WOOLLEY PARK FARM, BRADFORD-ON-AVON, WILTSHIRE

LANDSCAPE AND VISUAL IMPACT ASSESSMENT

FOR

RELOCATION OF FARM & RESIDENTIAL REDEVELOPMENT OF HISTORIC FARMSTEAD

On behalf of

GWE CANDY & SONS

October 2022

REF: 21.1405

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APPOINTMENT

WH Landscape Consultancy Ltd (**WH**Landscape) has been appointed by GWE Candy and Sons to undertake a Landscape and Visual Impact Assessment (LVIA) for the proposed mixed-used development on land at Woolley Park Farm, Bradford-on-Avon, Wiltshire.

WHLandscape has an established track record of assessing development proposals. The practice has considerable experience in the field of landscape and visual assessment and uses tried and tested techniques developed and recognised by the Landscape Institute, Institute of Environmental Management and Assessment, and Natural England.

This LVIA has been undertaken by: Will Harley BSc (Hons) CMLI

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1. INTRODUCTION

1.1 This LVIA provides an assessment of the landscape and visual effects associated with the proposed mixed-use redevelopment of two areas at Woolley Park Farm, Bradford-on-Avon. The site is in the administrative area of Wiltshire Council, specifically Wiltshire Council Western Area, and is located within the Civil Parish of South Wraxall. The majority of the study area is located within the Bath, Bristol and Western Wiltshire Green Belt. The findings of the assessment will be used to determine the suitability of the proposals, as well as to suggest appropriate mitigation measures if required.

1.2 The application will see the redevelopment of the existing farmyard site, including:

- The conversion of a number of farm buildings into dwellings and garaging
- Restoration of the Grade II listed *Woolley Park Farmhouse*
- The demolition of a number of modern farm buildings and the removal and tidying of external storage
- The creation of a focal “village green”
- The restoration of the existing pond

1.3 The proposed farmyard will be moved to the south-east with a number of purpose-built structures to facilitate the on-going use of the farm. The buildings will comprise: a straw store, relocated workshop, machinery store, grain store and inputs building. The buildings will be serviced by a new access taken from the B3105 to the south and following the hedgeline and HT powerlines north to the site.

1.4 For this report, the policy context is taken from the National Planning Policy Framework (NPPF) (2021) and the Wiltshire Core Strategy (2015) including the saved policies from the West Wiltshire District Plan (saved as of 2015) and Leisure and Recreation Development Plan Document (saved as of 2015). The baseline landscape character has been taken from Natural England National Character Area Profile (NCA): 107. Cotswolds (2013), NCA: 117. Avon Vales (2014), the Wiltshire Landscape Character Assessment (2005), and the West Wiltshire Landscape Character Assessment (2007).

2. SCOPE AND ASSESSMENT METHODOLOGY

2.1 The LVIA process is based on the following guidance:

- Guidelines for Landscape and Visual Impact Assessment. 3rd ed. (GLVIA 3).
- An Approach to Landscape Character Assessment.

2.2 The LVIA is a tool used to identify and assess the likely effects of change resulting from development, both on the landscape as an environmental resource in its own right and on people's views and visual amenity. Landscape Effects relate to changes to components of the landscape resource as a result of development. Visual Effects relate to the appearance of development, its effect on specific views and on the general visual amenity experienced by users of the landscape. The study area to be considered includes the site itself and the full extent of the wider landscape with the potential to be influenced by the development.

2.3 BASELINE LANDSCAPE AND VISUAL STUDY

2.3.1 The baseline study reviews the existing landscape and visual resources to determine and describe the conditions against which changes resulting from the development can be measured or predicted and assessed. The process comprises three stages, namely a desk study, field survey and baseline analysis. The baseline study helps identify the landscape and visual receptors which are considered susceptible to change as a result of the development and includes description, classification and evaluation. It forms the basis against which to assess the Magnitude of Effect and, if necessary, the Significance of Effect of development on landscape and visual resources.

DESK STUDY RESOURCES

2.3.2 The following resources have been used to inform the field survey and the analysis:

Mapping

- Ordnance Survey maps and vertical aerial photography
- Definitive Rights of Way: Public Rights of Way Mapping (Wiltshire Council)
- Geology: Geology of Britain Viewer (British Geological Survey)
- Pedology: Soilscapes Map (Soilscapes)
- Agricultural Land Classification (ALC) Map South West Region (Natural England)
- Designations: Magic Interactive Mapping – Core Strategy Policy Maps (Wiltshire Council)
- Heritage assets: The National Heritage List for England (Historic England)

Planning Policy

- NPPF
- Wiltshire Core Strategy

Character Assessment

- NCA: 107. Cotswolds
- NCA: 117. Avon Vales
- Wiltshire Landscape Character Assessment
- West Wiltshire Landscape Character Assessment

FIELD SURVEY

2.3.3 The desk study informs the field survey. Of particular relevance are the Ordnance Survey maps, aerial photography and the Landscape Character Assessments. The field survey is then used to gain a full appreciation of the relationship between the site and study area. The field work is supported by mapped viewpoints and photographic records, representative of, and relevant to, the development.

BASELINE ANALYSIS

2.3.4 The findings of the desk study and field survey inform the baseline analysis, which helps in determining the landscape value of the study area though description, classification and evaluation of the landscape and visual resources relevant to the application site and surrounding study area. Determining the value of the landscape as a resource helps in identifying specific landscape and visual receptors that have the potential to be affected by the development.

Landscape value

2.3.5 Landscape value is the relative value that is attached to different landscapes by society; a landscape may be valued by different stakeholders for a variety of reasons, however having specific components of value does not mean an area is a valued landscape. Furthermore, while designations can be an indicator of value, the presence of detracting components may mean the value of a designated area locally varies across its geographic extent. Moreover, as identified in GLVIA 3, "*the fact that an area of landscape is not designated either nationally or locally does not mean that it does not have any value*".

2.3.6 Typically, value is determined against a series of predefined factors, to establish an overall landscape value of either Low, Medium, or High, with the importance of any designations also being

taken into account. Additionally, the specific value of the site, as a component of the landscape resource, is also considered.

2.3.7 When determining the value of the landscape resource, the following factors, adapted from Box 5.1 of GLVIA 3, are considered relevant to the assessment process:

- **Landscape Quality (condition):** A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements or features.
- **Scenic Quality:** The term used to describe landscapes which appeal principally to the senses (primarily, but not exclusively, visual).
- **Representativeness:** Whether the landscape contains a particular character and/or elements or features, which are considered particularly important examples thereof.
- **Rarity:** The presence of rare elements or features in the landscape or the presence of a rare Landscape Character Area (LCA) and/or Landscape Character Type (LCT).
- **Conservation Interests:** The presence of features of wildlife, earth science, archaeological or historical, and cultural interest can add to the value of a landscape, as well as having value in their own right.
- **Recreational Value:** Evidence that the landscape is valued for recreational activity, where experience of the landscape is important.
- **Perceptual Aspects:** A landscape may be valued for its perceptual qualities and/or tranquillity.
- **Associations:** Some landscapes are associated with particular people, such as artists or writers, or an event in history that contribute to perceptions of natural beauty of the area.

Landscape Receptors

2.3.8 Landscape receptors will be selected to help ascertain the specific aspects of the landscape resource that have the potential to be affected by the proposed development. Potential receptors include individual elements or features of the study area, both on and off site, as well as the distinct landscape character of the study area as a whole.

Visual Receptors

2.3.9 Visual receptors will initially be identified from where the desk study suggests that the proposed development may be visible, before being verified as part of the field survey. Views will primarily be recorded from Public Rights of Way (PRoWs) and other areas with public access, as well as public roads with full public and permissive access. Residential views will be considered, where appropriate,

through the use of representative viewpoints. It should be noted views may be recorded from areas which the desk study suggests have no intervisibility with the site, moreover not all potential visual receptors will be recorded during the field survey (e.g. if there is an obvious lack of intervisibility).

2.4 ASSESSMENT OF LANDSCAPE AND VISUAL EFFECTS

2.4.1 The landscape assessment addresses changes in the fabric, character and/or key elements or features of the landscape resource. The visual assessment addresses changes in visual amenity, and the implication of those changes on specific visual receptors.

2.4.2 The assessment of effects aims to:

- Estimate the sensitivity of landscape and visual receptors as a function of their value and their susceptibility to change.
- Identify the Magnitude of Effect of the development.
- Provide an assessment of the effects and, subsequently the Nature of Effect, in a logical and well-reasoned fashion.
- Indicate suitable mitigation measures.

2.4.3 The LVIA will consider the likely effects of the proposed development in the context of Receptor Sensitivity in order to determine the Level of Effect on landscape and visual receptors, with mitigation measures recommended if required. The overall landscape and visual effects of the development will then be reassessed to determine the effectiveness of the recommended mitigation at both implementation and once established.

2.4.4 To be consistent, the determination of sensitivity and the prediction of magnitude have been guided by pre-defined criteria. However, by its very nature, the LVIA process requires a significant amount of interpretation and professional judgement.

2.4.5 Designations which may affect the sensitivity of receptors, or how an effect may be perceived, will be taken into consideration where appropriate. In terms of listed buildings and other designated heritage assets as receptors, this report will only consider the potential effects on the historic landscape settings of these structures/areas. It should be noted that, although a development may be visible from a listed building or other designated historic asset, this does not automatically mean that there is an effect on its historic landscape setting.

LANDSCAPE ASSESSMENT

2.4.6 Landscape Sensitivity is a function of the value of a landscape receptor, both as part of the landscape resource and as an individual component, and its ability to accommodate the development (susceptibility to change) without undue consequences for the maintenance of the baseline condition and/or the achievement of landscape planning policies and strategies.

Table 1a: Landscape Receptor Sensitivity

Level of Sensitivity	Definition of Sensitivity
High	Important landscapes and/or landscape components of high value with a high susceptibility to change.
Medium	Important/moderately valued landscapes and/or landscape components with a medium susceptibility to change.
Low	Moderately valued/relatively unimportant landscapes and/or landscape components with a low susceptibility to change.
Negligible	Degraded landscape tolerant of major change.

2.4.7 The Magnitude of Landscape Effect is based on changes to the baseline condition of the landscape resource and/or specific landscape receptors. Factors such as, the nature of change, extent and scale of change, and the relationship to baseline characteristics are all considered.

Table 1b: Magnitude of Landscape Effect

Level of Magnitude	Definition of Magnitude
Substantial	Total loss or alteration of key characteristics and/or elements or features of the baseline condition (predevelopment).
Moderate	Partial loss or alteration of one or more key characteristics and/or elements or features of the baseline condition, such that the predevelopment condition will be partially changed.
Slight	Minor loss or alteration of one or more characteristics and/or elements or features of the baseline condition, such that the baseline condition will be similar to the predevelopment circumstance.
Negligible	Very minor loss or alteration to one or more key characteristics and/or elements or features of the baseline condition, such that the changes are barely distinguishable.

VISUAL ASSESSMENT

2.4.8 Visual Sensitivity takes account of the value of routes/areas used by visual receptors including the extent to which attention is focused on the landscape, and the ability of specific views to accommodate the development. Certain views that are experienced may have a value attached through planning designations or in relation to heritage assets or may be indicated on maps or in guidebooks.

Table 2a: Visual Receptor Sensitivity

Level of Sensitivity	Definition of Sensitivity
High	Users of strategic rights of way, cycle paths, etc; important cultural, physical or historic features; views from beauty spots, picnic areas and principal views from residential properties. Places where the attention of the receptor is likely to be focused on the landscape.
Medium	Other public rights of way. Views from principal settlements and secondary views from residential properties. Places where the attention of the receptor may be focused on the landscape.
Low	Receptors engaged in activities other than for the appreciation of the landscape.
Negligible	Views from industrialised areas.

2.4.9 The Magnitude of Visual Effect is based on the overall extent of the visibility. Factors such as distance from the development, duration of effect, screening, angle of view, backdrop to the development and extent of other development are all considered.

Table 2b: Magnitude of Visual Effect

Level of Magnitude	Definition of Magnitude
Substantial	Fundamental or very obvious change in the character, make-up and balance of the view. The proposals would be prominent or even dominant when considered in terms of the baseline condition. The established visual character would change.
Moderate	Moderate changes in the character, make-up and balance of the view, with the proposals noticeably distinct. This may lead to a change in the established visual character, depending upon the type of development proposed.
Slight	The proposals would be visible as a new feature. Change would be limited and would be unlikely to affect the established visual character as a whole.
Negligible	Virtually imperceptible change in the view. Whilst theoretically visible, the proposals would be faint, not legible or difficult for receptors to discern.

LEVEL OF EFFECT

2.4.10 The Level of Effect can be expressed as a correlation between the Magnitude of Effect and Landscape or Visual Sensitivity in a single matrix to determine the level, as shown in Table 3. However, it must be noted that the matrix is not in itself a substitute for professional judgement, for which allowances must be made. Although mitigation measures are often proposed where the Level of Effect is Minor or None, it is the Major and Major/Moderate categories which provide the highest Level of Effect in terms of effect on the landscape and visual resources.

Table 3: Level of Effect as a Correlation of Sensitivity and Magnitude Applicable to both the Landscape Resource and Visual Amenity

Landscape or Visual Sensitivity	**Magnitude of Effect**			
	Substantial	*Moderate*	*Slight*	*Negligible*
High	Major	Major/Moderate	Moderate	Moderate/Minor
Medium	Major/Moderate	Moderate	Moderate/Minor	Minor
Low	Moderate	Moderate/Minor	Minor	Minor/None
Negligible	Moderate/Minor	Minor	Minor/None	None

NATURE OF EFFECT

2.4.11 Change as a result of development may be Positive or Adverse, to varying degrees, or Neutral. Neutral effects are those where change is considered to have neither a Positive nor Adverse effect on the landscape or visual resource being considered. The calculation of a high Level of Effect does not mean that change is automatically Adverse; Nature of Effect is considered independently to the calculation of Level of Effect. Mitigation can change the Nature of Effect post development, with the aim being to lower the Magnitude of Effect and reduce Adverse effects as far as possible, ideally through mitigation measures that have a Positive effect on landscape and/or visual resources.

3. LANDSCAPE PLANNING CONTEXT

3.1 The following policy has been taken from the planning documents which are pertinent to the development of the site. The following policy extracts and, where applicable, excerpts of explanatory text, are relevant to the application. The policies listed will be used to guide the assessment and the mitigation strategy for the proposed development.

3.2 NATIONAL PLANNING POLICY FRAMEWORK

3.2.1 Originally published in March 2012, with the most recent revision being in July 2021, the NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. Of particular relevance to this assessment is Section 15. Conserving and Enhancing the Natural Environment, specifically paragraph 174, which states that "Planning policies and decisions should contribute to and enhance the natural and local environment by":

> ***a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);***

and:

> ***b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;***

3.2.2 Section 13 Protecting Green Belt Land is also of relevance to this project, specifically the five purposes of Green Belt listed in paragraph 138.

> ***a) to check the unrestricted sprawl of large built-up areas;***
> ***b) to prevent neighbouring towns merging into one another;***
> ***c) to assist in safeguarding the countryside from encroachment;***
> ***d) to preserve the setting and special character of historic towns; and***
> ***e) to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.***

3.2.3 Proposals affecting Green Belt Land will be assessed under the criteria in Section 13 Protecting Green Belt Land, paragraph 149.

A local planning authority should regard the construction of new buildings as inappropriate in the Green Belt. Exceptions to this are:

- ***a) buildings for agriculture and forestry;***
- ***b) the provision of appropriate facilities (in connection with the existing use of land or a change of use) for outdoor sport, outdoor recreation, cemeteries and burial grounds and allotments; as long as the facilities preserve the openness of the Green Belt and do not conflict with the purposes of including land within it;***
- ***c) the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building;***
- ***d) the replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces;***
- ***e) limited infilling in villages;***
- ***f) limited affordable housing for local community needs under policies set out in the development plan (including policies for rural exception sites);***
- ***g) limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use (excluding temporary buildings), which would: not have a greater impact on the openness of the Green Belt than the existing development; or not cause substantial harm to the openness of the Green Belt, where the development would re-use previously developed land and contribute to meeting an identified affordable housing need within the area of the local planning authority.***

3.2.4 Also of relevance to this project is Section 12. Achieving Well-designed Places, specifically paragraph 130, which states:

Planning policies and decisions should ensure that developments:

- ***a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;***
- ***b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;***
- ***c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);***
- ***d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;***

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

3.3 WILTSHIRE CORE STRATEGY

3.3.1 Adopted by Wiltshire Council in January 2015, the Wiltshire Core Strategy Development Plan Document replaced the four local plans that covered Wiltshire. The Core Strategy provides a positive and flexible overarching planning policy framework for Wiltshire for the period up to 2026 in order to ensure that any proposed development is of a high standard and is compatible with the character and visual qualities of the area.

CORE POLICY 51: LANDSCAPE

Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced through sensitive design, landscape mitigation and enhancement measures:

i. The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.

ii. The locally distinctive character of settlements and their landscape settings.

iii. The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.

iv. Visually sensitive skylines, soils, geological and topographical features.

v. Landscape features of cultural, historic and heritage value.

vi. Important views and visual amenity.

vii. Tranquillity and the need to protect against intrusion from light pollution, noise and motion.

viii. Landscape functions including places to live, work, relax and recreate.

ix. Special qualities of Areas of Outstanding Natural Beauty (AONBs) and the New Forest National Park, where great weight will be afforded to conserving and enhancing landscapes and scenic beauty.

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) or Stonehenge and Avebury World Heritage Site (WHS) shall demonstrate that they have taken account of the objectives, policies and actions set out in the relevant Management Plans for these areas. Proposals for development outside of an AONB that is sufficiently prominent (in terms of its siting or scale) to have an impact on the area's special qualities (as set out in the relevant management plan), must also demonstrate that it would not adversely affect its setting.

CORE POLICY 52: GREEN INFRASTRUCTURE

Development shall make provision for the retention and enhancement of Wiltshire's green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:

- ***i. Retain and enhance existing on site green infrastructure***
- ***ii. Make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards***
- ***iii. Put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development***
- ***iv. Provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy***
- ***v. Identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.***

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required.

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process.

Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation.

Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers

CORE POLICY 57: ENSURING HIGH QUALITY DESIGN AND PLACE SHAPING

A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

- ***i. Enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced***
- ***ii. The retention and enhancement of existing important landscaping and natural features, (e.g. trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development***
- ***iii. Responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting***
- ***iv. Being sympathetic to and conserving historic buildings and historic landscapes***
- ***v. The maximisation of opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41 (Sustainable Construction and Low Carbon Energy)***
- ***vi. Making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area***
- ***vii. Having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy,***

overshadowing, vibration, and pollution (e.g. light intrusion, noise, smoke, fumes, effluent, waste or litter)

viii. ***Incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site***

ix. ***Ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network)***

x. ***The sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials***

xi. ***Taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future***

xii. ***The use of high standards of building materials, finishes and landscaping, including the provision of street furniture and the integration of art and design in the public realm***

xiii. ***The case of major developments, ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place***

xiv. ***Meeting the requirements of Core Policy 61 (Transport and New Development).***

4. BASELINE LANDSCAPE AND VISUAL STUDY

4.1 SITE LOCATION AND CONTEXT

4.1.1 Woolley Park Farm is located north of the B3105 and B3107 roads, approximately 1km north-east of the town of Bradford-on-Avon and about 0.5km west of the village of Holt (east). In its wider context, the farm lies 8.5km south-east of the City of Bath and 2.5km to the north-west of the Wiltshire County Town of Trowbridge.

4.1.2 Woolley Park Farm slopes gently downwards to the south-east from a high-point of 90 metres (m) Above Ordnance Datum (AOD) in the north-west corner of the farm and dropping to 44m AOD on the southern edge at the junction of the B3105 and B3107, a distance of approximately 1500m. The development proposed covers the two separate locations, with the residential site (the historic farm location and buildings) is located at between 55-65 metres (m) Above Ordnance Datum (AOD) whilst the proposed farmyard is located at between 45-50m AOD.

