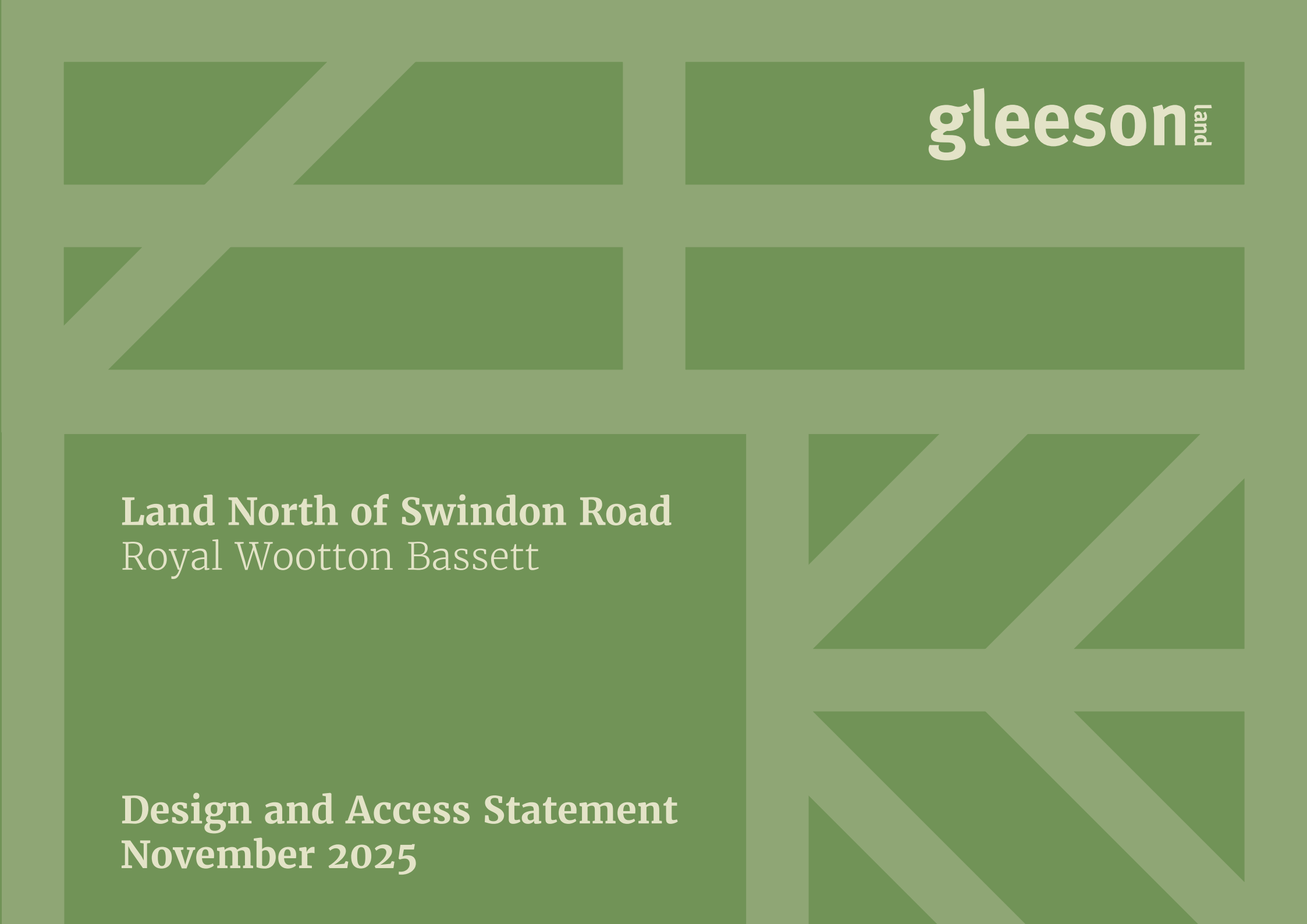




**gleeson**<sub>land</sub>

**Land North of Swindon Road**  
Royal Wootton Bassett

**Design and Access Statement**  
**November 2025**

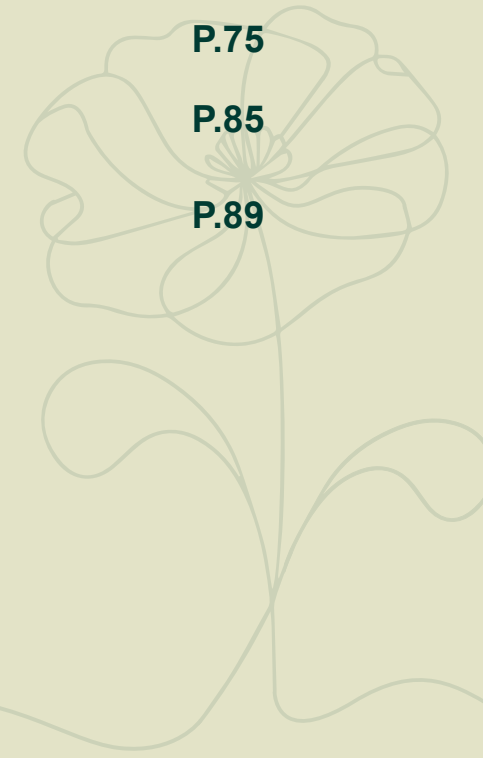


**Established in the 1990s, Gleeson Land is part of the MJ Gleeson plc which has been creating new homes and community facilities for local people for almost 120 years.**

Gleeson Land is committed to realising the development potential of land in sustainable locations to provide high quality new homes in attractive environments where people want to live and relax. They are passionate about making a difference through creating sustainable places and will apply these same core principles to development at this site.

# Contents

|                                     |             |                             |             |
|-------------------------------------|-------------|-----------------------------|-------------|
| <b>INTRODUCTION</b>                 | <b>P.4</b>  | <b>DESIGN STRATEGY</b>      | <b>P.55</b> |
| Design Vision                       | p.8         | Illustrative Masterplan     | p.56        |
|                                     |             | Use and Amount              | p.58        |
| <b>PLANNING POLICY CONTEXT</b>      | <b>P.11</b> |                             |             |
| <b>LOCAL AND SITE CONTEXT</b>       | <b>P.17</b> | <b>LANDSCAPE AND NATURE</b> | <b>P.61</b> |
| Strategic Context                   | p.18        | <b>ACCESS AND MOVEMENT</b>  | <b>P.71</b> |
| Facilities and Amenities            | p.20        | <b>BUILT FORM</b>           | <b>P.75</b> |
| Movement and Access                 | p.22        | <b>SUSTAINABILITY</b>       | <b>P.85</b> |
| Landscape Character                 | p.24        |                             |             |
| Local Character Study               | p.28        | <b>CONCLUSION</b>           | <b>P.89</b> |
| Considerations and Opportunities    | p.36        |                             |             |
| <b>DESIGN PROCESS AND EVOLUTION</b> | <b>P.47</b> |                             |             |
| Pre-Application Document            | p.48        |                             |             |
| Engagement                          | p.50        |                             |             |
| Design Opportunities                | p.52        |                             |             |



# Introduction

## Purpose of the Document

This Design and Access Statement (DAS) is submitted in support of the outline planning application for Land North of Swindon Road, Royal Wootton Bassett (also referred to as 'the Site') on behalf of Gleeson Land.

The Government's Planning Practice Guidance (PPG) advises that a DAS should 'explain how the proposed development is a suitable response to the site and its setting, and demonstrate that it can be adequately accessed by prospective users'. Paragraph 031 of the PPG advises that a DAS should:

- explain the design principles and concepts that have been applied to the proposed development;
- demonstrate the steps taken to appraise the context of the proposed development, and how the design of the development takes that context into account;
- explain the approach to access; and
- explain how relevant Local Plan policies have been taken into account.

This DAS provides a framework for the development, which will inform future design teams and act as a quality standard for assessing future reserved matters applications. This Statement should be read in conjunction with the Outline Planning Application and supporting documents.

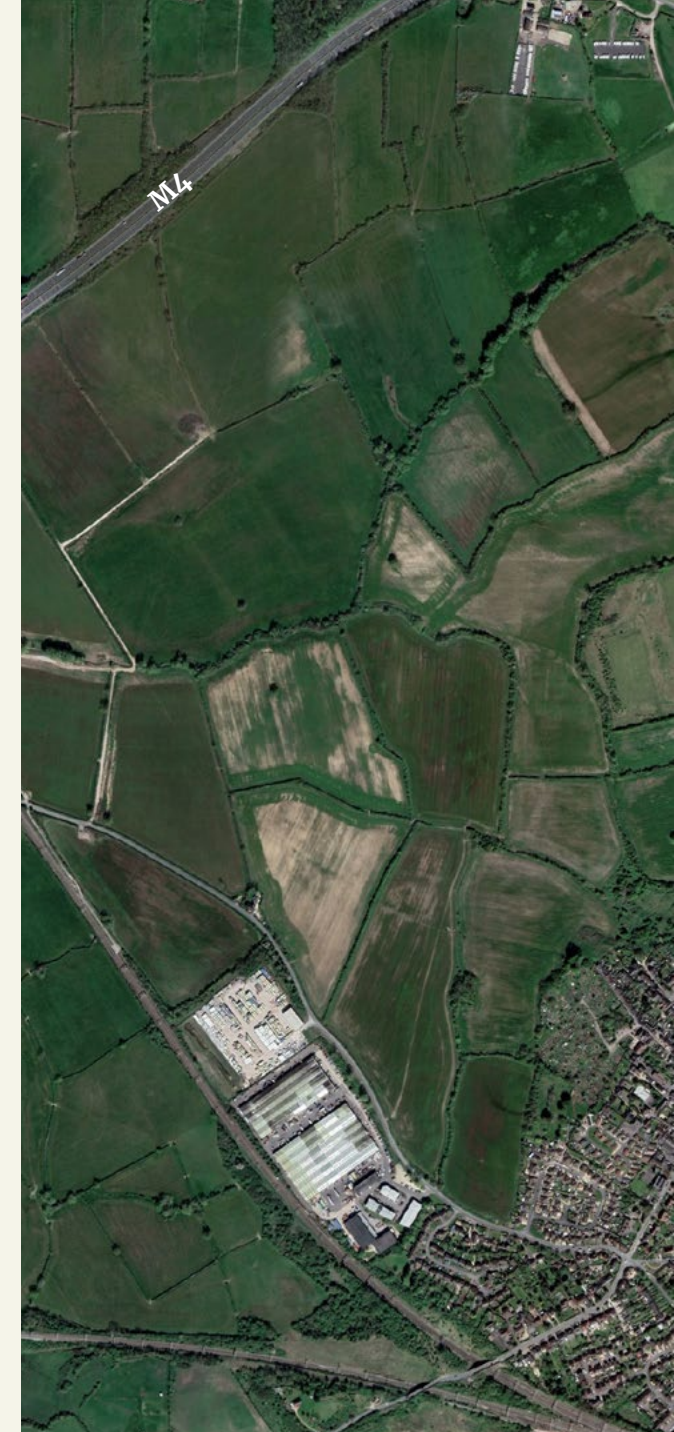
## Document Structure

The document begins by introducing the Site and the proposed development. An assessment of the Site's context is then set out, along with an analysis of the site itself. Next, there is a summary of the design process and an introduction to the design opportunities. The final section sets out the design strategy and detailed elements of the proposal.

## Description of Development

The proposed application is for the following:

"Outline planning application with all matters reserved except for access for up to 135 dwellings, the creation of new vehicular access with footways from Swindon Road, provision of informal and formal open space, together with associated highways, landscape, earth works and level changes, foul and surface water drainage facilities, utilities provision and other associated and necessary infrastructure."



Site Location Plan



## Site Location and Context

The Site lies on the edge of Royal Wootton Bassett, a market town in Wiltshire, located around 4.5 miles (7km) southwest of Swindon town centre and 11.5 miles (18.5km) northeast of Chippenham.

There are several draft allocations to the edge of the town for mixed-use, residential, and employment land. Planning applications have recently been submitted for two of the sites for residential and mixed-use developments.

Royal  
Wootton  
Bassett

Midge Hall Farm  
Application Site

The Site

Land East of Royal Wootton  
Bassett Application Site

500m

## The Site

The site is situated directly to the north of Royal Wootton Bassett in Wiltshire, on a gently rising landform known locally as Church's Hill. It is bordered by the A3102 (Swindon Road) to the south, a private residence to the west, a commercial property to the east and fields to the north. In conjunction with the allocated land to the west at Midge Hall Farm, the Site forms a natural extension to the northern urban edge of Royal Wootton Bassett.

