

**CEREAL PARTNERS PROPOSED FACTORY EXTENSION, STAVERTON,
WILTSHIRE BA14 6PG**

LANDSCAPE AND VISUAL IMPACT ASSESSMENT AND PROPOSALS

NOVEMBER 2025

Prepared for and
on behalf of Cereal Partners Ltd by:
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Frontispiece: Google Earth Aerial Image of Site dated 6th August 2023 courtesy of Google Earth

APPENDIX: (Drawings bound into report)

-  Drawing Number 480/01-Landscape Visual Impact Assessment- Viewpoints 1-8
-  Drawing Number 480/02-Landscape Visual Impact Assessment-Proposed Mitigation in Context
-  Drawing Number 480/03-Proposed Planting and Wildflower Meadow Seeding
-  Drawing Number 480/04-Tree, Shrub, and Wildflower Meadow Planting Schedules

REFERENCES:

- Ref. 1: Guidelines for Landscape and Visual Impact Assessment Third Edition 2013 and Technical Guidance Note Published August 2024 **Published** by the Landscape Institute.
- Ref. 2: Geological survey of Great Britain Available from www.bgs.ac.uk/data/mapViewers
- Ref. 3: Cranfield University /Natural Soil Resources Institute Soils Maps. Available from www.landis.org.uk
- Ref. 4: Environment Agency Flood Maps. <https://www.gov.uk/check-long-term-flood-risk>
- Ref. 5: National Landscape Character Areas 107 and 117. Available from <https://nationalcharacterareas.co.uk/>
- Ref. 6: West Wiltshire District Council Landscape Character Assessment West Wiltshire B1: Avon Floodplain by Chris Blandford Associates December 2006 https://www.wiltshire.gov.uk/media/9710/West-Wiltshire-Landscape-Character-Assessment/pdf/11102101_Draft_Final_LCA_12-06.pdf?m=1732542259887
- Ref. 7: National Policy Planning Framework with latest amendment 7th February 2025. Available from: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>
- Ref. 8: Wiltshire Core Strategy adopted January 2015 https://www.wiltshire.gov.uk/media/372/Wiltshire-Core-Strategy-adopted-2015/pdf/Wiltshire_Core_Strategy_2015.pdf?m=1735555642237
- Ref. 9: BS 5837: Trees in Relation to Construction 2012. British Standards Institute.

1.0 TERMS OF REFERENCE

1.1 Practice Profile

Goodger Design Associates (GDA) is a practice of chartered landscape architects established in September 1999 and registered with the UK Landscape Institute. We have completed Landscape and Visual Impact Assessments (LVIAs) since we were established and compile LVIAs in accordance with 'Guidelines for Landscape and Visual Impact Assessment' Third edition 2013 and a further 'Notes and Clarifications on Aspects of Guidelines for Landscape and Visual Impact Assessment' Third edition (GLVIA3) Technical Guidance Note Published August 2024 (ref. 1).

1.2 Appointment and Scope of Work

GDA were appointed by Stride Treglown Architects for an on behalf of Cereal Partners Ltd on 4th September 2025 to prepare a landscape strategy for a new extension to the Staverton factory and on 30th October to prepare a Landscape and Visual Assessment for the same site. The site extents are shown on drawing number 480/01, 480/02 and in detail on drawing number 480/03. The total area of the existing site is approximately 7.24hectares while the area of the proposed extension within the main site is 0.3hectares. The surrounding areas to the north, east, west, and south of the site were considered to establish the extent of the site's visual envelope and its visibility to the surrounding properties. This LVIA focuses on the impact and effects of the proposal after construction and mitigation planting and does not include a detailed analysis of the impact of the proposal during construction works.

The fieldwork for the site assessment and LVIA was completed on 6th November 2025, and the site can be revisited in summer, if required, from the selected viewpoints to verify the degrees of exposure of the proposed development when trees/ hedges are fully in leaf. We believe that that the winter landscape does not have a significant impact on the site's landscape exposure due to the existing woodland cover containing evergreen species and the proposed new tree planting which will strengthen the visual envelope around the factory site.

