

Statement of Community Involvement

A new Lidl for Rochdale



July 2026

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Introduction

This Statement of Community Involvement (SCI) has been prepared on behalf of Lidl GB and Wilson Bowden as part of the joint planning submission for a new Lidl foodstore on land off Wallis Avenue, Rochdale.

A pre-application public consultation has taken place including a website with feedback survey, a leaflet with freepost feedback distributed locally, and a public drop-in exhibition event. Stakeholder engagement activity has also taken place with local political representatives and community stakeholders. This SCI outlines the public consultation and stakeholder engagement activity to date, alongside the feedback received.

The proposal

- A new Lidl store including modern in-store facilities like the popular bakery and a sales area including their full product range
- 121 customer parking spaces including 6 accessible spaces, 9 parent and child spaces, 2 EV charging spaces (with capacity for more), and cycle parking
- New vehicle access via Wallis Avenue alongside new connecting footpaths to improve accessibility to the site
- A detailed landscaping scheme including tree and grass frontage onto Wallis Avenue, perimeter landscaping, and an acoustic fence to help limit noise impact from the store
- Lidl has an ongoing commitment to enhance the environmental sustainability of its stores. A range of technology is used in-store to minimise energy use, including heat recovery systems, air source heat pumps and roof-mounted solar panels, which could provide up to 25% of the store's energy requirements. Rapid electric vehicle charging spaces are also proposed within the customer car park
- Up to 40 jobs including full and part-time roles

The site

The site is a parcel of land located off Wallis Avenue within the Kingsway area of Rochdale. The site is proposed to be accessed from Wallis Avenue and is located adjacent to existing development within the wider Kingsway area.



Consultation process

Consultation is Key

National and local government encourage developers to consult with local communities and stakeholders before submitting a planning application.

Consultation and communication with local communities is an important element of the planning process. It is important that local communities are made fully aware of proposals affecting their area and are provided with opportunities to view any plans and discuss issues with the developers or their professional team. This process should also enable the community to provide feedback.

National Planning Policy Framework (NPPF)

Paragraph 40 of the National Planning Policy Framework (2024) places emphasis on improving communication and engagement at pre-application stage. It advises that:

‘Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community’.

Paragraph 41 states the local authority should:

‘...encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.’

Rochdale Borough Council’s Statement of Community Involvement (SCI)

Rochdale Council sets out consultation standards in its Statement of Community Involvement. The consultation approach for this proposal has sought to align with these principles by providing a range of opportunities for residents and stakeholders to engage with the proposals. Page 24 of the SCI outlines:

For significant development proposals, the Council has adopted guidance to encourage applicants/developers to consult with the local community before submitting their application. This enables the applicants to explain their proposals, receive feedback on which they might be able to act, create an atmosphere of genuine interest in the views of the local community and provide more certainty about any level of concern and the issues of concern.

The following methods are likely to be suitable and could be used if considered to be appropriate:

- *Circulating a letter or statement to local residents and businesses explaining the*

proposals;

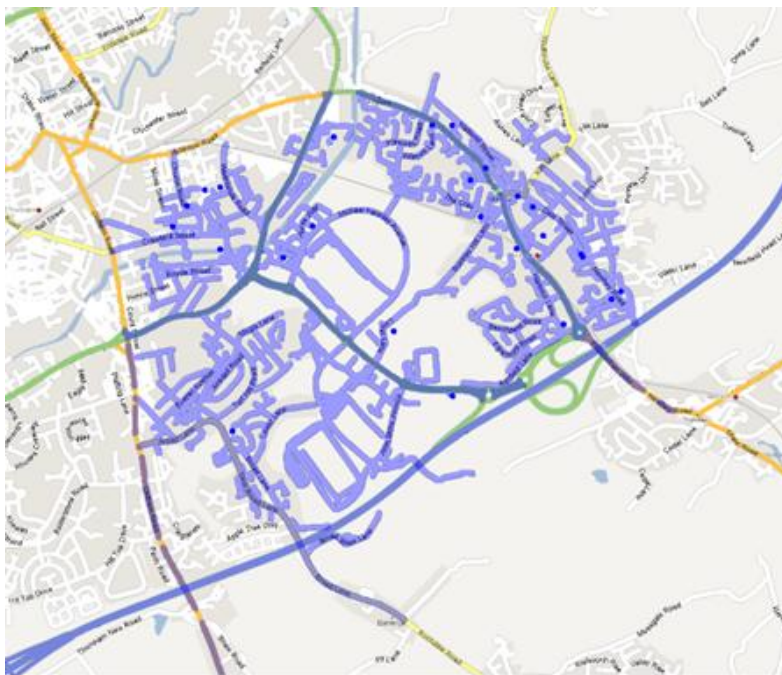
- *Arranging an exhibition or presentation;*
- *Engagement online using social media or dedicated consultation websites; and*
- *Arranging a press release in local media.*

