



Design Access & Planning Statement

Hole Farm
Old Road
Alderbury
Salisbury
SP5 3EL

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EXTENSION OF A COMMERCIAL BUILDING AT HOLE FARM

Job Ref: 12907

1. INTRODUCTION

1.1 This Design, Access and Planning Statement has been prepared to accompany a formal full planning application for the following works:

- An extension of the commercial building used as a venue to allow for a larger kitchen.

1.2 The proposed site is located at Hole Farm, Alderbury, Salisbury, SP5 3EL.

1.3 The full planning submission includes the following drawings:

- 12907.001 - Location Plan
- 12907.002 Existing Site Plan
- 12907.003 Existing Floor Plans and Elevations
- 12907.004 Proposed Site Plan
- 12907.005 Proposed Floor Plans and Elevations
- Preliminary Roost/Ecological Assessment - Wild Earth Ecology

1.4 Site and Surroundings

1.4.1 Hole Farm is situated on the eastern side of the village of Alderbury, close to the edge of the built settlement. Alderbury lies in Wiltshire, approximately 3 miles (c. 5 km) southeast of Salisbury. The village is set in a distinctive landscape: the River Avon flows to the west of Alderbury, carved into a broad chalk valley, and the area is characterised by well-wooded slopes, gently undulating farmland, and rural lanes.

1.4.2 The site is accessed via the farm track off Old Road. Hole Farm comprises tourism units, commercial buildings, farm buildings, and a farmhouse.

1.4.3 The proposed site is not within any protected areas or conservation designations. It is 115m north of the Alderbury Conservation area, 380m west of Ivy Church Copse an ancient woodland. There are three listed buildings 160m to the south, Ivychurch Farmhouse, Remains of Augustinian Priory at Ivychurch Farmhouse and Walled Garden to south of Ivychurch Farmhouse.

1.4.4 The site lies outside Flood Zones 2 and 3 and is not identified as being at risk from surface water flooding.

1.5 Planning History

1.5.1 The site operates lawfully as a mixed-use complex comprising tourism accommodation units and a commercial function venue with an associated kitchen. This established lawful use is supported by the planning history of the site, which



includes two relevant and implemented permissions granted since 2015. These permissions authorised the conversion of former agricultural buildings to holiday accommodation and a venue space room and kitchen, together with associated works, thereby confirming the lawful mixed tourism and commercial use that now exists on the site.

1.5.2 The relevant planning permissions are as follows:

- Demolition of redundant agricultural buildings and change of use of 2 retained barns to holiday let and to a shooting lodge. Erection of small extension on site of existing milking parlour and landscape alterations. Ref. No: 15/04726/FUL | Status: Approved
- Demolition of existing agricultural barn, erection of re-sited agricultural barn, conversion of agricultural barn to tourism accommodation, conversion of agricultural barn to function room, car parking, general landscaping and drainage/shared sewage treatment plant. Ref. No: 18/03049/FUL | Status: Approved

2. PLANNING POLICY

2.1 In relation to the proposal, the relevant planning policy guidance contained within the National Planning Policy Framework (NPPF), Wiltshire Core Strategy (Adopted 2015), Salisbury District Local Plan (2011), Salisbury Neighbourhood Development Plan (2020-2038) and Wiltshire Council's Local Plan (Pre-submission draft 2020-2038) have been outlined below and this application has been prepared taking account of these policies.

2.2 National Planning Policy Framework (NPPF)

2.2.1 The guiding principles from the NPPF set out below have been considered in preparing this application.

2.2.2 NPPF Paragraph 85 states:

2.2.3 "Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential."

2.2.4 NPPF Paragraph 88 states:

"Planning Policies and decisions should enable:

- a) The sustainable growth and expansion of all types of business in rural areas, both through the conversion of existing buildings and well-designed, beautiful new buildings;



- b) The development and diversification of agricultural and other land-based rural businesses”

2.2.5 NPPF Paragraph 135 states:

“Planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;³⁹
- 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);”

2.3 In addition the following policies from various local plans and strategies have been considered as part of this planning application:

2.3.1 **The Wiltshire Core Strategy (Adopted 2015).**

- Core Policy 1: Settlement Strategy
- Core Policy 2: Delivery Strategy
- Core Policy 48: Supporting Rural Life
- Core Policy 51: Landscape
- Core Policy 57: Ensuring High Quality Design and Place Shaping

