



Statement of Community Involvement



Client Name: Lidl Great Britain Ltd
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Document control

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SECTION 1

Introduction



1.0 Introduction

1.1 Introduction

- 1.1.1 This Statement of Community Involvement (SCI) has been prepared on behalf of Lidl Great Britain Ltd and is submitted in support of a full planning application for a new Lidl foodstore with associated works at Eastern Way, Melksham.
- 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 outlines the consultation undertaken in relation to the proposed development.



SECTION 2

Policy Context



2.0 Policy Context

2.1 Localism Act 2011

- 2.1.1 The Localism Act received Royal assent on 15th November 2011 and one of its main aims was to shift power from central government back into the hands of individuals, communities and local government.

2.2 National Planning Policy Framework (NPPF)

- 2.2.1 The NPPF sets out the Government's planning policies for England, including guidance in relation to the undertaking of public engagement and consultation on proposed developments.
- 2.2.2 Paragraphs 40–47 relate to pre-application engagement and front-loading, with paragraph 40 saying that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties”*.
- 2.2.3 Paragraph 41 says that local authorities should encourage applicants: i) to engage with the local community before submitting their applications, where they think this would be beneficial; ii) to seek pre-application engagement with the LPA where relevant; and iii) with statutory and non-statutory consultees.

2.3 Local Plan

- 2.3.1 The application site lies within the jurisdiction of Wiltshire District 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
- 2.3.2 The adopted development plan contains no policies in respect of community involvement with planning applications.
- 2.3.3 The Council published a Statement of Community Involvement in 2020 which seeks to provide clarity on how they will engage with local communities and stakeholders on planning matters. The SCI explains Wiltshire Council's policy for engaging the community in the consideration of planning applications.
- 2.3.4 The Wiltshire SCI encourages developers and applicants to engage with local people and communities before the submission of a planning application.



SECTION 3

Public Consultation



3.0 Public Consultation

3.1 Approach

- 3.1.1 As part of Lidl's commitment to public engagement, a consultation questionnaire has been sent out to households within the catchment, containing a link to Lidl's consultation portal (<https://melksham.newsite.lidl.co.uk/>)
- 3.1.2 The link takes participants to a virtual exhibition where information about the application can be viewed and the opportunity to provide feedback is given.
- 3.1.3 The purpose of notifying local residents within the catchment is to ensure the consultation reaches everyone in the nearby community and to proactively involve individuals and groups that may not be made aware of the application in the traditional consultation undertaken by the Council.
- 3.1.4 The applicant made a presentation to Melksham Without Parish Council on 11th March 2026 at the Melksham Community Campus. This entailed a presentation by the applicant team and a follow up question and answers session with members of the Parish Council.
- 3.1.5 On 7th April 2026, the applicant team also made a presentation to Melksham Town Council's Economic Development and Planning meeting at Melksham Town Hall. The meeting followed a similar format to that of the Melksham Without Parish Council meeting.
- 3.1.6 Questions were raised regarding the suitability of the access location and further clarification on the procedure for transitioning employees from the existing Lidl store when it relocates.
- 3.1.7 Lidl is committed to ongoing engagement with all local stakeholders and where appropriate, feedback received during the consultation can be taken into account when progressing the proposals.



SECTION 4

Conclusions



4.0 Conclusions

- 4.1.1 The adopted Local Plan contains no policy on community involvement in respect of planning applications, but Lidl has undertaken extensive public consultation with local residents prior to the submission of the application and it remains ongoing.
- 4.1.2 Lidl believes that this comprehensive engagement strategy will ensure that the wider community is made aware of the proposed development and builds upon the requirements of Wiltshire Council set out in their own SCI.
- 4.1.3 Lidl commits to regularly informing the community regarding the progress of the application.