

**SHARCOTT PENNINGS FARM, WILCOT ROAD,
PEWSEY, WILTSHIRE**

**LANDSCAPE AND VISUAL APPRAISAL
FOR
PROPOSED AGRICULTURAL BARN AND DIRTY WATER LAGOON**

**On behalf of
STOWELL FARMS LTD**

August 2023

REF: 23.1679

REV:



WH Landscape Consultancy Ltd
Sandcliffe House
Northgate Street
Devizes
Wilts
SN10 1JT

t: 01380 727539

e: info@whlandscape.co.uk

APPOINTMENT

WH Landscape Consultancy Ltd (**WHLandscape**) has been appointed by Stowell Farms Ltd to undertake a Landscape and Visual Appraisal (LVA) for the proposed agricultural barn and dirty water lagoon (retrospective) at Sharcott Pennings Farm, Wilcot Road, Pewsey, Wiltshire.

WHLandscape has an established track record of appraising 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 appraisal has been undertaken by: Will Harley BSc (Hons) CMLI

Checked by: George Harley BA (Hons) MA CMLI

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1. INTRODUCTION

1.1 This LVA provides an appraisal of the landscape and visual effects associated with the proposed development of a cattle barn and dirty water lagoon (retrospective) at Sharcott Pennings Farm, Wilcot Road, Pewsey, Wiltshire. The site is in the administrative area of Wiltshire Council, specifically Wiltshire Council Eastern Area, and is located within the North Wessex Downs Area of Outstanding Natural Beauty (AONB). The findings of the appraisal 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 the construction of the barn and lagoon within the existing densely landscaped boundaries of Sharcott Pennings Farm. The development of the site will involve the following:

- The construction of a dirty water lagoon on the southern side of the site between the proposed cattle barn and the boundary hedge. It will measure 30m east to west and 12 metres north to south and will be located below ground level. The lagoon will hold the yard drainage and effluent before it is pumped into the approved new digestate lagoon (PL/2021/05781)
- The existing slurry reservoir will be filled in and the new cattle barn erected on its site.
- The cattle barn will be the fifth on the site that was originally developed with the probable extension in mind. The building is the same as buildings 2, 3 and 4 already constructed on the site, building 1 is slightly reduced in length. The barn will therefore be 84.00m in length and 31.00m wide, with a ridge height of a little over 9.00m.
- The barn will have largely open sides with partially Yorkshire boarded gabled ends. Roofing will be of profiled metal of pale grey colouration to match the existing barns.
- The proposed development also includes the creation of associated concreted access around the barn and access the lagoon.

1.3 For this report, the policy context is taken from the National Planning Policy Framework (NPPF) (2021) and the Wiltshire Core Strategy (2015). The baseline landscape character has been taken from Natural England National Character Area Profile (NCA): 116. Berkshire and Marlborough Downs (2013), the North Wessex Downs AONB Integrated Landscape Character Assessment (2002), the Wiltshire Landscape Character Assessment (2005), and the East Wiltshire (formerly Kennet District) Landscape Character Assessment (1998). Also of relevance to this project are the North Wessex Downs AONB Management Plan 2019-24 (2019) and the Kennet Landscape Conservation Strategy (2005).

2. SCOPE AND APPRAISAL METHODOLOGY

2.1 The LVA 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 LVA is a tool used to identify and appraise 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 appraised. 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 appraise 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: Soilsclapes Map (Soilsclapes)
- 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: 116. Berkshire and Marlborough Downs
- North Wessex Downs AONB Integrated Landscape Character Assessment
- Wiltshire Landscape Character Assessment
- East Wiltshire (formerly Kennet District) Landscape Character Assessment (1998).

Additional Documents

- North Wessex Downs AONB Management Plan 2019-24
- Kennet Landscape Conservation Strategy (2005).

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 through 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.

Landscape Receptors

2.3.7 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

2.3.8 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 APPRAISAL OF LANDSCAPE AND VISUAL EFFECTS

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

2.4.2 The appraisal 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 appraisal of the effects and, subsequently, the Nature of Effect, in a logical and well-reasoned fashion.

- Indicate suitable mitigation measures.

2.4.3 The appraisal 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 reappraised 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 LVA 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.

NATURE OF EFFECT

2.4.6 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 considered to be relevant to the application. The policies listed will be used to guide the appraisal of, 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 Furthermore, in terms of the protection given to designated landscapes Section 15, paragraphs 176 and 177, state:

Paragraph 176

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.

Paragraph 177

When considering applications for development within National Parks, the Broads and Areas of Outstanding Natural Beauty, permission should be refused for major development other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest. Consideration of such applications should include an assessment of:

- a) the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy;*
- b) the cost of, and scope for, developing outside the designated area, or meeting the need for it in some other way; and*
- c) any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.*

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, geographical and topological 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.

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

4.1.1 The site is located within the landscaped boundaries on Sharcott Pennings Farm, a dairy unit located south of the Pewsey to Wilcot Road, immediately west of Sharcott Drove (bridleway PEWS15) which separates the farm the site from the Angela Yates Memorial Playing Field immediately to the east. The farm is approximately 1km north-west of the centre of Pewsey and 1km south-east of Wilcot. In its wider context the site lies approximately 5.8km south of the town of Marlborough. It is located within a 61 hectare (ha) lowland holding and forms part of the much larger Stowell Farms which covers 809ha of chalk downland and vale floor lowlands. A further 324ha is contract farmed. Open farmland defines the site's western boundary; to the north, beyond Wilcot Road, is woodland; to the east are playing fields and to the south paddocks which appear to be in equestrian uses. The site is surrounded by dense tree cover along Sharcott Drove and tall hedges form all other boundaries. The land holding field boundaries along Woodborough Road to the south, Hare Street to the west and Wilcot Road to the north are all similarly hedged. The site is located at 125m Above Ordnance Datum (AOD), rising across the farm to 130m AOD on its northern edge. When originally developed from a beef unit (E/10/0071/FUL) in 2010/11 the whole Sharcott Pennings Farm development area of 6.57ha received planning permission allowing the current and previous modernisations and expansions to take place within the landscaped boundaries.

4.1.2 The entire study area falls within the North Wessex Downs AONB, which confers a national landscape designation onto the area for the purpose of conserving and enhancing natural beauty including landform, geology, biodiversity, landscape features and human settlement. Of particular relevance to this project are the unique qualities and characteristics of the North Wessex Downs AONB as identified in the North Wessex Downs AONB Integrated Landscape Character Assessment, and the aims and objectives for the landscape identified in the North Wessex Downs AONB Management Plan 2014–2019.

4.2 LANDSCAPE CHARACTER

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

- NCA: 116. Berkshire and Marlborough Downs
- North Wessex Downs AONB Integrated Landscape Character Assessment
- Wiltshire Landscape Character Assessment
- East 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.

4.2.3 The study area is covered by NCA: 116. Berkshire and Marlborough Downs, however, due to the broad level of assessment, the identified key characteristics are too general to be relevant to the site. For this appraisal, the North Wessex Downs AONB Integrated Landscape Character Assessment; Wiltshire Landscape Character Assessment and the East Wiltshire Landscape Character Assessment (the most detailed Landscape Character Assessment) will be used to help establish the site's unique landscape character as well as to determine its contribution to the landscape character and/or elements or features which define the wider landscape.

NORTH WESSEX DOWNS AONB INTEGRATED LANDSCAPE CHARACTER ASSESSMENT

4.2.4 In March 2002, The Council of Partners adopted the North Wessex Downs AONB Integrated Landscape Character Assessment. The assessment was produced by Land Use Consultants and establishes the identity of the AONB and provides a summary of the main influences on the contemporary landscape character. The Landscape Character Assessment also provides detailed information on the key issues and management requirements relevant to the AONB's specific LCT and LCA. The site falls within LCT 6: Vales, specifically LCA 6A: Pewsey Vale.

LCT 6: VALES

Location and Boundaries:

The Vales are defined topographically, and are distinct areas of lowland, almost always below 130m AOD. The transition to these low lying landscapes is often dramatic, marked by a steep scarp slope. The Vale of Pewsey, including its narrow eastern extension towards Shalbourne, separates the two main chalk upland blocks of the Downs. In addition a number of smaller areas of low lying vale landscape occur along the northern and eastern edge of the North Wessex Downs and relate to the adjacent Countryside Character area 108: Upper Thames Clay Vales.

Key Characteristics:

- *underlain by Upper Greensand, Lower Greensand and Clays, with Lower Chalk flanking the Vale sides. Soils vary according to geology, with alluvial deposits lining the watercourses;*

- *distinctive low lying landform, with a level surface in strong contrast with the adjacent higher downs;*
- *dominant 'borrowed' landscape of the adjacent high downs;*
- *threaded by numerous minor streams draining to the headwaters of the River Avon in Pewsey Vale and River Thames along the northern and eastern edge of the AONB;*
- *a rich, well watered, agricultural landscape comprising fields under both arable and pastoral production;*
- *streams, remnant waterside pastures and riparian woodlands provide variety and ecological interest;*
- *a settled landscape with a concentration of compact small towns, clustered hamlets and many dispersed residential and farm buildings;*
- *villages are comparatively well served by local services and have retained their small village schools.*

LCA 6A: PEWSEY VALE

Location and Boundaries:

The character area is a clearly defined topographic unit forming a low lying landscape separating the two chalk upland blocks of Horton Downs (1C) and Savernake Plateau (3A) to the north and Salisbury Plain (4A) to the south. Boundaries are defined topographically and follow contours along the foothills at the base of the steep scarps that rise to the north and south. The western edge is formed by the AONB boundary and the eastern boundary at the point where the Vale narrows near Marten forming the separate character area of Shalbourne Vale (6B).