The Site comprises a broadly rectangular shaped field. The field is currently in agricultural use and is characterised by its open interiors and are delineated by mature, well-maintained hedgerows with limited tree coverage. There is a scheduled monument within the Site, the remains of a former Post Mill, and a grade II listed milestone, which is positioned in the northern verge of Swindon Road.

Beyond the site boundary to the west is an existing residential property known as Elmcroft House which is enclosed by a semi-mature woodland copse of mixed tree species. This woodland screens the Site from the property and views to the west.



Site Photo Location Plan



*View 1 - looking west into the Site*



*View 3 - looking north into the Site at the proposed site access*



*View 4 - looking along the northern boundary*



*View 5 - looking along the western boundary*



*View 6 - Grade II listed milestone on the A3102*



*View 2 - view towards the Scheduled Monument*



*View 7 - view within the Site looking to the east*

# Design Vision

*Land North of Swindon Road provides an opportunity to create a sustainable and attractive extension to the market town, inspired by the context and local character of Royal Wootton Bassett.*

Taking inspiration from the surroundings, the proposals include:



Up to 135 new homes in a range of types and sizes;



Access to Swindon Road and links to existing footpaths as part of creating a well-connected network of routes that encourages movement by sustainable modes;



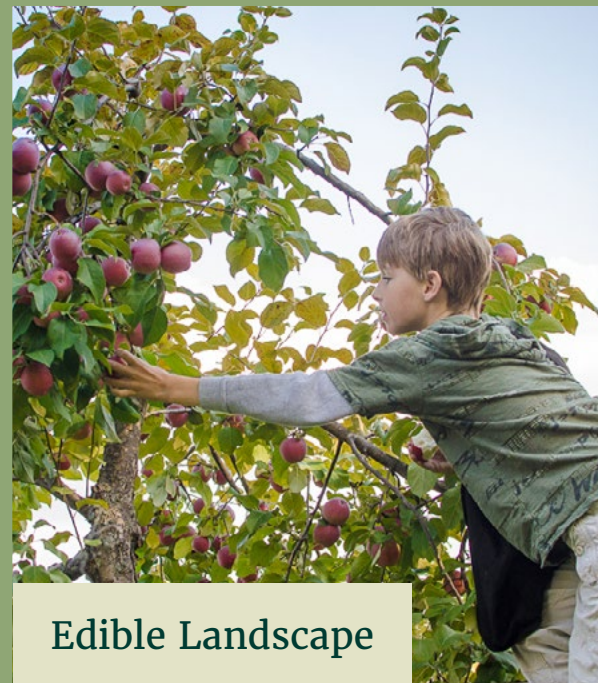
A substantial new green infrastructure framework that improves biodiversity and provides opportunities for a range of open space typologies including amenity greenspace, semi-natural greenspace and species rich grassland; and



A best practice design response that provides a legible, attractive new place that reinforces the best of the local character of Royal Wootton Bassett.



Play



Edible Landscape

High Quality Housing





SuDS



Pedestrian Links



Access to Nature



# **Chapter 2:**

## Planning Policy Context



# Planning Policy Context

The Site is located in a sustainable location on the edge of Royal Wootton Bassett, which is a market town with a range of services and facilities, these include primary schools, retail, community facilities and employment opportunities.

The Site is available and suitable for residential development and can be fully delivered within five years of achieving Outline Planning Permission. Although the Site lies outside of the 'limits of development' that are identified in the Wiltshire Core Strategy, its development for housing would help to deliver growth in general accordance with the aims of the document.

The Site is relatively unconstrained and can deliver housing development without causing significant harm to the environment or nearby residents.

The planning context is explained in greater depth in the Planning Statement. In summary, Wiltshire Council is only able to demonstrate a housing land supply of 2.03 years. Demonstrating a significant and serious shortfall and triggering the presumption in favour of sustainable development / tilted balance as set out in the National Planning Policy Framework. Paragraph 11d of the National Planning Policy Framework states:

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

*i. The application of policies in the Framework that protects areas or assets of particular importance provides a strong reason for refusing the development proposed; or*

*ii. Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination”*

In this context, action needs to be taken now to ensure the delivery of new homes to meet local needs and it is in this context that the application is brought forward. The development of the site with 135 market and affordable homes will provide a valuable contribution to Wiltshire Council's current housing need, including a range of sizes and tenures.

## National Policy

The National Planning Policy Framework (NPPF, 2024) sets out the Government's planning policies for England and how these should be applied. The NPPF is a material consideration in planning decisions. It provides a framework within which locally prepared plans can provide for housing and other development in a sustainable manner, with the presumption in favour of sustainable development at the heart of the framework.

Section 11 supports the effective use of land and achieving appropriate densities, with Paragraph 124 stating that planning decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.

Section 12 relates to achieving well-designed places, which include high quality, beautiful and sustainable buildings and places (Paragraph 131). This paragraph also attaches great importance to good design as a key aspect of sustainable development, creating better places in which to live and work and helping make development acceptable to communities.

Providing clarity about design expectations, and how these will be tested, is essential for achieving this, along with effective engagement between applicants, communities, local planning authorities and other interests throughout the process.

## Local Policy

The current Local Plan is the Wiltshire Core Strategy (WCS), adopted in 2015. This incorporates Saved policies from former District Local Plans, that were not replaced by the WCS, and will continue to be saved until replaced as part of the Local Plan Review process. The Local Plan, together with Made plans (neighbourhood plans) form the development plan for Wiltshire.

## Wiltshire Core Strategy

Key policies from the WCS relevant to the design include:

### CP1 Settlement Strategy

The Settlement Strategy identifies the settlements where sustainable development will take place to improve the lives of all those who live and work in Wiltshire. These include Principal Settlements; Market Towns (including Royal Wootton Bassett) – with the potential for significant development that will increase the jobs and new homes to create viable sustainable communities; Local Service Centres; and Large and Small Villages.

### CP19 Spatial Strategy: Royal Wootton Bassett and Cricklade Community Area

Development should be in accordance with the Settlement Strategy set out in Core Policy 1. It requires the majority of dwellings to be provided at Royal Wootton Bassett within this Community Area and states development may consist of a range of sites in accordance with Core Policies 1 and 2.

### CP41 Sustainable Construction and Low Carbon Energy

New development will be encouraged to embrace climate change adaptation, incorporating design measures to reduce energy demand. Development will be well insulated and designed to take advantage of natural light and heat from the sun, whilst maximising cooling during the summer.

### CP43 Providing Affordable Homes

Affordable housing will be provided on site. Tenure will be negotiated on a site-by-site basis to reflect local needs as set out in CP45. Affordable housing will be dispersed throughout the development and designed to high quality, so as to be indistinguishable from other development.

### CP50 Biodiversity and Geodiversity

Proposals must demonstrate how they protect features of nature conservation, including retention, buffering and managed favourably in order to maintain their value in the long term. All proposals should seek opportunities to enhance biodiversity.

### CP51 Landscape

Development should protect, conserve and where possible enhance landscape character 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.

### CP52 Green Infrastructure

Retention and enhancement of Wiltshire's green infrastructure network will be required of development proposals, including ensuring suitable links to the network are provided and maintained. Accessible open spaces shall be provided in accordance with the requirements of the adopted Wiltshire Open Space Standards.

### CP57 Ensuring High Quality Design and Place Shaping

A high standard of design is required in all new developments. 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.

### CP58 Ensuring the Conservation of the Historic Environment

Development should protect, conserve and where possible enhance the historic environment. Designated heritage assets and their settings will be conserved, and where appropriate enhanced in a manner appropriate to their significance.

### CP61 Transport and New Development

New development should be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.

### CP67 Flood Risk

Housing in Flood Zone 1 – the zone of least risk – is favoured over areas of higher risk. All new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground unless site or environmental conditions make these measures unsuitable.

## National Design Guide

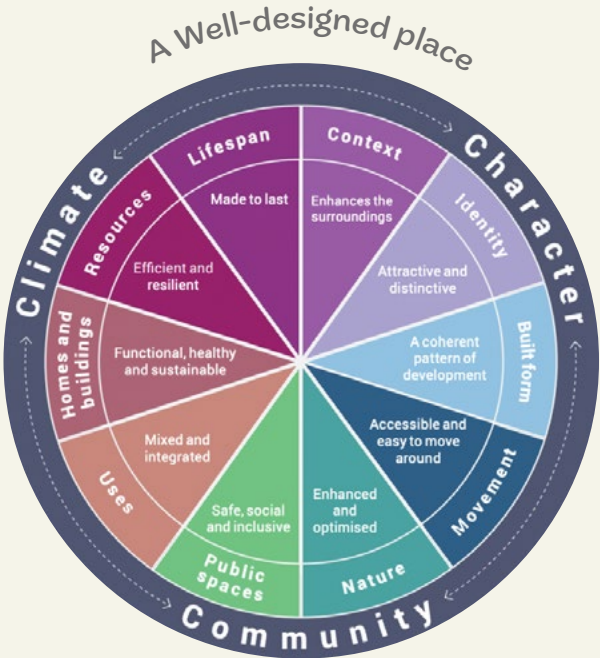
The National Planning Policy Framework (NPPF, December 2024) requires the design and layout of new developments to reflect the National Design Guide (NDG), as best practice. The NDG outlines and illustrates the Government's priorities for well-designed places in the form of ten characteristics. As such, we have used the principles in the NDG to inform the DAS.

## Building for a Healthy Life

Building for a Healthy Life (BfHL) is the latest edition of, and new name for, Building for Life 12. It is a design toolkit for neighbourhoods, streets, homes and public spaces and provides 12 considerations for creating good places to live. These considerations are organised across three headings: integrated neighbourhoods, distinctive places, and streets for all. The considerations have been used to inform the design approach.

## Streets for a Healthy Life

Streets for a Healthy Life (SfHL) is a Homes England design guide that complements BfHL. It sets out principles for creating streets and public spaces that support healthier lifestyles. These principles have informed and shaped the proposed development to support walking, cycling and community interaction.



### 12 Considerations

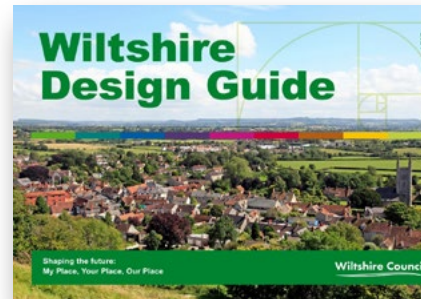
| 14                                    | INTEGRATED NEIGHBOURHOODS |
|---------------------------------------|---------------------------|
| Natural connections                   |                           |
| Walking, cycling and public transport |                           |
| Facilities and services               |                           |
| Homes for everyone                    |                           |

| 38                              | DISTINCTIVE PLACES |
|---------------------------------|--------------------|
| Making the most of what's there |                    |
| A memorable character           |                    |
| Well defined streets and spaces |                    |
| Easy to find your way around    |                    |

| 62                              | STREETS FOR ALL |
|---------------------------------|-----------------|
| Healthy streets                 |                 |
| Cycle and car parking           |                 |
| Green and blue infrastructure   |                 |
| Back of pavement, front of home |                 |

## Wiltshire Design Guide

The Wiltshire Design Guide (WDG), a Supplementary Planning Document (SPD), was formally adopted in by the Council in March 2024. The SPD sets out key expectations for new housing and mixed-use developments that respond to local priorities and expectations whilst maintaining regard to each of the 10 characteristics from the NDC. Underpinning their guidance are three “golden threads”: Health, Wellbeing and Community, Sustainability and Climate Resilience, and The right homes in the right places.



### Wiltshire Design Guide

- ✓ Reference will be made, throughout this document, to the Wiltshire Design Guide and its expectations. This box graphic will highlight principles of the proposals that are aligned with the local design guidance.



