Clark Landscape Design

LANDSCAPE AND VISUAL IMPACT ASSESSMENT

Proposed Agricultural Development at Folly Farm, Rudloe, Corsham, SN13 0PD



January 2024

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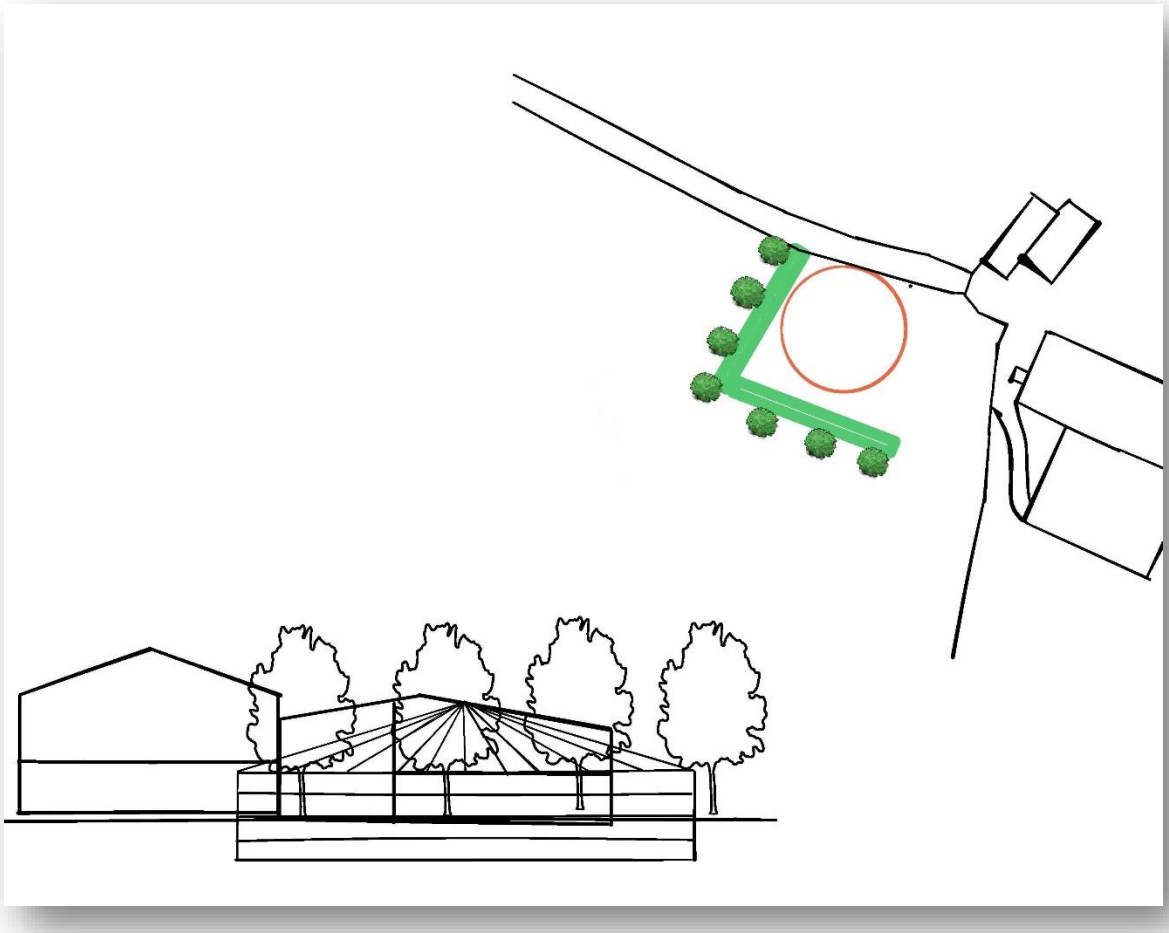
PROPOSED AGRICULTURAL DEVELOPMENT AT FOLLY FARM, RUDLOE, CORSHAM, SN12 0PD – LANDSCAPE AND VISUAL IMPACT ASSESSMENT

Clark Landscape Design were appointed by Carter Jonas to undertake an assessment of the landscape and visual impacts of the proposed agricultural development, as part of the planning application PL/2023/07918, and to propose landscape mitigation measures to address any impacts identified.

The development site lies to the north of the village of Box Hill and the A4 road.

The proposal is for a slurry lagoon and associated works. The landscape mitigation measures should be read alongside the illustrative layout, see below.



Masterplan & Cross Section

Approach

This assessment has been undertaken in accordance with the 'Guidelines for Landscape and Visual Impact Assessment, 3rd Edition 2013 (GLVIA3) LI/IEMA', including the Technical Guidance Note 06/19 17 September 2019. The assessment and landscape master planning have been undertaken by Ian Clark, a Landscape Architect and Chartered Member of the Landscape Institute.

The assessment includes a desk top survey, site investigation, vegetation and photographic survey, and an appraisal and assessment of the potential impacts of the proposals with recommendations for mitigation to address any identified landscape concerns.