Consultation

Informing residents, stakeholders and the public

A leaflet (Appendix 1) was distributed to approximately 6,323 households in Rochdale on w/c 18th May 2026. The leaflet included information about the proposals, details of the drop-in exhibition, the consultation website, and a feedback form with freepost envelope.

The map below outlines the distribution area.



Additionally, a letter (Appendix 2) was sent to the nearest neighbours to the site on w/c 28th May to inform them of the proposals, alongside the leaflet.

Stakeholders

Political stakeholders were notified of the consultation including:

- Cllr Shakil Ahmed (Kingsway ward)
- Cllr Daalat Ali (Kingsway ward)
- Cllr Rachel Massey (Kingsway ward)

A video call meeting took place on Friday 12th June with Cllr Massey to discuss the proposal and receive feedback.

Media

A media release (Appendix 2) was issued on w/c 18th May 2026 to further amplify the public consultation. The media release included information about the proposals, website details, and the public drop-in event information.

- <https://www.manchestereveningnews.co.uk/news/new-lidl-supermarket-could-built-34025655>
- <https://www.theoldhamtimes.co.uk/news/26128097.lidl-plans-new-rochdale-store-creating-40-jobs/>

Consultation website

A consultation website was launched on w/c 18th May 2026 which included information about the proposals and a feedback survey. This website will remain live throughout the post-submission phase and may be updated. The website can be accessed at: <https://rochdale.newsite.lidl.co.uk/>

Public drop-in exhibition

The public drop-in exhibition took place on Tuesday 2nd June 2026 at The Wellfield Club, 1 Prince Street, Rochdale.

The event ran from 3pm until 7pm and included exhibition boards outlining the proposals, feedback forms, and members of the project team were available to discuss the plans with residents and stakeholders.

Around 15 people attended the drop-in event including neighbours and people who were interested in the new Lidl foodstore.



Pictures from the consultation event

Feedback

Feedback summary

To date, we have received **482** submissions to the consultation. The feedback form includes the option for two people to respond, so the overall number of individual responses to the consultation exceeds the number of submitted forms/feedback surveys.

The feedback form included the question: *Are you generally in favour of the proposed Lidl foodstore off Wallis Avenue in Rochdale?* Response data at the time of planning submission is:

Yes: 431 (89.4%)

No: 35 (7.3%)

Unsure: 16 (3.3%)

The majority of respondents (89%) were in favour of the proposal.

The feedback form included a 'comments' box and the key themes of those in favour mentioned:

- Increased access to affordable grocery shopping and better value food choices
- Improved shopping convenience, particularly for residents currently travelling longer distances to existing stores
- Local job creation opportunities, including opportunities for younger people and those seeking employment locally
- Reduced reliance on private vehicles, with many respondents citing the benefit of being able to walk to the store

- Increased consumer choice and investment within the local area
- Support for the redevelopment of a currently vacant site

Quotes

“It would be great for the local community to have a good value alternative close by and it would provide jobs.”

“This is an excellent location for a new Lidl store.”

“I think having Lidl foodstore off Walls avenue would be great for both being very close for shopping and creating job opportunities”

“Much needed for residents to have a superstore at a walking distance as it will save us on driving which will help in reducing emissions and make savings on fuel costs.”