Key Characteristics:

- *Upper Greensand forms the flat base of the Vale, with small areas of Gault Clay revealed on the western edge. On the flanks of the Vale are a series of low undulating foothills of Lower Chalk;*
- *broad low lying almost flat Vale - forming a vast, level open space contained and enclosed by the dramatic stark escarpments of the chalk upland to either side;*
- *varied land cover, with pasture along tributaries and arable fields enclosed by hedgerows and woodlands. The low undulating foothills are typically under cultivation with very open large scale fields;*
- *a weak hedgerow structure through much of the area with few hedgerow trees and boundaries replaced by fencing - opening up some long views;*
- *a network of water channels weave across the flat Vale floor, lined by riparian vegetation with strips of alder and willow;*

- *historic continuity in settlements with Pewsey being Saxon in origin, Wootton Rivers once being the centre of a Saxon royal estate, and villages such as Coate and All Cannings on a typical medieval layout;*
- *the Kennet and Avon Canal, with its traditional structures including bridges and locks, and the Crofton Pumping Station, plus a diverse range of recreational opportunities;*
- *the Salisbury Avon is an important chalk river. The river and its associated wetland habitats are a candidate Special Area of Conservation (SAC);*
- *densely settled with a great variety of settlement including the compact town of Pewsey on the River Avon, numerous small villages and hamlets on the foothills of the downs, plus settlement along the canal and the River Avon;*
- *built form includes soft red brick and flint, often used in decorative styles, limestone, sarsen, cob and timber frame, with roofs of straw thatch or clay tile.*

Key Issues:

- *intensive arable farming leading to loss of environmental assets particularly biodiversity by drainage and cultivation of permanent pasture, widespread loss of riparian vegetation plus nutrient run off to chalk rivers;*
- *potential changes in farming practices - including loss of livestock with some remaining Vale pastures no longer being grazed and scrub encroachment or management as horse paddocks;*
- *loss of hedgerows boundaries and particularly mature hedgerow trees, plus poor management of remaining hedgerows;*
- *localised intrusion of roads, overhead power lines and pylons all of which are highly visible in the context of this flat low lying landscape;*
- *increased traffic on the rural lane network, plus road improvements including kerbing, widening, signing and visibility splays which, in places creates a more urban landscape;*
- *need for appropriate management and enhancement of woodlands, parklands and estate landscapes;*
- *intense development pressures, particularly for new housing - impact on the character of the villages and their edges - so that settlements are less assimilated into the landscape;*
- *vulnerability to the impact development on the 'borrowed' landscape of the scarps that tower to either side of the Vale.*

WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

4.2.5 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 North 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. The site falls within LCT 15: Greensand Vale, which comprises a single LCA 15A: Vale of Pewsey.

Location and Boundaries:

The Greensand Vale Landscape Type consists of a single character area 15A: The Vale of Pewsey which runs east west across the central section of the east of the county separating the two blocks of chalk downland, Salisbury Plain to the south (character areas 3A and 3B) and 1B: Marlborough Downs and 2A: Savernake Plateau to the north. The Greensand Vale is a lowland landscape at generally less than 130m AOD and the boundaries of the type follow contours along the foothills at the base of the steep scarps that rise to north and south. The western edge is defined by contours along the slope marking the transition from Greensand to Gault clay underlying Landscape Type 11: Rolling Clay Vale to the west. The Vale of Pewsey lies largely within the North Wessex Downs AONB apart from the far west of the area round Devizes.

Key Characteristics:

- *Underlain by Upper Greensand with a series of low undulating foothills of Lower Chalk flanking the vale sides.*
- *Broad, low lying, level vale, becoming gently undulating as it narrows to the east.*
- *Contained and enclosed by the dramatic escarpments of chalk upland to either side.*
- *Varied land cover with pasture along tributaries and arable in medium to large fields enclosed by hedgerows.*
- *Chalk foothills in arable land use with very open large scale fields.*
- *Weak hedgerow structure with few hedgerow trees and boundaries replaced by fencing.*
- *Threaded by numerous minor streams draining to the headwaters of the River Avon, lined by riparian vegetation with strips of alder and willow and some important wetland habitats - meadow, marsh and wet woodland.*
- *A settled landscape with compact small towns, clustered villages, hamlets and many dispersed residential and farm buildings.*
- *Built form includes soft red brick and flint, often used in decorative styles, limestone, sarsen, cob and timber frame, with roofs of thatch or clay tile.*

Positive Landscape Features of Significance:

- *Views to dramatic scarp slopes of the Chalk Downs.*

- ***Network of minor waterways with waterside pastures and riparian woodlands add variety and biodiversity value.***
- ***The Salisbury Avon, an ecologically important chalk river.***
- ***Continuity in settlement pattern of numerous nucleated villages and scattered farmsteads dating from Saxon and medieval times.***
- ***Variety of locally produced building materials such as brick, flint and stone, often combined to decorative effect.***
- ***The Kennet and Avon Canal with its traditional structures including bridges and locks.***

Strength of Character:

The Greensand Vale Landscape Type is moderate in strength of character. The vale is highly settled yet still agrarian in character however the effects of intensive arable farming in reducing the variety and richness of the area's vegetation particularly wet woodland and permanent pasture and the loss of hedgerows have weakened its rural character. This has also been affected by urbanisation of lanes through introducing kerbs and signage, the visual influence of pylons and power lines and of unsympathetic modern development on the edges of settlements.

EAST WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

4.2.6 In 1998, Atlantic Consultants, on behalf of Kennet District Council (now the East Wiltshire region of Wiltshire Council), published the Kennet Landscape Character Assessment (East Wiltshire Landscape Character Assessment). The document was used as a basis for the Wiltshire County Landscape Character Assessment and the North Wessex Downs AONB Integrated Landscape Character Assessment. The site falls within LCA 9: Vale of Pewsey, specifically LCT: Open Arable or Mixed Farmland. This LCT, is categorised, in the assessment of LCA 9, under the heading Vale Floor Farmland.

LCA 9: VALE OF PEWSEY

Overview:

The Vale of Pewsey forms a broad, low-lying landscape unit separating the two main chalk upland blocks of the Marlborough Downs and Salisbury Plain to the north and south. It is dominated by intensive agriculture. and characterised by a mixed pattern of farmland, woodland and hedgerows. The Vale has for hundreds of years been the economic heart of the Kennet District area, and encompasses the great majority of the settlements in the District. These have developed in the rich and sheltered agricultural land present.

Landscape and Visual Character:

The flanks of the Vale retain the wide open character found on many of the upland chalk areas, where intensive arable farming dominates. These create long views east and west along the Vale, while views north-south, except from more elevated positions, are interrupted by hedgerow trees and small blocks of woodland. The core areas of the Vale are generally better vegetated with more enclosed fields, although many areas remain with very large fields and a weak or declining hedgerow structure. Landscape quality is enhanced in a number of locations by attractive parkland and areas of estate farmland. Areas of pasture on the Vale floor, particularly those associated with the catchment of the Avon, are very attractive where they pass through enclosed farmland, but become less well defined within open arable areas.

Key Landmarks and Landscape Features:

- *The Kennet and Avon canal;*
- *Pylons and power lines along the Vale, and particularly prominent near Pewsey;*
- *High points on the chalk scarp to the north, e.g. Martinsell Hill;*
- *The railway*

VALE FLOOR FARMLAND

Key Characteristics:

- *Typical of the base of the Vale of Pewsey, generally flat and level;*
- *may be associated with areas of riparian character including both watercourses and areas of very flat drained land.*
- *weak structure - mix of permanent and reseeded pasture with weak hedgerow structure, either as a result of hedgerow removal over a period of time, or poorly maintained hedges;*
- *intact structure - mix of permanent and reseeded pasture with a good hedgerow structure, and the presence of mature trees both within hedges and as riparian features, notably willow and alder;*
- *pastoral, intimate character with low intervisibility.*

4.3 THE STUDY AREA

4.3.1 Topographically the area is defined by the low lying vale floor of Pewsey Vale. The more elevated areas of the scarps were formed over various bedrocks of chalk formation, which fall away to the south into Upper Greensand Formation – Sandstone, Glauconitic of the Vale floor. The high point of the study area is 142m AOD a short distance to the north-west of Sharcott Pennings Farm on Wilcot Road

at its junction with Hare Streets. The low point is at 106m AOD approximately 1km south of the site along the River Avon tributary at East Sharcott.

4.3.2 The soil types present within the study area broadly reflect the bedrock geology of the area, with shallow lime-rich soils over chalk or limestone generally being located on the steep scarp slopes, and freely draining slightly acid loamy soils being located on the lower areas of the vale floor. The majority of the study area has been identified as Agricultural Land Classification Grade 1 (Excellent), with an area of ALC Grade 2 (Very Good) around its periphery, and ALC Grade 3 (Good to Moderate) and ALC Grade 4 along parts of the River Avon tributaries.

4.3.3 The prevailing landuse is agricultural, with a mix of large arable and pastoral fields, interspersed with residential and agricultural development, woodland and recreational facilities. Hedgerow structure across the study area is strong, with hedgerows being complete and well-maintained. Sharcott Drove is an example of field boundary with mature trees and dense hedging. The study area has several areas of woodland, the majority of which follow the River Avon tributaries and comprise native riparian species. The exception is the conifer dominated woodland block immediately north of Sharcott Pennings Farm.

4.4.4 As well as the North Wessex Downs Area of Outstanding Natural Beauty designation, the study area has no local landscape designations. There are a few natural environment designations, including the Sites of Special Scientific Interest (SSSI) at Jones's Mill and parts of the River Avon System SSSI at East Sharcott. There are County Wildlife sites on parts of the River Avon network through Pewsey and along the channel route of the Kennet and Avon Canal. There are a number of Tree Preservation Orders (TPO) within the study area most of which fall within Pewsey and Wilcot, although one very large oak tree on Wilcot Road adjacent to the Angela Yates Memorial Playing Field is covered by a TPO. None of the trees close to the site is TPO protected.