2.3.2 **The Salisbury District Local Plan (2011 - Saved Policies).**

- G1: General Principles For Development Policies
- G2: General Criteria for Development
- D1,2,3: Design Principles
- C2 & C3: The Rural Environment
- C4, C5, C6 & C7: Landscape Conservation
- C24: Extensions to buildings

2.3.3 **Salisbury Neighbourhood Development Plan 2025**

- Policy 6: Design in the built environment

2.3.4 **The Wiltshire Local Plan (Pre-submission Draft 2020-2038).**

- Policy 1: Settlement Strategy
- Policy 91: Conserving and enhancing Wiltshire’s landscapes
- Policy 98: Ensuring high-quality design and place shaping



- 2.4 Whilst all the above policies have been reviewed, considered and discussed as part of this application policy, 'NPPF Paragraph 85 and 88' and 'Policy 48' from The Wilshire Core Strategy (Adopted 2015) are key to establishing the principles of the application.

3. ASSESSMENT OF PLANNING POLICIES

- 3.1 The proposed extension to the existing commercial kitchen for the venue space is a modest and operationally essential enhancement that supports the continued success and long-term viability of the established commercial function room on the site. Importantly, the proposal does not introduce any intensification of the existing commercial use: the capacity of the function space remains exactly as approved, and the extension is solely to improve operational efficiency rather than to enable larger or more frequent events. The function room has been in continuous use for over four years and has consistently demonstrated strong demand, reflecting its success as a well-utilised rural commercial venue. The proposed kitchen extension therefore represents a logical and proportionate expansion of an existing lawful rural enterprise, enabling the business to continue operating effectively, meet operational demands, and reinvest in its ongoing success within the rural economy.
- 3.2 National policy within the NPPF gives clear and decisive support for such development. Paragraph 85 places significant weight on supporting economic growth and requires planning decisions to help create the conditions in which businesses can "invest, expand and adapt." It further emphasises that "significant weight should be placed on the need to support economic growth and productivity," and that planning should allow businesses to "build on strengths, counter any weaknesses and address the challenges of the future."
- 3.3 The function room has become a successful and well-used rural commercial venue following the earlier planning permission that converted former agricultural buildings into a function space and associated uses. The sustained demand over the past four years has demonstrated the operational viability and positive contribution of the business to the local rural economy. The existing kitchen is now insufficient to support these operational requirements. The proposed extension will allow the business to continue adapting and to invest in the facility, ensuring high standards of service, efficient operation, and the capacity to meet user needs. This aligns directly with Paragraph 85's expectation that planning should enable businesses to grow in a way that strengthens local economic activity.
- 3.4 Paragraph 88 of the NPPF reinforces this direction by requiring planning policies and decisions to enable "the sustainable growth and expansion of all types of business in rural areas, both through the conversion of existing buildings and well-designed, beautiful new buildings." The proposed kitchen extension is a small, carefully considered, and functional addition that allows the business to operate effectively and sustainably. It reflects exactly the type of proportionate rural business improvement that Paragraph 88 supports and does so without creating any harmful



impact on the rural character or surrounding landscape which is further discussed in the landscape section of this statement.

- 3.5 Local planning policy within the Wiltshire Core Strategy further supports the proposal. Core Policy 48 encourages the ongoing adaptation of rural buildings for commercial and community uses where this enables a viable continued use, stating that “development proposals for the adaptation of a building... will be supported where these are necessary to allow a viable continued use.” The commercial function room was previously justified and approved as part of a comprehensive redevelopment of the site, and its continued operation has proven successful over four years. The proposed kitchen extension is not an intensification of the use but an operational improvement required for the function room to continue functioning efficiently and to maintain a high-quality offer. This is fully in accordance with the aims of Core Policy 48, which is intended to support the resilience and long-term sustainability of rural enterprises.
- 3.6 The extension itself is modest in footprint, sympathetic to the existing building form, and designed to integrate seamlessly with the current structure. It will have no adverse impact on the landscape, neighbouring amenity, or the rural character of the area. Access and infrastructure are already in place as part of the original permission. The proposal therefore represents a proportionate, well-designed, and locally supported operational improvement to an existing and established rural commercial use, allowing the business to continue growing and investing in its long-term success. This is further discussed in Section 4 of this statement, “Design Principles.”
- 3.7 Given the strong support provided by both national and Wiltshire Core Strategy planning policy for the expansion and adaptation of rural businesses, combined with the clear operational need for improved kitchen facilities to sustain a successful and well-established function room, the proposed extension should be regarded as an acceptable and policy-compliant form of development that directly supports rural economic activity, reinforces the rural economy, and aligns fully with the Core Strategy and the NPPF.

