



LAND NORTH OF SWINDON ROAD
ROYAL WOOTTON BASSETT
LANDSCAPE & VISUAL IMPACT ASSESSMENT

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1 INTRODUCTION

1.1 Background

- 1.1.1 Bradley Murphy Design (BMD) has been appointed by Gleeson Land to prepare a Landscape and Visual Impact Assessment (LVIA) to accompany an outline planning application for the residential development at Land north of Swindon Road, Royal Wootton Bassett (hereafter referred to as 'the Site' and 'Proposed Development'). The location of the Site is shown on **Figure 1** Site Location and Study Area at **Appendix C**.

1.2 Context

- 1.2.1 The Site measures approximately 6.5 hectares. Along the northern, eastern, western and southern boundaries there is existing vegetation which includes trees and hedgerow planting. The Site is located on the northern settlement edge of Royal Wootton Bassett, with Swindon Road defining the southern boundary and an existing residential property, Elmcroft House, to the west. Within the Site lies a Scheduled Monument, the site of a former Post Mill. The Site is located in part on a rising landform known as Church Hill.
- 1.2.2 Beyond the Site's boundary, is predominantly rolling rural farmland to the north, east and west, to the south is the settlement of Royal Wootton Bassett. The M4 motorway cuts through the rural landscape north of the site, running east / west through the Study Area. The rural landscape beyond the Site is a mix of arable and grazed pasture, fields are large scale and irregular. Settlements are nucleated and dispersed, while industrial influences and energy sector features are frequent (such as solar farms, wind turbines and transmission towers).
- 1.2.3 To the immediate west of the Site, an application for up to 425no. residential units on Land at Midge Hall was submitted in March 2025 and is under consultation. This land is currently intended for allocation within the emerging Wiltshire Local Plan 2020-2038. To the southeast of the Site, an outline application for up to 410no. residential units was submitted in June 2025 at Land at Upper Woodshaw, a site unallocated in the emerging local plan.
- 1.2.4 This LVIA should be read in conjunction with the Planning Statement and Design and Access Statement dated November 2025 which accompany the planning application.

2 METHODOLOGY AND ASSESSMENT CRITERIA

2.1 Agreement of scope

- 2.1.1 The LVIA considers the potential landscape and visual effects as a result of the Proposed Development upon:
- Landscape character, including physical landscape resources
 - Views and visual amenity experienced by people
- 2.1.2 To define the spatial scope of the assessment, Zones of Theoretical Visibility (ZTV) have been modelled digitally to identify those areas of the landscape that theoretically would be visually connected to the Proposed Development. **Figures 7 and 8 at Appendix C** illustrate potential areas of visibility, taking account of the effect that settlements and woodland blocks / belts would have on views toward the Proposed Development. The developable volume has been set up at a maximum of 2 storey residential (9m to ridge height).
- 2.1.3 The winter ZTV has also been modelled digitally, to identify those areas of the landscape that theoretically would be visually connected to the Proposed Development, taking into account built form and topography only, as shown on **Figure 7 at Appendix C**. The summer ZTV takes account of built form, topography and woodland blocks and is shown on **Figure 8 at Appendix C**.
- 2.1.4 The final 3km extent of the study area has been determined by considering together the preliminary study area, the results of the ZTV modelling and the findings of the baseline appraisal. It is considered that any direct or indirect landscape or visual impacts arising as a result of the Proposed Development, at a distance greater than this radius, would be negligible at worst and therefore are not considered further as part of this assessment.

2.2 Baseline study methodology

Reference Material and Data Sources

- 2.2.1 In order to capture a comprehensive description of the baseline position for landscape and visual receptors, information has been collated using desk study and field survey. The desk study identified potential sensitive / designated landscape resources by reference to national Geographic Information System (GIS) databases, OS maps, existing published landscape character studies, relevant planning policies / guidance and / or designated or protected views.
- 2.2.2 This stage has also enabled the identification of potential visual receptors such as Public Rights of Way (PRoW), residential properties or designated areas.
- 2.2.3 Sources of baseline data referred to during this process include:
- The National Planning Policy Framework (February 2025)
 - Wiltshire Core Strategy (2015)
 - Wiltshire Local Plan Pre-Submission Draft 2020-2038 (September 2023)
 - Royal Wootton Bassett Neighbourhood Development Plan 2017-2026 (April 2018)
 - North Wessex Downs National Area of Outstanding Natural Beauty Management Plan 2019–2024 (2019)
 - Wiltshire Landscape Character Assessment (2005)
 - North Wiltshire Landscape Character Assessment (2004)
 - National Character Area 108: Upper Thames Clay Vales (2014)
 - Ordnance Survey Mapping at 1:25,000 scale
 - Aerial photography of the site and wider area (Google Earth, www.maps.google.co.uk and www.bing.com/maps)
 - Multi Agency Geographic Information for the Countryside (MAGIC) interactive mapping (www.magic.gov.uk)

- National Heritage List for England Map Search, English Heritage (<http://www.english-heritage.org.uk/>)
 - National Cycle Network mapping (www.sustrans.org.uk)
 - British Geological Survey, Geology of Britain Viewer (<https://www.bgs.ac.uk/>)
- 2.2.4 During field work, a series of representative viewpoint photographs were taken in accordance with Technical Guidance Note 06/19 by using a digital SLR camera with a fixed 50mm lens at approximately 1.6m in height. They are presented as a series of panoramic viewpoints that were stitched together using Adobe Photoshop CC. They have been used to inform the assessment of both landscape and visual impacts.
- 2.2.5 The final viewpoint locations were determined, based on a consideration of theoretically visible locations identified within the ZTV's; baseline collation to identify local sensitivities that have the potential to be impacted by the Proposed Development; and agreement with the Landscape Officer of Wiltshire Council on the 9th July 2025.
- ## 2.3 Assessment approach
- 2.3.1 The assessment was undertaken in accordance with the principles of best practice set out in the following published guidance produced by the relevant professional organisations concerned with landscape / townscape and visual impact assessment:
- Guidelines for Landscape and Visual Impact Assessment Third Edition (2013) (GLVIA3), published jointly by the Landscape Institute and the Institute of Environmental Management & Assessment
 - Technical Guidance Note LITGN-2024-01: Notes and Clarifications on Aspects of GLVIA3 (Landscape Institute, 2024)
 - Natural England's 'Approach to Landscape Character Assessment' (2014)
 - Natural England's 'An Approach to Landscape Sensitivity Assessment' (2019)
 - Landscape Institute's Technical Guidance Note 06/19 'Visual Representation of Development Proposals' (2019)
 - Landscape Institute's Technical Guidance Note 02/21 'Assessing Landscape Value Outside National Designations' (2021)
- 2.3.2 Full details of the methodology are included at **Appendix A**. In summary, the approach used to identify and assess landscape and visual effects is summarised as follows:
- Determine the scope of the assessment
 - Collate baseline information through desk study research and field-based survey work, select appropriate landscape and visual receptors and establish their value
 - Review the proposal and determine the susceptibility of the landscape and visual receptors to the nature of development proposed
 - Combine value with susceptibility to determine the sensitivity of landscape and visual receptors to the nature of the development proposed
 - Describe the nature and magnitude of change (impact) likely to be experienced by landscape and visual receptors as a result of the Proposed Development
 - Describe any measures (mitigation) to avoid or reduce the magnitude of any adverse impact
 - Assess the importance of effects for landscape and visual receptors in relation to the Proposed Development, through a clear description of judgements on sensitivity and magnitude of impact
 - Identify those effects that are considered important to decision making

3 LEGISLATION AND POLICY

3.1 National Planning Policy Framework

3.1.1 The National Planning Policy Framework (NPPF)¹ – updated February 2025, sets out the Government’s planning policies for England and provides a framework within which the appropriate local council can produce local and neighbourhood plans, the NPPF is material consideration in making planning decisions.

3.1.2 The NPPF sets out three dimensions to achieve sustainable development that are economic, social and environmental considerations. High quality design and responding to local character are repeating themes through the core planning principles. The NPPF also notes the importance that design ‘evolves’ in response to local issues and to the view of local communities and also sets out principles in relation to conservation and enhancement of the natural environment. Those policies of relevance to this LVIA are listed in **Appendix B**.

3.2 Current Local Planning Policies

3.2.1 This section considers planning policy and guidance relevant to landscape and visual effects. A detailed review of all planning policy has been undertaken and those of greatest relevance to the Application Site, the Proposed Development and the LVIA are included at **Appendix B Planning Policy**. In summary, they include the relevant parts and policies of the following adopted development plans:

- Wiltshire Core Strategy (2015)
- Wiltshire Local Plan Pre-Submission Draft 2020-2038 (September 2023)

3.2.2 In addition to the adopted development plans listed above, the following guidance documents have also been considered, where relevant to landscape and visual effects:

- Royal Wootton Bassett Neighbourhood Plan 2017-2026 (April 2018)
- North Wessex Downs National Area of Outstanding Natural Beauty Management Plan 2019–2024 (2019)

3.3 Other Designations

3.3.1 In addition to the landscape related planning policies, there are a number of other environmental designations present within the Study Area.

Scheduled Monuments

3.3.2 There are three scheduled monuments within the Study Area. This includes the site of a former Post Mill which is located at the northwestern corner of the Site, which will be considered as part of this assessment. For the other two scheduled monuments, from testing within the field, it is confirmed that intervening landform and vegetation preclude the potential for views of the Proposed Development – therefore these are not considered further as part of the assessment.

Conservation Areas

3.3.3 There is one Conservation Area located within the Study Area, which lies at the historic centre of Royal Wootton Bassett. The Conservation Area is approximately 955m to the southwest of the Site (at its closest edge, as shown on **Figure 3 at Appendix C**). The ZTVs in both summer and winter indicate that there is no intervisibility between the Site and the Conservation Area, due to intervening built form.

¹ Ministry of Housing, Communities & Local Government, National Planning Policy Framework, February 2025

Listed buildings

- 3.3.4 There are 45 Listed Buildings located within the Study Area. The closest is a Milestone located just outside the south boundary on Swindon Road. The Milestone is a small feature located within the roadside verge. The setting of this small feature is influenced by the existing housing settlement and road traffic. Impacts on this asset from a landscape and visual perspective is unlikely to be considered of material importance. No other listed building lies within 500m of the Site and therefore these are unlikely to be affected by the Proposed Development in landscape and visual terms.

Registered Park and Gardens and Parks and Gardens of Historic Interest

- 3.3.5 There is one Registered Park and Garden (RPG) within the Study Area, Lydiard Park, which lies approximately 1.7km north of the Site. Desk based, ZTV and field studies concluded that there is very limited intervisibility between the Site and this RPG, as assessed as part of this LVIA.

Tree Preservation Order (TPO)

- 3.3.6 A TPO search was carried out as part of this LVIA, using the interactive search map on Wiltshire Council's website. There are no TPOs within the Site or in close proximity to its boundaries.

4 LANDSCAPE AND VISUAL BASELINE

4.1 Landscape Character Review

4.1.1 Reference has been made to published guidance on landscape character for the area. The Site is located in the following landscape character types / areas, which are illustrated on **Figures 4 & 5** at **Appendix C**. These assessments include:

- National Character Area Profiles (Natural England);
- Wiltshire Landscape Character Assessment (2005); and
- North Wiltshire Landscape Character Assessment (2004)

4.1.2 Natural England has divided England into 159 distinct natural areas referred to as National Character Area (NCAs). The boundaries follow natural lines in the landscape, rather than administrative boundaries and each is defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity.

4.1.3 The NCAs inform the County and District Character Areas, considered in more detail below, but the Proposed Development would only influence a very small proportion of the landscape covered by these NCAs, resulting in a negligible effect at most. Therefore these character areas are not considered further as part of this LVIA.

County Landscape Character

Wiltshire Landscape Character Assessment (2005)

4.1.4 From review of published guidance on landscape character at a county level for the study area, the following character areas are relevant (refer to **Figure 4** at **Appendix C**):

- LCA11A: Calne Rolling Clay Lowland (includes the Site)
- LCA11B: Minety Rolling Clay Lowland
- LCA8A: Swindon-Lyneham Limestone Ridge
- LCA12B: Avon Open Clay Vale

4.1.5 The Site is wholly located within Landscape Character Area (LCA) 11A: Calne Rolling Clay Lowland and is also located in proximity to LCA 8A: Swindon-Lyneham Limestone Ridge. Due to the small scale of the Site, it is considered that the impact of the Proposed Development on the county scale character areas and types would be negligible at most and therefore they are not considered further as part of this assessment.

District Landscape Character

North Wiltshire Landscape Character Assessment

4.1.6 The North Wiltshire Landscape Character Assessment (NWLCA) was produced in 2004 by White Consultants. The NWLCA provides a detailed review of the landscape character of northern parts of the county, to help provide a greater understanding of the landscape character of the district. The Landscape Character Types (LCT) & LCAs as defined within the NWLCA are illustrated on **Figure 5** at **Appendix C**.

4.1.7 The following LCTs of relevance to this LVIA, as defined within the NWLCA are:

- LCT Urban Fringe Scarp & LCA3: Swindon Fringe (contains the Site)
- LCT Lowland Clay Woodland & LCA 4: Braydon Wooded Plateau
- LCT Lowland Clay Farmland & LCA 5: Minety & Malmesbury Rolling Lowland
- LCT Lowland River Farmland & LCA11: Avon Valley Lowland
- LCT Lowland Clay Farmland & LCA 14: Hilmarston Rolling Lowland

- LCT Settled Hill Farmland & LCA 13: Lyneham Hills
- 4.1.8 The NWLCA first sets out a number of LCTs and then subdivides the district further into LCA's. The Site is located in the Urban Fringe Scarp LCT, which is defined as *"Rolling lowland farmland with hedges and woodland. Strong influence of settlement in parts"*.
- 4.1.9 At the more detailed level, the Site is located within the LCA 3 Swindon Fringe. The characteristics of the LCA relevant to the Site and Study Area are listed below:
- *"Elevated ground with rolling hills and a steep escarpment to the north and west;*
 - *Significant areas of housing and other development in the town of Wootton Bassett and in ribbon development between the villages;*
 - *Wide views from elevated positions on the scarp slope of the coral rag and from high points such as Brynard's Hill, over floodplain and lowland vales, and also eastwards to development on the edge of Swindon;*
 - *Degraded agricultural landscapes, including arable and by pasture some of which is for equestrian use, and small irregular fields of medieval origin, with gappy hedgerows, boundaries in poor condition and a lack of mature trees;*
 - *Some unimproved meadows;*
 - *Presence of power lines, service sector land uses such as garden centres and workshops, and communication corridors;*
 - *Areas of woodland including ancient woodland;*
 - *Features of historical interest including an iron age earthwork, Roman remains, and the disused canal; and*
 - *A comprehensive network of public footpaths."*
- 4.1.10 The long-term management strategies set out within the NWLCA that are particularly relevant to the Proposed Development are those seeking to:
- *"Ensure development reinforces the locally distinctive character and respects the vernacular, and incorporates landscape mitigation to minimise adverse effects on the landscape and visual amenity;*
 - *Identify and seek opportunities to create new woodland belts and copses, in particular to help screen and contain settlement; and*
 - *Maintain and use footpath network to offer local people recreational opportunities in terms of countryside access routes and cycleways."*
- 4.1.11 In relation to landscape sensitivity, the NWLCA states that *"proximity to Swindon has meant that the area is vulnerable to significant development pressure"*, and that *"Building has occurred during the late 20th century in several areas, in particular Wootton Bassett"*. The NWLCA describes Royal Wootton Bassett as *"a small town of Saxon origin..."* with extensive mixed age residential development, the most recent of which is to the northeast, in the vicinity of the Site. Although generally referencing smaller-scale development, the NWLCA summarises that development *"could be considered where landscape and visual impact was minimised and the opportunity to mend the existing built fabric taken"*.
- 4.1.12 The remaining LCT / LCA and their relative distances from the Site are listed below. Due to the small scale of the Site and the distance between the Proposed Development and character areas listed, it is considered that any impact from the Proposed Development would be indirect and negligible at most, given the extent of existing built form at Royal Wootton Bassett – therefore these character areas are not considered further as part of this assessment:
- LCT Lowland Clay Woodland / LCA 4: Braydon Wooded Plateau (2.4km, northwest)
 - LCT Lowland Clay Farmland & LCA 5: Minety & Malmesbury Rolling Lowland (1.6km, northwest)

- LCT Lowland River Farmland & LCA11: Avon Valley Lowland (1.6km, west)
- LCT Lowland Clay Farmland & LCA 14: Hilmarton Rolling Lowland (450m southeast)
- LCT Settled Hill Farmland & LCA 13: Lyneham Hills (2.7km, southwest)

4.2 Assessment of Landscape Value

- 4.2.1 The following section describes the individual Factors contributing to an assessment of Landscape Value, as set out in Landscape Institute Technical Guidance Note 02/21 'Assessing landscape value outside national designations'. These have been reviewed in order to establish an understanding of the specific landscape baseline, including individual elements and more distinctive features or factors, which together contribute to local landscape character and determination of landscape value.

