



Community Consultation Statement

Land lying to the west of Semington Turnpike, Semington
December 2025

Statement

- 1.1 This Statement of Community Involvement is written to accompany an application for outline planning permission for up to 48No. dwellings, a village shop and associated green infrastructure on land off Turnpike Close [The Auction Field], Semington (all matters reserved other than access).
- 1.2 Hollins Strategic Land LLP (HSL) has undertaken a Community Engagement Process in accordance with the Semington Neighbourhood Plan and in agreement with the Neighbourhood Plan Steering Group a[NPSG] on behalf of the Parish Council.
- 1.3 Following the making of the SNP, HSL met with NPSG members on 21st May 2025 to discuss future proposals and the village shop.

A further meeting was held on 15th July to discuss application timescales and overall approach. HSL presented initial concepts for the site, the village shop and the type of homes that could be delivered. At this meeting, the extent of community engagement was discussed and a date was agreed. Working together, HSL and the NPSG held a Community Consultation event on Saturday 13th September 2025 from 10.30am to 3pm. This provided an opportunity for the community to meet HSL and to discuss the application proposals with members of the team.

The consultation event provided a set of 12 consultation boards and provided information on technical matters as well as presenting the illustrative layout for 48 homes and a village shop.

A copy of the Consultation Boards are in appendix1.

- 1.5 35 people attended the event, some staying for over half an hour to discuss items of importance to them and ask questions. Attendees were encouraged to engage, discuss and write comments. 22 feedback forms were returned, plus 16 post-its left on the day. The Parish Council also published the consultation material online and allowed further consultation responses to be submitted after the event. The written information was analysed by members of the NPSG and a report, was prepared and issued. See Appendix 2.
- 1.6 The development proposals have been informed by robust and meaningful engagement in compliance with SEM 10.

Appendix 1

The Auction Field, Semington Community Consultation

Saturday 13th September 10.30am – 3pm

Welcome

- HSL welcome you to this community consultation event relating to the proposed development of a local shop and new homes on land known as the Auction Field.
- Please note this consultation is separate from the statutory consultation that Wiltshire Council will conduct once the planning application has been submitted and validated. This will provide a further opportunity to make comments on the proposals.
- This community event provides an opportunity to view and comment on the plans before a formal outline planning application is submitted. It also provides an opportunity for the community to talk to HSL about the proposals and to answer any questions relating to the outline planning application.

The Proposals

An outline application with all matters reserved except for Access:

- **Local Shop** [up to 280m²] and car parking
- **New Homes** to include a mix of:
 - Above shop apartments
 - Terraced cottages
 - Semi detached homes
 - Detach homes affordable homes
- A potential mix of 14 affordable homes and 34 market homes
- **Open space** – around 2 acres



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The Auction Field, Semington Community Consultation

Saturday 13th September 10.30am – 3pm

What is an Outline Planning Application?

- An **outline planning application** is a type of planning application used to seek permission for the **general principles** of the proposed development. If the outline application is approved, the applicant must submit a subsequent **Reserved Matters application** to get approval for the detailed aspects of the development such as Access, Appearance, Landscaping, Layout and Scale. This will provide further opportunity to comment on detailed design matters.
- HSL propose an Outline Application with All Matters Reserved except for Access.
- The Outline Application will ratify the Neighbourhood Plan allocation and set the parameters for future development requirements in line with the Neighbourhood Plan.

