



Planning and Retail Impact Assessment



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SECTION 1

Introduction



1.0 Introduction

1.1 Introduction

- 1.1.1 This Planning and Retail Statement has been prepared by CarneySweeney on behalf of the applicant, Lidl Great Britain Ltd (Lidl), in support of a detailed planning application for a replacement retail food store.
- 1.1.2 This document has been prepared as part of the submission and should be read in conjunction with all documentation submitted with the application. A full list of drawings and technical assessments can be found in the covering letter accompanying the submission.
- 1.1.3 This Statement addresses the relevant planning considerations for the proposed development of the retail food store.

1.2 Report Structure

- 1.2.1 This Statement is structured as follows:
- Section 2.0 Application Site and The Proposed Development
 - Section 3.0 Planning Policy Context
 - Section 4.0 Evaluation and Compliance with Retail Policies
 - Section 5.0 Other Planning Considerations
 - Section 6.0 Summary and Conclusions



SECTION 2

Application Site and The Proposed Development



2.0 Application Site and The Proposed Development

2.1 The Application Site and Surroundings

- 2.1.1 The site is located within the administrative boundary of Wiltshire Council, on the eastern extent of Melksham. An aerial of the site showing its wider context is at Figure 1 below:

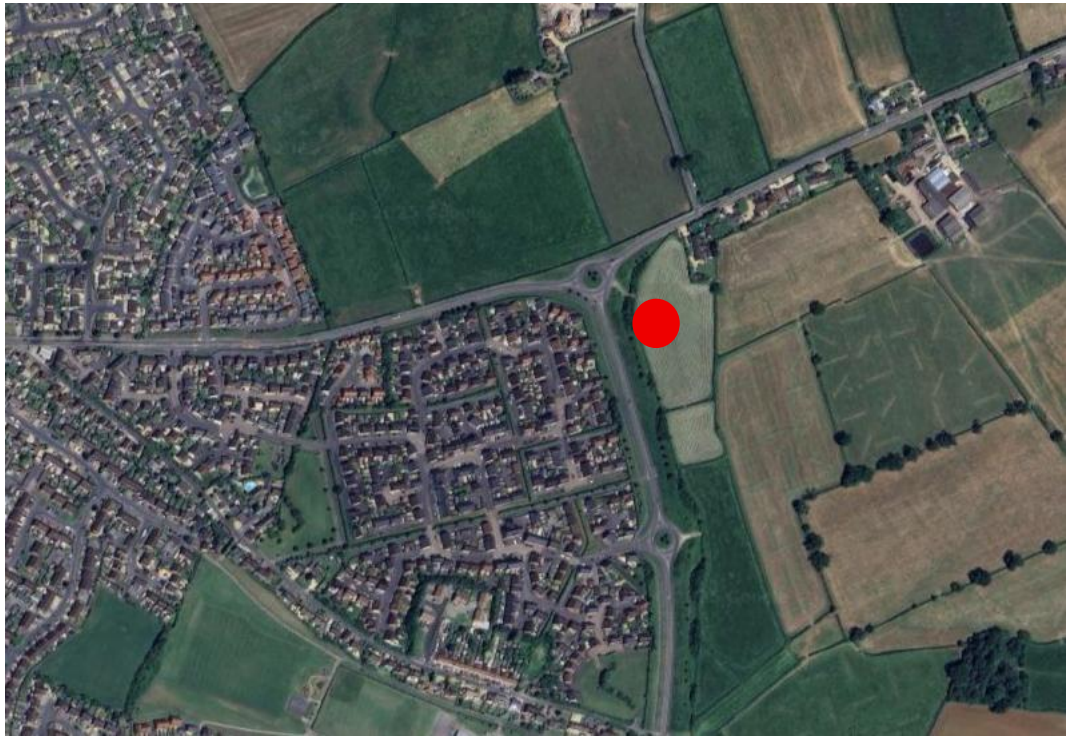


Figure 1: Site Location and Surroundings

- 2.1.2 The site extends to 1.89ha, comprising a relatively flat parcel of agricultural land bounded by the A3102, Sandridge Common to the north and Eastern Way to the west.
- 2.1.3 The site is situated approximately 1.8km to the east of Melksham and is bordered by detached residential dwellings on the north eastern boundary of the site, extending along Sandridge Common, and open fields to the east, with a farm and associated barns beyond. Further open fields lie to the south and to the north of the A3102. Residential properties extending into Melksham are located to the west of Eastern Way.
- 2.1.4 Land just to the east of the site has Outline planning permission for a large residential-led mixed-use development.
- 2.1.5 There are existing bus stops at Skylark Close, to the south west of the site.
- 2.1.6 The site is located within Flood Zone 1, the Environment Agency's lowest risk categorisation for flooding.
- 2.1.7 No listed buildings are located within the immediate proximity of the site, the closest being the Grade II listed Blackmore House, approximately 300 metres to the east.



2.2 Planning History

2.2.1 A review of the Council's website has revealed the following planning history of relevance to the application site.

- W/04/01895/OUTES: Comprehensive mixed use urban extension comprising residential development of 670 dwellings and associated ancillary facilities and works including local centre, primary school, sports and recreation facilities and distributor road. Approved 06/08/2008.
- W/09/03109/REM: Submission of reserved matters pursuant to outline planning permission 04/01895/OUTES for the substitution and amendment of two units, plus amendments as required to satisfy Highway and Building Control queries. Approved 06/10/2010.

2.2.2 The above planning history primarily relates to the wider urban extension to the west, with a partial overlap in red line boundaries associated with the development of Eastern Way.

2.2.3 Planning history for the adjoining land to the east is as follows:

- PL/2023/11188: Demolition of agricultural buildings and development of up to 500 dwellings; up to 5,000 square metres of employment (class E(g)(i)) & class E(g)(ii)); land for primary school (class F1); land for mixed-use hub (class E / class F); open space; provision of access infrastructure from Sandridge Common (A3102); and provision of all associated infrastructure necessary to facilitate the development of the site (Outline application relating to access) Approved 12/05/2025.

2.3 The Proposed Development

2.3.1 The application is for full planning approval for the following proposal:

"Full application for the construction of a new food store (Class E) with associated parking, landscaping, drainage and servicing".

2.3.2 The proposed development incorporates:

- A single storey building with a total floor space of 2184m² (GIA) including a net sales area of 1529m².
- 134 car parking spaces including 6 disabled bays, 9 parent and child spaces and 2 electric vehicle charging spaces.
- Comprehensive landscaping scheme.
- SUDS drainage scheme.

2.3.3 The new store would replace the existing store which is very small and no longer meets Lidl's operational requirements.



Design and external appearance

- 2.3.4 The design of the Lidl store proposes key materials synonymous with the surrounding development to ensure that the building fits seamlessly within the built environment of the immediate area. Predominantly, the front elevation consists of a buff brick finish with piers providing architectural interest.
- 2.3.5 The customer entrance will be located on the western elevation of the building, providing easy access to the store for pedestrians. The entrance forms part of the predominantly brick elevation with mixed cladding set back from the principal elevation. The canopy provides definition and articulation to this façade.
- 2.3.6 The canopy also serves to provide shelter to those entering the store and contributes to managing thermal gain within the building.
- 2.3.7 The Proposed Site Plan shows how the development will be arranged. The food store will be located centrally within the site, towards the eastern boundary. The food store will be single storey, with a maximum height of 7.2 metres at the front elevation dropping to 5.2 metres at the rear.
- 2.3.8 Photovoltaic panels are to be located on the roof and will supplement the buildings energy requirements.

Access and Parking Provision

- 2.3.9 The development will provide 134 car parking spaces, including 6 disabled spaces, 9 parent and child spaces and 2 rapid EVC bays. The car parking will be located on the westerly and northern extents of the site. All access will be via Eastern Way to the west via a new access junction.
- 2.3.10 12 cycle spaces, in the form of six 'Sheffield' stands are proposed, located in a highly visible location near the entrance of the store, underneath the store canopy for use by customers and staff.

Servicing and Deliveries

- 2.3.11 The store will be accessed via an enclosed loading bay on the southern elevation, so that all deliveries of goods to the foodstore, and the collection of waste from it, will be carried out within the building. There will be no movement or storage of waste in any outside area.
- 2.3.12 Lidl foodstores are typically served by up to 3 HGV deliveries per day. These deliveries take waste back to the regional distribution centre, helping to reduce the number of traffic movements at Lidl's sites and reducing emissions as a consequence. The number of deliveries may be higher at peak seasonal times but will remain, typically, no more than 2 to 3 per day.

Landscaping

- 2.3.13 A detailed landscaping scheme informed by the Landscape Visual Assessment proposes the retention of existing trees and hedgerows where possible and proposed tree planting along with native hedges and planting beds. Wildflower grass mix is proposed for grass areas by the store and along the verge areas of Eastern Way.



2.3.14 The landscaping scheme also offers ecological enhancements by incorporating habitat piles and hibernaculum.

Opening Hours

2.3.15 The proposed opening hours are:

- Monday to Saturday including bank holidays: 07:00 to 22:00
- Sundays: 10:00 – 16:00

Lidl Operational Model

2.3.16 Lidl is now exceptionally well established in the UK with the Company operating over 1000 stores from sites and premises both within and outside town centres. Its market share continues to increase, and the Company is expanding its store network considerably. The UK operational model is based firmly on the success of Lidl's operations abroad with more than 10,800 stores trading across Europe.

2.3.17 Lidl was characterised by the Competition Commission in its Groceries Market Investigation Final Report in 2008 as a Limited Assortment Discounter (LAD). The Commission said that LADs:

2.3.18 *"... 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".*

2.3.19 The Commission, Inspectors and Secretary of State have expressly recognised that LADs offer particular benefits of quality and value. Lidl sells a limited number of product lines, but all of its business practices are aimed at driving down costs so that it can provide exceptional value for money across the whole of its product range. Whereas Lidl currently will typically sell no more than 2,000 product lines, the main grocers (Tesco, Asda, Sainsbury's & Morrison's) will sell 20,000, and considerably more, and the number of value lines that the main grocers stock is limited, whereas the whole of the LAD business model is geared to providing exceptional value.

2.3.20 Lidl offers competitive, discounted prices whilst keeping the quality of its goods extremely high, and achieves this through a combination of:

- tremendous buying power as a result of the sale of its operations across Europe;
- a concentration on own brands (about 80% of its product range) which avoids passing on the cost of brand name marketing to the consumer;
- its decision to stock a much more limited product range than others, concentrating on those goods that form a very high proportion of the weekly food shopping needs of most households;
- operating systems that reduce operational costs; and



- simple product display and stock handling procedures.
- 2.3.21 The ability to offer a consistent range of high-quality goods at competitive prices enables Lidl to distinguish itself from other operators. The whole of the Lidl product range delivers value whereas the main grocers only stock own brand and 'value' lines amongst their branded and premium products.
- 2.3.22 Lidl does not stock convenience goods such as tobacco, or individual confectionary items and stocks limited pre-packed fish and meat and individual fruit and vegetable products. This places it in a different market to most independent retailers.
- 2.3.23 Coupled with the lack of post office, pharmacy, delicatessen, financial products or other in-house facilities mean that the overlap with conventional supermarkets is limited.
- 2.3.24 Lidl stores also offer a limited range of non-food items which typically occupy about 20% of the sales area. These items tend to be one off specials offered on the basis of 'when it's gone it's gone', with the range changing on a weekly basis. There is no standard or constant comparison goods range offered in store and the special items are wide ranging including anything from sports equipment to electrical items.



SECTION 3

Planning Policy Context



3.0 Planning Policy Context

3.1 Introduction

3.1.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that:

“If regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.”

3.1.2 Section 38(6) confirms that the ‘Development Plan’ comprises the development plan documents (taken as a whole) which have been adopted or approved in relation to that area.

3.2 The Development Plan

3.2.1 The application site lies within the jurisdiction of Wiltshire District Council and Melksham Without Parish Council and therefore the following documents comprises the Development Plan.

- Wiltshire Core Strategy 2015
- Saved Policies
- Chippenham Site Allocations Plan
- Wiltshire Housing Site Allocations Plan
- Joint Melksham Neighbourhood Plan 2 2020-2038

3.2.2 No policies of the Chippenham Site Allocation Plan, Wiltshire Housing Site Allocations or saved policies are identified to be of relevance.

Core Strategy

3.2.3 Wiltshire Core Strategy was adopted by Wiltshire Council on 20th January 2015.

3.2.4 The following policies of the adopted Core Strategy are most relevant to the proposal:

- **Core Policy 1: Settlement Strategy** – Sets out the settlement hierarchy for the district and identifies Melksham as a Market Town, defined as settlements that have the potential for significant development that will increase the jobs and homes in each town in order to help sustain and where necessary enhance their services and facilities and promote better levels of self-containment and viable sustainable communities.
- **Core Policy 2: Delivery Strategy** – Identifies that the delivery strategy seeks to deliver development in Wiltshire between 2006 and 2026 by making provision for at least 178ha of new employment land and 42,000 homes.
- **Core Policy 15: Spatial Strategy: Melksham Community Area** – States that Development in the Melksham Community Area should be in accordance with the Settlement Strategy. Development



proposals will need to address how the relevant issues and considerations listed in paragraph 5.83 will be addressed.

- **Core Policy 38: Retail and Leisure** – Requires that all proposals for retail or leisure uses on sites not within a town centre in excess of 200 sqm gross floorspace, including extension of existing units, must be accompanied by an impact assessment. All such proposals must also comply with the sequential approach.
- **Core Policy 41: Sustainable construction and low-carbon energy** – New development will be encouraged to incorporate design measures to reduce energy demand. Seeks all non-residential development to achieve BREEAM excellent standards.
- **Core Policy 50: Biodiversity and Geodiversity** – Required development proposals to demonstrate how they protect features of nature conservation and to seek opportunities to enhance biodiversity.
- **Core Policy 51: Landscape** – Seeks development to protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character.
- **Core Policy 57: Ensuring High Quality Design and Place Shaping** – Requires a high standard of design for all new developments.
- **Core Policy 58: Ensuring the conservation of the historic environment** – Seeks development to protect, conserve and where possible enhance the historic environment.
- **Core Policy 60: Sustainable Transport** – Identifies that the Council will seek to reduce the need to travel particularly by private car, and support and encourage the sustainable, safe and efficient movement of people and goods.
- **Core Policy 61: Transport and New Development** – Identifies that new development should be located and designed to reduce the need to travel by private car, and to encourage the use of sustainable transport alternatives.
- **Core Policy 62: Development impacts on the transport network** – Development should provide appropriate mitigation measures to offset any adverse impacts on the transport network at both the construction and operational stages.