4.1.3 Both sites are bounded by farmland to the north, east and west, which is under the applicant's control. To the south, they are bounded by the B3105. There are number of more modern farm buildings, and some in extremely poor condition, surrounding the proposed residential development area. These have been marked for removal or relocation; there is also external storage which will be removed. Within this area is the Grade II listed *Woolley Park Farmhouse* which will be restored as part of the proposals. Vegetation cover within and around the residential site mainly comprises individual trees and some areas of hedgerow in varying condition. The proposed farmyard site is on an area of cultivated farmland, with a dense field boundary hedgerow, with a row of mature Wych elm trees, along its southern boundary. There are also hedgerows along the route of the proposed access and surrounding the receiving agricultural fields, although these are only on one side of the route at present.

BRISTOL AND BATH GREEN BELT

4.1.4 Green Belts serve as a mechanism to aid urban planning and development, to prevent urban sprawl by keeping land permanently open. The five purposes are described at Paragraph 138. The site's location within the Green Belt therefore means that development will be tightly controlled, although there are exceptions to this, as identified in paragraph 149 of the NPPF, which include:

a) *buildings for agriculture and forestry; and*

g) limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use (excluding temporary buildings), which would:
– not have a greater impact on the openness of the Green Belt than the existing development; or
– not cause substantial harm to the openness of the Green Belt, where the development would re-use previously developed land and contribute to meeting an identified affordable housing need within the area of the local planning authority.

While it is noted that the essential characteristics of Green Belts are their openness and their permanence, its designation is not based on the quality of the landscape or its character and appearance. In this case the proposed farm buildings are an exception to the Green Belt Control, but an opinion on the status of the historic core of the farm and its proposed residential use is beyond the scope of this report.

4.2 LANDSCAPE CHARACTER

4.2.1 The following Landscape Character Assessments have been used to establish the baseline character of study area:

- NCA: 107. Cotswolds
- NCA: 117. Avon Vales
- Wiltshire Landscape Character Assessment
- West Wiltshire Landscape Character Assessment

4.2.2 Only the information pertaining to the LCAs and LCTs in which the site is located has been listed in order to help establish its unique landscape character as well as to determine the site's contribution to the landscape character, elements, and features which define the wider landscape. It is important to note that, due to the extent of individual Character Areas and Types, some of the listed information may not be wholly relevant to the site and surrounding landscape.

NATIONAL CHARACTER AREA PROFILES

4.2.3 In 2012, Natural England, as part of its responsibilities in delivering the Natural Environment White Paper, Biodiversity 2020 and the European Landscape Convention, revised the National Character Area Profiles to make environmental evidence and information easily available to a wider audience. Both sites fall within NCA: 107. Cotswolds, however, the proposed farmyard is on the boundary with NCA: 117. Avon Vales; therefore the key characteristics of both NCA profiles have been detailed below.

NCA: 107. COTSWOLDS

Key Characteristics:

- ***Defined by its underlying geology: a dramatic limestone scarp rising above adjacent lowlands with steep combes, and outliers illustrating the slow erosion of escarpments. The limestone geology has formed the scarp and dip slope of the landscape, which in turn has influenced drainage, soils, vegetation, land use and settlement.***
- ***Open and expansive scarp and high wold dipping gently to the south-east, dissected by river valleys.***
- ***Arable farming dominates the high wold and dip slope while permanent pasture prevails on the steep slopes of the scarp and river valleys with pockets of internationally important limestone grassland.***
- ***Drystone walls define the pattern of fields of the high wold and dip slope. On the deeper soils and river valleys, hedgerows form the main field boundaries.***
- ***Ancient beech hangers line stretches of the upper slopes of the scarp, while oak/ash woodlands are characteristic of the river valleys. Regular blocks of coniferous and mixed plantations are scattered across the open high wold and dip slope.***
- ***Large areas of common land, important for unimproved calcareous grassland, are characteristic of the scarp and high wold around the Stroud valleys and along the crest of the scarp to Cleeve Hill.***
- ***The majority of the principal rivers flow south-eastwards forming the headwaters of the Thames with the exception of rivers in the west which flow into the River Avon and then the Severn Estuary.***
- ***Rich history from Neolithic barrows, iron-age hill forts and Roman roads and villas to deserted medieval villages, grand country houses, cloth mills and Second World War airfields. The field patterns largely reflect both the medieval open field system, with fossilised areas of ridge and furrow, and later planned enclosures.***
- ***Locally quarried limestone brings a harmony to the built environment of scattered villages and drystone walls, giving the area a strong sense of unity for which the Cotswolds are renowned. Bath stone is also famous and has been used for building since Roman times, both locally in the principal buildings and streets of Bath and more widely, for example for Buckingham Palace in London. Parkland, gardens and historic designed landscapes are features particularly of the dip slope and broad lowland, such as Lawrance Johnston's garden at Hidcote, and Heather Muir's garden at Kiftsgate, parkland at Stanway, Chastleton and Blenheim Palace.***
- ***Prominent natural and built features in the landscape include the City of Bath WHS, Brailes Hill, Broadway Tower, Cleeve Hill, the Tyndale monument, Freezing Hill, Kelston Round Hill and Blenheim Palace WHS.***

NCA: 117. AVON VALES

Key Characteristics:

- ***An undulating clay vale with a mix of arable and pasture.***
- ***Small- and medium-sized fields with mostly hedgerow boundaries with few hedgerow trees, varying in shape from irregular piecemeal enclosure to rectilinear planned enclosure.***
- ***Numerous low ridges with local views over towns and villages.***
- ***Wide River Avon corridor, with an ancient pattern of flood meadows and closely associated settlements and more recent development.***
- ***Transport corridors along roads and watercourses, heavily influential on all development in the NCA.***
- ***Large historic parks and mansions, often established from former monastic establishments.***
- ***Attractive stone-built centres to market towns that reflect the former agricultural productivity and wealth of the area.***
- ***Wide views across whole area from higher areas of surrounding chalk downs.***

WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

4.2.4 In December 2005, Land Use Consultants, on behalf of Wiltshire County Council, published the Wiltshire Landscape Character Assessment. The assessment builds upon and integrates a number of existing landscape character assessments within Wiltshire, including the West Wiltshire Landscape Character Assessment. This information allows reasoned consideration of those issues affecting the landscape, which can be used as a basis for the development of appropriate recommendations for future landscape conservation and management. Both sites fall within LCT 16: Limestone Lowland, which comprises a single LCA 16A: Malmesbury-Corsham Limestone Lowland.

Key Characteristics:

- ***Gently undulating lowland farmland over underlying geology of predominantly mudstone and limestone with some pockets of clay.***
- ***A peaceful and rural landscape with subtle variations in character relating to the varied geology, topography and water courses.***
- ***Mix of permanent pasture and arable farmland.***
- ***Strong network of hedgerows with hedgerow trees.***
- ***Dry stone walls field boundaries in some areas and around settlements.***
- ***Field pattern predominantly large geometric field typical of eighteenth and nineteenth century enclosure with small scale irregular fields of medieval pattern close to close to settlement.***

- ***More open areas of higher ground to the west offer panoramic views over the type, elsewhere occasional woodland blocks, copses and frequent hedgerow trees give a greater sense of enclosure, with intermittent views.***
- ***Numerous rivers forming shallow valleys, with the watercourses sometimes lined with willows.***
- ***Settlements in the form of historic market towns, villages and scattered farmsteads distributed throughout the type linked by network of rural roads.***
- ***Traditional buildings of local limestone buildings an outstanding feature.***
- ***Presence of historic parkland and estates marked by stone estate walls, grand entrances and parkland trees and avenues.***

LCA 16A: Malmesbury-Corsham Limestone Lowlands:

Malmesbury-Corsham Limestone Lowlands is the only area within of the Limestone Lowlands Landscape Type. It covers a large area of northwest Wiltshire occurring between areas of limestone valleys and higher limestone wold to the west (outside the county) and clay to the east.

The area is predominantly rolling mixed pastoral and arable farmland, in a pattern of large fields bounded by hedgerows with hedgerow trees. The hedgerows vary in condition with some gappy and low flailed hedges in evidence for example around Grittleton.

Changes in the underlying geology and land use cause subtle localised variations throughout the area within an overall graduation from higher ground founded on limestone to the west to lower ground on clay to the east. On the higher and steeper ground of the Forest Marble Limestone to the west, and particularly to the south of Corsham, hedgerows are less prominent with dry stone walls dividing the fields. With less visual obstruction, there are panoramic and distant views the farmland as it falls away gently to the east. There are also some more open areas around Biddestone and to the north of the area. Here a comparative scarcity of tree cover creates a greater sense of exposure. Shallow valleys along the numerous springs and brooks in the area have a more intimate and enclosed feeling. The most prominent of these is along the River Avon where the locally steep valley sides give a sense of containment, and the rich vegetation including willows line the river bank. There are also areas of estate and historic parkland, often associated with large houses. Areas of open pastoral land with numerous standard trees can be found throughout the area, some contain more designed element such as the large avenue near Monkton Farleigh.

A key element in the area is the distinctive limestone villages and towns, connected by a network of winding rural lanes and straight Roman roads. Some brick built dwellings and farmhouses appear to the east of the area reflecting the changing geology. Traditional buildings are

frequently centred around village greens and ponds or form a more linear settlement forming a main street along one of the rural roads.

Positive Landscape Features of Significance:

- ***Peaceful rural landscape.***
- ***Panoramic views from higher ground.***
- ***Strong network of hedgerows, hedgerow trees and occasional woodland copses.***
- ***Dry stone walls.***
- ***Remaining areas with medieval field pattern.***
- ***Historic parklands.***
- ***Remaining areas of ancient woodland, chalk grassland and other areas of ecological diversity.***
- ***Distinctive traditional limestone villages.***
- ***Network of rural road.***

Strength of Character:

The Limestone Lowland Landscape Type is united by the strong character of its traditional stone built settlements however, other elements such as land use, topography and field boundaries vary subtly across the type making it less distinctive and cohesive and therefore the strength of character overall is judged as moderate.

WEST WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

4.2.5 In 2007, Chris Blandford Associates, under the appointment of West Wiltshire District Council, produced the West Wiltshire District Landscape Character Assessment. The assessment aims to provide an integrated assessment of the character of the District, to serve as a baseline of environmental information to enable a better understanding of West Wiltshire's landscapes. Both sits fall within LCT A: Limestone Lowland, specifically LCA A3: Broughton Gifford Limestone Lowland.

LCT A: LIMESTONE LOWLAND

Key Characteristics:

- ***Gently undulating lowland landscape which rises gradually from east to west across the type***
- ***A mixture of arable farmland and permanent pasture underlain by geology of predominantly mudstone and limestone with some pockets of clay***
- ***Numerous small rivers and stream corridors crossing the landscape***

- ***Field boundaries delineated by a strong network of hedgerows, often containing hedgerow trees***
- ***Scattered settlement pattern, consisting predominantly of villages and isolated farmsteads***
- ***Predominantly rural landscape with subtle variations in character relating to the varied geology, topography and watercourses***
- ***Large-scale, predominantly geometric field pattern, typical of eighteenth and nineteenth century enclosure with small-scale irregular fields of medieval pattern close to small settlements***
- ***Landscape scattered with traditional buildings, of local limestone, which provide key distinguishing characteristic.***

LCA A3: BROUGHTON GIFFORD LIMESTONE LOWLAND

Location and Boundaries

The area encompasses the villages of Attworth, Whitley, Shaw, Broughton Gifford and Holt. The northern edge is formed by the district boundary whilst the floodplain of the River Avon restricts the area in the east and west. The A365 and the B4107 run along the northern and southern edge of the area respectively, and meet in Melksham in the east.

Key Characteristics:

- ***Gently undulating limestone lowland***
- ***Predominantly rural character with several linear villages and scattered farm buildings connected by a dense network of rural roads and footpaths***
- ***Distinct pattern of small sized mainly irregular fields enclosed by in places fragmentary hedgerows with mature trees***
- ***Generally extensive views***
- ***Pylons as a conspicuous vertical element***

Inherent Landscape Sensitivities:

- ***Peaceful, rural nature of the area***
- ***The extensive views***
- ***Landscape setting, vernacular character and small scale of the villages***
- ***Areas of ecological value including ancient woodland copses***
- ***The remaining traditional field pattern***
- ***Historic parkland***

Management Strategy and Objectives:

The management strategy for this area is to maintain and conserve the peaceful rural nature of the area with the small villages set in their surroundings of arable and pastoral farmland, including the hedgerows enclosing the fields, the coppices, the network of footpaths and rural roads connecting the villages and the scattering of farms in the area. Specific management objectives are to:

- ***Conserve and maintain the traditional pattern of hedgerows enclosing arable and pastoral fields by encouraging planting to restore any gaps in the hedges and by promoting ecological management***
- ***Encourage new developments in and around the villages to be in line with the traditional vernacular character of the villages, particularly the traditional form around the Broughton Gifford Common***
- ***Conserve the extensive views by avoiding any planting or developments that would have an averse effect***
- ***Conserve the remaining areas of ecological value such as the woodland (some of which is ancient) and hedgerow network with mature trees by promoting appropriate management – consider restoring traditional practices, such as coppicing, where possible in the woodland.***

4.3 THE STUDY AREA

4.3.1 Topographically, the landscape is defined by a large area of gently rolling lowland, with minor ridgelines and downslopes, with shallow stream valleys draining into the broad clay valley of the Bristol Avon, created through the erosion of the varied sedimentary bedrock. The wider landscape has a distinct but south, south-east aspect falling towards the River Avon. Within the study area the land falls away from the north-west at Leigh House Farm from >105m AOD across the site towards the River Avon at Staverton at <30m AOD on the valley floor, which extends west through Bradford-on-Avon. A ridgeline extends from Leigh House Farm through Bradford Leigh, with the land to the north and north-east gently falling away into a shallow valley. A second minor ridge extends south-west from Ham Green along the B3107 offering a level of containment within the immediate landscape.

4.3.2 The bedrock of the study area transitions between various sedimentary mudstones and limestones, most notably a swathe of Cornbrash Formation limestone which cuts across the study area and Woolley Park Farm. The soil types present within the study area broadly reflect the bedrock geology of the area, with slowly permeable seasonally wet slightly acid but base-rich loamy and clayey soils generally being located on mudstone, and freely draining shallow lime-rich soils being located on limestone. The majority of the study area has been identified as Agricultural Land Classification Grade

3 (Moderate - sub-grade not specified), with an area of Grade 2 (Very Good) around Bradford Leigh and Grade 1 (Excellent) interspersed with Grade 4 (Poor) to the south of the B3107.

4.3.3 The prevailing landuse is agricultural, with there being a mix of arable and pastural fields, interspersed by sporadic residential and agricultural development. To the south-west, Bradford-on Avon is a significant urban area, extending into the corner of the study area with a typical urban character, which abruptly changes to a rural, agricultural landscape, to the east and north. Field systems and transport corridors are typically defined by dense mixed native hedgerows with a moderate level of tree cover, particularly to the northern part of the study area. There is limited woodland, with the only are of significant woodland being Great Bradford Wood, west of Staverton on the southern edge of the study area.

4.3.4 The area has a strong historic agricultural character, with a varied field pattern comprising a mix of medium to large open fields characteristic of 18th and 19th Century parliamentary enclosure, as well as smaller irregular fields of an earlier pattern. Furthermore, within the wider landscape, the presence of Neolithic earthworks indicate that the landscape has been occupied for thousands of years.

4.3.5 Construction within study area is extensive, with Bradford-on-Avon having developed as a mill town and the village of Staverton still dominated by the Cereal Partners riverside factory. Bradford-on-Avon has undergone expansion, as has Holt. Whilst the hamlets of Woolley Green and Bradford Leigh are still relatively small settlements, they have both taken small amounts of modern development. Outside of the main settlements the development form follows a typical pattern of dispersed villages and smaller settlements across the lowland landscape to the north-east of Bradford -on-Avon.

4.3.6 Dispersed pockets of both agricultural and residential development are found throughout the rural landscape, largely concentrated along the road network. The study area has a mix of housing styles and types, reflecting the contemporary designs of the period when the homes were built. There are numerous listed buildings within the study area, primarily within the settlements, and often concentrated with designated Conservation Areas and Woolley Green, but also scattered across the wider landscape particularly associated with historic farmsteads, including the Grade II listed Wooley Farmhouse.

4.3.7 Access through the study area is largely contingent on the B3105 which provides a direct vehicular link between the study area and Bath and Trowbridge, with links via the B3109 and B3107 to Bradford-on-Avon. Further vehicular access through the study area includes the minor road between Holt and Bradford Leigh, the B3109 to Corsham and the B3106 between Holt and Staverton. Farm tracks and private drives provide access for development set back into the countryside. The Wessex Mainline railway between Portsmouth and South Wales crosses the south of the study area, with the Trowbridge to Chippenham branch cutting across the south-east corner of the study area.

4.3.8 Pedestrian access through the study area is primarily provided by a series of footpaths running across the study area and through Woolley Park Farm. Where PRoWs start/terminate at vehicular transport corridors, in particular the B3105 and B3107, although the minor roads themselves are sometimes used by pedestrians to link PRoWs. The most notable pedestrian routes are SWRA23 and HOLT34 which run north of the development areas between Bradford Leigh and Ham Green (Holt) and are moderately well used by walkers.

4.4 BASELINE ANALYSIS

4.4.1 The findings of the desk study and field survey have been used to determine the landscape value of the study area, and subsequently identify specific landscape and visual receptors that have the potential to be affected by the development. The effect of the development on these receptors will be calculated, leading to an overall determination of Level of Effect on both the landscape resource and the visual amenity of the study area.

4.4.2 It should be noted that, while specific receptors have been identified for consideration, this does not necessarily mean that they will be adversely affected by the proposals. Moreover, if there are high levels of Adverse effect on specific receptors, this does not automatically mean that there will be high levels of Adverse effect on the study area as a whole.

LANDSCAPE VALUE

4.4.3 The area has a reasonably strong landscape quality and is largely representative of the descriptions and characteristics identified in the relevant character assessments. However, urban development at Bradford-on-Avon and the villages of Holt (Ham Green), Staverton and Bradford Leigh, plus the presence of busy transport corridors, make the area less cohesive in respect of a unified agrarian character. Overall, the key elements or features of the surrounding landscape are neither particularly rare nor common, with the identified LCAs and LCTs of the Wiltshire and West Wiltshire

character assessments covering extensive areas. As regards Woolley Park Farm itself, its use as a functioning farm does contribute to the area's perceived strength of character. However, the rundown appearance and only partial use of the current farm buildings, with management being limited, creates a somewhat of a detracting feature within the local landscape.

4.4.4 The scenic quality of the study area is varied. Although the majority of the landscape is sparsely settled, there are extensive areas of residential development within Bradford-on Avon and the villages around the periphery of the study area. Agricultural land has a generally intact and well managed hedgerow structure, but apart from Great Bradford Wood ancient semi-natural woodland to the south, there is limited tree cover. However, some components of the landscape resource, namely the transport corridors, are built form elements that fragment the countryside, detracting from the area's scenic quality. As the site lies on the busy the B3105 and close to other busy local roads, its tranquillity is limited.

4.4.5 Despite the site being located within the Bristol and Bath Greenbelt, no landscape designations cover the site, with there being no nationally designated landscapes within the study area. Natural environment designations within the study area comprise locally designated Great Bradford Wood only. There are several notable heritage designations within the study area, including the Holt (Ham Green), Woolley and Bradford-of-Avon Conservation Areas, as well as many listed buildings in the settlements, and the Grade II listed farmhouse on the Woolley Park Farm site. There is a Registered Park and Garden at 'The Hall in Bradford-on-Avon and a Scheduled Monument in Great Bradford Wood.

4.4.6 A number of PRoWs cross the study area, which are reasonably well used, but there are no strategic recreational routes or significant recreational facilities.

4.4.7 Overall the value of the landscape is Medium, which means that it is not a 'valued landscape' under Section 15, Paragraph 174, Bullet Point a), of the NPPF.