1.3 Project Description and Objectives

The proposal is to construct a new manufacturing building facility on the north east of the site over existing hard standing. The building will have an upper level of 19metresand a lower level of 13.3 metres and an area of approximately 2,800m². The architecture has been designed to blend in with the existing factory buildings possibly with dark grey external colours. Surfacing around the proposed building is likely to be permeable to comply with the Flood and Water Management Act 2010 (Ref. 2) and sustainable drainage and flood prevention strategy. All existing and new trees will be retained and protected with tree protection fences compliant with BS 5837(2012) (Ref. 3) during the building. The existing woodland along the river Avon corridor and tree planted within the last 30 years already provide a significant degree of enclosure.

The objective of this LVIA is to identify the significant views looking into the site and to identify the landscape 'receptors' or local residents/visitors/walkers whose views and outlooks may be affected or impacted on by the development over the short and long views. The planning context is described in section 2.0. The assessment methodology and analysis of the viewpoints and landscape receptors are covered in sections 3.0 and 4.0, respectively. The proposed landscape mitigation measures and conclusions are detailed in sections 5.0 and 6.0 and detailed on drawing number 480/03.

The assessment process and associated landscape strategy will demonstrate that the development can be accommodated successfully within the existing landscape. The views in from existing rights of way, public residences and viewpoints are identified on our drawing numbers 480/01, and 480/02 with the proposed mitigation planting shown in context on drawing number 480/03.

2.0 SITE AND PLANNING CONTEXT AND LANDSCAPE AND VISUAL BASELINE INFORMATION

2.1 Geology and Soils

The bedrock geology is primarily Kimmeridge Clay formation composed of mudstone and clay. The superficial geology is mainly alluvium along the river Avon valley (ref. 2). The soils are classified as Soilscape 20: Loamy and clayey floodplain soils with naturally high groundwater (ref. 3). The site lies within the river Avon valley although the Environment Agency assess the flood risk to be very low increasing to Low between 2040 and 2060 due to predicted climate change (ref.4).

2.2 Landscape Character Area (LCA) Assessments

The site is included in the National Landscape Character (NCA) designation profile number 117 for the Avon Vales with NCA 107 Cotswolds west of this area (ref.5). The site is located within the Wiltshire Unitary Authority (WUA) area and Staverton Parish Council. We have focused on the former West Wiltshire District Council's landscape character assessment entitled: The Landscape Character of West Wiltshire (Draft Final) specifically area B1:the Avon Floodplain (ref. 6). This LCA was completed by Chris Blandford Associates in December 2006. This LCA has the following key characteristics.

1. Meandering River Avon and its adjacent low lying, flat floodplain.
2. Intimate river corridor, lined with riverside trees (including alder and willow).
3. Patchwork of rough grassland and arable fields within the floodplain, along both sides of the river channel.
4. General lack of settlement pattern. Settlement pattern is sparse, with occasional scattered farmsteads (several of which are built from traditional local limestone) situated along the river corridor. The LCA notes that the Cereal Partners Staverton factory is a very dominant built landmark along the river corridor, towards the centre of the character area.
5. Away from the settlements, a strong sense of tranquillity is prevalent throughout the area.
6. The river corridor is generally inaccessible via road, although a comprehensive network of footpaths lead to, and along river corridor. Within this section of the river corridor, the relatively narrow river channel is lined along both banks by riverside trees (predominantly willows), which demarcate the path of the river, within views from adjacent farmland. Set back from the immediate banks of the river, a patchwork of rough grassland and arable fields cover the floodplain, with generally few hedgerows visible, but dry stone walls visible at field boundaries. In places, the route of the B3107 road corridor and several footpaths follow the route of the river. Holt village to the north has sunken hedgerow lined lanes leading east out of the village where views out to the south are obscured

The LCA state that the Management Strategy and Objective for this area are:

The overall strategy for the area is to conserve the overall peaceful rural character of the area, including the pattern of mature vegetation along the river corridor and scattered/ isolated settlement pattern. There are also opportunities to enhance the landscape setting of Melksham and North Trowbridge. Specific management objectives are to:

1. Conserve mature vegetation lining the banks of the river Avon and conservation and rebuilding of dry stone walls.
2. Seek to conserve and maintain the overall rural character of the area and generally strong sense of tranquillity away from major settlements.
3. Conserve and enhance the northern landscape settings of Melksham and Trowbridge.
4. Conserve the relatively isolated settlement pattern along the river corridor.
5. Conserve the rural character of minor roads and country lanes, through avoidance of excessive visually intrusive signage or lampposts.