4.3.5 Field patterns in the area generally reflect the Parliamentary Enclosure Acts of the 18th and 19th centuries, however there are some examples of more sinuous field boundaries which reflect medieval enclosure. The study area contains a number of Grade II Listed structures, primarily within the Pewsey and Wilcot, the closest of which are the cemetery on the Wilcot Road/Woodborough Road junction in Pewsey and the former hospital buildings opposite. However, there are two Grade II* listed structures, *Wilcot Manor House* and the *Church of the Holy Cross*, within Wilcot (to the south).

4.3.6 Settlement pattern in the study area is quite extensive, with the larger settlements of Pewsey to the south-east and Wilcot to the north-west, and numerous individual houses and farms scattered across the study area. Building materials are generally typical of the period in which it was constructed, however dominant building materials include soft red brick, flint, limestone, sarsen, and cob and timber frames, with roofs generally of straw thatch or clay tiles, but modern farm buildings are purely functional and make use of steel framework, concrete and timber elevations and cement or metal profile sheeting roofing.

4.3.7 Access through the study area is largely provided by the A345 running on a roughly north/south axis to the east of the study area between Marlborough and Pewsey in the north and south respectively. There are also several more minor roads including Wilcot Road (others are unnamed) and Woodborough Road which connect Pewsey with the villages, hamlets and farmsteads in the area. The Berks and Hants railway line crosses the southern edge of the study area close to the village of Pewsey, providing rail links to London and the West Country.

4.3.8 Pedestrian access through the study area is defined by a number of footpaths and bridleways. The most notable of which is the Pewsey Avon Trail which cuts across the south-east corner of the study area. The Kennet and Avon Canal to the north is a popular recreational route both for boat users and those walking or cycling the towpath. The closest Public Right of Way (PRoW) is Bridleway PEWS15 (Sharcott Drove) which borders the eastern site boundary and connects into Sustrans Route 4 along Woodborough Road.

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 Significance 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 significantly and/or adversely affected by the proposals. Moreover, where there are Significant and/or Adverse effects on specific receptors, this does not mean that there will be Significant Adverse effects on the study area as a whole.

LANDSCAPE VALUE

4.4.3 The study area is a landscape of high scenic quality, something that has been recognised by its inclusion within the North Wessex Downs AONB, which confers a national statutory landscape designation onto the landscape. However, there are some detracting features such as the floodlights on the Angela Yates Memorial Playing Field; the modern housing estates surrounding Pewsey; and the Sharcott Pennings Farm complex.

4.4.4 Overall the value of the landscape is *High*, which means that it is a ‘valued landscape’ under Section 15, Paragraph 174, Bullet Point a), of the NPPF.

LANDSCAPE RECEPTORS

4.4.5 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 which define the landscape in which the site is located, including:
 - ♦ Local character.
 - ♦ The character of the North Wessex Downs AONB.
- 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

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

- Roads: Wilcot Road, Hare Street, Woodborough Road.
- Bridleway: PEWS15 Sharcott Drove.
- Berks and Hants Railway at East Sharcott.
- Pewsey Hill.
- Residential properties in the vicinity of the site.

LEVEL OF EFFECT

4.4.7 As the site is located in a ‘valued landscape’, and covered by a national landscape designation. As well as there being specific requirements of development in respect of character, an appraisal will be carried out to determine the overall Level of Effect of the development proposals in terms of both the landscape resource and the visual amenity of the study area.

4.4.8 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 level adverse effects on specific receptors, this does not automatically mean that there will be high level adverse effects on the study area as a whole.

4.4.9 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 1. 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 1: Level of Effect as a Correlation of Sensitivity and Magnitude, Applicable to the Landscape Resource and Visual Amenity

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

5. LANDSCAPE AND VISUAL APPRAISAL

5.1 LANDSCAPE APPRAISAL

5.1.1 The Landscape Value of the study area as a whole is *High* due to its inclusion within the North Wessex Downs AONB, which confers a national statutory landscape designation onto the landscape. The overall Susceptibility to Change of the application site as a component of the landscape is considered *Low*, in respect of the development proposed, as the site was prepared to accept a building in the location proposed and a lagoon to the south when permission for the dairy unit was originally granted. Sharcott Pennings Farm has an established built form context and thus the proposed development is well contained within the built form context. As such, the Overall Landscape Sensitivity of the development area within the surrounding landscape is *Medium*.

5.1.2 The site is typical of the dispersed farms which characterise the Vale of Pewsey and thus represents a specific feature defined as a key characteristic of the study area and thus this part of the AONB. In terms of the site's contribution to the unique character of the Vale of Pewsey, Sharcott Pennings Farm has been designed to be as unintrusive as possible in the wider landscape. Like many other areas of built form in the central Vale of Pewsey it is contained by dense hedges and mature native trees, which break up views and integrate development into the wider landscape, such that trees, hedges and pastures are dominant to the subservient built form.

5.1.3 Due to the type of development proposed, post-development the site will be entirely in keeping with the site's established character, despite representing an increase in built form. This follows one of the Implementation Principles for the Vale of Pewsey identified in the Kennet Landscape Conservation Strategy, which states that: "Agricultural development, or development which is essential for the rural economy, must respect the topography of the area and be located in association with existing buildings. It will be landscaped using the planting of indigenous tree and hedge species."

5.1.4 While the on-site built form will increase, any value the land previously had in respect of the historic landscape would have been prior to its current agricultural use, specifically before the development of the associated built form at Sharcott Pennings Farm. Furthermore, as previously stated, the proposed development is entirely in keeping with the character of the receiving landscape. Therefore, the proposals will have no effect on the prevailing character of the historic landscape, in particular the historic field patterns.

5.1.5 There will be no loss of fields, trees or hedges resulting from the proposed development. It is acknowledged that the retained vegetation will play a key role in creating a setting for the development as well as being an important landscape feature of Sharcott Pennings Farm. The current landscaped farm boundaries were established with the original development of the dairy unit in 2010/11 and provide mitigation and a well-defined setting, which is more than adequate to provide containment and mitigation for the proposed barn and lagoon. They tie into the mature tree belt along Sharcott Drove and form a distinct landscape feature which is consistent with the character of the Vale of Pewsey.

5.1.6 The development proposals will not conflict with the relevant key issues, strategies, objectives and policies identified across the relevant Character Assessments, and the North Wessex Downs AONB Management Plan 2019–24. Policy RLM 10 of the Management Plan states: “Support investment in new agricultural infrastructure and redevelopment of farm buildings where it increases the sustainability of local businesses and aligns with AONB purposes.” The proposals are designed to ensure that they take account of the requirements of RLM 10 at the same time as ensuring that they do not fall foul of Planning Key Issue n) which raises concern regarding: “Substantial new farm buildings where unjustified, poorly designed and or located in exposed locations.” The proposed development is not representative of this, as it will see the creation of a development that is in keeping with the receiving landscape and is in a sustainable and well-contained location.

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 not represent a change in landuse at the site, which is an established dairy unit located in a well-managed landscaped setting. As such there will be little change to the site’s baseline condition. In terms of the landscape resource as a whole, the Overall Magnitude of Landscape Effect is *Negligible*. The development proposals have an Overall Level of Landscape Effect of *Minor*.

5.1.8 The development will not be prominent nor significantly detract from the surrounding landscape, with the barn being of a style and layout that is commensurate with the prevailing character of the farm. As such, the Overall Nature of Landscape Effect of the proposed development is *Neutral*. The current established landscaped boundaries to Sharcott Pennings Farm provide full integration of the proposed development within its rural setting.

5.2 VISUAL APPRAISAL

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 of the development and the prevailing topography and land cover. All 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 appraisal, close views are between 0m – 500m from the proposed development, medium views are between 500m – 1000m, and long views from further than 1000m. Where appropriate, specific viewpoints have been organised into groups to help better determine the visual impact of the proposed development. Views are representative and not totally exclusive. (See Appendix 2: Viewpoint Photographs for enlarged copies of the selected viewpoints).

5.2.3 The Viewpoints were visited in August 2023 when leaf cover was at a maximum. 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 appraisal 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.

VIEWPOINT 1

Approximate distance from site: 245m

OS map elevation: Approximately 130m AOD



Close distance view south from the Wilcot Road entrance into Sharcott Pennings Farm. In this view dense vegetation obscures all views of the farm buildings. The proposed development is located behind the existing buildings and will not be seen at all from Wilcot Road.

VIEWPOINT 2

Approximate distance from site: 310m

OS map elevation: 126m AOD spot height



Close distance view west through the eastern gateway into the Angela Yates Memorial Playing Field. During the summer months the Sharcott Pennings Farm barns, including that proposed, are all-but obscured by the oak trees along Sharcott Drove.

During the winter months, strongly filtered views of the gable ends of the buildings will be more visible, but strongly filtered by the intervening trees. The proposed barn will remain particularly well screened, being located further back from the tree belt in an area where it is especially dense.

Playing field usage and the prominent floodlighting will ensure that the farm buildings remain subservient features in the background throughout the year.