LANDSCAPE RECEPTORS

4.4.8 The following landscape receptors have been identified as being aspects of the landscape resource that have the potential to be affected by the proposals:

- The established landscape components and features which define the landscape in which the site is located, also including the local character, specifically the established pattern of built form at Woolley Park Farm.
- The historic environment, in particular the historic landscape setting of the listed Woolley Park Farmhouse.
- Existing on-site and boundary vegetation and its importance in respect of the site itself, as well as part of the wider study area.

VISUAL RECEPTORS

4.4.9 The following visual receptor locations have been identified as having potential intervisibility with the proposals:

- The local PRoW network particularly north of the proposed development areas
- The B3105 & B3107
- The lane between Ham Green and Bradford Leigh
- The existing residential properties at Poplar Farm
- The residential edge of Ham Green

5. LANDSCAPE AND VISUAL ASSESSMENT

5.1 LANDSCAPE ASSESSMENT

5.1.1 The Landscape Value of the rural landscape of the study area is Medium, presenting as typically agrarian countryside. However, while it has a level of landscape and scenic quality, the overall perception of the area is that of a modern working landscape. The presence of major transport corridors detracts from the area's scenic quality and tranquillity. The overall Susceptibility to Change of the application sites as a component of the landscape is Medium, in respect of the two development types proposed. While the existing farm site is somewhat isolated in relation to other residential developments within the study area, it is already a developed parcel of land that is an established feature in the local landscape, with good links to the B3105. However, it is located within the Green Belt and thus its status in respect of residential development must be established. This is despite the existing unmanaged appearance of the site making it a detracting feature and being a factor that will be addressed through the redevelopment. As such, the Overall Landscape Sensitivity of the development area within the surrounding landscape is *Medium*.

5.1.2 The site itself does not represent a specific element or feature defined as a key characteristic of the study area as identified in the relevant landscape character assessments. It does not contribute to the area's broader key characteristics in respect of the prevailing agricultural landuse, nor does it have any 'Positive Landscape Features of Significance' as identified in the Wiltshire Landscape Character Assessment. Furthermore, no characteristic elements or features of the landscape will require removal to facilitate its redevelopment.

5.1.3 While not contributing positively to the overall character of the landscape, the existing farm buildings form an established feature within the local area, and as such the proposed change, splitting the development into the new farm buildings to the south-east and the residential section based on the historic core of the farmyard, will be notably distinct. While the farming element of the scheme will primarily operate during business hours (largely during the summer months), the residential part will see the site in constant use. Furthermore, there will potentially be secondary effects as a result of increased traffic entering and exiting the residential area and the new access to the relocated/new farm buildings. This represents a change from the established operations of the farm and will result in a change over and above the baseline condition. However, the new farm development, even though requiring the utilisation of an area of farmland, would not result in a form of development uncharacteristic to the area. The layout and use of the existing/historic Woolley Park Farm built form will change, although the scale and massing of the development on that site will be much reduced and

well contained. However, the relatively small and sympathetically designed development will affect the character of the area by introducing an increased residential element into the countryside.

5.1.4 Whilst well contained by off-site vegetation, the proposed residential site is currently poorly defined in respect of on-site boundary planting, with the larger species that are present having limited value outside of the site, both in terms of the containment they provide and their contribution to character. The developed nature of the site means that existing on-site vegetation cover is limited, with the proposed development primarily seeing the removal of pioneer species, as opposed to large numbers of more established trees and shrubs. As a result of the redevelopment, space has been allocated to establish a robust landscape structure within and around the site, allowing for better definition and containment within the study area, as well as allowing for a net gain in green-infrastructure within the local area. The redevelopment will not affect any off-site vegetation, with new boundary landscaping being designed to supplement and protect the integrity of the surrounding tree and shrub cover.

5.1.5 The proposed new farm buildings have a level of containment resulting from a row of boundary trees and a reasonably intact hedgerow structure close to the site and to the west of the access track. However, there is space to develop a robust landscape structure and landscape/biodiversity enhancements, providing enhanced wildlife corridors and linking in with an area of proposed biodiversity enhancement on the shallow, seasonally wet valley floor immediately south-east of the development area.

5.1.6 The historic core of Woolley Park Farm contains a grade II listed farmhouse and several unlisted buildings of historic value, with an associated farmyard pond. However, all are in a poor state of repair and are not functional buildings for a modern agricultural unit. Thus, it is considered that the restoration of the buildings, and some new build, for residential use, will allow for the retention of the historic farm layout and for the enhancement of the surrounding, currently degraded, landscape. The proposed residential development will positively affect the historic landscape settings of the heritage assets and will be of benefit to the character of the wider landscape.

5.1.7 In terms of the Overall Magnitude of Landscape Effect resulting from the proposals, any change has to be considered in terms of the landscape components that will definitely be affected and those that will potentially be affected. The importance of these components as part of the wider landscape is also a consideration. The proposals will see the redevelopment of a partially vacant site that has

components that detract from the area's scenic quality and overall character. While the change in on-site built form will be apparent, not least with the removal with a number of poor quality farm buildings and detracting outdoor storage, there will not be a major loss or alteration of any key elements, features or characteristics of the baseline landscape condition. Apart from the loss of a section of arable field to accommodate the new farm buildings, the proposed development will have a limited conflict with the relevant key issues, strategies and objectives identified across the relevant Character Assessments. Establishing the acceptability of the proposed residential development within the Green Belt will be key to the success of the overall scheme, however, in Core Strategy landscape policy terms the proposals are compliant.

5.1.8 While an established feature within the local area will be changed, it is a component of the landscape that currently does not contribute to the positive characteristics of the local area. There will be positive changes relating to the removal of the substandard buildings and external storage at the historic farm site, but the relocation of the farm buildings will have an adverse effect due to the inherent loss of agricultural land, although this will be off-set by the restoration of the land surrounding the proposed residential area. The post development effect on the receiving landscape as a whole will be markedly different to the pre-development circumstance. As such, the Overall Magnitude of Landscape Effect is *Moderate*. The development proposals have an Overall Level of Landscape Effect of *Moderate*.

5.1.9 The development will not be unduly prominent, with the new farm buildings providing a limited detracting feature in the surrounding landscape, and the existing Woolley Park Farm built form being of a reduced scale and massing compared to the existing farm and benefitting from the removal of the substandard buildings and storage. The proposals will result in an improvement to a degenerated area of built form within the study area, with there also being potential secondary benefits in respect of establishing landscape and ecological enhancements. There will be a positive effect in respect of the improvement of certain aspects of the landscape resource, however, overall, the Overall Nature of Landscape Effect of the proposed development, will be *Neutral*.

5.2 VISUAL ASSESSMENT

5.2.1 The recorded viewpoints can be used to predict possible effects from PRoWs, roads, publicly accessible areas and residential properties within the study area. Viewpoints have been determined from where the desk study suggested that the development areas may be visible, as well as observations during the field survey. The recorded Viewpoints are considered appropriate for the

scale and nature of the development proposals and the prevailing topography and land cover. All the photographs were taken using a digital equivalent of a 50mm focal length traditional 35mm SLR lens to represent most accurately the views as seen by the human eye.

5.2.2 For the purpose of this assessment, close views are between 0m – 500m from the main development area, medium views are between 500m – 1000m, and long views from further than 1000m. Views are representative and not totally exclusive. (See Appendix 3: Viewpoint Photographs for enlarged copies of the selected viewpoints).

5.2.3 The Viewpoints were visited in September 2022 when there was full leaf cover. The seasonal differences (seasonality), in respect of potential effects arising from the varying degree of screening/filtering of views by vegetation that will apply in summer and winter, have been considered in the assessment of all recorded Viewpoints; as per the recommendation of GLVIA3. It is important to note that the recording of Viewpoints during different seasons is not a prerequisite of the consideration of seasonality, as GLVIA3 states:

> ***The timing of the assessment work and the project programme will also influence the practicality of covering more than one season.***

<table>
<tr><td colspan="2">Viewpoint 1: Close distance view north-east; taken from the existing access from the B3105 towards Woolley Park Farm.
Approximate distance from site: Adjacent
OS map elevation: Between 60-65m AOD</td></tr>
<tr><td colspan="2"> 
</td></tr>
<tr><td>ASSESSMENT:</td><td>The current access will be removed to be replaced with one slightly to the west, which already has planning permission. Therefore, this view will be obscured when the access is closed and a hedge planted along the road frontage. However, the listed farmhouse and Woolley Park Farm buildings will remain visible to</td></tr>
</table>

	receptors who are primarily road users. The substandard and degraded buildings visible in this view will be removed, which will immediately enhance the landscape setting of the listed building. There will be moderate changes in the built form character of the site as a result of the change to residential, and secondary effects of additional vehicle and pedestrian movements. Additional lighting may introduce an incongruous element and will therefore have to be carefully controlled, such that external lighting is directional and at a low level. Despite these changes to receptor perception, the residential scheme would be unlikely to affect the established visual character as a whole as the baseline condition is one where development is already seen. Due to a lack of intervening vegetation, seasonality will have no effect on views, however the proposed landscaping will help break views of the development once established.
CALCULATION:	**Receptor Sensitivity:** *Low* **Magnitude of Effect:** *Moderate* **Level of Effect:** *Moderate/Minor*
NATURE OF EFFECT:	While the site will be completely redeveloped, the general management will see localised improvements in respect of visual amenity. However, the overall perception of the site will remain unchanged due to the established built form context. As such the Nature of Effect of the proposed development is *Neutral*.

Viewpoint 2: Close distance view north-east; taken from the eastern edge of the site at the access to the northern most bungalow.
Approximate distance from site: Adjacent
OS map elevation: Between 45-50m AOD



ASSESSMENT:	A close distance view from the edge of a layby on the B3105 close to the location of the proposed agricultural access to the proposed new agricultural buildings.

	The B3105 is a busy road and traffic on it and the high-tension power lines crossing the site form detracting and urbanising features. The proposed access is on a relatively straight section of road and will result in a restricted need for hedge removal to create visibility. However, where the hedge is removed it will be replaced with suitable native species behind the visibility splays. The proposed farm buildings will be located largely behind a dense belt of elm trees. However, the buildings will be visible to either side of the tree belt, although well below the tree canopy height, and will represent a visual change, albeit one which is only seen by road users. Mitigation of effects should take the form of hedge planting along the south-east boundary of the access route; enhanced tree planting along the southern boundary of the farm buildings/farmyard; and the use of dark coloured, non-reflective, elevations and roofing on the new buildings. Lighting will have to be carefully controlled, such that external lighting is directional and at a low level with motion sensors. The proposals will result in changes to the established visual character in this view. However, these changes will ultimately be weighed against the considerable improvements to the character and setting of the historic farm buildings. A robust landscape scheme as discussed above will largely mitigate any potential adverse visual effects. Due to the deciduous nature of intervening vegetation, seasonality will affect views, with the access and farm buildings being more visible in the winter months pre-mitigation.
CALCULATION:	**Receptor Sensitivity:** *Low* **Magnitude of Effect:** *Moderate* **Level of Effect:** *Moderate/Minor*
NATURE OF EFFECT:	The construction of the new farm buildings and access, plus the secondary effects of vehicular movement along the access track, will affect the public perception of the area from this viewpoint, despite the existing visual detractions. Mitigation will ultimately largely overcome this, however the Nature of Effect of the proposed development from this viewpoint is *Adverse*.

Viewpoint 3: Close distance view south-east; taken from the PRoW BRAD11 crossing a field west of Woolley Park Farm.
Approximate distance from site: 480m
OS map elevation: Between 75-80m AOD



ASSESSMENT:	Woolley Park Farm is not visible from this viewpoint due to intervening vegetation and landform, thus views will remain obscured throughout the year.
CALCULATION:	**Receptor Sensitivity:** *Medium* **Magnitude of Effect:** *None* **Level of Effect:** *None*
NATURE OF EFFECT:	As visual character will be unchanged, the Nature of Effect of the proposed development is *Neutral*.

Viewpoint 4: Medium distance view south-east; taken from the PRoW SWRA23 south-east of Bradford Leigh.
Approximate distance from site: 540m Woolley Park Farm, 720m proposed farm buildings.
OS map elevation: Between 75-80m AOD



ASSESSMENT:	PRoW SWRA23 sees moderate use at the Bradford Leigh end, although this changes where it becomes HOLT34 to the east, where it is considerably busier. The Woolley Park Farm site is hidden behind dense vegetation and by landform from this viewpoint, and the high level of screening will continue throughout the year, due to the density of the vegetation. The proposed farm buildings will be partially visible behind hedges and with a backdrop of trees and glimpses of industrial developments in Staverton and Trowbridge. At no point will the buildings break the skyline. Seasonality will marginally affect views of the farm buildings, with views in the winter months, with limited leaf cover, being slightly increased. Mitigation of effects should take the form enhanced tree planting along the northern and western boundaries of the proposed farm buildings/farmyard; and the use of dark coloured, non-reflective, elevations and roofing on the new buildings. Lighting will have to be carefully controlled, such that external lighting is directional and at a low level with motion sensors.
CALCULATION:	**Receptor Sensitivity:** *Medium* **Magnitude of Effect:** *Moderate (New farm buildings) None (Woolley Park Farm redevelopment)* **Level of Effect:** *Moderate*
NATURE OF EFFECT:	The construction of the new farm buildings will affect the public perception of the area from this viewpoint, but the existing Woolley Park Farm site is not visible. Mitigation will ultimately largely overcome the effects of the new build. Overall the Nature of Effect of the proposed development from this viewpoint is *Adverse*.

Viewpoint 5: Close/Medium distance view north; taken from B3105/B3107 junction.
Approximate distance from site: 390m from new farm buildings and 610m from existing Woolley Park Farm
OS map elevation: 44m AOD spot height



Viewpoint 6: Close/Medium distance view north-west; taken from field gate on the B3107 west of Ham Green.

Approximate distance from site: 360m from new farm buildings and 740m from existing Woolley Park Farm

OS map elevation: Between 80-85m AOD



ASSESSMENT:	Viewpoints 5 and 6 are the only views in which both development areas are clearly visible. However, due to receptors being road users on a fast road and junction, with dense and tall hedging, neither will be immediately perceptible to the average receptor. In both views the removal of the modern buildings and external storage will considerably reduce the historic farm's visual impact. Conversely the construction of the new farm buildings and access will be visible, albeit well contained within the receiving landscape. From Viewpoint 6, in particular the need for landscape planting to the east and south of the buildings, and along the access route is an obvious requirement. Mitigation of effects should take the form enhanced tree planting along the northern and eastern boundaries of the proposed farm buildings/farmyard; and the use of dark coloured, non-reflective, elevations and roofing on the new buildings. Hedging along the eastern side of the access track will be required to reduce the impact of vehicles using the route. Lighting will have to be carefully controlled, such that external lighting is directional and at a low level with motion sensors. Views of the proposed new farm development will be seasonal, although the dense landscape structure will mean that they will be filtered throughout the year. Views of the residential/historic core of Woolley Park Farm, will be strictly limited throughout the year.
CALCULATION:	**Receptor Sensitivity:** *Low* **Magnitude of Effect:** *Moderate*

	Level of Effect: *Moderate/Minor*
NATURE OF EFFECT:	The construction of the new farm buildings will affect the public perception of the area from Viewpoints 5 & 6. Mitigation will ultimately largely overcome the effects of the new build. The Nature of Effect of the proposed farm buildings is *Adverse*. All potential views of the redevelopment of Woolley Park Farm are ones where the existing built form is already seen, with the redevelopment not seeing the introduction of built form where it would have an adverse effect on visual amenity. Overall, the Nature of Effect of the redevelopment will be *Positive*, with benefits in respect of reducing the prominence of the on-site built form, and the removal of detracting features. Therefore, the two development areas will be subsumed into the receiving landscape without substantially affecting the established visual character and visual amenity of the study area. The Overall balance of the Nature of Visual Effect of the two development areas will be *Neutral*.

Viewpoint 7: Medium distance view west; taken from the start of PRoW near Ham Green. **Approximate distance from site:** 610m (New Farm Site) **OS map elevation:** 50m AOD	
	
ASSESSMENT:	Neither proposed development area is visible from this viewpoint due to intervening vegetation, thus all views will remain obscured throughout the year.
CALCULATION:	**Receptor Sensitivity:** *Medium* **Magnitude of Effect:** *None* **Level of Effect:** *None*
NATURE OF EFFECT:	Neither of the development areas will be visible from this Viewpoint. Nature of Effect: *Neutral*

Viewpoint 8: Close distance view south-west; taken from the well-used PRoW HOLT34.

Approximate distance from site: 300m

OS map elevation: 55m AOD

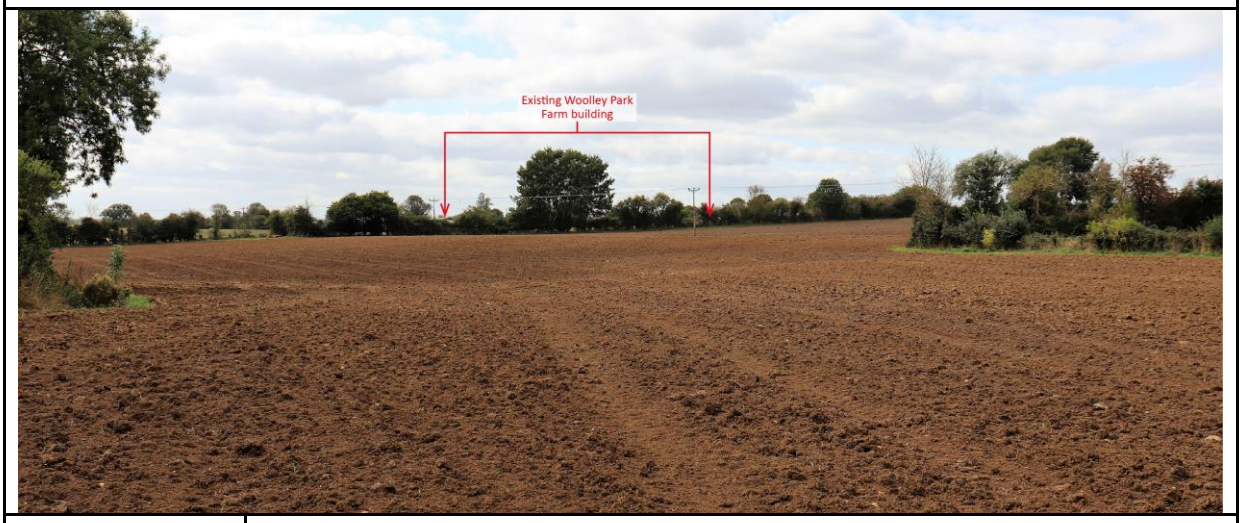


ASSESSMENT:	The farm buildings development area will be visible through gaps in the hedgerow south of Viewpoint 8 and in glimpsed views through the hedge structure. There are also potential upper floor residential views from Hunt's Hall Farm. While the new buildings will be seen against a backdrop on mature trees they will form a distinct new element in the receiving landscape, despite being agricultural buildings in an agricultural landscape. Seasonality will increase intervisibility with the site, however due to the structural nature of the intervening hedgerow, there will still be distinct breaks between the built form and the receptor, with new boundary planting also helping to filter views. Mitigation of effects should take the form enhanced tree planting along the northern, eastern and western boundaries of the proposed farm buildings/farmyard; and the use of dark coloured, non-reflective, elevations and roofing on the new buildings. Lighting will have to be carefully controlled, such that external lighting is directional and at a low level with motion sensors.
CALCULATION:	**Receptor Sensitivity:** *Medium* **Magnitude of Effect:** *Moderate* **Level of Effect:** *Moderate*
NATURE OF EFFECT:	The construction of the new farm buildings will affect the public perception of the area from this viewpoint. Mitigation will ultimately largely overcome this, but the Nature of Effect of the proposed development from this viewpoint is *Adverse*.

Viewpoint 9: Close distance view south-west; taken from PRoW HOLT34/SWRA23.

