



Royal Wootton Bassett
Chamber of Commerce

Proud to support local trade and business within the Royal Wootton Bassett area

Cllr Andrew Davis
Chair of Spatial Planning Committee
Wiltshire Council
County Hall
Trowbridge
Wiltshire
BA14 8JN

OBJECTION: Planning Application re: Leda Properties' for Lidl Supermarket, New Housing, Care Home and other proposed land development behind the Marsh Farm Hotel, Lydiard Tregoze.

Dear Cllr Davis,

The Royal Wootton Bassett Chamber of Commerce is committed to ensuring the sustainability of business, trade and commerce in our Town / High Street and "Buy Local – Buy Bassett" is at the heart of everything we do to drive the local economy.

We take a broad consideration of any planning applications, recognising and balancing the positive and negative impacts of such proposals on the business economy in terms of financial benefits and employment opportunities. However, with regard to this application we concluded on balance that the Leda Properties' planning application would not benefit or support local businesses, the local economy or the social vibrancy in the Town; which would directly impact on the business community.

Our reasons are as follows:

- The core strategy of our local Neighbourhood/Town Team planning is to make our Market Town / High Street a vibrant shopping area for residents and visitors. Your report suggests the Leda Properties' development could have a 6 - 8% detrimental impact on spend in the local Town economy. This is in direct conflict to our plans and could destroy our Market Town potential.
- To be clear we are not adverse to new business coming in to the Town. There is a large retail site currently vacant for supermarket development in the High Street and it would certainly benefit the economy of the Town to develop that site rather than build another one outside of the High Street and Royal Wootton Bassett boundary area.
- Although we recognise another supermarket in the area would provide healthy competition for the local Sainsbury's supermarket, situated within walking distance of our High Street, the Lidl supermarket would be located outside of the boundary of our Town; consequently out of town shoppers would be unlikely to visit the High Street after shopping there, which would in essence raise the potential for our High Street

Retailers/ Traders to lose business sales - not only from out of town visitors to Lidl but as a result of local residents shopping at Lidl for food and the wide range of products they offer, placing a high number of our local traders at an immediate disadvantage.

The other concerns we have is the strain it would put on the infrastructure of our Town which will have an indirect impact on our Towns economy such as:

- Schools and availability. Currently 28 of our Town's children are being educated outside of our school catchment area owing to a lack of school place availability. This will be exacerbated by the Govt Education Policy for some Primary Schools to be linked with their nearest Academy, reducing further our Town Academy's potential availability to educate our children locally. Another 300 family houses built near our Town, when we have already met and exceeded our Town's new housing build target, would only add to this problem,
- Sewerage capacity in our Town is already reaching maximum levels and finally;
- There is a lack of provision of Doctor for the existing residential population.

In summary, the Chamber concluded the negatives outweighed the positives and we feel we must object to the planning proposal in order to protect our local business community and our Market Town and High Street Traders.

Yours sincerely

Roz Paton

Roz Paton
President
Royal Wootton Bassett Chamber of Commerce.

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