Of those against the proposals, there were several key feedback themes including:

- Perceived increases in traffic and congestion on local roads
- Comments regarding the suitability of Wallis Avenue as the primary vehicular access point
- Road safety issues, particularly for children and pedestrians using residential streets
- Potential impacts from delivery vehicles, servicing activity and noise
- Comments relating to parking pressures and overspill parking within surrounding residential streets
- Perceived impacts on residential amenity and the character of the local area
- Antisocial behaviour and vehicle misuse

Response to key issues

The applicant’s response to these issues is as follows:

Traffic and access

The planning application is supported by a detailed Transport Assessment which considers existing traffic conditions, forecast vehicle movements associated with the development, and the capacity of surrounding junctions and roads. The assessment has informed the proposed access arrangements and considers the suitability of the surrounding highway network to accommodate the development.

Residential amenity and character

Some respondents commented on the relationship between the proposed store and nearby residential properties, including comments regarding noise, activity levels and changes to the character of the area.

The proposals incorporate landscaping, boundary treatments, lighting design and operational controls intended to integrate the development into its surroundings and minimise impacts on neighbouring properties.

Delivery arrangements

Lidl recognises the importance of ensuring delivery times minimise impacts on surrounding residents and nearby businesses. Delivery routes have informed the design of the proposals and are supported by technical assessment work submitted as part of the planning application.

The proposals include mitigation measures to reduce noise associated with servicing activity, including acoustic fencing around the loading area and the use of an internal loading bay. Lidl stores are designed so delivery vehicles reverse directly into enclosed servicing areas, allowing unloading activity to take place within the building and reducing noise associated with loading and unloading operations.

The store is anticipated to receive between one and two deliveries per day under normal trading conditions, increasing only during peak seasonal periods such as Easter and Christmas where deliveries may rise to approximately three per day. Lidl's operating model typically generates fewer deliveries than many larger supermarkets due to its smaller product range, with delivery vehicles also collecting waste and recycling during return journeys to reduce servicing movements.

These measures are intended to ensure delivery activity can operate effectively whilst minimising impacts on surrounding residents and protecting local amenity.

Anti-social behaviour

Lidl takes feedback regarding anti-social behaviour seriously and aims to operate stores which positively integrate within existing communities. The store has been designed with natural surveillance in mind, ensuring active frontages, clear sightlines and avoiding secluded areas where anti-social behaviour is more likely to occur.

The proposed landscaping strategy has also been designed to maintain visibility across the site whilst creating an attractive environment for customers and nearby residents. Operational measures, including store management procedures and ongoing monitoring of the site, would help identify and respond to any issues should they arise.

Lidl has extensive experience operating stores within residential communities across the country and recognises the importance of being a good neighbour. Should anti-social behaviour issues emerge following opening, Lidl would work proactively with residents and relevant stakeholders to consider appropriate mitigation measures, which may include additional management measures or security interventions where necessary.

Conclusion

Extensive pre-application public consultation and stakeholder engagement has been undertaken regarding Lidl's proposals for a new foodstore off Wallis Avenue in Rochdale. A multi-channel approach, incorporating both online and in-person engagement, was adopted to ensure the consultation process was accessible to a broad range of local residents and stakeholders.

A public drop-in consultation event provided an opportunity for residents to meet the project team directly, review the emerging proposals, ask questions and provide feedback on the scheme. In addition, consultation materials were distributed to approximately 6,323 households and businesses via Royal Mail, including information on the proposals, details of the consultation website and a freepost feedback form, ensuring those without access to online engagement methods could still participate in the process.

Alongside engagement with residents, consultation has also taken place with local stakeholders, ward councillors, nearby businesses and community representatives to ensure local views could help inform the development of the proposals.

Feedback has been overwhelmingly positive with 89% of respondents in favour of the proposal. Feedback has also been considered ahead of planning submission.

Engagement with residents, stakeholders and the local community will continue beyond submission of the planning application, and any additional feedback received during the determination period will be reviewed and considered where appropriate.