VIEWPOINT 3

Approximate distance from site: 190m

OS map elevation: Between 120-125m AOD

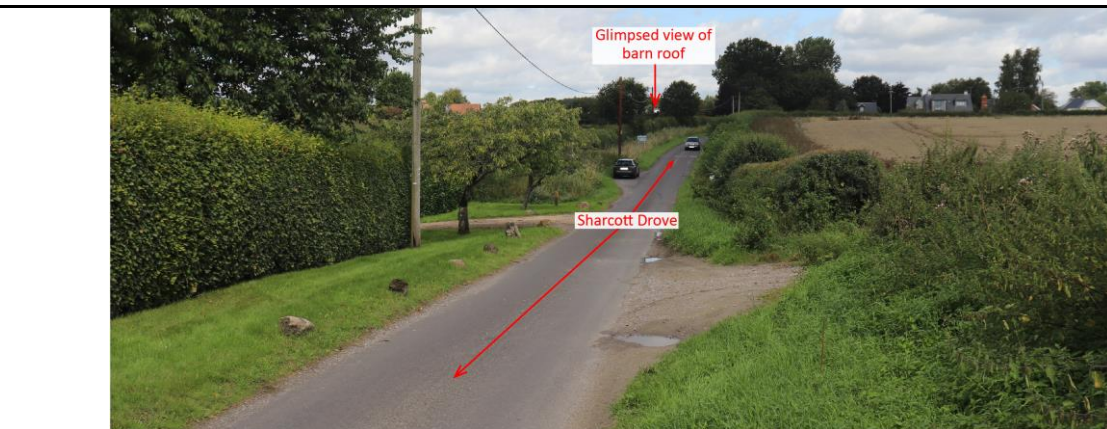


Close distance view north-west, taken through a gateway on Sharcott Drove. Dense tree cover and mature, tall hedges obscure all views of the dairy buildings. Seasonality will have a limited effect on views due to the density of the vegetation and the limited number of viewpoints in which the farm buildings can be seen.

VIEWPOINT 4

Approximate distance from site: 55m

OS map elevation: Between 150-155m AOD



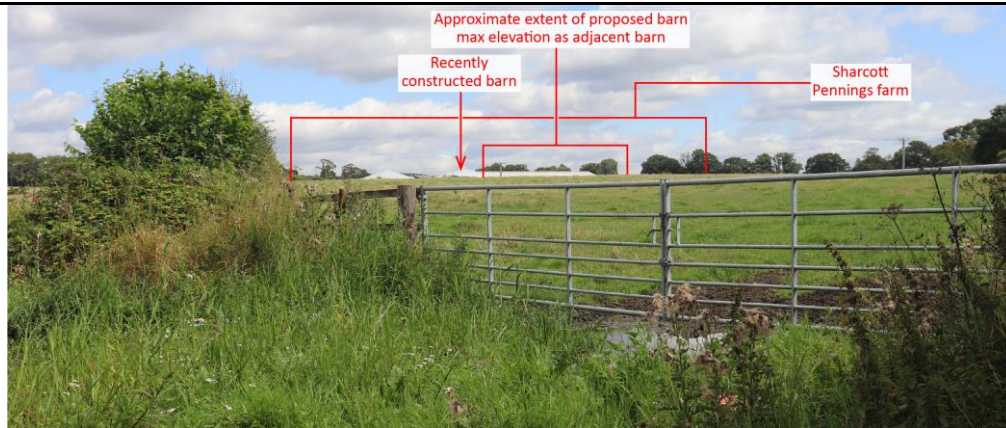
Medium distance view north from Sharcott Drove as it enters East Sharcott, by the railway bridge. There are very strongly filtered horizontal views into Sharcott Pennings Farm, such that only the roof the most recent barn can be seen, but only a small section is visible. Views from trains passing on the railway embankment are likely to be more open but are of very short duration due to the speed of the trains and the short length of the embankment.

Winter views will be more open, due to the lack of leaf cover, but will remain partial and strongly filtered.

VIEWPOINT 5

Approximate distance from site: 505m

OS map elevation: 115m AOD



Medium distance view north-east, taken through a gateway on Woodborough Road (Sustrans Route 4). Woodborough Road is hedged with a tall, dense hedge and there are very few views through it, even in winter views remain strongly filtered, such that receptors will not be particularly aware of the farm buildings.

Through the gateway only the roof of the newly constructed barn and the methane extraction plant are visible. The roof of the proposed barn will likewise be visible, but it will be no more prominent than the existing structures.

VIEWPOINT 6

Approximate distance from site: 765m

OS map elevation: Between 120-125m AOD



Medium distance view east, taken through a gateway on Hare Street. Hare Street is very well treed and hedged and often runs in a cutting, therefore views out from the road are extremely limited and where they do occur, landform and hedge cover obscures views of Sharcott Pennings Farm.

Seasonality will have no effect on this view or any views from Hare Street.

VIEWPOINT 7

Approximate distance from site: 2970m

OS map elevation: 160m AOD



Long distance view north-west from Pewsey Hill. This view is representative of views from public view points along the northern scarp of Salisbury Plain. At a distance of around 3km Sharcott Pennings Farm is visible to varying degrees, but in all cases is a very small element in a vast panorama. The most prominent elements are the two methane extractor units, which are located slightly to the west of the barns. The proposed barn will be barely distinguishable in this view, being largely screened in the summer month.

Seasonality will mean that slightly more of the farm will be visible in the winter months but will remain a small element in the view. The proposed barn will remain, at this distance, indistinguishable from the existing barns.

POTENTIAL RESIDENTIAL VIEWS (NOT RECORDED)

5.2.4 There are limited potential residential views from within the study area. It has not been possible to record these representatively due to a lack of public access. These include strongly filtered seasonal views from the properties to the west of Sharcott Drove on Woodborough Road and adjacent to the railway bridge on Sharcott Drove towards East Sharcott. Additionally, there are potential upper storey views toward the site at Little Abbots on Hare Street west of Sharcott Pennings Farm. None of the potential residential views is likely to have any more than a very limited visual effects due the landform and vegetation within the locality.

SUMMARY OF VISUAL EFFECTS

5.2.5 The Overall Visual Sensitivity of the study area is considered *Medium*, taking account of the AONB designation, but also the fact that the majority of the potential viewpoints are from roads, the railway and recreational facilities, from where the receptor will not be focussed on the appreciation of the landscape. The major exception being views from the Salisbury Plain northern scarp slope.

5.2.6 Due to the topography and vegetation cover of the area, the visual envelope of the development is varied, being well contained within the Vale of Pewsey but overlooked from the scarp, several kilometres to the south. However, these long-distance views are either partial, or strongly filtered and at such a distance that the proposed barn will be imperceptible in the context of the farm development. Furthermore, Sharcott Pennings Farm forms a very small element in a wide panorama of the Vale of Pewsey, when viewed from higher elevations, such that the receptor is unlikely to focus on the dairy unit which is not unduly prominent.

5.2.7 There will be no views of the proposed development where existing built form is not already seen, with the new development being located adjacent to existing buildings and slurry storage facilities. The development relates directly to the existing form and function of the dairy unit and is contained as a result of the screening provided by the surrounding tree and hedge cover.

5.2.8 Therefore, where visible, the proposed development will be seen in the context of the existing Sharcott Pennings Farm dairy, with the proposals not affecting the established visual character of the study area as a whole. Overall, the development will not be obviously visible in the landscape, with the site being screened by landform and vegetation within the Vale of Pewsey. As such the Overall Magnitude of Visual Change is *Negligible*, resulting in the Overall Level of Visual Effect being *Minor*.

5.2.9 Change resulting from the proposed development will not be readily visible. As such the Overall Nature of Visual Effect of the proposed development will be *Neutral*. In this case the new development is already suitably mitigated by the peripheral trees, shrubs and hedges planted when the original dairy permission was implemented.

5.3 CONSTRUCTION EFFECTS

5.3.1 During construction, plant and materials may be visible. 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. Appropriate storage of construction materials and equipment will help minimise any effects during construction and maintain the vegetation cover.

6. RECOMMENDATIONS AND CONCLUSIONS

6.1 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 proposed development at the site, will have a notable effect the character of the study area, in particular the unique character of the Vale of Pewsey, as well as the wider landscape of the North Wessex Downs AONB. Key mitigating factors to be considered are the established built form context of the site and its containment by the planting undertaken following the implementation of the Approved Landscape Scheme (Condition No. 6 of E/10/0071/FUL) for the initial phase of the dairy unit development (See Appendix 3).

6.2 As a result it is not considered that any further mitigating planting is required. The Overall Level of Effect of the proposed development is considered to be *Minor*, with very limited visual changes outside the Sharcott Pennings Farm complex.

6.3 LANDSCAPE STRATEGY

6.3.1 The following recommendations are appropriate to reduce the level of the potential landscape and visual effects of the proposed development, with the aim being to manage and protect the existing vegetation during construction and use.

Management and Enhancement of Existing Planting:

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

6.5 CONCLUSIONS

6.5.1 As a result of the appraisal of landscape and visual effects, it has been determined that, due to the high level of containment of the proposed development and the Sharcott Pennings Farm dairy unit as a whole, the proposed development can be successfully integrated into the rural landscape of the

study area. Landscape mitigation and enhancement measures are already in place and ensure that the potential effects on landscape and visual receptors is minimal, with any adverse effects having been mitigated as far as possible through appropriate planting of indigenous trees, shrubs and hedging.

6.5.2 Taking account of the location and massing of the proposed development within an area already provided for the expansion of the dairy unit, and the ample and already maturing landscape mitigation and enhancement previously undertaken, the proposed development can be undertaken in compliance with the relevant guidance and policies in the NPPF and the Wiltshire Core Strategy, specifically Core Policies 51 and 57.