Neighbourhood Plan

3.2.5 The site falls within the Melksham Neighbourhood Plan area. The Joint Melksham Neighbourhood Plan 2 was adopted in August 2025 and covers the period from 2020 to 2038. The following policies are identified to be of relevance:

- **Policy 1: Sustainable Design and Construction** – Development proposals should demonstrate how they have mitigated and been designed to adapt to the impacts of climate change.



- Policy 11: Sustainable Transport and Active Travel – Development proposals should complement the sustainable transport hierarchy and demonstrate through a Travel Plan, how sustainable transport modes are maximised.
- Policy 17: Trees and Hedgerows – seeks to retain existing tree and hedgerows. Development proposals outside of the town centre, and greater than 0.5ha in size should deliver an increase in canopy cover.
- Policy 20: Locally Distinctive, High-Quality Design – Seeks development proposals to contribute positively to the conservation, enhancement and extension of the quality and local distinctiveness of the neighbourhood area.

3.3 Material Considerations

National Planning Policy Framework 2024

3.3.1 The revised National Planning Policy Framework (NPPF) was published in December 2024 setting out the Government’s objectives for development in England. The following key chapters of the NPPF are relevant to this proposal:

- Achieving sustainable development
- Building a strong, competitive economy
- Ensuring the vitality of town centres
- Promoting healthy and safe communities
- Promoting sustainable transport
- Making effective use of land
- Achieving well-designed places

3.3.2 Section 2 of the NPPF states that “the purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development, and supporting infrastructure in a sustainable manner”. According to the NPPF, this means that the planning system has three overarching objectives:

- An Economic objective
- A social objective
- An environmental objective

3.3.3 To ensure sustainable development is pursued in a positive way, Paragraph 10 of the NPPF confirms that “at the heart of the Framework is a presumption in favour of sustainable development.”

3.3.4 Effectively, the presumption in favour of sustainable development means for decision making:

“c) approving development proposals that accord with an up-to-date development plan without delay; or



- d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
- i. The application of policies in this Framework that protect areas of assets of particular importance provides a strong 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 this Framework as a whole, having particular regard to the key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination” (Paragraph 11)
- 3.3.5 Paragraph 85 clearly identifies how a strong and competitive economy can be delivered, stating:
- “Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.”*
- 3.3.6 To ensure the vitality of town centres, Paragraph 91 states:
- “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”*
- 3.3.7 When considering edge of centre and out of centre proposals, Paragraph 92 confirms the preference should be given to “accessible sites which are well connected to the town centre”.
- 3.3.8 For retail developments outside town centres, Paragraph 94 sets out the requirement for an impact assessment where the proposed floorspace is above the locally set threshold. In this instance, the threshold is any proposal with a floorspace of over 750sqm. The assessment should include:
- “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)”*
- 3.3.9 The NPPF accepts the development of new retail floorspace in out of centre locations if the sequential approach is satisfied and potential impacts are not ‘significantly adverse’.

Emerging Local Plan

3.3.10 Wiltshire Council are in the process of producing a new Local Plan and submitted the Local Plan to the Secretary of State for independent examination in November 2024. The following policies are identified to be of relevance to the proposal:

- Policy 1: Identified Melksham as a Market Town.
- Policy 2: Identifies a need to deliver 160 ha of employment land across the local plan period.
- Policy 4: Supports a move to carbon neutrality and adaption to climate change and requires new development to demonstrate through a sustainable energy statement how it will take account of embodied carbon.
- Policy 17: Identifies that 5ha of employment land will be provided at Melksham. Notes the allocation for 425 homes and 5ha employment land on Land East of Melksham, for which the site forms part of.
- Policy 18: Identifies the draft allocation which covers the site and extends to the east and south for approximately 425 dwellings, 5ha of employment uses, a local centre and a 2ha site for a 2-form entry primary school. The concept plan is identified at Figure 2 as follows:

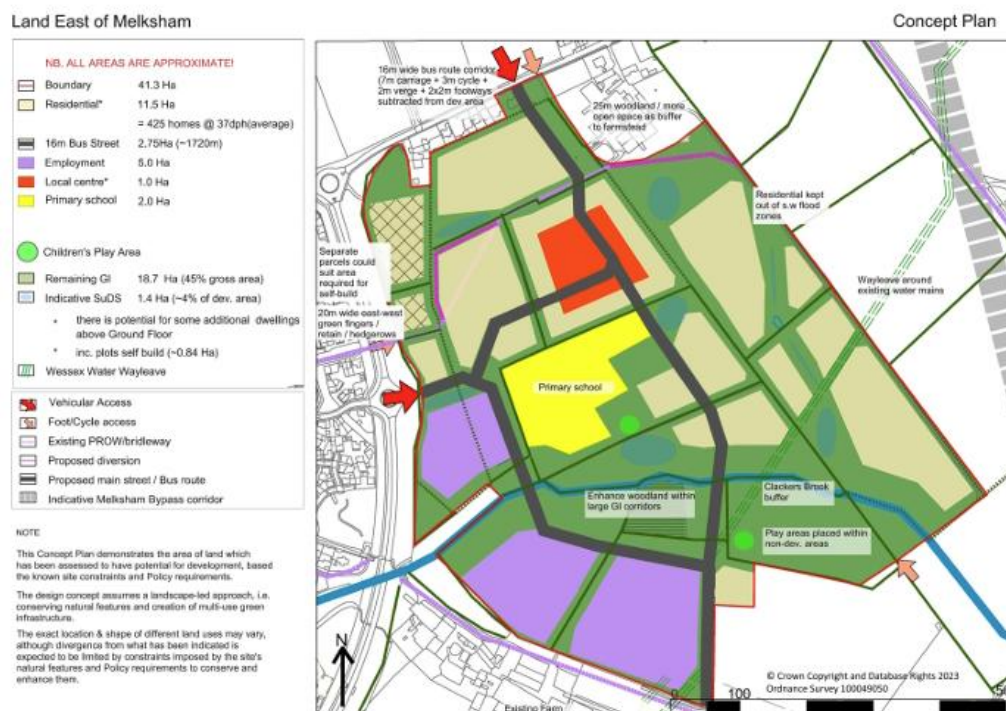


Figure 2: Concept Plan

This currently identifies the site for residential development.

3.3.11 On 27th February 2026, the Inspectors appointed to examine the Local Plan wrote to Wiltshire Council setting out two options. These two options were to either withdraw the Local Plan from examination or request that the Inspectors draft a final report that would recommend non-adoption.



- 3.3.12 Wiltshire Council are intending to take a report to the Scheduled Cabinet and Council meetings in May 2026 that recommends proceeding with one of these two options.
- 3.3.13 Proceeding with either option will mean that the Council will need to prepare a new plan under the new plan-making system. As such, very limited weight can be attributed to the emerging Local Plan at this stage.



SECTION 4

Evaluation and Compliance with Retail Policies



4.0 Evaluation and Compliance with Retail Policies

4.1 Introduction

4.1.1 Section 7 of the NPPF relates to retail development and the vitality of town centres and requires the following assessments for development proposed outside defined retail centres and not in accordance with an up-to-date development plan.

- Sequential Test
- Retail impact, comprising:
 - Impact on existing, committed and planned public and private investment in centres within the catchment area
 - Impact on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area

4.1.2 Paragraph 91 of the NPPF is clear that where an application fails to satisfy the sequential test or is likely to have a significant adverse impact, it should be refused.

4.2 The Sequential Approach to Site Selection

4.2.1 Both national and local planning policies on retail development mandate a sequential approach to site selection, whereby the first preference should be locations within town centres, followed by sites on the edge of a centre and only then out-of-centre sites at accessible locations. The application site is out-of-centre.

4.2.2 In assessing potential sites there is a requirement for them to be both suitable and available, and for both developers and planning authorities to demonstrate flexibility on issues such as scale and format. The purpose of searching for alternative sites is to ensure that the identified need (which can be both quantitative or qualitative) is met in the most appropriate location. A number of High Court judgements have established that suitability of potential sites needs to be judged having regard to the nature of the need (see *R v Cambridge City Council ex parte Warner Village Cinemas Ltd* (2000) and *JJ Gallagher Ltd v SSL, DTR and Gateshead MBC* (2002)).

4.2.3 Similarly, in considering whether a site is 'suitable' under the sequential approach, it has been established in case law that the requirement is for sites capable of accommodating the broad type of development that is being proposed by the applicant. This was made clear in the High Court judgement of *Aldergate Properties Ltd v Mansfield District Council* (2016).

Lidl Site Requirements

4.2.4 In terms of the site parameters that are considered to be the optimum to enable the LAD business model to trade viably, these include:



- A site size of at least 0.7 – 0.8ha (the proposal site is 1.89ha but to accommodate the Lidl store, car parking, servicing area, and access only, the site would need to be circa 1ha)
 - A minimum size of store for trading operations to be viable, with the sales floor open and unencumbered by support columns. Each store requires sufficient space to sell a standard range of goods and number of lines, but there is some limited scope for flexibility in the net sales area (principally the width of the aisles), in the rear warehouse and the amount of customer parking. However, any significant deviation from the standard store requirement has the potential to undermine the viability of the business model.
 - Provision of dedicated parking and adequate service access
 - The store must be visible from the main road network
- 4.2.5 The increasing popularity of Lidl stores over the last 10 years has led to the company increasing its optimum store size, in order to cope with a larger number of customers. The current format is now circa 2,200m² gross with 120 parking spaces. The range of goods sold in the bigger stores is largely the same as in the earlier smaller store formats, but the additional floorspace allows wider aisles and lower-level display shelves, to improve the shopping experience and enable more efficient restocking.
- 4.2.6 Lidl operate as a LAD retailer, which is recognised as a specific form of retail that is different to the mainstream retailers. Other LAD retailers comprise Aldi and, to a lesser extent, Iceland's The Food Warehouse. In undertaking a sequential search the requirement, as set out in the Mansfield judgement is for a site that is suitable and available to accommodate a LAD store.
- 4.2.7 Melksham is currently served by a Lidl at Bath Road at an out-of-centre location. The proposal is to relocate the Lidl store from Bath Road to Eastern Way, swapping one out-of-centre location for another.

4.3 Sequential Search

Town Centre

- 4.3.1 For the purposes of identifying Melksham Town Centre, saved policies SP1, SP5 and TC1 cover the Commercial Area Boundary which is tightly drawn around High Street, Bank Street, Church Street, Bath Road, Union Street and Lowbourne.
- 4.3.2 The Primary Shopping Area is limited to Bank Street, Avon Place, Lowbourne, High Street, and Church Street.
- 4.3.3 There are no areas of vacant land of sufficient size to accommodate a LAD foodstore within the Town Centre.



Edge of Centre

- 4.3.4 A search for sites on the edge of the defined centre – within 300m of the Town Centre – has also found none that are suitable and available to accommodate a LAD store. Available sites in general are limited in scale or are subject to open space designations or existing commercial activity.

Out of Centre

- 4.3.5 Beyond the edge of centre, Melksham has a large area of commercial and employment uses to the west of the town. It is not apparent that any suitable sites would be available to Lidl to accommodate a LAD store.
- 4.3.6 Lidl is proposing to relocate its existing store on Bath Road, an out-of-centre location, to the site at Eastern Way, also out-of-centre. The existing store sits on a tight and irregularly shaped land parcel that provides little opportunity for extending the building and reconfiguring the car park. A planning permission for changes to the building has not been implemented as it would not provide Lidl with the store that meets the needs of current shoppers.
- 4.3.7 The 2020 Retail Study reviewed three sites in “edge / out of centre” locations to the north of the River Avon, to the north of the main town centre and either side of the A3102 bridge.

Land to the North of the River Avon

- 4.3.8 Whilst the site may be considered edge of centre due to its proximity to the town centre, the reality is that the site would be effectively out-of-centre due to the requirement to cross the River Avon to access other retail units in the Town Centre. The walking distance would therefore present the site as out-of-centre. The site is not available to Lidl.

Land south of New Broughton Road

- 4.3.9 The site is currently occupied by a variety of active businesses that provide services, employment and leisure uses to residents. The site also appears to have been subject to recent investment and is not currently available to Lidl.

Cooper Tyres

- 4.3.10 The site forms part of the Cooper Tyres Factory which closed in December 2023 and has prior approval granted for the demolition of existing buildings. As it currently stands, the site is not available in smaller lots and would need to be subject to comprehensive redevelopment. Given the size of the site, and the need for comprehensive development, infrastructure and de-contamination works, the site is not considered to be available to Lidl at this time.

Summary

- 4.3.11 No sequentially preferable site is suitable or available to accommodate the development that is proposed, even when adopting a flexible approach to the standard Lidl requirements. In light of the above, the lack



of any suitable and available alternative sites within or on the edge of the town centre means that the application site should be considered to satisfy the sequential test.

4.3.12 Retail provision in the eastern edge of the town is currently limited to small convenience stores:

- Londis, Sandridge Common – 680m from the site
- Co-op, Blackmore Road – 800m from the site
- Co-op, Verbena Court – 825m from the site

4.4 Impact on Existing, Committed and Planned Investment in Centres

4.4.1 In terms of convenience retailing, we are not aware of any committed or proposed investments within Melksham Town Centre, or the wider catchment area, that could potentially be affected by the proposed LAD store. The current development plan does not allocate any sites for new retail development within or on the edge of the town centre, and as a consequence the development of a LAD store on the application site cannot be said to be likely to have any impact on investment in the defined centre, when there is nothing specific planned in the development plan or any existing or committed proposals in the public domain. The Inspector in the Rushden Lakes call-in inquiry was clear in saying that in terms of the potential impact on existing, committed and planned investment, 'existing' is investment that has already been made and 'committed' is that which is contractually committed (private sector) or subject to resolution (public sector).

4.5 Impact on Town Centre Vitality and Viability

4.5.1 At 2,184sq m gross area the proposed new store exceeds the local threshold set out in Core Policy 38 (200sq m) and a retail impact assessment has therefore been undertaken. We have concentrated on assessing the impact on convenience goods stores as the proposed store will generate the majority of its turnover from the sale of convenience goods. A detailed analysis of comparison goods impact is therefore not thought to be required given the small and transient range of goods sold by Lidl and the modest turnover the store will generate from non-food goods. The statistical tables that model the impact of the proposed store are included at **Appendix A**.

4.5.2 It is important to bear in mind that the proposed LAD store will be a replacement for the existing Lidl that has been trading in the town for many years, and not a wholly new store. The existing store forms a key part of Melksham's grocery offer and the larger store is being proposed in order to provide qualitative improvements to the offer and shopping environment, and a more sustainable design that will include photovoltaic panels on the roof to provide zero carbon energy. It is intended that the existing store will remain trading while the replacement is constructed, in order to minimise the disruption to customers.

4.5.3 In carrying out our impact assessment we have utilised a new household survey undertaken by NEMS in February 2026.



4.5.4 Study Area

4.5.5 The study area utilised for the new household survey is split into 4 zones and is detailed on the plan included as our **Appendix B**. Melksham's core area falls within Zone 1.