Approximate distance from site: 450m

OS map elevation: Between 55-60m AOD



ASSESSMENT:	Only the Woolley Park Farm residential development site is visible from this viewpoint, but the majority of the site is obscured by dense vegetation such that only the existing buildings and external storage to be removed as part of the that are visible in this view. As regards the residential development, it will be of relatively low elevation and ridge height than the modern agricultural buildings, and as such will not be readily visible. Seasonality will increase intervisibility with the site, however on-site development will still appear reduced and less prominent when compared to the baseline condition.
CALCULATION:	**Receptor Sensitivity:** *Medium* **Magnitude of Effect:** *Slight* **Level of Effect:** *Moderate/Minor*
NATURE OF EFFECT:	As the prominence of the on-site built form will be reduced with the established visual character being unchanged, the Nature of Effect of the proposed development is *Positive*.

Viewpoint 10: Close distance view south-east; taken from PRoW HOLT34 crossing fields within Woolley Park Farm holding. **Approximate distance from site:** 440m **OS map elevation:** Between 60-65m AOD	
	
ASSESSMENT:	The farm buildings development will be visible through gaps in the hedgerows, but will be generally strongly filtered and seen against a backdrop of trees. They will form a new element in the receiving landscape, despite being agricultural buildings in an agricultural landscape. Seasonality will increase intervisibility with the site, however due to the intervening hedgerow, there will still be a distinct break between the built form and the receptor, with new boundary planting also helping to filter views. Mitigation of effects should take the form enhanced tree planting along the northern, eastern and western boundaries of the proposed farm buildings/farmyard; and the use of dark coloured, non-reflective, elevations and roofing on the new buildings. Lighting will have to be carefully controlled, such that external lighting is directional and at a low level with motion sensors.
CALCULATION:	**Receptor Sensitivity:** *Medium* **Magnitude of Effect:** *Slight* **Level of Effect:** *Moderate/Minor*
NATURE OF EFFECT:	The construction of the new farm buildings will affect the public perception of the area from this viewpoint, with the addition of built form into the landscape, albeit strongly filtered. Mitigation will ultimately largely overcome this, however the Nature of Effect of the proposed development from this viewpoint is *Adverse*.

POTENTIAL RESIDENTIAL VIEWS (NOT RECORDED)

5.2.4 There are limited potential residential views from within the local area, that it is has not been possible to record representatively due to a lack of public access. These include views from properties to the north-east, at Hunt's Hall Farm, where gaps in the boundary vegetation allow for filtered and

seasonal views of parts of the proposed farm buildings. There are also potential views of Woolley Park Farm from Poplar Farm a short distance across a field to the south. However, changes to the views will be largely positive, with the removal of external storage and relatively modern farm buildings.

SUMMARY OF VISUAL EFFECTS

5.2.5 The Overall Visual Sensitivity of the study area is *Medium*, with its visual character being largely defined by typically agrarian countryside, with an established landscape structure that restricts the number of potential long-ranging views, but also with strongly urban elements to the south-west and south-east. The study area is crossed by numerous PRoWs but there are no distinct strategic walking routes. Furthermore, there are no important cultural, physical or historic features within the landscape that would afford the study area a higher level of visual sensitivity. Woolley Park Farm is an established feature in the local area, with the more modern built form and external storage being visible from the wider landscape, albeit well contained by the minor ridgelines and existing vegetation cover. The historic core of the farm has a very limited visual envelope.

5.2.6 The proposed redevelopment of Woolley Park Farm will result in a reduction in views of built form. The proposed relocation of the farm enterprise will be to a green field site where existing development is not already visible. However, the taller elements of the scheme, namely the grain store and machinery store, have been located, as far as possible, where the tree belt either screens or forms a backdrop to them. They will also be located at the lowest part of the site. The existing trees are at least 4m taller that these buildings which are 11m to ridge. Thus, the existing tree screen will reduce the visual prominence of the buildings considerably.

5.2.7 The most notable views of the development are the ones in the closest proximity to the new farm site, namely those represented by Viewpoints 5, 6 and 8. From these locations change will be most apparent although, apart from Viewpoint 8, public receptors are extremely limited, with Viewpoints 5 & 6 being taken from hedgerow gaps in the B3107 boundary, but they do form the only views from where both development components are readily apparent, and the current sprawling development at Woolley Park Farm detracts the most from visual amenity.

5.2.8 While the redevelopment will see a notable change in the built form character of the site, the overall effect on the visual amenity of the study area will be relatively limited, as the baseline condition is one where development is already seen, and the Woolley Park Farm site will see a considerable reduction in development. While from some locations the new farm development will be noticeably

distinct, it will not affect the established visual character as a whole. As such the Overall Magnitude of Visual Change is *Moderate – Slight*, resulting in the Overall Level of Visual Effect being *Moderate – Moderate/Minor*.

5.2.9 As is the case of all publicly accessible areas where there are views of the development areas, the structures will be visible as new features, particularly in respect of the relocated farm enterprise, where a well-contained but greenfield development site has been selected to separate the two development elements. The Nature of Visual Effect of this component with be *Adverse.* All potential views of the redevelopment of Woolley Park Farm are ones where the existing built form is already seen, with the redevelopment not seeing the introduction of built form where it would have an adverse effect on visual amenity. Overall, the Nature of Effect of the redevelopment will be *Positive*, with benefits in respect of reducing the prominence of the on-site built form, and the removal of detracting features. Therefore, the two development areas will be subsumed into the receiving landscape without substantially affecting the established visual character and visual amenity of the study area. The Overall Nature of Visual Effect of the two development areas combined will be *Neutral*.

5.3 CONSTRUCTION EFFECTS

5.3.1 During construction, plant and materials will be visible at both sites. However, the construction effects associated with the development will be temporary and will have no lasting adverse effects on the recorded landscape and visual receptors. The approved and proposed access points will be used to facilitate construction of the developments. Appropriate storage of construction materials and equipment will be required to minimise any effects during construction and protect landscape features such as: trees, hedges, ponds and watercourses.

5.4 RESIDUAL EFFECTS

5.4.1 Post development and mitigation the following residual effects will remain, although their effect on the landscape and visual character of the study area will be limited:

Woolley Park Farm residential development:

- Increase in external and point light sources, largely mitigated.
- Additional non-agricultural vehicular and pedestrian movement (secondary effect).

New Farm Buildings:

- New built form will be visible from some viewpoints as a new element in the landscape.
- External lighting, largely mitigated.
- Vehicular but agriculturally related movement in the countryside (secondary effect).

6. MITIGATION STRATEGY

6.1 The following recommendations are appropriate to reduce the potential landscape and visual effects of the proposed development, with the aim being to integrate the developments into the receiving landscape while providing enhancements to the area's landscape structure through a comprehensive scheme of planting and management. An indicative landscaping scheme will be provided as a part of the application, when the development principles and site layouts have been agreed. The principles described below should be successful in addressing potential effects of the developments, as well as providing for substantial landscape and ecological enhancements. Detail, such as internal amenity shrub bed locations and compositions, are beyond the scope of this LVIA and as such will be addressed as part of the detailed design or by way of condition.

6.2 Mitigation measures will introduce distinct structural elements around the site boundaries as well as creating structure within the residential development area through the use of targeted, shrub and hedgerow tree planting. Where appropriate existing vegetation will be retained, managed and enhanced and the local green infrastructure network will be improved. The aim is to not only integrate the proposed development areas into the receiving landscape, but also provide landscape and ecological enhancements through a comprehensive scheme of new planting and management using native species characteristic of the area, as well as selected domestic species where appropriate. To further enhance landscape and biodiversity, it is proposed to use the small, linear wetland field to the south-east of the proposed new farm buildings (see Vertical Aerial WHL-1405-02), as an area of wet woodland, with appropriate tree and shrub planting, as well as glades and clearings. Hedgerows throughout the farm will be maintained and enhanced to provide visual linkages and wildlife corridors connecting landscape and ecological features.

Management and Enhancement of Existing Vegetation:

- Existing poor quality/diseased vegetation or invasive species should be removed and replaced if necessary/appropriate.
- Suitable root protection area stand-offs and protection measures should be applied around all vegetation to be retained.
- All retained trees should be appropriately managed, with a focus on undertaking remedial work, including thinning, removal of low growth and crown raising as necessary.
- Existing native hedges should be retained and managed, with annual cutting, and gapped up as necessary.

Proposed Mitigation and Planting:

- The following recommendations should be taken into account in respect of plants being used for mitigation purposes:
    - All new planting, including planting for the purposes of replacement should comprise appropriate species, with domestic planting being restricted to within the residential area.
    - At planting, a range of tree sizes should be used to create instant impact and structure.
- Structural tree planting, using native species, should take place around the development sites, to create structure and interest and serve as visual amenity features, as well as mitigating the effects of the developments.
- Tree planting should take place within native hedgerows and along the access routes, in conjunction with new native hedgerow planting, to create structure and to break up views across the development areas.
- Mixed native hedging should be established around the development site boundaries. Hedges should be grown to and managed at 2.50/3.00m in height, and a dense hedgerow structure maintained by not allowing hedgerow species to grow to tree sized proportions.
- Single species broadleaf hedging should be used around the within the residential site to create a formalised setting for that part of the development, as well as a cohesive landscape structure within the site. Hedges should be grown to and managed at 1.75/2.00m in height.
- Single species domestic hedging should be used around the site frontages of the residential units to create a setting for the development and better define ownership boundaries. Hedges should be grown to and managed at 1.00/1.25m in height.

6.3 PROPOSED PLANTING

NEW TREES

6.3.1 Specimen trees are to be pit planted in square pits at, at around 7.50m centres. All *'Whips'* should be tube guarded, with a single short stake holding the tube in place. '*Standard*' trees should be single staked, while all '*Selected Standard'* trees should be double staked. '*Standard*' and '*Selected Standard*' trees will be mesh guarded to prevent damage by vermin. The species listed below can be used in other locations around the site if appropriate to the aims of the mitigation strategy.

Residential Area Boundary and Access Drive Tree Species					
Scientific name	**Common name**	**Specification**	**Girth (cm)**	**Approx. height (m)**	**Clear stem height (m)**
Acer campestre	Field Maple	Standard	8-10	2.50/3.00	1.75/2.00
Malus sylvestris	Crab apple	Standard	8-10	2.50/3.00	1.75/2.00
Prunus avium	Wild cherry	Standard	8-10	2.50/3.00	1.75/2.00
Pyrus communis	Wild pear	Standard	8-10	2.50/3.00	1.75/2.00
Sorbus torminalis	Wild service tree	Selected Standard	10-12	3.00/3.50	Min 2.00
Tilia cordata	Small-leafed lime	Standard	8-10	2.50/3.00	1.75/2.00

Amenity Tree Species for within Residential Area					
Scientific name	**Common name**	**Specification**	**Girth (cm)**	**Approx. height (m)**	**Clear stem height (m)**
Acer campestre 'Queen Elizabeth'	Field Maple 'Queen Elizabeth'	Selected Standard	10-12	3.00/3.50	Min 2.00
Amelanchier × grandiflora 'Autumn Brilliance'	Serviceberry 'Autumn Brilliance'	Light Standard	6-8	2.50/3.00	1.50/1.75
Carpinus betulus 'fastigiata'	Fastigiate hornbeam	Standard	8-10	2.50/3.00	1.75/2.00
Crataegus laevigata 'Paul's Scarlet'	Hawthorn 'Paul's Scarlet'	Selected Standard	10-12	3.00/3.50	Min 2.00
Malus tschonoskii	Chonosuki crab apple	Standard	8-10	2.50/3.00	1.75/2.00
Sorbus sargentiana	Sargent's rowan	Standard	8-10	2.50/3.00	1.75/2.00

Tree Species for Mitigation of Farm Buildings and Farm Access, and in Native Hedgerows					
Scientific name	**Common name**	**Specification**	**Girth (cm)**	**Approx. height (m)**	**Clear stem height (m)**
Acer campestre	Field maple	Standard	8-10	2.50/3.00	1.75/2.00
Malus sylvestris	Crab apple	Standard	8-10	2.50/3.00	1.75/2.00
Prunus avium	Wild cherry	Standard	8-10	2.50/3.00	1.75/2.00
Pyrus communis	Wild pear	Standard	8-10	2.50/3.00	1.75/2.00
Quercus robur	Pedunculate oak	Standard	8-10	2.50/3.00	1.75/2.00
Tilia cordata	Small-leafed lime	Standard	8-10	2.50/3.00	1.75/2.00

HEDGEROW PLANTING

6.3.2 All hedging is to be notch-planted. Mixed native and broadleaf hedging is to be planted in a double staggered row at 45.0cm centres using 5 plants per linear metre. Domestic hedging is to be planted in a single row at 3 to 4 plants per linear metre. Plants will be individually staked with bamboo and guarded with spiral guards to prevent damage by vermin.

Mixed Native Hedge Species				
Scientific name	**Common name**	**Specification**	**Approx. height (cm)**	**%**
Acer campestre	Field maple	1 + 1 transplants	60-80	5
Corylus avellana	Hazel	1 + 1 transplants	60-80	30
Crataegus monogyna	Hawthorn	1 + 1 transplants	60-80	40
Euonymus europaeus	Spindle	1 + 1 transplants	60-80	5
Ilex aquifolium	Holly	Pot-grown (3ltr)	40-60	2.5
Prunus spinosa	Blackthorn	1 + 1 transplants	60-80	10
Viburnum lantana	Wayfaring tree	1 + 1 transplants	60-80	5
Viburnum opulus	Guelder rose	1 + 1 transplants	60-80	2.5

Single Species Broadleaf Hedge				
Scientific name	**Common name**	**Specification**	**Approx. height (cm)**	**%**
Carpinus betulus	Hornbeam	Whip	120	100

Domestic Hedge Species				
Scientific name	**Common name**	**Specification**	**Approx. height (cm)**	**%**
Buxus sempervirens	Box	Pot-grown (3ltr)	45	100
Ligustrum ovalifolium	Privet	Pot-grown (3ltr)	45	100
Prunus laurocerasus var. 'Otto Luyken'	Cherry laurel var. 'Otto Luyken'	Pot-grown (3ltr)	45	100

RIPARIAN WOODLAND

6.3.3 The proposed wet woodland is to be planted with species appropriate to their location whilst remaining in keeping with character of the receiving landscape. The following recommendations should be taken into account in respect of establishing the new woodland:

- Canopy trees should be planted at 3.00/5.00m centres, avoiding a 'grid structure'.
- Understorey shrubs should be planted at 1.50/2.50m centres (grouping 4-7 specimens of the same species) and avoiding a 'grid structure'.

Riparian Tree Species						
Plan Ref.	**Scientific name**	**Common name**	**Specification**	**Girth (cm)**	**Approx. height (m)**	**Clear stem height (m)**
Ag	*Alnus glutinosa*	Common Alder	Standard	8-10	2.50/3.00	1.75/2.00
Bpu	*Betula pubescens*	Downy Birch	whip	N/A	0.80/1.00	1.75/2.00
Pn	*Populus nigra*	Black poplar	Standard	8-10	2.50/3.00	1.75/2.00
Pt	*Populus tremula*	Aspen	whip	N/A	0.80/1.00	N/A
Sc	*Salix caprea*	Goat Willow	whip	N/A	0.80/1.00	N/A
Sf	*Salix fragilis*	Crack Willow	whip	N/A	0.80/1.00	N/A

Riparian Shrub Species			
Scientific name	**Common name**	**Specification**	**%**
Cornus sanguinea	Dogwood	60-80cm 1+1 bare-root	25%
Corylus avellana	Hazel	60-80cm 1+1 bare-root	25 %
Crataegus monogyna	Hawthorn	60-80cm 1+1 bare-root	15%
Frangula Alnus	Alder Buckthorn	60-80cm 1+1 bare-root	10%
Prunus spinosa	Blackthorn	60-80cm 1+1 bare-root	10%
Viburnum opulus	Guelder rose	60-80cm 1+1 bare-root	5%
Salix viminalis	Osier	60-80cm 1+1 bare-root	10%

A herb-rich grassland layer suitable for shady wet woodland and woodland glades will be planted beneath the woody plant layers.

7. SUMMARY AND CONCLUSIONS

7.1 The key considerations when determining the acceptability of the potential landscape and visual effects of the proposals are the receptors that will be potentially affected by the development and how far any effects are/can be mitigated. Of particular importance to the consideration of the development's overall effect is whether the redevelopment of the existing farm site and the proposed new site for the farm enterprise will have an unacceptable effect on the landscape character and visual amenity of the study area, and whether the proposals can be justified in terms of the Green Belt designation which covers the site.

7.2 As a result of the assessment of landscape and visual effects, it has been determined that, due to the established built form context of Woolley Park Farm and its relatively high level of containment within the local landscape, any potential effect on landscape and visual receptors will be lessened and change will be localised. However, this is dependent on moving the farm enterprise away from the existing historic core of the farmstead. While Woolley Park Farm is an established feature within the local area, overall, the change to residential will not be particularly detrimental to any of the key characteristics or descriptions of the site and the surrounding landscape as identified in this document, subject to the acceptability of the proposals in terms of the Green Belt. Moreover, the removal of the modern farm buildings and external storage will reduce prominence of the on-site built form from certain locations within the wider landscape.

7.3 The replacement farm buildings to the east on a green field site has been carefully chosen to ensure that there is the prospect of gaining access onto the B3105 and locating the buildings at a low elevation, largely screened by trees, and located well away from the historic core buildings. The location provides scope for extensive landscape mitigation and landscape/biodiversity enhancement.

7.4 Taken as a whole, the development will have an overall *Moderate* level of landscape and visual effect, with the overall Nature of Effect of the development pre-mitigation being *Neutral*. Moreover, there will be some localised benefits in respect of reducing the prominence of the Woolley Park Farm built form within the local landscape and the improvements to the landscape setting of the listed farmhouse and retained unlisted buildings, as well as the establishment of new green infrastructure within and around the site. In terms of the new buildings, careful choice of elevational and roof colouration, coupled with extensive planting will substantially reduce any adverse landscape and visual effects. The mitigation and enhancement recommendations detailed in Section 6 have been developed in response to the findings of the landscape and visual assessment undertaken in Section

5 and seek to further lessen the effects of the proposed development, while also providing extensive enhancements to the landscape and biodiversity.

EFFECT OF MITIGATION ON LANDSCAPE RECEPTORS

7.5 At Implementation: The Overall Level of Effect and Nature of Effect will remain largely the same. In both instances, while removal of inappropriate vegetation, and general remedial work will be an improvement to the area, any changes associated with the mitigation will primarily become apparent when planting reaches maturity.

7.6 Once Established: The Overall Level of Effect will be reduced to *Moderate/Minor* with the developments being better integrated into the landscape. In particular the proposed boundary planting will create a well-defined transition between the residential site and the countryside, while the use of structural planting around the new farm buildings will enhance their landscape setting. The Overall Nature of Effect will remain *Neutral*, however there will be notable benefits in respect of the provision of additional tree and hedgerow cover, as well as enhancements to the green infrastructure network around the site, with a hierarchy of tree ages also being established in the area. The biodiversity and landscape enhancements proposed by the introduction of the riparian woodland to the south-east of the grain store will have a strongly *Positive* landscape effect.

EFFECT OF MITIGATION ON VISUAL RECEPTORS

7.7 At Implementation: Effects will be largely the same from the majority of Viewpoints. However, new planting will soften localised views of the built form. Additionally, the use of larger tree stock will help break-up views from the wider landscape and create 'instant' structure around the development areas.

7.8 Once Established: The Overall Level of Effect will be reduced to *Minor* with the site being better contained within the landscape. Furthermore, additional planting will help filter views and create an appropriate setting for the farm buildings development in particular. While there will still be glimpsed views of the development areas, this will be in keeping with the current visual character of the area. The Overall Nature of Effect will remain *Neutral*, however, the additional planting within and around the site will have localised benefits in respect of visual amenity. The biodiversity and landscape enhancements proposed by the introduction of the riparian woodland to the south-east of the grain store will have a strongly *Positive* visual effect.