Natural Heritage

- 4.2.2 The Site does not contain any designated natural landscape features or conservation interests.
- 4.2.3 LCA 3: Swindon Fringe contains a number of designated natural features including ancient woodland and a local wildlife site.

Cultural Heritage

- 4.2.4 The Site contains the remains of a Post Mill, which is a designated Scheduled Monument. The Site is located on a rising landform known as Church Hill.
- 4.2.5 LCA 3: Swindon Fringe contains a number of designated heritage assets including Listed Buildings, a Scheduled Monument and part of a Registered Park and Garden at Lydiard Park.

Landscape Condition

- 4.2.6 The Site is an arable field with intact hedgerows, managed to a height greater than eye level. There are few hedgerow trees, some of which have died.
- 4.2.7 Generally, the rural landscape within LCA3 is of good condition, with intact hedgerows and mature trees prevalent with some woodland blocks present. At locations close to large highway and energy infrastructure elements, as well as at settlement edges, there is some decline in condition.

Associations

- 4.2.8 The Site has no known associations with cultural or historical events.
- 4.2.9 LCA 3 does not contain any known associations or with cultural or historical events.

Distinctiveness

- 4.2.10 The Site is typical of the rural landscape surrounding Royal Wootton Bassett and Swindon and does not contain any distinctive features aside from the Scheduled Monument.
- 4.2.11 Aside from the Lydiard Park, there are limited distinctive features within LCA 3, which is typical arable and grazed farmland along with highway and energy infrastructure elements.

Recreational

- 4.2.12 The Site is not currently publicly accessible and contains no public rights of way.
- 4.2.13 LCA3 is crossed by a network of public rights of way and Lydiard Park is a popular local Public Open Space.

Perceptual (Scenic)

- 4.2.14 The Site has a limited contribution to the visual environment locally. The field boundary hedgerows being the most visible element of the Site. The arable land within the Site is glimpsed from a small number of locations at the northeastern edge of Royal Wootton Bassett.

- 4.2.15 LCA3 has some limited scenic quality but derives scenic quality from intervisibility with the North Wessex Downs National Landscape. The M4 motorway, pylons and solar farms are prominent detracting elements.

Perceptual (Wildness and Tranquillity)

- 4.2.16 The Site is located north of Swindon Road (A3102), a busy A-Road at the northeastern edge of Royal Wootton Bassett with a single dwelling to the west and a hotel and restaurant to the east, which limits any sense of tranquillity and wildness.

- 4.2.17 The presence of urban settlement and the M4 motorway limit any sense of remoteness or tranquillity within LCA3

Functional

- 4.2.18 The Site is arable farmland and not distinctive in terms of its function. It forms no function in providing separation from other surrounding areas of settlement.

- 4.2.19 The landscape within LCA3 is predominantly of agricultural use, with Lydiard Park being a notable Public Open Space and area of historic parkland.

- 4.2.20 Overall, the landscape of the Site is considered to be of **Low** value, with the landscape value in the Wider Study area considered to be **Medium**.

4.3 Landscape Character

Summary of Landscape Character

- 4.3.1 Character areas at national level have been reviewed as part of the assessment however, it is considered that, whilst these assessments inform the context for regional and local character assessments, they do not provide a sufficient level of detail appropriate to the nature of effects likely to arise at a local level as a result of the Proposed Development. Therefore in line with the recommendations of GLVIA3, to ensure that the scale of assessment is appropriate and proportionate to the scale of the Proposed Development, National Character Areas have not been considered further as part of the assessment.

- 4.3.2 The Site is relatively well contained by a combination of existing vegetation, residential settlement and topography. With the Site occupying a small area of the local landscape, and because of the extent of containment described above, any change on the physical landscape resources of the Site would mainly impact the character of the Site and its immediate proximity within LCA 3 Swindon Fringe. Therefore only the Site and LCA 3 along with the Urban Fringe Scarp LCT are assessed further as part of this LVIA.

4.4 Visual Baseline

- 4.4.1 This section provides a description of the nature and extent of existing views from, towards and between the Site and surrounding areas. It also includes reference to specific locations that will potentially be subject to impacts as a result of the Proposed Development.

- 4.4.2 The viewpoint locations were selected, based on consideration of the ZTV scenarios / visual envelope, agreement with the Landscape Officer of Wiltshire Council and testing within the field. The represented viewpoints are considered proportionate to the size of the Site and scale / form of the Proposed Development.

- 4.4.3 The location of each representative viewpoint is illustrated on **Figure 9** at **Appendix C**, with related viewpoint photographs set out in **Appendix D**.

Visual Context

- 4.4.4 The Site is located on the northeastern settlement edge of Royal Wootton Bassett, with existing settlement edge to the south, a single dwelling to the west, a hotel and restaurant to the east and rolling rural landscape to the north. The Site is enclosed by existing mature hedgerows along the eastern, western and southern boundaries.

- 4.4.5 The Site is positioned on the southeast facing slope of a rising landform known as Church Hill, which opens the Site to a small number of views from locations to the southeast. The hedgerows lining the Site's boundaries restrict direct views into the centre of the Site.
- 4.4.6 To the west of the Site is an existing dwelling known as Elmcroft House. This property is lined on its eastern and northern side by recent maturing woodland planting, which screens the Site to views from the west. There are views into the Site from the east, at the adjacent hotel and restaurant. A public right of way to the west, which runs to the north of Elmcroft House, has views into the Site limited by field boundary vegetation.
- 4.4.7 There are views towards the Site from the settlement edge at Swindon Road, though the existing settlement is on a south facing slope with vegetation lining both sides of Swindon Road, reducing intervisibility between dwellings and the Site. Views from Swindon Road are limited by the field boundary hedgerows though glimpsed views are available from the approaches to the east.
- 4.4.8 Within the wider study area, views towards the Site are limited, due to intervening vegetation, landform and built form. The field to the north of the Site and its associated boundaries (which sit at the highest point of Church Hill) are discernible from the wider landscape and from locations to the north, such as public rights of way and local roads near the villages of Hook, Lydiard Green and locations south of Lydiard Park.
- 4.4.9 The pylons, solar farms and the M4 Motorway are notable visual detractors, as well as the extensive settlement areas and large industrial units at the edge of Swindon - which appear in views from high points within the surrounding landscape.

Visual Receptors and Representative Viewpoints

- 4.4.10 A detailed description of the visual baseline is contained in the **Schedule of Likely Visual Effects at Appendix F** and should be read with reference to the photographs in **Appendix D** and their relative positions within the ZTV, as illustrated on **Figure 9 at Appendix C**.

Settlement Areas

- 4.4.11 The settlement edge of Royal Wootton Bassett lies adjacent to the Site, south of Swindon Road. The settlement here is predominantly two storey semi-detached dwellings. The majority of the settlement is set behind an existing tall block of trees and shrub growth which lines Swindon Road. Other older dwellings front onto Swindon Road. Elsewhere tall timber fencing has been erected between the settlement edge and Swindon Road, limiting visibility towards the Site. Views from receptors here would not be above the ordinary or 'everyday' and are of **Low** value. This view is represented by **Viewpoint 1**.
- 4.4.12 The settlement of Hook is located approximately 1km to the north of the Site. Hook is a linear settlement following Greatfields Road with short narrow closes' branching off east and west. The settlement pattern runs along a rising landform north of Royal Wootton Bassett. The small scale and linear pattern of the settlement allows for some views out towards the wider landscape. Views towards the Site and the northern edge of Royal Wootton Bassett are largely screened by intervening field boundary vegetation. Views from receptors here would not be above the ordinary or 'everyday' and are of **Low** value. These views are represented by **Viewpoint 13**.
- 4.4.13 Lydiard Millicent (including Lydiard Green) is a village to the west of Swindon, lying north of Lydiard Park. This settlement is located approximately 2.7km north of the Site. Settlement pattern here is largely clustered around The Street and Mill Lane. The majority of the settlement is two storey and suburban in character. Views towards the Site and the northern edge of Royal Wootton Bassett are screened by intervening woodland at Park Copse and the edges of Lydiard Park. Views of the Site and the proposed development are not available and therefore this receptor is not assessed further.
- 4.4.14 The southwestern corner of Swindon Town lies in the northeastern edge of the Study Area. The settlement edge lies approximately 1.55km west of the Site. While the closest parts of the settlement is industrial and commercial usage, there are areas of residential settlement at Hook Street that have views out towards the rural countryside. Views towards the Site and the northern edge of Royal Wootton Bassett are largely screened by intervening field boundary vegetation. Views from receptors here would not be above the ordinary or 'everyday' and are of **Low** value. These views are represented by **Viewpoint 14**.

Heritage Assets

- 4.4.15 The most notable heritage assets relative to the Site's location are the Scheduled Monument within the Site and the listed grade II milestone on Swindon Road. The Scheduled Monument is not currently accessible to the public and its presence within the visual environment is minimal. The milestone is a small feature within the roadside verge that is set within an area influenced by settlement and vehicular traffic. The other heritage feature of relevance to this LVIA is Lydiard Park, a Registered Park and Garden to the west of Swindon. Views towards the Site and the northern edge of Royal Wootton Bassett are screened by intervening woodland at Letterage Copse and the edges of the park. Views from receptors here would be of **High** value on account the designation and level of public access and amenity. Views from Lydiard Park are represented by **Viewpoints 14 and 16**.

PRoW Users

- 4.4.16 There are number of PRoW north and east of Royal Wootton Bassett, which link the settlement to the surrounding villages and rural areas. There are a high number of PRoW within the settlement area of Royal Wootton Bassett itself which would have similar views as those described above in paragraph 4.4.12 and are considered part of the settlement as a receptor to avoid repetition. There are a number of PRoW close to the Site or in the rural landscape to the north, with views towards the Site and the northern edge of Royal Wootton Bassett, afforded by the rising topography. Views for receptors on PRoW would be of **High** value, given the evidence of public use. These receptors are represented by **Viewpoints 3-15 (excluding 6 & 13)**. PRoW users within the rural landscape southeast of Royal Wootton Bassett are represented by **Viewpoint 10**.

Road Users

- 4.4.17 The settlements and rural areas within the Study Area are well served by a network of A-roads and B Roads. Swindon Road, Greatfields Road, Brinkworth Road, Flaxlands Lane and Hook Street have potential for some visibility with the Site, as shown by the ZTVs (**Figures 7 & 8 at Appendix C**). Users of rural and local roads are generally moving from one place to another, with limited appreciation of their surroundings and moving through a landscape of local value at most, therefore these views are of **Low** value. The M4 motorway runs east-west through the Study Area, largely in cutting or at grade, giving limited views of the wider landscape. Receptors on the M4 are transient, traveling at high speed in an east or west direction and unlikely to be focused in the direction of the Site. Views for receptors on the M4 are considered to be of **Very Low** value.

Summary

- 4.4.18 In summary, the potential for important visual effects would be to visual receptors located immediately adjacent to the Site along Swindon Road (Viewpoints 1 & 2) and users of PRoW north of Royal Wootton Bassett (Viewpoints 3-15). Views from Lydiard Park (Viewpoints 14 & 16) are of High Value though intervisibility with the Site is very limited.

5 DEVELOPMENT PROPOSALS AND LANDSCAPE STRATEGY

5.1 Overview

- 5.1.1 This section considers the type of development proposed and draws the landscape and visual baseline information together to summarise the key constraints and opportunities in the existing landscape. Thereafter, it outlines the landscape strategy / design principles that form the mitigation and enhancement measures.

5.2 Proposed Development Description

- 5.2.1 The full description of the Proposed Development is included in the Planning Statement. In summary, planning permission is sought for the development of up to 135no. residential units, access, open space including play, SuDS as well as blocks of native woodland species planting. The development allows for a 50m buffer of undeveloped land surrounding the Scheduled Monument.
- 5.2.2 Permission is sought in outline, with all matters reserved except means of access. Details of scale, landscaping, layout and appearance would be determined later, through a separate application for these reserved matters.

5.3 Landscape Strategy

- 5.3.1 As described in the baseline assessment above, the Site comprises a single field that is enclosed by existing vegetation along the northern, southern, eastern and western boundaries. Existing vegetation includes a mixture of hedgerows and trees. The Site lies immediately to the north of the settlement edge of Royal Wootton Bassett, with a single residential property to the west (Elmcroft House, which is itself enclosed by woodland planting on its western and northern side) and a commercial property (hotel) to the east. The Site lies on the southeastern facing slope of a landform known as Church Hill. As a result the Site is relatively well contained and views directly into the Site are limited to those in close proximity to the south and glimpsed views from the north and east. As a result the retention and enhancement of established vegetation along the boundaries of the Site is key to sympathetically integrate the proposals into the surrounding landscape and filter views of the Proposed Development.
- 5.3.2 Following the analysis of the Site, its context and a review of the landscape strategy guidelines set out in the North Wiltshire Landscape Character Assessment (June 2004), a series of landscape strategy principles have been devised, to form an integral part of the masterplan evolution, these comprise:
- Maintain separation between the Proposed Development area and the higher positions within the Site, to the north and west, to avoid development protruding onto skyline and accommodating views towards the North Wessex Downs as part of the development.
 - Set development back from the existing field boundaries, to accommodate their retention and future growth.
 - Maintain and enhance the existing field boundaries, with new blocks of woodland species planting.
 - Maintain a buffer to the Scheduled Monument, to protect this heritage asset.
 - Create a network of paths within the Site, that connect with the local pedestrian pathways and the wider PRow network.
 - Create an appropriate entrance to the Site (where development is potentially most visible) that is suitably framed by built form that strongly reflects the existing local character and vernacular.
 - Ensure the Proposed Development reflects the form and scale of existing built form and that it comprises similar materials, colours and textures.
 - Inclusion of ecological elements such as hibernacula and bird and bat boxes within green infrastructure proposals for the development.