4.5.6 Price Base and Design Year

4.5.7 All monetary figures are expressed in 2023 prices (which is the price base for Experian's UK2024 Dataset) and we have assumed a base year of 2026 and a design year of 2030.

4.5.8 Population Within Study Area

4.5.9 **Table 1** within the statistical tables in Appendix A details the resident population within each zone across the study area. These are population projections derived from Experian Location Analyst (from their UK2024 Dataset).

4.5.10 Available Expenditure

4.5.11 **Table 2** details the per capita spending on convenience goods within each of the zones in the study area. These are 2023 local estimates from Experian Location Analyst that have then been projected forward using Experian's forecast growth rates for convenience goods spending in their 'Retail Planner Briefing Note 22', with appropriate deductions having been incorporated/deducted for spending by special forms of trading (ie non-store purchases).

4.5.12 **Table 3** then provides the same information but for comparison goods.

4.5.13 **Table 4** then multiplies the per capita spend on convenience goods in each zone (from Table 2) by the resident population (from Table 1) to provide the total convenience goods expenditure generated within the study area: this totals £178.0m at 2026 which reduces slightly to £176.7m at 2030. Within the Melksham core zone (Zone 1) the available spend at 2026 is £89.88m, which is forecast to decrease only slightly to £89.37m by 2030.

4.5.14 **Table 5** shows the available spending on comparison goods, which in the Melksham core area totals £130.88m at 2026, rising to £143.0m by 2030.

4.5.15 Turnover of Existing Stores

4.5.16 The household survey undertaken for Lidl by NEMS provides the latest data on existing shopping patterns for convenience shopping. Our **Table 6** sets out the results/market shares for main food shopping, and are the results of questions asking for respondents first and second choice of shopping destination, which NEMS have then combined into a single table.

4.5.17 **Table 7** provides the same results but for top-up food shopping: as with Table 6 the questions asked for the first and second choices for top-up shopping, which NEMS have then combined into a single table.

4.5.18 **Table 8** then applies the market shares in Table 6 to the available spending in each zone at 2026 (from Table 4) to calculate the actual turnover of existing stores from main food shopping at 2026. **Table 9**



provides the 2026 turnovers for top-up shopping, and **Table 10** then combines the two to show the total convenience turnover of existing stores at 2026. **Tables 11-13** then moves on to show the turnovers in 2030.

4.5.19 Turnover of the Proposed Lidl Store

4.5.20 **Table 14** details the notional benchmark turnover of both the existing and proposed replacement Lidl store.

4.5.21 The existing store has a sales area of 1,128sq m and assuming Lidl's company average sales densities from Global Data (2025 dataset), it's benchmark turnover in 2030 would be £8.37m, made up of £7.21m from convenience goods and £1.16m from comparison. It should be noted that in actuality the household survey indicates that the store will have a convenience goods turnover in 2030 of £15.02m (assuming its market share were to remain constant). This overtrading contributes to a sub-standard shopping environment where aisles can become congested and it is difficult to keep shelves stocked. The reason for Lidl seeking to relocate is to provide qualitative improvements that will include a more pleasant shopping environment and more efficient stock control, as well as a more sustainable building.

4.5.22 In respect of the proposed new store, its net sales area will be 1,529sq m, and like the existing store it will be split into 80% for convenience goods and 20% for comparison. Adopting Lidl's company average sales densities its turnover in 2030 would be £11.34m, of which £9.77m would be from convenience goods and £1.57m from comparison.

4.5.23 Assuming the changes in shopping patterns that we expect to take place (with the replacement Lidl retaining 95% of the existing store's turnover, and capturing a small amount of spending from existing stores in Melksham), the actual convenience goods turnover of the new store in 2030 is expected to be £16.32m, which will reduce Lidl's overtrading down from 208% to 167%.

4.5.24 Retail Impact

4.5.25 It can be expected that on completion of the replacement store the customers currently shopping in the existing old store will switch to shop in the new one, since: a) the old store will continue to trade until the new one opens, so there will be no intervening period when shoppers will be forced to shop elsewhere; and b) the new store will be larger with an improved shopping environment, so there is no reason why existing customers should wish to switch to another retailer. However, in assessing impact, we have assumed that 5% of the existing store's £15.02m convenience turnover will be captured by the Aldi, Asda and Iceland store, and this is allowed for in **Table 15** which sets out the expected trade diversion pattern to the proposed store for convenience goods, and the consequent impact on existing stores and centres.

4.5.26 Assuming that the majority of the existing store's turnover switches to the new outlet, the question then is whether the larger newer store will attract additional shoppers such that its turnover will increase from the existing level. In that respect we do not anticipate that there will be any significant material



increase, since the larger store is intended to provide qualitative improvements to the shopping environment, including wider aisles, and a more sustainable store that will reduce running costs and improve store operations compared to the old building; the range of goods that will be offered will not be significantly more than in the existing building. However, our Table 15 does make allowance for the new store to take £1m from the Aldi on Beanacre Road; £0.5m from the Asda on Bradford Road; £0.3m from Co-op on Blackmore Road; £0.2m from Iceland in the town centre, and a small amount (£0.05m) from the Co-op at Verbena Court.

4.5.27 Table 15 shows that the modest amounts of turnover which we assume may be diverted to the new store, will not have any significant impacts – the impact on the two Co-ops are the highest but both are under 10% so should not result in a significantly adverse impact on either store – unlike the Lidl these predominantly cater for top-up shopping. The only significant impact will be on the existing Lidl, which will close when Lidl relocate to the new store. This will have a little impact on the turnover of the centre, since it is not a town centre store so its turnover does not accrue to the town centre but just to Lidl. Similarly, the potential for an indirect impact from a reduction in linked spending by Lidl shoppers in other shops in the centre, must be minimal given the existing store is over 300m from the primary shopping area – edge-of-centre sites within 300m of the primary shopping area are considered to provide some potential for linked shopping trips, but beyond that the likelihood drops away.

4.5.28 Overall, we do not believe there will a significant adverse impact on the vitality or viability of Melksham Town Centre, and that in terms of the policy test set out in paragraph 91 of the NPPF and the Local Plan, the proposed development must therefore be considered to be acceptable.

4.5.29 Comparison Goods Impact

4.5.30 The proposed store will comprise a convenience business, and the small proportion of the store's floorspace that will be given over to comparison goods will turnover only £1.57m (at 2030 assuming Lidl's company average sales densities), which is just over 6 months of the projected growth in comparison goods spending within Melksham's core Zone 1.

4.5.31 In terms of impact, the comparison offer in most deep discount stores is constantly changing, with weekly 'when it's gone it's gone' promotions: the range of goods provided to the stores varies from week to week depending on what products the buyers can source. Examples of promotions can include gardening, equestrian, vehicle maintenance etc. The significance of this variety of offer is that there is no potential for sustained impact on town centre or local shops in the way that there is where a mainstream supermarket is concerned, whose offer typically includes clothing, CD/DVDs, books, toys etc. For this reason, estimating trade diversion patterns for the comparison element is all but impossible. However, what can be said is that the modest amount of turnover the store will generate will be accommodated by less than seven months of the projected growth in comparison goods expenditure within the Melksham area between 2026 and 2030. Added to that, almost, if not all, of the proposed store's comparison goods turnover will in fact be derived from the existing Lidl that it will replace.



Accordingly, there is no reason to suppose that the new store's non-food turnover will undermine any existing store or town centre.



SECTION 5

Other Planning Considerations



5.0 Other Planning Considerations

5.1 Principle of Development

- 5.1.1 Melksham is a Market Town in the Adopted Local Plan and therefore should be provided with the facilities and services so that it can be self-contained. Outside of the principal settlements, Market Towns form the highest level of the settlement hierarchy, and these town centres include a wide range of facilities and shops which meet most needs of the residents of the town and their hinterlands. It is therefore these locations that should be the focus for growth in retail offering as demonstrated by Core Policy 1.
- 5.1.2 Land to the west of the site was subject to planning permission for a mixed use comprehensive urban extension for 670 dwellings, a primary school, sports and recreation facilities and distributor road in 2008, followed by a reserved matters application in 2010. This included the development of Eastern Way. Land to the east of the site has recently been granted planning permission for the development of up to 500 dwellings, employment land, mixed use hub and primary school in May 2025. In addition, the site forms part of the proposals allocation under emerging Policy 18, for a mixed-use development. Figure 4.12 of the emerging Local Plan indicatively identifies the site for residential development.
- 5.1.3 These permissions and the emerging allocation demonstrate that the direction of growth for Melksham is on the eastern side of the town. The proposal will create new employment opportunities that support both existing and future residential growth in this part of the town, contributing positively to the local economy. The new store will also enhance the range of facilities available to residents and will sit comfortably alongside the amenities already secured through the Outline Planning Consent at Blackmore Farm, providing a complementary offering for the wider community.
- 5.1.4 In respect of retail impact, the existing store is trading well above its benchmark level, and the larger store Lidl wish to relocate to will help reduce the level of over trading, providing an improved shopping environment for customers and staff, as well as assisting with store operations and being a much more sustainable building. The majority of the proposal's turnover is expected to come from trade transferred from the existing store, although we have assumed that 5% of the existing store's turnover will be captured by other stores. The improved store will provide some potential for an uplift in turnover, but this is expected to be minimal and no existing stores are expected to suffer a significantly adverse impact.
- 5.1.5 The existing store is of limited size and so does not meet Lidl's current operating requirements. As there is no scope for any further extensions and no other existing units within the town centre are available or suitable, a new location is required. As set out above there are no other sequentially preferable sites available as assessed against the NPPF and so the proposed relocation is considered to comply with relevant policies. A new modern Lidl store will benefit customers, and the vacated store will become available for other uses, noting that the existing store is in a out of centre location.
- 5.1.6 The new larger store will also generate additional FT and PT jobs in addition to the jobs generated through the construction stage.



5.2 Assessment of Compliance with Relevant Policies of the Development Plan

- 5.2.1 Core Policy 38 requires a retail impact assessment for proposals over 200 sqm gross floorspace. The assessment is provided in Sections 4.4 and 4.5.
- 5.2.2 Core Policy 41 encourages new development to incorporate design measures to reduce energy demand. Development should be designed to take advantage of natural light and heat from the sun and use natural air movement for ventilation, whilst maximising cooling in the summer.
- 5.2.3 The application is supported by an Energy Usage and Sustainability Statement confirming that the development incorporates design strategies that take advantage of natural daylight to reduce dependency on electric lighting and enhanced fabric efficiencies to stabilise temperature fluctuations to reduce heat gains and losses. Heat recovery ventilation will reduce the energy loads associated with fresh air heat loss/gains and low energy lighting will be installed with suitable controls to ensure lights are not left on unnecessarily.
- 5.2.4 Core Policy 50 requires development proposals to demonstrate how they protect features of nature conservation and geological value as part of the design rationale. Anticipated ecological impacts should be mitigated as far as possible and compensatory measures secured to ensure no net loss of the local biodiversity resource. Following the adoption of the Core Strategy, the introduction of Biodiversity Net Gain as a mandatory requirement means that the proposal will provide at least a 10% enhancement over the existing baseline. Furthermore, dormouse boxes, habitat piles, and bat boxes are proposed as appropriate mitigation and enhancements.
- 5.2.5 Core Policy 51 states that development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character. The proposed store is set back from the road and incorporates significant areas of planting along Eastern Way to soften views towards the store. The proposed store will also be seen in the context of a large-scale mixed-use development proposed to the east. The site is not located within a designated landscape but seeks to respect the existing landscape character along Eastern Way, characterised by a wide highway corridor with planting.
- 5.2.6 A landscape management plan is submitted to ensure that components of Core Policy 52 are adhered to during construction and operation of the food store.
- 5.2.7 With reference to Core Policies 60, 61 and 62, the application is supported by a Transport Assessment and Travel Plan. Pedestrian and cycle connectivity to and from the proposed store will be enhanced through new shared-use paths along Eastern Way and the access road, linking to existing infrastructure. The existing uncontrolled crossing north of Skylark Road will be upgraded to a Toucan crossing, ensuring safe and inclusive access for pedestrians and cyclists.
- 5.2.8 Junction capacity assessments confirm that the Sandridge Common / Eastern Way roundabout and the priority junction on Eastern Way will operate within capacity with the proposed development in place.



- 5.2.9 The Travel Plan includes an Action Plan with measures to encourage public transport use, walking and cycling for store customers and staff.
- 5.2.10 Policy 17 of the Neighbourhood Plan requires developments outside of the Town Centre that are greater than 0.5ha to demonstrate an increase in tree canopy cover. A Tree Canopy Assessment has been carried out to inform the landscape proposals for the development with the submitted design generating an increase in canopy cover of 1,857m² over 25 years. A Landscape Management Plan is submitted with the application to demonstrate the methodology for maintaining the proposed tree planting to ensure that the landscaping scheme establishes to its full potential.
- 5.2.11 The application of emerging policies should be given limited weight. The principle of development at Eastern Way has been established by the grant of Outline Planning Permission under reference PL/2023/11188 which is not entirely consistent with the Concept Plan set out in emerging Policy 18.

5.3 Design

- 5.3.1 Local Plan Policy 57 and Neighbourhood Plan Policy 20 expect development to achieve a high quality, creating a strong sense of place through drawing on the local context and being complementary to the locality.
- 5.3.2 A detailed consideration of the design aspects of the development is proposed in the accompanying Design and Access Statement. Whilst the Lidl operational model drives a particular approach to the size, configuration and internal layout of its stores, there remains the opportunity to propose a development that respects local character.
- 5.3.3 The proposed building is in a focal location at the intersect between Eastern Way and the A3102 Sandridge Common at the eastern entrance to Melksham. It is located adjacent to existing residential properties to the west of Eastern Way and directly abuts the consented development to the east. As such, the building needs to reflect its context and does so in terms of size and appearance that is consistent with the existing street scene, while reflecting Lidl's identity. The design also takes account of the expected changing context of the land to the east.
- 5.3.4 The store will be set back from the A3102 to provide a buffer between the new built form and blend the development into the existing context of the built form in this edge of settlement location. The landscape design seeks to soften views of the site and blend the development into the existing context of the built form in this edge of settlement location, in accordance with Core Policy 51.
- 5.3.5 The proposal will be constructed using high efficiency materials in a muted palette to be sensitive to the local environment. This is achieved through contemporary and sustainable design and a choice of materials that create an attractive, high-quality building.
- 5.3.6 On the basis of the design approach and treatment of the proposed development accords with Local Plan Policy 57 and Neighbourhood Plan Policy 20.