*Health, Wellbeing and Community*



*Sustainability and Climate Resilience*



*The right homes in the right places*

Wiltshire Design Guide's "Golden Threads"



# **Chapter 3:**

## Local and Site Context

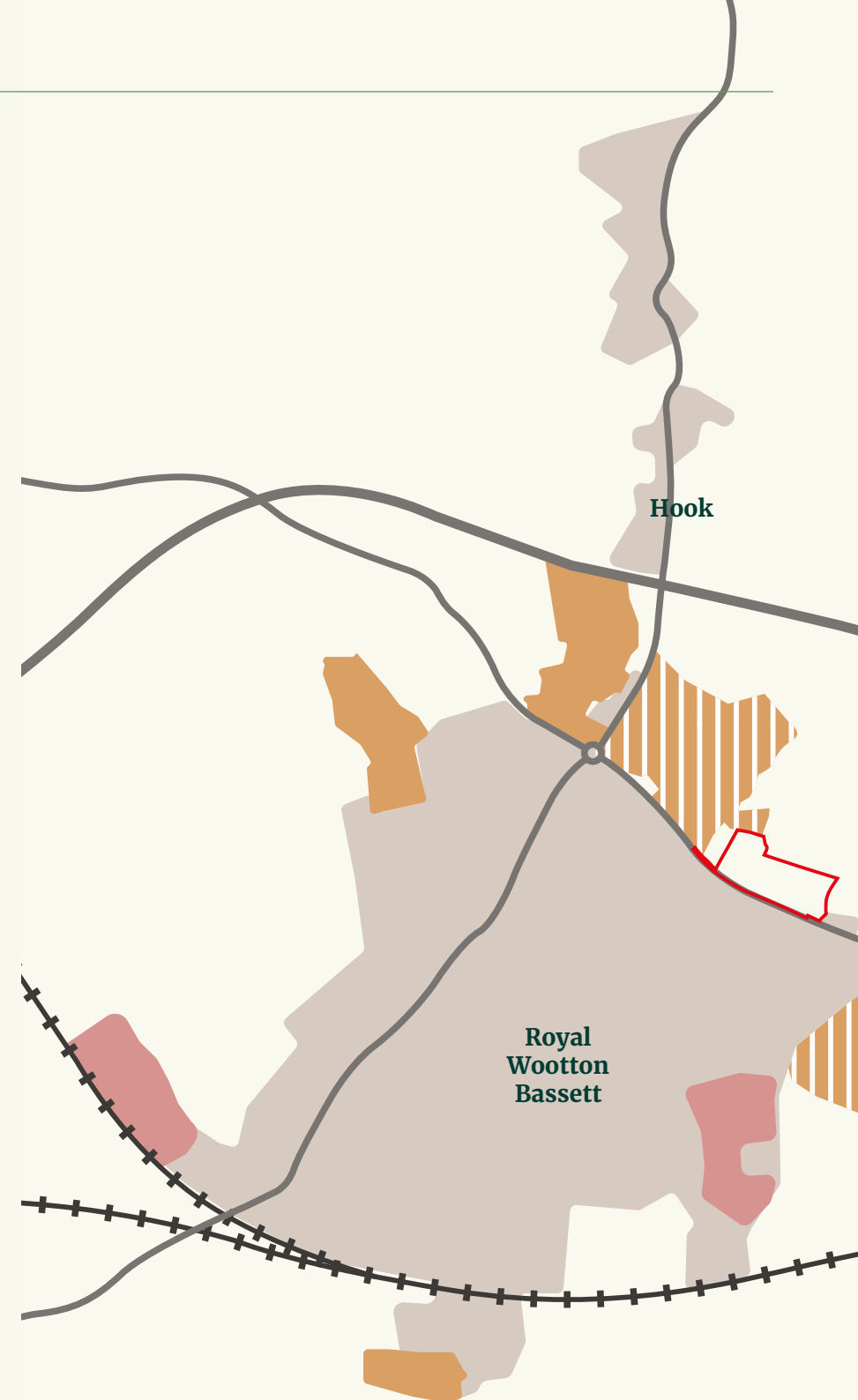
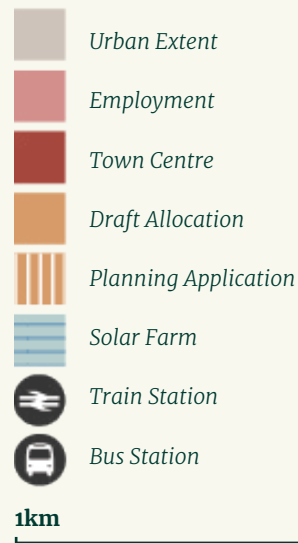


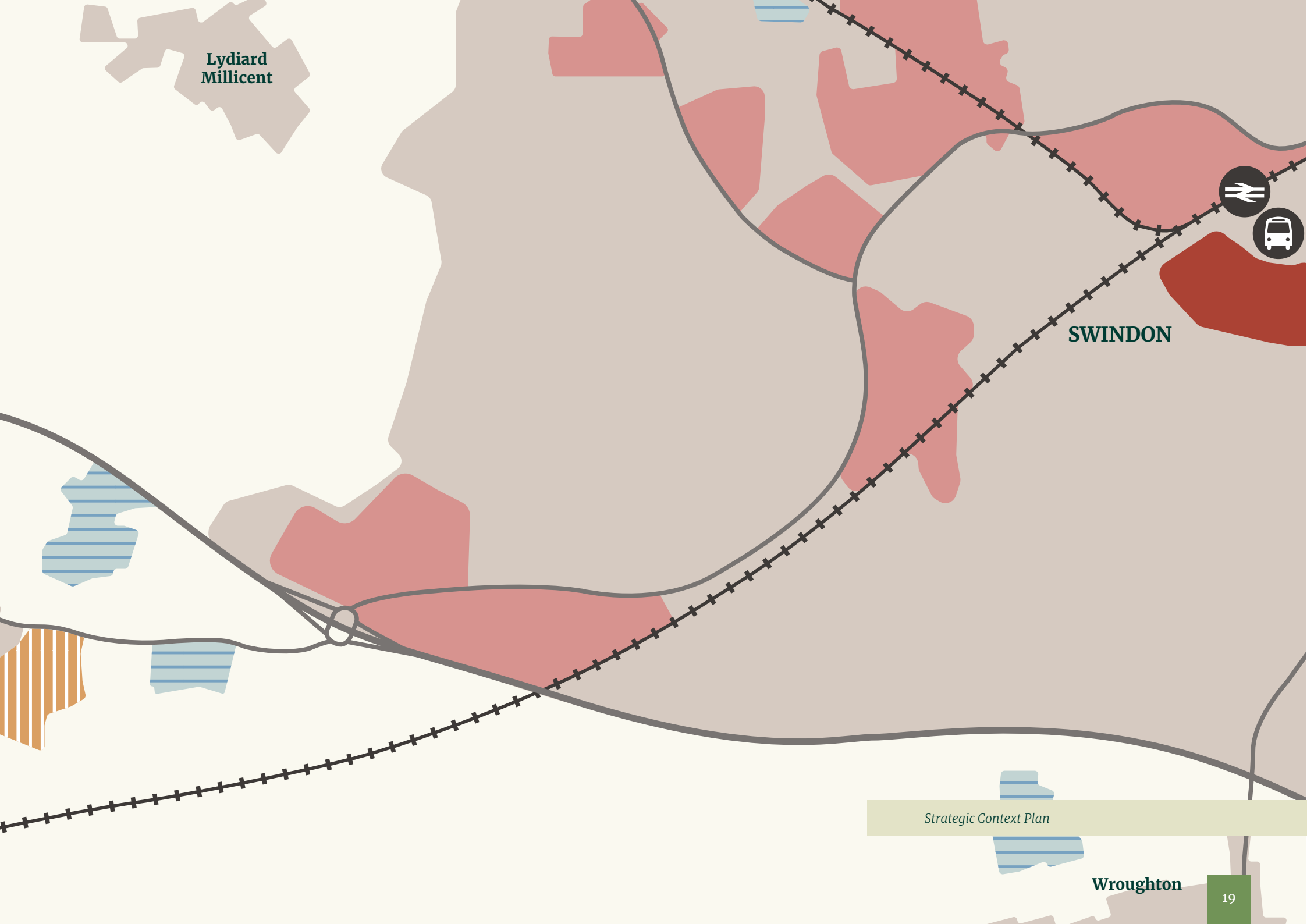
# Local and Site Context

## Strategic Context

The Site lies on the edge of Royal Wootton Bassett, a market town in Wiltshire, located around 4.5miles (7km) southwest of Swindon town centre and 11.5miles (18.5km) northeast of Chippenham.

As highlighted in the Introduction, there are several draft allocations to the edge of the town for mixed-use, residential, and employment land. Planning applications have recently been submitted for two of the sites for residential and mixed-use developments.





Lydiard  
Millicent

SWINDON

Strategic Context Plan

Wroughton

## Facilities and Amenities

A review of local community facilities and infrastructure has been carried out to assess what provision is available to the Site and how the development can be integrated within the area. Key local facilities are shown in the plan opposite.

It is considered that there is a good range of services and facilities within walking and cycling distance.

### Education

In the local area there are a range of education facilities. Longleaze Primary School and Royal Wootton Bassett Academy are the closest primary and secondary schools to the Site and can be reached within a 10- and 22-minute walk (2- and 6-minute cycle) respectively.

### Recreation and Leisure

Poets Field (previously known as Longleaze Park) and Otter Way Playground can be found within a short walk of the site. These spaces offer informal and formal play opportunities for local residents.

Lime Kiln Leisure Centre, located next to Royal Wootton Bassett Academy, features a fitness suite, sports hall, swimming pool and squash courts.

To the north of the town is a cluster of sports and leisure uses, including Ballards Ash Sports Ground and Gerard Buxton Sports Ground which host the local rugby, football and cricket teams.

### Health and Community

There are two GP surgeries (Tinkers Lane Surgery and New Court Surgery) and a handful of dentists located along the High Street within the town centre, providing residents with access to healthcare facilities. The nearest hospital is The Ridgeway Hospital found to the south of Swindon, approximately 7.2km southeast of the site.

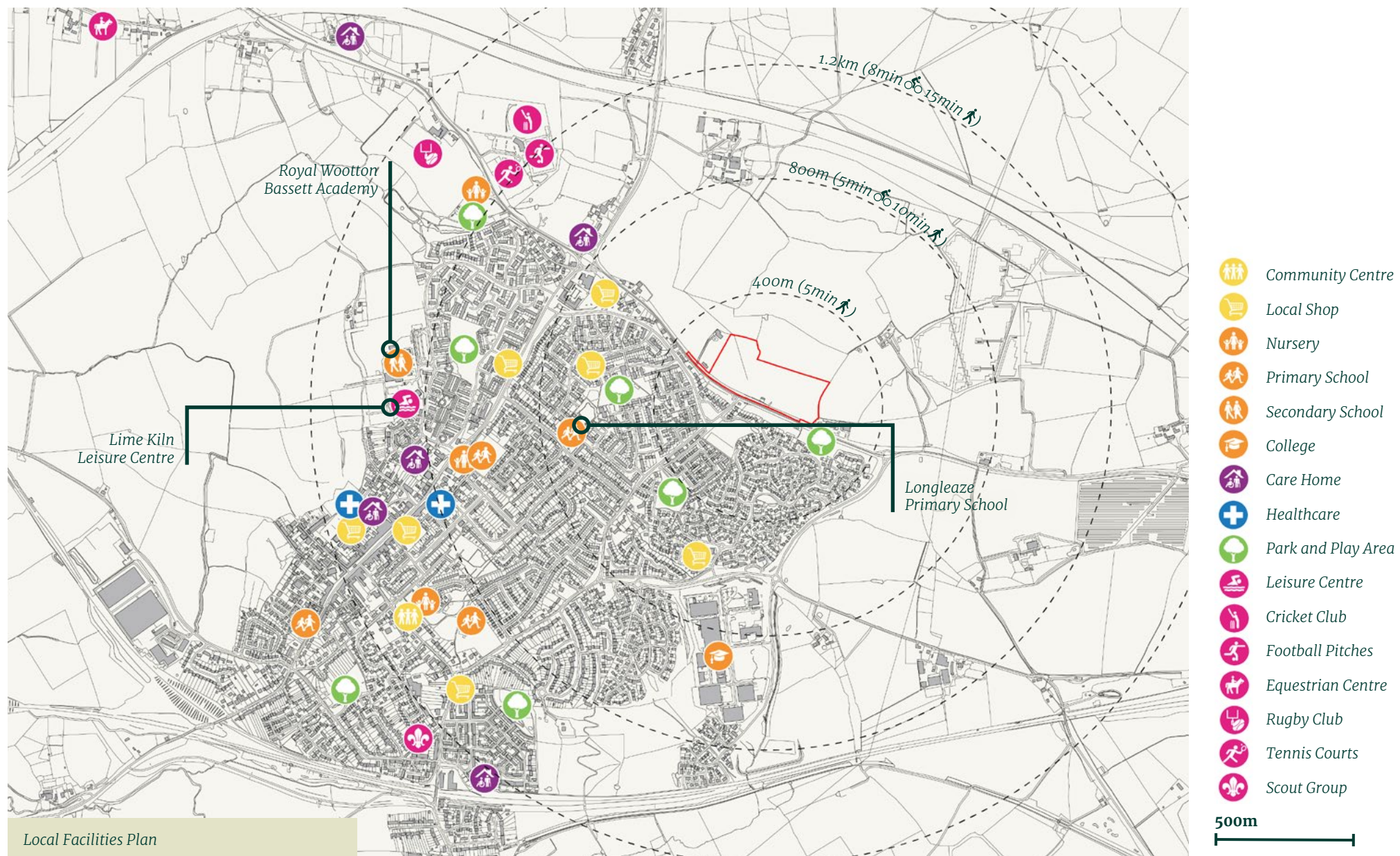
Wootton Bassett Memorial Hall provides a variety of spaces for different activities and for the local community to come together.