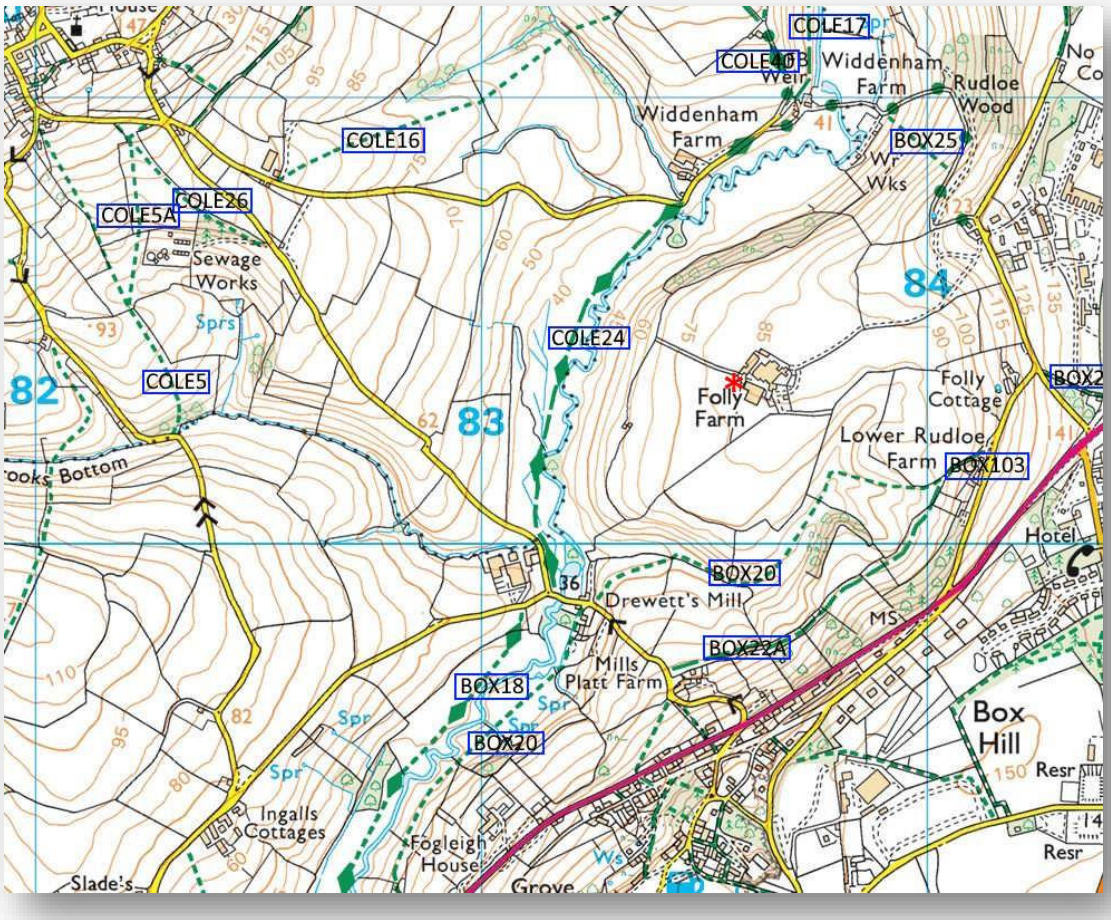
LANDSCAPE STATEMENT

Planning and Landscape Background

The site lies within and on the edge of the Cotswolds National Landscape. The site lies outside of any Conservation Areas and there are no trees protected by Tree Preservation Order.

The area lies on the western edge of the National Character Area – NCA 107 – 'Cotswolds' and within the finer grain 'By Brook Limestone Valley' 10A Landscape Character Area of the Wiltshire Landscape Character Assessment 2005 and the 'Enclosed Limestone Valley' of the Cotswold Landscape Character Assessment.

There are several public rights of way within a kilometre of the site and the MacMillan Way promoted route.



Public Rights of Way

National Planning Policy Framework

The National Planning Policy Framework (NPPF) December 2023 sets out the Government's planning guidance and policy approach. The NPPF is therefore a key component in the consideration and determination of all planning applications for proposed development within England. The extracted text below highlights landscape related policies and guidance with the most relevant highlight in bold text.

Para 135. 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.

Para 136. Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible. Applicants and local planning authorities should work with highways officers and tree officers to ensure that the right trees are planted in the right places, and solutions are found that are compatible with highways standards and the needs of different users.

Para 180. 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);
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;

c) maintaining the character of the undeveloped coast, while improving public access to it where appropriate;
d) minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;
e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans; and
f) remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.

Para 181. Plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries.

Para 182. Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks and the Broads. The scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.

Wiltshire Core Strategy Adopted January 2015
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 identifi ed 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, fi eld 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 suffi ciently 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.

Cotswolds National Landscape Management Plan 2023 – 2025

Policy CE10: Development and transport – principles:

CE10.1. Development and transport proposals in the CNL and it setting should have regard to – and help to deliver – the purpose of conserving and enhancing the natural beauty of the CNL. In doing so, they should have regard to – and be compatible with the Cotswolds National Landscape Management Plan and guidance produced by the Cotswolds National landscape Board, including the:

(i) Cotswolds National Landscape – Landscape Strategy and Guidelines
(ii) Cotswolds National Landscape – Landscape Character Assessment
(iii) Cotswolds Nature Recovery Plan
(iv) Cotswolds National landscape Local Distinctiveness and Landscape Change
(v) Cotswolds National Landscape Board's Position Statements

CE10.2. Development and transport proposals in the CNL should have regard to – and help deliver – the purpose of increasing the understanding and enjoyment of the CNL's special qualities. They should also contribute to the economic and social wellbeing of CNL communities, in a way that is compatible with conserving and enhancing the natural beauty of the CNL.