4. DESIGN PRINCIPLES

4.1 The Proposal

- 4.1.1 The design of the proposed kitchen extension has been carefully considered to function well, integrate seamlessly with the existing building, and maintain the character and quality of the area. In line with the NPPF, the development seeks to ensure that it “*will function well and add to the overall quality of the area ... over the lifetime of the development*”, is “*visually attractive as a result of good architecture, layout and appropriate and effective landscaping*”, and is “*sympathetic to local character and history ... while not preventing or discouraging appropriate innovation or change.*”



- 4.1.2 Wiltshire Core Strategy Core Policy 57 requires a high standard of design in all new development, including extensions. As stated in the policy, design should *"create a strong sense of place through drawing on the local context and being complementary to the locality."* The policy also calls for proposals to respond positively to building form, height, massing, building line, materials and rooflines, relating them back to the local topography and landscape setting.
- 4.1.3 In compliance with these requirements, the extension will utilise exactly the same external materials as the existing building plain slate roof tiles and profiled timber cladding over a brick plinth thereby preserving material continuity and local distinctiveness. The eaves height of the extension matches the existing structure, while the roofline is deliberately lower than the adjacent roof, thereby minimizing visual prominence and integrating sympathetically with the existing building form.
- 4.1.4 The Salisbury District Local Plan's general principles under policies G1 and G2 guide development to *"conserve, protect and enhance the relative quality of the environment, including its architecture..."* The specific design policies (D1, D2, D3) further stress that extensions should respect the scale, proportion, building line, and context of existing buildings, ensuring that new work does not dominate or detract from the original structure. The proposed extension's window and door sizes closely mirror those of the existing building, matching colour, proportions, and finish, reinforcing a sense of cohesion and continuity.
- 4.1.5 Salisbury's Neighbourhood Development Plan Policy 6 promotes designs that reflect and reinforce the local character. The accompanying Design & Advertising Guide underpins this policy and encourages the use of locally appropriate materials, well-proportioned building forms, and careful consideration of massing and scale. By echoing the existing building's form, cladding, and roof profile, the extension adheres to these neighbourhood development plan design expectations, making a positive contribution to the built environment.
- 4.1.6 The proposed kitchen extension has been designed to integrate effectively with its surroundings, reflecting the principles of high-quality design set out in the NPPF and local policy. In line with Paragraph 135 of the NPPF, the development is carefully scaled and detailed to *"function well and add to the overall quality of the area ... over the lifetime of the development,"* to be *"visually attractive as a result of good architecture, layout and appropriate and effective landscaping,"* and to be *"sympathetic to local character and history ... while not preventing or discouraging appropriate innovation or change."*

Wiltshire Core Strategy Core Policy 57 further supports this approach, requiring design that *"creates a strong sense of place through drawing on the local context and being complementary to the locality"* and responding positively to building form, height, massing, rooflines, materials, and the surrounding landscape. The extension's subordinate scale, continuity of materials, carefully considered roofline, and alignment with existing forms ensure it complements rather than dominates the



existing building, preserves visual coherence, and reinforces the local character of the area. Saved policies D1–D3 of the Salisbury District Local Plan and Policy 6 of the Salisbury Neighbourhood Development Plan support this approach, emphasizing that new extensions should respect scale, proportion, and context while positively contributing to the built environment.

- 4.1.7 In summary, the design principles of the proposal strongly reflect the policy context: the extension is well-proportioned, uses matching materials, respects the existing building's form, and preserves local character all while delivering a functional improvement. This approach ensures that the development is not only operationally necessary but also visually and contextually appropriate, contributing positively to the long-term quality and appearance of the site.

5. ACCESS

5.1 Impact of proposal

The proposal will have no impact on the established access arrangements serving the site. Access will continue to be taken from Old Road via the existing shared entrance with Ivy Church Farm to the east, which was assessed and found acceptable as part of the previous planning permission. The internal circulation and parking layout already accommodates the commercial function use, and this proposal does not entail any increase in the capacity of the function space. As a result, there is no requirement for additional parking, and the existing provision remains fully adequate.

The kitchen extension is purely operational and does not introduce additional visitors or staffing levels that would generate increased traffic movements. Accordingly, the development will not result in any material change in the volume or nature of vehicle trips associated with the site. There are therefore no impacts on the highway network, and no concerns arise with respect to access, safety, or the functioning of the existing junction with Old Road. The current access arrangements are considered entirely suitable to continue serving the site without modification.