Embedded Mitigation Measures

Siting and Scale

- 5.3.3 Built form has been constrained to lower parts of the Site, to avoid protruding into the skylines above the existing built form of Royal Wootton Bassett, to an unprecedented level. A buffer of 50m has been kept free of development, surrounding the Scheduled Monument. Development has been set back from the boundaries to Swindon Road and to adjacent properties to the east and west.

Boundary Treatment

- 5.3.4 Existing hedgerows are to be augmented with new planting, comprising native tree and shrub species that are appropriate to the local area. The planted boundaries to the north, south, east and west are to be widened up to between 5 to 10m with additional planting to provide a dense visual screen for neighbouring properties and to screen development in views from Swindon Road and the rural landscape to the north.

Enhancement Measures

- 5.3.5 Enhancement measures are proposals that seek to improve the landscape resource and the visual amenity of the proposed development Site, over and above its baseline condition.
- 5.3.6 Where there is the inclusion of enhancement planting, this will be specified to reflect local species to assimilate the development into its context and to tie into the local character.

Landscape Maintenance and Management

- 5.3.7 A Landscape Maintenance and Management Plan will be produced, to set out the key objectives and schedule of operations for the protection and establishment of the landscape features retained and proposed as part of the development. There will be a recommendation for the plan to be reviewed, by those undertaking management, every 3-5 years - to reflect any changes required in management procedures.

6 POTENTIAL LANDSCAPE AND VISUAL EFFECTS

6.1 Overview

6.1.1 A detailed assessment of the likely impacts and effects of the Proposed Development on landscape and visual amenity is provided in the **Schedule of Likely Landscape Effects** at **Appendix E** and **Schedule of Likely Visual Effects** at **Appendix F**. Effects are considered for the following three stages: during construction; immediately on completion (Year 0); and, during operation after establishment of landscape mitigation (Year 15). The following narrative is a summary of the assessment set out in the schedules.

6.1.2 The landscape and visual effects are based on a combination of sensitivity and magnitude of change (impact). Sensitivity is a term applied to a specific receptor, combining judgement on the value related to a landscape / visual receptor with the susceptibility of this receptor to the nature of change proposed. As described in the LVIA methodology, Major and Substantial effects are considered to be material to decision making, with Moderate effects potential to be material to decision making.

6.1.3 The following sections summarise the impact and importance of landscape and visual effects likely as a result of the Proposed Development, during both construction and immediately on completion (Year 0). Effects after the establishment of landscape mitigation (Year 15) are included in Section 7 Residual Effects.

6.2 Construction Effects

6.2.1 The construction phase is likely to involve initial activities such as enabling works on Site, introduction of infrastructure as well as ongoing construction activities necessary to implement the Proposed Development.

Potential Construction Impacts

6.2.2 Depending on the nature of construction activities and the associated logistics for moving material and plant on and off Site, it is likely that construction features and activities would be visible from locations in close proximity to the Site, largely between and above the surrounding existing vegetation and built form. Views of the construction activities from distant locations would be very limited or hardly perceptible, due to the influence of intervening topography and layering of mature vegetation.

6.2.3 Both initial and ongoing construction activities would generate a variety of vehicle movements in the local area. Off-site movements are likely to include light and heavy haulage, commercial vehicles, along with site and staff vehicles. On site movements are likely to include haulage, general plant, forklifts, and mobile lifting equipment. Temporary signage, site hoarding and marketing signage are likely to be erected, and construction hazard warning lighting is likely to be visible. Whilst not exhaustive, the features and activities are likely to include:

- Site clearance and accommodation works (including removal of vegetation where required)
- Movement and presence of associated construction vehicles and plant – including scaffolding
- Presence of construction compounds and welfare facilities
- Presence of site hoarding / perimeter fencing
- Earthworks / groundworks and construction of internal utilities and road infrastructure and development platform
- Presence of protection measures in accordance with BS5837:2012
- Temporary construction lighting

Construction Mitigation

6.2.4 Construction work will be managed in accordance with a Construction Environmental Management Plan (CEMP), setting out how environmental issues would be managed in compliance with any

particular requirements imposed by the planning permission, as well as in compliance with relevant legislation, regulations and best practice guidance.

6.2.5 To ensure adverse impacts associated with the Proposed Development are minimised, the following mitigation measures would be applied:

- All access to the Site for construction traffic would be obtained off Swindon Road via the existing access location.
- The construction area and contractor's temporary work area would be minimised, to avoid unnecessary impacts to landscape resources and minimise visual intrusion.
- Site hoarding would be designed sensitively in both colour and size, to screen views to the construction work but not to form a prominent feature.
- Operational time restrictions would be followed; to limit after dark works and lighting - the security lighting would be kept at the minimum level needed for visual and security protection.

Construction Effects on Landscape

The Site

6.2.6 **Table 01** below summarises the findings of the assessment of landscape effects at the construction stage. At construction, the Site and its immediate context would be more susceptible to the uncharacteristic activities and features. It is considered that the construction of the Proposed Development would have a **Temporary Moderate Adverse Effect** – as a combination of the respective **Medium** sensitivity and **High** magnitude of change.

LCA 3: Swindon Fringe

6.2.7 The effect on the wider landscape of LCA – Swindon Fringe is considered to be **Temporary Minor Adverse** as a combination of their respective **Medium** sensitivity and **Low** magnitude of change. This is reflective of the very limited alteration of the landscape resources in the context of the Study Area. The construction activities would bring uncharacteristic features but only influencing a very local level, on and near to the Site, with the wider landscape and majority of the area remaining unaffected.

LCT: Urban Fringe Scarp

6.2.8 Landscape effects during construction would be largely restricted to the Site itself, therefore having a very limited impact on the local character type. It is considered that construction works would have a **Temporary Minor Adverse** effect as a combination of their respective **Medium** sensitivity and **Low** magnitude of change.

Table 01 Summary of Landscape Effects at Construction Stage

Landscape Receptors	Landscape Effects - Temporary
The Site	Moderate Adverse
LCA 3: Swindon Fringe	Minor Adverse
LCT Urban Fringe Scarp	Minor Adverse

Construction Effects on Visual Amenity

6.2.9 **Table 02** below summarises the findings of the assessment of visual effects during construction. The most important effects of **Temporary Moderate Adverse** as a combination of their respective **High** sensitivity and **Medium-Low** magnitude of change. are related to those visual receptors located on local public rights of way close to the Site at Viewpoints 3 & 4, where construction activity on the Site would be evident due to their proximity. There would be clear views of tall elements such as cranes and scaffolding, Site hoarding would be used to limit views of lower-level activities. Receptors on Swindon Road which are of **Low** sensitivity would experience a **Medium** magnitude of change, resulting in **Temporary Minor or Minor / Moderate Adverse** effects given the level of existing screening vegetation from settlement areas, busy traffic and transient nature of road users.

Table 02 Summary of Visual Effects at Construction Stage

Viewpoint	Receptors	Visual Effects - Temporary
1	Road Users, Settlements	Minor & Moderate Adverse
2	Road Users	Minor Adverse
3	Users of PRow	Moderate Adverse
4	Users of PRow	Moderate Adverse
5	Users of PRow	Minor Adverse
6	Road Users	Negligible Adverse to Neutral
7	Users of PRow	Negligible Adverse to Neutral
8	Users of PRow	Negligible to Minor Adverse
9	Users of PRow	Negligible Adverse
10	Users of PRow	Negligible Adverse
11	Users of PRow	Negligible Adverse to Neutral
12	Users of PRow	Negligible Adverse
13	Users of Road Users	Negligible Adverse
14	Users of PRow / Lydiard Park	Neutral
15	Users of PRow	Negligible Adverse
16	Users of PRow / Lydiard Park	Neutral

6.3 Operational Effects (Year 0)

6.3.1 Impacts at operation are concerned with the long-term alteration in the baseline from an agricultural field to the future scenario of the Proposed Development. The new built form would be completed and seen as a permanent component in the landscape.

6.3.2 It's assumed that the landscape proposals would be implemented as early as possible in the construction programme however, it is unlikely that this would be sufficiently established on completion to contribute to mitigation of impacts on landscape and visual receptors. Therefore, the assessment of likely effects at completion (Year 0) assumes the worst-case scenario, without landscape mitigation in place or with only early stage vegetation growth.

Effects (Year 0) on Physical Landscape Resources

6.3.3 This section describes the changes to relevant physical landscape resources that may give rise to landscape character impacts.

6.3.4 The main change would be associated with the Site's land use, transforming an area of arable land to a residential development, which would maintain the vast majority of boundary hedgerows and trees as well as an area of undeveloped land within 50m of the Scheduled Monument. The topography of the Site would be largely retained, other than minor modifications to accommodate building platforms and provision of sustainable drainage (SuDS). The Proposed Development seeks to protect, retain and enhance existing vegetation on the boundaries where possible.

Effects (Year 0) on Landscape Character

6.3.5 **Table 03** below summarises the findings of the assessment of operational landscape effects at Year 0. Overall, the importance of effects upon the Site is considered as **Short Term Moderate Adverse**.

The Site

6.3.6 The built form would be limited to a two-storey residential development that would reflect the character of existing built form along Swindon Road. At completion, mitigation and enhancement measures would have introduced new tree and shrub planting, using locally prevalent and native species in accordance with relevant landscape guidance and in planting arrangements to reflect local character, albeit this would not yet be sufficiently established to assist with integration of the Proposed Development into the wider landscape setting. It is considered that development on the Site would have a **Short Term Moderate Adverse Effect** – as a combination of the respective **Medium** sensitivity and **High** magnitude of change.

LCA 3: Swindon Fringe

- 6.3.7 The Proposed Development would reflect some of the character of the existing settlement found at Swindon Road while avoiding development on the highest parts of the Site and at Church Hill more broadly. The Proposed Development would be perceived as tying into the settlement found locally. Due to the scale of the development and its location, it is considered that development of the Site would have a **Short-Term Minor Adverse** effect as a combination of the respective **Medium sensitivity** and **Low** magnitude of change.

LCT: Urban Fringe Scarp

- 6.3.8 The effect on local landscape type LCT Urban Fringe Scarp is deemed as a **Short Term Minor Adverse** – as a combination of the respective **Medium** sensitivity and **Low** magnitude of change.

Table 03 Summary of Landscape Effects at Operational (Year 0)

Landscape Receptors	Landscape Effects – Short Term
The Site	Moderate Adverse
LCA 3: Swindon Fringe	Minor Adverse
LCT – Urban Fringe Scarp	Minor Adverse

Operational Effects on Visual Amenities

- 6.3.9 **Table 04** below summarises the findings of the assessment of operational effects on visual receptors on completion of the Proposed Development (Year 0). The visual effects of greatest importance is considered to be **Short Term Minor / Moderate Adverse** for receptors at viewpoint 1 on account of the **Low** and **Medium** sensitivity and **Medium** magnitude of change. Receptors at viewpoints 2 - 5 and 8 would be **Short Term Minor Adverse** at most due to the **Low** magnitude of change and sensitivities between **High** and **Low**. The remaining receptors would experience either **Very Low** magnitude of change and **Short Term Negligible Adverse** or **Neutral** effects.

Table 04 Summary of Visual Effects at Completion (Year 0)

Viewpoint	Receptors	Visual Effects – Short Term
1	Road Users, Settlements	Minor & Moderate Adverse
2	Road Users	Minor Adverse
3	Users of PRoW	Minor Adverse
4	Users of PRoW	Minor Adverse
5	Users of PRoW	Minor Adverse
6	Road Users	Negligible Adverse to Neutral
7	Users of PRoW	Negligible Adverse to Neutral
8	Users of PRoW	Negligible to Minor Adverse
9	Users of PRoW	Negligible Adverse
10	Users of PRoW	Negligible Adverse
11	Users of PRoW	Negligible Adverse to Neutral
12	Users of PRoW	Negligible Adverse to Neutral
13	Users of Road Users	Negligible Adverse
14	Users of PRoW / Lydiard Park	Neutral
15	Users of PRoW	Negligible Adverse
16	Users of PRoW / Lydiard Park	Neutral

7 RESIDUAL EFFECTS

7.1 Overview

7.1.1 Residual effects are typically defined as those that remain following the implementation of embedded mitigation measures. The initial stages of the LVIA have considered landscape and visual effects at construction and operation (Year 0). The embedded mitigation related to landscape and visual matters have largely been incorporated into the Proposed Development as an integral part of the masterplanning, used to shape and influence the parameters for the layout, scale, massing and height of the proposals. At such an early stage, many of the proposed landscape mitigation measures associated with green infrastructure would not be sufficiently established to perform their intended landscape function or would deliver only a small part of their intended function.

7.1.2 The residual effects pertaining to landscape and visual matters are considered to be those that remain once the proposed mitigation measures have established and are contributing to their intended function, for example providing a green framework, screening or softening built form. This Stage is defined as 'Post Mitigation Establishment (Year 15).

7.2 Residual Landscape Effects

7.2.1 **Table 05** below summarises the findings of the assessment of landscape effects at post mitigation establishment (Year 15).

The Site

7.2.2 At the Site level, the importance of effects would be **Long Term Minor to Moderate Adverse** on account of its **Medium** sensitivity and **Medium** magnitude of change, reflecting the change from an area of agricultural land to urban development, though the majority of key landscape features would be retained and enhanced.

LCA 3: Swindon Fringe

7.2.3 The Proposed Development would reflect the some of the character of the existing settlement found at Swindon Road while avoiding development on the highest parts of the Site and at Church Hill more broadly. The Proposed Development at Year 15 would tie into its surroundings as planting would have established to ensure that built form is suitably screened and assimilated into the local wooded context typified by the woodland plantation next to Elmcroft House. Due to the scale of the development and the extent of change, this would be a **Low** magnitude of change and it is considered to have a **Long-Term Minor Adverse** effect, reflecting the LCA's **Medium** sensitivity.

LCT: Urban Fringe Scarp

7.2.4 The effect on the wider local landscape type LCT Urban Fringe Scarp would remain as **Minor Adverse** – as a combination of the respective **Medium** sensitivity and **Low** magnitude of change.

Table 05: Post Mitigation Establishment (Year 15) on Landscape Character

Landscape Receptors	Landscape Effects – Long Term
The Site	Minor to Moderate Adverse
LCA 3: Swindon Fringe	Minor Adverse
LCT – Urban Fringe Scarp	Minor Adverse

7.3 Residual Visual Effects

7.3.1 **Table 06** below summarises the findings of the assessment of visual effects at post mitigation establishment (Year 15). Due to the establishment of planting, built form would be assimilated into its immediate context however, it is likely that close range receptors (**Viewpoint 1**) of **Medium** sensitivity; would have filtered views towards rooflines that extend above the boundary vegetation. The development would be a **Low** magnitude of change. The importance of this visual effect is considered to be **Long Term Minor Adverse**.