CE10.3. Development and transport proposals in the Cotswolds National Landscape and its setting should comply with relevant national planning policy and guidance, particularly with regards to those paragraphs of the National Planning Policy Framework (NPPF) that explicitly relate to AONBs.

CE10.4. The purposes of conserving and enhancing the natural beauty of the Cotswolds National Landscape and increasing the understanding and enjoyment of the National Landscape's special qualities should be identified as strategic priorities in Local Plans, Neighbourhood Plans, Local Transport Plans and other relevant plans and strategies. These plans and strategies should explicitly identify the Cotswolds National Landscape Management Plan as a material consideration.

CE10.5. The cumulative impacts of development proposals on the natural beauty of the Cotswolds National Landscape should be fully assessed.

CE10.6. A landscape-led approach should be applied to development and transport proposals in the CNL and its setting, proportionate to the type and scale of development being proposed, whereby proposals:

a) address the natural beauty of the CNL as primary consideration at all stages of the development process (including design), from initial conception through to implementation

b) address all of the factors that contribute to the natural beauty of the area

c) address access to natural beauty including the character of the public rights of way network and its role within wider green infrastructure
d) reflect and enhance the character of the local area e) avoid adverse effects where possible and, if adverse effects can't be avoided, minimise them and
f) deliver substantially more beneficial effects than adverse effects for the natural beauty of the CNL.35 This landscape-led approach is particularly important for major development.

Landscape Character

The site falls within the National Character Area 107 – 'Cotswolds' and within the finer grained East Wiltshire Landscape Character Type 10A: 'By Brook Limestone Valley'.

National Character Areas – 107 - 'Cotswolds'
The 'bold' highlighted characteristics below reflect the local character of the site and its setting:

- 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 southeast, 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 Lawrence 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.

The National Character Area profile of the area 148 'Devon Redlands' is characteristic of the wider setting of the site but with a strong urban fringe character.

Wiltshire Landscape Character Assessment 2005
'By Brook Limestone Valley' 10A
10A: By Brook
The By Brook character area can be sub-divided into two distinct areas. The section to the north is a narrow, wooded, steep sided valley with several tributaries winding from the west also forming deeply incised valleys. This enclosed intimate landscape contrasts strongly with the level open character of the adjacent Limestone Wold. The valleys are dominated by broadleaved woodland, some ancient plus intermittent conifer plantations. This forms a patchwork with small areas of calcareous species rich grassland on the upper slopes. The valley floor and lower slopes are pastoral with the meandering River By Brook a strong presence fringed by willows crossed by modest bridges. The villages of Castle Combe, Ford and Slaughterford nestle on the lower slopes of the valley.
The lower section of the By Brook is broader with a wide, flat to gently undulating valley floor. The high and sometimes steep valley sides retain the sense of being in a valley by restricting and channelling views. Here pastoral fields dominate, with medium sized irregular fields bounded by healthy hedgerows. This is a more open landscape with broadleaved woodland and coniferous plantations restricted to the upper slopes and valley rim. The large village of Box and smaller settlements of Box Hill and Rudloe range over the south eastern slopes of the valley. The villages throughout the area are largely built of the distinctive local stone, however dwellings of different materials plus kerbed roads and lighting give some of the edges of the villages a more urbanised character.

Key characteristics

- **Moderately broad river valleys with gently undulating valley floors and steep limestone sides.**
- **Intimate, small scale landscape with landform and woodlands restricting long views out of the valley.**
- **Strong sense of enclosure created by landform contributing to a remote, rural character, despite numerous settlements.**
- Some significant areas of woodland, a number of which are ancient semi-natural woodlands, particularly on steeper slopes of the valleys cut by tributaries.
- **Predominance of open pastoral farmland divided by hedgerows into a variety of field sizes.**
- Sequence of stone built villages occupying secluded locations in valley bottoms, often in association with a bridging point or along transport routes defined by the valley.
- Small scale quarries and mines.

- Associations with the 18th and 19th century weaving industry with weavers cottages, mills and other industrial relics.

Cotswold National Landscape – Landscape Character Assessment

Key Characteristics

4 Enclosed Limestone Valley

Moderately broad but enclosed river valleys with steep sides separated by areas of Low Limestone Plateaux and High Wold Dip-Slope;

- **strong physical enclosure of valleys creates a secluded character;**
- rural character with local influences from large urban centres;
- significant areas of woodland, of which a number are ancient semi-natural woodlands particularly on upper and steeper slopes;
- **area under both arable and pastoral use, together with areas of rough pasture and scrub;**
- **fields of varying sizes, dependent on slope, mainly enclosed by hedgerows with frequent hedgerow trees;**
- **road networks following valleys bottoms connecting settlements and ascending valley sides to more isolated dwellings;**
- industrial heritage of the valleys signified by the presence of railways, mills and canal network within Avon Valley;
- impressive features of Victorian engineering; and
- surviving vernacular structures such as terraces of weavers' cottages.

'The Lower By Brook Valley' Character Area is located to the east of the Lam Brook and St Catherine's Brook Character Area. The valley is drained by the Lower By Brook, which flows south-westwards to join the River Avon at Batheaston. Smaller tributaries such as Lid Brook flow into the watercourse creating an indented landform. The main valley is fairly broad, with narrower tributary valleys.