7.9 Mitigation and enhancement measures will mean that the development can be integrated into the wider landscape through a comprehensive scheme of strategic planting. Taken as a whole, the proposed development post-mitigation will have a *Moderate/Minor – Minor* effect, with the effect on specific receptors being reduced, as well as there being ecological benefits as a result of the establishment of new areas of green infrastructure.

7.10 Taking account of the proposed landscape mitigation and enhancement recommendations, and subject to acceptance of a residential component in the Green Belt, the proposed development can be undertaken in compliance with the relevant guidance and policies in the NPPF, the Wiltshire Core Strategy and the saved policies from the North Wiltshire Local Plan 2011.

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CHARACTER ASSESSMENT

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Natural England, 2014. *NCA Profile: 117 Avon Vales*. Available through Natural England website: <http://publications.naturalengland.org.uk/publication/4822288767647744>

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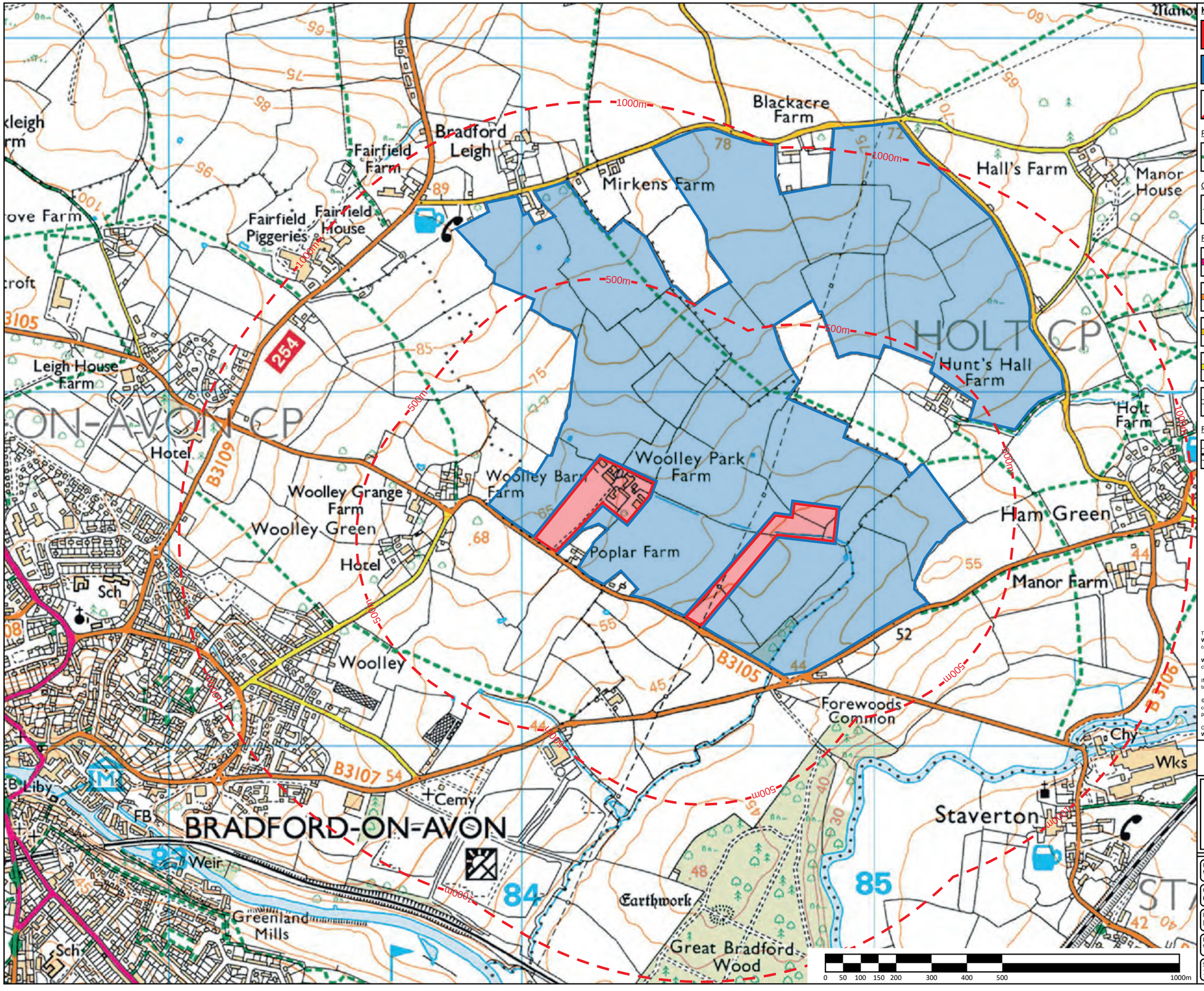
West Wiltshire District, 2007. *West Wiltshire District Landscape Character Assessment.* Available through Wiltshire Council website: <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/evidencebasewest.htm>

ILLUSTRATIVE MATERIAL



KEY:

- Site
- Other land under applicant's control
- Off-set from site boundary

Public Rights of Way

- Footpath

Other Public Access

- Macmillan Way (Recreational route)

Roads

- Main road
- Secondary road
- Road generally more than 4m wide
- Road generally less than 4m wide
- Other road, drive or track

Railway

- Track multiple or single

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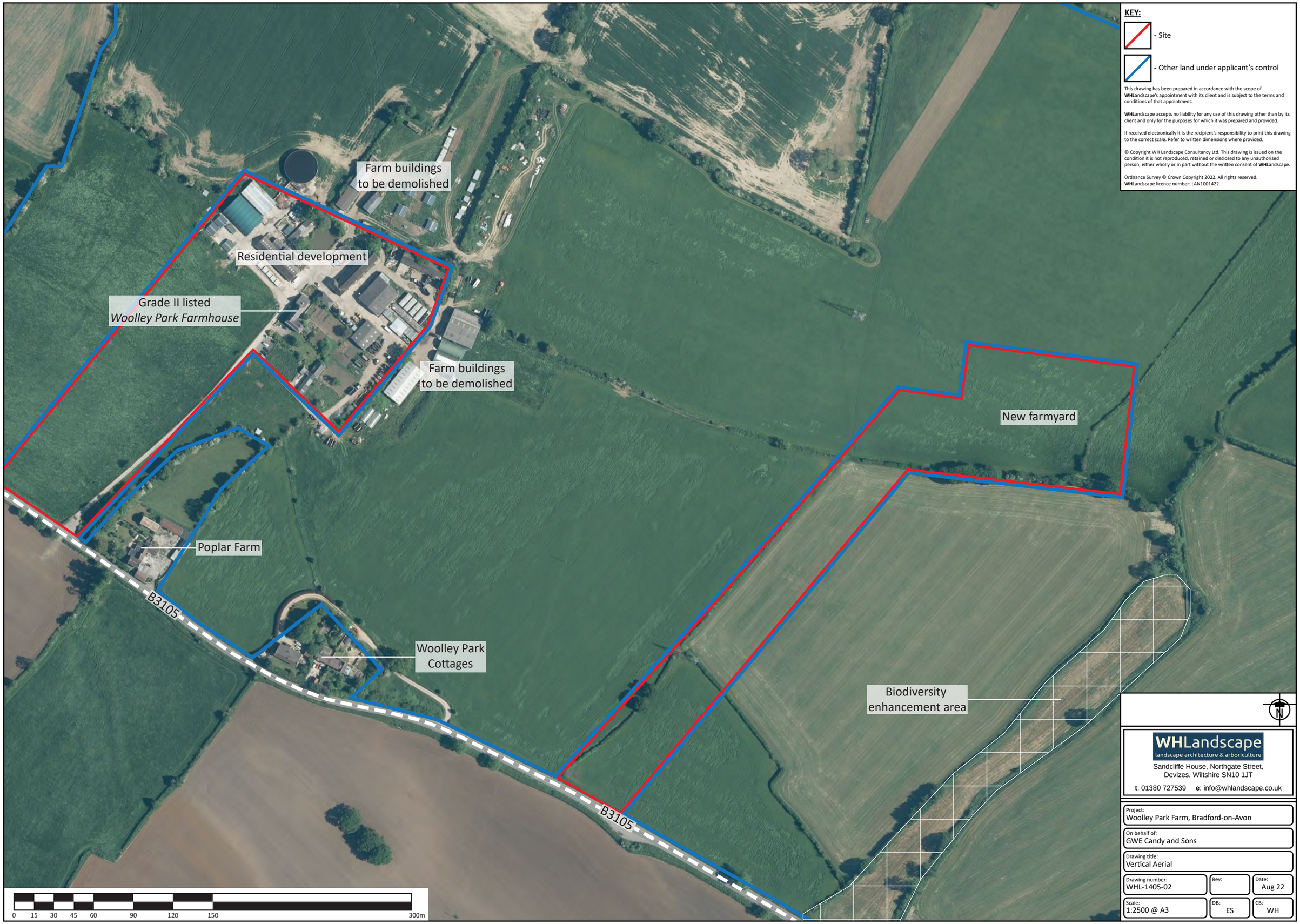
WHLandscape
landscape architecture & arboriculture
Sandcliffe House, Northgate Street,
Devizes, Wiltshire SN10 1JT
t: 01380 727539 **e**: info@whlandscape.co.uk

Project: Woolley Park Farm, Bradford-on-Avon		
On behalf of: GWE Candy and Sons		
Drawing title: Location Plan		
Drawing number: WHL-1405-01	Rev:	Date: Aug 22
Scale: 1:10000 @ A3	DB: ES	CB: WH



KEY:

- Site

- Other land under applicant's control

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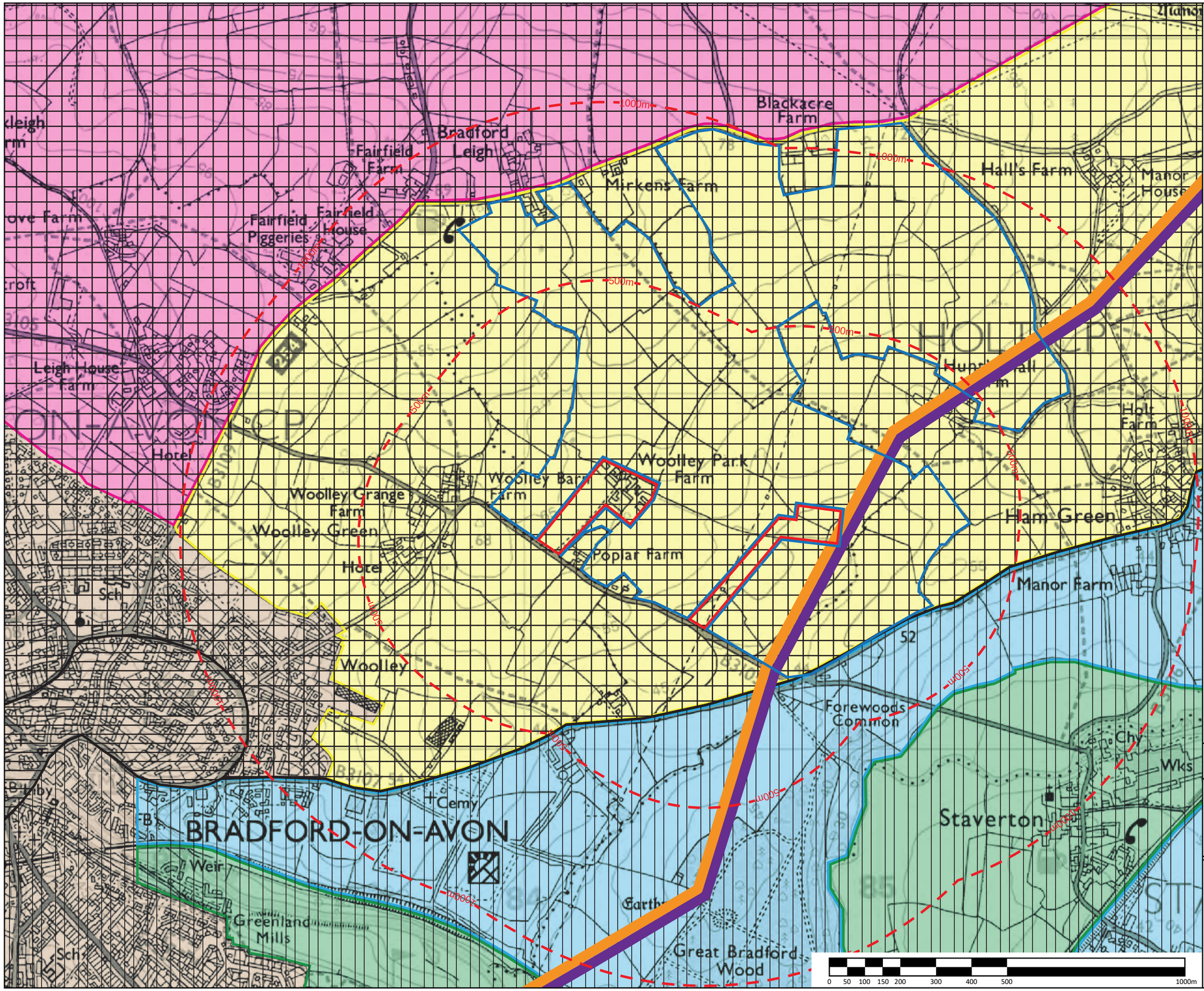
Sandcliffe House, Northgate Street,
Devizes, Wiltshire SN10 1JT
t: 01380 727539 **e**: info@whlandscape.co.uk

Project: Woolley Park Farm, Bradford-on-Avon			
On behalf of: GWE Candy and Sons			
Drawing title: Vertical Aerial			
Drawing number: WHL-1405-02	Rev:	Date: Aug 22	
Scale: 1:2500 @ A3	DB: ES	CB: WH	



KEY:

- Site
- Other land under applicant's control
- Off-set from site boundary

National Character Area

- NCA: 107. Cotswolds
- NCA: 117. Avon Vales

Wiltshire Landscape Character Assessment

- LCA 10A: By Brook Limestone Valley
- LCA 12B: Avon Open Clay Vale
- LCA 16A: Malmesbury-Corsham Limestone Lowland

West Wiltshire Landscape Character Assessment

- LCA A2: South Wraxall Limestone Lowland
- LCA A3: Broughton Gifford Limestone Lowland
- LCA B1: Avon Clay River Floodplain
- LCA C2: Semington Open Clay Vale
- Urban area (Bradford-on-Avon)

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Sandcliffe House, Northgate Street,
Devizes, Wiltshire SN10 1JT
t: 01380 727539 **e**: info@whlandscape.co.uk

Project: Woolley Park Farm, Bradford-on-Avon		
On behalf of: GWE Candy and Sons		
Drawing title: Landscape Character		
Drawing number: WHL-1405-03	Rev:	Date: Aug 22
Scale: 1:10000 @ A3	DB: ES	CB: WH

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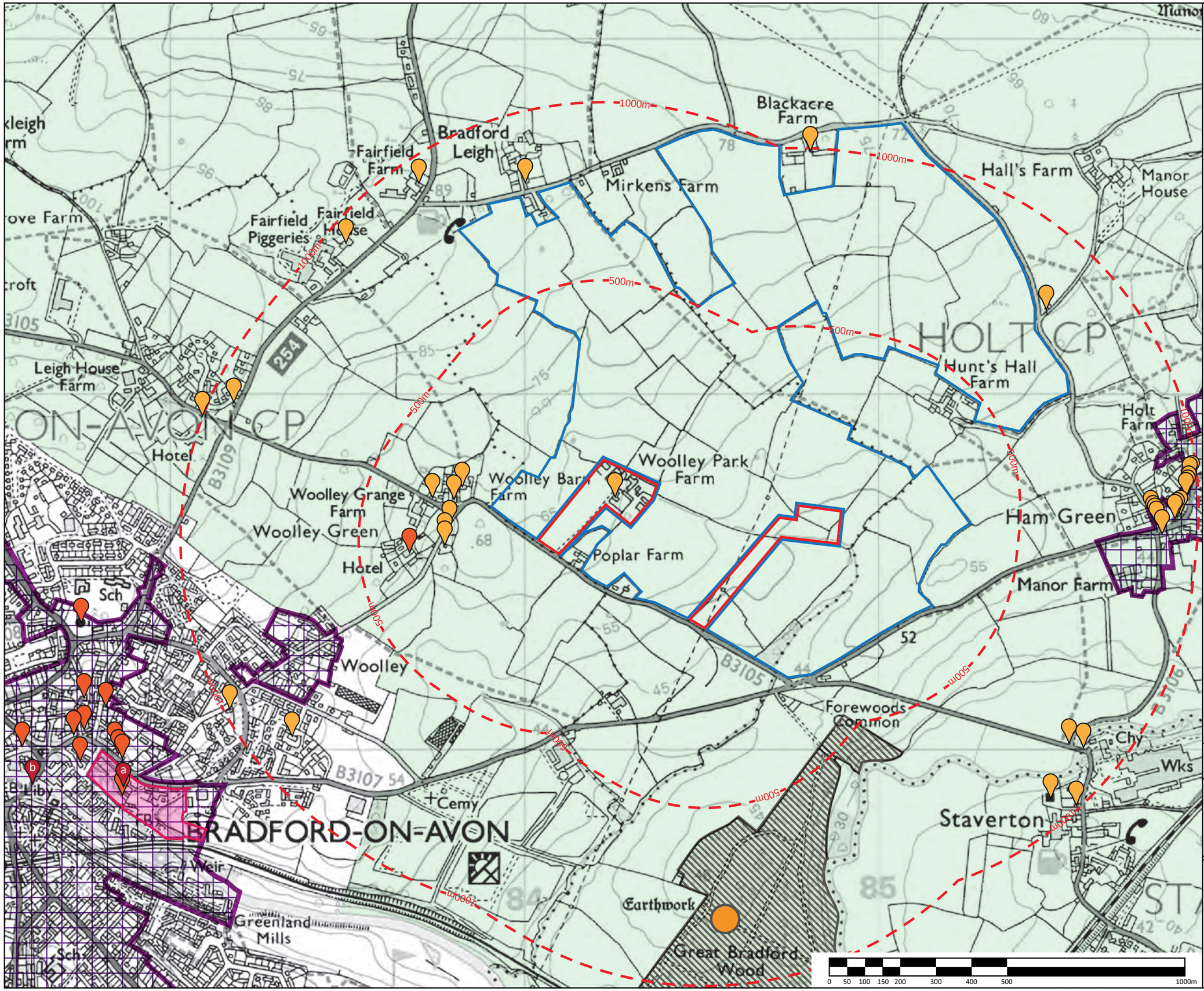

KEY:

- Site
- Other land under applicant's control
- Off-set from site boundary

Green Belt

- Bath, Bristol and West Wiltshire Green Belt

Natural Environment Designations

- Ancient woodland

Historic Designations

- Conservation area
- Scheduled monument
- Registered Park and Garden *The Hall*
- Grade I listed structure
  a. *The Hall*
  b. *The Town Bridge*
- Grade II* listed structure
- Grade II listed structure within 1000m of site