7.3.2 Receptors at the remaining viewpoint locations would experience very distant views of rooftops in the context of the existing settlement edge or where the Proposed Development would be entirely screened from view, resulting in a **Very Low** magnitude of change **Long Term Negligible Adverse** or **Neutral** effects.

Table 06: Post Mitigation Establishment (Year 15) on Visual Amenity

Viewpoint	Receptors	Visual Effects – Long Term
1	Road Users, Settlements	Negligible & Minor Adverse
2	Road Users	Negligible Adverse
3	Users of P _{RoW}	Negligible Adverse
4	Users of P _{RoW}	Negligible Adverse
5	Users of P _{RoW}	Negligible Adverse
6	Road Users	Negligible Adverse to Neutral
7	Users of P _{RoW}	Negligible Adverse to Neutral
8	Users of P _{RoW}	Negligible Adverse
9	Users of P _{RoW}	Negligible Adverse
10	Users of P _{RoW}	Negligible Adverse
11	Users of P _{RoW}	Negligible Adverse to Neutral
12	Users of P _{RoW}	Negligible Adverse to Neutral
13	Users of Road Users	Negligible Adverse
14	Users of P _{RoW} / Lydiard Park	Neutral
15	Users of P _{RoW}	Negligible Adverse
16	Users of P _{RoW} / Lydiard Park	Neutral

8 CUMULATIVE ASSESSMENT

8.1.1 Within this section, the effects of the Proposed Development have taken into account a number of planning applications in the vicinity of the Site. A summary of these can be found below:

- Land to the South of A3102 and East of Royal Wootton Bassett (hereafter referred to as RWB East)
 - Ref: PL/2023/02129 - Outline planning application with all matters reserved except access for up to 410 dwellings, land for a nursery school, public open space, landscaping and associated infrastructure.
- Land at Midge Hall Farm, Swindon Road, Royal Wootton Bassett (hereafter referred to as Midge Hall)
 - Ref: PL/2025/02340 - Outline permission for residential-led mixed use development comprising up to 425 residential dwellings (Class C3), mixed-use Local Centre (non-residential uses to include Classes E and F2), a Primary School (Class F1), employment land (Class E), public open space and associated access, infrastructure and ancillary works. All matters reserved except for access from Hook Road and Swindon Road.

8.2 Cumulative Assessment Scenarios

8.2.1 The cumulative effects on the landscape and visual environment are assessed below:

- Proposed Development & RWB East
- Proposed Development & Midge Hall
- Proposed Development, RWB East & Midge Hall

8.2.2 The cumulative assessment below assumes construction for these sites would be undertaken concurrently, alongside the Proposed Development. If they are not undertaken concurrently, the cumulative effects would be lower than stated below.

8.3 Proposed Development & RWB East

Cumulative Landscape Effects

8.3.1 In this scenario there would be a notable change to the landscape character at the northeastern end of Royal Wootton Bassett due to direct cumulative effects on LCA3 Swindon Urban Fringe. The urban area of Royal Wootton Bassett would extend slightly further to the north and more notably to the east with a loss of low-lying agricultural land.

8.3.2 Urban characteristics at the edge of LCA3 Swindon Fringe (**Medium** sensitivity) would be notably increased overall. Cumulative Effects on LCA 3 in this scenario would be **Moderate Adverse** at Construction (**Temporary, Medium** magnitude of change), reducing to **Minor Adverse** effect at Completion (Year 0, Short Term, **Low** magnitude of change) and Year 15 (Long Term, **Low** magnitude of change).

Cumulative Visual Effects

8.3.3 In this scenario, only Viewpoints 5, 8, 9 and 10 are likely to experience visual effects cumulatively. The settlement edge to the east of Royal Wootton Bassett would be notably changed and urban development would make up a greater proportion of views from Viewpoints 9 and 10. The Proposed Development would be seen in the context of the wider settlement area but would be less prominent. Effects on Receptors in Viewpoints 9 and 10 (**High** sensitivity) in this scenario would be **Moderate / Minor Adverse** at Construction (Temporary, **Medium-Low** magnitude of change) reducing to **Minor Adverse** effect at Completion (Year 0, Short Term, **Low** magnitude of change) and Year 15 (Long Term, **Low** magnitude of change). For Viewpoints 5 and 8, the RWB East development would be viewed peripherally in conjunction with the Proposed Development. Both developments would be heavily filtered and screened by existing vegetation. Effects on Receptors in Viewpoints 5 and 8 (**High** sensitivity) in this scenario generally would be **Minor Adverse** at Construction (Temporary, **Low** magnitude of change) and Completion (Year 0, Short Term **Low** magnitude of change) reducing to **Negligible Adverse** effect at Year 15 (Long Term, **Very Low** magnitude of change).

8.4 Proposed Development & Midge Hall

Cumulative Landscape Effects

- 8.4.1 In this scenario, there would be a notable change to the local landscape character with direct effects on LCA3 Swindon Urban Fringe. The urban area of Royal Wootton Bassett would extend further to the north, with a loss of rolling agricultural land north of the settlement.
- 8.4.2 Urban characteristics at the edge of LCA3 Swindon Fringe (**Medium** sensitivity) would be notably increased. Cumulative Effects on LCA 3 in this scenario would be **Moderate Adverse** at Construction (Temporary, **Medium** magnitude of change) reducing to **Minor Adverse** at Completion (Year 0, Short Term, **Low** magnitude of change) and likely to remain so at Year 15 (Long Term, **Low** magnitude of change).

Cumulative Visual Effects

- 8.4.3 In this scenario, only Viewpoints 4, 13 and 15 (**High** sensitivity) are likely to experience visual effects cumulatively. The settlement edge of Royal Wootton Bassett would be notably changed, and urban development would be more visible in views from Viewpoints 4, 13 and 15. The Proposed Development would be seen in the context of the wider settlement area but would be less prominent. Cumulative Effects on receptors at Viewpoint 4 in this scenario would be **Moderate Adverse** at Construction (Temporary, **Medium** magnitude of change) reducing to **Minor Adverse** at Completion (Year 0, Short Term, **Low** magnitude of change) and Year 15 (Long Term, **Low** magnitude of change). At Viewpoints 13 and 15 in this scenario, the extended settlement area at Church Hill and Midge Hall would be a distant but visible change. Cumulative Effects on Receptors in Viewpoints 13 and 15 in this scenario generally would be **Moderate / Minor Adverse** at Construction (Temporary, **Medium** magnitude of change) reducing to **Minor Adverse** at Completion (Year 0, Short Term, **Low** magnitude of change) and at Year 15 (Long Term, **Low** magnitude of change).

8.5 Proposed Development, RWB East & Midge Hall

Cumulative Landscape Effects

- 8.5.1 In this scenario, there would be a notable change to the local landscape character with direct and indirect effects on LCA3 Swindon Urban Fringe (**Medium** sensitivity). The urban area of Royal Wootton Bassett would extend further to the east with a loss of low-lying agricultural land. Urban characteristics at the edge of LCA3 Swindon Fringe would be notably increased. Cumulative Effects on LCA 3 in this scenario would be **Moderate Adverse** at Construction (Temporary, **Medium** magnitude of change) reducing to **Minor Adverse** at Completion (Year 0, Short Term, **Low** magnitude of change) likely to remain so at Year 15 (Long Term, **Low** magnitude of change).

Cumulative Visual Effects

- 8.5.2 In this scenario, Viewpoints 4, 5, 8, 9, 10, 13 and 15 (**High** sensitivity) are likely to experience visual effects cumulatively. The settlement edge to the east of Royal Wootton Bassett would be notably changed and urban development would make up a greater proportion of views from viewpoints to the north and west at Viewpoints 4, 13 and 15. The Proposed Development would be seen in the context of the wider settlement area but would be less prominent. Cumulative Effects on these receptors would be **Moderate Adverse** at Construction (Temporary, **Medium** magnitude of change) reducing to **Minor Adverse** effect at Completion (Year 0, Short Term, **Low** magnitude of change) and Year 15 (Long Term, **Low** magnitude of change).
- 8.5.3 For Viewpoints to the east and south (5, 8, 9 and 10) (**High** sensitivity) the Proposed Development and Midge Hall would be seen in the context of the wider settlement area but would be less prominent. Cumulative Effects on Receptors in Viewpoints 5 and 8 in this scenario generally would be **Moderate Adverse** at Construction (Temporary, **Medium** magnitude of change) and Completion (Year 0, Short Term, **Low** magnitude of change) reducing to a **Minor Adverse** effect at Year 15 (Long Term, **Very Low** magnitude of change). Cumulative Effects on Receptors at Viewpoints 9 and 10 in this scenario would be **Moderate / Minor Adverse** at Construction (Temporary, **Medium-Low** magnitude of change) reducing to **Minor Adverse** at Completion (Year 0, Short Term, **Low** magnitude of change) and Year 15 (Long Term, **Low** magnitude of change).

9 CONCLUSION

- 9.1.1 Bradley Murphy Design have been appointed by Gleeson Land to prepare a Landscape and Visual Impact Assessment (LVIA) to accompany an outline planning application for the development of up to 135no. residential units at the Site north of Swindon Road, Royal Wootton Bassett. The Site measures approximately 6.5 hectares.
- 9.1.2 The LVIA has been carried out in accordance with the Guidelines for Landscape and Visual Impact Assessment Third Edition (2013) (GLVIA3), with reference to other technical notes including Technical Guidance Note LITGN-2024-01: Notes and Clarifications on Aspects of GLVIA3 (Landscape Institute, 2024), Landscape Institute Advice Note 06/19, Visual Representation of Development Proposals (2019) and Landscape Institute Advice Note 02/21, Assessing landscape value outside national designations.
- 9.1.3 The LVIA methodology, extent of Study Area (3km radius) and proposed locations for representative viewpoints have been determined through: Zone of Theoretical Visibility (ZTV) modelling; mapping of landscape and visual sensitivities and key receptors; and agreement with the Landscape Officer at Wiltshire Council.
- 9.1.4 The LVIA has included a review of planning policies from national to local level of relevance to inform judgements on value and sensitivity of landscape and visual receptors; the content and recommendations of published landscape character assessments or studies; the existing key features and character of the Site and its context; views towards the Site and Proposed Development.
- 9.1.5 In relation to landscape character, the LVIA has made reference to National Landscape Character Area Profiles, The Landscape Character of Wiltshire (2005) and North Wiltshire Landscape Character Assessment (2004). The Site is located at a local level within the Urban Fringe Scarp Landscape Character Type and Landscape Character Area No.3 Swindon Fringe.
- 9.1.6 The Site comprises an arable field bound by native hedgerows and trees. There is an existing access off Swindon Road as well as via a field gate to the north. The Site is located at a high point in the local landscape known as Church Hill at approximately 138m AOD. There is a Scheduled Monument (the site of a former Post Mill) at the Site's northern boundary. A block of woodland planting is located to the northwest of the Site that wraps around a Neighbouring property known as Elmcroft House.
- 9.1.7 The LVIA draws together the landscape and visual baseline information and summarises the key mitigation and enhancement measures, forming part of the iterative design process and maximising the positive influence of the Proposed Development on its surrounding context. Landscape and visual effects have been assessed following three stages: during construction; immediately on completion (Year 0); and during operation after establishment of landscape mitigation (Year 15).
- 9.1.8 The assessment concludes that landscape effects have been assessed to be of **Moderate Adverse** within the Site at Construction stage and at Completion (Year 0), reducing to **Minor / Moderate Adverse** at Year 15. At the district level, effects on landscape character would be **Minor Adverse** within LCA 3 Swindon Fringe and LCT Urban Fringe Scarp at all stages.
- 9.1.9 Visual effects at the construction stage and at completion (Year 0) have been assessed to range between **Moderate** to **Minor Adverse** at locations close to the Site such as on Swindon Road and nearby Public Rights of Way or on Public Rights of Way at vantage points in the local landscape within 2km. Effects on more distant views including those from Lydiard Park (Registered Park and Garden) would be **Negligible**. Operational effects in the long term (Year 15) would be no greater than **Minor Adverse** as the landscape scheme matures and filters views or screens the development from view.
- 9.1.10 As described in the LVIA Methodology at **Appendix A**, Major and Substantial effects are considered to be material to decision making, with Moderate effects having the potential to be material to decision making. Based on the above summaries of the assessment, it is considered that the Proposed Development accords with the landscape and visual requirements of planning policies and guidelines and can be accommodated without giving rise to important material landscape and visual effects.

APPENDIX A: LVIA METHODOLOGY

A. ASSESSMENT METHODOLOGY

A.1 Introduction

- A.1.1 This assessment aims to identify and describe the nature and importance of the effects likely to arise as a result of the Proposed Development on the existing landscape and the visual amenity of people.

A.2 Approach

- A.2.1 This methodology has been developed in accordance with the principles of good practice set out in the following published guidance produced by the relevant professional organisations concerned with landscape and visual assessment:

- Guidelines for Landscape and Visual Impact Assessment Third Edition (2013), (GLVIA3), published by the Landscape Institute and the Institute of Environmental Management & Assessment
- Technical Guidance Note LITGN-2024-01: Notes and Clarifications on Aspects of GLVIA3 (Landscape Institute, 2024)
- Natural England's 'An Approach to Landscape Character Assessment' (2014)
- An Approach to Landscape Sensitivity Assessment (Natural England, 2019)
- Landscape Institute (2019), Technical Guidance Note 06/19, Visual Representation of Development Proposals
- Landscape Institute Technical Guidance Note 02/21: Assessing Landscape Value Outside National Designations (LI, 2021)

- A.2.2 The GLVIA3 states that:

“Landscape and Visual Impact Assessment (LVIA) is a tool used to identify and assess the significance of and the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people’s views and visual amenity.”

- A.2.3 GLVIA3 Statement of Clarification 1/13 states that for an LVIA outside of the EIA process, it is not necessary to establish whether likely effects are significant, given that the term is enshrined in EIA Regulations. It goes on to note an approach that *“is proportional to the scale of the project that is being assessed and the nature of its likely effects”* also applies to LVIA being undertaken outside of the formal requirements of EIA. In this assessment, judgements are made therefore about the level of effects, referred to by their importance rather than significance, with the assessment then used to determine whether these effects are likely to be relevant in the decision-making process.

- A.2.4 Whilst linked, the assessment of landscape and visual effects are treated separately in LVIA. The overall approach used to identify and assess landscape and visual effects is summarised as follows:

- Determine the **scope** of assessment
- Collate baseline information through desk study research and field based survey work, select appropriate landscape and visual receptors and establish their **value**
- Review the proposal and determine **susceptibility** of landscape and visual receptors to the nature of development proposed

- Combine value with susceptibility to determine the **sensitivity** of landscape and visual receptors to the nature of development proposed
- Describe the nature and magnitude of change (**impacts**) likely to be experienced by landscape and visual receptors as a result of the Proposed Development
- Describe any measures to avoid or reduce the magnitude of any adverse change (**mitigation**)
- Assess the **importance of effects** for landscape and visual receptors in relation to the Proposed Development through a clear description of judgements on sensitivity and magnitude
- Identify those effects that are considered relevant to decision making

Purpose of LVIA

- A.2.5 The overriding aim of LVIA is to draw out the key landscape and visual issues that are likely to arise as a result of a Proposed Development and to ensure that the effects and the scope for reducing any adverse effects are properly understood by the public and the competent authority. Whilst it is important to identify the range of effects likely to be experienced by receptors, the aim should be to identify and describe in detail any important effects that are likely to be most relevant to decision making.