Land use is a combination of both arable and pastoral land, although the latter predominates. The medium sized irregular fields are enclosed with hedgerows, with frequent hedgerow trees in some areas. Woodland within the valley is sparse, although where it does occur it is generally confined to the upper slopes and valley rims. Broadleaved species dominate with the exception of an area of coniferous planting west of Kingsdown. Around a third of the woodland is also ancient in origin. Calcareous and mesotrophic grassland is restricted within the area, with only a small area located east of Batheaston.

Although it is likely that settlement pattern was once restricted by landform, it has now extended up the valley slopes. The settlements of Box, Box Hill and Ashley have developed along the valley slopes south of the A4 and are connected by a network of minor roads along which scattered dwellings are also located. Development north of the A4 is less extensive and consists mainly of scattered

dwellings along a network of minor roads criss-crossing the valley side. As well as extending along the lower and mid valley slopes, settlement is also located on the valley rims, for example at Kingsdown and the outer edges of Colerne.

Along with the A4, which largely follows the course of the By Brook, the A365 extends up the valley side from Box. Other routes within the valley consist only of minor roads. Travelling through the character area is the main line railway which that enters the area north of Box before continuing along the valley floor into Batheaston and then Bath.

Features of interest in the valley include Shockerwick House and grounds, which are Grade I listed and include 18th century parkland. The House is located south-west of the village of Middlehill overlooking the By Brook. Underground quarries can also be found within the area, most notably at Box. Perhaps the most impressive landscape feature, however, is the Box Tunnel. The two mile long tunnel was Isambard Brunel's most difficult engineering problem when building the London to Bristol line. The tunnel was completed in 1841 and is so straight that it has been said that on some days the sun shines through the complete length of the tunnel.

Summary

The site lies within and on the edge of the Cotswolds National Landscape. The site lies outside of any Conservation Areas and there are no trees protected by Tree Preservation Order.

The area lies on the western edge of the National Character Area – NCA 107 – 'Cotswolds' and within the finer grain 'By Brook Limestone Valley' 10A Landscape Character Area of the Wiltshire Landscape Character Assessment 2005 and the **'**Enclosed Limestone Valley' of the Cotswold Landscape Character Assessment .

There are several public rights of way within a kilometre of the site and the MacMillan Way promoted route.

The key policies identified as relevant to the landscape issues of the proposed development is the Core Policy 51 - Landscape from the Wiltshire Core Strategy Adopted January 2015

The landscape and visual impacts of the proposed development will be assessed in the following section of the report.

Landscape and Visual Impact Assessment

Site Description

The site is for the covered slurry lagoon is adjacent to the existing farm buildings on gently sloping ground. The site is open to the south and west and defined by hedgerow to the north and the farm buildings to the east. The land is currently used for grazing.



View looking east towards the existing farm buildings from near the western edge of the lagoon.



View looking into the north-east corner of the field.



View looking north towards the boundary hedgerow.

Proposal Description

The proposal is for a slurry lagoon with a capacity of 3,474 cubic meters. It is 29m in diameter and is nearly 10 meters high.

The system will give the farm the capacity to store 6 months of slurry/dirty water at its current stocking density. The lagoon will be constructed at the edge of the farmyard so slurry can easily be diverted into this system from its current flow, and it is easily accessible when it is being emptied.

Being able to store the slurry will allow the business to utilise the slurry as fertiliser, reducing the reliance on artificial fertilisers. It will also give the ability to time the application of the slurry which will reduce the likelihood of runoff.

Visual Impacts

An assessment of the potential visual impacts of the development has been undertaken from local vantage points including Public Rights of Way (PROW), local roads and lanes. The positions of the photo viewpoints have been chosen to be representative of the local views of the proposed development site and don't therefore show all of the viewpoints. However, in assessing the potential impacts the full scope of the views has been considered. Visual impacts are graded according to their sensitivity and impact. The details of the methodology can be found in Appendix 1.