5.4 Highway and Transport

- 5.4.1 Access to the site will be provided from Eastern Way in the form of a priority junction off a new proposed access road. The access has been designed to accommodate staff and customers as well as service vehicles with sufficient manoeuvring space to access the delivery bay. A shared use footway and cycleway is proposed along the eastern side of Eastern Way, set back from the carriageway, which will provide access to the site for pedestrians and cyclists. A footway and cycleway will also be provided on both sides of the carriageway along the new access road.
- 5.4.2 A trip generation exercise has been undertaken, based on TRICS data, to confirm the scale of traffic forecast to be generated by the store. A robust assumption of 30% pass-by and 70% new/diverted trips has been applied, with most trips expected to transfer from existing foodstores in Melksham, including the current Lidl on Bath Road. Catchment analysis shows 53% of new/diverted trips via Eastern Way south, 42% via Sandridge Common west, and 5% via Sandridge Common east. Future traffic growth accounts for the committed Blackmore Farm development, ensuring robustness.
- 5.4.3 The development is acceptable from a traffic and transport perspective, promoting sustainable patterns of movement and ensuring safe access and egress can be achieved.

5.5 Ecology and Biodiversity

- 5.5.1 The application is supported by an Ecological Impact Assessment and Biodiversity Net Gain Statement. The site was surveyed to identify any habitats and species likely to be affected by the proposed development and provide recommendations for mitigation and enhancement opportunities in accordance with relevant planning policy, legislation and guidance.
- 5.5.2 The site was considered to be of moderate ecological interest. Avoidance, mitigation and compensation have been incorporated into the design to ensure that the proposal and work programme is designed to minimise adverse impacts on ecological features.
- 5.5.3 Enhancement features have also been described with the aim of providing an increase in wildlife opportunities on site post-development. These include bird boxes, bat boxes, habitat piles and dormouse nest boxes.

5.6 Flood Risk and Drainage

- 5.6.1 A Flood Risk Assessment and Drainage Strategy (FRA) is submitted with the application which underlines the principles for the safe and sustainable disposal of surface water produced by the development.
- 5.6.2 The proposed store is located in Flood Zone 1, which is areas at the lowest risk of flooding. Nevertheless, the nature of the development, being a foodstore and car park, results in an impermeable area of 0.8 hectares which needs to be positively drained.
- 5.6.3 The surface water drainage strategy satisfies the SuDS hierarchy by assessing the potential means of surface water disposal and determines that discharging to the highway sewer on Eastern Way is the most



appropriate discharge location. All surface water runoff will be safely contained within the site boundary for return periods up to and including the 1 in 100 year event + 45% allowance for climate change.

- 5.6.4 The foul sewers serving the new store will discharge via a pumped solution into the existing foul sewer on Eastern Way.

5.7 Climate Change

- 5.7.1 The application is accompanied by an Energy Usage and Sustainability Statement that sets out how the development focuses on the implementation of sustainable systems for energy, water, waste management and construction management.
- 5.7.2 The store's incorporation of passive design strategies take advantage of natural daylighting to reduce dependency on electric lighting and associated running costs and carbon emissions. Enhanced fabric efficiencies have been allowed for to help stabilise any temperature fluctuations within the building reducing heat gains and/or losses.
- 5.7.3 Other active design strategies that are incorporated to reduce energy consumption include heat recovery ventilation, separate sub-metering to easily identify discrepancies, low energy lighting with suitable controls to ensure lights are not left on unnecessarily and a building energy management system to ensure all efficiencies are maintained and achieved.
- 5.7.4 The proposal also incorporates the use of Air Source Heat Pumps and Photovoltaic Panels.
- 5.7.5 For the Lidl store, the 'Be Green' actual building annual carbon emissions and energy consumption has been calculated as showing a 209.13% carbon dioxide saving and a 221.72% energy saving, when assessed to Part L2 2021 Building Regulations and accounting for the proposed passive, active and low or zero carbon technologies.
- 5.7.6 The proposal is considered to comply with Core Policy 41 that requires a reduction in energy demand.



SECTION 6

Summary and Conclusions



6.0 Summary and Conclusions

- 6.1.1 CarneySweeney has prepared this Planning and Retail Statement in connection with the submission of a detailed application for a new Lidl foodstore at Eastern Way, Melksham.
- 6.1.2 The proposed development is considered to be compliant with the Development Plan in its strategic objectives related to settlement hierarchy and the spatial distribution of growth.
- 6.1.3 Accordingly, the proposed development reflects the desires of the Development Plan to locate development in accordance with the hierarchy of centres, in this case the 'Market Towns' which Melksham is defined as. The site is sustainably located with access to existing and proposed public transport.
- 6.1.4 The retail impact assessment confirms that there will be no significantly adverse impact on any existing stores. The larger store is intended to provide qualitative improvements and address the existing overtrading and a more sustainable building.
- 6.1.5 The submitted suite of technical reports demonstrate that all potential impacts of the scheme can be appropriately mitigated such that there will be no adverse impacts arising from the proposal.



Appendix A

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 1: Resident Population

	2023	2026	2030	2031
Zone 1: Core	29579	29967	30339	30415
Zone 2: North	15552	15707	15856	15901
Zone 3: East	4161	4172	4158	4150
Zone 4: South	7341	7456	7584	7607
TOTAL	56633		57937	58073

Notes:

Population in each zone is derived from Experian 'Location Analyst' (UK 2024 dataset).

Table 2: Per Capita Spend on Convenience Goods

	2023 (£)	2026 (£)	2030 (£)	2031 (£)
Zone 1: Core	3107	2999	2946	2934
Zone 2: North	3307	3192	3135	3123
Zone 3: East	3413	3295	3236	3223
Zone 4: South	3366	3249	3191	3179

Notes:

Baseline per capita spend in each zone at 2023 is derived from Experian's 'Location Analyst' (UK 2024 dataset). This has been projected forward using the forecast growth rates in Figure 7 of Experian's 'Retail Planner Briefing Note 22', which include an allowance/deduction for spending by special forms of trading (ie non-store purchases).

Expressed in 2023 prices.

Table 3: Per Capita Spend on Comparison Goods

	2023 (£)	2026 (£)	2030 (£)	2031 (£)
Zone 1: Core	4421	4367	4713	4817
Zone 2: North	5014	4953	5346	5463
Zone 3: East	4769	4711	5084	5196
Zone 4: South	5277	5213	5626	5750

Notes:

Baseline per capita spend in each zone at 2023 is derived from Experian's 'Location Analyst' (UK 2024 dataset). This has been projected forward using the forecast growth rates in Figure 7 of Experian's 'Retail Planner Briefing Note 22', which include an allowance/deduction for spending by special forms of trading (ie non-store purchases).

Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 4: Available Spending on Convenience Goods

	2023 (£m)	2026 (£m)	2030 (£m)	2031 (£m)
Zone 1: Core	91.90	89.88	89.37	89.24
Zone 2: North	51.43	50.14	49.71	49.66
Zone 3: East	14.20	13.75	13.45	13.38
Zone 4: South	24.71	24.23	24.20	24.18
TOTAL	182.24	178.00	176.74	176.45

Notes:

Table 1 multiplied by Table 2.

Expressed in 2023 prices.

Table 5: Available Spending on Comparison Goods

	2023 (£m)	2026 (£m)	2030 (£m)	2031 (£m)
Zone 1: Core	130.77	130.88	143.00	146.51
Zone 2: North	77.98	77.80	84.76	86.87
Zone 3: East	19.84	19.66	21.14	21.56
Zone 4: South	38.74	38.87	42.67	43.74
TOTAL	267.33	267.20	291.57	298.69

Notes:

Table 1 multiplied by Table 3.

Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 6: Existing Convenience Goods Trading Patterns 2026 - Main Food

	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)
Atworth				
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.00%	0.00%	0.00%	0.00%
Bath				
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.00%	0.00%	0.00%	0.00%
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00%	0.00%	0.00%	0.00%
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.00%	0.00%	0.00%	0.00%
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.00%	0.00%	0.00%	0.00%
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.21%	0.00%	0.00%	0.00%
Local shops, Bath City Centre	0.00%	0.00%	0.35%	0.00%
M&S Foodhall, Stall Street, Bath, BA1 1QB	1.17%	0.00%	0.00%	0.00%
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00%	0.00%	0.00%	0.00%
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.00%	0.00%	0.00%	0.00%
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	1.16%	0.41%	0.00%	0.00%
Bradford-on-Avon				
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00%	0.00%	0.00%	0.00%
Bristol				
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00%	0.00%	0.00%	0.98%
Bromham				
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00%	0.00%	0.00%	0.00%
Calne				
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00%	0.41%	0.35%	0.00%
Chippenham				
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00%	3.42%	0.00%	0.00%
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00%	5.14%	0.00%	0.00%
Co-op, Conway Road, Chippenham, SN14 0PW	0.00%	0.00%	0.00%	0.00%
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00%	0.81%	0.00%	0.00%
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00%	2.05%	0.00%	0.00%
Local shops, Chippenham Town Centre	0.00%	0.00%	0.00%	0.00%
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00%	5.37%	1.24%	0.32%
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00%	1.45%	0.00%	0.00%
Morrisons Supermarket, Cepen Park North, Chippenham, SN14 6UZ	0.21%	2.03%	1.24%	0.00%
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.75%	36.55%	0.35%	0.00%
Tesco Express, High Street, Chippenham, SN15 3EY	0.00%	0.00%	0.00%	0.00%
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00%	0.00%	0.00%	0.00%
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00%	0.00%	0.00%	0.00%
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00%	0.00%	0.00%	0.00%
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00%	0.00%	0.00%	0.00%
Corsham				
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00%	0.00%	0.00%	0.00%
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00%	0.00%	0.00%	0.00%
Co-op, Martingate, Corsham, SN13 0HL	0.00%	4.92%	0.00%	0.00%
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00%	0.41%	0.00%	0.00%
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00%	0.00%	0.00%	0.00%
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.75%	0.00%	0.00%	0.00%
Devizes				
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00%	0.00%	0.00%	0.00%
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00%	0.00%	0.00%	0.00%
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00%	0.00%	1.59%	0.00%
Iceland, The Brittox, Devizes, SN10 1AJ	0.00%	0.00%	3.26%	0.00%
Lidl, London Road, Devizes, SN10 2SD	0.21%	0.00%	13.25%	0.00%
Local shops, Devizes Town Centre	0.00%	0.00%	0.00%	0.00%
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00%	1.66%	1.73%	0.32%
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00%	0.00%	6.15%	0.00%
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.21%	1.21%	16.23%	0.00%
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00%	0.00%	0.00%	0.00%
Poundland, Maryport Street, Devizes, SN10 1AG	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.42%	1.25%	35.48%	0.00%
Spar, Bath Road, Devizes, SN10 1QG	0.00%	0.00%	0.35%	0.00%
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00%	0.00%	0.00%	0.00%
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00%	0.00%	0.00%	0.00%
Holt				
Local shops, Holt Village Centre	0.00%	0.00%	0.00%	0.00%
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.00%	0.00%	0.00%	0.00%
Lacock				
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00%	0.41%	0.00%	0.00%
Malmesbury				
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00%	0.00%	0.00%	0.00%
Marlborough				
Waitrose, High Street, Marlborough, SN8 1AA	0.00%	0.00%	0.69%	0.00%
Melksham				
Aldi, Beanacre Road, Melksham, SN12 8RP	11.99%	5.16%	0.00%	5.42%
Asda, Bradford Road, Melksham, SN12 8LQ	23.99%	7.95%	4.17%	8.78%
Co-op, Blackmore Road, Melksham, SN12 7HS	0.75%	0.00%	0.00%	0.00%
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00%	0.00%	0.00%	0.00%
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.00%	0.00%	0.00%	0.00%
Iceland, High Street, Melksham, SN12 6JY	4.19%	0.00%	1.24%	1.14%
Lidl, Bath Road, Melksham, SN12 8AB	14.84%	5.76%	1.42%	6.69%
Local shops, Melksham Town Centre	0.00%	0.00%	0.00%	0.00%
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.00%	0.00%	0.00%	0.00%
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.00%	0.00%	0.00%	0.00%
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.00%	0.00%	0.00%	0.00%
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	27.48%	7.97%	5.26%	16.43%
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	0.90%	0.00%	0.00%	0.00%
Waitrose, Bath Road, Melksham, SN12 6LP	5.57%	5.27%	1.07%	4.63%
Steeple Ashton				
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00%	0.00%	0.00%	0.00%
Swindon				
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00%	0.00%	1.07%	0.00%
Trowbridge				
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00%	0.00%	0.00%	1.62%
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00%	0.41%	0.00%	4.02%
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.75%	0.00%	0.00%	0.00%
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00%	0.00%	0.00%	0.00%
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00%	0.00%	0.00%	0.00%
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00%	0.00%	0.00%	0.00%
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.00%	0.00%	0.00%	0.00%
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00%	0.00%	0.00%	12.45%
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.00%	0.00%	0.00%	1.92%
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00%	0.00%	0.00%	16.78%
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.00%	0.00%	0.00%	0.00%
Tesco Extra, County Way, Trowbridge, BA14 7AQ	4.46%	0.00%	2.46%	15.60%
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00%	0.00%	0.00%	1.29%
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	0.00%	0.00%	0.00%	0.00%
Westbury				
Aldi, Warminster Road, Westbury, BA13 3PL	0.00%	0.00%	0.35%	0.32%
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00%	0.00%	0.00%	0.98%
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00%	0.00%	0.69%	0.32%
Whitley				
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.00%	0.00%	0.00%	0.00%
Others				
Other	0.00%	0.00%	0.00%	0.00%
TOTAL	100.00%	100.00%	100.00%	100.00%

Notes:
Market shares are derived from household survey conducted by NEMS in February 2026.
Results for main food shopping comprises responses for first and second choices that NEMS have combined into a single set of results.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 7: Existing Convenience Goods Trading Patterns 2026 - Top-Up Food