2.3 National and Local Planning Designations and Other Consultees

The development is subject will be subject to the National Planning Policy Framework (NPPF) 7th February 2025 (ref. 7) and the Wiltshire current Local Plan is the Wiltshire Core Strategy (WCS), adopted in 2015 (ref. 8). This incorporates saved policies from former District Local Plans, which were replaced by the WCS. There are no Tree Preservation Orders on the site, and it is not in a conservation area although there is a conservation area around Holt village to the north. Wiltshire UA are responsible for the upkeep of the public rights of way (PROW) in the borough and PROW's are marked on our drawing numbers 480/01, 480/02 and 480/03.

Staverton (Wiltshire) Parish Council is the local tier of government that is consulted upon all planning applications including any connected with the Staverton factory. They currently have an undesignated neighbourhood plan. A neighbourhood plan that will define their approach to local planning applications. Holt parish council, to the north of the site are likely to be consulted with respect to the Staverton factory Planning application and they have a designated neighbourhood plan.

3.0 ASSESSMENT METHODOLOGY

We used the terminology defined in the 'Guidelines for Landscape and Visual Impact Assessment' Third edition and classify this assessment as an 'appraisal' of forms of land use change or development that fall outside Environmental Impact Assessment (EIA) directive and regulations. It is assumed that an EIA will not be required for this planning application. We completed our fieldwork on 6th November 2025 and established eight viewpoints either viewed from long or short distance from local roads, public rights of way and public properties shown on our drawing numbers 480/01 and 470/02. One PROW, designated Stav1, skirts around the southern boundary and along the fenceline of the factory site and continues long the river Avon valley and its highlight on our drawing number 480/03. Each viewpoint is assessed by the degree of visibility of the site in the categories of high, medium, low and none. We then established the visual receptors that are associated with the viewpoints along the private/public roads, and rights of way. We then established their fields of vision looking towards the development site. We mapped the major trees and hedgerows using Google Earth aerial photographs and ground observations and marked up the existing woodland tree cover specifically around the perimeter of the factory site on our drawings.

We established that the proposed factory extension building will be most exposed to views in from the north of the site with views in from the east to a lesser extent. Although the site is likely to be most exposed from the north there are sunken hedgerow lanes such as the Star Lane by Gaston Farm leading out from Holt and Ham Green Villages where views out will not be exposed to the south as indicated in image 1 below.



Image 1: Looking east along The Star Lane with sunken road and high hedgerows.

4.0 PROPOSED DEVELOPMENT LANDSCAPE VISUAL IMPACTS

4.1 Viewpoints

All still photographs were taken with a 48mm Leica lens mounted on a hybrid Panasonic HDC-HS200 camera. Panoramas were stitched together using adobe photoshop. See drawing nrs 480/01, 480/02 and 480/03 for viewpoints images and receptor locations in more detail.

Viewpoint 1 from The Tollhouse Public House Car Park

Factory buildings are visible in the distance across fields partially obscured by the existing tree cover along the Avon valley.



Mitigation planting will strengthen the tree cover reducing the exposure of the new building.

Viewpoint 2 from Public Right of Way Holt44 from field edge at 40metre contour

Factory buildings are visible in the distance across fields partially obscured by the existing tree cover along the Avon valley.



Mitigation planting will strengthen the tree cover reducing the exposure of the new building.

Viewpoint 3 from Public Right of Way Holt34 Field Edge between 40 and 35metre contour

The new building will be less visible from this viewpoint as the woodland cover along the river Avon will provide a denser screen than viewpoint 1 and 2.



The south elevations of the new building will offer a lower visibility with the new mitigation planting.

4.1 Viewpoint 4 from Layby at edge of B3105 at 35metre contour

This is a view from a very busy road further west showing the main factory building and the dense woodland cover.



