



**Poulsom Architectural Design and Planning Services**

## **Planning Statement for Units 5b, 6b and 7b, Erin Trade Centre, Bumpers Farm Industrial Estate, Chippenham, SN14 6NQ**

|     |                                     |   |
|-----|-------------------------------------|---|
| 1.0 | Introduction and Background.....    | 3 |
| 2.0 | Relevant Planning History.....      | 5 |
| 3.0 | Application Proposal.....           | 6 |
| 4.0 | Planning Policy Considerations..... | 7 |
| 5.0 | Conclusion.....                     | 9 |

## 1.0 Introduction and Background

- 1.1 This Planning Statement is prepared by Poulson Architectural Design and Planning Services Limited on behalf of Cash Fore Clubs, the applicant of the site. This statement should be read in conjunction with the submitted drawings.

### THE APPLICANT

- 1.2 The Applicant currently operates a business buying and selling golf clubs to both trade and retail customers. The business also offers a simulator experience for golfers to practice. It combines office space, storage, and services for both trade and retail customers. The Applicant is experiencing rapid growth in online sales and plans to expand product distribution across the UK and beyond.
- 1.3 Cash Fore Clubs was established four years ago and is currently operating on the outskirts of Chippenham. Due to its rapid growth and increased popularity, the Applicant now requires larger premises to accommodate the expansion and to employ more staff. The evolving needs of the business have made a change in premises necessary.

### THE SITE

- 1.4 The site forms part of Bumpers Farm Industrial Estate, which accommodates a wide range of Class B uses (now Class E), including offices, light industry, general industrial, storage, and distribution. The majority of Bumpers Farm consists of large Class E units, some of which feature trade counters.

Specifically, the site has been vacant since November 2024 and was previously Norman E Webb, a haulage distribution company. Neighbouring businesses include a MOT centre, distribution and retail. The site is located in the eastern part of Bumpers Farm Industrial Estate, with existing industrial units surrounding the application site on three sides, with residential to the rear. Access to the site is via Bumpers Way, which serves all units within the estate. Each business has its designated parking area.



*Map one: the site amongst other industrial units*

- 1.6 The site currently forms part of the Bumpers Farm Industrial Estate, a designated employment site to the North of Chippenham. Its current usage is for industrial, storage and office, falling within Class E under The Town and Country Planning (Use Classes) Order 1987 (formerly Use Class B2).

## 2.0 Relevant Planning History

### IN RELATION TO THE APPLICATION SITE

- 2.1 The planning history check revealed that the site has not been subject planning applications.

Pre-application advice received 12 August 2025 under reference ENQ/2025/01134

- N/02/01417/FUL – construction of 18 Class B2 industrial units with associated parking, service areas and access. APPROVED 22/08/2002

### IN THE VICINITY

- N/03/01962/COU – change of use to B8 with ancillary trade counter. APPROVED 22/08/2003
  - N/04/02301/COU – change of use from B1 (business) to motocross trade/retail outlet. APPROVED 16/09/2004.
  - N/05/01520/COU – change of use of the building for the garaging of funeral vehicles & coffin store/workshop.
- 2.2 The planning history in the vicinity is indicative that the industrial estate is continually evolving to allow for changes of use, to accommodate local businesses and employers, to ensure the local economy is diverse and supported.

## 3.0 Application Proposal

- 3.1 The proposal seeks a change of use from Class E to Sui Generis. As outlined in Section 1 of this statement, the majority of the business functions align with the requirements of Use Class E (office, storage, sales, retail, and trade). However, following the pre-application process, the Council has confirmed that a formal change of use is required to cover all of the business activities.
- 3.2 This application is accompanied by the following documents:
- all associated drawings;
  - Planning Statement.

## 4.0 Planning Policy Considerations

4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the development plan, unless material considerations indicate otherwise. Therefore, in order to assess the acceptability of this proposal, it is necessary to assess it against the adopted development plan. It is also necessary to consider any material considerations relevant to the development proposal such as national planning policy contained within the National Planning Policy Framework (NPPF) and national planning guidance contained within Planning Practice Guidance (PPG).