*Royal Wootton Bassett Academy*



*Lime Kiln Leisure Centre*



## Movement and Access

A review of the local movement network has been carried out to understand existing connectivity and accessibility for different modes of travel. A local movement plan, shown opposite, highlights a network of routes adjacent to the Site.

The Site is well-connected to Royal Wootton Bassett through public footpaths and local bus services, and there is opportunity to strengthen links across Swindon Road to improve connectivity to existing PRow and bus stops.

It is considered that there is the opportunity that combined cycle-rail and bus-rail journeys can be encouraged between the Site and Swindon, as well as other commuting destinations such as Cirencester, Chippenham and Bristol.

### Active Travel

Royal Wootton Bassett benefits from a number of designated cycle routes. Marlowe Way is designated by Connecting Wiltshire as a recommended cycle route (on road) which links to a shared footway/cycleway along the A3102. The A3102 becomes High Street to the south and subsequently provides access to the amenities and facilities within Royal Wootton Bassett town centre.

### Public Transport

The nearest bus stops are the Shelley Avenue bus stops located on Marlowe Way, approximately 350m to the southwest of the centre of the Site. These service the '55 Gold' bus route which operates between Swindon and Chippenham on a 20 to 30 minute basis Monday to Saturday.

The nearest railway station is Swindon Railway Station, located approximately 8.5km northeast of the centre of the Site. Swindon Railway Station can be accessed by the 55 Gold bus service which has a journey time of around 21 minutes from the Shelley Avenue bus stop. This railway station provides regular services to Bristol, Reading and London Paddington.

### Vehicle

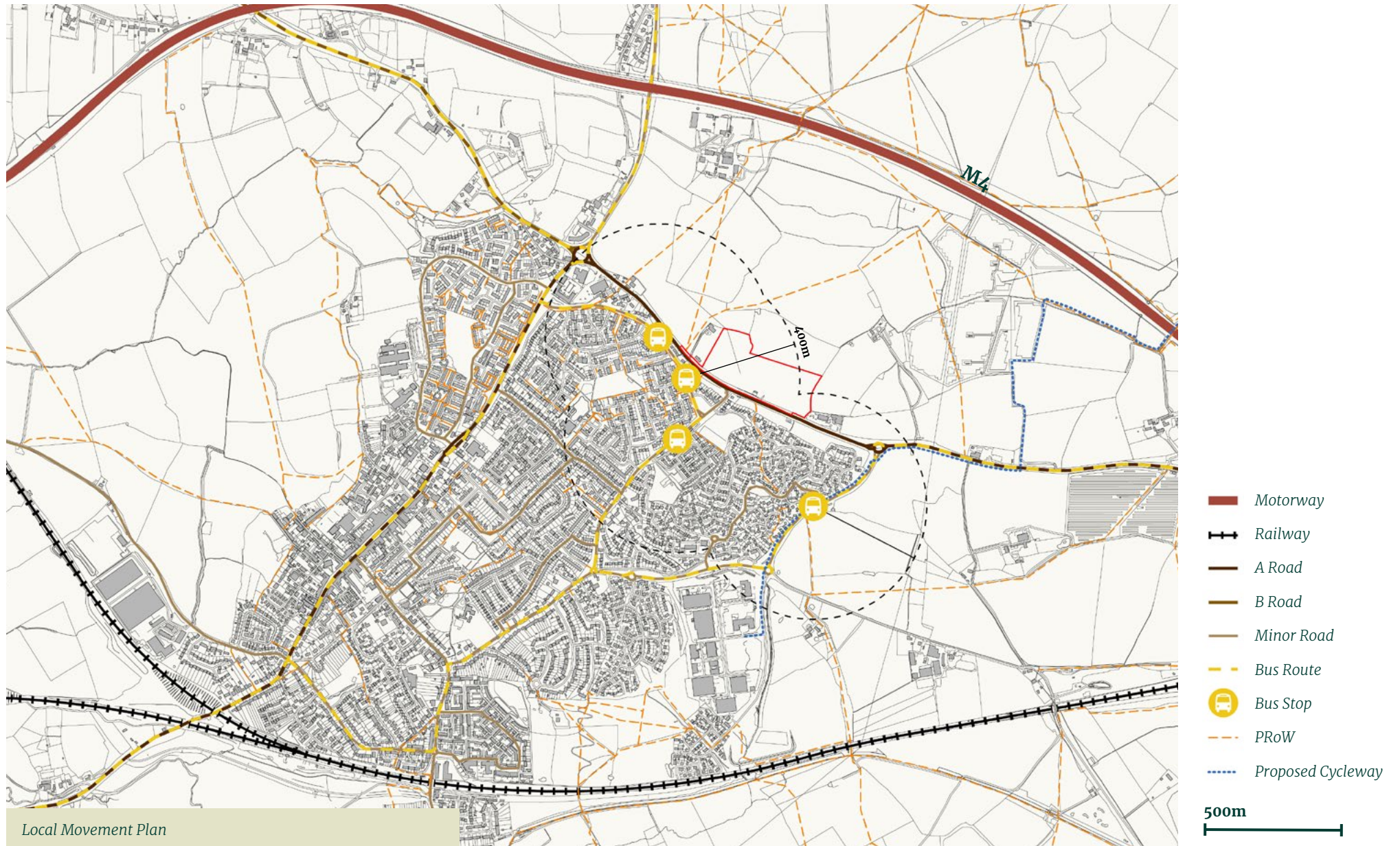
The Site will be accessed via a new ghost island priority right turn lane junction with the A3102 (Swindon Road) to the south, which provides convenient access to Junction 16 of the M4.



*Bus services to Swindon and Chippenham*



*Public footpath north of Swindon Road*



## Landscape Character

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 NWLCA first sets out a number of Landscape Character Types (LCTs) and then subdivides the district further into Landscape Character Areas (LCAs). 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”.

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 its context 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.

Importantly, the long-term management strategies set out within the NWLCA are particularly relevant, 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.

Analysis of the Site and local character concludes that the site has a high level of containment, situated on the northern edge of Royal Wootton Bassett, with a mixture of residential and commercial properties in close proximity. The topography falls towards the settlement edge, limiting views of the site from the wider rural landscape to the north. As a result, the site has a high level of ability to accommodate the type of development proposed.



*Looking along the northern boundary towards Elmcroft House, with visible existing hedgerows, neighbouring woodland, agricultural field, meadow and power lines*



District Landscape Character Area Plan

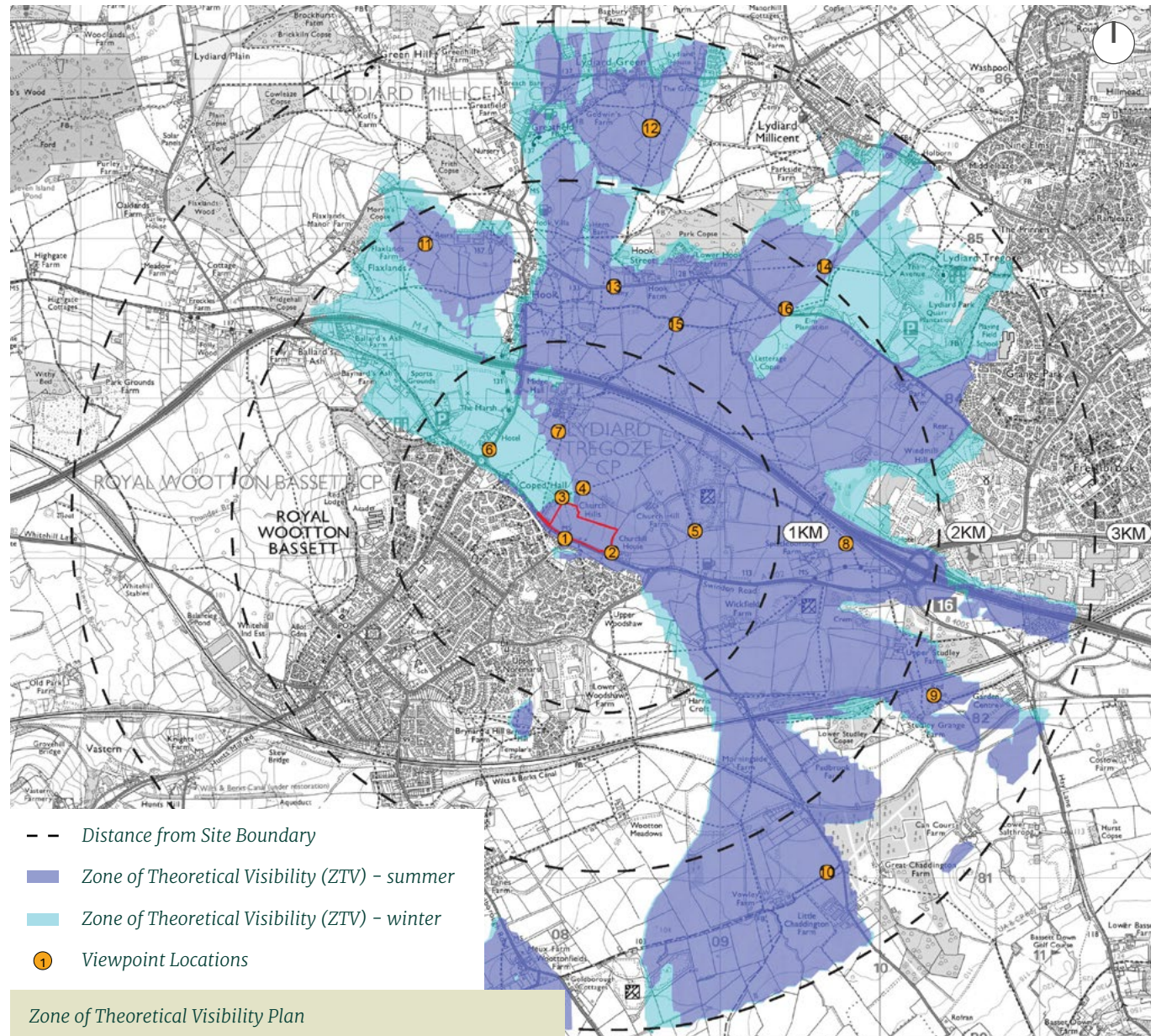
**Landscape Character Areas**  
(District Landscape Character Area Assessment)

-  LCT Urban fringe scarp / LCA3: Swindon Fringe
-  LCT Lowland clay woodland & LCA4: Braydon Wooded Plateau
-  LCT Lowland clay farmland & LCA5: Minety & Malmesbury Rolling Lowland
-  LCT Lowland river farmland & LCA11: Avon Valley Lowland
-  LCT Lowland clay farmland & LCA14: Hillmarton Rolling Lowland
-  LCT Settled hill farmland & LCA13: Lyneham Hills

The Site is positioned on the south east facing aspect of Church's Hill. As a result views of the Site from the north and west are limited by a combination of the topography of Church's Hill and field boundary vegetation. There are distant views from within the Site towards the North Wessex Downs National Landscape approximately 4km to the south east. Local views into the Site from several local roads and public rights of way are available from the south east.

