



Bourne Valley Associates Ltd

**Planning Statement to support
a full planning application
for a change of use of an existing business premises to
a beauty and hair salon (Class E)
At
Unit 7a Brydges Court, Castledown Business Park,
Ludgershall, SP11 9FT**

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Page **1** of **11**
Issue 1

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Table of Contents

1.	Introduction	3
2.	Site Context.....	3
3.	Development Concept	4
	3.1. <i>The Client and the requirement for development</i>	4
	3.2. <i>Planning History</i>	5
4.	Design.....	5
	4.1. <i>Introduction</i>	5
	4.2. <i>Amount</i>	5
	4.3. <i>Layout</i>	6
5.	Ecology	6
	5.1. <i>BNG</i>	6
6.	Residential Amenity Impacts	6
7.	Flood Risk Assessment	7
8.	Highways	7
9.	Employment.....	7
10.	Planning Policy	7
	10.1. <i>Introduction</i>	7
	10.2. <i>The National Planning Policy Framework</i>	7
	10.3. <i>Local Planning Policy – Wiltshire Core Strategy</i>	9
11.	Community Infrastructure Levy (CIL)	10
12.	Conclusion.....	10



1. Introduction

This Statement accompanies and supports a full planning application made to Wiltshire Council. This planning application is for a change of use of the building within Castledown Business Park in Ludgershall. The current use of the whole site is an Industrial/Business park.

The application is submitted by Bourne Valley Associates, acting as agent on behalf of Alison Proud of Enhance Hair Beauty & Tanning Ltd.

