Planning Application No: 1	2025/07044
Type of Application:	Householder planning
Address	Former Countrywide Site Bradford Rd Melksham
Description of work	Construction of a new discount food store, car park access and landscaping
Town Council recommendation:	REFUSE: see attached comments

Planning Application No: 2	2026/05407
Type of Application:	Full planning
Address	The Old Nursery House 7C Masons Lane BA15 1QN
Description of work	Pollard Sycamore tree to 20'
Town Council recommendation:	No objections – works to be carried out outside the bird nesting season

Planning Application No. 3	2026/05048
Type of Application	Full Planning
Address	32 Silver St BA15 1JX
Description of work	New exterior paint to the shopfront along with new hand painted sign
Town Council recommendation:	No objection

Planning Application No: 4	2026/05043
Type of Application:	Listed building consent
Address	32 Silver Street BA15 1JX

Bradford on Avon Town Council minutes for the delegated planning meeting held on Wednesday 16th September 2026

Description of work	New exterior paint to the shopfront along with new hand painted sign
Town Council recommendation:	No objection

Town Council Reference No 1

PL/2025/07044
Site Address Former Countrywide Site, Bradford Road, Melksham
Proposal The construction of a new discount food store, car parking, access and landscaping on land at Bradford Road, Melksham

Bradford on Avon Town Council **Objects** to this development. It has concerns with respect to this development including:

1. ensuring surface water runoff and any loss of functioning flood plain does not result in a significant increase to flood risk to the Town bearing in mind it has suffered both a 1:100 years and 1:25 year flood events in the last 5 years resulting in significant disruption and damage to Town properties.
2. ensuring the development does not result in significant increase in car journeys from Bradford on Avon thereby increasing the volume of traffic in the Town. Impact of increase of volume of traffic from/through BOA to the new store
3. The development should be a positive contribution to Wiltshire becoming carbon neutral by 2030 and to addressing the ecological emergency declared by Wiltshire Council.

These matters are referred to in various parts of the application but summarised by the applicant in their Sustainability Statement. There does not appear to be any off-site mitigation included in the application documents.

1 One of the requirements of the Flood Risk Assessment process (set out in the Government NPPF 2025) is to demonstrate that proposals **will not increase flood risk elsewhere**. Surface water runoff from the site must therefore be appropriately managed. A drainage strategy can be requested by the Local Planning Authority for any site (including small sites outside of the river floodplain) to demonstrate how runoff from the new development will be managed. A surface water drainage strategy outlines how surface water discharge (runoff) from the development will be managed, to comply with the requirements of the NPPF. The Drainage Strategy will make need an assessment of all available surface water drainage options for the development site, whilst demonstrating that the rate of surface water discharge (runoff) will not exceed the existing site conditions. The NPPF places responsibility on local authorities (along with the Environment Agency) is determine whether or not the development Flood Risk Assessment has adequately addressed flood risk elsewhere based on the established FRA tests.

The flood risk document provided by the applicant does not address or demonstrate that proposals **will not increase flood risk elsewhere,** including Bradford on Avon Town, as result of surface runoff into the River Avon from the via discharge into South Brook. The drainage strategy focuses on preventing flooding of the development from surface runoff including limiting the discharge to 3.4l/s during storm events including a 1:100 year return period allowing for 25% in rainfall intensity as an allowance for climate change.

We note that Wiltshire Council Drainage Engineer has objected to the development on the grounds:

- *"The site layout does not demonstrate that interception storage has been considered in accordance with standard 2 of the National Standards of SUDs*
- *National Standards for SUDs require all drainage systems to provide SUDs with water quality (Standard 3) water quality Standard 4, amenity (Standard 5) and biodiversity (Standard 5)*

....The current proposal only adheres to one of these standards -water quality."

The flood risk document states "According to the Environment Agency's (EA) Flood Map for Planning, the site is located almost entirely in flood zone 1. Much of the surrounding area including the adjacent Bradford Road is in flood zone 2 and 3, and flood zone 2 encroaches very slightly on the site at its existing entrance on to Bradford Road. Flood zone 3, classed having a high annual risk of flooding (greater than 1%) does not reflect the real-world situation on Bradford Road, which regularly floods from the nearby River Avon and its adjacent floodplain. This occurs perhaps annually on average. This is not mitigated whilst the development will increase traffic at this point. In this event the development will not be accessible from the west via Bradford Road.