Professional Judgement in LVIA

- A.2.6 The GLVIA3 asserts that professional judgement is a very important part of LVIA as much of the assessment must rely on qualitative judgements about the nature of change and whether it is positive, neutral or negative. However; professional judgement must be informed by clear and transparent methods, as clarified in paragraph 2.24 of the GLVIA3:

“In all cases there is a need for the judgements that are made to be reasonable and based on clear and transparent methods so that the reasoning applied at different stages can be traced and examined by others.”

Limitations of LVIA

- A.2.7 Landscape results from the interplay between the natural, physical and cultural components of the environment and as such the assessment of landscape and visual effects is a process closely linked with other topics, notably ecology and the historic environment. The LVIA considers the contribution heritage and ecological features make to the character and value of the landscape and visual receptors, along with an assessment of the likely effect of the Proposed Development on the landscape character and views associated with heritage features. The LVIA has been carried out in landscape and visual terms only, as an assessment of effects on heritage assets and their wider cultural setting (e.g. impacts on cultural and historic associations) are considered to be beyond the remit of this LVIA. The LVIA does not assess direct or any other indirect effects on heritage or ecological resources.
- A.2.8 The LVIA is based on views from publicly accessible locations. Where an impact on residential and other private views (e.g. commercial properties) is noted this has, necessarily, been estimated (unless access is provided by a landowner). The viewpoints identified in the LVIA are illustrative of the worst case potential summer and winter impact from a representative range of receptors including residences, rights of way, public open spaces, private open space, commercial

operations, the road and rail network etc. This LVIA does not necessarily identify all locations from where the Proposed Development would potentially be visible.

- A.2.9 In the absence of a detailed design and layout the effects of lighting cannot be accurately determined however an assessment is provided on: the likely effects of temporary lighting resulting from construction; the change to the baseline sky glow; and, the change to the landscape and views as a result of the introduction of lighting as part of the Proposed Development.

A.3 Scope of Assessment

Spatial Scope

- A.3.1 A preliminary study area has been identified, the extent of which considers the nature and scale of the Proposed Development in relation to the existing physical characteristics of the landscape as well as existing landscape studies and assessments. The preliminary study area is based on an approximate radius of 3km from the boundary of the site, which is considered to be sufficient to account for potential effects that may arise as a result of the Proposed Development.

Zones of Theoretical Visibility

- A.3.2 Zones of theoretical visibility (ZTV) were modelled digitally to identify those areas of the landscape and townscape that theoretically are visually connected with the Proposed Development, in order to refine the extent of the study area. **Figures 7 and 8 in Appendix C** illustrate the following two ZTV scenarios.
- A.3.3 ZTV 1 (Fig 7): represents the proposed built form within the Application Site that would theoretically be visible during the winter months, when leaf cover on existing vegetation is reduced and views towards the Proposed Development have potential to be increased, based on the building heights for the Proposed Development, taking account of the effect that only the existing settlements would have on views toward the Proposed Development.
- A.3.4 ZTV 2 (Fig 8): represents the proposed built form within the Application Site that would theoretically be visible, based on the building heights for the Proposed Development, taking account of the effect that settlements and significant woodland blocks / belts would have on views toward the Proposed Development and therefore illustrates a reasonably realistic area within which the Proposed Development could theoretically be visible during the summer months.
- A.3.5 These ZTVs consider the potential visibility of a developable volume encompassing all built form proposed within the site, rather than the visibility of individual buildings. This 'jelly mould' approach has been adopted to represent the worst-case parameters regarding building locations, footprint dimensions and heights to ridgeline.
- A.3.6 The ZTVs were modelled using the Key Terra-Firma ZTV module for BricsCAD v24 and are based on the following parameters and data sources:
- Ordnance Survey mapping at 1:25,000 scale
 - Ordnance Survey Terrain 5 Landform Profile contour data
 - Viewer eye height set at 1.6m above landform

- The developable volume extent is set in accordance with the heights and footprint for the Proposed Development, defined by the Proposed Site Layout and Proposed Building Heights.
- Settlements are set at 9m high following landform and set as visually impermeable
- Each woodland block is set at 12m high following landform and set as visually impermeable (for the summer ZTV, excluded for the winter ZTV)

Determining the Study Area

- A.3.7 The final 3km extent of the study area has been determined by considering together the preliminary study area, the results of the ZTV modelling and the findings of the baseline appraisal and assessment process.
- A.3.8 It is considered that any direct or indirect landscape or visual effects arising as a result of the Proposed Development at a distance of greater than 3km would be negligible and are therefore not included within this assessment.

Temporal Scope

- A.3.9 This assessment considers landscape and visual effects at the following stages of the Proposed Development:
- Effects during construction: Assesses the likely impact of temporary construction activities and considers the changing nature of the site itself.
 - Effects during operation at Year 0: Assesses the completed development assuming structural landscape treatments would have been implemented and would be establishing, albeit not to a level sufficient to provide a screening function.
 - Effects during operation at Year 15: Assumes structural landscape treatments would have reached semi-maturity allowing for an assessment of likely landscape and visual effects that takes established vegetative mitigation measures into account.
 - Effects during summer and winter are considered where these would substantially differ as a result of vegetation growth or leaf cover.
 - Effects at night are considered where these would substantially differ from day time effects.

A.4 Determining Baseline Conditions

- A.4.1 Information has been collated through desk study and field survey in order to describe the baseline situation in relation to landscape character, landscape features and elements and the visual amenity of people within the study area.

Desk Study

- A.4.2 A variety of sources have been reviewed to gain an understanding of the quality, variety and sensitivity of the features and elements that contribute toward landscape character and visual amenity in order to identify potential landscape and visual receptors.
- A.4.3 These include relevant published local policy and guidance documents, existing published landscape character studies, Ordnance Survey mapping and aerial photography.

Data Sources

A.4.4 The desk study has included a review of the following sources of information:

- The National Planning Policy Framework (December 2024)
- Wiltshire Council - Wiltshire Core Strategy (2015)
- Natural England - National Character Areas (2014)
- Wiltshire Council - North Wiltshire Landscape Character Assessment 2004
- Land Use Consultants - The Landscape Character of Wiltshire 2005
- Wiltshire Council - Wiltshire Green Blue Infrastructure Strategy (February 2022)
- Ordnance Survey Mapping at 1:25,000 scale
- Aerial photography of the site and wider area (Google Earth, www.maps.google.co.uk and www.bing.com/maps)
- Multi Agency Geographic Information for the Countryside (MAGIC) interactive mapping (www.magic.gov.uk)
- Natural England Green Infrastructure Mapping (<https://designatedsites.naturalengland.org.uk/GreenInfrastructure/Map.aspx>)
- Rights of Way Mapping (www.rowmaps.com)
- UK Government Flood Risk Mapping (<https://flood-map-for-planning.service.gov.uk/>)
- National Heritage List for England Map Search, English Heritage (<http://www.english-heritage.org.uk/>)
- National Cycle Network mapping (www.sustrans.org.uk)
- British Geological Survey, Geology of Britain Viewer (<https://www.bgs.ac.uk/>)
- Ancient Tree Inventory. Woodland Trust (<https://ati.woodlandtrust.org.uk/>)

Site Survey

A.4.5 Initial field work provides a context for LVIA and helps to identify likely opportunities and constraints for a Proposed Development. In best practice, the findings of initial field work can be used to influence and guide the design of the Proposed Development in order to avoid or reduce potential impacts and to achieve the best fit with the landscape. Initial survey work for this LVIA was undertaken in July 2025 to further identify those features or elements that contribute to the character of the area and determine the potential visibility of the Proposed Development.

Photography

A.4.6 A series of representative and specific viewpoint photographs were captured during field work using a digital SLR camera with a fixed 50mm lens (equivalent focal length) at approximately 1.6m in height. The method used to capture and present the photographs was consistent with Landscape Institute Advice Note 06/19. These are presented as a series of panoramic viewpoints that were stitched together using Adobe Photoshop CC – Photomerge and have been used to inform the assessment.

Selection of Landscape and Visual Receptors

A.4.7 Landscape and visual receptors were identified during desk study and have been verified during field survey work to provide a baseline against which to describe those effects likely to arise as a result of the Proposed Development. Receptors used within this assessment include:

- Landscape character types or areas drawn from published documents and any potential for increased skyglow effects
- Physical landscape features and elements
- Views experienced by people and their visual amenity

Establishing Value

Landscape Value

- A.4.8 Landscape value describes the relative level of value or importance attached to a landscape or feature (that would potentially be affected by the Proposed Development) by the different stakeholders and parts of society that use or experience that landscape resource.
- A.4.9 Factors that have been considered in the determination of landscape value include landscape designations and the level of importance that they signify (i.e. whether international, national or local), relevant local planning policy and guidance, the status of individual areas or features (e.g. TPOs), the quality, condition and rarity of individual features or elements within the landscape and any verifiable local community interest (e.g. village greens, allotments etc.).
- A.4.10 The value of landscape receptors are determined against the guidance of Landscape Institute Technical Guidance Note 02/21: Assessing Landscape Value Outside National Designations (LI, 2021) and the criteria set out in Table A.01, in order to establish a consistent and objective baseline against which the potential effects arising as a result of the Proposed Development can be assessed. Professional judgement is applied to determine the value attributed in response to these criteria. The factors listed below are not considered to be exhaustive and for any one receptor, these factors may overlap between degrees of value. Therefore, not all criteria need to be attributed to any one receptor for that value to be assigned.

Table A.01 Criteria considered when determining landscape value.

Value	Criteria
Very High	International and National level designated areas (e.g. World Heritage Sites, National Parks, National Landscapes, Registered Parks and Gardens, Scheduled Monuments, Grade I or II* Listed Buildings, SSSIs etc) are present within the receptor. The area is considered to be an important component of the country's character and is experienced by a high number of tourists. The condition of the landscape and its individual elements is good and is generally maintained to a high standard. Rare or distinctive elements and / or features are key components that contribute to the character of the area / quality of the landscape resource. The landscape has strong associations with well known literature, poetry, art, TV / film or music media, scientific or technical achievements, notable historic events or associations with famous people, that contribute to perceptive reflections of the landscape.

Value	Criteria
	The landscape generally has an elevated level of tranquillity and / or may be valued for its wildness / remoteness.
High	Regional or County level designated areas (e.g. Areas of Great Landscape Value (AGLV), Green Belt, Country Parks, Grade II Listed Buildings, Conservation Areas etc) are present within the receptor. The area is considered to be an important component of the region or county's character and is experienced by a reasonable proportion of its population. The condition of the landscape and its individual elements is good and is generally well maintained. Rare or distinctive elements and / or features may be present and would contribute to the character of the area / quality of the landscape resource. The landscape has an influence from well known literature, poetry, art, TV / film or music media, scientific or technical achievements, notable historic events or associations with famous people, that contribute to perceptive reflections of the landscape. The landscape, or areas within it, may have a high level of tranquillity.
Medium	No designated landscapes are present, but the landscape may be valued locally (e.g. village greens, allotments or public open spaces etc). Use of the area is likely to be limited to the local community with informal recreational use / greenspace. The condition of the landscape and its individual elements are good to fair, but has good potential for flora and fauna. If present, rare or distinctive elements and / or features are not notable components that contribute to the character of the area. Any associations to art, media, scientific or technical achievements, historic events or famous people are not widely known. The landscape generally has a moderate level of tranquillity.
Low	A landscape of low importance, of low quality and in fair to poor condition, with few features of value or interest. The landscape has little or no amenity value. Rare or distinctive elements and / or features are not present. There are no cultural associations to art, media, scientific or technical achievements, historic events or famous people. The landscape has low potential for biodiversity. The landscape is of limited tranquillity.
Very Low	Industrial or contaminated land. The landscape has no amenity value.

Value	Criteria
	A landscape of very low quality and in poor condition, with very low potential for biodiversity. The landscape is not considered to be tranquil.

Value Attached to Views

- A.4.11 A view is valued through formal designation and / or indicators of value attached by people. Table A.02 sets out the value attached to visual receptors, in order to establish a consistent and objective baseline against which the potential effects arising as a result of the Proposed Development can be assessed. As noted for Landscape Value above, the list of factors noted in the criteria below is not considered exhaustive and professional judgement is applied to determine an appropriate value for each view.

Table A.02 Criteria for determining value attached to views

Value	Criteria
Very High	Views from / over / toward landscapes of International and National importance (e.g. World Heritage Sites, National Parks, National Landscapes, Registered Parks and Gardens, Scheduled Monuments, Grade I or II* Listed Buildings, SSSIs etc), particularly where the view provides a contribution to the significance of the asset. Views from viewpoints within highly popular visitor attractions / tourist destinations. Protected views.
High	Views from / over / toward landscapes of Regional or County importance (e.g. Areas of Great Landscape Value (AGLV), Country Parks, Long Distance Trails, Grade II Listed Buildings, Conservation Areas etc). Views from viewpoints within moderately popular, well used visitor attractions / tourist destinations, including long distance trails, rights of way etc. Views to which receptors have a proprietary interest (excluding residential properties).
Medium	Views from / over / toward landscapes of local importance, which may be subject to designation (e.g. village greens, allotments or public open spaces etc). Views from landscapes / viewpoints not used by substantial numbers of people, including public rights of way, touring routes, cycle paths, canals, public open spaces etc.
Low	Views from landscapes with no designations and of at most local importance.

Value	Criteria
	Views from viewpoints which are not particularly popular or recognised as being destinations in their own right, including infrequently used rights of way. Views with no cultural associations.
Very Low	Views from landscapes of no importance, of poor scenic quality or with no sense of tranquillity.

A.5 Assessment of Likely Effects

A.5.1 Having determined the baseline conditions for the site and study area, the assessment process then proceeds with the following stages:

- Evaluate the sensitivity of landscape and visual receptors in relation to the Proposed Development
- Assess the magnitude of change (impact) arising as a result of the Proposed Development in relation to: landscape character, physical features and elements of the landscape; and, the visual amenity and views of people
- Combine judgements on the nature of receptor (sensitivity) with the nature of change (magnitude of impact) to arrive at a clear and reasoned professional judgement regarding the importance of effects

A.5.2 The criteria used for each of these stages of the assessment process in relation to both landscape and visual receptors are detailed in the following section of the methodology and are arranged in word scales in line with the preferred approach described within the GLVIA3.

A.5.3 Criteria detailed within these scales provide examples of the different thresholds used within the assessment process. It is important to note that these criteria act as a guide for professional judgement but do not replace it.