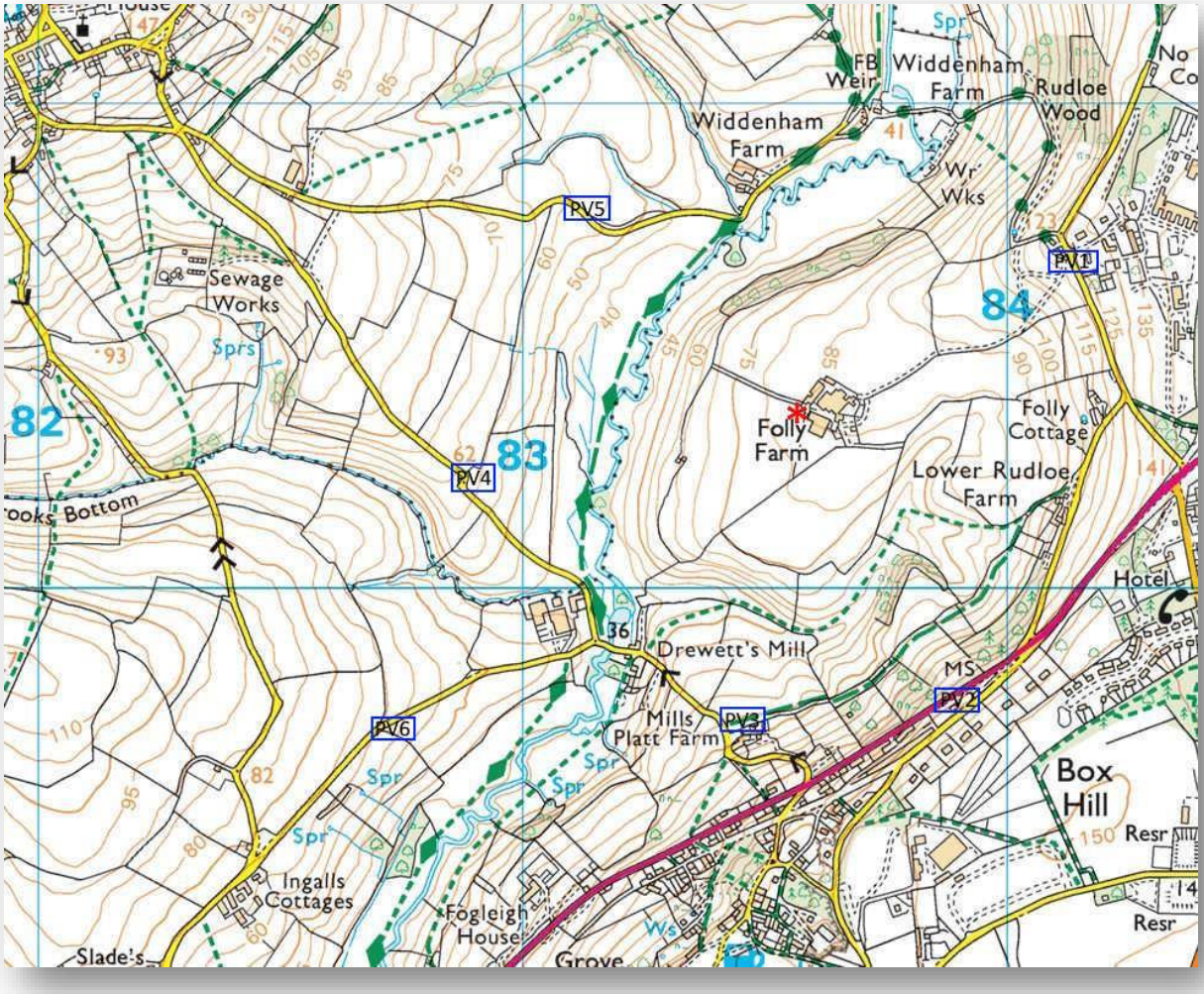
Each photo viewpoint is numbered and given a location description. An assessment of each view and its assessed impacts is then described with a summary of the potential visual impacts provided.

All photographs were taken with a digital SLR camera set at focal length 50mm which is that agreed to be closest to the view of the onlooker i.e. no wide angle or zoom shots are included.

The approximate position of the built development, including existing vegetation to be retained, is shown as a ‘continuous’ blue line and the development hidden by intervening buildings, trees or topography as a ‘dashed’ blue line above the position of the proposed development.

The viewpoint photographs were taken on 31st January 2024. The weather was overcast.

Viewpoint Locations 1 to 6



Photoviewpoints PV1 – PV6



Photo viewpoint 1 – looking west towards the site from near Rudloe Manor – approx. 670m.

Description: view looking west towards Folly Farm from near to Rudloe Manor. The proposed slurry lagoon will lie on the far side of the farm buildings to the right of the larger barn.
Visual impacts: The slurry lagoon is sited close to the existing farm buildings. It will be set down into the ground by up to 2m. Only its cover will therefore be visible from this vantage point below the existing roof lines.

- Sensitivity: High – the area lies within the Cotswolds National Landscape.
- Magnitude: Minor – the existing farm buildings will largely screen the proposed slurry lagoon.
- Significance: **Minor**

Mitigation: Spoil from the excavations will be used to create a gentle embankment and planted with a native species hedgerow and trees. The colour of the roof is recommended as either dark green or anthracite grey.
Summary: Given the partial view of the proposed development and the proposed landscape mitigation measures the visual impact is assessed as **Minor**.



Photo viewpoint 2 – looking north from the A4 as it passes Box Hill – approx. 690m

Description: view looking north from the A4 as it passes Box Hill. The proposed slurry lagoon will lie to the left of the existing farm buildings.

Visual impacts: The slurry lagoon is sited close to the existing farm buildings. It will be set down into the ground by up to 2m. Its cover and the top part of the walls will be visible from this vantage point below the existing roof lines.

- Sensitivity: High – the area lies within the Cotswolds National Landscape.
- Magnitude: Minor – the proposed slurry lagoon is well related to the existing farm buildings.
- Significance: **Minor**

Mitigation: Spoil from the excavations will be used to create a gentle embankment and planted with a native species hedgerow and trees. The colour of the cover is recommended as either dark green or anthracite grey.

Summary: This is a glimpsed and partial view when travelling along the A4 and with the proposed landscape mitigation measures the visual impact is assessed as **Minor**.



Photo viewpoint 3 - looking north from the bridleway, Box20 – approx. 660m

Description: view looking north from the bridleway, Box20. The proposed slurry lagoon will lie to the left of the existing farm buildings.

Visual impacts: The slurry lagoon is sited close to the existing farm buildings. It will be set down into the ground by up to 2m. Its cover and the top part of the walls will be visible from this vantage point below the existing roof lines.

