The Town and Country Planning Act 1990

Refusal of Full Planning Permission

Application Reference Number: PL/2023/02992

Decision Date: 16/10/2025

Applicant:	Mulberry House Group 50 High Street Highworth Wiltshire SN6 7AQ
Particulars of Development:	Erection of 14 Holiday let lodges and associated works
At:	Land South of Headlands Farm, Cricklade, Wiltshire, SN6 6HZ

In accordance with paragraph 39 of the National Planning Policy Framework (NPPF), this planning application has been processed in a proactive way. However, due to technical objections or the proposal's failure to comply with the development plan and/or the NPPF as a matter of principle, the local planning authority has had no alternative other than to refuse planning permission.

In pursuance of their powers under the above Act, the Council hereby REFUSE TO GRANT PERMISSION for the development referred to in the above application and plans submitted by you, for the following reason(s):

Refusal Reason

1 The development would represent development in the countryside, where development will not normally be permitted other than in accordance with specified exception policies set out in the development plan. The development would fail to comply with Core Policy 39(i) in principle and as such the development is not supported by any exception policies. The development is therefore contrary to Core Policies 1 and 2 of the Wiltshire Core Strategy and Policy H1 of the Cricklade Neighbourhood Plan.

Refusal Reason

2 The development would have a harmful impact on local landscape character, introducing a form of development alien to the rural landscape and having an urbanising effect on the countryside, detracting from its visual quality. The layout of the development offers few opportunities to mitigate the harm caused or help the development to integrate into the landscape by way of condition. As a result the development would conflict with Core Policies 51 and 57 (*i., iii. and xii.*) of the Wiltshire Core Strategy and Paragraphs 131, 135 and 187 of the National Planning Policy Framework.

Refusal Reason

3 The site is in the open countryside and is not well served by public transport. As such, the vehicle movements associated with the site are likely to take place via private modes. This is contrary to the key aims of local and national sustainable transport policy guidance which seeks to reduce growth in the length and number of motorised journeys. Therefore, the proposal is not considered to be a sustainable form of development and is contrary to Core Policies 60 and 61 of the Wiltshire Core Strategy 2015 and paragraph 110 of the National Planning Policy Framework.

Refusal Reason

4 The traffic generated from this proposal would use designated public bridleway which, by virtue of its inadequate width, alignment and junctions, is considered unsuitable to accommodate the increase in traffic from this development which will result in a significant detriment to the users of the right of way, due to loss of amenity and risk of additional hazard and inconvenience to all users of the designated right of way.

Refusal Reason

5 The site is in an area with broad historical interest that includes features of buried archaeology. The applicant has failed to adequately assess the archaeological potential of the application site, and as such it is not possible to conclude that buried archaeological features would not prove an overarching constraint to development. There is accordingly insufficient information to ensure that the historic environment would be adequately conserved, thereby bringing the development into conflict with Core Policy 58 of the Wiltshire Core Strategy and Paragraph 207 of the National Planning Policy Framework.

Refusal Reason

6 Insufficient information has been provided to conclude that the development would not result in significant adverse effects on protected habitats or species, nor is the local planning authority able to conclude that the development will avoid a net loss to biodiversity. As a result the development is contrary to Core Policy 50 of the Wiltshire Core Strategy, Paragraph 187 of the National Planning Policy Framework, and the Council's statutory duty with regards to protected species.

Refusal Reason

7 The site is within a 4.2km buffer zone for the North Meadow Special Area of Conservation (SAC), an ecological designated site in deteriorating condition as a result of visitor recreational pressures. The development would involve additional overnight stays taking place within the 4.2km buffer zone. Wiltshire Council has agreed an interim recreational mitigation strategy with Natural England to allow development in this buffer subject to securing funding for works to mitigate and offset the impacts of the additional overnight stays, requiring the payment of a sum prior to securing planning permission. The applicants have not entered into an agreement to secure this sum, nor has any other solution been proposed, and as such the Council is unable to conclude that the development would not result in harm to the North Meadow SAC. Approval of the development would therefore conflict with the Council's statutory duty under the Habitats Directive.

Nic Thomas **- Director of Planning, Economy and Regeneration**

NOTES

1. **Appeals.** If the applicant is aggrieved by the decision of the local planning authority to refuse permission, they may appeal to the Secretary of State for the Environment in accordance with Section 78(1) of the Town and Country Planning Act 1990 within six months of the date of this decision. (Information and forms relating to the appeals process can be found at the Planning Portal - Appeal a planning decision: Overview - GOV.UK (www.gov.uk)).