The area surrounding the Site includes open countryside to the north and east, interspersed with detracting features such as the M4 motorway, solar farms, electricity pylons as well as large commercial buildings at the edge of Swindon. To the south lies the urban fringes of Royal Wootton Bassett, including the Gerard Buxton Sports Ground, Marsh Farm Manor Care Home, supermarkets, and associated lighting infrastructure.

The proposed development would introduce additional built form into the views from the north, which would be seen in the context of the existing built form at Swindon Road. The development would be filtered by the intervening existing vegetation and topography. From the North Wessex Downs National Landscape the proposed development would likely be a very small if imperceptible change to the view due to the distance and intervening built form.





## Local Character Study

This study explores and analyses a variety of elements of the local built character to identify distinct features and qualities of Royal Wootton Bassett's urban form to inform the design and appearance of the Site.

First, the study looks into the historic and recent growth of the settlement. Then, a thematic analysis is provided to understand key spatial characteristics of the town. The study concludes with a summary of the local vernacular.

## Settlement Overview

Royal Wootton Bassett dates back to AD 681 when it was then known as Wode-ton, meaning “settlement in the wood”. It evolved into a market town in 1200 and was granted royal patronage in 2011 by Elizabeth II in recognition of its role in the early-21st-century military funeral repatriations.

The town has grown gradually through smaller additions focused around its historic core and constrained by the railway line to the south. Within the last 50 years, development has expanded north, south and east with large-scale estate developments and cul-de-sac street layouts. In recent years, there have been instances of infill development.



*Remaining landmark building from The Royal Oak Hotel*



*17th century Town Hall located along the High Street*

### Wiltshire Design Guide

- ✓ 3.2 Expectation: Respect for and enhancement of the intrinsic local character and distinctiveness of the local area



*More recent development at Windmill Road*

Pre 1900



1900-1960



1960-1990



1990-2000



2000-2025



2025+



## Character Study Areas

The plan opposite highlights a handful of study areas that have been chosen to help understand Royal Wootton Bassett's character as part of the local built character study. They have been selected to provide variety for the assessment, due to their age, location within the town, land use and proximity to the Site.

- Historic Core
- Nearby Development
- Green Corridor
- Play Area

The following pages explore these areas in more detail and provide a summary of their key features.



## Historic Core

Within the historic core of Royal Wootton Bassett is a Conservation Area, featuring many grade II and II\* listed buildings. The buildings here are of traditional English architecture.

The High Street forms the central spine of the core, providing connections and access to a series of organic streets that branch off. Building frontages mostly face onto the street, with the occasional side elevation. Terraced and detached buildings are typical. Building heights are mostly 1-2 storeys, with the occasional 2 and 3 storeys in key locations.

Multi-red and brown bricks are common building materials within this area, with some white or light coloured render. Within the roofscape, chimneys are a regular feature, with typically slate or brown clay roof tiles.



*Regular window placement across building façades*



*Variation in roof pitch, form and detail combined with a consistent two-storey frontage*



*Patterned timbering and infill paired with steeper roof pitches*



*Development takes a gradual, staggered approach to respond to the gradient along the High Street*

## Nearby Development

Immediately and further south of the Site are the residential areas of Shelley Avenue, Churchill Close, Blain Place and Windmill Road.

The streets in these areas have footpaths on both sides, except where development is only on one side of the street. Some of the streets here feature street trees and informal planting within verges and front gardens. Buildings are mostly oriented to face the street, except where they side on to the street to turn corners. Detached housing is prevalent, with some semi-detached and terraced housing, and building heights are 1-2 storeys with occasional 3 storeys.

Common building materials include red, multi-red and brown brick with some instances of white and light-coloured render. Within the roofscape, chimneys and dormers occasionally feature but they are uncommon. Roof tiles are mostly brown with some roofs having grey tiles.



*Pocket park to the front of a cluster of properties at Blain Place*



*Chimneys and front gables create variety within the roofscape. Stone quoins and window dressings add visual interest to the streetscape*



*Detached properties along Churchill Close with consistent building materials and details*



*Bungalows at Shelley Avenue set back from Marlowe Way with an area of green space to the front*

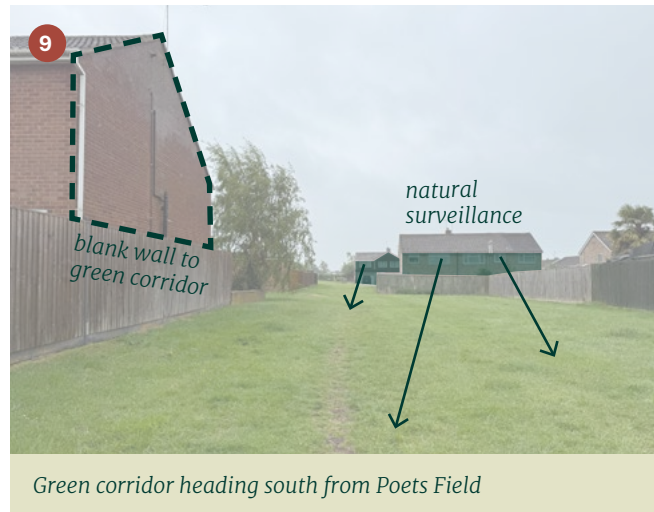
## Green Corridors and Play Areas

Across Royal Wootton Bassett there are several green corridors and play areas that serve the local community.

Near to the Site is Poets Field (previously known as Longleaze Park) and Otter Way Playground (approx. 520m and 500m from the Site respectively) which are connected via a green corridor (spanning from approx. 7m to 18m in width) that runs between the sides and backs of housing. This green corridor is sparsely planted which enhances the visibility of users within the space from adjacent dwellings.

Another green corridor, featuring a 2.5m wide footpath, runs to the north of Bincknoll Lane (seen in photographs 10 and 11). The corridor is generally well planted, particularly along the interface with the road. On the opposite side, planting is mostly low-level and intermittent allowing occasional views through to the footpath from adjacent dwellings. The entrances to the footpath and corridor are relatively open and unscreened.

An informal recreation ground is situated next to Otter Way Playground. This space is generally poorly surveilled along its eastern and southern edges. To the east, dense planting screens the playground from development at Blain Place. To the south, development “backs” onto the area of open space, which is also partially screened by tree planting. This is typically undesirable as it can lead to antisocial behaviour.



## Summary of Local Vernacular

Features that would be important to observe in this location, in order to respond to the local character, are considered to be the following:

### Built form:

- 2 and 2.5 storey detached and terraced housing with gable and cross-gable roofs

### Architectural details:

- Ground floor bay windows, stone quoins on buildings at key locations, and dormers and chimneys to the middle or end of roofline

### Materials:

- Façades are predominantly multi-tonal red brick with white or light-coloured render
- Roofs are a mix of grey and clay roof plain tiles

### Streetscape:

- Street trees within internal streets to bring rural character into the scheme

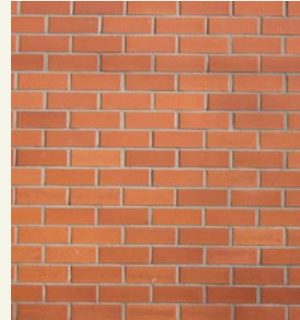
### Boundary treatments:

- Predominantly low hedges, possibly in combination with estate railing
- Rear garden walls to be brick with brick detailing

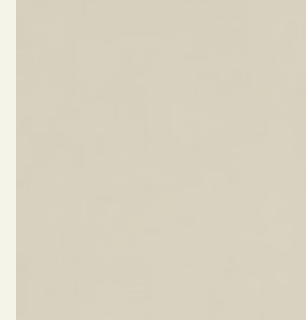
### Materials



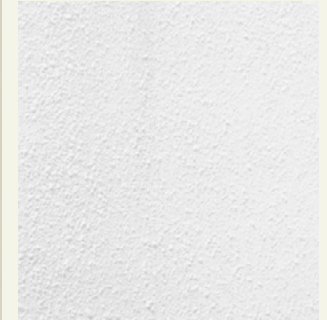
*Multi-tonal red brick*



*Red brick*



*Light coloured render*

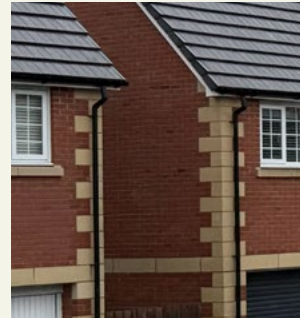


*White render*

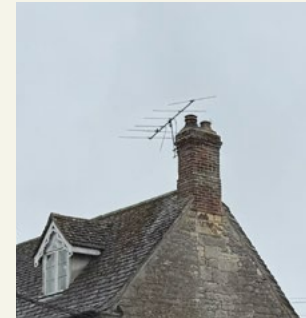
### Architectural Details



*Hipped dormer*



*Stone quoins*



*Chimney*



*Bay window*



Stone string course,  
visually dividing floor  
levels on the facade

Stone dressing around  
window

Soldier course lintels  
with keystones

Chimney stack to the  
end of the roofline

Stone quoins at the  
corners of the building

Stone dressing  
around window with  
keystone

Box bay window with  
pointed arches

Colourful  
front doors

Stone dressing around  
doorway with Gothic  
pointed arch

Gothic house on High Street

## Considerations and Opportunities

The following pages summarise the main points arising from technical assessments of the Site which have been carried out by a team of specialists. In summary, the consultant team have identified the below considerations and opportunities within the Site and immediate context (as illustrated in the plan opposite). These features have been carefully considered and will be incorporated into the design of the proposed scheme. These include:

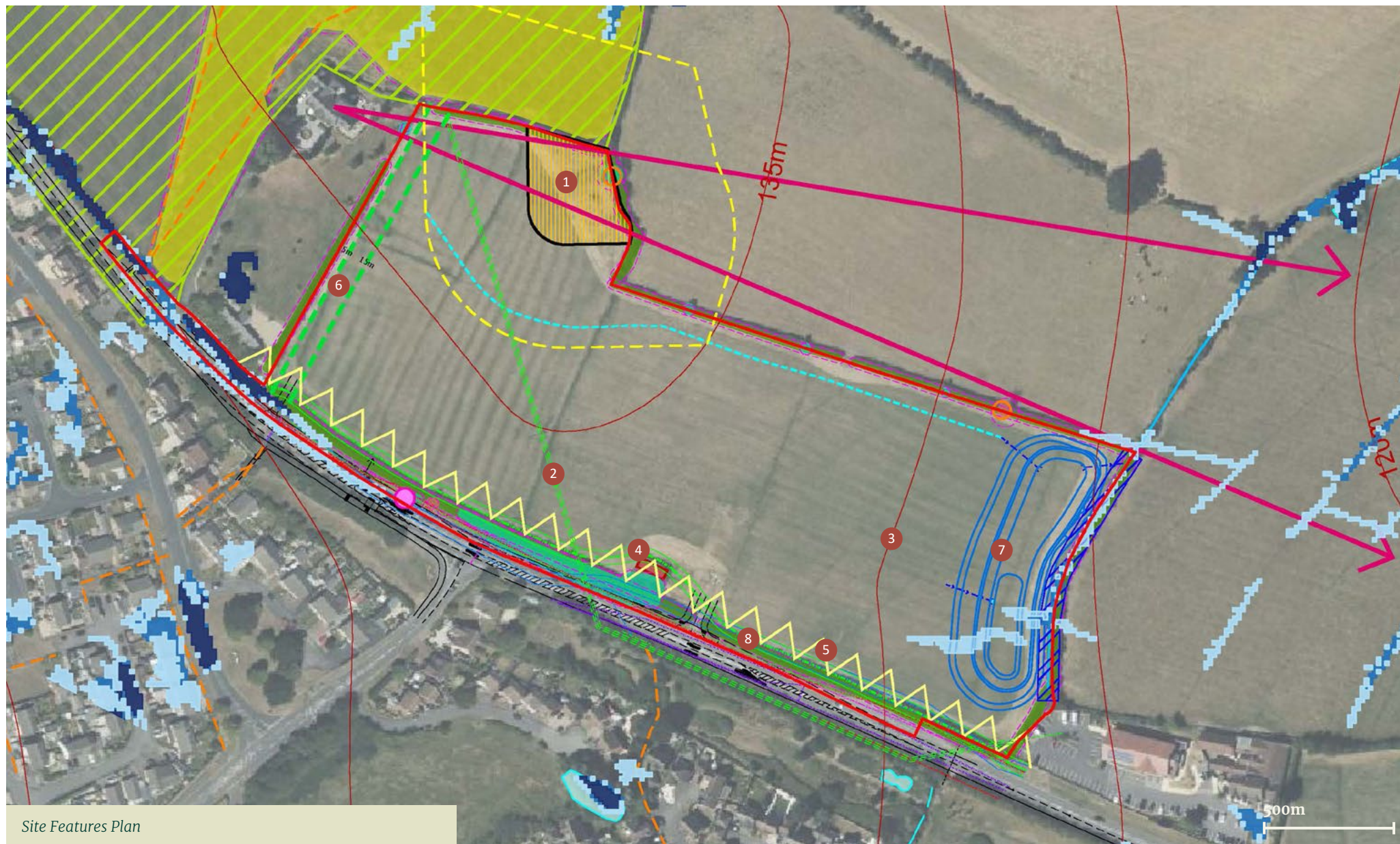
- 1 A Scheduled Monument in the central northern corner with a 50m development (built form) offset;
- 2 An 11kV overhead electricity cable that runs from the north western corner of the Site down to the middle of the southern site boundary, to be grounded with a substation;
- 3 The topography gradually slopes down from the north west to the east;
- 4 A 33kV underground electricity cable running along the southern site boundary, looping around the existing farm building, requiring a 6m easement;
- 5 Vehicle noise from Swindon Road will require mitigation;