	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)
Atworth				
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	1.05%	0.00%	0.00%	0.00%
Bath				
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.35%	0.00%	0.00%	0.00%
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00%	0.00%	0.00%	0.66%
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.35%	0.00%	0.00%	0.00%
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.35%	0.00%	0.00%	0.00%
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.00%	0.00%	0.00%	0.00%
Local shops, Bath City Centre	0.35%	0.00%	0.00%	0.00%
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.00%	0.56%	0.00%	0.00%
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00%	0.00%	1.97%	0.00%
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.35%	0.00%	0.00%	0.00%
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.00%	0.00%	0.00%	0.00%
Bradford-on-Avon				
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00%	0.00%	0.00%	0.66%
Bristol				
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00%	0.00%	0.00%	0.00%
Bromham				
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00%	1.12%	0.64%	0.00%
Calne				
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00%	0.00%	0.00%	0.00%
Chippenham				
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00%	0.56%	0.00%	0.00%
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00%	2.29%	0.00%	0.00%
Co-op, Conway Road, Chippenham, SN14 0PW	0.00%	0.56%	0.00%	0.66%
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00%	0.00%	0.00%	0.00%
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00%	3.39%	0.00%	0.00%
Local shops, Chippenham Town Centre	0.00%	0.56%	0.00%	0.00%
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00%	8.29%	0.00%	0.00%
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00%	0.00%	0.00%	0.00%
Morrisons Supermarket, Cepen Park North, Chippenham, SN14 6UZ	0.70%	0.00%	0.00%	0.00%
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00%	0.56%	0.00%	0.00%
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.00%	10.92%	0.00%	0.00%
Tesco Express, High Street, Chippenham, SN15 3EY	0.00%	4.56%	0.00%	0.00%
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00%	0.56%	0.00%	0.00%
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00%	2.29%	0.00%	0.00%
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00%	1.12%	0.00%	0.00%
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00%	1.12%	0.00%	0.00%
Corsham				
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00%	1.68%	0.00%	0.00%
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00%	9.39%	0.00%	0.00%
Co-op, Martingate, Corsham, SN13 0HL	0.00%	18.82%	0.00%	0.00%
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00%	2.29%	0.00%	0.00%
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00%	1.68%	0.00%	0.00%
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.00%	2.29%	0.00%	0.00%
Devizes				
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00%	0.00%	0.64%	0.00%
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00%	0.00%	1.97%	0.00%
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00%	0.00%	1.91%	0.00%
Iceland, The Brittox, Devizes, SN10 1AJ	0.35%	2.29%	1.91%	0.00%
Lidl, London Road, Devizes, SN10 2SD	0.00%	0.00%	14.31%	0.00%
Local shops, Devizes Town Centre	0.00%	2.00%	2.54%	0.00%
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00%	0.00%	12.57%	0.00%
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00%	0.00%	3.86%	0.00%
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.35%	0.00%	9.72%	0.00%
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00%	0.00%	2.58%	0.00%
Poundland, Maryport Street, Devizes, SN10 1AG	0.35%	0.00%	0.64%	0.00%
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.00%	1.12%	27.63%	0.66%
Spar, Bath Road, Devizes, SN10 1QG	0.35%	0.56%	6.48%	0.00%
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00%	0.00%	4.55%	0.00%
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00%	0.00%	0.00%	0.66%
Holt				
Local shops, Holt Village Centre	0.00%	0.00%	0.00%	0.66%
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.35%	0.00%	0.00%	8.40%
Lacock				
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00%	0.56%	0.00%	0.00%
Malmesbury				
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00%	0.56%	0.00%	0.00%
Marlborough				
Waitrose, High Street, Marlborough, SN8 1AA	0.00%	0.00%	0.00%	0.00%
Melksham				
Aldi, Beanacre Road, Melksham, SN12 8RP	4.37%	1.12%	0.64%	0.00%
Asda, Bradford Road, Melksham, SN12 8LQ	9.95%	6.98%	0.00%	10.10%
Co-op, Blackmore Road, Melksham, SN12 7HS	7.50%	2.79%	0.00%	4.75%
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00%	3.54%	0.00%	0.00%
I D Newman & Son, Church Street, Melksham, SN12 6LS	1.08%	0.00%	0.00%	0.00%
Iceland, High Street, Melksham, SN12 6JY	21.81%	0.00%	0.00%	0.00%
Lidl, Bath Road, Melksham, SN12 8AB	5.97%	2.27%	0.64%	6.89%
Local shops, Melksham Town Centre	2.77%	0.00%	0.00%	0.00%
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.70%	0.00%	0.00%	0.00%
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.35%	0.00%	0.00%	0.00%
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	1.77%	0.00%	0.00%	0.00%
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.70%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	22.49%	0.00%	0.64%	9.04%
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	8.54%	0.56%	0.64%	0.00%
Waitrose, Bath Road, Melksham, SN12 6LP	2.83%	1.12%	2.28%	4.86%
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00%	0.00%	0.00%	5.36%
Swindon				
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00%	0.00%	0.00%	0.00%
Trowbridge				
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00%	0.00%	0.00%	0.00%
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00%	0.00%	0.00%	1.33%
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.00%	0.00%	0.00%	0.00%
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00%	0.00%	0.00%	2.05%
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00%	0.00%	0.00%	0.66%
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00%	0.00%	0.00%	0.66%
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.35%	0.00%	0.00%	1.33%
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00%	0.00%	0.00%	10.10%
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	1.08%	0.00%	0.00%	2.71%
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00%	0.00%	0.00%	10.47%
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.00%	0.00%	0.00%	9.38%
Tesco Extra, County Way, Trowbridge, BA14 7AQ	1.08%	0.00%	0.64%	7.94%
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00%	0.00%	0.00%	0.00%
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	1.08%	0.00%	0.00%	0.00%
Westbury				
Aldi, Warminster Road, Westbury, BA13 3PL	0.00%	0.00%	0.00%	0.00%
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00%	0.00%	0.00%	0.00%
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00%	0.00%	0.64%	0.00%
Whitley				
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.35%	0.00%	0.00%	0.00%
Others				
Other	0.00%	0.00%	0.00%	0.00%
TOTAL	100.01%	100.01%	99.99%	100.00%

Notes:
Market shares are derived from household survey conducted by NEMS in February 2026.
Results for top-up food shopping comprises responses for first and second choices that NEMS have combined into a single set of of results.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 8: Existing Convenience Goods Turnovers 2026 - Main Food

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Total (£m)
Available expenditure	62.92	35.10	9.62	16.96	124.60
Atworth					
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.00	0.00	0.00	0.00	0.00
Bath					
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.00	0.00	0.00	0.00	0.00
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00	0.00	0.00	0.00	0.00
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.00	0.00	0.00	0.00	0.00
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.00	0.00	0.00	0.00	0.00
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.13	0.00	0.00	0.00	0.13
Local shops, Bath City Centre	0.00	0.00	0.03	0.00	0.03
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.73	0.00	0.00	0.00	0.73
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.00	0.00	0.00	0.00	0.00
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.73	0.14	0.00	0.00	0.88
Bradford-on-Avon					
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00	0.00	0.00	0.00	0.00
Bristol					
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00	0.00	0.00	0.17	0.17
Bromham					
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00	0.00	0.00	0.00	0.00
Calne					
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00	0.14	0.03	0.00	0.18
Chippenham					
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00	1.20	0.00	0.00	1.20
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00	1.80	0.00	0.00	1.80
Co-op, Conway Road, Chippenham, SN14 0PW	0.00	0.00	0.00	0.00	0.00
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00	0.28	0.00	0.00	0.28
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00	0.72	0.00	0.00	0.72
Local shops, Chippenham Town Centre	0.00	0.00	0.00	0.00	0.00
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00	1.89	0.12	0.05	2.06
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00	0.51	0.00	0.00	0.51
Morrisons Supermarket, Cepen Park North, Chippenham, SN14 6UZ	0.13	0.71	0.12	0.00	0.96
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.47	12.83	0.03	0.00	13.33
Tesco Express, High Street, Chippenham, SN15 3EY	0.00	0.00	0.00	0.00	0.00
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00	0.00	0.00	0.00	0.00
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00	0.00	0.00	0.00	0.00
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00	0.00	0.00	0.00	0.00
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00	0.00	0.00	0.00	0.00
Corsham					
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00	0.00	0.00	0.00	0.00
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00	0.00	0.00	0.00	0.00
Co-op, Martingate, Corsham, SN13 0HL	0.00	1.73	0.00	0.00	1.73
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00	0.14	0.00	0.00	0.14
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00	0.00	0.00	0.00	0.00
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.47	0.00	0.00	0.00	0.47
Devizes					
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00	0.00	0.00	0.00	0.00
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00	0.00	0.00	0.00	0.00
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00	0.00	0.15	0.00	0.15
Iceland, The Brittox, Devizes, SN10 1AJ	0.00	0.00	0.31	0.00	0.31
Lidl, London Road, Devizes, SN10 2SD	0.13	0.00	1.27	0.00	1.41
Local shops, Devizes Town Centre	0.00	0.00	0.00	0.00	0.00
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00	0.58	0.17	0.05	0.80
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00	0.00	0.59	0.00	0.59
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.13	0.43	1.56	0.00	2.12
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00	0.00	0.00	0.00	0.00
Poundland, Maryport Street, Devizes, SN10 1AG	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.26	0.44	3.41	0.00	4.12
Spar, Bath Road, Devizes, SN10 1QG	0.00	0.00	0.03	0.00	0.03
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00	0.00	0.00	0.00	0.00
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00	0.00	0.00	0.00	0.00
Holt					
Local shops, Holt Village Centre	0.00	0.00	0.00	0.00	0.00
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.00	0.00	0.00	0.00	0.00
Lacock					
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00	0.14	0.00	0.00	0.14
Malmesbury					
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00	0.00	0.00	0.00	0.00
Marlborough					
Waitrose, High Street, Marlborough, SN8 1AA	0.00	0.00	0.07	0.00	0.07
Melksham					
Aldi, Beanacre Road, Melksham, SN12 8RP	7.54	1.81	0.00	0.92	10.28
Asda, Bradford Road, Melksham, SN12 8LQ	15.10	2.79	0.40	1.49	19.78
Co-op, Blackmore Road, Melksham, SN12 7HS	0.47	0.00	0.00	0.00	0.47
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00	0.00	0.00	0.00	0.00
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.00	0.00	0.00	0.00	0.00
Iceland, High Street, Melksham, SN12 6JY	2.64	0.00	0.12	0.19	2.95
Lidl, Bath Road, Melksham, SN12 8AB	9.33	2.02	0.14	1.13	12.63
Local shops, Melksham Town Centre	0.00	0.00	0.00	0.00	0.00
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.00	0.00	0.00	0.00	0.00
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.00	0.00	0.00	0.00	0.00
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.00	0.00	0.00	0.00	0.00
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	17.29	2.80	0.51	2.79	23.38
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	0.57	0.00	0.00	0.00	0.57
Waitrose, Bath Road, Melksham, SN12 6LP	3.50	1.85	0.10	0.78	6.24
Steeple Ashton					
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00	0.00	0.00	0.00	0.00
Swindon					
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00	0.00	0.10	0.00	0.10
Trowbridge					
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00	0.00	0.00	0.27	0.27
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00	0.14	0.00	0.68	0.82
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.47	0.00	0.00	0.00	0.47
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00	0.00	0.00	0.00	0.00
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00	0.00	0.00	0.00	0.00
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00	0.00	0.00	0.00	0.00
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.00	0.00	0.00	0.00	0.00
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00	0.00	0.00	2.11	2.11
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.00	0.00	0.00	0.33	0.33
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00	0.00	0.00	2.85	2.85
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.00	0.00	0.00	0.00	0.00
Tesco Extra, County Way, Trowbridge, BA14 7AQ	2.81	0.00	0.24	2.65	5.69
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00	0.00	0.00	0.22	0.22
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	0.00	0.00	0.00	0.00	0.00
Westbury					
Aldi, Warminster Road, Westbury, BA13 3PL	0.00	0.00	0.03	0.05	0.09
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00	0.00	0.00	0.17	0.17
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00	0.00	0.07	0.05	0.12
Whitley					
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.00	0.00	0.00	0.00	0.00
Others					
Other	0.00	0.00	0.00	0.00	0.00
TOTAL	62.92	35.10	9.62	16.96	124.60

Notes:
Market shares from Table 6 applied to available spend in each zone at 2026. Total convenience spend has been split into 70% main food and 30% top-up shopping.
Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 9: Existing Convenience Goods Turnovers 2026 - Top-Up Food

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Total (£m)
Available expenditure	26.96	15.04	4.12	7.27	53.40
Atworth					
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.28	0.00	0.00	0.00	0.28
Bath					
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.09	0.00	0.00	0.00	0.09
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00	0.00	0.00	0.05	0.05
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.09	0.00	0.00	0.00	0.09
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.09	0.00	0.00	0.00	0.09
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.00	0.00	0.00	0.00	0.00
Local shops, Bath City Centre	0.09	0.00	0.00	0.00	0.09
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.00	0.08	0.00	0.00	0.08
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00	0.00	0.08	0.00	0.08
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.09	0.00	0.00	0.00	0.09
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.00	0.00	0.00	0.00	0.00
Bradford-on-Avon					
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00	0.00	0.00	0.05	0.05
Bristol					
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00	0.00	0.00	0.00	0.00
Bromham					
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00	0.17	0.03	0.00	0.19
Calne					
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00	0.00	0.00	0.00	0.00
Chippenham					
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00	0.08	0.00	0.00	0.08
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00	0.34	0.00	0.00	0.34
Co-op, Conway Road, Chippenham, SN14 0PW	0.00	0.08	0.00	0.05	0.13
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00	0.00	0.00	0.00	0.00
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00	0.51	0.00	0.00	0.51
Local shops, Chippenham Town Centre	0.00	0.08	0.00	0.00	0.08
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00	1.25	0.00	0.00	1.25
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00	0.00	0.00	0.00	0.00
Morrisons Supermarket, Cepen Park North, Chippenham, SN14 6UZ	0.19	0.00	0.00	0.00	0.19
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00	0.08	0.00	0.00	0.08
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.00	1.64	0.00	0.00	1.64
Tesco Express, High Street, Chippenham, SN15 3EY	0.00	0.69	0.00	0.00	0.69
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00	0.08	0.00	0.00	0.08
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00	0.34	0.00	0.00	0.34
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00	0.17	0.00	0.00	0.17
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00	0.17	0.00	0.00	0.17
Corsham					
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00	0.25	0.00	0.00	0.25
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00	1.41	0.00	0.00	1.41
Co-op, Martingate, Corsham, SN13 0HL	0.00	2.83	0.00	0.00	2.83
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00	0.34	0.00	0.00	0.34
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00	0.25	0.00	0.00	0.25
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.00	0.34	0.00	0.00	0.34
Devizes					
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00	0.00	0.03	0.00	0.03
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00	0.00	0.08	0.00	0.08
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00	0.00	0.08	0.00	0.08
Iceland, The Brittox, Devizes, SN10 1AJ	0.09	0.34	0.08	0.00	0.52
Lidl, London Road, Devizes, SN10 2SD	0.00	0.00	0.59	0.00	0.59
Local shops, Devizes Town Centre	0.00	0.30	0.10	0.00	0.41
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00	0.00	0.52	0.00	0.52
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00	0.00	0.16	0.00	0.16
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.09	0.00	0.40	0.00	0.50
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00	0.00	0.11	0.00	0.11
Poundland, Maryport Street, Devizes, SN10 1AG	0.09	0.00	0.03	0.00	0.12
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.00	0.17	1.14	0.05	1.36
Spar, Bath Road, Devizes, SN10 1QG	0.09	0.08	0.27	0.00	0.45
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00	0.00	0.19	0.00	0.19
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00	0.00	0.00	0.05	0.05
Holt					
Local shops, Holt Village Centre	0.00	0.00	0.00	0.05	0.05
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.09	0.00	0.00	0.61	0.70
Lacock					
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00	0.08	0.00	0.00	0.08
Malmesbury					
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00	0.08	0.00	0.00	0.08
Marlborough					
Waitrose, High Street, Marlborough, SN8 1AA	0.00	0.00	0.00	0.00	0.00
Melksham					
Aldi, Beanacre Road, Melksham, SN12 8RP	1.18	0.17	0.03	0.00	1.37
Asda, Bradford Road, Melksham, SN12 8LQ	2.68	1.05	0.00	0.73	4.47
Co-op, Blackmore Road, Melksham, SN12 7HS	2.02	0.42	0.00	0.35	2.79
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00	0.53	0.00	0.00	0.53
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.29	0.00	0.00	0.00	0.29
Iceland, High Street, Melksham, SN12 6JY	5.88	0.00	0.00	0.00	5.88
Lidl, Bath Road, Melksham, SN12 8AB	1.61	0.34	0.03	0.50	2.48
Local shops, Melksham Town Centre	0.75	0.00	0.00	0.00	0.75
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.19	0.00	0.00	0.00	0.19
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.09	0.00	0.00	0.00	0.09
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.48	0.00	0.00	0.00	0.48
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.19	0.00	0.00	0.00	0.19
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	6.07	0.00	0.03	0.66	6.75
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	2.30	0.08	0.03	0.00	2.41
Waitrose, Bath Road, Melksham, SN12 6LP	0.76	0.17	0.09	0.35	1.38
Steeple Ashton					
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00	0.00	0.00	0.39	0.39
Swindon					
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00	0.00	0.00	0.00	0.00
Trowbridge					
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00	0.00	0.00	0.00	0.00
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00	0.00	0.00	0.10	0.10
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.00	0.00	0.00	0.00	0.00
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00	0.00	0.00	0.15	0.15
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00	0.00	0.00	0.05	0.05
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00	0.00	0.00	0.05	0.05
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.09	0.00	0.00	0.10	0.19
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00	0.00	0.00	0.73	0.73
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.29	0.00	0.00	0.20	0.49
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00	0.00	0.00	0.76	0.76
Tesco Express, Hackett Place, Hiltperton, Trowbridge, BA14 7GW	0.00	0.00	0.00	0.68	0.68
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.29	0.00	0.03	0.58	0.89
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00	0.00	0.00	0.00	0.00
Woody's Legend Dairy, The Strand, Seend Clevee, Trowbridge, BA14 6LL	0.29	0.00	0.00	0.00	0.29
Westbury					
Aldi, Warminster Road, Westbury, BA13 3PL	0.00	0.00	0.00	0.00	0.00
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00	0.00	0.00	0.00	0.00
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00	0.00	0.03	0.00	0.03
Whitley					
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.09	0.00	0.00	0.00	0.09
Others					
Other	0.00	0.00	0.00	0.00	0.00
TOTAL	26.97	15.04	4.12	7.27	53.40

