



Statement of Community Involvement



March 2025

A new Lidl for Hillingdon

Hillingdon Circus, London



THE
TERRAPIN
GROUP

Contents

1.0 Executive Summary	2
2.0 Introduction	3
3.0 Legislation and Policy Framework	4
3.1 Localism Act (2011)	4
3.2 National Planning Policy Framework (2024)	4
3.3 Hillingdon Council's Statement of Community Involvement (2023)	4
4.0 Engagement Activities	6
4.1 Introduction	6
4.2 Informing residents and Councillors	6
4.2.1 Leaflet Drop	6
4.2.2 Stakeholders Approached	7
4.3 Methods of response	7
4.3.1 Dedicated email address	7
4.3.2 Online feedback form	7
4.3.3 Freepost address	7
4.3.4 Online telephone hotline	7
5.0 Engagement Findings	8
5.1 Introduction	8
5.2 Feedback from Public Consultations	8
5.2.1 Quantitative Feedback	8
5.2.2 Qualitative Feedback	10
5.3 Meeting with Local Ward Councillors	11
6.0 Applicant's Response to Engagement Findings	13
6.1 Design changes made as a result of the public consultation	13
7.0 Appendix - Consultation materials	14

1.0 Executive Summary

The Terrapin Group has prepared this Statement of Community Involvement (SCI) on behalf of Lidl Great Britain. ('the Applicant') in support of an application for full planning permission for the regeneration of a site at Hillingdon Circus, adjacent to Hillingdon Station and at the intersection of Long Lane and Freezeland Way ('the Site') within the London Borough of Hillingdon.

In line with Hillingdon Council's Statement of Community Involvement (2021) this document provides an overview of the pre-application engagement process which has taken place. This community and political engagement was carried out in accordance with national and local planning policy.

The key aim of this pre-application community and political engagement programme was to enable local stakeholders to participate and provide their views on what they wanted to see from the development.

The engagement process involved the distribution of a newsletter inviting residents to submit any comments they might have through our online feedback form, send us an email, write to our Freepost address, or telephone us.

The residents who engaged in the consultation have provided useful, valuable feedback, which is shown in this document. Where possible, we have made amendments to the scheme's design to address some of these concerns. We now have a scheme that we are ready to submit.

2.0 Introduction

This has been a redundant site for a number of years and there have been various rumours in the community about the potential development of this site. There has been no planning application for this site and it was acquired by Lidl Great Britain Ltd in January 2024.

The scheme has been developed recognising that the highway network has been historically constructed in anticipation of the site's development. The creation of a roundabout on Freezeland Way enables access, whatever the use class of the site.

Our public consultation was held in November/December 2024. This followed a pre-application meeting with officers on 20 September 2024.

Each of these interactions has enabled feedback that we have used to modify and change the proposals.

Further information about the engagement activities is provided in Section 4.0. and the results of the engagement findings are provided in Section 5.0. Further information about the Applicant's response to these findings is provided in Section 6.0.

3.0 Legislation and Policy Framework

3.1 Localism Act (2011)

The Localism Act (2011) makes pre-application consultation a statutory obligation for certain schemes. More generally, it encourages a cooperative approach to development whereby relevant parties engage and work with each other.

3.2 National Planning Policy Framework (2024)

The National Planning Policy Framework (2024) sets out the Government's commitment to ensuring that all interested parties are involved in the planning process.

Paragraph 40 states that 'early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties'.

Paragraph 41 states that local planning authorities 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'.

Paragraph 137 states that 'Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should, where applicable, provide sufficient information to demonstrate how their proposals will meet the design expectations set out in local and national policy, and should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.'

3.3 Hillingdon Council's Statement of Community Involvement (2023)

Hillingdon Council's Statement of Community Involvement (SCI) guides community engagement. It states that developers should be: *'Whilst not mandatory, the Council encourages applicants to engage with the owners/occupiers of neighbouring land/premises and wider community at the earliest stage of preparing their development proposal (pre-application stage) where it will add value to the process and the outcome.'* [Para 6.5.1]

The Hillingdon Council SCI states in para 6.5.2 that; *'There are clear benefits of involving the community in developments which are considered likely to have an*

impact on the community, and the most effective time to involve the community is at the pre-application stage. At this point in the development process, information and views gained from the community can still have a meaningful impact on the final shape the development takes. It will also assist in resolving any objections and conflicts prior to a formal application being submitted.'

4.0 Engagement Activities

4.1 Introduction

The key aim of this pre-application community and political engagement programme was to enable local stakeholders and residents to participate and provide their views on what they wanted to see from the development.

