicate that Lidl and Morrisons are currently the most used stores by respondents to the question, with Sainsbury's coming in third.
- 4.12 The above graphs and tables show that a majority of respondents support the proposals.

5. Conclusion

- 5.1 This Statement of Community Involvement (SCI) has been prepared to support proposals by PRZM Real Estate and Aldi for a new foodstore, drive thru unit and EV charging hub on land at London Road, Devizes.
- 5.2 The SCI explains and summarises the community and stakeholder engagement strategy that has been adopted, provides a summary of the responses that were provided through the consultation, and responds to the comments that raised objections or concerns, setting out how those matters have been assessed in the various technical, environmental and other reports submitted with the application.
- 5.3 Over a two-week period, PRZM and Aldi received 399 responses to its online Meta survey. 83.7% of respondents to the consultation website survey supported the proposal in principle. 11.5% did not support the proposal in principle and 4.8% of respondents were unsure.
- 5.4 PRZM and Aldi also received 12 unique emails. Of these, 6 were supportive, whilst 5 raised concerns in relation to access and parking, the location of the site and a lack of need for the proposal. A further one email not express a view.
- 5.5 Where concerns were raised, these have been examined and tested through the technical and environmental assessments which support the application. The SCI responds to the concerns by reference to these reports and concludes that the proposed development will not give rise to any significant adverse impacts.
- 5.6 We conclude that the SCI demonstrates that there is substantial support towards the proposals.

Avison Young

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