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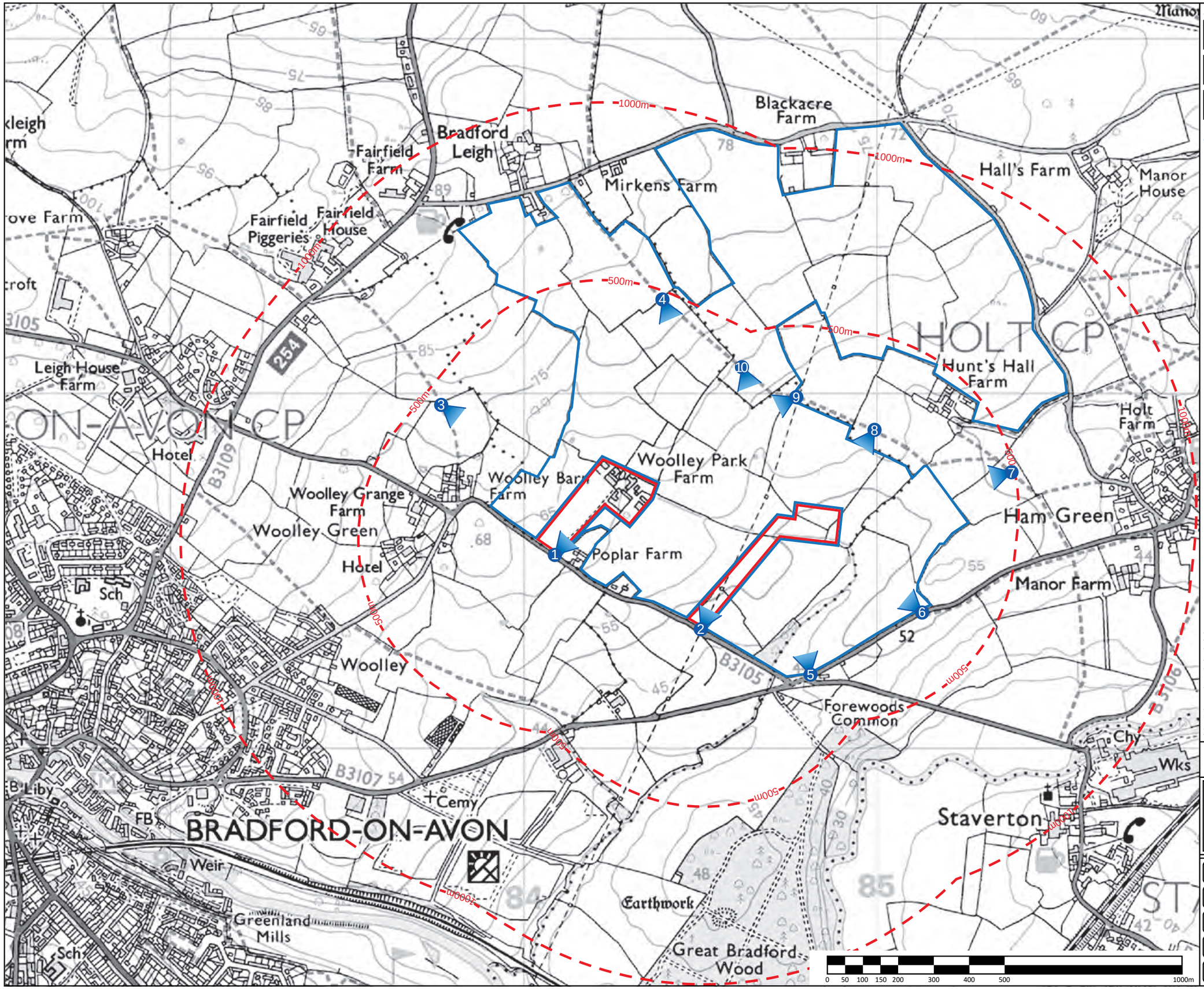
Devizes, Wiltshire SN10 1JT
t: 01380 727539 **e**: info@whlandscape.co.uk

Project: Woolley Park Farm, Bradford-on-Avon		
On behalf of: GWE Candy and Sons		
Drawing title: Designations		
Drawing number: WHL-1405-04	Rev:	Date: Aug 22
Scale: 1:10000 @ A3	DB: ES	CB: WH



KEY:

- Site
- Other land under applicant's control
- Off-set from site boundary
- Viewpoint

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Devizes, Wiltshire SN10 1JT
t: 01380 727539 **e**: info@whlandscape.co.uk

Project: Woolley Park Farm, Bradford-on-Avon			
On behalf of: GWE Candy and Sons			
Drawing title: Viewpoint Plan			
Drawing number: WHL-1405-05	Rev:	Date: Oct 22	
Scale: 1:10000 @ A3	DB: ES	CB: WH	

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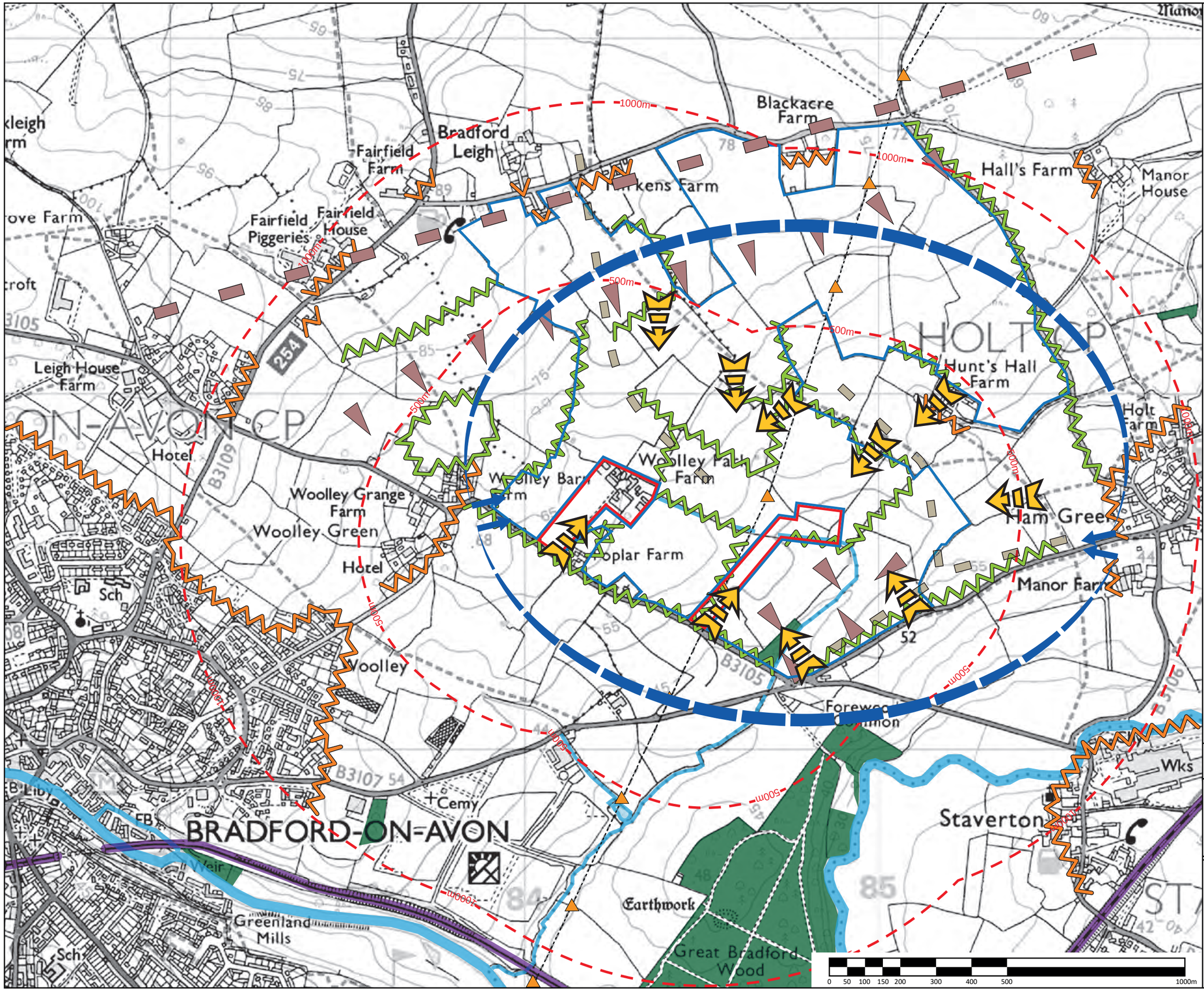

KEY:

- Site
- Other land under applicant's control
- Off-set from site boundary
- Major ridgeline
- Minor ridgeline
- Downslope
- Significant vegetation
- Watercourse
- Dense hedgerows and tree belts restricting views of the sites
- Notable development
- Railway
- Pylons and overhead wires
- Filtered or partial view of the sites
- Approximate limits of views

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Devizes, Wiltshire SN10 1JT
t: 01380 727539 **e**: info@whlandscape.co.uk

Project: Woolley Park Farm, Bradford-on-Avon		
On behalf of: GWE Candy and Sons		
Drawing title: Landscape and Visual Analysis		
Drawing number: WHL-1405-06	Rev:	Date: Aug 22
Scale: 1:10000 @ A3	DB: ES	CB: WH

APPENDICES

APPENDIX 1: PRELIMINARY DEVELOPMENT PROPOSALS

WOOLLEY PARK FARM, BRADFORD-ON-AVON, WILTSHIRE. BA15 1TT

HOLDING NUMBER 45/2/21

Grid ref. of Farmstead ST 843617

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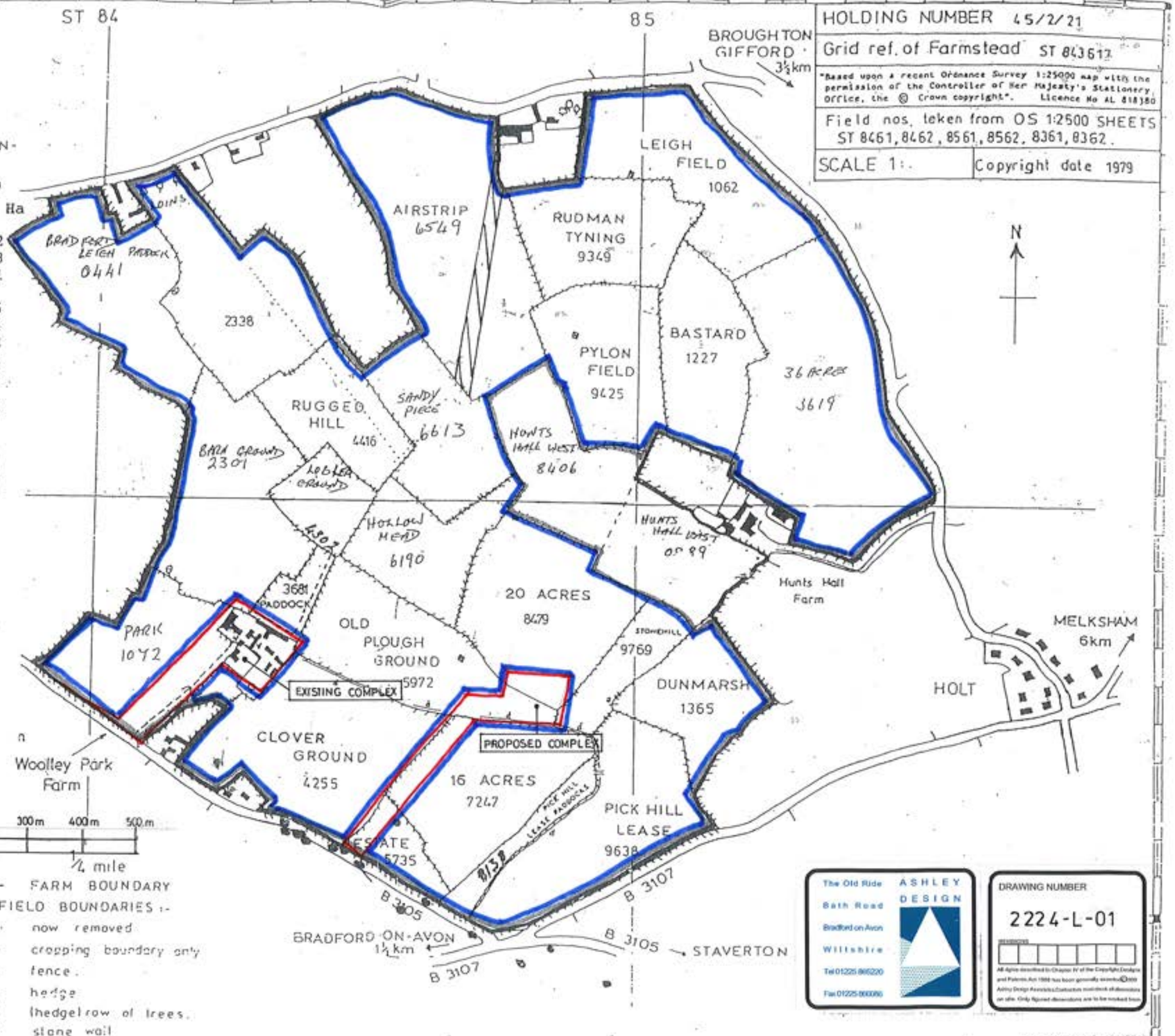
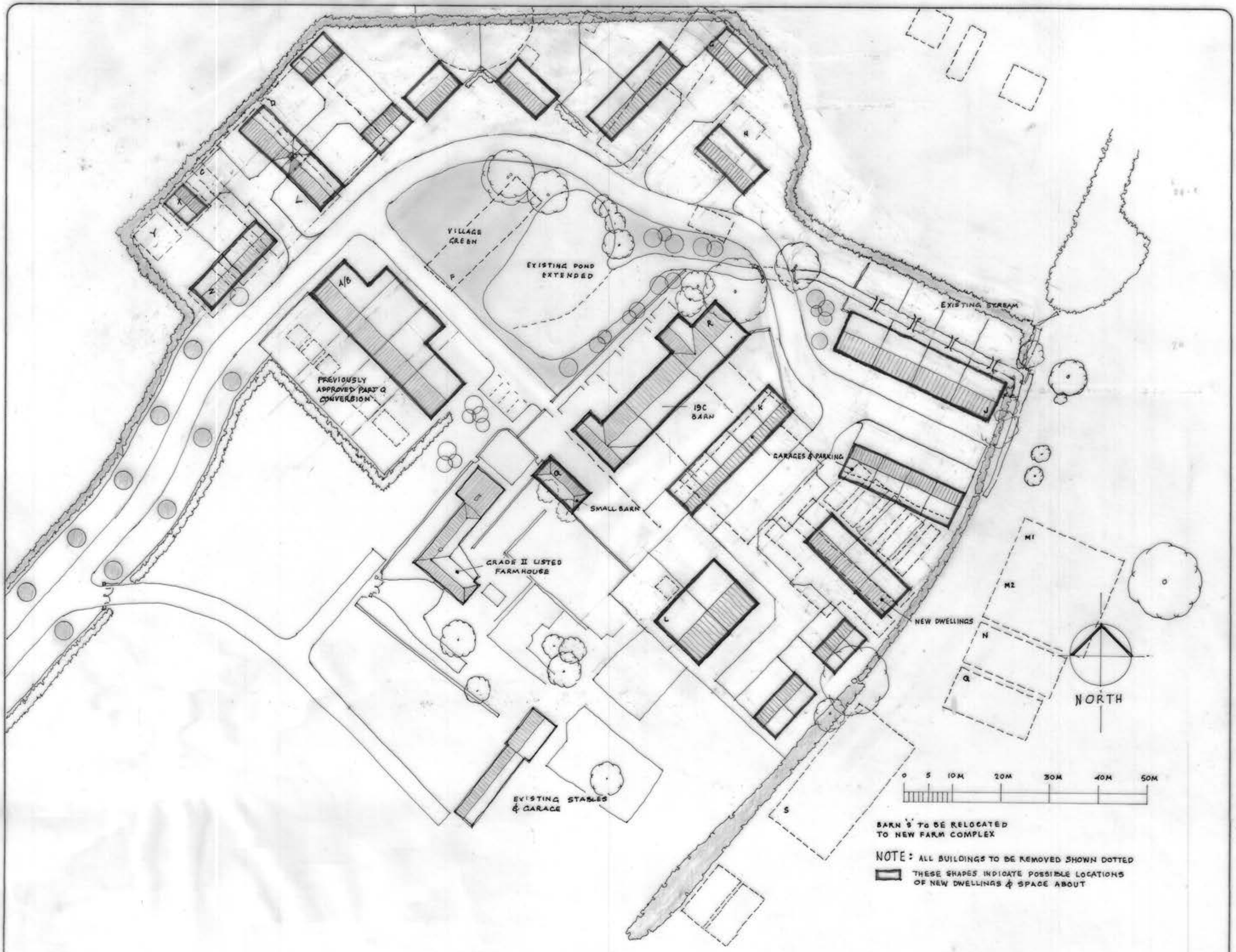
Field nos. taken from OS 1:2500 SHEETS ST 8461, 8462, 8561, 8562, 8361, 8362.

SCALE 1:. Copyright date 1979

Field Name	OS nos	OS Ha	Crop Ha
Airstrip	6549	13.86	12.12
Barn Ground	2301	8.05	8.03
Bastard	1227	5.21	5.21
Bradford Leigh Paddock	0441	7.02	6.96
Clover Ground	4255	9.64	9.64
Dunmarsh	1365	4.32	4.32
Estate	5735	1.81	1.81
Hollow Mead	6190	4.50	4.48
Huntshall East (rented)	0989	4.24	4.22
Huntshall West (rented)	8406	5.09	5.07
Leigh Field	1062	8.14	8.10
Lob Leigh Ground	4302	2.24	2.24
Loins	2338	7.76	7.69
Old Plough Ground	5972	6.87	6.28
Paddock	3681	1.17	1.12
Park	1072	6.37	6.30
Pick Hill Lease	9638	8.05	8.05
Pick Hill Lease Paddock	8138	1.47	1.47
Pylon Field	9425	5.65	5.60
Rudman Tyning	9349	5.79	5.79
Rugged Hill	4416	4.13	4.08
Sandy Piece	6613	5.20	5.18
Sixteen Acres	7247	6.54	6.53
Stonehill	9769	2.38	2.37
Thirty Six Acres	3619	14.09	14.09
Twenty Acres	8479	7.58	7.55





NOTES

REVISIONS

rev	date	

CLIENT
GWE CANDY & SONS

PROJECT
WOOLLEY PARK FARM
BRADFORD on AVON
WILTSHIRE
BA15 1TT

DRAWING
POSSIBLE REDEVELOPMENT

The Old Ride
Bath Road
Bradford on Avon
Wiltshire
Tel 01225 862220
Fax 01225 866386
ASHLEY DESIGN

SCALE 1:500
DATE DECEMBER 2022.
DRAWN RMS
CHECKED

DRAWING NUMBER
2224-22-01

REVISIONS
A B

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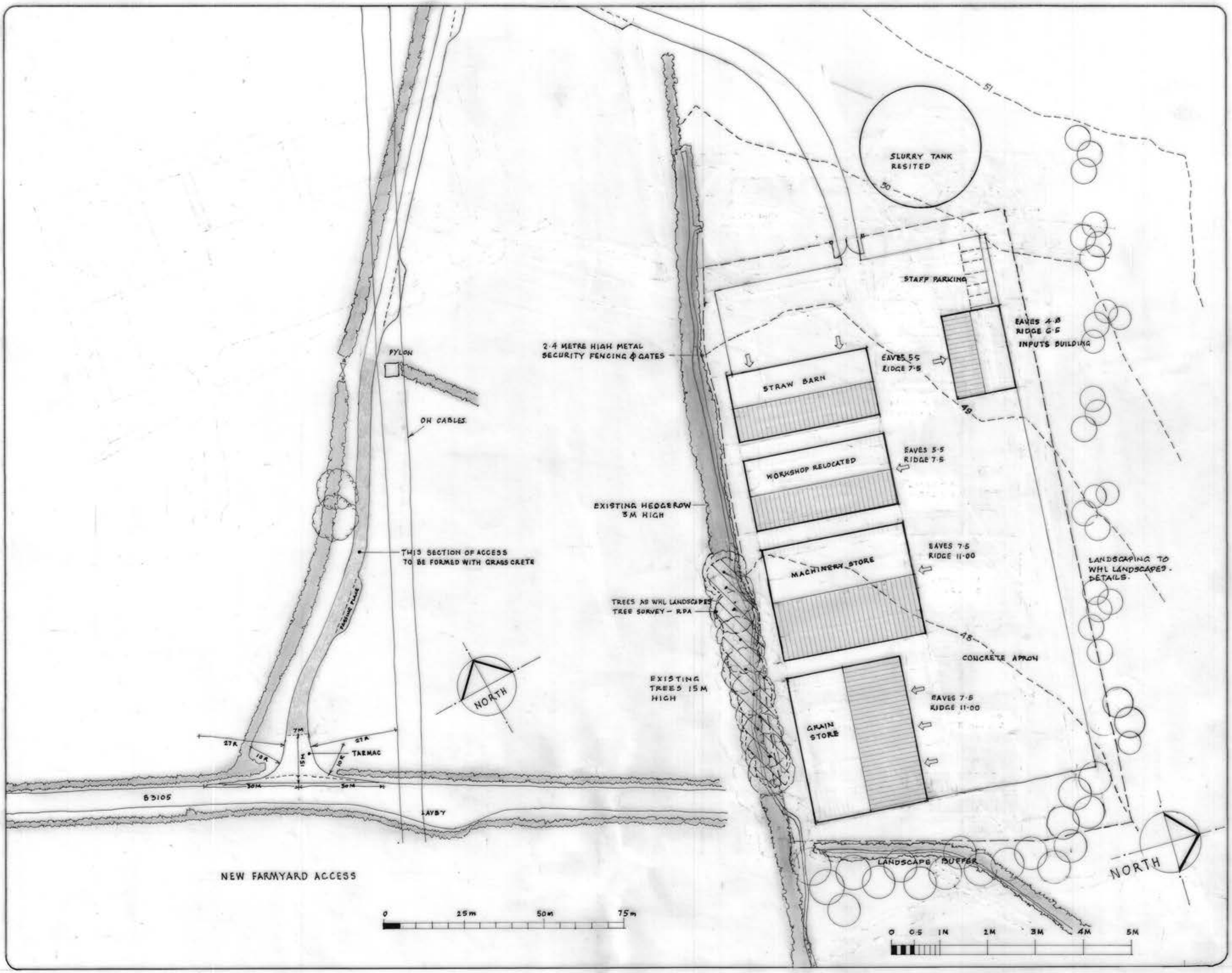

NOTES

SPILESS
SPENTBLSS
SDATES

REVISIONS

rev	date	
A	4/7 22	LAYOUT AMENDED
B	5/5 22	LAYOUT ADJUSTED NOTES ADDED.

