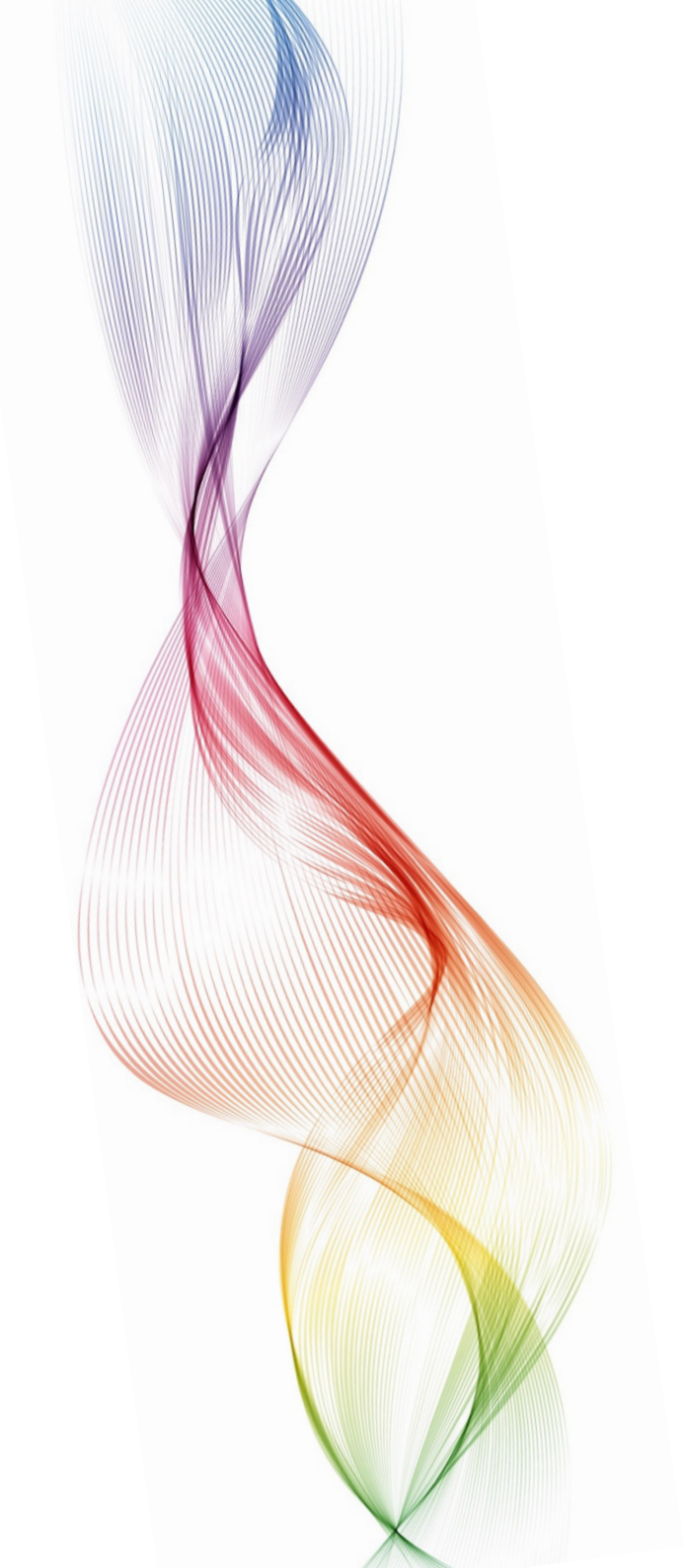




Statement of Community Involvement

Land off Damask Way, Warminster

On behalf of Backhouse Housing Ltd

March 2026

Co-Creation UK
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1.0 Introduction

1.1 This Statement of Community Involvement (SCI) has been prepared in support of an outline planning application for residential development of up to 49 dwellings, including associated access, landscaping, open space and supporting infrastructure, on land at Damask Way, Upper Marsh Road and Smallbrook Road, Warminster.

1.2 The application is submitted in outline form, with all matters reserved except for access.

1.3 The purpose of this Statement is to set out the approach to community engagement and to demonstrate that this is proportionate and appropriate, having regard to the scale and nature of the proposals.

1.4 The SCI also explains how feedback will be taken into account in the ongoing evolution of the scheme, including through subsequent Reserved Matters applications.

1.5 Given the timing of the engagement set out in this Statement, this document will be updated to reflect the engagement undertaken and to summarise the consultation responses. This will be submitted to Wiltshire Council so as to ensure transparency, to identify how comments have been considered and how they will influence the proposals.



2.0 Approach to Community Engagement

2.1 The consultation strategy has been designed to ensure that local stakeholders are informed of the proposals and provided with an opportunity to comment at an appropriate stage in the development process.

2.2 The consultation on the proposed development at Damask Way is built around the following principles:

- Genuine Engagement – allowing real influence on the scheme (recognising that much influence will be the subject of the Reserved Matters applications to follow);
- Transparency – Sharing information openly, using plain language and visuals;
- Accessibility – Providing multiple ways to participate;
- Inclusivity – Reaching underrepresented voices such as young families, young people and lower-income households;
- Feedback Loop – Showing how comments will shape the proposal.