To achieve this aim activities were carried out, as detailed below.

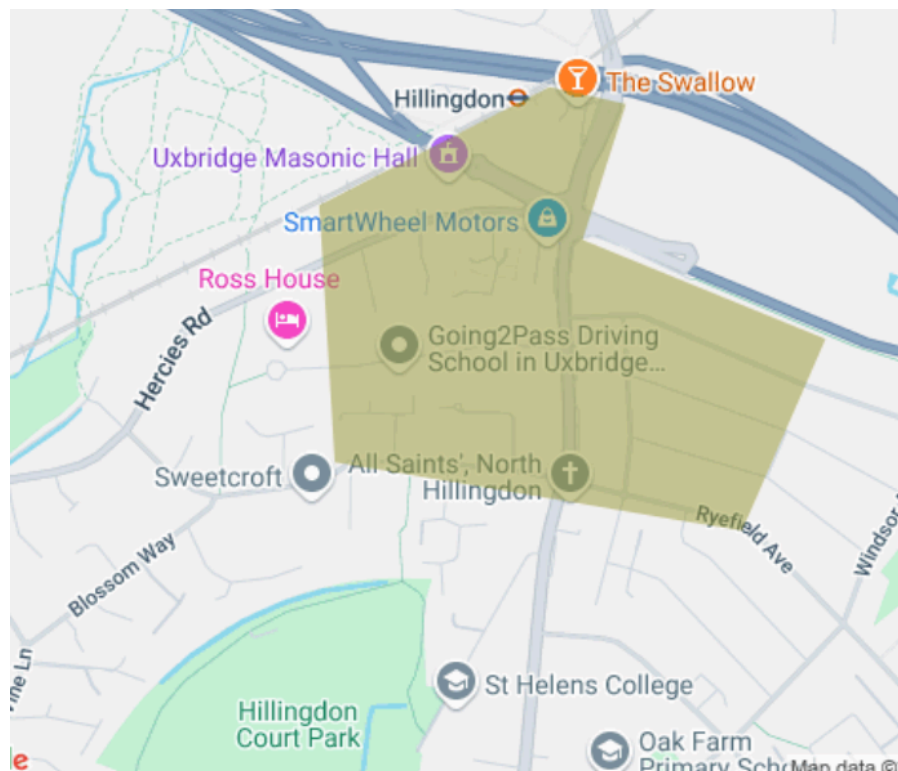
4.2 Informing residents and Councillors

4.2.1 Leaflet Drop

A leaflet was dropped to just over 915 homes and 51 businesses in the area South of the application site and the station. The leaflet outlined in some detail the proposed scheme and invited residents to submit any views or concerns they might have through a range of options. As well as the newsletter, each address also received a separate feedback form.

The newsletter and feedback form had a QR code on it that took them to an online feedback form, although they could also respond by email, Freepost and a dedicated telephone hotline.

Below is the distribution area for the newsletter and the feedback form.



4.2.2 Stakeholders Approached

We contacted the Hillingdon Council ward Councillors; Cllr Kelly Martin, Cllr Wayne Bridges and Cllr Colleen Sullivan, and invited them to meet with the Lidl team and understand the proposals in detail. The Councillors were also sent the leaflet and feedback form for their information.

The Councillors agreed to a meeting and this was held online after the consultation ended and we were able to give feedback on some of the results.

We are also aware that members of the Oak Farm Residents Association received online copies of the newsletter and distributed them to other members of the community.

4.3 Methods of response

4.3.1 Dedicated email address

A dedicated email address was available for people to participate and provide their views. Residents were encouraged to email their comments. This proved a popular method for responding as more than 25% of the responses came through this method

4.3.2 Online feedback form

We hosted an online feedback form which gave residents information on the development and enabled them to feedback on their views on the proposal.

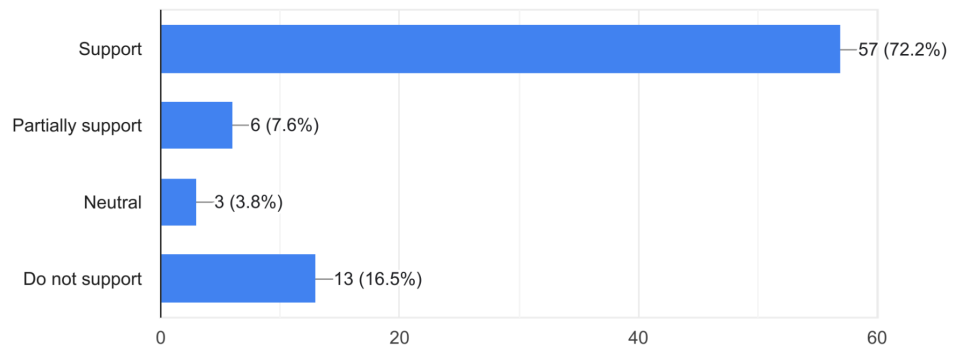
4.3.3 Freepost address

Residents were given the option of sending their response by traditional email to our registered Freepost address.