5.3 Pedestrian

Due to its rural location, use of the site and the setting adjacent to the rural road network, no additional provision for pedestrian access to the site is proposed or required.

6. BIODIVERSITY & LANDSCAPING

6.1 Ecology

The proposed site has had a preliminary roost assessment and preliminary ecological assessment conducted by "Wild Earth Ecology" who has said *"The Preliminary Ecological Appraisal found that the building offers negligible potential to support roosting bats, and no evidence of nesting birds, and therefore requires no further surveys. There are therefore, no ecological constraints."*



- 6.2 The extension will have no adverse ecological impact as the proposal is sited on existing hardstanding and therefore no undeveloped or ecologically sensitive land will be disturbed.
- 6.3 The total area affected is 24m² and therefore is below the 25m² threshold for triggering a formal Biodiversity Net Gain (BNG) assessment and as such no further ecological compensation or offsetting is required.
- 6.4 No trees, hedgerows, or significant planting will be removed or affected as part of the proposal. The site is already well developed and enclosed, with no nearby water bodies, connective habitat corridors, or designated wildlife sites that the development could impact.
- 6.5 Given the developed nature of the site, has low ecological value of the affected area, and the unsuitable characteristics of the existing barn for wildlife use, the proposal is considered to have no significant adverse impact on local biodiversity. It is therefore fully compliant with relevant local and national planning policies that seek to safeguard and enhance biodiversity, while also supporting appropriate development in rural areas.

6.6 **Landscape**

- 6.6.1 The proposal has been designed to ensure full compliance with the landscape-related policies of the Wiltshire Core Strategy, the Salisbury District Local Plan and the emerging Wiltshire Local Plan (2020-2038). Wiltshire Core Strategy Core Policy 51 seeks to protect, conserve and enhance Wiltshire's distinctive landscapes, requiring development to demonstrate that it will not harm the character, quality or key features of the landscape. The proposed kitchen extension achieves this by sitting within an established cluster of agricultural and commercial buildings, where it forms a modest and visually contained addition to the existing built form.
- 6.6.2 The Salisbury District Local Plan Saved policies C2 and C3 emphasise the need to safeguard the rural environment and ensure that development respects the landscape character of the countryside. The more specific landscape conservation policies (C4, C5, C6 and C7) reinforce the importance of protecting locally important landscape features, including topography, vegetation, and views. The proposal accords with these policies as the extension is screened in the wider landscape by a combination of existing built structures, woodland cover, and the natural rise and fall of the surrounding landform. As a result, it does not intrude upon the rural backdrop or alter the visual relationship between the built complex and the wider countryside.
- 6.6.3 Policy 91 of the emerging Wiltshire Local Plan (Pre-Submission Draft 2020-2038) requires development to conserve and enhance Wiltshire's landscapes, taking account of landscape character, visual sensitivity and the capacity of an area to accommodate change. In this case, the extension represents a small-scale, appropriately sited addition that remains well contained within an already developed part of the site. The proposal does not encroach into undeveloped



countryside, does not adversely affect any designated or protected landscape area, and does not introduce new landscape impacts or visual intrusions.

- 6.6.4 No new landscaping is proposed as part of the development, and none is required to mitigate effects, as the existing natural and built features already serve to integrate the extension into its surroundings. Given its modest scale, discreet positioning, and the extent of existing screening, the development has no adverse impact on landscape character or visual amenity and sits comfortably within the established mix of uses on the site.

7. CONCLUSION

- 7.1 This application represents a modest and practical proposal to provide essential operational improvements to the existing function building through the extension of its kitchen facilities. The extension is required to support the continued success and efficient operation of the rural commercial enterprise.
- 7.2 The scheme has been prepared with careful regard to national and local planning policies, ensuring that the design, scale and siting of the extension are appropriate and fully compliant. The proposal responds positively to the National Planning Policy Framework and aligns with the relevant policies of the Wiltshire Core Strategy, Salisbury District Local Plan, Salisbury Neighbourhood Development Plan, and the emerging Wiltshire Local Plan.
- 7.3 The design ensures a seamless relationship with the existing building through the use of matching materials, sympathetic proportions and a restrained roofline. The proposal results in no adverse landscape, visual, or highway impacts and integrates comfortably within an established group of agricultural and commercial buildings. While limited in scale, the extension will make a meaningful contribution to the operational efficiency and long-term sustainability of the existing rural business.
- 7.4 For these reasons, the application is respectfully commended to the Local Planning Authority for approval.



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