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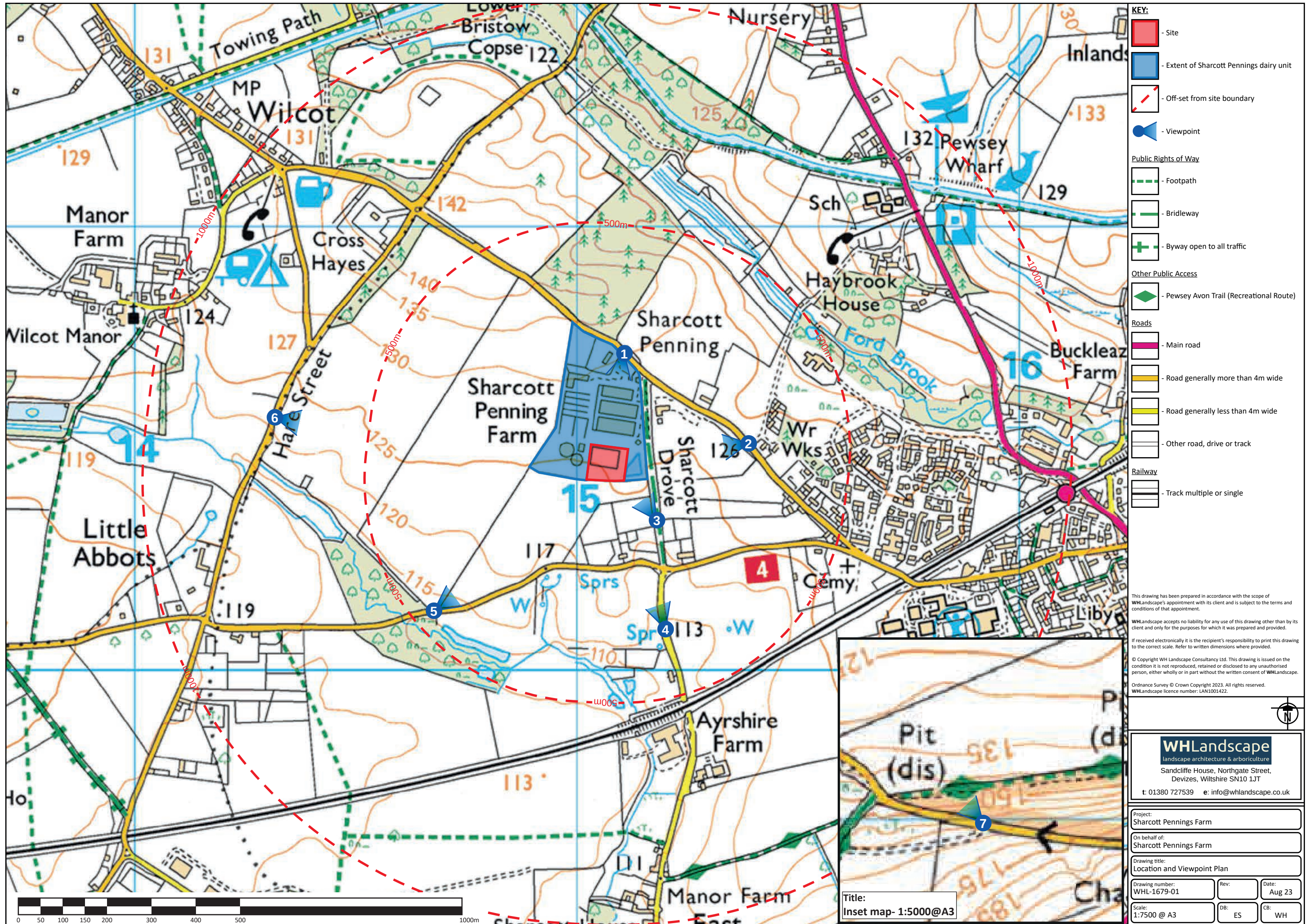
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ILLUSTRATIVE MATERIAL





KEY:



- Site



- Extent of Sharcott Pennings dairy unit

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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:
Sharcott Pennings Farm

On behalf of:
Sharcott Pennings Farm

Drawing title:
Vertical Aerial

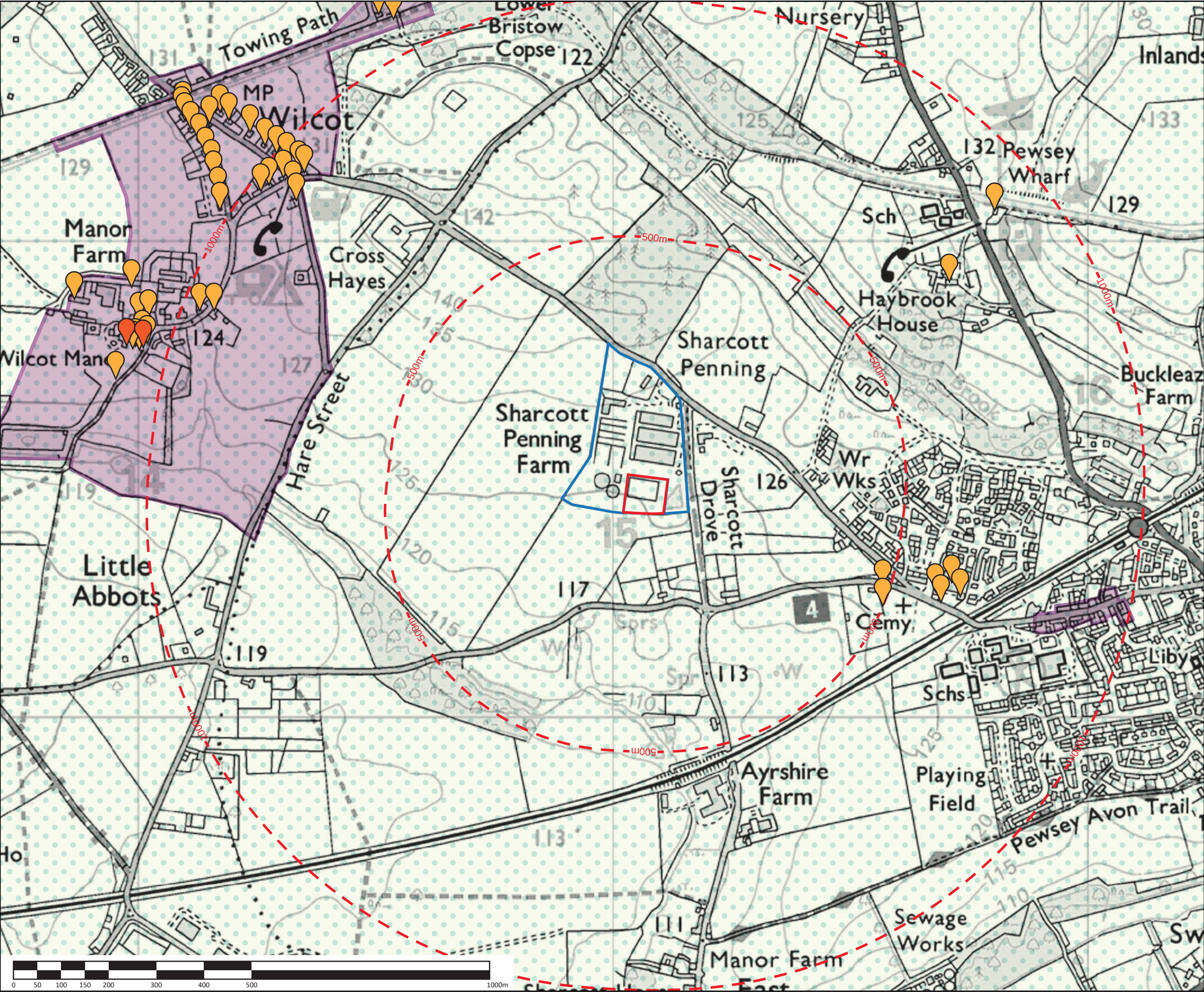
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WHL-1679-02

Rev:
Aug 23

Scale:
1:1500 @ A3

DB:
ES

CB:
WH



KEY:

- Site
- Extent of Sharcott Pennings dairy unit
- Off-set from site boundary

Statutory Designations

- North Wessex Downs AONB

Heritage Designations

- Conservation area
- Grade II* listed structure
- Grade II listed structure

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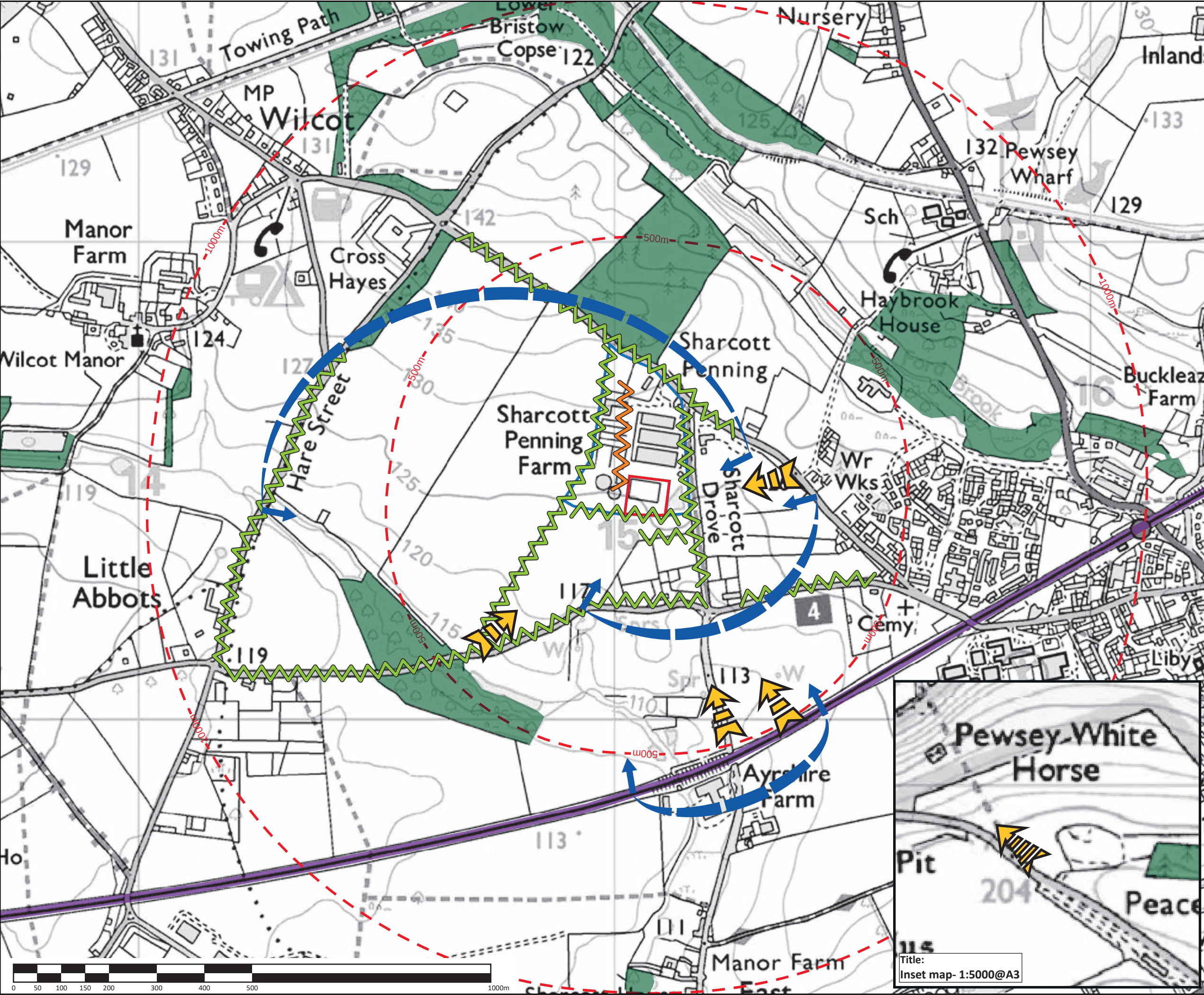
WHLandscape
landscape architecture & arboriculture
Sandcliffe House, Northgate Street,
Devizes, Wiltshire SN10 1JT
t: 01380 727539 e: info@whlandscape.co.uk

Project:
Sharcott Pennings Farm

On behalf of:
Sharcott Pennings Farm

Drawing title:
Designations

Drawing number: WHL-1679-03	Rev: ES	Date: Aug 23
Scale: 1:7500 @ A3	DB: ES	CB: WH



- KEY:**
- Site
 - Other land under applicant's control
 - Off-set from site boundary
 - Significant vegetation
 - Dense vegetation restricting views
 - Built form obscuring views
 - Railway embankment
 - Filtered partial view
 - Long distance filtered view
 - Potential local views obscured by vegetation and landform

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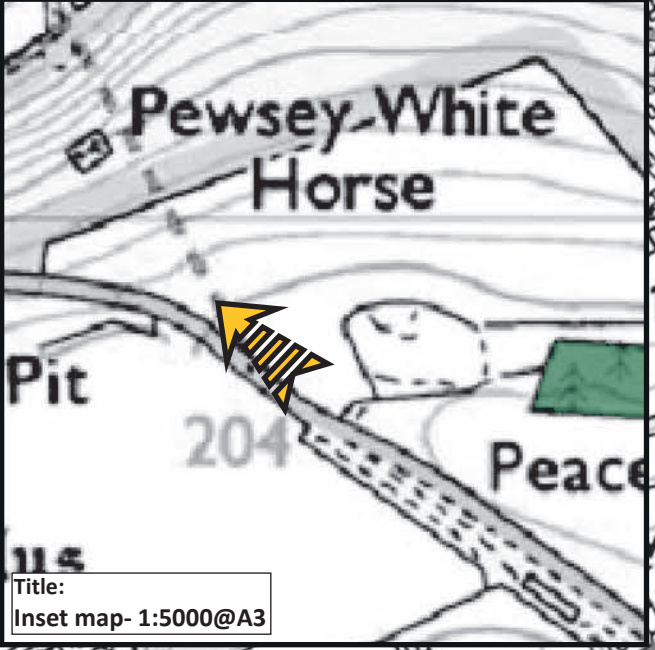
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WHLandscape
landscape architecture & arboriculture
Sandcliffe House, Northgate Street,
Devizes, Wiltshire SN10 1JT
t: 01380 727539 e: info@whlandscape.co.uk

Project: Sharcott Pennings Farm		
On behalf of: Sharcott Pennings Farm		
Drawing title: Landscape and Visual Analysis		
Drawing number: WHL-1679-04	Rev: 	Date: Aug 23
Scale: 1:7500 @ A3	DB: ES	CB: WH



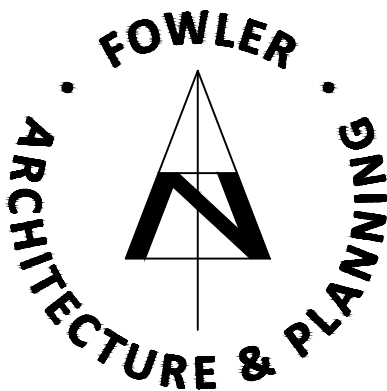
Title:
Inset map- 1:5000@A3

APPENDICES

APPENDIX 1: DEVELOPMENT PROPOSALS



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Contractors, Sub Contractors and Suppliers are to check all relevant dimensions and levels of site and buildings before commencing any shop drawings or building work.

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39 High Street
Pewsey
Wiltshire
SN9 5AF
tel (01672) 569444
enquiries@faap.co.uk

revisions

project
SHARCOTT PENNINGS FARM
Pewsey

drawing

Location Plan

scale
1:1250 @ A3

drawn by
DB

date
May '21

230327-01
drawing no

-
rev



SITE PLAN
1:500

revisions	initial	date
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project
SHARCOTT PENNING'S FARM
Pewsey