APPENDICES

APPENDIX 1: Leaflet

About Lidl GB

Since establishing itself in Great Britain in 1994, Lidl GB has experienced continuous growth and today has over **35,000 employees**, **1,000 stores** and **13 distribution centres** in **England, Scotland and Wales**. The supermarket takes pride in providing its customers with the highest quality products at the lowest possible prices throughout Great Britain, from Kirkwall to the Isle of Wight.

Working at Lidl

The starting pay rate for hourly-paid colleagues is £13.45 per hour, rising to £14.45 with length of service. **Colleagues get a 10% in-store discount from day one**. Other benefits include enhanced holiday entitlement, highly competitive maternity pay, life assurance and optional health/dental insurance. Up to 40 jobs will be created by this proposed new store. More information on jobs will be available closer to the store opening date, through the website: careers.lidl.co.uk.

The Lidl Effect



59,624 jobs supported total Direct £387 Indirect £4,827	£3bn GDP contribution total Direct £291.6m Indirect £2.7m
£210.2m tax contribution total	£576,166 funds donated total
Over 4m meals donated total Available over 6,000 ICO's	21,754 children educated via Foodies, our free and fun educational schools' programme

* Through Foodbank and volunteer donations. Neighbourly's Life Chances

A new Lidl for Rochdale



Lidl GB has exciting plans to build a brand new foodstore on land off Wallis Avenue in Kingsway, Rochdale.

This Lidl store would increase local shopping choice for the growing community, provide easy access to our high quality and affordable products, and create up to 40 new jobs.

A planning application is being prepared and we want to hear views from the local community. Please complete the enclosed survey and return it for free using the FREEPOST envelope.

Consultation event

JUNE 2 We are holding a consultation event on **Tuesday 2nd June 2026 at The Wellfield Club, 1 Prince St, Rochdale OL16 5LL (3pm-7pm)**. Members of the team will be on hand to discuss the proposals with you.

You can have your say by completing the feedback form and returning it for free using the enclosed Freepost envelope. You can also comment online or by scanning the QR code.



rochdale.newsite.lidl.co.uk

 **0800 089 0361**

 **lidl@new-stores.co.uk**

The proposals

- 

A new Lidl store built to our very latest specification, including modern in-store facilities like our popular bakery, and a sales area including our full range of products



121 customer parking spaces including 6 accessible, 9 parent & child, 2 EV chargers (with capacity for more) and cycle parking



Noise and light assessments are being prepared so the plans can mitigate impact on nearby areas, including reducing and directing light away from neighbouring properties



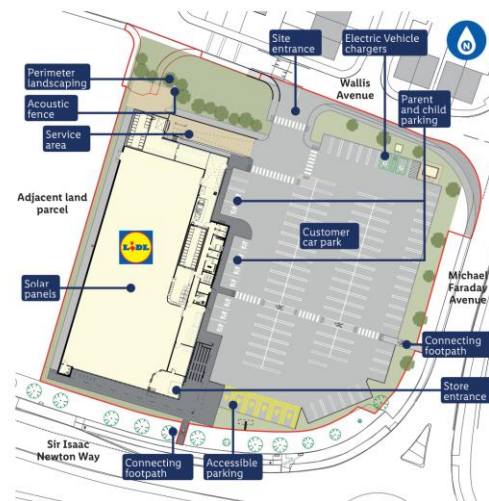
Detailed landscaping plans, including tree and grass frontage onto Wallis Avenue, and an acoustic fence to limit noise from the store



Lidl has an ongoing commitment to enhance the environmental sustainability of its stores. A range of technology is used in-store to minimise energy use, such as heat recovery systems and air source heat pumps. Solar panels on the roof would provide up to 25% of the store's energy requirements



Up to 40 jobs for local people, including full and part-time roles. Lidl GB pay rate for hourly-paid colleagues is a minimum of £13.45 per hour, increasing to £14.45 with length of service



Our award-winning bakery!

Whether it's tasty Belgian buns, all butter croissants or our range of breads and cakes, we have something Rochdale residents love - all at great prices.