The site itself is therefore at low risk of fluvial flooding in the present day scenario, however the impact of climate change and the implications for the site of the flood risk to the surrounding areas must be considered, and is discussed further in the document The application flood risk assessment states that the "The finished floor level of the food store will be set at 34.600mAOD. This is higher than any anticipated flooding of the local area in the present-day scenario or with the application of climate change over the lifetime of the development." This means 1.002 has or 10,220 sqm has of the functional flood plain will be effectively lost as result of the development.

The flood risk assessment does not consider what impact this loss of this area of functional flood plain will have downstream of the development including Bradford on Avon.

2. This proposed development will have a traffic impact on Bradford on Avon (and Holt). Whilst not the case in all traffic conditions, a test at lunchtime on 4 December 2025 using google maps indicated a driving time from the south of BOA as 12 minutes to this new site, 13 to Trowbridge Aldi, and 16 to the current Melksham Aldi, so the new site becomes the closest Aldi for most of BOA. At quieter times this reverts to 15 minutes to this new site, 9 minutes to Trowbridge Aldi, and 12 minutes to the current Melksham Aldi. Thus, at times, there may be a switch of car traffic from other Aldi stores to this new site, thus an increase of traffic even if only considering existing Aldi customers within Bradford on Avon (and Holt).

There is no reference to mitigation of vehicular traffic to the store that improves routes for cycling or walking, whilst the clear intention of national, Wiltshire and Melksham planning policy is to reduce the dependence on cars for such travel, only a description of existing facilities, and for nothing to the west of the development. For a walking

assessment the Sustainability Appraisal quotes a 2km consideration; a 8km consideration for cycling. There is no description of walking or cycling routes to/from the west of the proposed development, for walking to local rural locations, and for cycling to Holt and part of Bradford on Avon. For public transport reference is only made to services to the centre of Melksham and onwards, not to the west of the development.

In addition, reference within the application documents refers to pre-application consultation. In the Design and Access Statement at 4.8:

"4.8. Pre-Application Advice Prior to submitting the planning application, Aldi have applied for and received pre application feedback from Wiltshire Council. Some of the key design-related matters raised during discussion included: • Pedestrian and cycle access improvements should be integrated into the scheme"

In the subsequent document 'Planning and Retail Statement' at '1.11 Pre application advice' this reference to active travel is not included. However, reference to flooding is included, but we believe not sufficiently addressed in the development application.

In view of the above concerns we object to the application as is it has not demonstrated that the proposal will not increase flood risk to Bradford on Avon both as result of surface runoff and loss of the functional flood plain, particularly at higher flood events, and that the traffic impact of the development has not been properly considered. We expect this to be properly addressed with the Planning Authority, to achieve effective resolution of these impacts.

In terms of effective mitigation, we would expect to see:

1. Contribution to flood alleviation schemes that **reduce** the flooding impact downstream of the development, including Natural Flood Management solutions.
2. Contribution to sustainable transport schemes including public transport serving the west of the development.
3. Contribution to active travel schemes including walking and cycling provision serving areas to the west of the development. A recent housing development in Holt made a contribution to a proposed walking and cycling scheme between Melksham and Bradford on Avon and we expect to see an appropriate contribution within any planning consent at this site, to make this active travel scheme viable, thus, to be able to mitigate the impact of this development.

Relevant planning policies to be adhered to include:

National Planning Policy Framework (NPPF) (December 2024)

Policy 117a) AND 117b) the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall.

From Policy 115 on travel: b) safe and suitable access to the site can be achieved for all users
particularly Policy 117. Within this context, applications for development should: a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

Wiltshire Core Strategy (Adopted January 2015)

Core Policy 67: Flood Risk All new development will include measures to reduce the rate of rainwater runoff and improve rainwater infiltration to soil and ground (sustainable urban drainage) unless site or environmental conditions make these measures unsuitable.
Core Policy 61: Transport and new development. Design to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.

Joint Melksham Neighbourhood Plan 2020 – 2026 (Adopted July 2021)

Policy 1: Sustainable Design and Construction Address sustainable design and construction, contributing to Wiltshire becoming carbon neutral by 2030.
Policy 3: Flood Risk and Natural Management Major development should include provision of Sustainable Drainage Systems (SuDs), where appropriate, as part of the Natural Flood Management approach and wider Green Infrastructure networking.
Policy 11: Sustainable Transport and Active Travel All developments must be planned in line with the Sustainable Transport Hierarchy. Applications for major development must develop a Travel Plan.