drawing
Prop Barn - site plan

scale
1:500 @A1

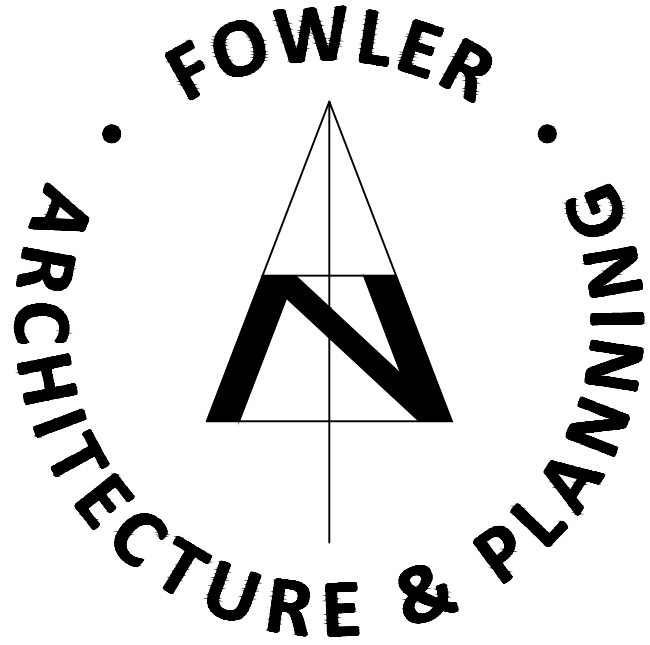
drawn by
DB

date
April 23

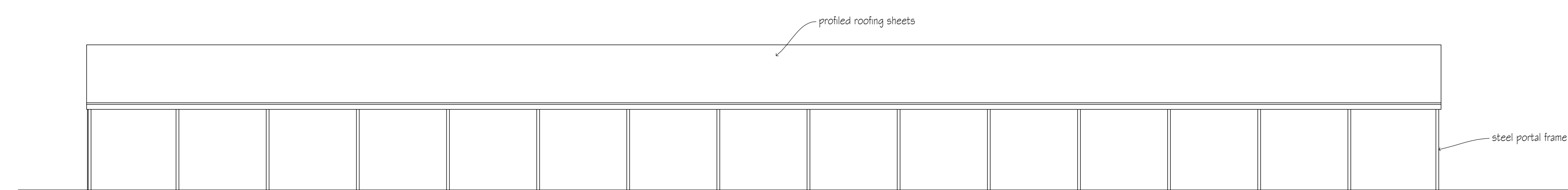
230327-03

drawing no

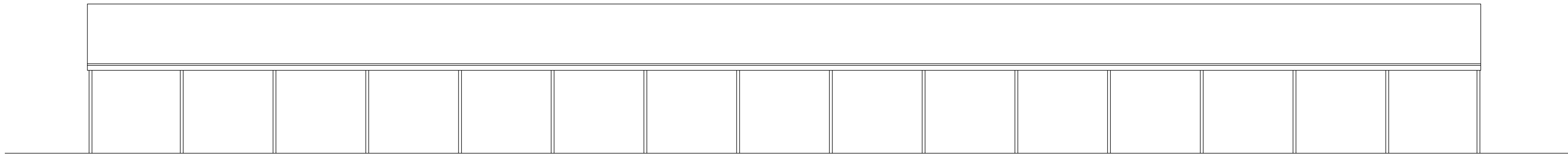
rev



39 High Street
Pewsey
Wiltshire
SN9 5AF
tel (01672) 569444
fax (01672) 569488
enquiries@faap.co.uk



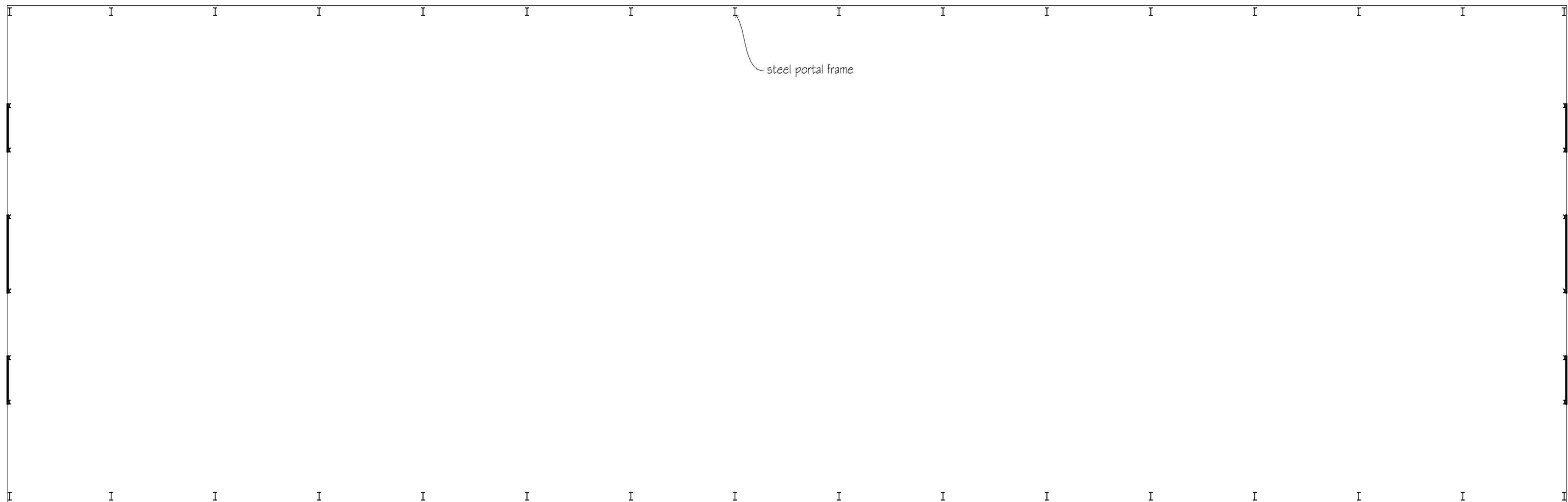
SOUTH ELEVATION
1:200



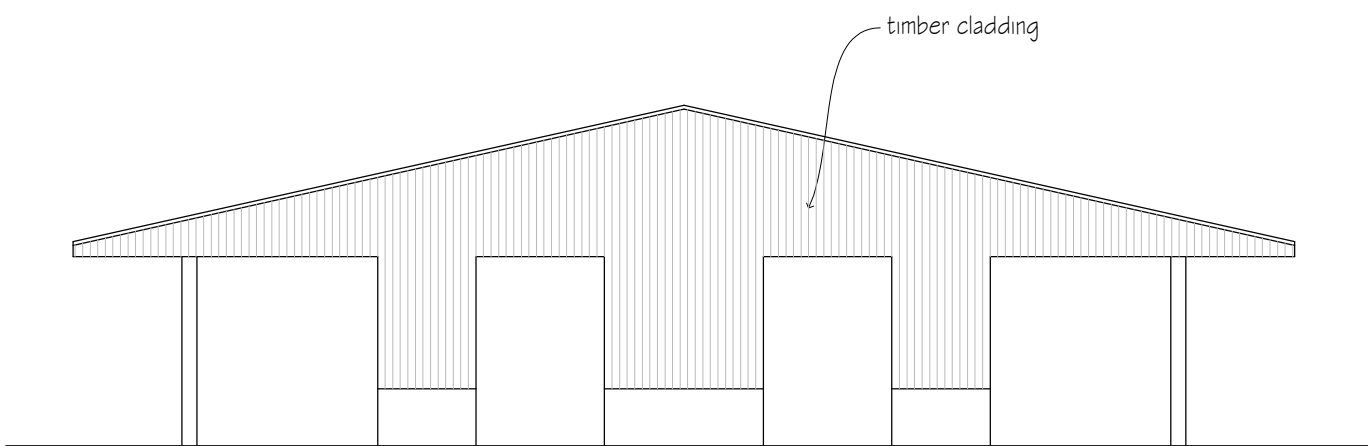
NORTH ELEVATION
1:200



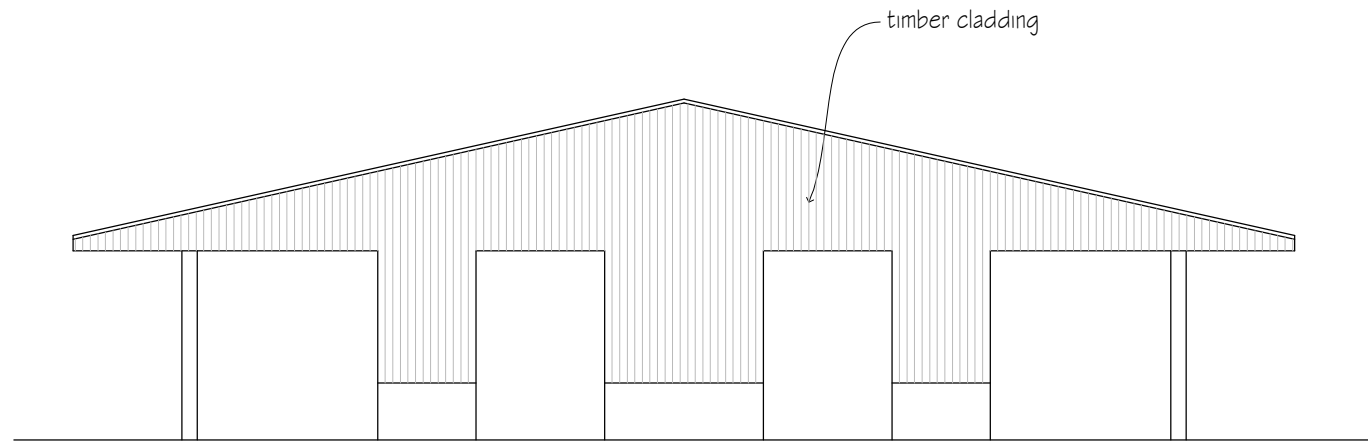
ROOF PLAN
1:200



PLAN
1:200



EAST ELEVATION
1:200



WEST ELEVATION
1:200

revisions	initial	date
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project
SHARCOTT PENNINGS FARM
Pewsey