Notes:

Market shares from Table 7 applied to available spend in each zone at 2026. Total convenience spend has been split into 70% main food and 30% top-up shopping.
Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 10: Total Convenience Goods Turnovers 2026

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Total (£m)
Available expenditure	89.88	50.14	13.75	24.23	178.0
Atworth					
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.28	0.00	0.00	0.00	0.28
Bath					
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.09	0.00	0.00	0.00	0.09
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00	0.00	0.00	0.05	0.05
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.09	0.00	0.00	0.00	0.09
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.09	0.00	0.00	0.00	0.09
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.13	0.00	0.00	0.00	0.13
Local shops, Bath City Centre	0.09	0.00	0.03	0.00	0.13
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.73	0.08	0.00	0.00	0.82
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00	0.00	0.08	0.00	0.08
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.09	0.00	0.00	0.00	0.09
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.73	0.14	0.00	0.00	0.88
Bradford-on-Avon					
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00	0.00	0.00	0.05	0.05
Bristol					
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00	0.00	0.00	0.17	0.17
Bromham					
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00	0.17	0.03	0.00	0.19
Calne					
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00	0.14	0.03	0.00	0.18
Chippenham					
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00	1.28	0.00	0.00	1.28
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00	2.15	0.00	0.00	2.15
Co-op, Conway Road, Chippenham, SN14 0PW	0.00	0.08	0.00	0.05	0.13
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00	0.28	0.00	0.00	0.28
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00	1.23	0.00	0.00	1.23
Local shops, Chippenham Town Centre	0.00	0.08	0.00	0.00	0.08
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00	3.13	0.12	0.05	3.31
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00	0.51	0.00	0.00	0.51
Morrisons Supermarket, Cepen Park North, Chippenham, SN14 6UZ	0.32	0.71	0.12	0.00	1.15
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00	0.08	0.00	0.00	0.08
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.47	14.47	0.03	0.00	14.98
Tesco Express, High Street, Chippenham, SN15 3EY	0.00	0.69	0.00	0.00	0.69
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00	0.08	0.00	0.00	0.08
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00	0.34	0.00	0.00	0.34
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00	0.17	0.00	0.00	0.17
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00	0.17	0.00	0.00	0.17
Corsham					
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00	0.25	0.00	0.00	0.25
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00	1.41	0.00	0.00	1.41
Co-op, Martingate, Corsham, SN13 0HL	0.00	4.56	0.00	0.00	4.56
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00	0.49	0.00	0.00	0.49
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00	0.25	0.00	0.00	0.25
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.47	0.34	0.00	0.00	0.81
Devizes					
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00	0.00	0.03	0.00	0.03
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00	0.00	0.08	0.00	0.08
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00	0.00	0.23	0.00	0.23
Iceland, The Brittox, Devizes, SN10 1AJ	0.09	0.34	0.39	0.00	0.83
Lidl, London Road, Devizes, SN10 2SD	0.13	0.00	1.86	0.00	2.00
Local shops, Devizes Town Centre	0.00	0.30	0.10	0.00	0.41
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00	0.58	0.69	0.05	1.32
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00	0.00	0.75	0.00	0.75
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.23	0.43	1.96	0.00	2.61
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00	0.00	0.11	0.00	0.11
Poundland, Maryport Street, Devizes, SN10 1AG	0.09	0.00	0.03	0.00	0.12
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.26	0.61	4.55	0.05	5.47
Spar, Bath Road, Devizes, SN10 1QG	0.09	0.08	0.30	0.00	0.48
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00	0.00	0.19	0.00	0.19
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00	0.00	0.00	0.05	0.05
Holt					
Local shops, Holt Village Centre	0.00	0.00	0.00	0.05	0.05
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.09	0.00	0.00	0.61	0.70
Lacock					
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00	0.23	0.00	0.00	0.23
Malmesbury					
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00	0.08	0.00	0.00	0.08
Marlborough					
Waitrose, High Street, Marlborough, SN8 1AA	0.00	0.00	0.07	0.00	0.07
Melksham					
Aldi, Beanacre Road, Melksham, SN12 8RP	8.72	1.98	0.03	0.92	11.65
Asda, Bradford Road, Melksham, SN12 8LQ	17.78	3.84	0.40	2.22	24.24
Co-op, Blackmore Road, Melksham, SN12 7HS	2.49	0.42	0.00	0.35	3.26
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00	0.53	0.00	0.00	0.53
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.29	0.00	0.00	0.00	0.29
Iceland, High Street, Melksham, SN12 6JY	8.52	0.00	0.12	0.19	8.83
Lidl, Bath Road, Melksham, SN12 8AB	10.94	2.36	0.16	1.64	15.10
Local shops, Melksham Town Centre	0.75	0.00	0.00	0.00	0.75
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.19	0.00	0.00	0.00	0.19
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.09	0.00	0.00	0.00	0.09
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.48	0.00	0.00	0.00	0.48
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.19	0.00	0.00	0.00	0.19
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	23.36	2.80	0.53	3.44	30.13
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	2.87	0.08	0.03	0.00	2.98
Waitrose, Bath Road, Melksham, SN12 6LP	4.27	2.02	0.20	1.14	7.62
Steeple Ashton					
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00	0.00	0.00	0.39	0.39
Swindon					
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00	0.00	0.10	0.00	0.10
Trowbridge					
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00	0.00	0.00	0.27	0.27
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00	0.14	0.00	0.78	0.92
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.47	0.00	0.00	0.00	0.47
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00	0.00	0.00	0.15	0.15
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00	0.00	0.00	0.05	0.05
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00	0.00	0.00	0.05	0.05
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.09	0.00	0.00	0.10	0.19
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00	0.00	0.00	2.85	2.85
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.29	0.00	0.00	0.52	0.81
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00	0.00	0.00	3.61	3.61
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.00	0.00	0.00	0.68	0.68
Tesco Extra, County Way, Trowbridge, BA14 7AQ	3.10	0.00	0.26	3.22	6.58
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00	0.00	0.00	0.22	0.22
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	0.29	0.00	0.00	0.00	0.29
Westbury					
Aldi, Warminster Road, Westbury, BA13 3PL	0.00	0.00	0.03	0.05	0.09
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00	0.00	0.00	0.17	0.17
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00	0.00	0.09	0.05	0.15
Whitley					
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.09	0.00	0.00	0.00	0.09
Others					
Other	0.00	0.00	0.00	0.00	0.00
TOTAL	89.88	50.15	13.75	24.23	178.00

Notes:
Table 8 + Table 9.
Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 11: Existing Convenience Goods Turnovers 2030 - Main Food

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Total (£m)
Available expenditure	62.56	34.80	9.42	16.94	123.7
Atworth					
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.00	0.00	0.00	0.00	0.00
Bath					
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.00	0.00	0.00	0.00	0.00
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00	0.00	0.00	0.00	0.00
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.00	0.00	0.00	0.00	0.00
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.00	0.00	0.00	0.00	0.00
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.13	0.00	0.00	0.00	0.13
Local shops, Bath City Centre	0.00	0.00	0.03	0.00	0.03
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.73	0.00	0.00	0.00	0.73
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.00	0.00	0.00	0.00	0.00
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.73	0.14	0.00	0.00	0.87
Bradford-on-Avon					
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00	0.00	0.00	0.00	0.00
Bristol					
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00	0.00	0.00	0.17	0.17
Bromham					
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00	0.00	0.00	0.00	0.00
Calne					
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00	0.14	0.03	0.00	0.17
Chippenham					
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00	1.19	0.00	0.00	1.19
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00	1.79	0.00	0.00	1.79
Co-op, Conway Road, Chippenham, SN14 0PW	0.00	0.00	0.00	0.00	0.00
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00	0.28	0.00	0.00	0.28
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00	0.71	0.00	0.00	0.71
Local shops, Chippenham Town Centre	0.00	0.00	0.00	0.00	0.00
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00	1.87	0.12	0.05	2.04
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00	0.51	0.00	0.00	0.51
Morrisons Supermarket, Cepem Park North, Chippenham, SN14 6UZ	0.13	0.70	0.12	0.00	0.95
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.47	12.72	0.03	0.00	13.22
Tesco Express, High Street, Chippenham, SN15 3EY	0.00	0.00	0.00	0.00	0.00
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00	0.00	0.00	0.00	0.00
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00	0.00	0.00	0.00	0.00
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00	0.00	0.00	0.00	0.00
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00	0.00	0.00	0.00	0.00
Corsham					
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00	0.00	0.00	0.00	0.00
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00	0.00	0.00	0.00	0.00
Co-op, Martingate, Corsham, SN13 0HL	0.00	1.71	0.00	0.00	1.71
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00	0.14	0.00	0.00	0.14
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00	0.00	0.00	0.00	0.00
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.47	0.00	0.00	0.00	0.47
Devizes					
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00	0.00	0.00	0.00	0.00
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00	0.00	0.00	0.00	0.00
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00	0.00	0.15	0.00	0.15
Iceland, The Brittox, Devizes, SN10 1AJ	0.00	0.00	0.31	0.00	0.31
Lidl, London Road, Devizes, SN10 2SD	0.13	0.00	1.25	0.00	1.38
Local shops, Devizes Town Centre	0.00	0.00	0.00	0.00	0.00
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00	0.58	0.16	0.05	0.79
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00	0.00	0.58	0.00	0.58
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.13	0.42	1.53	0.00	2.08
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00	0.00	0.00	0.00	0.00
Poundland, Maryport Street, Devizes, SN10 1AG	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.26	0.44	3.34	0.00	4.04
Spar, Bath Road, Devizes, SN10 1QG	0.00	0.00	0.03	0.00	0.03
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00	0.00	0.00	0.00	0.00
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00	0.00	0.00	0.00	0.00
Holt					
Local shops, Holt Village Centre	0.00	0.00	0.00	0.00	0.00
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.00	0.00	0.00	0.00	0.00
Lacock					
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00	0.14	0.00	0.00	0.14
Malmesbury					
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00	0.00	0.00	0.00	0.00
Marlborough					
Waitrose, High Street, Marlborough, SN8 1AA	0.00	0.00	0.07	0.00	0.07
Melksham					
Aldi, Beanacre Road, Melksham, SN12 8RP	7.50	1.80	0.00	0.92	10.22
Asda, Bradford Road, Melksham, SN12 8LQ	15.01	2.77	0.39	1.49	19.66
Co-op, Blackmore Road, Melksham, SN12 7HS	0.47	0.00	0.00	0.00	0.47
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00	0.00	0.00	0.00	0.00
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.00	0.00	0.00	0.00	0.00
Iceland, High Street, Melksham, SN12 6JY	2.62	0.00	0.12	0.19	2.93
Lidl, Bath Road, Melksham, SN12 8AB	9.28	2.00	0.13	1.13	12.55
Local shops, Melksham Town Centre	0.00	0.00	0.00	0.00	0.00
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.00	0.00	0.00	0.00	0.00
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.00	0.00	0.00	0.00	0.00
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.00	0.00	0.00	0.00	0.00
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	17.19	2.77	0.50	2.78	23.24
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	0.57	0.00	0.00	0.00	0.57
Waitrose, Bath Road, Melksham, SN12 6LP	3.48	1.84	0.10	0.78	6.20
Steeple Ashton					
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00	0.00	0.00	0.00	0.00
Swindon					
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00	0.00	0.10	0.00	0.10
Trowbridge					
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00	0.00	0.00	0.27	0.27
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00	0.14	0.00	0.68	0.82
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.47	0.00	0.00	0.00	0.47
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00	0.00	0.00	0.00	0.00
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00	0.00	0.00	0.00	0.00
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00	0.00	0.00	0.00	0.00
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.00	0.00	0.00	0.00	0.00
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00	0.00	0.00	2.11	2.11
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.00	0.00	0.00	0.33	0.33
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00	0.00	0.00	2.84	2.84
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.00	0.00	0.00	0.00	0.00
Tesco Extra, County Way, Trowbridge, BA14 7AQ	2.79	0.00	0.23	2.64	5.67
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00	0.00	0.00	0.22	0.22
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	0.00	0.00	0.00	0.00	0.00
Westbury					
Aldi, Warminster Road, Westbury, BA13 3PL	0.00	0.00	0.03	0.05	0.09
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00	0.00	0.00	0.17	0.17
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00	0.00	0.07	0.05	0.12
Whitley					
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.00	0.00	0.00	0.00	0.00
Others					
Other	0.00	0.00	0.00	0.00	0.00
TOTAL	62.56	34.80	9.42	16.94	123.72