4.2 In the case of the proposed development, the Wiltshire Core Strategy (adopted January 2015) is the development plan. The relevant development plan policies engaged in determining this planning application are:

- CP1
- CP2
- CP35
- CP60

4.3 The key paragraphs of the NPPF are 8, 85, 111, 115 and 135.

### THE PRINCIPLE OF THE DEVELOPMENT

4.4 The application site is within a designated employment site (Bumpers Farm Industrial Estate), to the north west of the Market Town of Chippenham.

4.5 CP35 states the following:

Within the Principal Settlements, Market Towns, Local Service Centres, and Principal Employment Areas, proposals for the redevelopment of land or buildings currently or previously used for activities falling within Use Classes B1, B2, and B8 must demonstrate that they meet—and will be assessed against—the following criteria:

- i. *The proposed development will generate the same number, or more permanent jobs than could be expected from the existing, or any potential employment use.*
- ii. *Where the proposal concerns loss of employment land of more than 0.25 ha in the Principal Settlements, Market Towns or Local Service Centres it is replaced with employment land of similar size elsewhere at that settlement*
- iii. *It can be shown that the loss of a small proportion of employment floorspace would facilitate the redevelopment and continuation of employment uses on a greater part of the site, providing the same number or more permanent jobs than on the original whole site.*
- iv. *The site is not appropriate for the continuation of its present or any employment use due to a significant detriment to the environment or amenity of the area.*
- v. *There is valid evidence that the site has no long term and strategic requirement to remain in employment use; the ability of the site to meet modern business needs must be considered, as well as its strategic value and contribution to the local and wider economy both currently and in the long term. It must be shown that the site is no longer viable for its present or any other employment use and that, in addition,*

*it has remained unsold or un-let for a substantial period of time (at least 6 months), following genuine and sustained attempts to sell or let it on reasonable terms for employment use, taking into account prevailing market conditions.*

- vi. *The change of use is to facilitate the relocation of an existing business from buildings that are no longer fit for purpose to more suitable premises elsewhere within a reasonable distance to facilitate the retention of employment.*

- 4.6 The applicant has successfully grown the business and currently employs four full-time staff and three part time (FTE 1.2). The company seeks to expand further, which would enable the immediate recruitment of two additional full-time employees, and a further two part time (FTE 0.8), with more job opportunities anticipated in the medium term, based on current growth levels. Job creation aligns with the broader strategic goals for the economic development of Wiltshire.

The company is currently based in an industrial unit on the outskirts of Chippenham. Relocating will not only create additional employment opportunities but will also provide better connectivity to the road network. The new location is more sustainable for employees' travel to work. Many visiting customers travel from outside the immediate area, so strong transport links will facilitate more efficient travel.

- 4.7 In terms of the loss of employment land, the applicant will continue to employ six full-time staff and five part time staff (2.0 FTE), and the change of use will not result in any loss of employment. The site was also marketed for rent for a six-month period before Cash Fore Clubs took on the lease.

- 4.8 Paragraph 85 of the NPPF (2024) states that “*significant weight should be placed on the need to support economic growth...taking into account both local business needs and wider opportunities for development.*”

As detailed in paragraph 4.6, the applicant's business has experienced rapid growth over a four-year period and now needs to relocate to a larger unit to accommodate further expansion and the recruitment of two additional staff members. The approval of this scheme will support the economic growth of a local business and contribute to the decarbonisation goals of the Local Authority.

## 5.0 Conclusion

- 5.1 This application seeks full planning consent for the change of use of an industrial unit from Class E to Sui Generis.
- 5.2 Employment development will allow the applicant to continue to support the local economy, offering additional job opportunities to residents of Chippenham and the surrounding area.
- 5.3 The proposal should be considered on its own merits, having regard to the ongoing contributions the applicant makes to employment and the local economy.
- 5.4 It has been demonstrated how the proposal accords with relevant policies of the development plan and other material considerations, such as compliance with the NPPF, which weigh in favour of the development.