2. Site Context

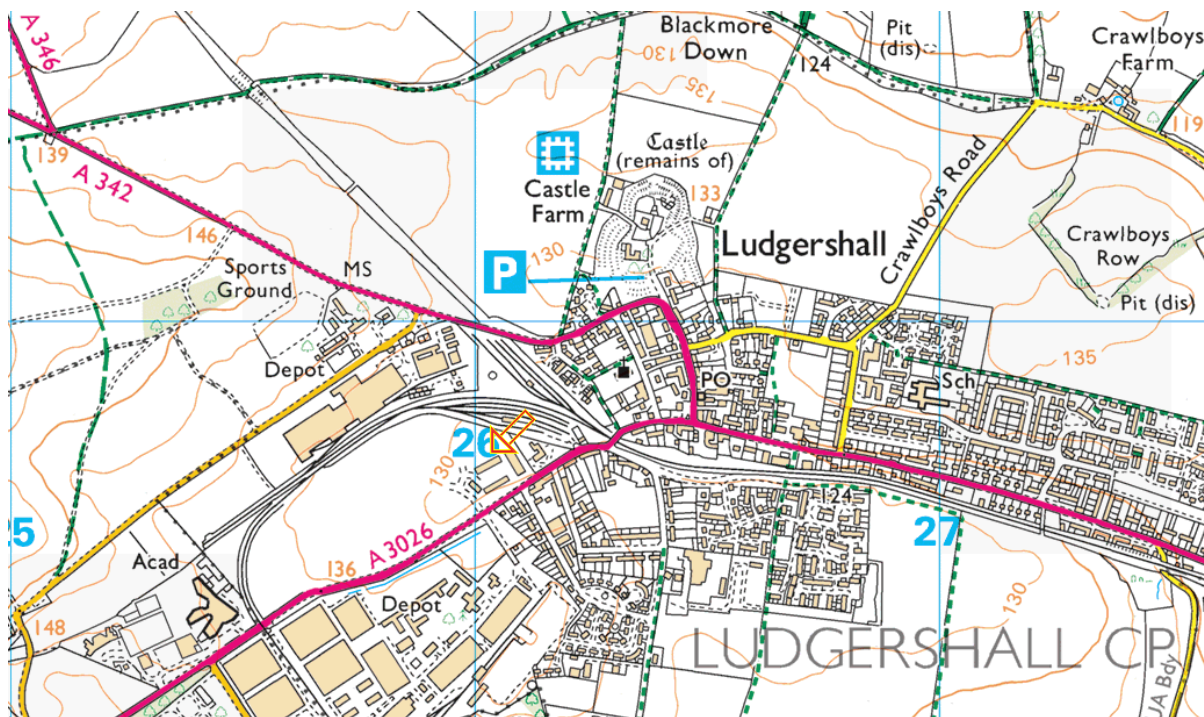


Figure 1 - Site Location

The land is shown by the arrow in Figure 1. The application site is also shown within the red line on the submitted location plan, Drawing 05670-00 - A, Sheet 01. The overall geographical context is shown in Figure 1. There are no nearby public Rights of Way. It can be seen this is a small Industrial area, within a wider residential small town.

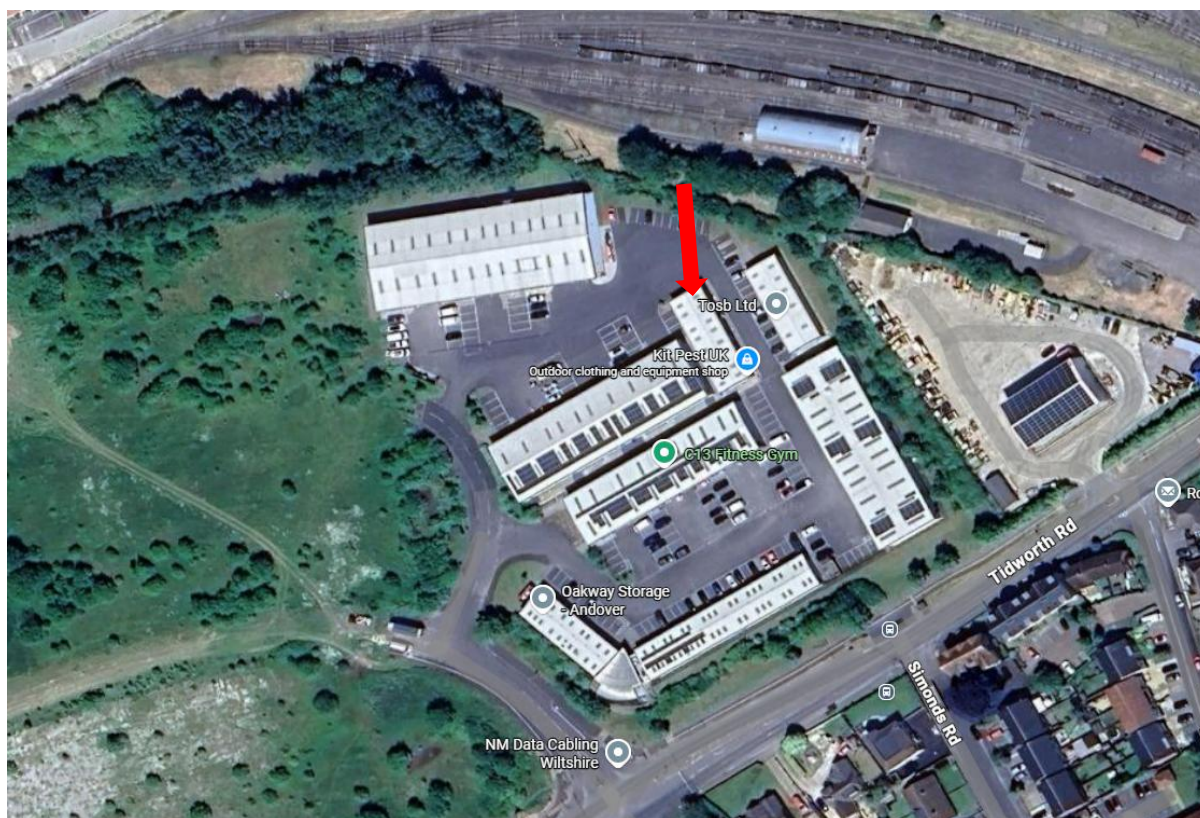


Figure 2 - Aerial Photograph

The site is located to the West area of Ludgershall. It can be seen that the site is within a small town location, containing a mix of industrial/business buildings with residential to the north and south. There is a Military train line to the immediate north of the site. This is made clear in the aerial photograph in Figure 2. The application site is highlighted by the red arrow.

