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Councillor S Killane  
39 White Lion Park  
Malmesbury  
Wiltshire  
SN16 0QP

26 April 2013

Our Ref: PJB/1242/D4138/31/mdc

Dear Councillor Killane

**DRAFT MALMESBURY NEIGHBOURHOOD PLAN  
REPRESENTATIONS ON BEHALF OF WAITROSE LIMITED AND SIMONS  
DEVELOPMENTS LIMITED**

As you will be aware we act on behalf of Waitrose Limited and Simons Developments Limited and are instructed as Town Planning Consultants to prepare and submit representations on the draft Malmesbury Neighbourhood Plan (DMNP).

You will recall that we have previously commented on the Supermarket Site Selection Report (by letter dated 25 October 2012), the Sustainability Appraisal Scoping Report (by letter dated 30 November 2012) and on the representations by Co-Operative Estates in respect of land at Gloucester Road (by letter dated 11 January 2013).

The representations referred to above and the further comments set out below are indicative of the constructive dialogue to date between Waitrose Limited (who aspire to be a key stakeholder in the town with a vested interest in its long term vitality and viability) and Malmesbury Neighbourhood Steering Group (MNSG).

Our clients have now had the opportunity to review the DMNP and fully support Policy 4a-P1 which states that permission will be given to develop a supermarket on the Avon Mills (land SE of) site.

The fact that the MNSG Neighbourhood Survey found that 70% of residents supported a new supermarket in Malmesbury and that 60% of respondents to the Community Engagement supported the assessment and rating of the various supermarket sites is welcomed.

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Against the background of the above it is clear that both the DMNP and specifically the allocation of the Avon Mills (land SE of) site have remained the subject of majority support through the recent consultation process which concludes today.

Specifically, we note that out of 193 responses on the DMNP, 80 expressed strong support for the Plan, only 28 state that they do not support the plan and the remainder make only general comments. In respect of the allocation of a supermarket site 48 of the responses support the allocation of the Avon Mills (land SE of) site and whilst 41 do not support the allocation, 37% of those state that they would not support any supermarket site in Malmesbury which is contrary to the conclusions of advice received by Wiltshire Council from GVA Grimley.

MNSG have adopted a comprehensive and transparent approach to the formulation of policies in the DMNP based on a robust evidence base. We believe that it is for that reason that both the DMNP and the supermarket site allocation are the subject of majority support.

Moreover, the Planning Inspector in respect of the recent appeal concerning land south of Filands commented that he was impressed by the enthusiasm and zeal that members of the local community have shown in grasping the opportunity offered by the Localism Agenda. He further commented that the draft plan was a thorough, and soundly, based document.

Importantly, the conclusions of the DMNP in respect of the allocation of a preferred site for a new supermarket reflect that of GVA Grimley who have advised Wiltshire Council with regard to the current supermarket applications. They concluded that *"a modern attractive food store like Waitrose would be a significant addition to the existing limited food offer of Malmesbury... and that ...there would be a significant degree of complementarity between the proposed Waitrose and Malmesbury town centre."*

It is clear – particularly from the detailed MNSG scoring of each potential supermarket site – that all material planning considerations have been properly assessed as part of the site selection process and that on balance the Avon Mills (land SE of) site is the preferred site for robust and defensible reasons.

Again GVA Grimley concluded that *"the Waitrose site would occupy a key gateway to the town centre, and as a consequence, and with appropriate signage would encourage visitors to the centre to use the store for additional car parking."*

Put simply the DMNP has allocated the site that best serves the future needs of both Malmesbury and its people.

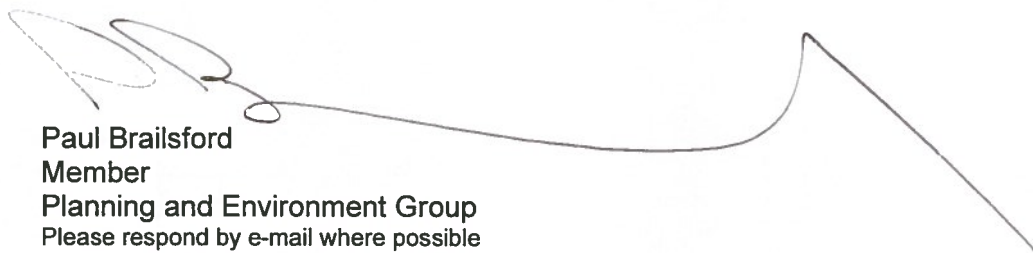


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Both Waitrose Limited and Simons Developments Limited fully support both the DMNP and the allocation of the Avon Mills (land SE of) site for a supermarket. Accordingly, they will be pleased to continue to engage with MNSG with a view to working towards the shared objective of the long term vitality and viability of Malmesbury.

Kind regards

Yours sincerely

A handwritten signature in black ink, appearing to read 'Paul Brailsford', is written over a long, thin horizontal line that extends across the page. The signature is positioned above the printed name and title.

Paul Brailsford  
Member  
Planning and Environment Group  
Please respond by e-mail where possible