2.3 The objectives of any engagement are to:

- Listen and understand local views to help shape the design and mitigate concerns.
- Inform residents and stakeholders about the scope and benefits of the housing scheme.
- Promote transparency, building trust, where possible, between the development team and the community.



- Meet planning requirements under the National Planning Policy Framework (NPPF) and Wiltshire Council's Statement of Community Involvement (SCI).
- Strengthen the proposed development by evidencing meaningful engagement in a Statement of Community Involvement (SCI).

2.4 In considering the engagement strategy, regard has been had to:

- The outline nature of the application;
- The scale and location of the site;
- The extent to which detailed design matters will be addressed at a later stage.

2.5 In this regard, as an outline application, the influence any responses received at this stage can only focus on:

- The principle of residential development;
- The scale of development proposed;
- Access arrangements;
- Key technical and planning considerations.

2.6 Those comments relating to the design, form or technical aspects of the proposed development will, to a large extent, be more relevant for the Reserved Matters stage of the planning process. Importantly, feedback received at this stage on the more detailed aspects of the proposals such as design and character, will inform the ongoing evolution of the scheme and will be taken into account in the preparation of Reserved Matters submissions.

2.7 The approach to consultation reflects this distinction, ensuring that engagement is undertaken at an appropriate level of detail. The approach to engagement that will be undertaken at the Reserved Matters is considered below.

2.8 This approach is considered proportionate and consistent with national policy and guidance, which encourages early engagement while recognising that the level of detail available at outline stage is necessarily limited.

3.0 Stakeholder Identification

3.1 A targeted approach to stakeholder engagement will be undertaken, focusing on those most likely to be affected by, or have an interest in, the proposals.

3.2 Engagement will include:

- Local residents in the vicinity of the site – Figure 3.1 indicates the area (darker blue) where residents will be notified of the proposed development;
- Local ward Members for Warminster and relevant lead Councillors;
- Warminster Town Council.

3.3 This approach ensures that engagement is both proportionate and effective, directing consultation towards relevant parties. The target notification area in Figure 3.1 includes a total of 8093 households. This area is considered to reflect the area (and significantly beyond) that could have an interest in the proposed development. This target reach is considered to be extensive for a scheme of this nature.

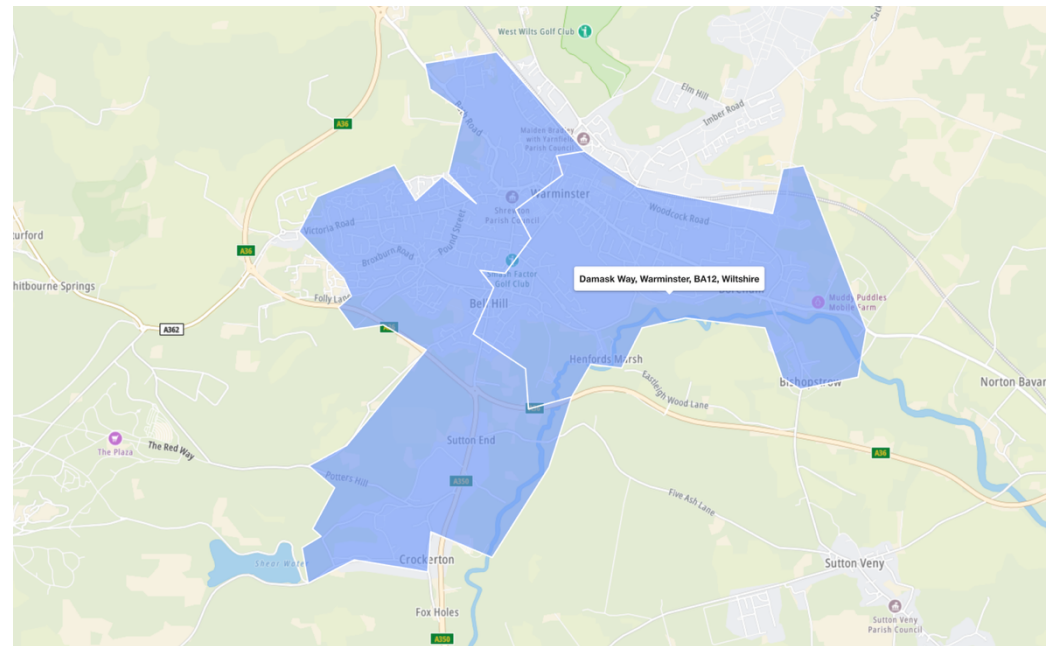


Figure 3.1: Notification Area

4.0 Consultation Activities

4.1 Councillor Engagement

4.1.1 Early engagement has been undertaken with elected representatives to ensure that key stakeholders are informed of the proposals at an appropriate stage.

4.1.2 This has included:

- Offering Briefings to Warminster ward Councillors;
- Engagement with lead members of Wiltshire Council;
- Briefings offered to Warminster Town Councillors.