Assessment of Landscape Effects

Landscape Sensitivity

A.5.4 In LVIA, the sensitivity of landscape receptors is specifically related to the nature of development that is being proposed and its location. Whilst landscapes generally have some intrinsic sensitivity, landscape receptors have different features and elements that can accommodate different types of development and levels of change.

A.5.5 The sensitivity of receptors is assessed by combining judgements on the value attached to the landscape resource and its susceptibility to the type of change proposed, i.e. a judgement about the nature of the development proposed and the baseline capacity of the landscape to accept that type of change. The sensitivity of landscape receptors will vary therefore depending on the type and nature of development proposed.

Landscape Susceptibility

- A.5.6 Landscape susceptibility describes the ability of a landscape receptor to accommodate change (i.e. the nature of development proposed) without undue consequences for the maintenance of the baseline situation.
- A.5.7 Table A.03 sets out the criteria that have been considered when determining landscape susceptibility. As noted for landscape value, the criteria for determining susceptibility are not considered exhaustive and are applied using professional judgement.

Sensitivity of Landscape Receptors

- A.5.8 Receptors are selected to describe the likely effects on the landscape resource arising as a result of the Proposed Development at a range of scales and can include wider landscape character areas / types as well as specific features or elements within the site and the surrounding area.
- A.5.9 Sensitivity is specific to each landscape receptor and reflects a balanced judgement on the value attached to the receptor and its susceptibility to the type of change proposed. The matrix in Table A.04 illustrates how sensitivity is determined by a combination of value and susceptibility of the landscape receptor.
- A.5.10 The sensitivity of landscape receptors is described using a five point word scale. Intermediate levels of sensitivity can also be attributed to receptors where relevant. Table A.03 sets out the examples of criteria to determine landscape susceptibility. The criteria identified in the table indicates criteria along the varying scale of their adjacent descriptor, varying from very high to very low. This list is not considered exhaustive and professional judgement is used to attribute susceptibility with consideration to these criteria. Not all criteria need to be met for a specific value to be attributed to any one receptor.

Table A.03 Criteria for determining landscape susceptibility

Susceptibility	Criteria
Very High	The landscape is of a very large scale and / or there is a negligible level of containment, resulting in a significant degree of interaction between landform, topography, vegetation cover, field pattern and built form. There is no existing reference or context within the receptor to the type of development proposed. The majority of existing element(s) would not be easy to replace (e.g. ancient woodland, mature trees etc). Detracting features or major infrastructure are not present in the area. The receptor has a very low level of ability to accept the type of development proposed and there are very limited opportunities for mitigation.

Susceptibility	Criteria
High	The landscape is of a large scale and / or there is a low level of containment, resulting in a moderate degree of interaction between landform, topography, vegetation cover, field pattern and built form. There is little or no existing reference or context within the receptor to the type of development proposed. The majority of existing element(s) would not be easy to replace (e.g. ancient woodland, mature trees etc). Detracting features or major infrastructure are not present in the area or, where present, these have little influence on the character or experience of the landscape. The receptor has a low level of ability to accept the type of development proposed and there are limited opportunities for mitigation.
Medium	The landscape is of a medium scale and / or there is a moderate level of containment, resulting in a minor degree of interaction between landform, topography, vegetation cover, field pattern and built form. There is some existing reference or context within the receptor to the type of development proposed. There are limited opportunities for replacement of existing elements. Detracting features or major infrastructure are present in the area and these have a noticeable influence on the character or experience of the landscape. The receptor has a medium level of ability to accept the type of development proposed and there are good opportunities for mitigation.
Low	The landscape is of small scale and / or has a high level of containment, resulting in only a slight degree of interaction between landform, topography, vegetation cover, field pattern and built form. There are many existing references within the receptor to the type of development proposed. Few / no existing landscape elements are present (e.g. brownfield sites) or, where these are present, these can easily be replaced. Some existing features are detracting and / or major infrastructure is present which has an obvious influence on the character or experience of the landscape. The receptor has a high level of ability to accept the type of development proposed and there are good opportunities for mitigation and enhancement.
Very Low	Due to the scale of enclosure, the receptor has no interaction with the surrounding landscape. The nature of development proposed would be in keeping with the land use of the site and the surrounding landscape. All landscape elements are easily replaceable.

Susceptibility	Criteria
	Existing features are detracting and / or major infrastructure is present which heavily influences the character or experience of the landscape. The receptor has a very high level of ability to accept the type of development proposed and there are very good opportunities for mitigation and enhancement.

Table A.04 Matrix for determining landscape sensitivity

	VALUE					
SUSCEPTIBILITY		Very Low	Low	Medium	High	Very High
	Very Low	Very Low	Low	Low	Medium	Medium
	Low	Low	Low	Medium	Medium	High
	Medium	Low	Medium	Medium	High	High
	High	Medium	Medium	High	High	Very High
	Very High	Medium	High	High	Very High	Very High

Magnitude of Landscape Change

- A.5.11 The magnitude of impact for landscape change is influenced by a number of factors including the extent to which landscape features are lost and / or altered, the introduction of new features into the landscape and the resulting change in the physical and / or perceptual characteristics of the landscape. It is determined by, but not necessarily limited to:
- The size and scale of the impact
 - The extent of the geographical area over which change is likely to be felt
 - The duration of the impact and its potential reversibility
 - The proximity of the landscape receptor to the site and the nature of the effect
- A.5.12 Consideration has been given to the location of character areas in relation to the Proposed Development as it is recognised that landscape features in close proximity to a Proposed Development would usually have a much stronger influence on the sense of the landscape character than more distant features. It is however acknowledged that more distant features can also have an influence.
- A.5.13 The magnitude of impact for landscape change is described using a five point word scale. Intermediate levels of magnitude can also be attributed to receptors where relevant. Magnitude is assessed as being very high, high / very high, high, medium / high, medium, low / medium, low or very low.
- A.5.14 The magnitude of impact for landscape change has been assessed with reference to the criteria set out in Table A.05 with professional judgement applied in its determination.

Table A.05 Criteria for determining magnitude of impact for landscape change

Magnitude	Criteria
Very High	The size and scale of change is considered to be very high due to the total loss of or alteration to existing landscape character or highly distinctive / important features and elements, and / or the addition of uncharacteristic conspicuous features and elements, resulting in a complete change to key aesthetic or perceptual qualities. The geographical extent of change would influence the landscape at a national level. Impacts would be considered long term and would either be irreversible or very difficult to reverse in practical terms.
High	The size and scale of change is considered to be high due to the notable loss of or alteration to existing landscape character or distinctive / important features and elements, and / or the addition of uncharacteristic noticeable features and elements, degrading the integrity of key aesthetic or perceptual qualities. The geographical extent of change would influence the landscape at a regional level. Impacts would be considered long term and would either be irreversible or very difficult to reverse in practical terms.
Medium	The size and scale of change is considered to be medium due to the partial loss of or alteration to existing landscape character or features and elements, and / or the addition of uncharacteristic features and elements, resulting in key aesthetic or perceptual qualities out of scale or at odds with the local pattern and landform. The geographical extent of change would influence the landscape at a local level. Impacts would be considered medium term and / or potentially reversible, although it may not be practical to do so.
Low	The size and scale of change is considered to be low due to minor loss or alteration of existing landscape features and elements, resulting in a discernible negative effect to key aesthetic or perceptual qualities. The geographical extent of change would influence the immediate setting of the Proposed Development. Impacts would be considered short term and / or potentially reversible and in practical terms would easily be achievable.
Very Low	The size and scale of change to existing landscape features and elements is considered to be barely discernible. The geographical extent of change would influence the site only. Impacts would be considered short term / temporary and / or easily reversible and in practical terms would very easily be achievable.

Assessment of Visual Effects

Visual Sensitivity

- A.5.15 Visual receptors are people and comprise individuals or groups of people who are likely to be affected by the Proposed Development at specific viewpoints or a series of viewpoints. The sensitivity of visual receptors is determined by balancing judgements about the susceptibility of receptors to changes in their views and visual amenity (i.e. by the Proposed Development) with the baseline value attached to the view by the receptor. The sensitivity of visual receptors will therefore vary depending on the type and nature of development proposed.

Susceptibility of Visual Receptors

- A.5.16 The susceptibility of different receptors to changes in their views and visual amenity is a function of the occupation or activity of people experiencing a view at a particular location and the extent to which their attention is focussed on the view and visual amenity they experience.
- A.5.17 Table A.06 sets out the criteria that have been considered when determining the susceptibility of visual receptors to change. As noted for the value of views, the criteria for determining susceptibility are not considered exhaustive and are applied using professional judgement.

Table A.06 Criteria for determining susceptibility of visual receptors

Susceptibility	Criteria
Very High	Tourists and visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience.
High	Receptors with clear views toward the development. People engaged in outdoor recreation whose attention is likely to be focussed on the landscape and / or particular views, or for whom their appreciation of views is an important factor in the enjoyment of the activity. People travelling through the landscape on roads, rail or other routes on recognised scenic routes or where there is a distinct awareness of views of their surroundings and their visual amenity.
Medium	Receptors with oblique or partially screened views. People at work and in educational institutions for whom the appreciation of setting is important to the quality of working / school life, with oblique or partially screened views. People staying in hotels and healthcare institutions who are likely to appreciate views of their surroundings. People engaged in outdoor recreation or sport which involves an appreciation of views (including public rights of way, touring routes, cycle paths, public open spaces etc), but not used by substantial numbers of people. People travelling through the landscape for short periods of time on roads, rail, canals or other routes who are likely to experience and appreciate

Susceptibility	Criteria
	views of their surroundings or are passing through the landscape to enjoy the view.
Low	Receptors with limited views of the development. People at their place of work where the appreciation of the setting is of limited importance to the quality of working life. People staying in hotels and healthcare institutions who are unlikely to appreciate views of their surroundings. People engaged in outdoor recreation or sport which does not involve an appreciation of views. People travelling through the landscape who have limited views of their surroundings or for whom the appreciation of views is of limited importance to their journey (e.g. on main roads, rail corridors, infrequently used public rights of way or footways adjacent to carriageways).
Very Low	People travelling through the landscape often at high speed (e.g. on motorways and main line railways). People who have no views of their surroundings or for whom views of their surroundings are not important.

Sensitivity of Visual Receptors

- A.5.18 Receptors have been selected to describe the range of likely effects on the views of people and their visual amenity arising as a result of the Proposed Development, taking into account a range of factors including the number and sensitivity of viewers likely to be affected.
- A.5.19 Sensitivity is specific to each visual receptor and reflects a balanced judgement on the value attached to the view by the receptor, their visual amenity and its susceptibility to the type of change proposed. The matrix in Table A.07 illustrates how sensitivity is determined by a combination of value and susceptibility of the visual receptor.
- A.5.20 The sensitivity of visual receptors is described using a five point word scale. Intermediate levels of sensitivity can also be attributed to receptors where relevant. Sensitivity is assessed to be very high, high / very high, high, medium / high, medium, low / medium, low or very low.

Table A.07 Matrix for determining visual sensitivity

	VALUE					
SUSCEPTIBILITY		Very Low	Low	Medium	High	Very High
	Very Low	Very Low	Low	Low	Medium	Medium
	Low	Low	Low	Medium	Medium	High
	Medium	Low	Medium	Medium	High	High
	High	Medium	Medium	High	High	Very High
	Very High	Medium	High	High	Very High	Very High

Magnitude of Visual Change

- A.5.21 The impact on visual receptors is assessed with regard to the magnitude of change (impact) to the views and visual amenity of people arising as a result of the Proposed Development. The magnitude of visual impact is evaluated in relation to its size or scale, its geographical extent and its duration and reversibility.
- A.5.22 The magnitude of visual change is described using a five point word scale. Intermediate levels of magnitude can also be attributed to receptors where relevant. Magnitude is assessed as being very high, high / very high, high, medium / high, medium, low / medium, low or very low.
- A.5.23 The magnitude of visual impact has been assessed with reference to the criteria set out in the Table A.08 with professional judgement applied in its determination.

Table A.08 Criteria for determining magnitude of visual impact

Magnitude	Criteria
Very High	The scale of change is considered to be very high due to the total loss or major alteration to key elements / features / characteristics of views. The Proposed Development creates a new focus and has a defining influence on the view. The geographical extent of change is considered to be very high due to the adjacent or close proximity of the receptor to the development, the full and / or direct view and the substantial extent of the view that would change as a result of the development. Impacts would be considered long term and would either be irreversible or very difficult to reverse in practical terms.
High	The size and scale of change is considered to be high due to the major loss / addition / alteration of features within the view, the change to the composition of the view, the degree of contrast / integration of the proposal with the baseline situation and the nature of the view.

Magnitude	Criteria
	The geographical extent of change is considered to be high due to near distance proximity of the receptor to the development, the full and / or near direct to slight angle of view and the substantial extent of the view that would change as a result of the development. Impacts would be considered long term and would either be irreversible or very difficult to reverse in practical terms.
Medium	The size and scale of change is considered to be medium due to the reasonable extent of loss / addition / alteration of features within the view, the change to the composition of the view, the degree of contrast / integration of the proposal with the baseline situation and the nature of the view. The geographical extent of change is considered to be medium due to the middle distance of the receptor to the development, the partial and / or oblique angle of view and the reasonable extent of the view that would change as a result of the development. Impacts would be considered medium term and would potentially be reversible, although it may not be practical to do so.
Low	The size and scale of change is considered to be low due to the limited extent of loss / addition / alteration of features within the view, the change to the composition of the view, the degree of contrast / integration of the proposal with the baseline situation and the nature of the view. The geographical extent of change is considered to be low due to the middle to long distance of the receptor from the development, the glimpsed and / or indirect angle of view and the minimal extent of the view that would change as a result of the development. Impacts would be considered short term, would potentially be reversible and in practical terms would easily be achievable.
Very Low	The size and scale of change is considered to be very low due to the barely perceptible extent of loss / addition / alteration of features within the view, the change to the composition of the view, the degree of contrast / integration of the proposal with the baseline situation and the nature of the view. The geographical extent of change is considered to be barely perceptible due to the long distance of the receptor from the development, the glimpsed and / or indirect angle of view and the extent of the view that would change as a result of the development. Impacts would be considered short term or temporary, would easily be reversible and in practical terms would very easily be achievable.

Definitions of Terms used to Describe Change

- A.5.24 The GLVIA3 emphasises the importance of clarifying any assumptions underlying professional judgements, therefore where verbal scales are used to describe the nature and magnitude of changes (impacts) likely to occur as a result of the Proposed Development, which differ from the previously defined scales, the following definitions apply.

Nature of Change

A.5.25 The nature of change is defined as follows:

- Direct (resulting directly from the development) or Indirect (consequential change resulting from the development);
- Permanent or Temporary (if temporary a timescale will be described); and
- Positive, Negative or Neutral.