3. Development Concept

3.1. The Client and the requirement for development

The existing building use is business B1 and it is currently vacant. Alison Proud wishes to utilise the building for her existing beauty and hair salon 'Enhance Hair, Beauty & Tanning Limited'. It has access through the industrial estate onto Tidworth Road. Greater detail showing the proposed change of use is shown in the Site Plan submitted with this application under 05670-00-A, Sheet 01.

Enhance Hair, Beauty & Tanning Limited is a local business that currently operates from the high street in Ludgershall. The company has expanded and now requires larger premises to meet its staff and customer needs.



Figure 3 - Photographs of the site

3.2. Planning History

- K/042723/O – Erection of buildings for B1 (business) B2 (general industrial) and B8 (storage and distribution) use with associated access, landscaping, parking and servicing.

4. Design

4.1. Introduction

The design for the site will be such that the existing building will not need to be altered. There is existing parking at the site, so no external alteration is required.

4.2. Amount

The existing and proposed unit is 73m² in floor area.



4.3. Layout

There is a mature landscape strip to the outskirts of the industrial estate, this is not proposed to be altered.

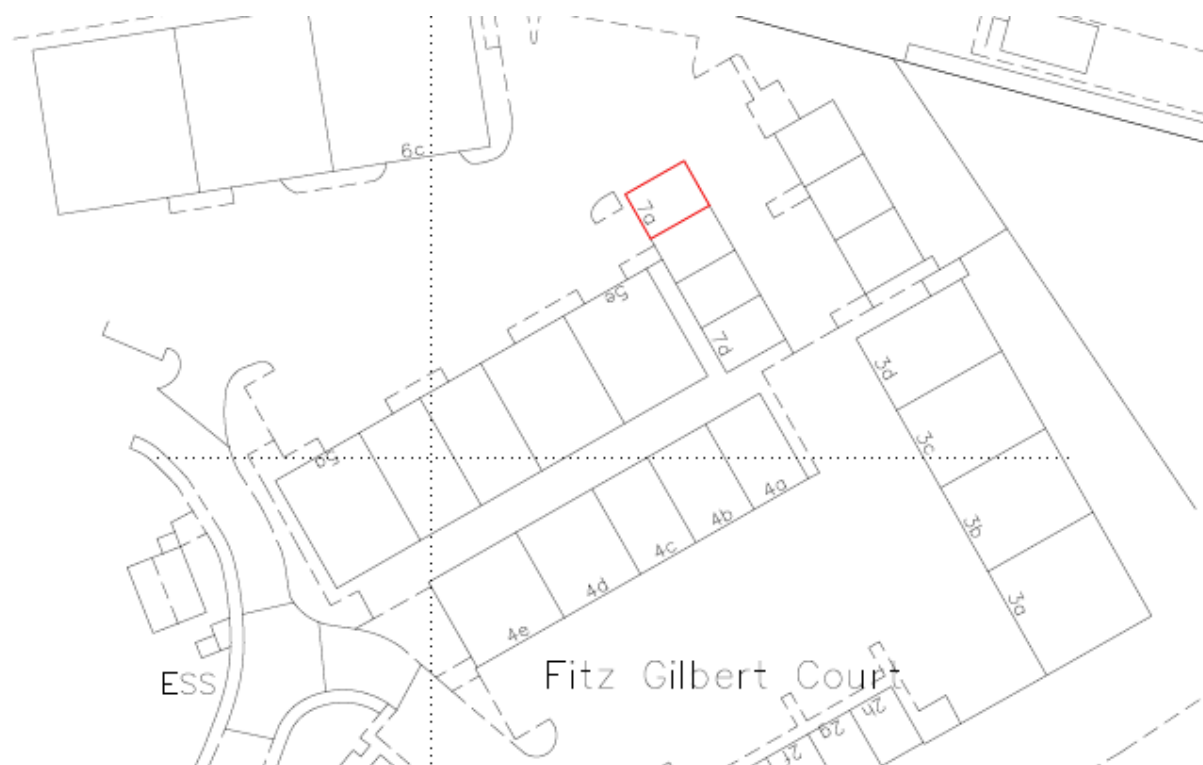


Figure 4 - Proposed Site Plan

5. Ecology

The application site is of low ecological value as it is hardstanding. There would be no implications for ecology/biodiversity. The site has no habitat designations. Therefore, no Phase 1 habitat survey has been undertaken.

5.1. BNG

This development is purely a change of use application and therefore is exempt from BNG as the proposal does not involve operational development.

6. Residential Amenity Impacts

The building is set within the centre of the business park and not within close proximity to any residential properties. There will therefore be no noise or disturbance over and above the existing activity on the wider site.



7. Flood Risk Assessment

It is recognised that developments must not increase the risk of flooding within the application site or elsewhere. In this instance it is noted that the application site is located within Flood Zone 1, not considered to be at high risk of flooding. The proposal would not result in any additional hardstanding or any external changes. As the existing use of the site is industrial/business, the flood risk would be no different for this use.

8. Highways

The approved use of B1/B2/B8 already has an accepted traffic generation permitted when the original business park application was permitted. The use for a hairdressers/beauty salon will have a similar or less amount of traffic generation to that of the approved uses. The type of vehicles associated with this use will be private cars and not larger vans/HGV's. There are cycle spaces available to customers. There are 2 parking spaces available for the unit and a visitor space which is shared. The proposed development will accord with the parking standards set out within the Appendix of the Local Plan.

There will not be any requirement for parking of larger vehicles such as HGV's or vans, due to the nature of the proposed use.