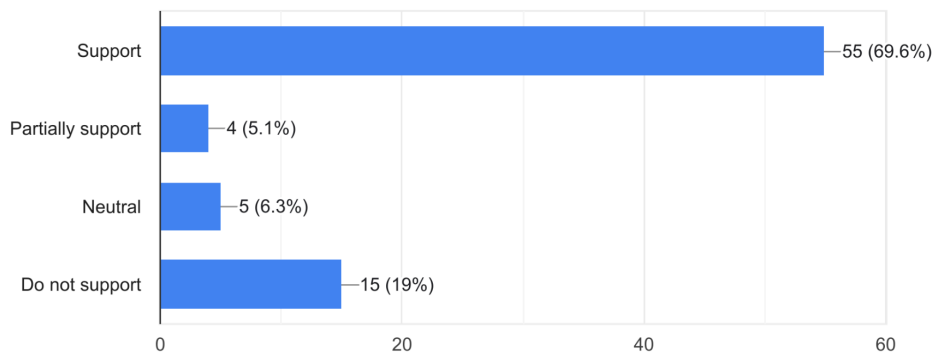
4.3.4 Online telephone hotline

For those not able to feedback through other methods we enabled a manned telephone number that residents could ring to give their views.

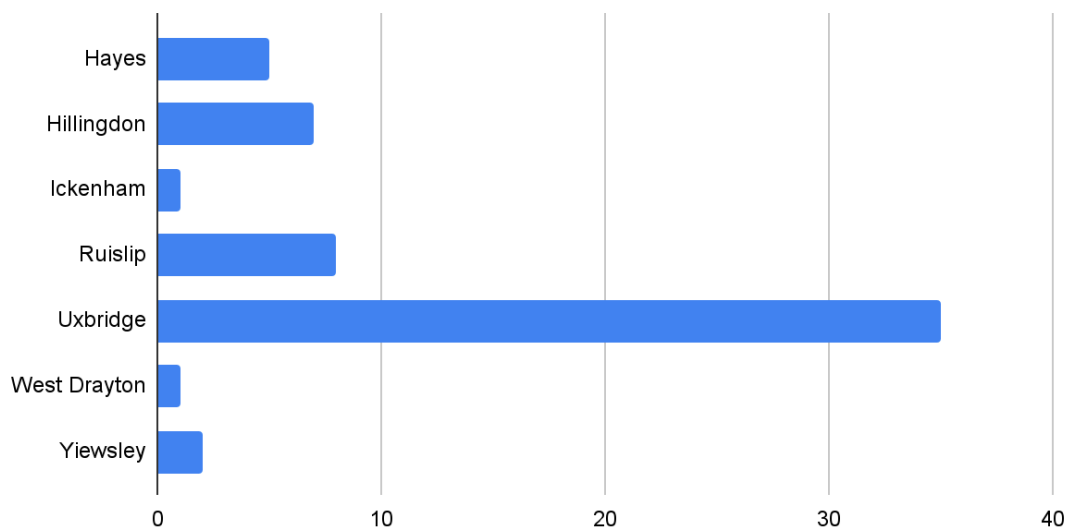
Do you support the proposal to develop the site between Freezeland Way and Hillingdon station?
79 responses