CLIENT

GWE Candy & Sons

PROJECT

Woolley Park Farm
Bradford on Avon
Wiltshire BA15 1TT

DRAWING

Replacement Farmyard

The Old Ride
Bath Road
Bradford on Avon
Wiltshire
Tel 01225 865230
Fax 01225 866000
ASHLEY DESIGN

SCALE 1:500/1:750
DATE JUNE 2022
DRAWN RMS.
CHECKED

DRAWING NUMBER

2224-22-03

REVISIONS

A B

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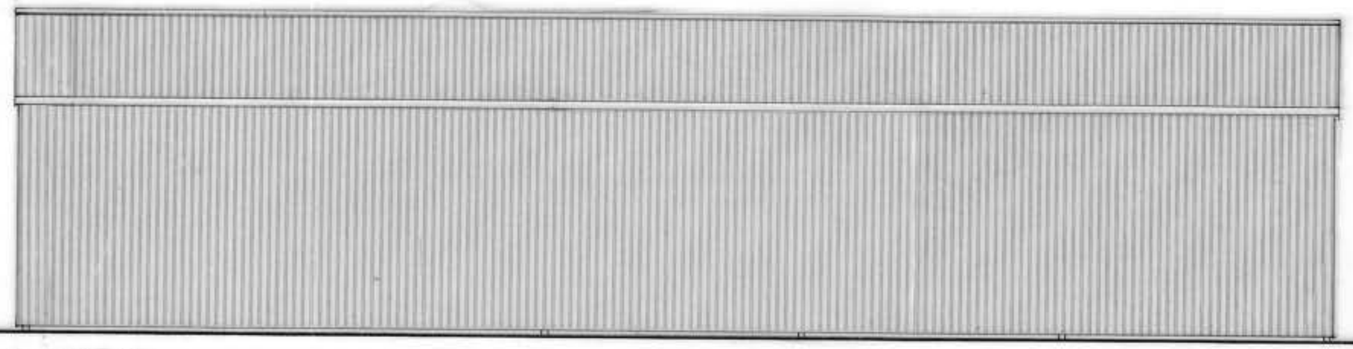
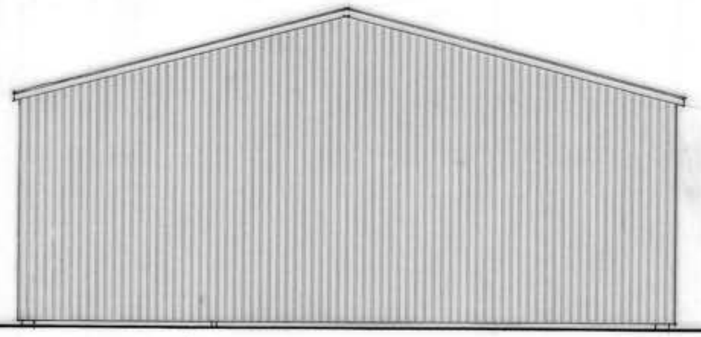
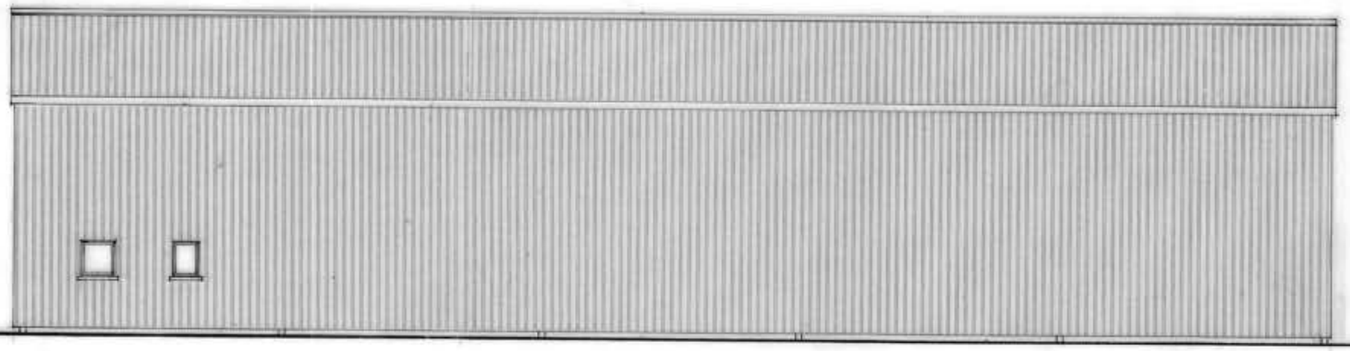


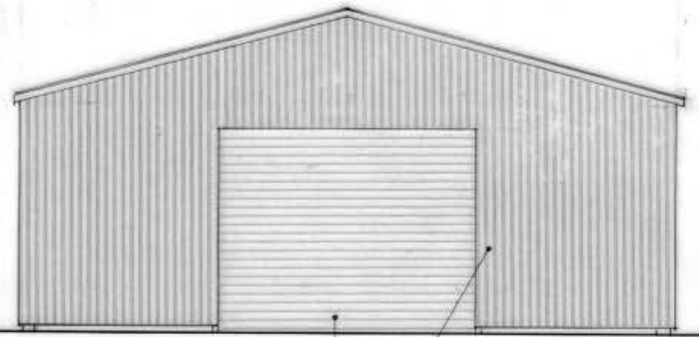
East Elevation



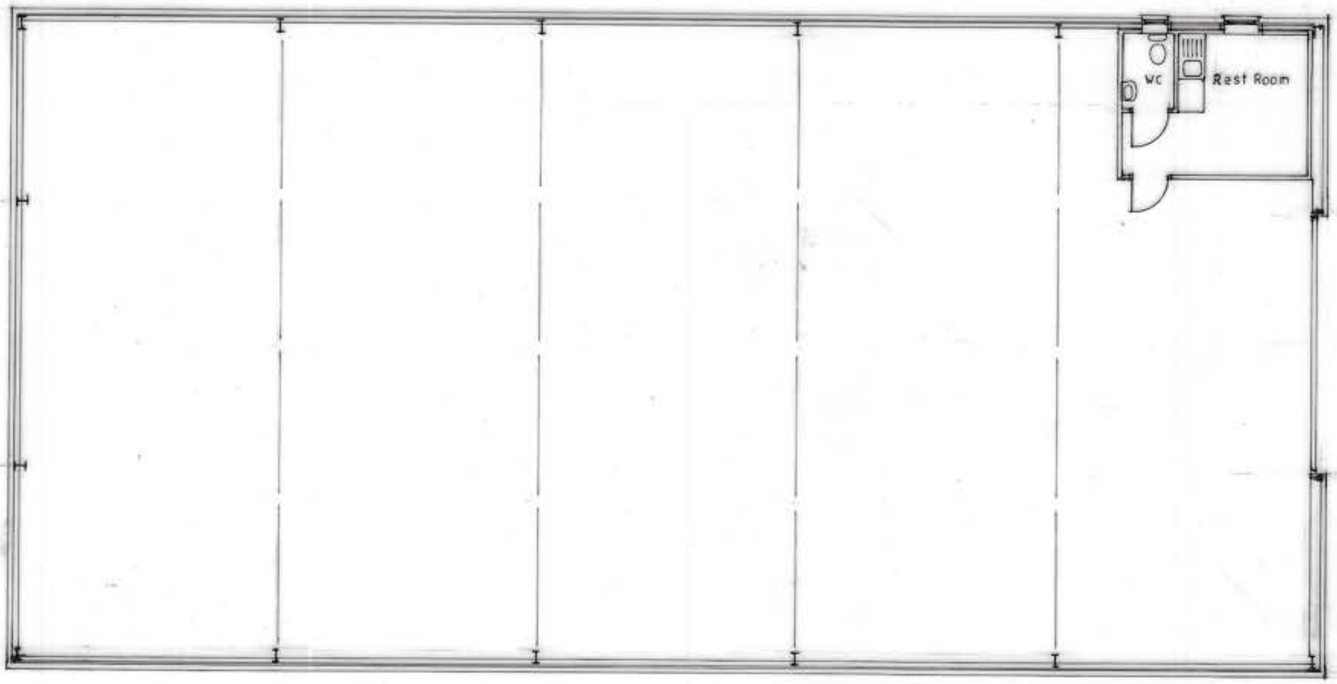
South Elevation



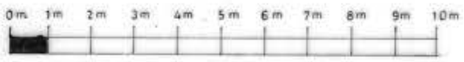
West Elevation



North Elevation



Floor Plan



NOTES

REVISIONS

rev	date	

CLIENT
GWE Candy & Sons

PROJECT
Woolley Park Farm
Bradford on Avon
Wiltshire
BA15 1TT

DRAWING
Existing Workshop
To Be Re Sited

The Old Rice
Bath Road
Bradford on Avon
Wiltshire
Tel 01225 865220
Fax 01225 866066

ASHLEY DESIGN

SCALE 1 – 100
DATE OCTOBER 2022
DRAWN RMS
CHECKED

DRAWING NUMBER
2224-FC-06

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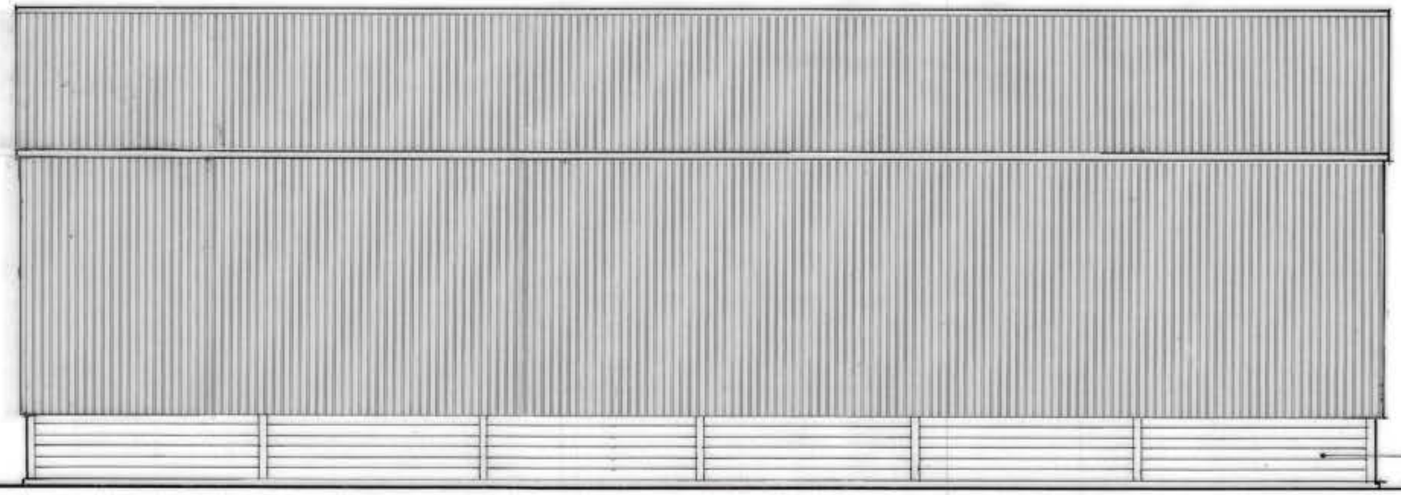
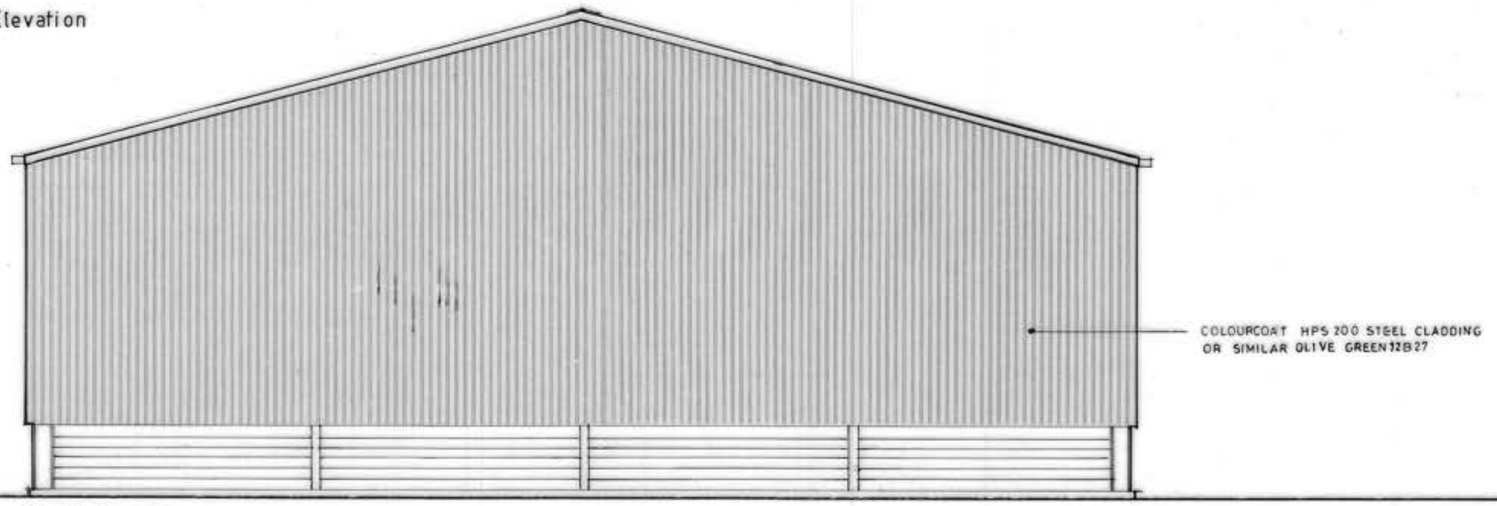
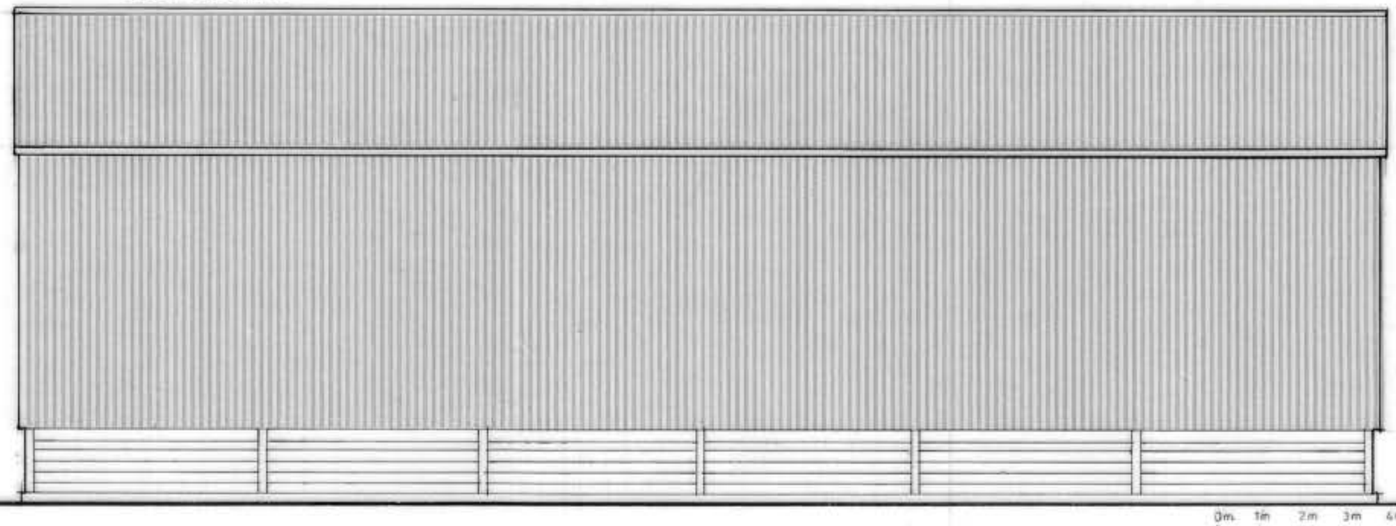


West Elevation



South Elevation



East Elevation

0m 1m 2m 3m 4m 5m 6m 7m 8m 9m 10 m

NOTES

REVISIONS

no	date	

CLIENT

GWE Candy & Sons

PROJECT

Woolley Park Farm
Bradford on Avon
BA15 1TT

DRAWING

Proposed Machinery Store Elevations

The Old Rope
Bath Road
Bradford on Avon
Wiltshire
Tel
Fax

ASHLEY DESIGN ASSOCIATES

SCALE 1-100
DATE AUGUST 2022
DRAWN RMS
CHECKED

DRAWING NUMBER
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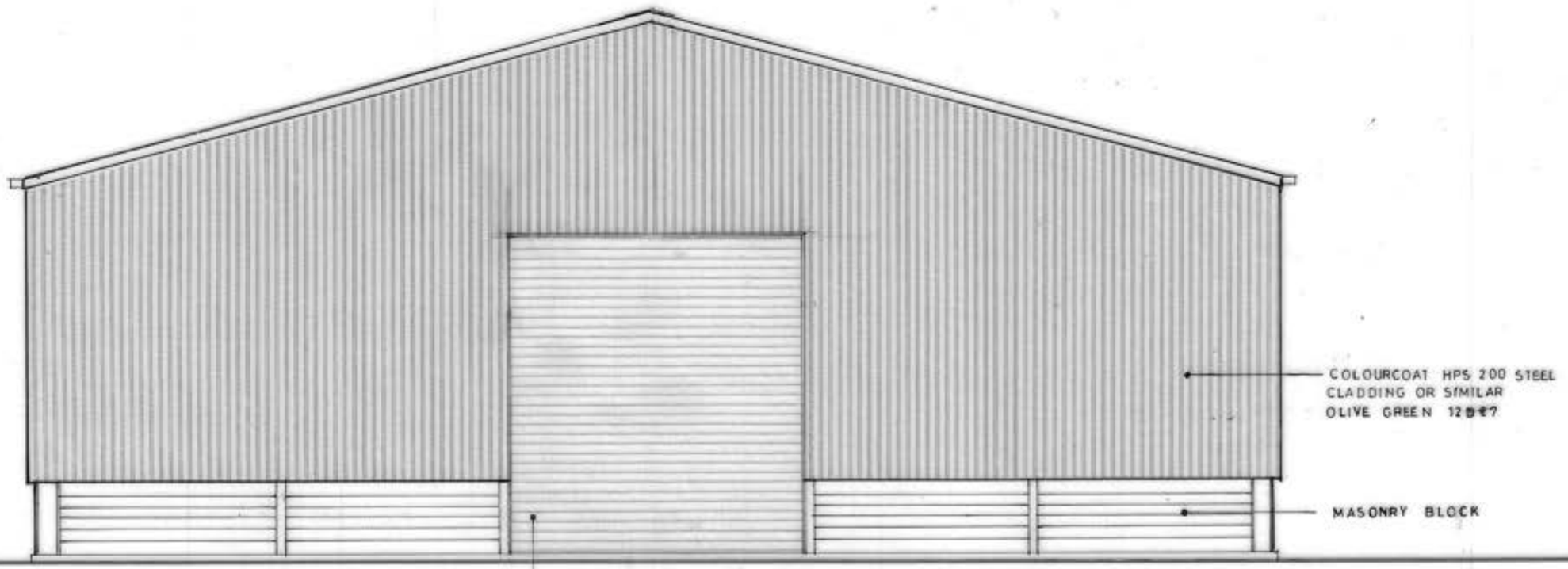