The south elevations of the new building will not be visible in this view.

Viewpoint 5 from Roadside along B3107 by Allotments west of Bradford-On-Avon town centre

Site of new building will not be visible from this viewpoint as obscured by woodland cover.



The site will of the new building will not be visible from the west.

Viewpoint 6 Short Viewpoint from Public Right of Way Stav1 along Existing Factory South Boundary

The new building site will be exposed to views in from this public right of way.



The new building will be highly visible from the public footpath without landscape mitigation.

4.1 Viewpoint 7 from Public Right of Way Stav1 along River Avon Valley

Open view of farmland and existing railway embankment looking west towards factory site.



The west elevation of the new factory building will be partially visible without mitigation planting.

Viewpoint 8 Looking west from Kennet & Avon Canal Bridge along Whaddon Lane

Open view of farmland looking west towards River Avon Valley. Existing tree cover obscures buildings.



The west elevation of the new factory building will not be visible so the visual impact will be none here.

4.2 Viewpoints Review

We have demonstrated that there will be limited visual intrusion of the new building from public rights of way and public spaces from the north and east with a highly exposed existing view in from the public footpath that skirts the factory boundary to the south east. As public access is limited along the River Avon valley especially to the north the exposure of the new building is limited from the short distance views apart from the existing footpath Stav1. However, the proposed planting and landscape treatments described in section 5.0 will provide stronger strategic screening of views in and out of the site and will position the proposed building into a well-defined structured landscape.

5.0 LANDSCAPE PROPOSALS INCORPORATING MITIGATION MEASURES

5.1 Landscape Proposals and Mitigation Measures

Our drawing numbers 480/02 and 480/03 illustrate the proposed landscape strategy that will aid the in the integration of the proposed new manufacturing building into the local landscape typology of the River Avon Valley.

The northern boundary, above the proposed building site, already has a well developed woodland belt with a few thinner sections that our tree, shrub, and wildflower meadow proposals will strengthen and enhance. The proposed building will be partially visible, in the current context, from the north from the public rights of way, such as Holt44, leading south from Holt village and community properties such as the Tollgate Public House. The proposed planting of semi mature tall trees such as the evergreen Holm Oak and riverside trees such as White Willow will be placed in the strategic gaps in the woodland cover to strengthen the visual screening from the north. There is an existing stand of mature Holm Oak trees along the northern woodland boundary, so it is not an 'alien' species to this locality although it is not an English native species. Section AA on drawing number 480/03 provides a visualisation of both the existing tree and newly planted trees will provide screening and enhance of the context of the new building. It will be important that a landscape architect is on site with the landscape contractor to set out the tree pits locations so that the trees can be strategically planted within the perceived gaps in the woodland cover.

As we have demonstrated on our drawing number 480/01 there will be no visual instruction from the western viewpoints owing to the existing factory buildings and the mature woodland along the River Avon Valley.

The existing tall buildings are currently partially visible from the short distance eastern viewpoints as illustrated in viewpoint 7 from the Stav1 public right of way (PROW) on drawing number 480/01. The new building will be partially visible in the current context although the existing railway embankment and woodland reduces the visual impact of the existing buildings. We are proposing to plant two semi mature English Oak and a semi mature Hornbeam tree along this eastern boundary together with a mixed native hedgerow of fast growing whips and feathered trees including Field Maple, Hornbeam, Wild Cherry, and Hawthorn with evergreen species such as Holly and Privet. This planting will strengthen the existing woodland boundary along the site's eastern perimeter when the new building is constructed.

The existing factory site and the new building will be exposed to short views in from the PROW Stav1 to the south of the site. A considerable length of this footpath is bordered by an evergreen Laurel hedge that screens views in of the factory site. We are proposing that the mixed native hedgerow referred to along the east boundary is extended along the fenceline within the factory site if this is feasible from operational standpoints. Semi mature Tree Planting is limited along the south boundary as larger areas are required for existing and future operational needs although we have indicated that two semi mature Black Pines trees can be planted in existing grassed areas within the factory site to provide additional screening of the new building coupled with the new hedgerow along this exposed section.