Would you support the opening of a Lidl on this site?
79 responses

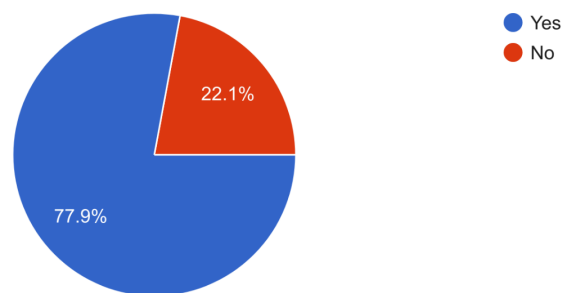


In which area of Hillingdon do you currently shop?
59 responses



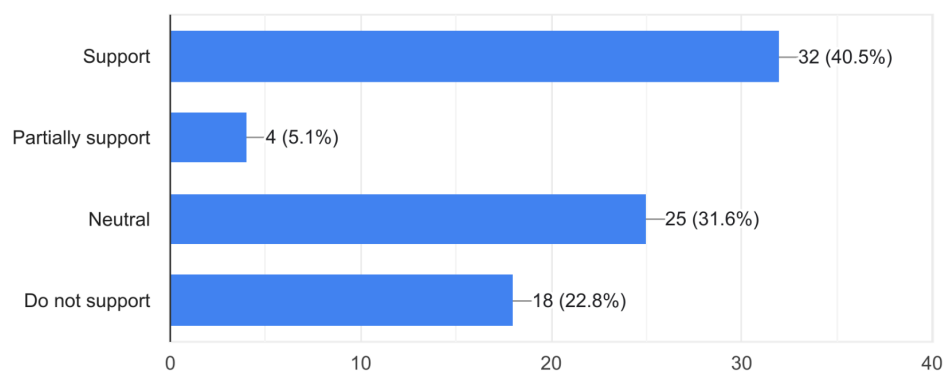
Would you shop at a food store on Freezeland Way?

77 responses



Would you support a self-storage facility alongside the Lidl store?

79 responses



5.2.2 Qualitative Feedback

There have been several comments on the proposals. (NB These are copied verbatim)

'The best news to come out of this side of Hillingdon in a very long time!!!! So excited'

I will be more than happy if we will have Lidl in this area. We have just an small Co-op, wich we don't have positive feedback for it, so a new Lidl will be our salvation, to don't go all the time to Uxbridge. You're very welcome here 🍪

It's great choice and location

Highway concerns re serious impact on traffic flow from A40 to mini roundabout/access to store and Hillingdon Circus. Traffic on the A40 slip road already backs up onto the A40 and on the mini roundabout by traffic from Hersies Road. Also further traffic congestion of down Long Lane

A superstore is very needed on the site

I am worried about the impact on traffic flow / blockage of the roundabout and long lane junction increasing tailbacks

I look forward to this exciting project and the opportunity to shop at "our own Lidl". This site has been a wasteland since I was a small boy. I'm now a grandfather and I can't wait to see this project come to fruition. I wish you every success.

I believe we already face significant noise and traffic pollution on a daily basis, and a store of this size would only exacerbate the situation.

I really wish Lidl should open in Hillingdon because there are no big stores near by and have to go to Uxbridge for shopping

5.3 Meeting with Local Ward Councillors

We met with the local ward Councillors on the 5 June 2025. This was after the consultation had closed and allowed us to share with them some of the issues raised during the consultation process.

The Councillors raised with us the following:

Feedback received	Response
<p>Catchment Area for Leaflet Distribution</p> <p>They inquired about the catchment area for the leaflet drop, specifically asking how far the distribution reached and whether the Police were consulted.</p>	<p>We confirmed that the consultation drop was to 915 homes and 51 businesses directly South of the A40 Western Avenue. We did not consult north of this natural boundary as we wanted to reach the likely most affected residents.</p> <p>The Police had not been consulted at this stage of the consultation and this was something we would consider as part of the detailed application</p>
<p>Access from the North / Station Area</p> <p>Councillors raised concerns over northern access and the station.</p> <p>.</p>	<p>We clarified that access from this direction is not currently shown on the plans but will likely be requested by the Council. This will form part of the Section 278 works.</p>

	<p>We also informed Cllrs that discussions with Transport for London regarding this issue are ongoing.</p>
<p>Local Employment and Job Security</p> <p>Councillors asked how local jobs will be secured.</p>	<p>We explained that Lidl is committed to employing locals for sustainability reasons. Lidl has previously agreed to commit to Local Employment Schemes through planning conditions.</p> <p>Subsequent to the meeting we provided data relating to work travel distances for other Lidl stores in the local; area that demonstrated the local nature of employment. We also [provided instances of recent planning conditions on permitted schemes that committed us to work with the local JobCentre Plus. We would be happy to do this again.</p>
<p>Anti-Social Behaviour Measures</p> <p>Councillors raised concerns about potential anti-social behaviour. MK suggested that installing bollards at the entrance to the main Lidl car park could help address this issue.</p>	<p>We agreed to consider what would be the best way to operate the store and storage facility whilst preventing access to the site during non-operational hours.</p>
<p>Tree Preservation Orders</p> <p>Councillors inquired whether any trees on the site are subject to Tree Preservation Orders (TPO).</p>	<p>We confirmed that there were none and informed them that much of the current greenery on the site is from the land being unoccupied for such a long period.</p>