- Sensitivity: High – the area lies within the Cotswolds National Landscape.
- Magnitude: Moderate – the proposed slurry lagoon is well related to the existing farm buildings.
- Significance: **Moderate**

Mitigation: Spoil from the excavations will be used to create a gentle embankment and planted with a native species hedgerow and trees. The colour of the roof is recommended as either dark green or anthracite grey.

Summary: This is a glimpsed and partial view when using the bridleway and with the proposed landscape mitigation measures the overall visual impact is assessed as **Minor**.



Photo viewpoint 4 - looking east towards the site from Lidbrook Lane – approx. 670m

Description: view looking east towards the farm from Lidbrook Lane. The proposed slurry lagoon lies between the two large oaks in the middle ground.
Visual impacts: The slurry lagoon is sited close to the existing farm buildings. It will be set down into the ground by up to 2m. Its cover and the top part of the walls will be visible from this vantage point below the existing roof lines.

- Sensitivity: High – the area lies within the Cotswolds National Landscape.
- Magnitude: Minor – the proposed slurry lagoon is well related to the existing farm buildings.
- Significance: **Minor**

Mitigation: Spoil from the excavations will be used to create a gentle embankment and planted with a native species hedgerow and trees. The colour of the cover is recommended as either dark green or anthracite grey.
Summary: This is a glimpsed and partial view when travelling along Lidbrook Lane and with the proposed landscape mitigation measures the visual impact is assessed as **Minor**.



Photo viewpoint 5 - looking south-east towards the site from Widdenham Farm Lane – approx. 620m

Description: view looking south-east towards the farm from Bishop's Court Lane. The proposed slurry lagoon lies in front of the farm building to the right of the group.
Visual impacts: The slurry lagoon is sited close to the existing farm buildings. It will be set down into the ground by up to 2m. Its cover and the top part of the walls will be visible from this vantage point below the existing roof lines.

- Sensitivity: High – the area lies within the Cotswolds National Landscape.
- Magnitude: Minor – the proposed slurry lagoon is well related to the existing farm buildings.
- Significance: **Minor**

Mitigation: Spoil from the excavations will be used to create a gentle embankment and planted with a native species hedgerow and trees. The colour of the cover is recommended as either dark green or anthracite grey.
Summary: This is a glimpsed and partial view when travelling along Bishop's Court Lane and with the proposed landscape mitigation measures the visual impact is assessed as **Minor**.



Photo viewpoint 6 - looking north-east towards the site from near Ingalls Cottages – approx. 1.05km

Description: view looking north-east from the lane near to Ingalls Cottages. The proposed slurry lagoon will in the middle of the existing farm buildings.
Visual impacts: The slurry lagoon is sited close to the existing farm buildings. It will be set down into the ground by up to 2m. Its cover and the top part of the walls will be visible from this vantage point below the existing roof lines.

- Sensitivity: High – the area lies within the Cotswolds National Landscape.
- Magnitude: Minor – the proposed slurry lagoon is well related to the existing farm buildings.
- Significance: **Minor**

Mitigation: Spoil from the excavations will be used to create a gentle embankment and planted with a native species hedgerow and trees. The colour of the cover is recommended as either dark green or anthracite grey.
Summary: This is a clear view of the site when travelling along the lane but at over 1km distance. With the proposed landscape mitigation measures the visual impact is assessed as **Minor**.

Table 1 - Summary of visual impacts with and without landscape mitigation

Viewpoint Number and Location	Distance from site	Description of view	Sensitivity	Magnitude of impact	Significance of impact	Significance after mitigation
PV 1	670m	Rudloe Manor Lane	High	Minor	Minor	Minor
PV 2	690m	A4 at Box Hill	High	Minor	Minor	Minor
PV 3	640m	Bridleway Box20	High	Moderate	Moderate	Minor
PV4	670m	Lidbrook Lane	High	Minor	Minor	Minor
PV5	620m	Widdenham Farm Lane	High	Minor	Minor	Minor
PV6	1.05km	Near Ingalls Cottages	High	Minor	Minor	Minor

Summary of visual impacts

Folly Farm lies in open countryside on an area of higher ground within the wider valley of the By Brook River. However, there are no close views of the farm from public vantage points with the nearest view from the bridleway Box20 at just over 600m distance. This view, PV3, has the highest visual impact but with the proposed landscape mitigation measures it assessed that the impact can be reduced from Moderate to Minor.

Although the MacMillan Way promoted trail lies close at only 300m there are no views of the proposed slurry lagoon because of topography and intervening vegetation.

Overall, the visual impacts were assessed as Minor.

Landscape Character Impacts

The direct impacts on the landscape character from the proposed development are limited when set against the extent of the area of the 'By Brook Limestone Valley' Landscape Character Area as a whole.

Proposed Mitigation

Hedgerow & Tree Planting

It is proposed to re-enforce existing hedgerows with new native species along with new tree planting. The tree and shrub planting which will be selected to enhance the biodiversity of the wider landscape and where appropriate act as wildlife corridors.

Earth Mounding

It is proposed to use the excavated material to create shallow grass seeded banks that 'filter' into the adjacent meadow but also provide the opportunity to provide a more immediate landscape impact of the proposed hedgerows and trees.

Building Materials
To help maintain a low visual impact it is proposed to use recessive building materials such as anthracite grey cover and grey blockwork.

LANDSCAPE AND VISUAL IMPACT ASSESSMENT SUMMARY

The site lies within and on the edge of the Cotswolds National Landscape. The site lies outside of any Conservation Areas and there are no trees protected by Tree Preservation Order.