drawing
Prop Barn

scale
1:200 @A1

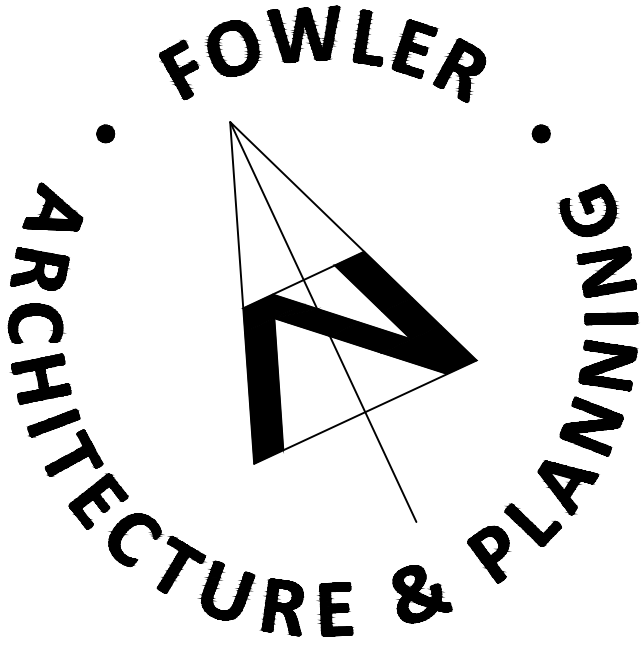
drawn by
DB

date
April 23

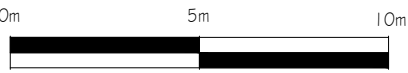
230327-04

drawing no

rev



39 High Street
Pewsey
Wiltshire
SN9 5AF
tel (01672) 569444
fax (01672) 569488
enquiries@faap.co.uk



APPENDIX 2: VIEWPOINT PHOTOGRAPHS



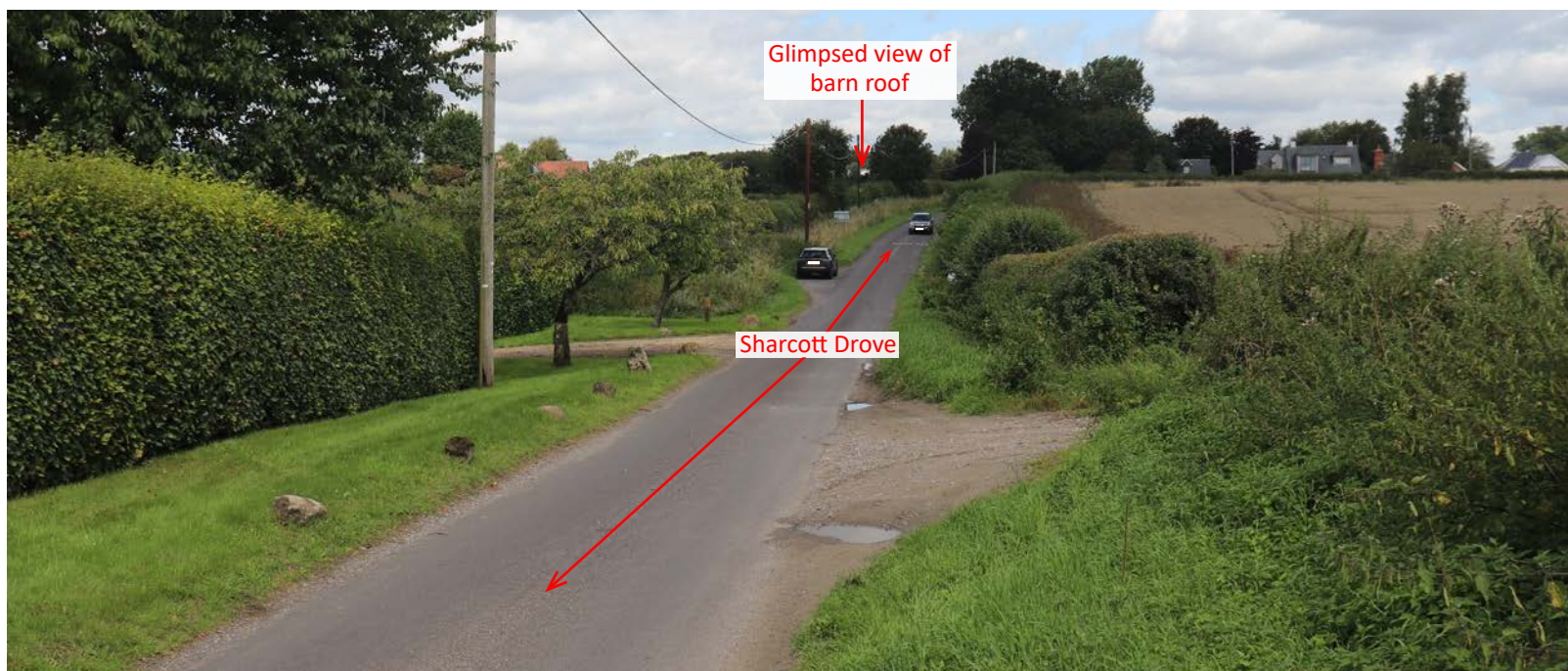
VP: 1	Viewpoint direction: South	Approximate distance from site: 245m
Taken by: WH	Photograph date: August 2023	OS map elevation: Approximately 130m AOD



VP: 2	Viewpoint direction: West	Approximate distance from site: 310m
Taken by: WH	Photograph date: August 2023	OS map elevation: Approximately 126m AOD



VP: 3	Viewpoint direction: North-west	Approximate distance from site: 190m
Taken by: WH	Photograph date: August 2023	OS map elevation: Between 120-125m AOD



VP: 4

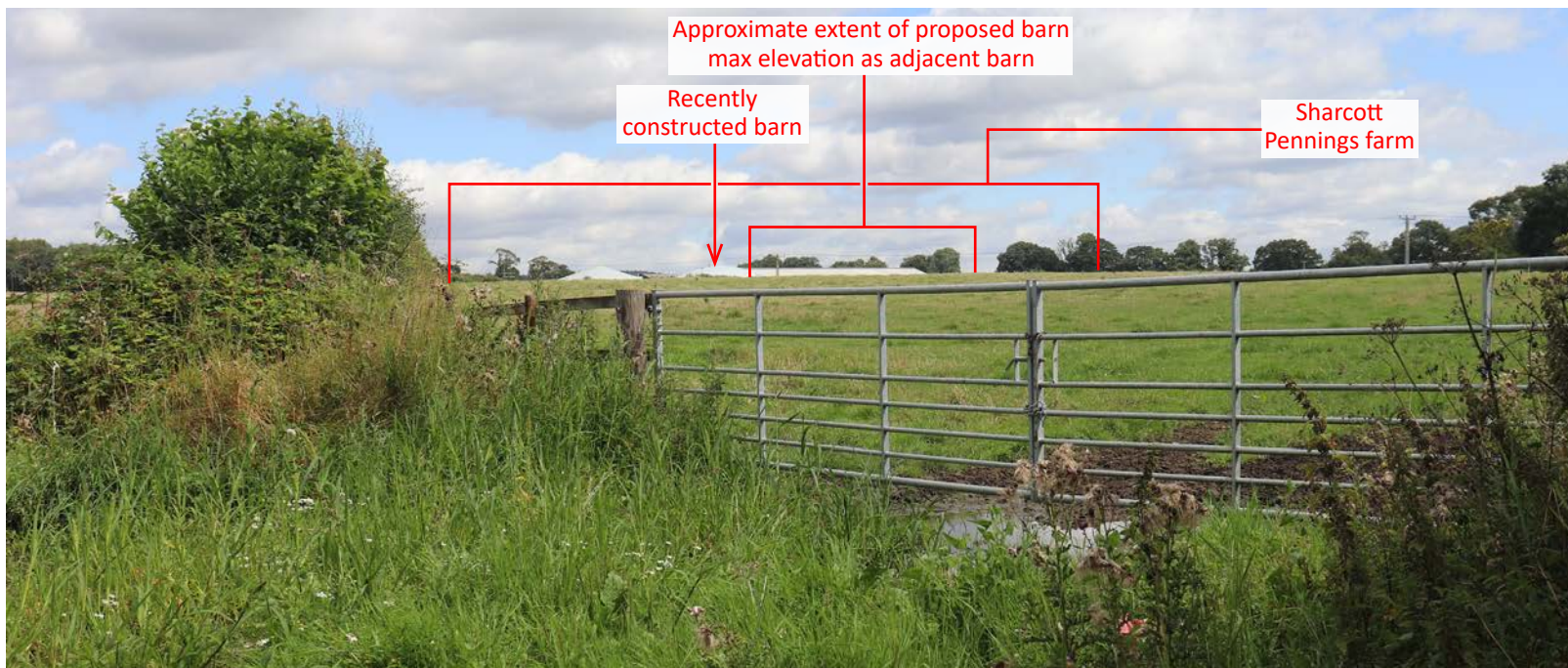
Viewpoint direction: North

Approximate distance from site: 525m

Taken by: WH

Photograph date: August 2023

OS map elevation: Less than 113m AOD



VP: 5

Viewpoint direction: North-east

Approximate distance from site: 505m

Taken by: WH

Photograph date: August 2023

OS map elevation: Approximately 115m AOD



VP: 6	Viewpoint direction: East	Approximate distance from site: 765m
Taken by: WH	Photograph date: August 2023	OS map elevation: Between 120-125m AOD



Sharcott Pennings Farm
proposed barn behind trees

VP: 7

Viewpoint direction: North-west

Approximate distance from site: 2970m

Taken by: WH

Photograph date: August 2023

OS map elevation: Approximately 160m AOD

APPENDIX 3: APPROVED LANDSCAPING

PLANT SCHEDULE	
Trees	girth/height
Acer campestre	14-16 cm/4m
Crataegus monogyna	12-14 cm/3.5m
Fraxinus excelsior	12-14 cm/3.5m
Prunus avium	12-14 cm/3.5m
Quercus robur	12-14 cm/3.5m

HEDGES		
	(2 staggered rows, 5/1m.)	
Acer campestre	60-75 cm	5%
Corylus avellana	60-75 cm	10%
Crataegus monogyna	60-75 cm	60%
Euonymus europaeus	60-75 cm	5%
Ilex aquifolium	60-75 cm	10%
Ligustrum vulgare	60-75 cm	5%
Rosa canina	60-75 cm	5%

KEY

- existing trees retained
- trees to be removed
- new indigenous tree
- new multistemmed tree
- standard trees at approx 10 m centres
- existing hedge retained + managed
- new hedges
- high screen planting MIX A
- low screen planting MIX B
- ornamental shrubs
- rough grass
- lawn
- tarmac
- concrete paving
- butyl lining
- stone erosion prevention
- small unit paving
- access track; hardcore with gravel finish
- stock fence; 1.2 m high with timber posts with 0.9 m galvanised wire net + 2 barbed wire strands at 15 cm intervals + rabbit proof base
- protective fence; 1.2 m high timber posts with 3 rails
- safety fence; 1.3 m high with timber posts 1.2 m high, 50 mm dia, chain link + 2 barbed wire strands at 15 cm intervals
- existing level
- new level

FOR DETAILS OF SCREEN PLANTING SPECIES/DENSITIES MIX A+B see dwg. no. 2405/5 Planting Mixes

FOR DETAILS OF HARD MATERIALS see drawings/info from Michael Fowler Architects

For tree + root protection zones see details by SJ Stephens Associates



SOFT LANDSCAPE SPECIFICATION
Check and confirm all services. Any damage to existing services/structures/paving shall be made good. All setting out shall be subject to site conditions. All rubbish shall immediately be cleared and carted away. No bonfires shall be allowed on site. All watering required shall be done as necessary, to minimise plant losses.

Existing topsoils shall be retained for reuse and shall be weed treated and dug over prior to reuse. Any new topsoil and all other materials + workmanship shall be to the latest British Standard and to good horticultural practice. All ornamental planting shall receive 200 mm depth topsoil, lawn 100 mm depth of topsoil and pits for tree planting shall be excavated to 750 x 750 x 750 mm before being backfilled, filled with topsoil + 80 litres of planting compost and trees firmly guyed. Screen planting shall use existing site soils and shall be pit planted using 2 litres of compost in each pit. Rough grass will be a reclamation mix, seeded onto existing site soils.

All plants shall be true to name and healthy and vigorous. Ornamental shrub beds shall be mulched with a 50 mm layer of bark mulch applied after watering. All new planting shall be maintained in weed free condition and shall be protected from damage by vermin and stock.

E/10/0071/FUL



TO BE READ IN CONJUNCTION WITH
Dwg. nos. 2405/5 Planting Mixes
2405/6 Garden Planting



project
**SHARCOTT PENNING'S FARM,
WILCOT, PEWSEY**

drawing title
**MASTER PLAN +
LANDSCAPE SCHEME**

scale
1:500 @ A1

date
Nov '10

dwg. no.
2405/4

CONDITION 6 : APPROVED LANDSCAPING - 5/1/11