Did you know?

The store will only have between one and two deliveries per day, rising to three at peak times like Christmas and Easter. Lidl stores are also served by internal delivery bays to reduce noise impact.

Rochdale

Rochdale

Have your say

Please complete this 'Have Your Say' form and return it using the FREEPOST envelope provided.

Two members of the household can complete this form.



Respondent Name 1

Respondent Name 2

Address

Postcode

Are you generally in favour of a brand new foodstore on land off Wallis Avenue in Rochdale?

Respondent 1

Yes ☐ No ☐ Unsure ☐

Respondent 2

Yes ☐ No ☐ Unsure ☐

Do you have any comments about these development proposals?

Respondent 1

Respondent 2

Please turn over

Respondent 1

Respondent 2

Privacy Policy (Lidl GB Ltd)

By providing your personal data and comments to Lidl GB, you agree that we will share this data with the local planning authority as part of the planning process so they can verify the comments we receive are genuine. We may send you a follow up letter asking you to further support our proposal and contact you to update you on the progress of the application. If our application is successful, your personal data will be stored for one month after the store opening. If Lidl no longer intends to build a store in the above location, your personal data will be retained for one month following our decision not to proceed.

☐

We may contact you regarding the new store proposal. Please tick the box if you consent to contact via email.

E-mail

For more information about how your personal data will be processed, please visit our website at www.lidl.co.uk/about-us/legal-compliance-data-protection/data-protection/customer-privacy-notice

If you would like to update how Lidl communicates with you, you can contact us at any time by emailing privacy@new-stores.co.uk

APPENDIX 2: Neighbour Letter

On behalf of

19th May 2026

Dear Resident



Proposals for a new Lidl store on land off Wallis Avenue, Rochdale

I am writing on behalf of Lidl GB to inform you about proposals for a new Lidl foodstore on land off Wallis Avenue, Rochdale. The proposed Lidl would create up to 40 new local jobs, increase local shopping choice and deliver a modern store with sustainable measures and new landscaping.

A public consultation drop-in event is being held at the Wellfield Club, 1 Prince Street, Rochdale, OL16 5LL on Tuesday 2nd June 2026 (3pm-7pm). We are inviting residents to attend to learn more about the proposals and speak directly with members of the project team. A leaflet is being distributed locally via Royal Mail including a freepost feedback form. If you do not receive this in the post, please email me at: matt@royalpilgrim.com and I will organise for one to be sent to you.

The proposals include:

- **A brand-new modern Lidl store built to our very latest specification**, including in-store facilities like our popular bakery
- **121 customer parking spaces**, including conveniently located accessible spaces and parent and child spaces
- **New vehicle access via Wallis Avenue** and connecting footpaths
- **A store with enhanced sustainable technology** to minimise energy use, such as heat recovery systems and air source heat pumps. Rapid electric vehicle charging bays are provided in the car park and solar panels on the roof would help to provide some of the store's energy requirements
- **A landscaping scheme** will propose planting on the boundaries where possible, to support biodiversity on the site.

As a neighbour to the proposed store, we are keen to gain your feedback and provide as much information as possible. If you have any questions about how the store would operate or the site layout do let us know and we would be pleased to discuss further.

You can also view the proposals and comment online at <https://rochdale.newsite.lidl.co.uk>. If you have any queries, please contact me on 0800 089 0361 or email matt@royalpilgrim.com.

Yours sincerely,

Matthew Joy

On behalf of Lidl GB

APPENDIX 2: Media release

Press release

HAVE YOUR SAY: LIDL SEEKS VIEWS ON NEW ROCHDALE STORE PLAN

- **Lidl GB has launched a consultation on proposals for a brand-new store off Wallis Avenue in Rochdale. The site is well-located for residents, near the Rochdale Bypass and Kingsway Business Park.**
- **The plans include a spacious Lidl supermarket featuring their latest specifications, including solar panels to help power the store, and a car park with electric vehicle chargers.**
- **The discounter is seeking feedback via a leaflet with freepost feedback and a public drop-in consultation event, ahead of submitting a planning application to Rochdale Council.**

21 May 2026 – Lidl GB has unveiled plans to build a brand-new store off Wallis Avenue in Rochdale. The discounter is encouraging residents to feedback on the plans to deliver an offering that will best serve households here.