Notes:
Market shares from Table 6 applied to available spend in each zone at 2030. Total convenience spend has been split into 70% main food and 30% top-up shopping.
Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 12: Existing Convenience Goods Turnovers 2030 - Top-Up Food

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Total (£m)
Available expenditure	26.81	14.91	4.04	7.26	53.0
Atworth					
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.28	0.00	0.00	0.00	0.28
Bath					
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.09	0.00	0.00	0.00	0.09
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00	0.00	0.00	0.05	0.05
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.09	0.00	0.00	0.00	0.09
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.09	0.00	0.00	0.00	0.09
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.00	0.00	0.00	0.00	0.00
Local shops, Bath City Centre	0.09	0.00	0.00	0.00	0.09
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.00	0.08	0.00	0.00	0.08
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00	0.00	0.08	0.00	0.08
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.09	0.00	0.00	0.00	0.09
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.00	0.00	0.00	0.00	0.00
Bradford-on-Avon					
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00	0.00	0.00	0.05	0.05
Bristol					
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00	0.00	0.00	0.00	0.00
Bromham					
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00	0.17	0.03	0.00	0.19
Calne					
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00	0.00	0.00	0.00	0.00
Chippenham					
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00	0.08	0.00	0.00	0.08
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00	0.34	0.00	0.00	0.34
Co-op, Conway Road, Chippenham, SN14 0PW	0.00	0.08	0.00	0.05	0.13
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00	0.00	0.00	0.00	0.00
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00	0.51	0.00	0.00	0.51
Local shops, Chippenham Town Centre	0.00	0.08	0.00	0.00	0.08
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00	1.24	0.00	0.00	1.24
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00	0.00	0.00	0.00	0.00
Morrisons Supermarket, Cepem Park North, Chippenham, SN14 6UZ	0.19	0.00	0.00	0.00	0.19
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00	0.08	0.00	0.00	0.08
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.00	1.63	0.00	0.00	1.63
Tesco Express, High Street, Chippenham, SN15 3EY	0.00	0.68	0.00	0.00	0.68
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00	0.08	0.00	0.00	0.08
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00	0.34	0.00	0.00	0.34
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00	0.17	0.00	0.00	0.17
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00	0.17	0.00	0.00	0.17
Corsham					
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00	0.25	0.00	0.00	0.25
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00	1.40	0.00	0.00	1.40
Co-op, Martingate, Corsham, SN13 0HL	0.00	2.81	0.00	0.00	2.81
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00	0.34	0.00	0.00	0.34
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00	0.25	0.00	0.00	0.25
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.00	0.34	0.00	0.00	0.34
Devizes					
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00	0.00	0.03	0.00	0.03
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00	0.00	0.08	0.00	0.08
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00	0.00	0.08	0.00	0.08
Iceland, The Brittox, Devizes, SN10 1AJ	0.09	0.34	0.08	0.00	0.51
Lidl, London Road, Devizes, SN10 2SD	0.00	0.00	0.58	0.00	0.58
Local shops, Devizes Town Centre	0.00	0.30	0.10	0.00	0.40
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00	0.00	0.51	0.00	0.51
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00	0.00	0.16	0.00	0.16
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.09	0.00	0.39	0.00	0.49
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00	0.00	0.10	0.00	0.10
Poundland, Maryport Street, Devizes, SN10 1AG	0.09	0.00	0.03	0.00	0.12
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.00	0.17	1.12	0.05	1.33
Spar, Bath Road, Devizes, SN10 1QG	0.09	0.08	0.26	0.00	0.44
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00	0.00	0.18	0.00	0.18
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00	0.00	0.00	0.05	0.05
Holt					
Local shops, Holt Village Centre	0.00	0.00	0.00	0.05	0.05
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.09	0.00	0.00	0.61	0.70
Lacock					
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00	0.08	0.00	0.00	0.08
Malmesbury					
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00	0.08	0.00	0.00	0.08
Marlborough					
Waitrose, High Street, Marlborough, SN8 1AA	0.00	0.00	0.00	0.00	0.00
Melksham					
Aldi, Beanacre Road, Melksham, SN12 8RP	1.17	0.17	0.03	0.00	1.36
Asda, Bradford Road, Melksham, SN12 8LQ	2.67	1.04	0.00	0.73	4.44
Co-op, Blackmore Road, Melksham, SN12 7HS	2.01	0.42	0.00	0.34	2.77
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00	0.53	0.00	0.00	0.53
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.29	0.00	0.00	0.00	0.29
Iceland, High Street, Melksham, SN12 6JY	5.85	0.00	0.00	0.00	5.85
Lidl, Bath Road, Melksham, SN12 8AB	1.60	0.34	0.03	0.50	2.46
Local shops, Melksham Town Centre	0.74	0.00	0.00	0.00	0.74
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.19	0.00	0.00	0.00	0.19
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.09	0.00	0.00	0.00	0.09
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.47	0.00	0.00	0.00	0.47
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.19	0.00	0.00	0.00	0.19
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	6.03	0.00	0.03	0.66	6.71
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	2.29	0.08	0.03	0.00	2.40
Waitrose, Bath Road, Melksham, SN12 6LP	0.76	0.17	0.09	0.35	1.37
Steeple Ashton					
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00	0.00	0.00	0.39	0.39
Swindon					
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00	0.00	0.00	0.00	0.00
Trowbridge					
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00	0.00	0.00	0.00	0.00
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00	0.00	0.00	0.10	0.10
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.00	0.00	0.00	0.00	0.00
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00	0.00	0.00	0.15	0.15
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00	0.00	0.00	0.05	0.05
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00	0.00	0.00	0.05	0.05
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.09	0.00	0.00	0.10	0.19
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00	0.00	0.00	0.73	0.73
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.29	0.00	0.00	0.20	0.49
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00	0.00	0.00	0.76	0.76
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.00	0.00	0.00	0.68	0.68
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.29	0.00	0.03	0.58	0.89
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00	0.00	0.00	0.00	0.00
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	0.29	0.00	0.00	0.00	0.29
Westbury					
Aldi, Warminster Road, Westbury, BA13 3PL	0.00	0.00	0.00	0.00	0.00
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00	0.00	0.00	0.00	0.00
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00	0.00	0.03	0.00	0.03
Whitley					
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.09	0.00	0.00	0.00	0.09
Others					
Other	0.00	0.00	0.00	0.00	0.00
TOTAL	26.81	14.92	4.04	7.26	53.03

Notes:
Market shares from Table 7 applied to available spend in each zone at 2030. Total convenience spend has been split into 70% main food and 30% top-up shopping.
Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 13: Total Convenience Goods Turnovers 2030

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Total (£m)
<i>Available expenditure</i>	<i>89.4</i>	<i>49.7</i>	<i>13.5</i>	<i>24.2</i>	<i>176.7</i>
Atworth					
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.28	0.00	0.00	0.00	0.28
Bath					
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.09	0.00	0.00	0.00	0.09
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.00	0.00	0.00	0.05	0.05
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.09	0.00	0.00	0.00	0.09
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.09	0.00	0.00	0.00	0.09
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.13	0.00	0.00	0.00	0.13
Local shops, Bath City Centre	0.09	0.00	0.03	0.00	0.13
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.73	0.08	0.00	0.00	0.81
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.00	0.00	0.08	0.00	0.08
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.09	0.00	0.00	0.00	0.09
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.73	0.14	0.00	0.00	0.87
Bradford-on-Avon					
Sainsbury's, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.00	0.00	0.00	0.05	0.05
Bristol					
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.00	0.00	0.00	0.17	0.17
Bromham					
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.00	0.17	0.03	0.00	0.19
Calne					
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.00	0.14	0.03	0.00	0.17
Chippenham					
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.00	1.27	0.00	0.00	1.27
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.00	2.13	0.00	0.00	2.13
Co-op, Conway Road, Chippenham, SN14 0PW	0.00	0.08	0.00	0.05	0.13
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.00	0.28	0.00	0.00	0.28
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.00	1.22	0.00	0.00	1.22
Local shops, Chippenham Town Centre	0.00	0.08	0.00	0.00	0.08
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.00	3.11	0.12	0.05	3.28
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.00	0.51	0.00	0.00	0.51
Morrisons Supermarket, Cepen Park North, Chippenham, SN14 6UZ	0.32	0.70	0.12	0.00	1.14
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.00	0.08	0.00	0.00	0.08
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.47	14.35	0.03	0.00	14.85
Tesco Express, High Street, Chippenham, SN15 3EY	0.00	0.68	0.00	0.00	0.68
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.00	0.08	0.00	0.00	0.08
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.00	0.34	0.00	0.00	0.34
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.00	0.17	0.00	0.00	0.17
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.00	0.17	0.00	0.00	0.17
Corsham					
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.00	0.25	0.00	0.00	0.25
Co-op, Macie Drive, Corsham, SN13 9EJ	0.00	1.40	0.00	0.00	1.40
Co-op, Martingate, Corsham, SN13 0HL	0.00	4.52	0.00	0.00	4.52
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.00	0.48	0.00	0.00	0.48
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.00	0.25	0.00	0.00	0.25
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.47	0.34	0.00	0.00	0.81
Devizes					
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.00	0.00	0.03	0.00	0.03
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.00	0.00	0.08	0.00	0.08
Devizes Market, The Market Place, Devizes, SN10 1JD	0.00	0.00	0.23	0.00	0.23
Iceland, The Brittox, Devizes, SN10 1AJ	0.09	0.34	0.38	0.00	0.82
Lidl, London Road, Devizes, SN10 2SD	0.13	0.00	1.83	0.00	1.96
Local shops, Devizes Town Centre	0.00	0.30	0.10	0.00	0.40
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	0.00	0.58	0.67	0.05	1.30
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.00	0.00	0.74	0.00	0.74
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	0.22	0.42	1.92	0.00	2.57
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.00	0.00	0.10	0.00	0.10
Poundland, Maryport Street, Devizes, SN10 1AG	0.09	0.00	0.03	0.00	0.12
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.26	0.60	4.46	0.05	5.37
Spar, Bath Road, Devizes, SN10 1QG	0.09	0.08	0.29	0.00	0.47
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.00	0.00	0.18	0.00	0.18
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.00	0.00	0.00	0.05	0.05
Holt					
Local shops, Holt Village Centre	0.00	0.00	0.00	0.05	0.05
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.09	0.00	0.00	0.61	0.70
Lacock					
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.00	0.22	0.00	0.00	0.22
Malmesbury					
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.00	0.08	0.00	0.00	0.08
Marlborough					
Waitrose, High Street, Marlborough, SN8 1AA	0.00	0.00	0.07	0.00	0.07
Melksham					
Aldi, Beanacre Road, Melksham, SN12 8RP	8.67	1.96	0.03	0.92	11.58
Asda, Bradford Road, Melksham, SN12 8LQ	17.68	3.81	0.39	2.22	24.10
Co-op, Blackmore Road, Melksham, SN12 7HS	2.48	0.42	0.00	0.34	3.24
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.00	0.53	0.00	0.00	0.53
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.29	0.00	0.00	0.00	0.29
Iceland, High Street, Melksham, SN12 6JY	8.47	0.00	0.12	0.19	8.78
Lidl, Bath Road, Melksham, SN12 8AB	10.88	2.34	0.16	1.63	15.02
Local shops, Melksham Town Centre	0.74	0.00	0.00	0.00	0.74
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.19	0.00	0.00	0.00	0.19
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.09	0.00	0.00	0.00	0.09
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.47	0.00	0.00	0.00	0.47
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.19	0.00	0.00	0.00	0.19
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	23.22	2.77	0.52	3.44	29.96
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	2.86	0.08	0.03	0.00	2.97
Waitrose, Bath Road, Melksham, SN12 6LP	4.24	2.00	0.19	1.14	7.57
Steeple Ashton					
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.00	0.00	0.00	0.39	0.39
Swindon					
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.00	0.00	0.10	0.00	0.10
Trowbridge					
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.00	0.00	0.00	0.27	0.27
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.00	0.14	0.00	0.78	0.92
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.47	0.00	0.00	0.00	0.47
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.00	0.00	0.00	0.15	0.15
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.00	0.00	0.00	0.05	0.05
Central Convenience (Texaco Garage), Wyke Road, Trowbridge, BA14 7NU	0.00	0.00	0.00	0.05	0.05
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.09	0.00	0.00	0.10	0.19
Lidl, Canal Road, Trowbridge, BA14 8QU	0.00	0.00	0.00	2.84	2.84
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.29	0.00	0.00	0.52	0.81
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.00	0.00	0.00	3.60	3.60
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.00	0.00	0.00	0.68	0.68
Tesco Extra, County Way, Trowbridge, BA14 7AQ	3.08	0.00	0.26	3.22	6.56
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.00	0.00	0.00	0.22	0.22
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	0.29	0.00	0.00	0.00	0.29
Westbury					
Aldi, Warminster Road, Westbury, BA13 3PL	0.00	0.00	0.03	0.05	0.09
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.00	0.00	0.00	0.17	0.17
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.00	0.00	0.09	0.05	0.14
Whitley					
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.09	0.00	0.00	0.00	0.09
Others					
Other	0.00	0.00	0.00	0.00	0.00
TOTAL	89.37	49.72	13.45	24.20	176.75

Notes:
Table 11 + Table 12.
Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 14: Turnover of Proposed Store

Replacement Store		
Gross internal floorspace	(sq m)	2184
Net sales area	(sq m)	1529
Convenience floorspace	(%)	80
Comparison floorspace	(%)	20
Convenience floorspace	(sq m)	1223
Comparison floorspace	(sq m)	306
Convenience sales density 2026	(£/sq m)	7989
Comparison sales density 2026	(£/sq m)	4680
Convenience goods turnover 2026	(£m)	9.77
Comparison goods turnover 2026	(£m)	1.43
Total benchmark turnover 2026	(£m)	11.20
Convenience sales density 2030	(£/sq m)	7989
Comparison sales density 2030	(£/sq m)	5125
Convenience goods turnover 2030	(£m)	9.77
Comparison goods turnover 2030	(£m)	1.57
Total benchmark turnover 2030	(£m)	11.34
Existing Lidl Store		
Gross internal floorspace	(sq m)	1432
Net sales area	(sq m)	1128
Convenience floorspace	(%)	80
Comparison floorspace	(%)	20
Convenience floorspace	(sq m)	902
Comparison floorspace	(sq m)	226
Convenience sales density 2026	(£/sq m)	7989
Comparison sales density 2026	(£/sq m)	4680
Convenience goods turnover 2026	(£m)	7.21
Comparison goods turnover 2026	(£m)	1.06
Total benchmark turnover 2026	(£m)	8.27
Convenience sales density 2030	(£/sq m)	7989
Comparison sales density 2030	(£/sq m)	5125
Convenience goods turnover 2030	(£m)	7.21
Comparison goods turnover 2030	(£m)	1.16
Total benchmark turnover 2030	(£m)	8.37
Actual convenience turnover of existing store at 2030	(£m)	15.02
Actual turnover of replacement store at 2030 (from Table 15)	(£m)	16.32
Level of overtrading at 2030:		
Existing store	(%)	208.30
Replacement store	(%)	166.99

Notes:

Convenience and comparison sales densities are Lidl company averages derived from Global Data 2025, projected forward using Experian's forecast growth in retail sales densities from Figures 4a & 4b in their 'Retail Planner Briefing Note 22'.