The area lies on the western edge of the National Character Area – NCA 107 – 'Cotswolds' and within the finer grain 'By Brook Limestone Valley' 10A Landscape Character Area of the Wiltshire Landscape Character Assessment 2005 and the **'**Enclosed Limestone Valley' of the Cotswold Landscape Character Assessment .

There are several public rights of way within a kilometre of the site and the MacMillan Way promoted route.

The key policies identified as relevant to the landscape issues of the proposed development is the Core Policy 51 - Landscape from the Wiltshire Core Strategy Adopted January 2015

Although Folly Farm lies in open countryside there are few views to it from public vantage points and the visual impacts were assessed as Minor.

The direct impacts on the landscape character from the proposed development are limited when set against the extent of the area of the 'By Brook Limestone Valley' Landscape Character Area as a whole.

The proposals have been carefully consideration through location and setting down of the slurry lagoon and use landscape features relevant to the landscape character of the area. The proposals will therefore meet the most relevant landscape related policy from the from the Wiltshire Core Strategy Adopted January 2015 Core Policy 51 – Landscape and the Cotswolds National Landscape Management Plan 2023 – 2025 Policy CE10: Development and transport – principles.

Appendix 1 - Assessment Methodology

The approach and methodology used in carrying out the landscape and visual impact assessment has been carried out in accordance with guidelines contained in the following documents:
Landscape Character Assessment – Guidance for England and Scotland, prepared on behalf of the Countryside Agency and Scottish Natural Heritage, 2002
Guidelines for Landscape and Visual Impact Assessment (GLVIA), Third Edition, 2013, Landscape Institute and Institute of Environmental Management and Assessment.

Study Area

The study area was established following a desk top study to identify a 'Zone of Theoretical Visibility' (ZTV), which is defined in the GLVIA as 'A map, usually digitally produced, showing areas of land within which a development is theoretically visible'. This was then refined following site assessment work.

Criteria for Landscape Impacts

Landscape receptors are identified within the GLVIA as 'Defined aspects of the landscape resource that have the potential to be affected by a proposal'.
Landscape character is defined as 'A distance, recognizable and consistent pattern of elements in the landscape that makes on landscape different from another, rather than better or worse.'
Landscape value is defined in the GLVIA as: 'The relative value that is attached to different landscape by society. A landscape may be valued by different stakeholders for a whole variety of reasons.'
Table 1 sets out generic landscape designations and descriptions from international to local importance which derive from their perceived value.

Table 1 Generic Landscape Designations

Scale	***Designation***	***Description***
International	World Heritage Site	Unique site, features or areas of international importance with settings of very high quality
National	National Parks, Areas of Outstanding Natural Beauty (AONB's), Grade I and II* Listed Buildings, Scheduled Ancient Monuments	Sites, features or areas of national importance with settings of high quality
Regional	Special Landscape Areas, Areas of Great Landscape Value, Conservation Areas, Long Distance Footpaths	Sites, features or areas of regional importance with intact character.
District	Areas of Local Landscape Importance	Sites, features or areas of district importance
Local	Public Rights of Way	General countryside area valued at the local area.

Susceptibility is defined in the GLVIA as 'The ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences'.

Sensitivity is defined in the GLVIA as: 'A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor.'
When assessing sensitivity, the condition of the landscape and the capacity to accommodate change of the type proposed must also be considered.
Landscape quality (or condition) is defined in the GLVIA as: '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.'
For example, part of an AONB in poor condition may be of a lesser sensitivity than the area as a whole, and conversely a landscape with no designation may be of higher sensitivity than the area as a whole. Alternatively, a landscape with no designation may be of higher sensitivity than would be normally expected due to the demonstrable high importance placed on it by the local community.
The criteria used to assess sensitivity of landscape receptors are set out in Table 2.

Table 2 Sensitivity of Landscape Receptors

Sensitivity	***Criteria***
High	An area possessing a particularly distinctive sense of place, in good condition or highly valued for its scenic quality and/or landscape character, a landscape with low tolerance to change of the type proposed.
Medium	An area with a clearly defined sense of place and/or character in at least moderate condition, or valued at a regional or district level, a landscape which is partially tolerant to change of the type proposed.
Low	An area with a weak sense of place, and/or landscape character in poor condition, not particularly valued, as an area that is tolerant of substantial change of the type proposed.

Magnitude of Landscape Impact

The magnitude of effect is defined in the GLVIA as: 'A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration.'
The criteria used to assess the magnitude of landscape impacts are based upon the amount of change that will occur as a result of the proposals as set out in Table 3 which is based on best practice examples and experience.

Table 3: Magnitude of Landscape Impact

Landscape Impact	***Criteria***
Substantial adverse	The proposals will be a total variance with the landscape character, landform, scale, pattern and features of the landscape.
Moderate adverse	The proposals will be clearly at odds with the landscape character, landform, scale, pattern and features of the landscape.
Minor adverse	The proposals will not quite fit into the landscape character, landform, scale, pattern and features of the landscape.
Negligible impact	The proposals will create a barely discernible change to the landscape character, landform, scale, pattern and features of the landscape.
Minor beneficial	The proposals will achieve a degree of fit with the landscape character, landform, scale, pattern and features of the landscape and go some way towards improving the condition or character of the landscape.
Moderate beneficial	The proposals will fit well into the landscape character, landform, scale, pattern and features of the landscape or would noticeably improve the condition or character of the landscape.
Substantial beneficial	The proposals will totally accord with the landscape character, landform, scale, pattern and features of the landscape or would restore, recreate or permanently benefit the condition or character of the landscape.