Further south the Kennet and Avon Canal (KAC) is a scheduled ancient monument and viewpoint 8 is taken from a bridge across the canal to the south east near Whaddon Farm where the factory site is not visible. We are certain that the new factory building will not be visible from any part of the KAC towpath as it will be screened by the existing railway embankment and the scattered woodland tree cover between the canal and the railway embankment.

5.2 Phasing and Implementation of Landscape Proposals and Mitigation

Tree and mixed native hedgerow plantings around the site perimeter could be completed prior to the start of building works within the next planting season between November and March 2026-2027 to ensure that the enhanced landscape is given a chance to establish and to be flourishing when the building works are complete. The new hedgerow and trees will need to be protected with Heras style fencing to BS5837 (ref.9) along with the existing trees that are retained. The existing woodland and individual existing retained trees need to be managed and kept healthy outside the bird nesting season.

6.0 SUMMARY AND CONCLUSION

6.1 Integration into the Village Landscape

The proposed strategic tree and shrub planting strategy is sympathetic to the existing woodland will allow the integration of the new manufacturing building into the existing rural and industrial landscape.

6.2 LVIA and Mitigation Summary

The LVIA has highlighted the exposure of the proposed building from public rights of way and other receptors in the north and immediate south and east of the factory site. We have demonstrated that the existing rolling countryside, landforms, and wooded nature of the River Avon valley along with the new strategic planting will allow the proposed building development to sit comfortably within the existing landscape.

6.3 Conclusion

We assert that the proposed new extension building that is an essential manufacturing facility, will sit comfortably within the existing industrial landscape subject to the implementation of the strategic planting. It is essential that the new planning is set out on site by a landscape architect so that the intended landscape can be achieved effectively. The proposed tree and shrub planting and wildlife habitat features will all contribute to the site's landscape enhancement and biodiversity.

APPENDIX: (Drawings bound into report)

Drawing Number 480/01-Landscape Visual Impact Assessment- Viewpoints 1-8

Drawing Number 480/02-Landscape Visual Impact Assessment-Proposed Mitigation in Context

Drawing Number 480/03-Proposed Planting and Wildflower Meadow Seeding

Drawing Number 480/04-Tree, Shrub, and Wildflower Meadow Planting Schedules

REFERENCES:

Ref. 1: Guidelines for Landscape and Visual Impact Assessment Third Edition 2013 and Technical Guidance Note Published August 2024 **Published** by the Landscape Institute.

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Ref. 3: Cranfield University /Natural Soil Resources Institute Soils Maps. Available from www.landis.org.uk

Ref. 4: Environment Agency Flood Maps. <https://www.gov.uk/check-long-term-flood-risk>

Ref. 5: National Landscape Character Areas 107 and 117. Available from <https://nationalcharacterareas.co.uk/>

Ref. 6: West Wiltshire District Council Landscape Character Assessment West Wiltshire B1: Avon Floodplain by Chris Blandford Associates December 2006 https://www.wiltshire.gov.uk/media/9710/West-Wiltshire-Landscape-Character-Assessment/pdf/11102101_Draft_Final_LCA_12-06.pdf?m=1732542259887

Ref. 7: National Policy Planning Framework with latest amendment 7th February 2025. Available from: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

Ref. 8: Wiltshire Core Strategy adopted January 2015 https://www.wiltshire.gov.uk/media/372/Wiltshire-Core-Strategy-adopted-2015/pdf/Wiltshire_Core_Strategy_2015.pdf?m=1735555642237

Ref. 9: BS 5837: Trees in Relation to Construction 2012. British Standards Institute.