Expressed in 2023 prices.

Lidl Great Britain Ltd
Proposed Foodstore at Eastern Way, Melksham

Table 15: Retail Impact - Convenience Goods

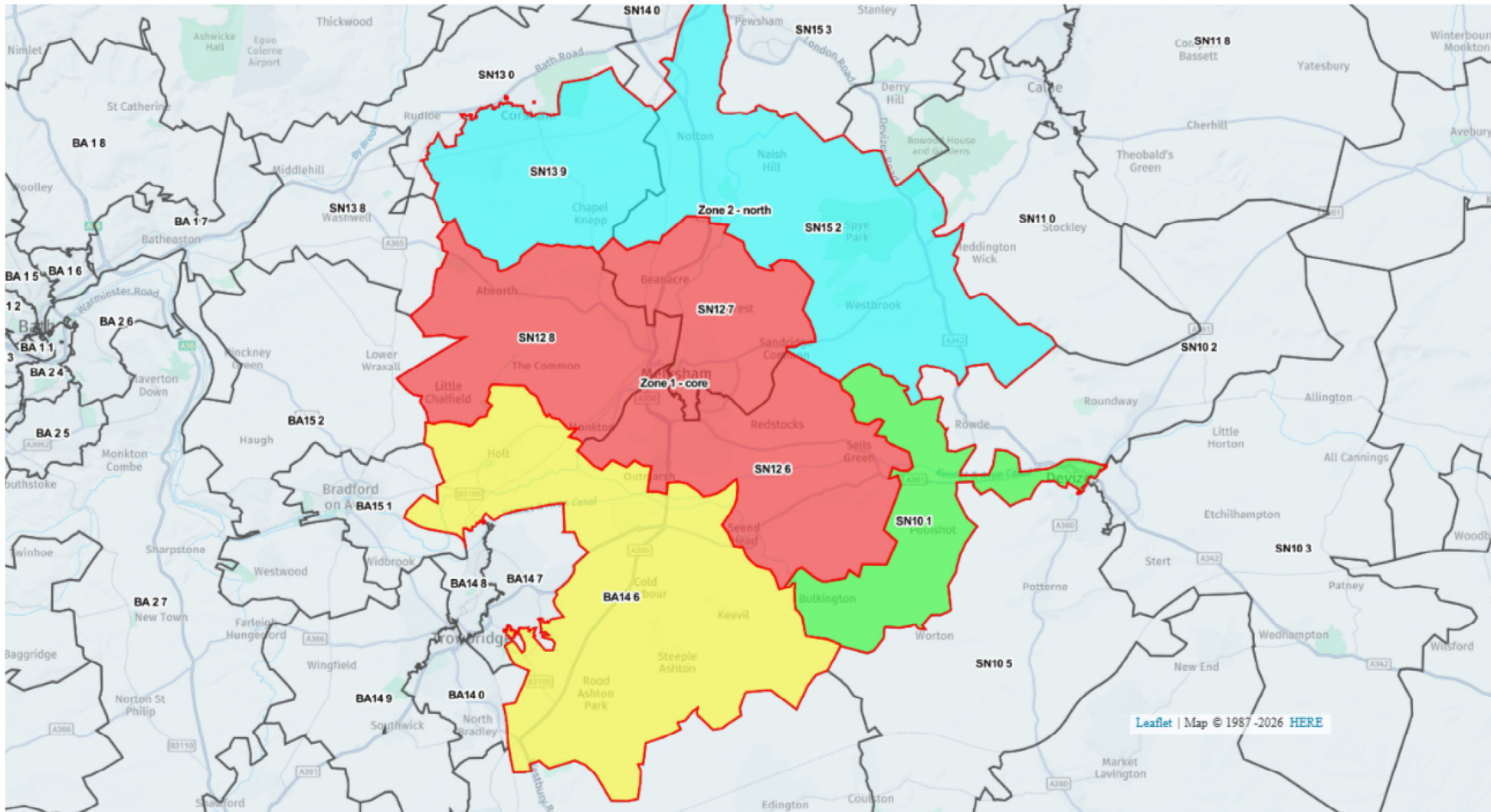
	Turnover 2026 (£m)	Turnover 2030 (£m)	Trade Diversion (£m)	Resultant Turnover (£m)	Impact (%)
Atworth					
Central Convenience (Texaco Garage), Bath Road, Atworth, SN12 8HN	0.28	0.28	0	0.28	0.0
Bath					
Co-op, Burlington Place, Julian Road, Bath, BA1 2SQ	0.09	0.09	0	0.09	0.0
Co-op, St Saviours Road, Larkhill, Bath, BA1 6RT	0.05	0.05	0	0.05	0.0
Eades Greengrocers, Crescent Lane, Bath, BA1 2PX	0.09	0.09	0	0.09	0.0
Larkhall Butchers, St Saviours Road, Bath, BA1 6RS	0.09	0.09	0	0.09	0.0
Lidl, Lower Bristol Road, Twerton, Bath, BA2 1ES	0.13	0.13	0	0.13	0.0
Local shops, Bath City Centre	0.13	0.13	0	0.13	0.0
M&S Foodhall, Stall Street, Bath, BA1 1QB	0.82	0.81	0	0.81	0.0
Morrisons Supermarket, York Place, London Road, Bath, BA1 6AN	0.08	0.08	0	0.08	0.0
Sainsbury's Local, Dorchester Street, Bath, BA1 1SS	0.09	0.09	0	0.09	0.0
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.88	0.87	0	0.87	0.0
Bradford-on-Avon					
Sainsbury's, Elms Cross SC, Bradford-on-Avon, BA15 2AZ	0.05	0.05	0	0.05	0.0
Bristol					
Morrisons Supermarket, Lysander Road, Patchway, Bristol, BS10 7UD	0.17	0.17	0	0.17	0.0
Bromham					
H F Stiles & Son, High Street, Bromham, SN15 2EX	0.19	0.19	0	0.19	0.0
Calne					
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.18	0.17	0	0.17	0.0
Chippenham					
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	1.28	1.27	0	1.27	0.0
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	2.15	2.13	0	2.13	0.0
Co-op, Conway Road, Chippenham, SN14 0PW	0.13	0.13	0	0.13	0.0
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.28	0.28	0	0.28	0.0
Lidl, Pewsham Way, Chippenham, SN15 3JG	1.23	1.22	0	1.22	0.0
Local shops, Chippenham Town Centre	0.08	0.08	0	0.08	0.0
M&S Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	3.31	3.28	0	3.28	0.0
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.51	0.51	0	0.51	0.0
Morrisons Supermarket, Cepem Park North, Chippenham, SN14 6UZ	1.15	1.14	0	1.14	0.0
One Stop, Sheldon Road, Chippenham, SN14 0BN	0.08	0.08	0	0.08	0.0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	14.98	14.85	0	14.85	0.0
Tesco Express, High Street, Chippenham, SN15 3EY	0.69	0.68	0	0.68	0.0
Tesco Express, Hungerdown Lane, Chippenham, SN14 0JH	0.08	0.08	0	0.08	0.0
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.34	0.34	0	0.34	0.0
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN15 2DZ	0.17	0.17	0	0.17	0.0
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.17	0.17	0	0.17	0.0
Corsham					
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.25	0.25	0	0.25	0.0
Co-op, Macie Drive, Corsham, SN13 9EJ	1.41	1.40	0	1.40	0.0
Co-op, Martingate, Corsham, SN13 0HL	4.56	4.52	0	4.52	0.0
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.49	0.48	0	0.48	0.0
Parsons Bakery, Martingate Centre, Corsham, SN13 0HL	0.25	0.25	0	0.25	0.0
Toby Haynes Butchers, High Street, Corsham, SN13 0HB	0.81	0.81	0	0.81	0.0
Devizes					
Central Convenience, Hillworth Road, Devizes, SN10 5HB	0.03	0.03	0	0.03	0.0
Co-op, High Street, Market Lavington, Devizes, SN10 4AF	0.08	0.08	0	0.08	0.0
Devizes Market, The Market Place, Devizes, SN10 1JD	0.23	0.23	0	0.23	0.0
Iceland, The Brittox, Devizes, SN10 1AJ	0.83	0.82	0	0.82	0.0
Lidl, London Road, Devizes, SN10 2SD	2.00	1.96	0	1.96	0.0
Local shops, Devizes Town Centre	0.41	0.40	0	0.40	0.0
M&S Foodhall, Monday Market Street, Devizes, SN10 1DW	1.32	1.30	0	1.30	0.0
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	0.75	0.74	0	0.74	0.0
Morrisons Supermarket, Estcourt Street, Devizes, SN10 1LA	2.61	2.57	0	2.57	0.0
Poulshot Farm Shop, Devices Road, Poulshot, Devizes, SN10 1RQ	0.11	0.10	0	0.10	0.0
Poundland, Maryport Street, Devizes, SN10 1AG	0.12	0.12	0	0.12	0.0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	5.47	5.37	0	5.37	0.0
Spar, Bath Road, Devizes, SN10 1QG	0.48	0.47	0	0.47	0.0
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.19	0.18	0	0.18	0.0
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.05	0.05	0	0.05	0.0
Holt					
Local shops, Holt Village Centre	0.05	0.05	0	0.05	0.0
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.70	0.70	0	0.70	0.0
Lacock					
Lacock Shop & Deli, High Street, Lacock, SN15 2LQ	0.23	0.22	0	0.22	0.0
Malmesbury					
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.08	0.08	0	0.08	0.0
Marlborough					
Waitrose, High Street, Marlborough, SN8 1AA	0.07	0.07	0	0.07	0.0
Melksham					
Aldi, Beanacre Road, Melksham, SN12 8RP	11.65	11.58	1.0	10.88	-6.0
Asda, Bradford Road, Melksham, SN12 8LQ	24.24	24.10	0.5	23.90	-0.8
Co-op, Blackmore Road, Melksham, SN12 7HS	3.26	3.24	0.3	2.94	-9.3
Co-op, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.53	0.53	0.05	0.48	-9.5
I D Newman & Son, Church Street, Melksham, SN12 6LS	0.29	0.29	0	0.29	0.0
Iceland, High Street, Melksham, SN12 6JY	8.83	8.78	0.2	8.73	-0.6
Lidl, Bath Road, Melksham, SN12 8AB	15.10	15.02	15.02	0.00	-100.0
Local shops, Melksham Town Centre	0.75	0.74	0	0.74	0.0
Londis (Texaco Petrol Station), Spa Road, Melksham, SN12 7NY	0.19	0.19	0	0.19	0.0
Lowden Farm Shop, Bath Road / Folly Lane, Shaw, Melksham, SN12 8EZ	0.09	0.09	0	0.09	0.0
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.48	0.47	0	0.47	0.0
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.19	0.19	0	0.19	0.0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	30.13	29.96	0	29.96	0.0
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	2.98	2.97	0	2.97	0.0
Waitrose, Bath Road, Melksham, SN12 6LP	7.62	7.57	0	7.57	0.0
<i>Replacement Lidl, Eastern Way, Melksham</i>	-	-	-	16.32	
Steeple Ashton					
Steeple Ashton Village Shop, High Street, Steeple Ashton, BA14 6EU	0.39	0.39	0	0.39	0.0
Swindon					
Asda, North Swindon District Centre, Abbey Meads, Swindon, SN25 4BG	0.10	0.10	0	0.10	0.0
Trowbridge					
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.27	0.27	0	0.27	0.0
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.92	0.92	0	0.92	0.0
B&M, Trowbridge Retail Park, Trowbridge, BA14 0RQ	0.47	0.47	0	0.47	0.0
Budgens, Lodge Service Station, West Ashton Road, Trowbridge, BA14 6DW	0.15	0.15	0	0.15	0.0
Castle Place Butchers, Castle Place, Trowbridge, BA14 8AL	0.05	0.05	0	0.05	0.0
Central Convenience (Texaco PFS), Wyke Road, Trowbridge, BA14 7NU	0.05	0.05	0	0.05	0.0
Iceland, Wicker Hill, Trowbridge, BA14 8AT	0.19	0.19	0	0.19	0.0
Lidl, Canal Road, Trowbridge, BA14 8QU	2.85	2.84	0	2.84	0.0
M&S Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.81	0.81	0	0.81	0.0
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	3.61	3.60	0	3.60	0.0
Tesco Express, Hackett Place, Hilperton, Trowbridge, BA14 7GW	0.68	0.68	0	0.68	0.0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	6.58	6.56	0	6.56	0.0
Tymbark Supermarket, Wicker Hill, Trowbridge, BA14 8JS	0.22	0.22	0	0.22	0.0
Woody's Legend Dairy, The Strand, Seend Cleeve, Trowbridge, BA14 6LL	0.29	0.29	0	0.29	0.0
Westbury					
Aldi, Warminster Road, Westbury, BA13 3PL	0.09	0.09	0	0.09	0.0
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.17	0.17	0	0.17	0.0
Morrisons Supermarket, Edward Street, Westbury, BA13 3BL	0.15	0.14	0	0.14	0.0
Whitley					
Whitley Stores Community Shop, Top Lane, Whitley, SN12 8QX	0.09	0.09	0	0.09	0.0
Others					
Other	0.00	0.00	0	0.00	
TOTAL	178.00	176.75	17.07	176.75	

Notes:
Pre-impact turnovers at 2026 and 2030 are derived from Tables 10 & 13.
Impact is trade diverted from the store expressed as a percentage of its pre-impact 2030 turnover.
Assumes that 5% of the turnover of the existing Lidl store will be captured by Aldi (2%), Asda (2%) and Iceland (1%).
Expressed in 2023 prices.



Appendix B

Proposed Lidl at Eastern Way, Melksham - Study Area Plan



Legend

- Zone 1 - core
- Zone 2 - north
- Zone 3 - east
- Zone 4 - south
- Postal Sector

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