- 6 A landscape buffer and development offset from adjacent residential properties to the west;
- 7 An attenuation basin located at the low point of the Site to manage surface water; and
- 8 The boundary hedgerows are the most valuable features, from an arboricultural view, offering important habitat, screening and landscape character. H1 - a native mixed hedgerow of hawthorn, blackthorn, elm and dog rose along the southern boundary to Swindon Road - provides a strong green edge and valuable wildlife corridor. While H1 will need to be broken to provide access to the site, this will be limited to the minimum necessary, and any loss is to be mitigated through careful design and compensatory planting.



Post Mill, located at the north of the site

- Site Boundary
- PRoW
- Scheduled Monument
- Grade II Listed Milestone
- Proposed Site Access
- Noise from A3102
- Existing View to National Landscape
- Contours
- Midge Hall Farm Application Site
- Existing Pond/Watercourse
- Indicative Attenuation Basin
- Watercourse Easement
- Proposed Swale
- Surface Water Flooding - Low Risk
- Surface Water Flooding - Medium Risk
- Surface Water Flooding - High Risk
- Trees With High Bat Roost Suitability
- Gas
- Thames Water 3" Cast Iron Water Main
- BT
- SSE 33kV Electric Underground Cables
- SSE 11kV Electric Overhead Cables
- Vodafone
- Virgin
- Gigaclear
- Landscape Buffer to Adjacent Property
- Tree Survey - Category A
- Tree Survey - Category B
- Tree Survey - Category C
- Tree Survey - Category U
- Tree Survey - Root Protection Zone
- Existing Building to be Demolished



Site Features Plan

## Heritage and Archaeology

Designated heritage assets within a 1km radius of the site include two Scheduled Monuments and eight Grade II listed buildings (see figure). Additionally, the Wootton Bassett Conservation Area is located approximately 955 metres southwest of the site boundary. One designated heritage asset is located within the site's red line boundary: the Grade II listed Milestone opposite Noremarsch Road (NHLE 1283221). The Marsh (NHLE 1363676) and Midge Hall (NHLE 1283141), both Grade II listed, are the closest designated assets to the site.

The Grade II listed milestone (NHLE 1283221) is located at the rear of the existing layby. Proposed access works will replace the layby with a 3m-wide combined footway and cycleway, with the adjacent verge retained. While this will result in a minor change to the milestone's immediate setting, no physical impact or risk of damage is anticipated. The works also offer potential to enhance the milestone's visibility and contribute positively to its legibility within the streetscape.

The proposed development site also contains the Scheduled Monument known as the Post Mill at Church Hills (NHLE 1018126), located within the northern part of the site. The Wiltshire Historic Environment Record (HER) records this Scheduled Monument as a Windmill Mound (HER reference MWI9384). In addition, the HER records a series of undated earthworks (HER reference MWI9375), which

are partly located within the site and extend to the northwest.

The Scheduled Post mill is a mound approximately 1m in height and 29m in diameter. It would have supported a central post mounted on cross timbers, supporting a wooden windmill. The Schedule description notes that 'it survives well and is a good example of this class of monument. It will contain archaeological remains and environmental evidence relating to the monument and the landscape in which it was constructed'.

It is characterised by its rural, agricultural setting and is likely associated with nearby medieval and post-medieval settlement, forming part of a wider historic agricultural landscape in which it played an important functional role. It is sensitive to potential impacts on both its fabric and setting; however, the proposed development will avoid any direct effects by excluding built form from the monument and providing a 50m buffer of open space, play areas, and paths, alongside interpretation to enhance public understanding. These embedded design measures, combined with a programme of archaeological investigation and recording, will preserve the monument's significance and ensure no significant harm occurs.

The Wiltshire Historic Environment Record (HER) records 62 HER assets and 29 past archaeological events within the study area of 1km from the site. Aerial photography has identified earthworks in the western part of the site which may be associated

with Midge Hall or the post mill, located nearby (HER reference MWI9375).

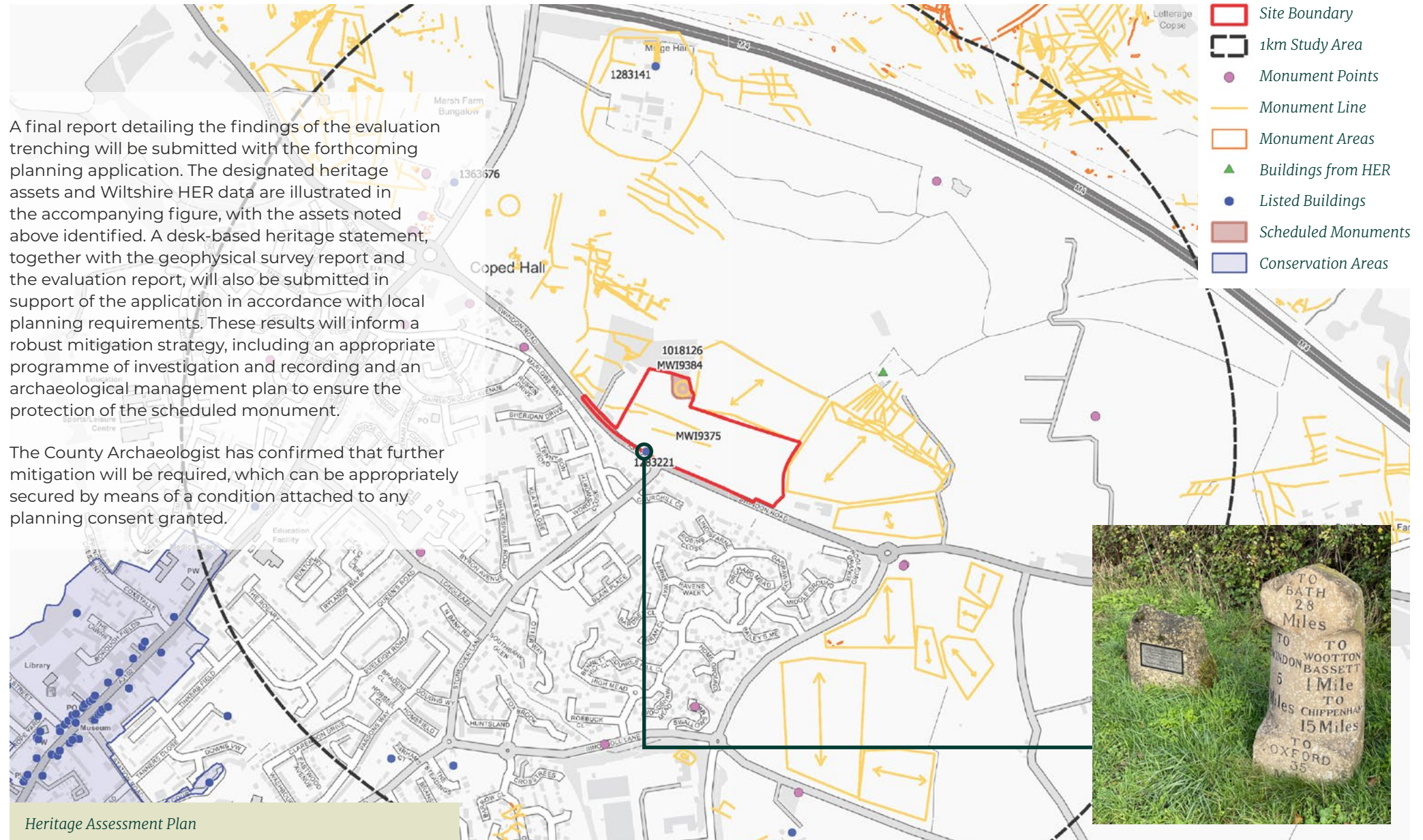
A magnetometer survey of the proposed development site, carried out by SUMO Surveys in June 2025, identified magnetic responses likely associated with the Scheduled Post Mill (NHLE number 1018126), as well as evidence of ridge and furrow cultivation. The survey also recorded former field boundaries, modern ploughing, and areas of magnetic disturbance caused by demolition debris. A ferrous anomaly was noted at the site of a former, now infilled, pond. Several uncertain anomalies were also present, likely resulting from natural variations or historic agricultural activity.

Following correspondence with the Wiltshire County Archaeologist, it was agreed that a programme of archaeological trial trenching would be undertaken prior to the submission of the planning application. In September 2025, Curra Terra completed the evaluation works, which comprised the excavation of 41 trenches, each measuring 30 m in length and 1.8 m in width.

The trenching broadly correlated with the results of the geophysical survey and confirmed evidence of historic agricultural activity and former field boundaries within the site. No further remains associated with the Post Mill were identified. However, an area of concentrated activity was recorded in the eastern part of the site, likely representing medieval occupation or land use.

A final report detailing the findings of the evaluation trenching will be submitted with the forthcoming planning application. The designated heritage assets and Wiltshire HER data are illustrated in the accompanying figure, with the assets noted above identified. A desk-based heritage statement, together with the geophysical survey report and the evaluation report, will also be submitted in support of the application in accordance with local planning requirements. These results will inform a robust mitigation strategy, including an appropriate programme of investigation and recording and an archaeological management plan to ensure the protection of the scheduled monument.

The County Archaeologist has confirmed that further mitigation will be required, which can be appropriately secured by means of a condition attached to any planning consent granted.



## Arboriculture

A tree survey has been carried out in accordance with BS5837:2012, and provides a detailed assessment of trees and hedgerows across the site.

Two ash trees (T1 and T8) are in decline due to ash dieback and are considered unsuitable for long-term retention. Other trees are generally in a good condition with no immediate management needs.

The Arboricultural report identifies the boundary hedgerows as the most valuable features, offering important habitat, screening and landscape character - particularly H1, H3, H5 and H6, which should be retained and enhanced. While H1 will need to be broken to provide access to the site, this will be limited to the minimum necessary, and any loss is to be mitigated through careful design and compensatory planting. H2 and H4 include standing dead elms, with scope for selective removal and native restocking. To the north, a young off-site broadleaf woodland (W1), contributes positively to the landscape.