Criteria for Visual Impacts

Visual receptors are defined in the GLVIA as 'Individuals and/or defined groups of people who have the potential to be affected by a proposal.' These include views publicly available to users of public rights of way, other outdoor recreational facilities and people travelling through the landscape,
The sensitivity of visual receptors depends on a number of factors, including:

- The location and context of a viewpoint;
- The expectations and activity of the viewer;
- The number of people affected;
- The popularity of the viewpoint, its appearance in guidebooks, literature or art, on tourists maps and the facilities provided for its enjoyment;
- The sense of remoteness;
- The quality and rarity of the view; and
- Impacts on the skyline.

The sensitivity of visual receptors is assessed as set out in the table below by reference to the nature of the viewer:

Sensitivity of Visual Receptors

Sensitivity	***Criteria***
High	Viewers with a proprietary or particular interest in their visual environment and/or prolonged viewing opportunities and/or open to many viewers, for example visitors to important buildings or landscape.
Medium	Viewers with a moderate interest in their visual environment, for example users of local parks, open space facilities, walkers on footpaths or streets.
low	Viewers with passing or momentary interest in everyday surroundings, for example motorists or people at their place of work whose attention is focussed on other activities and are therefore less susceptible to change.

Magnitude of Visual Impacts

The following criteria have been adopted to assess the magnitude of visual impact, based on the degree of change to the view or its composition.

Table 5 Magnitude of Visual Impact

Category	***Criteria***
Substantial adverse	The proposals will cause a dominant or complete adverse change to the composition of the view, the appreciation of the landscape character or the ability to take or enjoy the view.
Moderate adverse	The proposals will cause a clearly noticeable adverse change to the view, which would have some affect on the composition, the appreciation of landscape character of the ability to take or enjoy the view.
Minor adverse	The proposals will cause a perceptible adverse change to the view, which would not materially affect the composition, the appreciation of landscape character of the ability to take or enjoy the view.
Negligible	The proposals will cause a barely perceptible change to the view, which would not affect the composition, the appreciation of landscape character of the ability to take or enjoy or enjoy the view.
Minor beneficial	The proposals will cause a perceptible beneficial change to the view, which should not materially affect the composition, the appreciation of landscape character or the ability to take or enjoy the view.
Moderate beneficial	The proposals will cause a clearly noticeable beneficial change to the view, which would have some affect on the composition, the appreciation of landscape character or the ability to take or enjoy the view

Substantial beneficial	The proposals will cause a dominant or complete beneficial change to the composition of the view, the appreciation of the landscape character or the ability to take or enjoy the view.

Other terminology

Duration

A1.19 The following terminology is used to describe the duration of the proposals:

Short term	during the construction period
Medium-term	at the completion of the proposals
Long-term	over 15 years following completion

A1.20 Impacts or benefits may be temporary or permanent. For example, visual impacts arising from construction activities may be limited solely to the construction period and therefore only temporary.

Distance of Views

A1.21 The following terminology is used to describe the approximate distance between the viewer and the proposals:

Local views	under 0.5km
Medium-distance views	0.5-1.5km
Long-distance views	over 1.5km

Type of View and Number of Viewers

A1.22 The type of view and number of viewers are described in the following terms:
Glimpsed/Filtered/Oblique/Framed/Open Views;
Few/Moderate/Many Viewers.

Significance of Impacts

A1.23 Significance is defined in the GLVIA as "A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic"

A1.24 By combining the sensitivity of the receptor with the magnitude of predicted change an assessment of the significance of the impact can be made. This is done using a three-stage process.

A1.25 The sensitivity of the landscape resource and visual receptors is assessed first. This is followed by an assessment of the magnitude of landscape and visual impacts. Finally, the significance of landscape and visual impacts is assessed in relation to both the sensitivity of the receptors and magnitude of impacts. For example, even a moderate impact on highly sensitive receptor is likely to be significant, whereas moderate impact on a receptor of low sensitivity may not be significant.

A1.26 The following scale and terminology is used to describe the significance of impacts:
Major – Significant change in environmental conditions causing breaches of legislation or exceeding of statutory objectives. Likely to impact on resource/receptor designated as being of national or international importance. Likely to affect a large number of people on a permanent basis.

Moderate – Change which is unlikely to cause a breach of legislation but likely to impact on resource/receptor of regional or local importance. Likely to affect a small number of people on a permanent basis.

Minor – A change to environmental conditions may occur but is unlikely to be damaging either to the local environment or to people. Likely to have a temporary impact on a small number of people.

A1.27 The matrix shown in Table 6 below has been adopted to inform the assessment of the significance of both landscape and visual impacts, derived from principles in the "Guidelines for Landscape and Visual Assessment" and professional experience.

Table 6 – Matrix of Landscape or Visual Significance

Magnitude of change/sensitivity of receptor	Substantial adverse or beneficial impact	Moderate adverse or beneficial impact	Minor adverse or beneficial impact	Negligible impact
High	*Major*	*Moderate*	*Minor*	*Minor*
Medium	*Moderate*	*Minor*	*Minor*	*Neutral*
Low	*Minor*	*Minor*	*Neutral*	*Neutral*