4.1.3 The intention of these discussions is to provide an opportunity to outline the proposals, explain the scope of the outline application, and identify any initial matters of interest or concern. The timing of such discussions intended to be before the wider public was informed, so as to enable local representatives to answer queries when approached by local residents.

4.2 Local Resident Engagement

4.2.1 A leaflet will be distributed to properties in the vicinity of the site, as identified in Figure 3.1, to ensure that local residents are directly informed of the proposals.

4.2.2 The leaflet will:

- Introduce the proposed development;
- Explain the outline nature of the application;
- Provide details of how further information can be accessed, via the website;
- Invite residents to submit feedback.

4.2.3 In addition to the leaflet distributed to local residents, a Press Release / advert will be placed in a local newspaper, alongside efforts to post about the proposed development on a local social media platform, signposting to the website.

4.2.4 This approach ensures that nearby residents are made aware of the proposals in a clear and accessible manner; and given the opportunity to influence the form and nature of the proposals at an early stage. Given the outline nature of the planning application, those comments relating to the design, form or detailed technical aspects of the proposed development will, to a large extent, be more relevant for the Reserved Matters stage of the planning process; and will be used to inform the proposed development at this stage.

4.3 Consultation Website

4.3.1 A dedicated consultation website is being prepared to provide information on the proposals and facilitate engagement.

4.3.2 The website includes:

- Information on the site and surrounding context;
- An overview of the proposed development;
- Illustrative material setting out development principles;
- A mechanism for submitting comments and feedback.

4.3.3 The use of an online platform enables stakeholders to engage with the proposals flexibly and ensures that information is readily accessible. This is particularly helpful in allowing harder to reach groups and those who wouldn't typically attend an in-person event, to understand the proposals and to provide feedback.

4.3.4 Respondents to the feedback form will be given 3 weeks to respond, following which the feedback questionnaire will be closed. Respondents will also be asked if they would wish to be kept informed and if they would like to attend the proposed Workshops / Focus Groups. All data received will be retained in a GDPR compliant manner.

4.3.5 The website will be updated at key stages, to inform residents of progress, for example, following the closure of the response form and when the planning application is determined.

4.4 School Events

4.4.1 Local schools will be approached asking if students / staff would welcome a workshop on the proposals. This is likely to be more beneficial to post-16 Geography students and will offer the opportunity for young people to consider and influence the proposals at an early stage, whilst also potentially assisting their studies.

4.5 Focus Groups / Online Forums

4.5.1 As noted above, respondents to the website feedback form will be asked if they would like to attend a Workshops / Focus Group. These offer the opportunity to hold more detailed discussions on key topic areas such as traffic, design, green infrastructure and community benefits.

5.0 Proposed Approach to Engagement at Reserved Matters Stage

5.1 As noted above, given the outline nature of the application, the scope to influence the proposal at this outline application stage is more limited. However, there remains significant opportunity for the detailed design of the scheme to be shaped through the feedback process outlined above; and through ongoing engagement.

5.2 The following is therefore proposed following the grant of outline planning permission and in the preparation of the detailed design for the proposals:

- Leaflet / letter drop to nearby residents informing them of the proposals and pointing them to the website;
- Contact with local Councillors, Town Council and community representatives;
- Updated Website and feedback form;
- Community planning workshops.

6.0 Feedback and Reporting

6.4.1 Stakeholders, community representatives and local residents will be invited to submit feedback via the consultation website and other communication channels, ensuring an accessible and proportionate opportunity for engagement. The applicant has adopted a proactive and iterative approach to engagement, recognising the role of community input in informing the development of proposals both at this outline application stage and in the detailed design stage.

6.4.2 All feedback received will be carefully considered and, where appropriate, used to:

- Inform the evolution of development parameters;
- Respond to site-specific considerations;
- Guide the preparation of Reserved Matters applications.

6.4.4 This Statement of Community Involvement will be updated following receipt of consultation responses to provide a comprehensive account of the engagement undertaken and to demonstrate how feedback has been considered in the evolution of the proposals. This will be shared with Wiltshire Council through the determination process of the application, ensuring a clear and transparent audit trail of engagement.

6.4.5 An updated Statement of Community Involvement will therefore be prepared and submitted with any subsequent Reserved Matters application, setting out the feedback received and how it has influenced the proposals.

7.0 Conclusion

7.1 A proportionate and structured programme of community engagement is being undertaken in support of this outline planning application.

7.2 The approach is consistent with:

- National planning policy and guidance promoting early engagement;
- The expectations of Wiltshire Council in respect of pre-application consultation;
- Established best practice in the preparation of residential planning applications;

7.3 The strategy reflects a clear and structured approach to engagement, using a range of approaches, ensuring that:

- Relevant stakeholders are identified and engaged;
- Information is provided in an accessible format;
- Opportunities for feedback are being made available.

7.4 The applicant will continue to engage positively with the local community and Wiltshire Council as the proposals progress.

7.5 The approach to community involvement is therefore considered to be appropriate, proportionate and consistent with the requirements of the planning system.