While individual tree specimens are of modest significance, the wider vegetation framework offers clear opportunities for retention and integration into future development.

| Tree No. | Common / Botanical Name                                                                                                                                | Preliminary recommendations                                                                     | BS5837 Retention Category |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------|
| T1       | Common ash/ <i>Fraxinus excelsior</i>                                                                                                                  | Consider removal and replacement from a site management perspective. Consult project ecologist. | U                         |
| T2       | Common hawthorn/ <i>Crataegus monogyna</i>                                                                                                             | No works required                                                                               | C1                        |
| T3       | Common hawthorn/ <i>Crataegus monogyna</i>                                                                                                             | No works required                                                                               | C1                        |
| T4       | Common hawthorn/ <i>Crataegus monogyna</i>                                                                                                             | No works required                                                                               | C1                        |
| T5       | Common ash / <i>Fraxinus excelsior</i>                                                                                                                 | No works required                                                                               | C1                        |
| T6       | Silver birch / <i>Betula pendula</i>                                                                                                                   | No works required                                                                               | C1,2                      |
| T7       | Silver birch / <i>Betula pendula</i>                                                                                                                   | No works required                                                                               | C1,2                      |
| T8       | Common ash/ <i>Fraxinus excelsior</i>                                                                                                                  | Consider removal and replacement from a site management perspective. Consult project ecologist. | U                         |
| G1       | Common hawthorn, Goat willow/ <i>Wych elm</i>                                                                                                          | Fell standing dead elm                                                                          | C2                        |
| G2       | Common hawthorn, Common ash, Blackthorn, <i>Wych elm</i> , Dog rose                                                                                    | Fell standing dead elms                                                                         | C2                        |
| H1       | Blackthorn, Common hawthorn, <i>Wych elm</i> , Dog rose                                                                                                | No works required                                                                               | -                         |
| H2       | Blackthorn, Common hawthorn, <i>Wych elm</i>                                                                                                           | Fell standing dead elms                                                                         | -                         |
| H3       | Blackthorn, Common hawthorn, Dog rose, <i>Wych elm</i>                                                                                                 | No works required                                                                               | -                         |
| H4       | Blackthorn, Common hawthorn, Dog rose, <i>Wych elm</i>                                                                                                 | Fell standing dead elms. Restock gaps with a native species mix                                 | -                         |
| H5       | Blackthorn, Common hawthorn, Dog rose, <i>Wych elm</i>                                                                                                 | No works required                                                                               | -                         |
| H6       | Field maple                                                                                                                                            | No works required                                                                               | -                         |
| W1       | Field maple, Silver birch, Common hazel, Common hawthorn, Spindle, Common ash, Crab apple, Wild cherry, Blackthorn, Pedunculate oak, Small-leaved lime | No works required                                                                               | B2                        |

Reduced Version of BS5837:2012 Tree Schedule, 1989-TS-V1-A )



Tree Survey Plan

## Flood Risk and Drainage

Under existing conditions, the Site's drainage is influenced by its natural topography which splits it into two general catchments. The majority of the Site drains to the eastward, towards the existing drainage ditch present along the Site's boundary. This ditch flows northwards, joining the wider existing ditch network present which forms part of the River Ray catchment.

Based on the information presented in the publicly available Flood Map for Planning and Long Term Surface Water Flood Risk maps, the Site is considered to be at low risk of flooding. The Site is shown to lie within Flood Zone 1 (Land with a low probability of flooding – Less than 1 in 100 year probability of flooding from rivers), with nominal areas of predominantly low surface water flood risk (between 1 in 100 year and 1 in 1000 year chance of flooding), which is associated with the existing ditch along the eastern boundary of the Site). A very small pocket of medium risk surface water flooding (between 1 in 30 year and 1 in 100 year chance of flooding) is also located within the ditch along the Site's eastern boundary. Less than 1% of the Site has been assessed to be at risk of surface water flooding in each of the flood events shown on the Long Term Surface Water Flood Risk map.

From a review of the British Geological Survey Mapping Bedrock Geology, the majority of the Site is shown to be underlain by Ampthill Clay Formation – Mudstone, with bands of Kimmeridge Clay Formation

– Mudstone and Kimmeridge Clay Formation – Limestone present toward the centre of the Site. No superficial deposits are shown to be present. The underlying geology indicates that the potential for infiltration potential is likely to be low for the Site.

## Ecology

The development proposals for the Site have been informed by desk-based studies and a full suite of ecological surveys undertaken between 2022 and 2025. The Ecological Impact Assessment provides assessment of all potential ecological impacts based on the Indicative Masterplan.

No European designated sites (Special Areas of Conservation, Special Protection Areas or Ramsar Sites) occur within 10km of the Site. Four Special Sites of Scientific Interest (SSSI) occur within 5km of the Site. There are no identified mechanisms for impacts to these sites from the proposed development.

The Site is dominated by an arable field (temporary grass and clover ley), with a small area of bramble scrub in the south; these are both habitats of low ecological value. The field is bordered by hedgerows, which are of moderate ecological value. The majority of the hedgerows will be retained and protected.

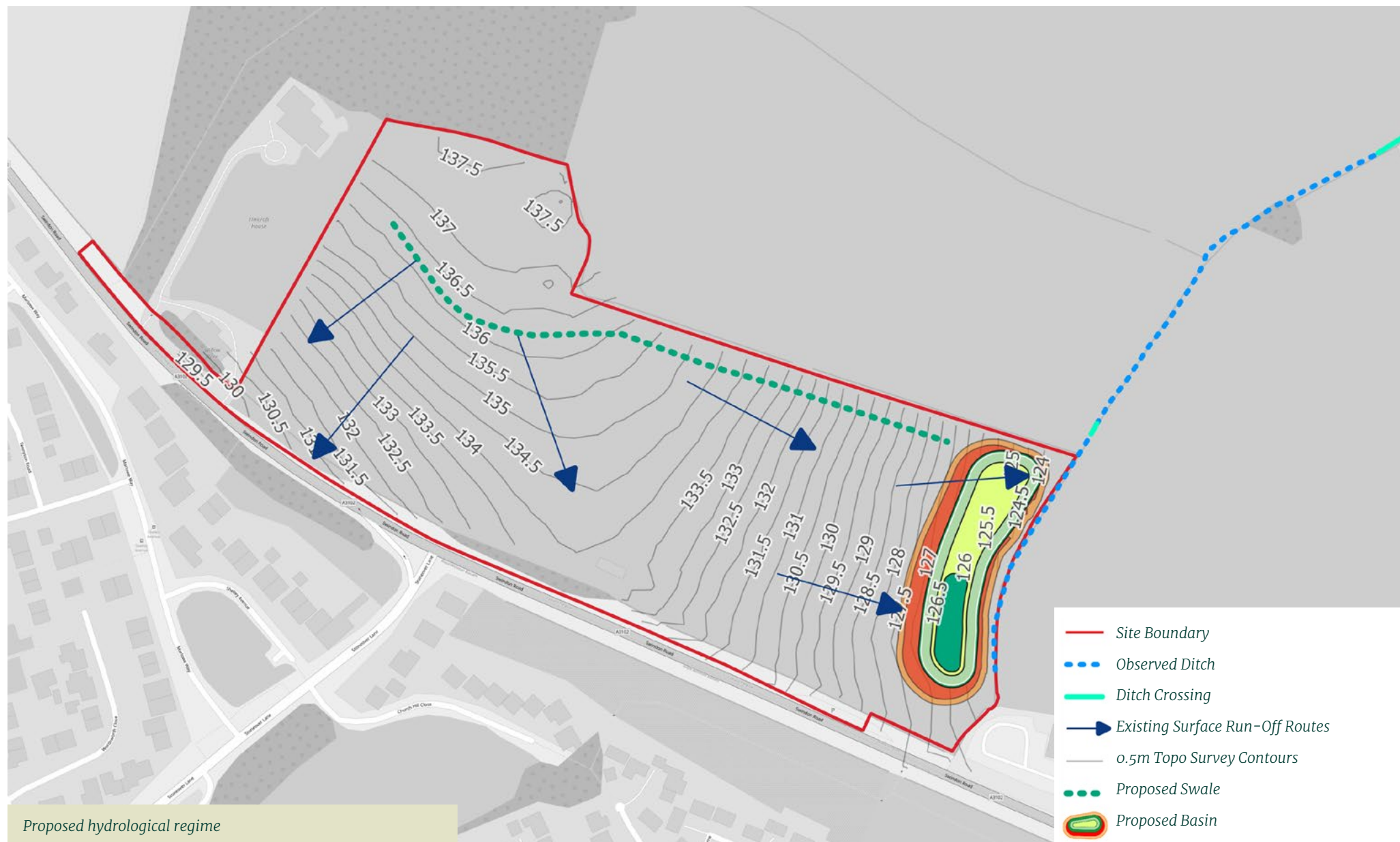
The Site supports protected and notable species including several common bat species and a range of common and widespread bird species. Suitable habitats for these species will be retained and enhanced where possible.

A small building in the south of the Site was confirmed as a day roost for individual / small numbers of pipistrelle bat species (common and widespread species). This building will be removed under a Natural England Bat Mitigation Licence. No trees with bat roost suitability will be affected by the proposals.

Ponds in the vicinity of the Site contain great crested newts. Loss of potential great crested newt terrestrial habitat within the Site will be mitigated through District Level Licensing.

No over-riding ecological constraints to development of the Site have been identified. The proposed development provides an opportunity to deliver ecological enhancement, including Biodiversity Net Gain. Ecological connectivity will be maintained by inclusion of habitat corridors along the northern and eastern boundaries of the Site.





Proposed hydrological regime

## Utilities

There is an 11kV overhead line crossing the site, running diagonally across the site from the northwest corner. The line will need to be diverted to allow for the development, and we are in correspondence with SEN on this.

There is a 33kV underground cable running within the site, along the southern boundary. There is a 6m easement on this cable, which looks as though it has been accommodated in the site layout. The site access road will cross the cable, and we are in correspondence with SEN to understand whether any diversionary, lowering, or protective measures are required to allow this.

There are multiple other utilities within Swindon Road, including: BT Openreach, Gigaclear, Vodafone, Virgin Media, Thames Water, and Wales & West Utilities. The site access road may cross these utilities – we are in discussion with the utility owners to establish whether any works are required to the apparatus to allow this.

## Access

### Swindon Road

The A3102 Swindon Road is a single carriageway road is subject to the national speed limit (60mph) along the site frontage. There are currently generally no pedestrian or cyclist facilities within the vicinity of the site on Swindon Road with the exception of a short stretch of footway (around 110 metres), which is located on the southern side of the carriageway to the west of the Stoneover Lane junction. The footway provides access to Public Right of Way (PRoW) 'WBAS7A' which is a footpath linking Swindon Road with Marlowe Way, where the closest bus stops to the site are located.

On a wider scale, the A3102 provides access to Junction 16 of the M4 motorway around three kilometres to the east of the site.

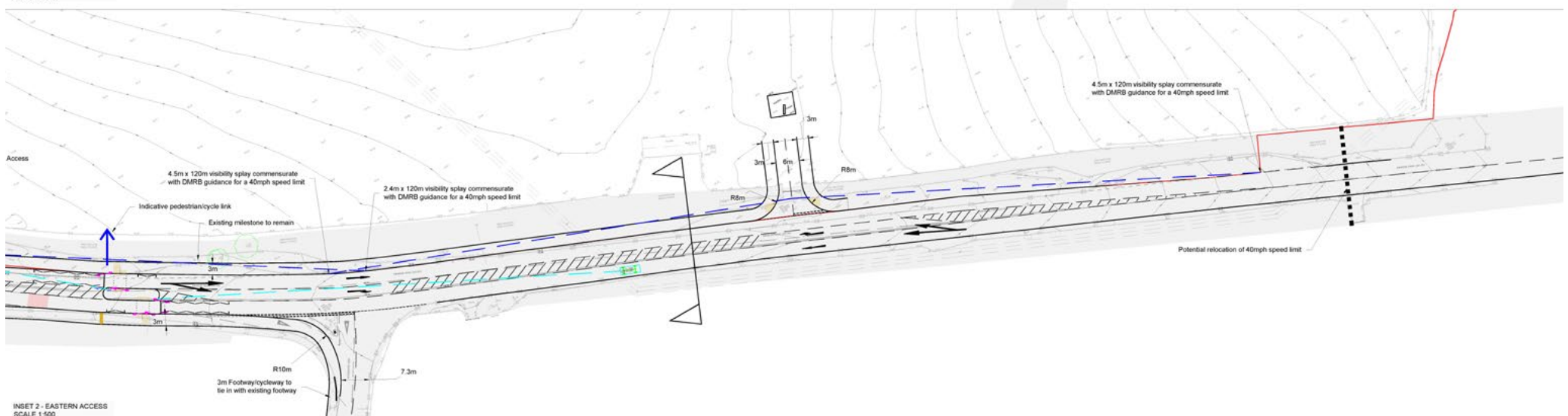
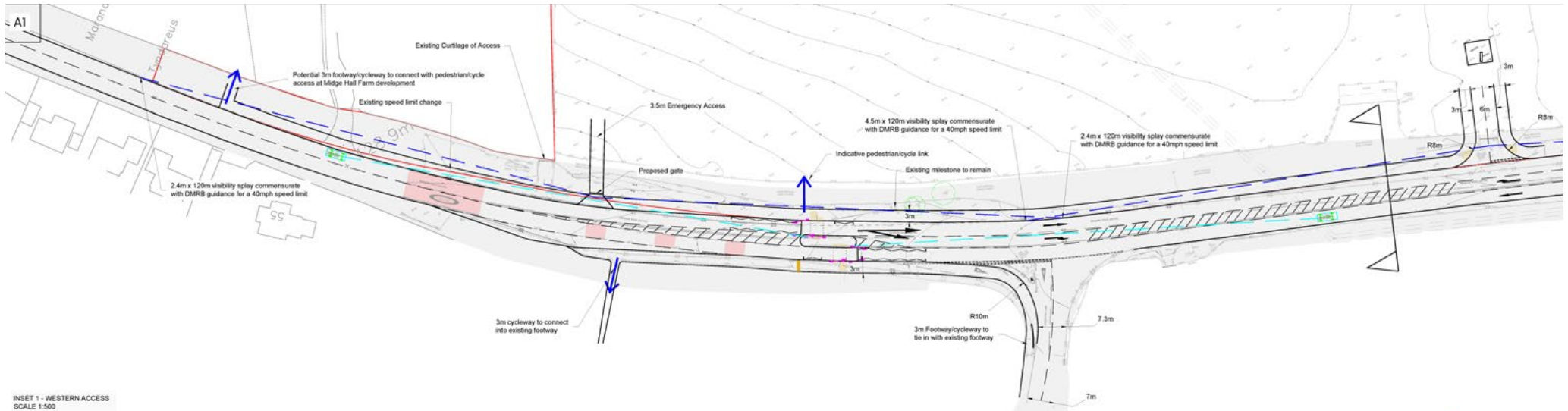
### Stoneover Lane