North Elevation

The Old Ride
Bath Road
Bradford on Avon
Wiltshire
Tel 01225 865200
Fax 01225 865000

ASHLEY DESIGN ASSOCIATES

CLIENT
GWE Candy & Sons

PROJECT
Woolley Park Farm, BoA BA15 1TT

DRAWING TITLE
Machine Store North Elevation

SCALE 1-100 DRAWN RMS DATE AUGUST 2022

DRAWING NUMBER
2224-FC-05

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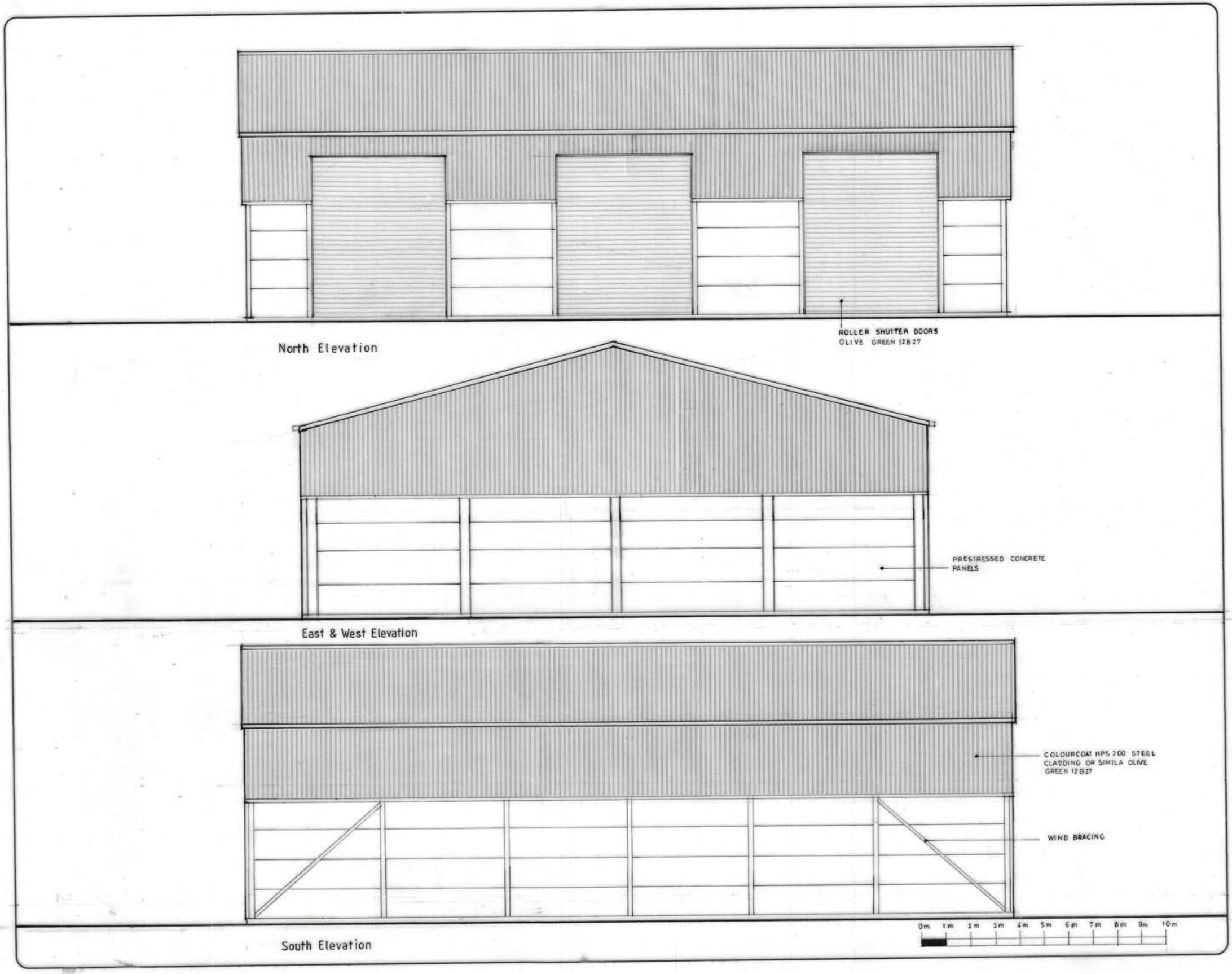

NOTES

REVISIONS

REV	DATE	

CLIENT
GWE Candy & Sons

PROJECT
Woolley Park Farm
Bradford on Avon
BA15 1TT

DRAWING
Proposed Grain Store Elevations

The Old Ride
Bath Road
Bradford on Avon
Wiltshire
Tel 01225 865220
Fax 01225 866086
ASHLEY DESIGN ASSOCIATES

SCALE 1-100
DATE AUGUST 2022
DRAWN RMS
CHECKED

DRAWING NUMBER
2224- FC -02

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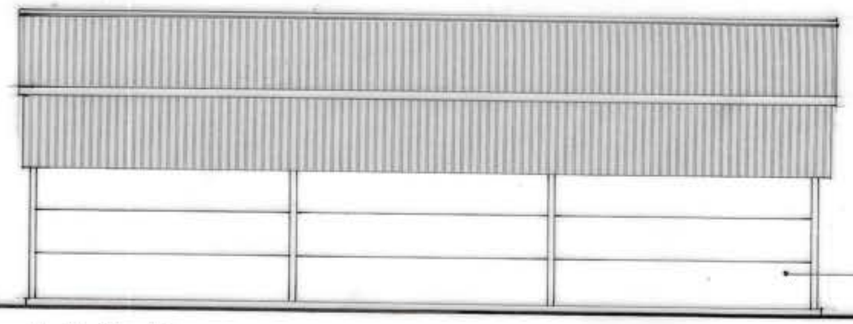
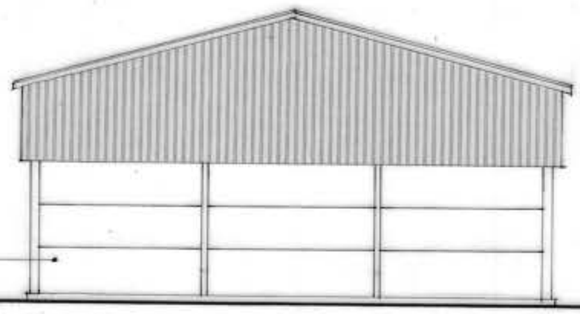
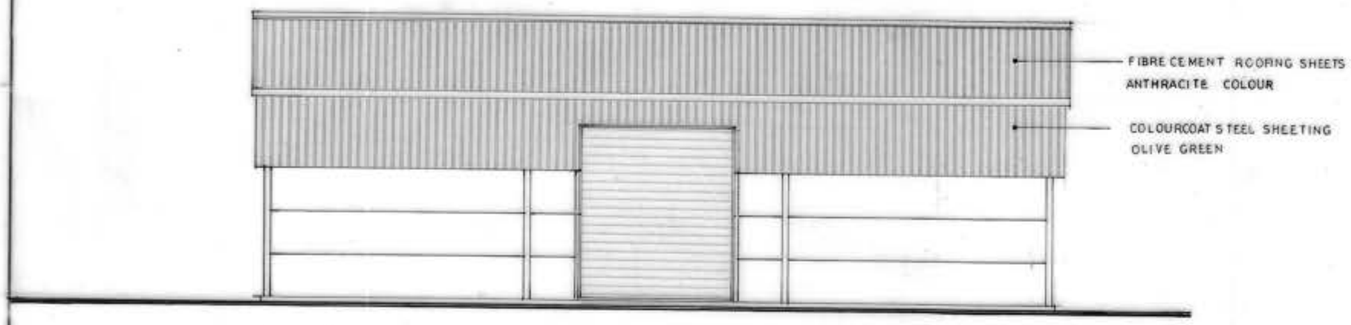


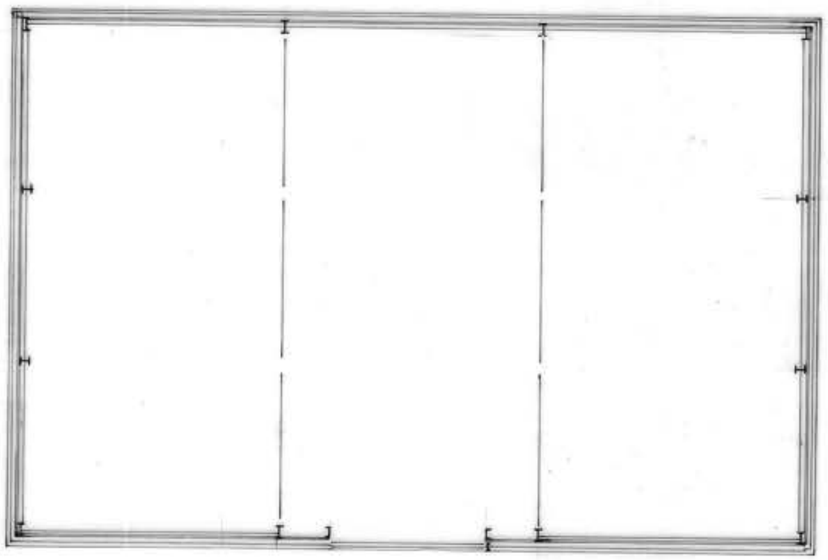
North Elevation



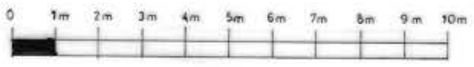
East & West Elevations



South Elevation



Floor Plan



NOTES

REVISIONS

no.	date	

CLIENT

GWE Candy & Sons

PROJECT

Woolley Park Farm
Bradford on Avon
Wiltshire
BA15 1TT

DRAWING

Proposed Inputs Store

The Old Rice
Bath Road
Bradford on Avon
Wiltshire
Tel 01225 865220
Fax 01225 860060

ASHLEY DESIGN

SCALE 1-100
DATE OCTOBER 2022
DRAWN RMS
CHECKED

DRAWING NUMBER

222-FC-08

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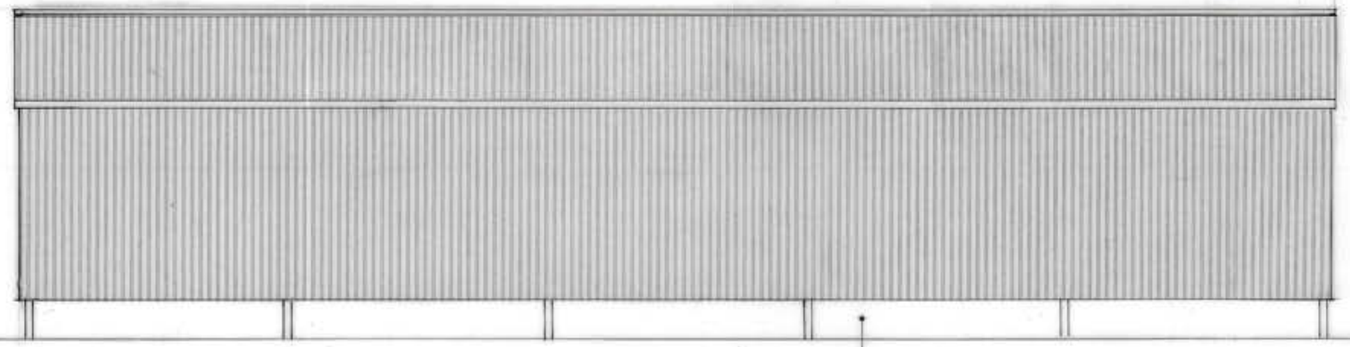
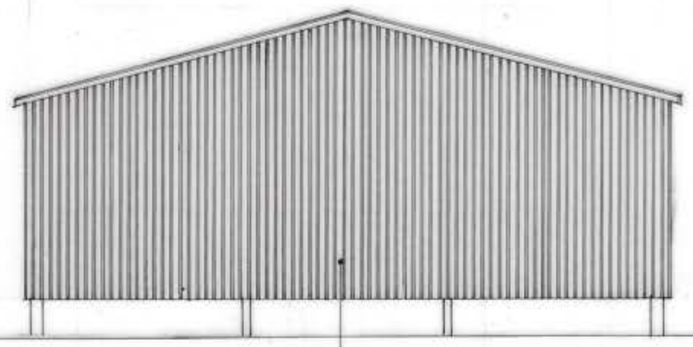
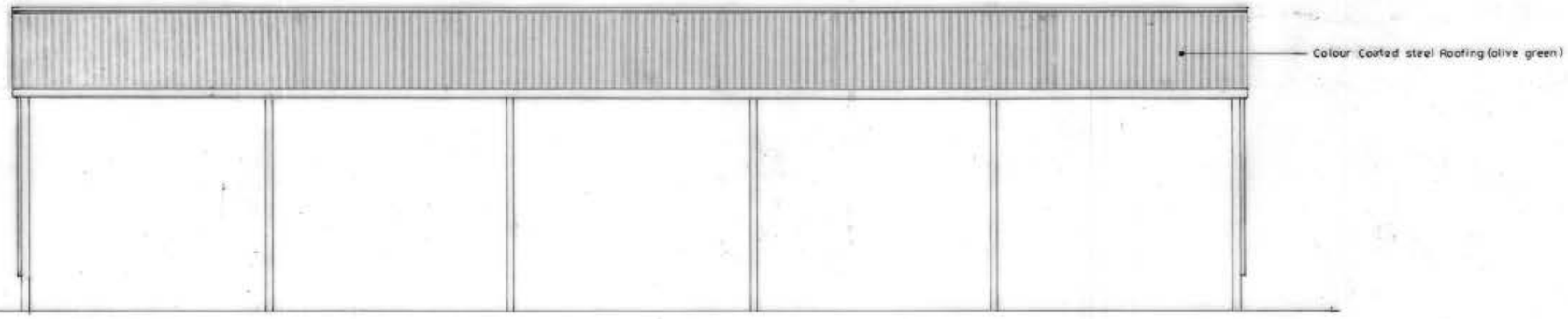


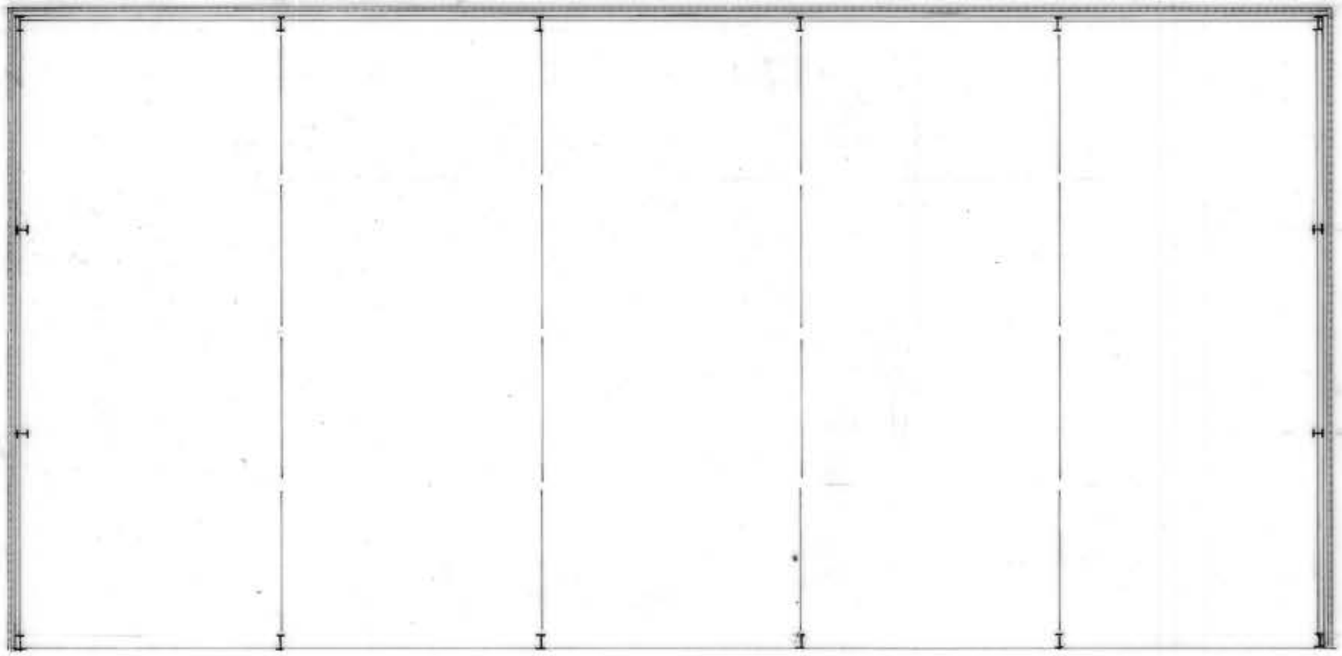
East Elevation



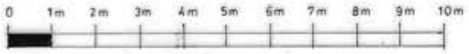
South & North Elevations



West Elevation



Floor Plan



NOTES

REVISIONS

rev	date	

CLIENT

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ASHLEY DESIGN

SCALE 1-100
DATE OCTOBER 2022
DRAWN RMS
CHECKED

DRAWING NUMBER

2224-FC-07

REVISIONS

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APPENDIX 2: VIEWPOINT PHOTOGRAPHS



VP: 1	**Viewpoint direction: North-east**	**Approximate distance from site: Adjacent**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: Between 60-65m AOD**



VP: 2	**Viewpoint direction: North-east**	**Approximate distance from site: Adjacent**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: Between 45-50m AOD**



VP: 3	**Viewpoint direction: South-east**	**Approximate distance from site: 480m**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: Between 75-80m AOD**



VP: 4	**Viewpoint direction: South-east**	**Approximate distance from site: 540m / 720m**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: Between 75-80m AOD**



VP: 5	**Viewpoint direction: North**	**Approximate distance from site: 390m / 610m**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: 44m AOD (spot height)**



VP: 6	**Viewpoint direction: North-west**	**Approximate distance from site: 360m / 740m**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: 52m AOD (spot height)**



VP: 7	**Viewpoint direction: West**	**Approximate distance from site: 610m (farm site)**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: Approximately 50m AOD**



VP: 8	**Viewpoint direction: South-west**	**Approximate distance from site: 300m (farm site)**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: Approximately 55m AOD**



VP: 9	Viewpoint direction: South-west	Approximate distance from site: 450m (Wooley Park Farm)
Taken by: WH	Photograph date: September 2022	OS map elevation: Between 55-60m AOD



VP: 10	**Viewpoint direction: South-east**	**Approximate distance from site: 440m (farm site)**
Taken by: WH	**Photograph date: September 2022**	**OS map elevation: Between 60-65m AOD**