6.0 Applicant's Response to Engagement Findings

Feedback Received	How the Applicant has Responded
Concerns about the traffic this store will create and its impact on a congested Long Lane.	<p>We are submitting a highways report and traffic management plan which demonstrates that the proposal will not have a significantly detrimental impact upon the road network. The principal access to the new site will be from the existing roundabout located on Freezeland Way. This roundabout was added in anticipation of the application site being opened to traffic and is essentially not currently being utilised as it only has only a single exit/entrance arm for traffic.</p> <p>In respect of Long Lane our traffic assessment shows that the traffic impact is minimal which equates to 0.7% and 1.4% during the AM and PM peak periods respectively which is significantly less than daily traffic variations of 5%. During highway peak periods the majority of traffic would likely consist of pass by traffic which would already be on the highway network.</p>

6.1 Design changes made as a result of the public consultation

While there have been no consultation responses that would significantly change the proposal the design team have looked again at the scheme in light of the responses. Amongst the changes that have been made are:

- The placement of a new footpath to the rear of the store providing a new safe route to the and from the Hillingdon Station Car Park with the inclusion of some bench seating
- A small increase in car parking
- An increase in the parking for motorcycles

7.0 Appendix - Consultation materials

This section contains copies of the consultation materials including the online feedback form, the newsletter and the paper feedback form.

7.1 Invite to public consultation

A new Lidl and self-store at **HILLINGDON STATION**





Dear Resident,

Lidl Great Britain is pleased to announce its proposal to build a new food store in Hillingdon. The development will also provide public self-storage facilities. As part of our commitment to community engagement, we are inviting the local community to learn about our ideas through this newsletter and then give us feedback before we submit a planning application.

We are keen to hear your views. We have set up an online survey (the QR code will take you straight there) or you can complete the enclosed paper version and either take a photo and text or email it to us or post it using our freepost address. If you have any questions please contact us and we will help you.

We are excited by this opportunity and look forward to working with local residents and stakeholders as we develop this site.

We look forward to hearing your views,

Lidl Great Britain

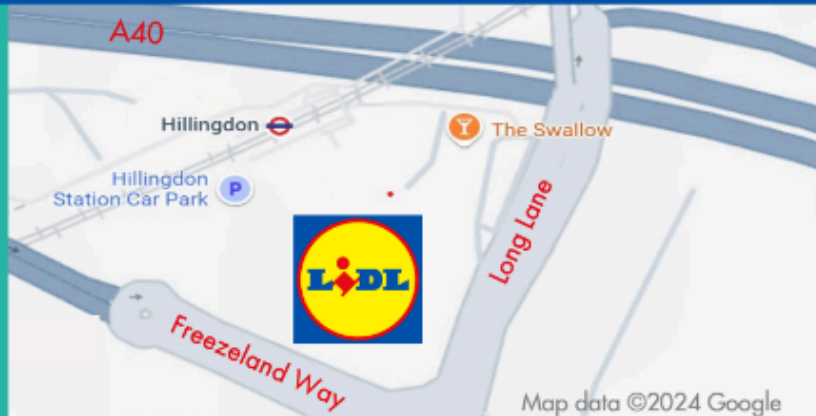


Email: lidlhillington@whatyouthink.co.uk

THE SITE

Located on the corner of the roundabout in Freezeland Way, the site is very close to Hillingdon Station and Harrow Fencing Supplies. It has been vacant for 20 years. Whilst there have been various proposals for its future, this is the first deliverable scheme to emerge for some time. Ours will be a high-quality development bringing economic benefit to the area.