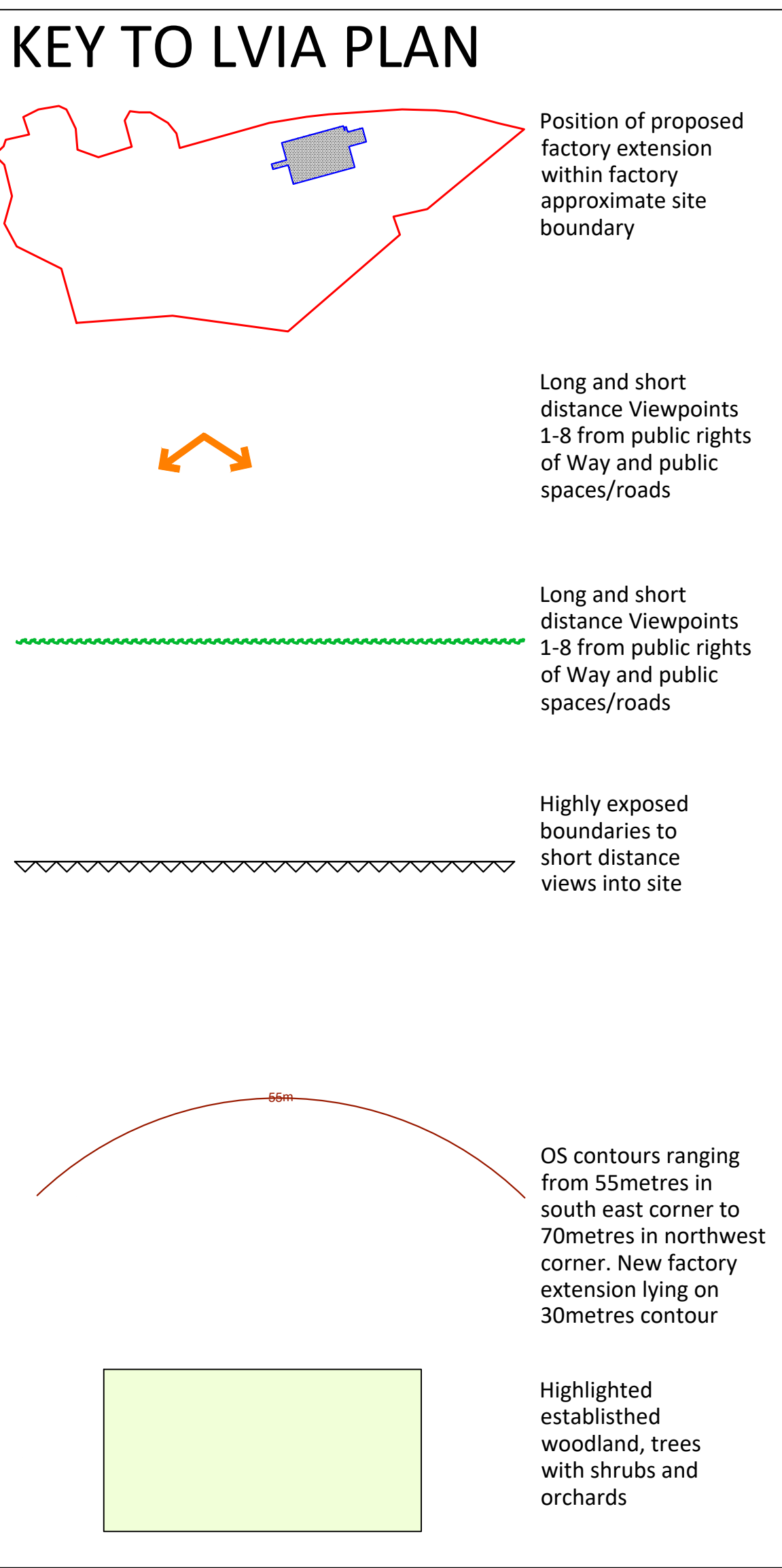
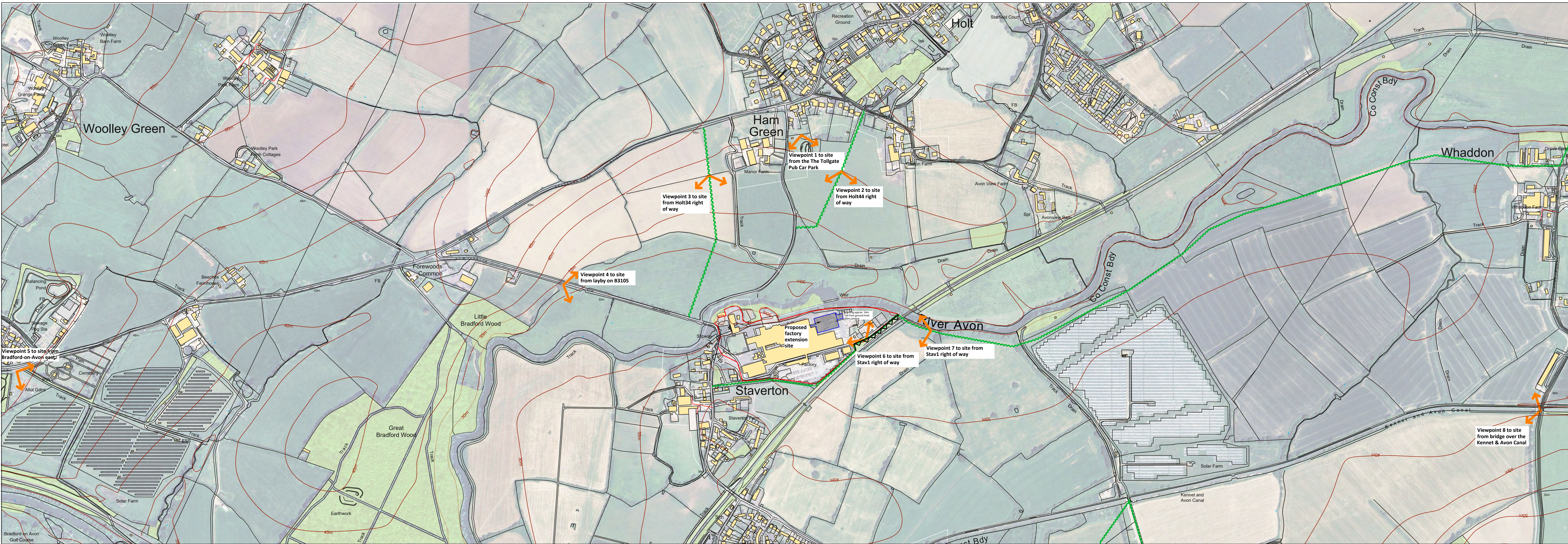
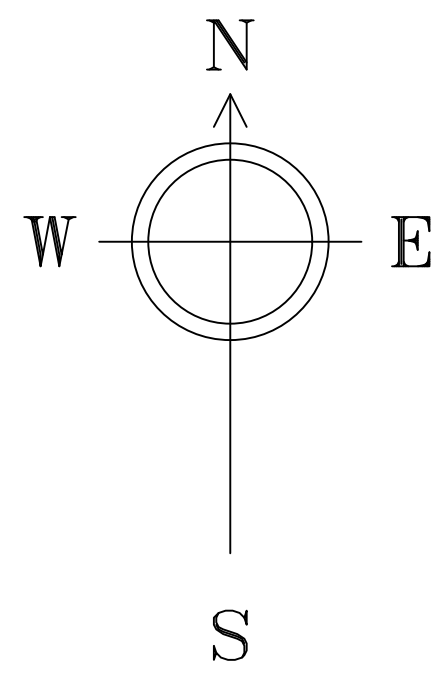
Viewpoint 1 from Car
Extension will be bui!



Viewpoint 3 from edge of field from right of way Holt34



Viewpoint 4 from layby at edge of B3105 by 35metre contour



Viewpoint 5 from Bradford-On-Avon allotments by B3107



Viewpoint 6 from Stav1 right of way looking into factory extension site



Viewpoint 7 from Stav1 right of way looking west towards factory site



Viewpoint 8 from road bridge over Kennet & Avon canal looking west towards factory site-factory extension site not clear



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Rev.	Modifications	By	Date

Purpose of issue & file reference: For Information			
PROJECT TITLE: Cereal Partners Proposed Factory Building Staverton			
DRAWING TITLE: Landscape Visual Impact Assessment-Long & Short Viewpoints 1-8			
Client: Stride Treglown Architects		Drawing Number: 480/01	
Drawn by: TG	Checked by: TG	Scale: 1:5000	Date: 18/11/2025