A.5.26 The GLVIA3 acknowledges that determining whether change is positive, negative or neutral is a challenging issue and requires informed professional judgements to be made with reference to the following criteria as a minimum:

- The degree to which the proposal fits with existing landscape character; and
- The contribution to the landscape that the development may make, usually by virtue of good design, even if it is in contrast to the existing character of the landscape

Nature of View

A.5.27 This criterion describes the nature and relative amount of time over which views of the Proposed Development are likely to be experienced. Views are described as being:

- Full: views would be relatively open / unscreened and of a duration sufficient to appreciate the scale of the Proposed Development;
- Partial: views of the Proposed Development would be partially screened / filtered and / or would be of a limited duration that would not allow the full scale of the development to be fully appreciated; or
- Glimpsed: views of the Proposed Development would be largely screened and / or the duration of views would be so limited that the scale of the development cannot be appreciated by the receptor.

Distance of Receptor from Site Boundary

A.5.28 This is expressed in metres or kilometres and considers the following thresholds in relation to the site boundary:

- Adjacent: next to or in very close proximity to the site;
- Near Distance: up to 500m;
- Middle Distance: between 500m and 2km; or
- Long Distance: 2km and above.

Area of Landscape Affected

A.5.29 This criterion provides thresholds that describe the geographical extent of the landscape over which change arising as a result of the Proposed Development would be felt. Change is described as being of the following scales:

- Regional: likely to influence more than one landscape type or character area;
- Local: at the scale of a landscape type or character area;
- Immediate Setting: within close proximity to the site; or
- Site only: within the development itself.

Angle of View of Visual Receptors

- A.5.30 This criterion describes the angle of the view toward the Proposed Development that a visual receptor is likely to experience in relation to the activity they are undertaking, e.g. walking along a public footpath:
- Direct: in line with the activity being undertaken.
 - Indirect: not in line with the activity being undertaken.

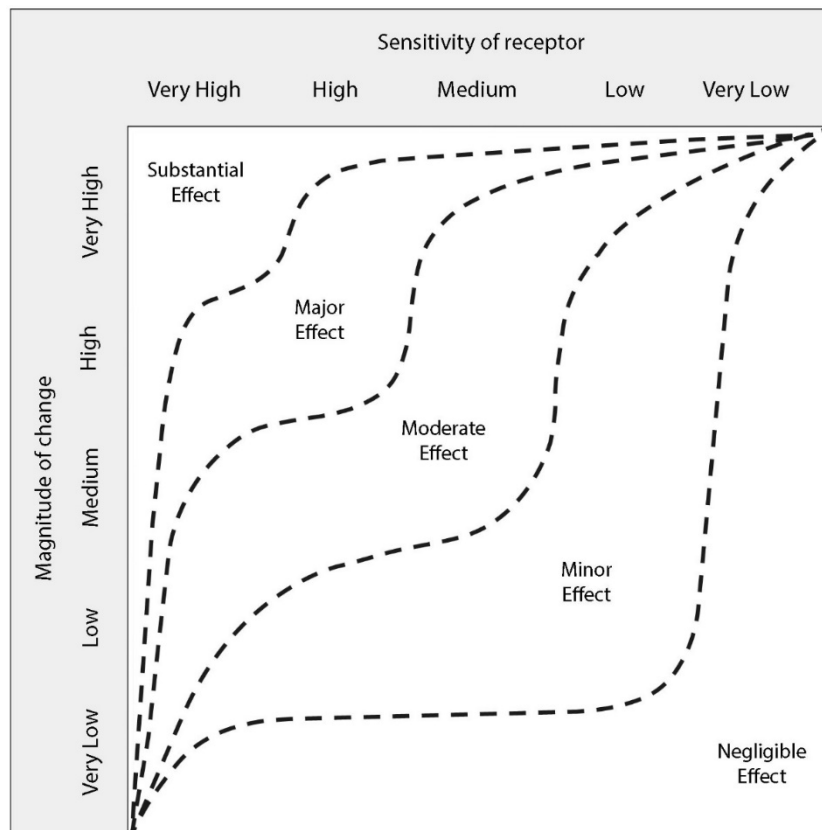
Duration of Impact

- A.5.31 The duration of impacts are considered against the following thresholds:
- Temporary: During Construction
 - Short term: up to 5 years
 - Medium term: between 5 and 10 years
 - Long term: over 10 years
- A.5.32 The reversibility of impacts is also considered. These are recorded as either reversible or irreversible and comprise a judgement about the prospects and practicality of a particular impact being reversed over a defined timescale.

Determining Effects

- A.5.33 The final conclusions for both landscape and visual effects are based on a combination of sensitivity of the receptor and magnitude of change (impact). The overall judgement on the nature and level of these effects is based on the sequential combination of each criteria, leading to a balanced justification as described by the criteria provided in Tables A.10 & A.11, with professional judgement applied to inform this determination. The matrix in Table A.09 provides an indicative illustration of how the effect is determined by this combination of sensitivity and magnitude but is not applied without due consideration of the specific details of the site and development under assessment.

Table A.09 Matrix for determining effect



- A.5.34 Describing the effects likely to arise as a result of the Proposed Development and determining their importance requires the application of professional judgement to weigh the findings of the sensitivity of receptors against the predicted magnitudes of change (impact), which can be beneficial, adverse or neutral.
- A.5.35 Landscape and visual effects are described using a five point word scale. Intermediate levels of effect can be attributed where relevant. Effects are assessed as being substantial, major / substantial, major, moderate / major, moderate, minor / moderate, minor or negligible. A judgement of neutral effect can also be determined where there is no discernible change.
- A.5.36 The criteria used to determine both landscape and visual effects are set out in Tables A.10 and A.11 and are derived from guidance provided within the GLVIA3.

Table A.10 Criteria for determining landscape effects

Effect	Description. The Proposed Development would:
Substantial Adverse Effect	- Be at complete variance with the character of the landscape. - Permanently diminish the integrity of a wide range of characteristic features and elements. - Permanently damage the sense of place.

Effect	Description. The Proposed Development would:
Major Adverse	• Be at considerable variance with the character of the landscape. • Degrade or diminish the integrity of a wide range of characteristic features and elements. • Substantially damage the sense of place.
Moderate Adverse Effect	• Conflict with the character of the landscape. • Have an adverse impact on some characteristic features and elements. • Diminish the sense of place.
Minor Adverse Effect	• Not quite fit with the character of the landscape. • Be at variance with characteristic features and elements. • Detract from the sense of place.
Negligible Adverse Effect	• Result in a barely perceptible deterioration of landscape character. • Have a barely perceptible impact on characteristic features and elements. • Barely degrade the sense of place.
Neutral Effect	• Maintain the existing character of the landscape. • Blend in with characteristic features and elements. • Enable the sense of place to be maintained.
Negligible Beneficial Effect	• Result in a barely perceptible improvement to landscape character. • Provide limited enhancement of characteristic features and elements. • Barely improve the sense of place
Minor Beneficial Effect	• Complement the character of the landscape. • Enhance characteristic features and elements. • Slightly enhance the sense of place.
Moderate Beneficial Effect	• Slightly enhance the character of the landscape. • Enable the restoration of characteristic features and elements partially lost or diminished as a result of changes from inappropriate management or development. • Enhance the sense of place.
Major Beneficial Effect	• Enhance the character of the landscape. • Enable the restoration of characteristic features and elements completely lost or diminished as a result of changes from inappropriate management or development. • Greatly enhance the sense of place.
Substantial Beneficial Effect	• Significantly enhance the character of the landscape. • Enable the restoration of characteristic features and elements of a very high value landscape, completely lost or diminished as a result of changes from inappropriate management or development. • Significantly enhance the sense of place.

Table A.11 Criteria for determining visual effects

Effect	Description. The Proposed Development would:
Substantial Adverse Effect	• Cause a significant deterioration to the view of a receptor of very high sensitivity that would constitute a total change in the view or would introduce a major discordant element into the view.
Major Adverse Effect	• Cause a major deterioration to the view of a receptor of high sensitivity that would constitute a total change in the view or would introduce a major discordant element into the view.
Moderate Adverse Effect	• Cause an obvious deterioration to the view of a receptor of medium to high sensitivity that would constitute a clear change in the view or would introduce a discordant element into the view; or, a major deterioration to the view of a receptor of low sensitivity.
Minor Adverse Effect	• Cause a limited deterioration to the view of a receptor of medium to high sensitivity that would constitute a noticeable change in the view or would introduce uncharacteristic features or elements into the view; or, an obvious deterioration to the view of a receptor of low sensitivity.
Negligible Adverse Effect	• Result in a barely perceptible change in the view, associated with the introduction of uncharacteristic features or elements.
Neutral	• Not be visible to the receptor. Any associated mitigation would represent an indiscernible change to the baseline situation.
Negligible Beneficial Effect	• Result in a barely perceptible change in the view, associated with the introduction of characteristic features or elements.
Minor Beneficial Effect	• Result in a limited improvement to the view of a receptor of medium to high sensitivity; or, an obvious improvement to the view of a receptor of low sensitivity.
Moderate Beneficial Effect	• Result in an: obvious improvement to the view of a receptor of medium to high sensitivity; or, a major improvement to the view of a receptor of low sensitivity.
Major Beneficial Effect	• Result in a major improvement to the view of a receptor of high sensitivity that would constitute a total change in the view or would introduce a major discordant element into the view.
Substantial Beneficial Effect	• Result in a significant improvement to the view of a receptor of very high sensitivity.

Describing the Importance of Effects to Decision Making

A.5.37 For the purposes of this assessment, effects are described in relation to their importance to decision making and have been defined as follows:

- **Substantial** – Considerable effect (by extent, duration or magnitude of impact) of more than local importance or in breach of recognised acceptability, legislation, policy and / or standards. Considered to be very important and material to decision making.
- **Major** – Obvious effect (by extent, duration or magnitude of impact) considered to be important and material to the decision making process.
- **Moderate** – Potential to be material to decision making.
- **Minor** – Slight, very short or highly localised effect, not important for decision making.
- **Negligible or Neutral** – No important effect, not relevant to decision making.

A.6 LVIA and the Design Process

Mitigation & Enhancement Measures

- A.6.1 Mitigation measures are proposed to prevent, reduce and where possible offset any adverse landscape and visual effects and are typically developed in collaboration with members of the design team and environmental specialists.
- A.6.2 In terms of LVIA, the aims of mitigation are to ensure the Proposed Development achieves the best fit with the local landscape character, retains and makes best use of existing landscape features and provides adequate screening for visual receptors. Embedded mitigation includes design-based, proactive measures as applied to a developments physical environment, including landscape, and aims to ensure potential negative environmental effects are mitigated from the outset.
- A.6.3 The type(s) of embedded mitigation measures proposed are influenced by the surrounding landscape character and where possible would address opportunities to enhance biodiversity and improve nature conservation.
- A.6.4 Enhancement relates to any proposals that seek to improve the landscape and / or visual amenity of the Proposed Development site and its wider setting beyond its original baseline condition and as such is not specifically related to the mitigation of adverse effects.
- A.6.5 For the purposes of this LVIA it has been assumed that mitigation and enhancement measures would be implemented during the construction phase and would be in place at completion. Mitigation is therefore considered within this assessment as an integral part of the development proposals.

A.7 Glossary of Terms

- A.7.1 Definitions of the following terms used throughout this LVIA have been included for ease of reference.

Table A.12 Glossary of terms

Term	Definition
Baseline	Also referred to as the 'baseline situation', this term describes the existing nature of the landscape and the visual environment within the study area at a fixed point in time, as well as any changes likely to occur independently of the Proposed Development, including the legislative and planning context and any relevant published guidance.
Construction	Construction, also referred to as the construction phase, refers to all activity on and offsite required to implement the Proposed Development. The construction phase is considered to commence with the first activity on site, for example the creation of site access or site clearance works, and ends with demobilisation.
Demobilisation	This term refers to the completion and the removal of physical and manpower resources from a construction site at the completion of the construction phase.
Designated Landscape	Area(s) of land identified as being of importance at international, national or local levels, either defined by statute or identified in development plan or other documents.
Development	Any proposal that results in a change to the landscape and / or visual environment.
Effect	The nature of the change(s) likely to occur as a result of a particular impact.
Direct effect	An effect that is directly attributable to the Proposed Development.
Element	Individual parts which make up the landscape, for example trees, hedgerows or buildings.
Enabling works	Enabling works cover those activities and preparations required to make a site construction ready and include the creation of access routes, and installation of security fencing, hoarding, signage and site compound(s). Enabling works are considered to occur during the construction phase.
Enhancement	Measures that seek to improve the landscape of the site and / or its wider setting beyond its baseline condition.
Feature	Prominent or eye-catching elements in the landscape, such as wooded skylines, parkland trees, church spires, or a particular aspect of the Proposed Development.
Impact	This term describes the action being undertaken, for example construction of the Proposed Development or the removal of landscape features.

Term	Definition
Importance of effect	The level or importance of landscape and visual effects, determined by considering together sequentially the sensitivity of the receptor with the magnitude of effect.
Indirect effect	An effect that results from the Proposed Development as a consequence of a direct effect(s), often occurring away from the site, or as a result of a sequence of interrelationships or a complex pathway.
Key characteristic	The combination of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place.
Land cover	This term relates to the surface cover of the land and is usually expressed in terms of vegetation cover or lack thereof.
Land use	This term refers to what land is used for and is based on broad categories such as urban, industrial, agriculture or forestry.
Landform	The shape and form of the land surface resulting from combinations of geology, geomorphology, slope, elevation and physical processes.
Landscape character	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.
Landscape Character Area (LCA)	Single unique areas which are discreet geographical areas of a particular landscape type.
Landscape Character Assessment	The process of identifying and describing variation in the character of the landscape and using this information to assist in managing change in the landscape.
Landscape Character Type (LCT)	Distinct types of landscape that are relatively homogenous in character. They are generic in nature in that they may occur in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic attributes.
Landscape quality / condition	A measure of the physical state of the landscape. It may include the extent to which the character typical of the area is represented in individual locations, the intactness of the landscape and the condition of individual elements.
Landscape receptor	The constituent features and elements of the landscape, its specific or perceptual qualities and its character considered in relation to the Proposed Development.
Landscape resource	This term refers to the character and all features, elements and qualities of the landscape, which is defined by the European

Term	Definition
	Landscape Convention (ELC) as follows: “ <i>Landscape is an area, as perceived by people, whose character is the result of the action and interaction of natural and / or human factors</i> ” (Council of Europe, 2000). The landscape resource concerns all types of landscape within the study area and covers “ <i>natural, rural, urban and peri-urban areas. It includes land, inland water and marine areas. It concerns landscapes that might be considered outstanding as well as everyday or degrade landscapes</i> ” (Article 2 of the ELC, Council of Europe, 2000).
(The) Landscape scheme	The landscape design for the Proposed Development, incorporating all landscape mitigation and enhancement measures.
Landscape value	The relative value that is attached to landscapes by society, which may vary depending on the nature of the stakeholder.
Magnitude of change	A judgement regarding the size and scale of the change, the geographical extent of the area that would be affected and the duration of the effect and its reversibility.
Mitigation	This term refers to those measures that are proposed to prevent / avoid, reduce and where possible offset any adverse effects.
Open Access Land	Land where the public have access either by legal right or informal agreement, within which certain activities may be restricted.
Operation	Also referred to as completion, this term describes the operation phase of the completed development and is considered to commence at the end of the construction phase, after demobilisation. The duration of the operation phase is dependent on the nature of the Proposed Development.
Parameters	A limit or boundary which defines the scope of a particular process or activity.
Perception / perceptible	A term used to describe the sensory (i.e. received through human senses) with the cognitive (i.e. knowledge and understanding gained from many sources and experiences).
Permissive Paths	A path over which there is no formal right of access (i.e. not a public right of way) whose use by the public is allowed by the landowner.
(The) Proposed Development	The Proposed Development, also referred to as development proposals, is the ‘fixed’ or ‘frozen’ design of the scheme for which planning consent is sought.
Public Right of Way	In England and Wales public rights of way are routes on which the public have a legally protected right to pass. These include footpaths, bridleways, byways open to all traffic and restricted byways.
Receptor	See ‘Landscape Receptor’ and ‘Visual Receptor’.