MAP SHOWING STORE LOCATION



BENEFITS OF THE PROPOSED SCHEME

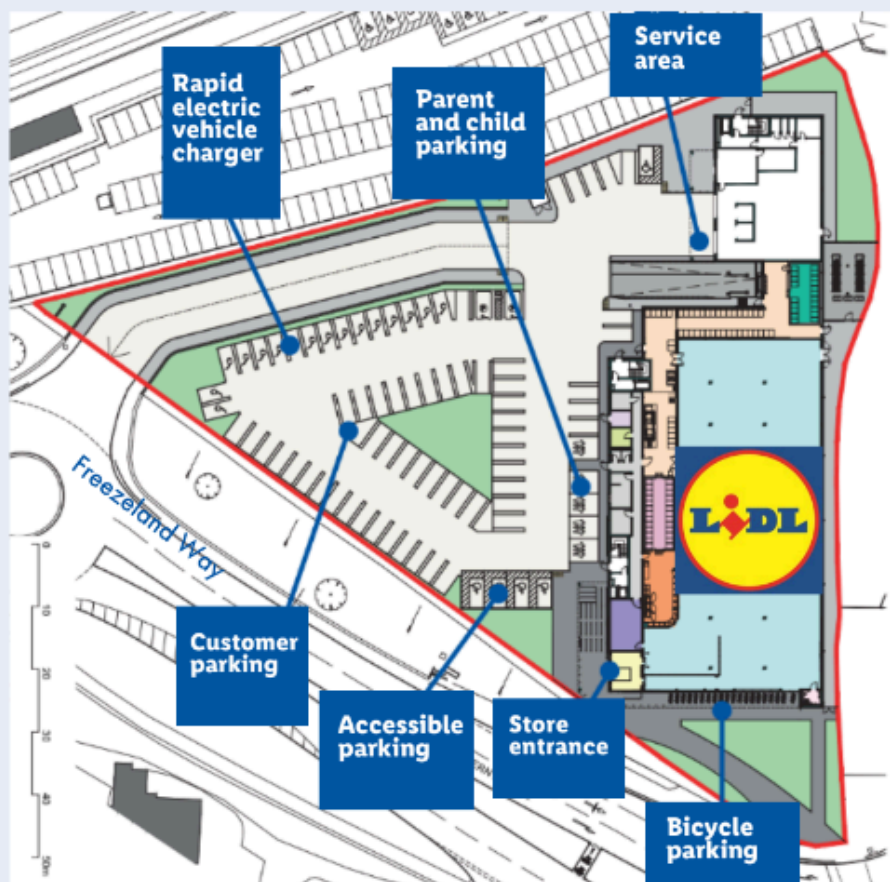
- Bring to life a redundant brownfield site surrounded by commercial uses
- Conversion to a multi-use site that creates a retail store and much-needed rentable storage facilities for local businesses and residents.
- Creating new and wider shopping opportunities for Hillingdon residents
- Local jobs both during construction and at the new store and storage facility
- Creating a well-designed, high-quality building with softening landscaping at the edge of the site
- A well-planned transport solution using the existing roundabout to limit impact

Email: lidlhillington@whatyouthink.co.uk

OUR PROPOSAL

The new food store would be on the Hillingdon Station side of the site with landscaping along the Freezeland Way boundary. The general height would be around 12 metres. The ground floor would be for the Lidl store, with about 70% of the Lidl space used for the food store and the rest split between a warehouse, in-house bakery, staff welfare, customer toilets, and other associated activities. The self-storage facility would have the two floors above. We are working with a market-leading brand to deliver this facility. It will have a selection of room sizes for residents and businesses to rent. About 55% of all such storage is used by local businesses.

PLAN SHOWING SITE LAYOUT



Call 0203 174 2018

OPERATIONS AND PARKING

A Lidl store typically opens 7 days a week, although hours of operation and delivery are usually controlled by the Council through conditions that apply to the planning permission. The proposed store would usually have a maximum of 2 deliveries per day. All store waste would be stored internally within the warehouse area and collected by the delivery vehicle. There would be a well-planned access route to the store from the existing roundabout in Freezeland Way. There will be 81 parking spaces including accessible, parent-child, staff and electric vehicle charging spaces. 75 will be for the Lidl store.



WE ARE KEEN TO HEAR YOUR VIEWS!

Please fill in our survey and tell us what you think. Your feedback will help us design a development which works for local people. To return it you can:

- Post it to Freepost Community Feedback
- Take a photo and text it to 0777038085
- Take a photo and email it to lidlhillington@whatyouthink.co.uk

An online version is available by scanning the QR code.