9. Employment

The business supports 3 staff members. The proposed opening hours are:

Tues 9:30 – 5, Wed 9:30 – 8, Thurs 9:30 – 8, Friday 9:30 – 5, Sat 9 – 3. However, should the business need change in the future the applicant would like the flexibility of 0800-2100 Weekdays and Saturdays.

10. Planning Policy

10.1. Introduction

This part of the planning statement seeks to review whether the proposals of the planning application accord with policy. Under the “plan-led” approach of the English planning system, proposals should accord with the development plan, which encapsulates policy from governmental through to site-specific level. This statement considers how development proposals either accord with policy or there is a justifiable exception to policy. In this case, the local policy is set by Wiltshire Council. In determining applications for planning permission, greater weight is given to statutory policy which has been subjected to full public scrutiny.

10.2. The National Planning Policy Framework

In December 2024, the Government published its revised National Planning Policy Framework (NPPF), which sets out the Government's policies for England and how it expects them to be applied. This section of the statement sets out elements of the NPPF pertinent to this application, and considers whether the proposals are consistent with the document and its principles.

For decision-taking this means:



Achieving sustainable development

- a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure; In this case, the change of use will provide a new premises for an existing popular local business to enable them to continue to prosper and contribute the local economy; *and*
- b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; In this case the change of use will provide a sustainable future for the business and the business will continue to offer local employment and services to the community; and
- c) an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy. The reuse of an industrial/business building would have a negligible impact on the environment, and also efficiently using an existing site, reduces the need for greenfield sites which have higher ecological value.

The objective of making it easier to obtain planning permission for sustainable development. The document states, for decision-taking situations such as this:

“c) approving development proposals that accord with an up-to-date development plan without delay; or

d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.”

Much of the above text is not relevant, but the provision of facilities for an existing business will support the growth of the business and contribute to building a stronger economy. The development accords with up-to-date national policy.



Achieving well-designed places

The revised NPPF has a specific section on good design – and includes the following:

“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;...”*

The proposals will fit into an existing business/industrial urban area, so the reuse of this industrial and business unit will be appropriate in this setting. The salon will not be harmful considering the existing use and will ensure a sustainable growth for future requirements.