Term	Definition
Sensitivity (of a receptor)	A judgement regarding the susceptibility of a receptor to the change arising as a result of the Proposed Development and the value attached to the receptor.
Stakeholder	The whole constituency of individuals and groups who have an interest in a subject, place or landscape.
Study area	The area within which it is considered that changes arising as a result of the Proposed Development would result in the highest and / or most important direct or indirect effects.
Topography	Local detail or specific features of landform.
Tranquil / tranquillity	A state of calm and quietude associated with peace and considered to be an important asset of landscape.
Viewpoint	The location from which photographs that describe specific or representative views toward the Proposed Development are captured.
Visual amenity	The overall pleasantness of the views people enjoy of their surroundings, which provides the setting or backdrop for the enjoyment of peoples activities.
Visual envelope	The approximate geographical area(s) from within which full or partial views of the Proposed Development would be possible.
Visual receptor	Individuals and / or defined groups of people who have the potential to be affected by the Proposed Development.
Worst case	Reasonable prediction of the scenario that would result in the highest level of effect(s).
Zone of Theoretical Visibility (ZTV)	Those areas of the landscape that theoretically are visually connected with the Proposed Development.

APPENDIX B: PLANNING POLICY

B. LVIA - PLANNING POLICY & GUIDANCE

B.1 National Planning Policy Framework (NPPF)

B1.1 The National Planning Policy Framework (NPPF)¹ sets out the Government's planning policies for England and provides a framework within which the appropriate local council can produce local and neighbourhood plans; the NPPF is material consideration in making planning decisions. Those paragraphs of the NPPF of relevant to this LVIA are listed below in Table B1.1:

Table B1. 1 Relevant National Planning Policies

Reference	Summary
Chapter 2 "Achieving sustainable development"	In paragraph 7, the objective of sustainable development is summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs. In paragraph 8, it states achieving sustainable development is provided through the following three overarching objectives: economic; social; and, environmental. Of relevance to landscape and visual effects are: amongst others, <i>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, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and</i> <i>c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.</i>
Chapter 3 "Plan-making Strategic policies"	In paragraph 20, the NPPF requires local planning policies to set out an overall strategy for the pattern, scale and quality of the development, and make sufficient provision for: amongst others <i>d) conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation.</i>
Chapter 12 Achieving well-designed places	In paragraph 131, it states that <i>the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work</i>

¹ Ministry of Housing Communities & Local Government (December 2024). *National Planning Policy Framework*

	<i>and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interest throughout the process.</i> <i>In paragraph 135, it states that the planning policies, and decisions should ensure that development:</i> <i>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;</i> <i>b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;</i> <i>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);</i> <i>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;</i> <i>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; and</i> <i>f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.</i> <i>In paragraph 137, it states that design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.</i>
Chapter 15 Conserving and enhancing the natural environment	<i>In paragraph 187, it states that planning policies and decisions should contribute to and enhance the natural and local environment by: amongst others</i>

	a) <i>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);</i> b) <i>recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services...;</i> d) <i>minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures and incorporating features which support priority or threatened species;</i> e) <i>preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans; and</i> f) <i>remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.</i> In paragraph 198, it states that <i>planning policies and decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development.</i>
Chapter 16 Conserving and enhancing the historic environment	In paragraph 203, it states that <i>Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:</i> d) <i>the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;</i> e) <i>the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;</i> f) <i>the desirability of new development making a positive contribution to local character and distinctiveness; and</i> g) <i>opportunities to draw on the contribution made by the historic environment to the character of a place.</i> In paragraph 210, it states that <i>in determining applications, local planning authorities should take account of:</i>

	a) <i>the desirability of sustainable and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;</i> b) <i>the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and</i> c) <i>the desirability of new development making a positive contribution to local character and distinctiveness.</i>
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B.2 Current Local Planning Policies

Wiltshire Core Strategy (Jan 2015)

- B.2.1 The Wiltshire Core Strategy Development Plan Document was formally adopted on 20 January 2015. The plan provides the overarching planning policy framework for Wiltshire for the period up to 2026.

Core Policy 19 Spatial Strategy: Royal Wootton Bassett and Cricklade Community Area

- B.2.2 *"The strategy will respond to the Community Area's location (in full or part) within a nationally designated landscape. In the Royal Wootton Bassett and Cricklade Community Area this includes the North Wessex Downs Area of Outstanding Natural Beauty. It will deliver, within the overall objective of conserving the designated landscape, a modest and sustainable level of development."*

Core Policy 51 Landscape

- B.2.3 *"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, geological and topographical 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."

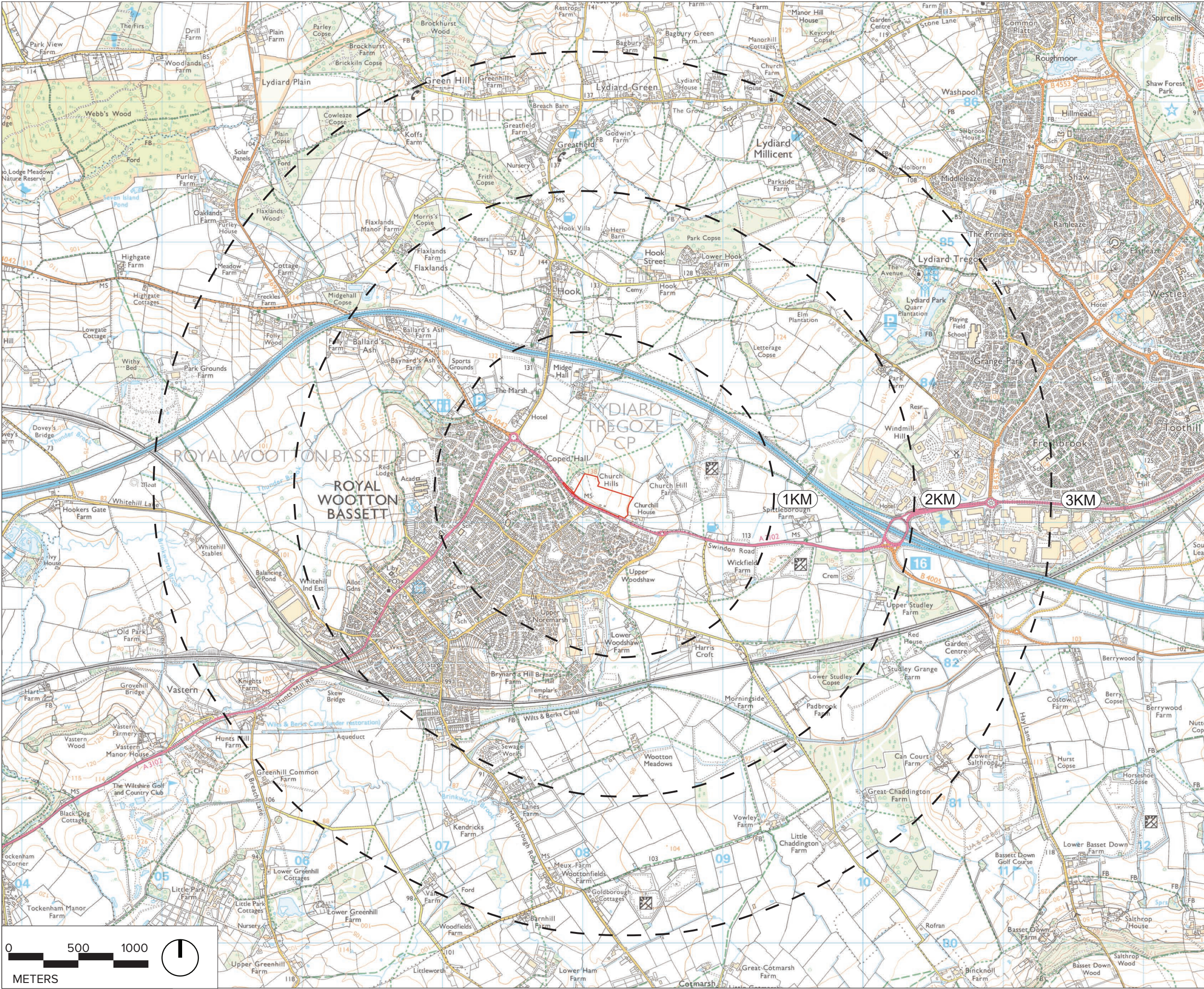
Core Policy 52 Green Infrastructure

- B.2.4 *"Development shall make provision for the retention and enhancement of Wiltshire's green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:*
- I. retain and enhance existing on site green infrastructure*
 - II. make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards*
 - III. put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development*
 - IV. provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy*
 - V. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire."*

B.3 Core Policy 57 Ensuring High Quality Design and Place Shaping

- B.3.1 *"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."*

APPENDIX C: BASELINE FIGURES



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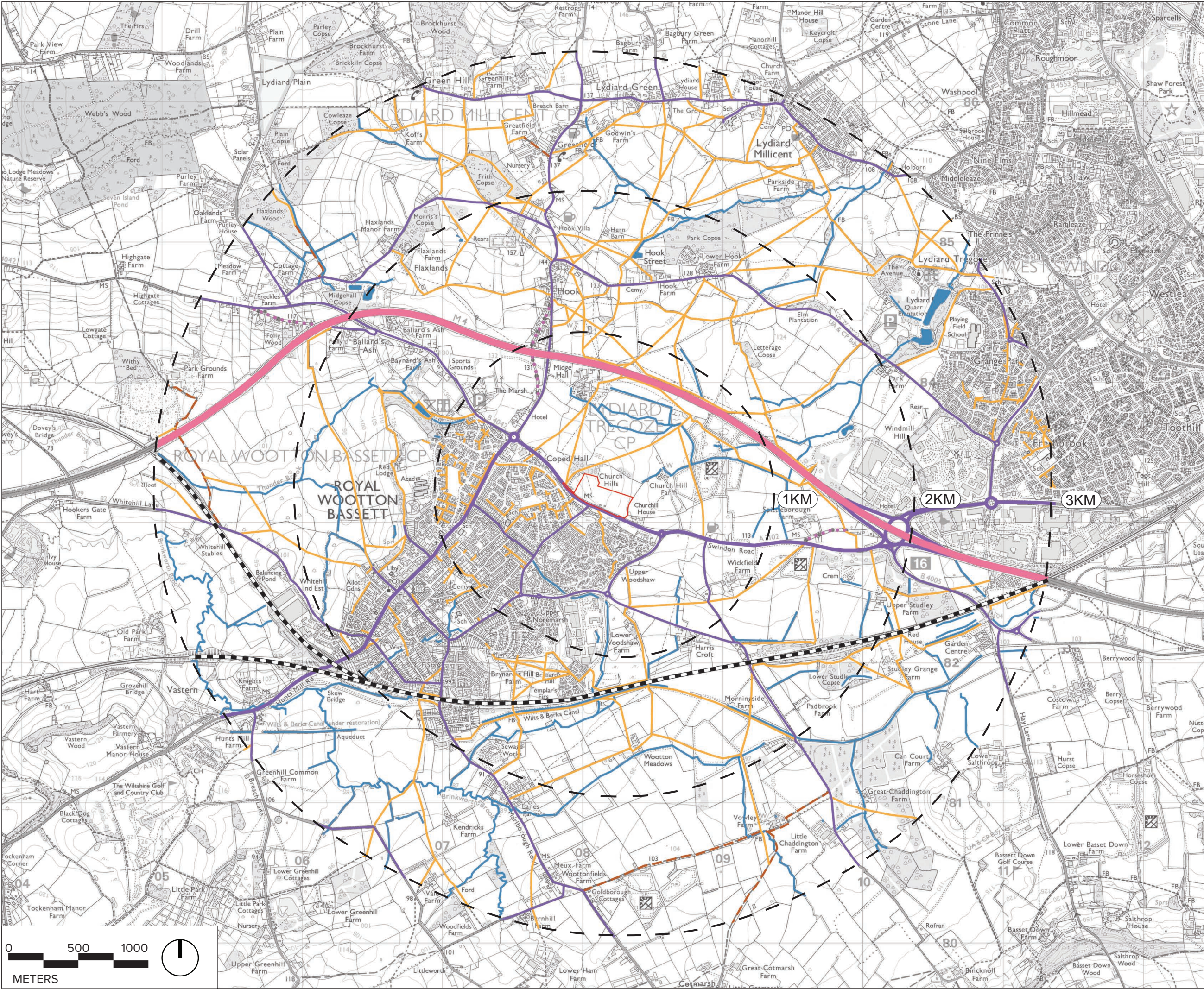
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- APPLICATION BOUNDARY
- DISTANCE FROM SITE BOUNDARY (KM)

SOURCES:
ORDNANCE SURVEY

-	--	--
Rev	Description	Date
Purpose of Issue		
PLANNING		
Bradley Murphy Design Ltd Studio 3, Floor 18 Alpha Studios Alpha Tower Suffolk St Queensway Birmingham B1 1TT		
t: 0121 815 9127 e: info@bradleymurphydesign.co.uk www.bradleymurphydesign.co.uk		
Client		
Gleeson Land		
Project LAND NORTH OF SWINDON ROAD, ROYAL WOOTTON BASSETT		
Drawing Title		
FIGURE 1: SITE LOCATION & STUDY AREA		
Drawn EC	Checked RW	Approved RW
Job No. 22.0071	Scale 1:25,000	Sheet Size A3
Drawing Number BMD.22.0071.LVIA.FIG.001		
Date 25/09/2025		
Revision		
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- APPLICATION BOUNDARY
- DISTANCE FROM SITE BOUNDARY (KM)
- RAILWAY & STATIONS
- MAJOR ROAD
- SECONDARY ROAD
- TERTIARY ROAD
- PUBLIC FOOTPATH
- PUBLIC BRIDLEWAY
- OTHER ROUTE WITH PUBLIC ACCESS
- WATERCOURSES & BODIES

SOURCES:
ORDNANCE SURVEY

-	--	--
Rev	Description	Date
Purpose of Issue		
PLANNING		
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Client		
Gleeson Land		
Project LAND NORTH OF SWINDON ROAD, ROYAL WOOTTON BASSETT		
Drawing Title		
FIGURE 2: ACCESS & WATER		
Drawn EC	Checked RW	Approved RW
Job No. 22.0071	Scale 1:25,000	Sheet Size A3
Drawing Number BMD.22.0071.LVIA.FIG.002		
Date 25/09/2025		
Revision		
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