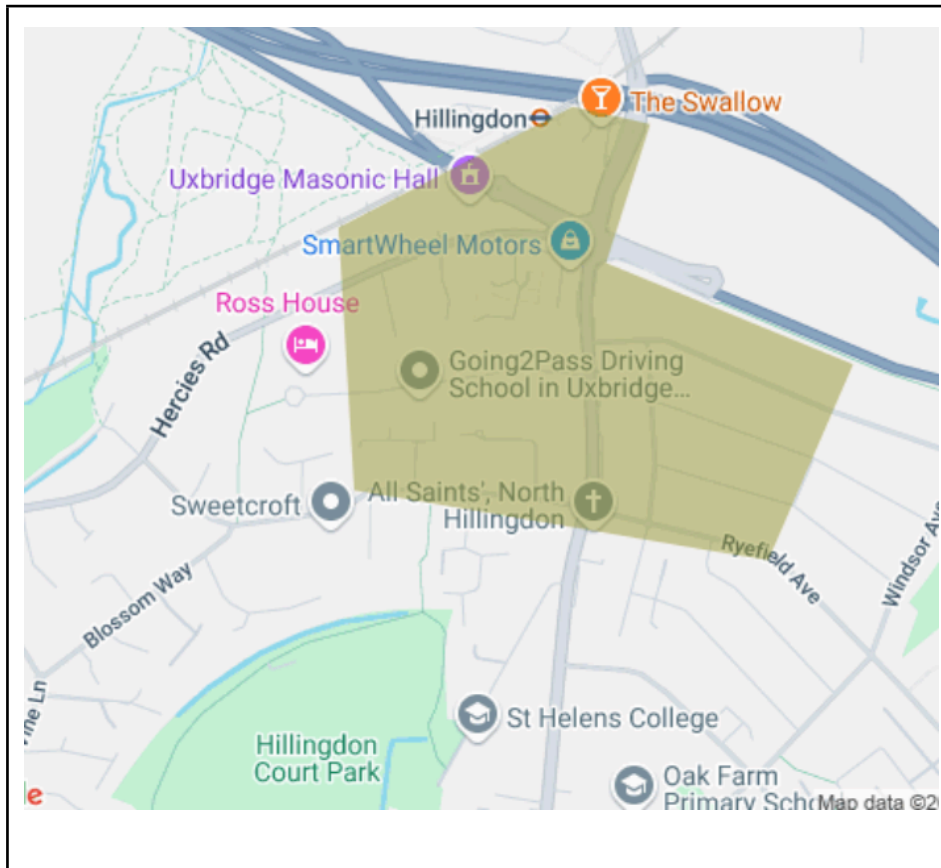


CONTACT US


If you have any questions please email us or call 0203 174 2018 and we will be pleased to help you. Our survey closes on **Monday 9th December 2024**

Email: lidlhillington@whatyouthink.co.uk

7.2 Invite distribution area



7.3 Feedback form delivered with newsletter

A new Lidl and self-store			
HILLINGDON QUESTIONNAIRE			
Thank you for taking the time to read our newsletter. We are keen to work with the local community. Your feedback is important to us shape our final ideas for the development. It would be very helpful if you could answer the questions below.. Please circle the appropriate answer.			
Do you support the proposal to develop the site between Freezeland Way and Hillingdon Station?			
<input type="checkbox"/> Support	<input type="checkbox"/> Partially Support	<input type="checkbox"/> Neutral	<input type="checkbox"/> Do not support
Would you support the opening of a Lidl on this site?			
<input type="checkbox"/> Support	<input type="checkbox"/> Partially Support	<input type="checkbox"/> Neutral	<input type="checkbox"/> Do not support
In planning our transport and parking arrangements for the store it would be helpful to identify where you currently shop for food and whether a food store on Freezeland Way might change your travel behaviour.			
In which area of Hillingdon do you currently shop?			
.....			
Which store do you currently shop at?			
.....			
Would you shop at a store on Freezeland Way?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<div>Please use this box to write any other comments that you may have about the proposal.</div> <div>PTO</div>			
Email: lidlhillington@whatyouthink.co.uk			

QUESTIONNAIRE

PAGE 2



A Self Storage facility

We are working with one of the market-leading brands in delivering this facility for residents and businesses. About 55% of all storage is used by local businesses. Self storage centres have a selection of room sizes that you can rent. Would you support a self storage facility on this site?

Support	Partially Support	Neutral	Do not support
---------	-------------------	---------	----------------

Please tell us about yourself:

Name:

Postcode:

Email address:

☐ Please tick this box to indicate that you consent to our consultant The Terrapin Group storing the data provided here. The Terrapin Group conform to the data protection principles outlined under the GDPR and commits to keeping your data secure, accurate and relevant. For more info visit www.terrapingroup.co.uk/privacy

Thank you for taking the time to complete our survey.

If you have any questions please email us or call 0203 174 2018 and we will help you.

To return the survey you can:

- Post it to Freepost Community Feedback
- Take a photo of it and text it to 07770380757
- Email a photo of it to lidlhillington@whatyouthink.co.uk

This part of our consultation will close on **Monday 9th December 2024**. We will then reflect on what you have said before we submit a planning application to the Council. They will then open their formal consultation