Complementing its existing store off Spotland Road, a new Lidl foodstore accessed off Wallis Avenue and nearby to the Rochdale Bypass and Kingsway Business Park, would serve the area's growing population.

The new store would create up to 40 new local jobs and increase local access to the discounter's great value and affordable products. Detailed landscaping proposals are being drafted which provide biodiversity improvements and help shield views towards the site.

The proposals feature the discounter's very latest store design and include the fan-favourite in-store bakery and much-loved Middle of Lidl. The store would be served by 121 customer parking spaces with two rapid electric vehicle charging bays, covered bicycle parking, and dedicated accessible and parent-and-child parking spaces. Lidl would continue to serve Rochdale residents from its Spotland Road store, some two miles away.

Delivering a boost for the local economy, the new store represents a multi-million-pound investment. Once opened, the store will create up to 40 new jobs for the community. Lidl colleagues are among the highest paid in the industry, with entry-level hourly pay of £13.45 for employees nationally. A wider package of policies has also been announced to enhance paternity, maternity and adoption leave for Lidl colleagues.

To deliver the best possible store for the community, Lidl is taking the opportunity to launch a public consultation to gather feedback from residents on the new proposals. A public drop-in consultation event will take place on **Tuesday 2nd June 2026 (3pm-7pm) at the Wellfield Club, Kingsway, 1 Prince Street, Rochdale, OL16 5LL**. Lidl is also seeking feedback via a leaflet including a freepost feedback survey which is being distributed across the local area. People can visit the project website for further information: <https://rochdale.newsite.lidl.co.uk>.

Stuart Jardine, Regional Head of Property at Lidl GB, said: *"We are keen to extend our great value and affordable products to the wider population of Rochdale. A new Lidl store off Wallis Avenue and near the Rochdale Bypass would complement our existing store in the town, create new jobs, and bring this site into productive use. We look forward to discussing this exciting proposal directly with the community at our public consultation event and via the feedback survey."*

From opening its first stores over 30 years ago, Lidl has now reached its 1,000th store milestone as its impressive growth continues. Reaching households from Dingwall in the highlands of Scotland to Penzance in Cornwall, Lidl stores across the country represent the positive impact the discounter delivers to communities.

Coined as 'The Lidl Effect', the benefits of Lidl from its operations, investments and employment extend far beyond the basket such as the Lidl Feed it Back scheme and the Lidl Foodies Programme. A free initiative representing an investment of over £675,000 from the discounter, Lidl Foodies provides teachers with resources to help children across the country develop a love for healthy eating.

ENDS

Notes to Editor

About Lidl GB

Since establishing itself in Great Britain in 1994, Lidl GB has experienced continuous growth and today has over 35,000 employees, 1,000 stores and 13 distribution centres in England, Scotland and Wales.

As part of the Schwarz retail group, Lidl is one of Europe's leading organisations in the food retail industry. The supermarket, which has more than 382,400 employees globally, currently operates around 12,600 stores and more than 230 logistics centres and warehouses in 31 countries.

The supermarket takes pride in providing its customers with the highest quality products at the lowest possible prices throughout Great Britain, from Kirkwall to the Isle of Wight.

Lidl GB is a key contributor to the British economy, generating £14.5bn in Gross Value Added in FY24, supporting over 281,000 jobs, and contributing more than £1bn in tax to public services. Driven by a core commitment to social responsibility and sustainability, the retailer sources two-thirds of its products from British suppliers, creating a powerful multiplier effect where every £1 of direct value generates an additional £9 across the wider domestic value chain.

The Schwarz Group, which operates worldwide as a retail group, generated a revenue of €167.3 billion in the financial year 2024.

For more information about Lidl GB visit corporate.lidl.co.uk