10.3. Local Planning Policy – Wiltshire Core Strategy

The site lies within the settlement boundary of Ludgershall, which the Wiltshire Core Strategy identifies as a Market Town where significant development is directed to support self-containment, jobs and services. This spatial strategy (Core Policies 1 & 2) seeks appropriate growth at Market Towns to strengthen communities and improve the balance of homes and employment; Ludgershall is explicitly named in the Market Towns list. On that basis, a change of use within the settlement boundary is acceptable in principle, subject to other policies being satisfied.

Ludgershall sits in the Tidworth/Ludgershall Community Area. The area strategy notes that, while not a strategic employment growth location, local policy supports diversifying the job market and recognises existing business parks (e.g. Castledown) as important to meeting local needs. Re-using a vacant unit for a viable town-appropriate use is consistent with that approach and with the plan’s objective of directing activity to sustainable locations served by existing infrastructure.

The proposal is from one employment use to another from B1/B2/B8 to Class E, Core Policy 34 supports employment development within Principal Settlements, Market Towns and Local Service Centres, provided it aligns with the role and function of the town and wider strategy. This supports re-occupation of vacant floorspace for active economic use within Ludgershall.



The site is within a Principal Employment Area and it is recognised within Policy CP35 that *'It will also be important to retain existing employment uses outside the Principal Employment Areas to maintain diversity and choice of sites for employers and allow for local business expansion... Changes of use within sites can invigorate an area and act as a positive catalyst for change. The overall employment land target includes an allowance for the replacement of some sites. Therefore, in some circumstances it may be appropriate to allow for the redevelopment (in whole or part) of existing employment sites for an alternative use, particularly where the site is not required to remain in its current use to support the local economy in the area.'*

The Wiltshire Local Plan Review (WLPR) is not yet adopted therefore carries little weight however it mentions *'The Castledown Business Park Principal Employment Area will be retained in accordance with Policy 65 (Existing employment land)'*. Its Policy 39 Tidworth and Ludgershall Market Town Development at Tidworth and Ludgershall will: *....support diversification of the employment offer in the area, including facilitating the delivery of Castledown Principal Employment Area and provision for small and medium business enterprises.* It is therefore contended that the change of use of the building, is wholly in accordance with local policy.

11. Community Infrastructure Levy (CIL)

We note that the Council has adopted the Community Infrastructure Levy, and a CIL additional information requirements form has been submitted however the unit is only 73m² therefore not CIL liable.

12. Conclusion

The proposed change of use of this vacant business park unit to a hair and beauty salon represents an appropriate and sustainable form of development within the settlement boundary of Ludgershall, a designated Market Town in the Wiltshire Core Strategy. The re-use of an existing commercial building for an active town-centre-compatible use will bring an under-utilised site back into productive use, support local employment, and contribute to the vitality of the local economy. By providing a service that meets day-to-day needs within the local community, the proposal will help to retain expenditure and jobs in the town, consistent with Core Policies 1, 2 and 34.

The proposal aligns with the objectives of Core Policy 34 in that it delivers economic activity on established employment land and strengthens the diversity of Ludgershall's local employment base. It also complies with Core Policy 35, as the use represents a viable and beneficial re-occupation of a previously vacant unit without any loss of employment potential. At the national level, the development fully accords with the National Planning Policy Framework (NPPF), which seeks to make effective use of existing buildings, promote sustainable growth, and support thriving local economies.

In summary, the proposed salon use will revitalise an unused property, generate employment and training opportunities, enhance service choice for residents, and improve the overall appearance and activity of the business park. It constitutes a sustainable, policy-compliant re-use that will make a modest but tangible contribution to Ludgershall's economic resilience and social wellbeing.



No new access is required, and no additional traffic generated. The proposed use would have very limited impact in terms of ecology and landscape and residential amenity impacts.

The review of national and local policies contained within this statement has demonstrated that the proposed change of use accords with the principles espoused by the Government. Therefore, it is contended that planning permission should be granted for this proposal, which would have social and economic advantages without any environmental disadvantages, subject only to necessary and achievable conditions.