Email: lidlhillington@whatyouthink.co.uk

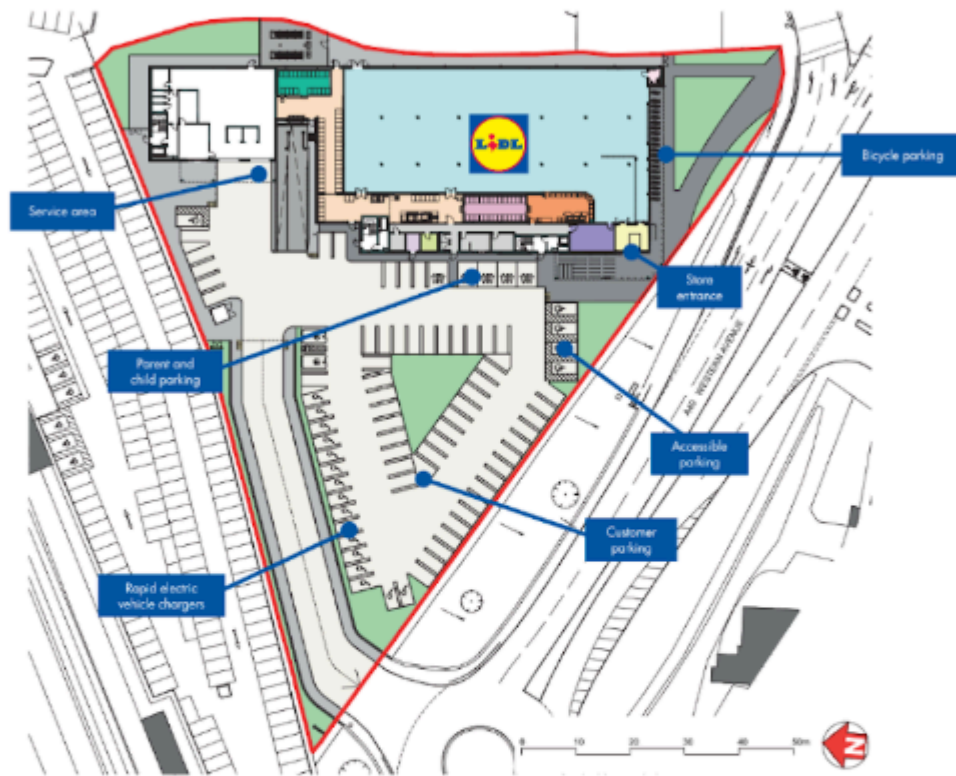
7.4 Online feedback form

A new Lidl food store and self store at Hillingdon Station

Thank you for visiting our online feedback form. This feedback relates to the opening of a new Lidl store with additional self-storage above the store. The site is at the roundabout on Freezeland Way and close to Hillingdon Station.

We are excited by this opportunity and look forward to working with our new community as we develop this site.

The site is located in the North Hillingdon area and is on the corner of the roundabout on Freezeland Way. The site is very close to Hillingdon Station and Harrow Fencing Supplies. The site has been vacant for more than 20 years and detracts from the appearance of the area



Do you support the proposal to develop the site between Freezeland Way and Hillingdon station?

- ☐ Support
- ☐ Partially support
- ☐ Neutral
- ☐ Do not support

Would you support the opening of a Lidl on this site?



- ☐ Support
 - ☐ Partially support
 - ☐ Neutral
 - ☐ Do not support
-

In planning our transport and parking arrangements for the store it would be helpful to identify where you currently shop for food and whether a food store on Freezeland Way might change your travel behaviour.

In which area of Hillingdon do you currently shop?

Your answer

Which store do you currently shop at?

Your answer

Would you shop at a food store on Freezeland Way?

☐ Yes

☐ No

Do you have any comments you would like to make about the overall proposal?



Your answer

A self storage facility

We are working with one of the market-leading brands in delivering this facility for residents and businesses. About 55% of all the storage is used by local businesses. Self Storage centres have a selection of room sizes that you can rent. Would you support a self-storage facility on this site?



- ☐ Support
- ☐ Partially support
- ☐ Neutral
- ☐ Do not support

Do you have any comments you would like to make about the overall proposal?



Your answer

Would you support a self-storage facility alongside the Lidl store?

We are working with one of the market-leading brands in delivering this facility for residents and businesses. About 55% of all the storage is used by local businesses. Self Storage centres have a selection of room sizes that you can rent. Would you support a self-storage facility on this site?



- ☐ Support
- ☐ Partially support
- ☐ Neutral
- ☐ Do not support

Thank you for taking the time to give us this feedback

We expect to submit a planning application to the Council before Christmas and at that time Hillingdon Council will open their formal consultation.

We look forward to becoming an important part of Hillingdon.

Your name *

Your answer

Your postcode *

Your answer

Your email address

Your answer

Data protection

Please tick this box to indicate that you consent to The Terrapin Group storing the data provided here. The Terrapin Group conform to the data protection principles outlined under GDPR and commits to keeping your data secure, accurate and relevant.

☐ I consent to Terrapin Group storing the data I have provided in this form.