Stoneover Lane is a single carriageway road which is subject to a 30mph speed limit. A footway is located on the western side of the carriageway.

Stoneover Lane is served from Swindon Road via a ghost island priority right turn lane junction directly opposite the site. Access to Swindon Road (north) is served from Stoneover Lane via a dedicated left turn slip lane.

## Public Rights of Way

There are no PRoWs which are routed through or directly about the Site.



Proposed access strategy



# Chapter 4:

## Design Process and Evolution



# Design Process and Evolution

## Pre-Application Document

To support pre-application discussions with Wiltshire Council and other stakeholders we produced a standalone summary document of the emerging proposals. The document was prepared and submitted prior to any public engagement. The document introduced the design concepts and vision and set out the key development features and benefits.

The three diagrams reproduced opposite explored the design rationale through a series of concepts: landscape and nature; local movement; and placemaking.

In response to comments received from Wiltshire Council, as part of pre-application discussions, the design proposals have evolved and strengthened. Further regard has been given to those considerations raised by the Council, including those relating to movement, connectivity, layout and planting, and the design response is illustrated in the subsequent sections of this DAS. This includes:

- Page 52 - Design Opportunities
- Page 56 - Illustrative Masterplan
- Page 76 - Placemaking Strategy

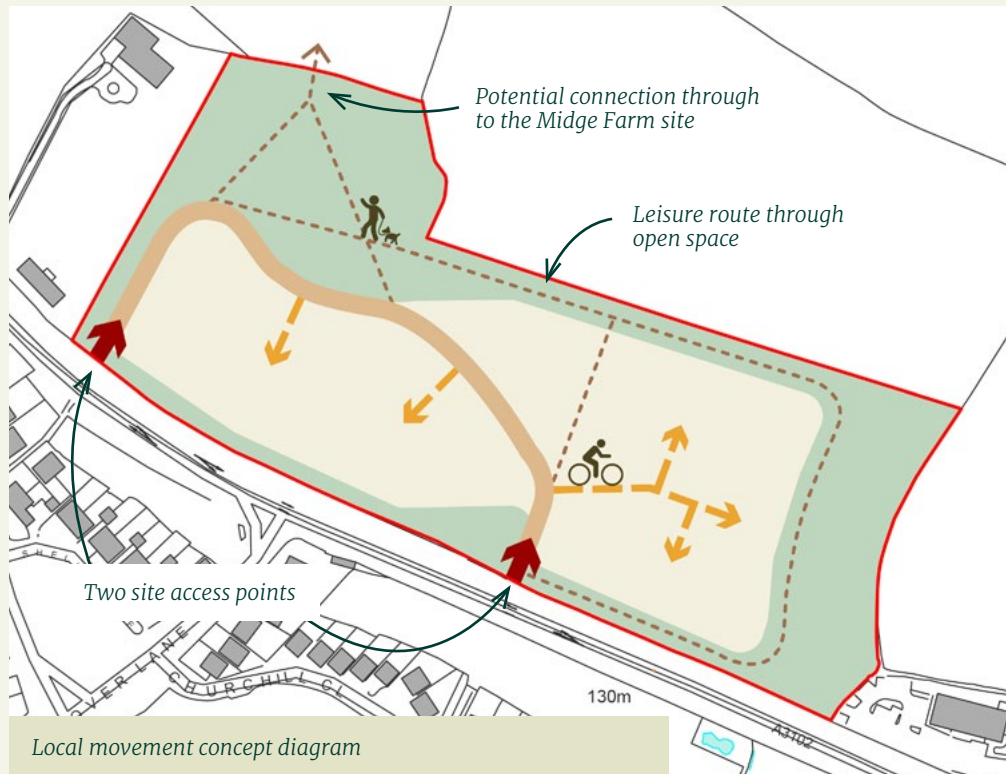
## Landscape and Nature



A network of green spaces and corridors, along with proposed attenuation features, will form the framework of the Site. A central green corridor along the alignment of a historic field boundary, will provide a direct connection between the north and south green corridors, and a community focal space. Leisure

uses around the Scheduled Monument will include activities such as walking paths, trim trails, meadows, and seating pockets. All elements will be low-impact, designed to respect the Scheduled Monument, frame views towards the National Landscape, and maintain both visual and ecological connectivity.

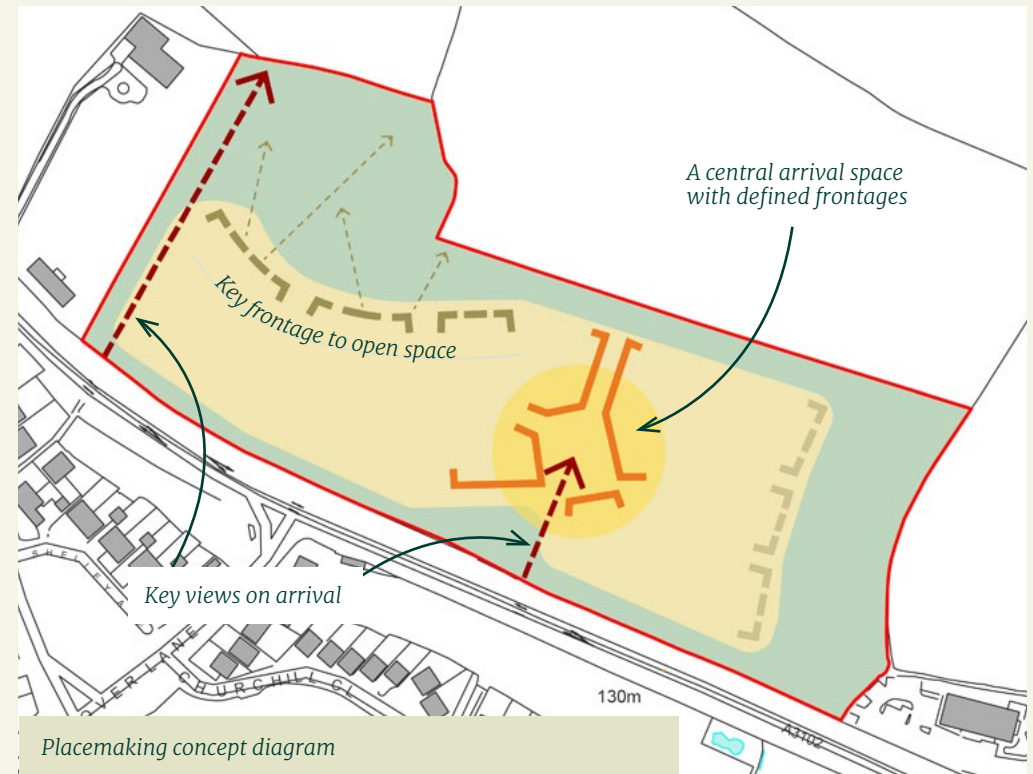
## Local Movement



Direct pedestrian and cycle connections will be created within and across the Site. A component of this may include a leisure route through the open space with a potential link to the Midge Farm site to the north west,

through a woodland. Two site access points from Swindon Road, along the southern boundary, will enhance vehicle permeability within the Site.

## Placemaking



Defined frontage and built form at the eastern access will create enclosure to the central green space, providing a sense of arrival within the Site. In contrast, long distance views to the northern open space will be offered at

the western access. Along the northern and eastern edges of development, buildings will be oriented to overlook the open space to provide an attractive outlook and natural surveillance.

## Engagement

The proposals for the Site have evolved over time in response to stakeholder consultation, ongoing technical work and relevant planning policy. This enhances the proposals' robustness and demonstrates how they are reflective of and responsive to the Site's context.

## Public Engagement

The Development Framework Plan, opposite, was included on the consultation website to introduce our emerging proposals for the Site.

The majority of respondents stated a preference for no new homes to be built, with strong concerns raised around the lack of supporting infrastructure in Royal Wootton Bassett.

Common themes included:

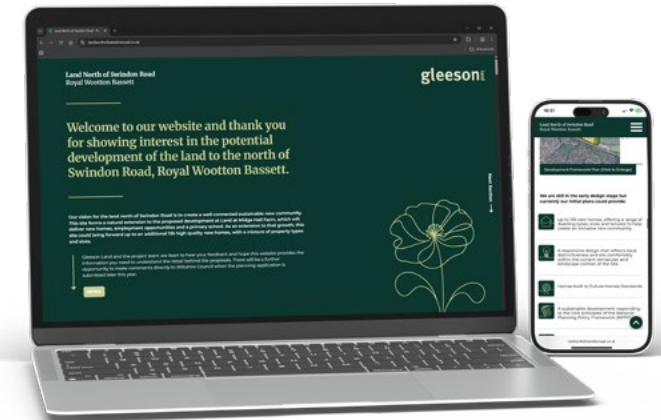
- Traffic congestion on Swindon Road and Stoneover Lane;
- Insufficient school places, doctors and local services; and
- The town being already overdeveloped, with loss of green space as a major concern.

Among those who commented on housing type, if development were to proceed, a minority expressed conditional preferences:

- Genuinely affordable homes, particularly for local, young or first-time buyers;
- Eco-friendly homes, with solar panels and sustainable heating (e.g. air/ground source pumps);
- Smaller homes such as 1-2 bed properties, bungalows, or self-build plots, with priority for local people; and
- Some support for larger family homes (3-5 bedrooms), though this was limited.

Further comments highlighted:

- A need for homes with character rather than “boxy” new builds;
- Desire for granny annexes to support multi-generational living;
- Opposition to cramped housing layouts and concerns about mixing high-density housing with larger homes; and
- A few called for use of brownfield land over greenfield sites.



# Church Hills



Development Framework Plan

100m

130m

123m

## Design Opportunities

By layering existing site features and natural assets we have identified a series of design opportunities to create a responsive and integrated new community in Royal Wootton Bassett. This landscape-led strategy guides the development of the emerging masterplan.

Design opportunities include:

-  Creating an attractive setting to the Scheduled Monument and providing opportunities to learn about its history through a heritage-focused public art strategy;
-  Creating green links to connect open spaces and habitats to support local wildlife and encourage active travel within the Site;
-  Providing formal and informal areas for children and teenagers to play, socialise and learn;
-  Providing an attenuation area to support the Site's surface water strategy, softening the eastern edge of development as it blends into the countryside beyond;
-  Creating a leisure route through the open space;
-  Creating a new vehicular access from Swindon Road;
-  Enabling a pedestrian crossing over Swindon Road; and
-  Creating pockets of productive landscape to offer a leisure and community space for local residents, encouraging and supporting healthy lifestyles.





Design Opportunities Plan

100m