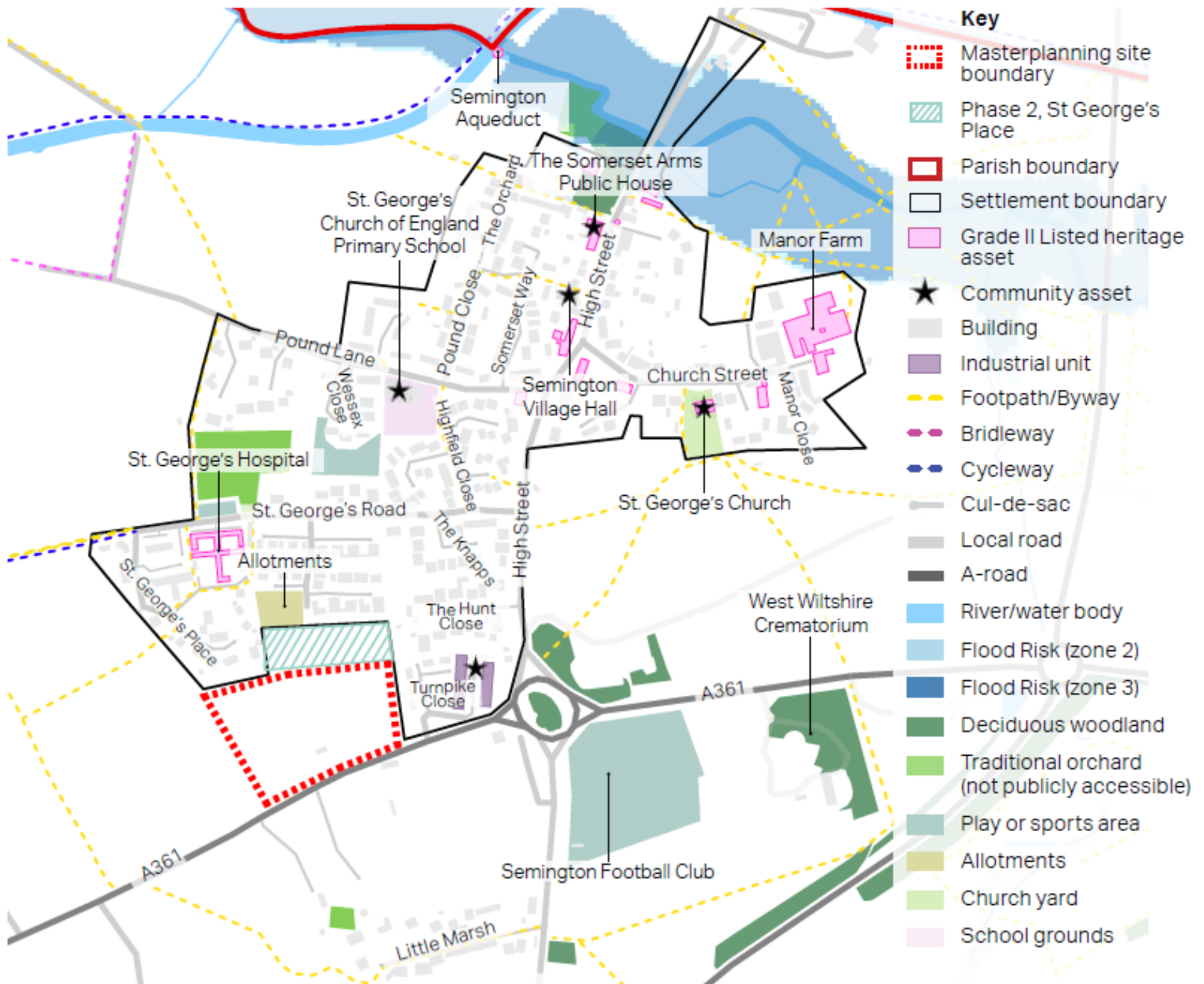
What Are the Reserved Matters?

- **Reserved Matters** are the finer details of a development that are excluded from the outline planning application and require subsequent approval before construction can begin. These include:
 - Appearance: The visual aspects of buildings, including architecture, materials, and finishes.
 - Landscaping: Planting, screening, and other features to enhance the site.
 - Layout: The arrangement of buildings, routes, and open spaces.
 - Scale: The size and dimensions of buildings in relation to their surroundings.



The Auction Field Site

Context Plan



Planning Policy Context

Neighbourhood Plan - Policy 10 Auction Field Allocation – an extract of the policy is below:

POLICY SEM 10: Land to the west of Turnpike Close (the Auction Field)

1. Land to the west of Turnpike Close, (known locally as the Auction Field) as defined on Map 13, is allocated for the development of approximately 40 dwellings and a village shop (use class F2(a)).
2. The housing proposal should:
 - a. Meet local needs, as identified in the Semington Parish Housing Needs Survey (2021), the Swindon and Wiltshire SHMA 2017, and any subsequent updates, this should include at least 30% affordable homes (or higher in line with the Wiltshire Development Plan);
 - b. Include a site-specific flood risk assessment. All proposed development will need to pass the sequential test from all sources of flooding. When preparing flood risk assessments, local flood risk sources must be considered, not only information available from the Environment Agency,
 - c. Meet the requirements of the Semington Character Statement in terms of the design, layout, form, heights and materials. The development should reflect the existing low-medium density character of the wider area; and,
 - d. Not be occupied until the village shop is constructed and capable of occupation for its intended use (secured by planning condition).
3. The development proposal will be expected to be informed by robust and meaningful community engagement, in accordance with the Semington Pre-Application Engagement Protocol. The overall development of the site should be informed by the site design principles and concept masterplanning framework set out in the Semington Design Codes and Masterplanning Report and illustrated on Map 14, should include the following key features (secured by planning condition where appropriate):
 - a. High quality open space, including recreation areas;
 - b. Retention of trees and hedgerows with the provision of new areas of landscaping to provide an appropriate buffer from the A361 and existing development;
 - c. Pedestrian and cycle linkages through the site particularly linking into the existing Public Right of Way network and to facilitate access to key facilities in the village (including the new village shop) via the east and northern site boundaries; and,
 - d. Safe access, including vehicular access, which should not be directly from the A361 (which is part of the national primary road network where there is a presumption against new development being served directly off it in the case of land outside built up areas), and the provision of sufficient car and cycle parking which is appropriately sited within the development.
 - e. The site lies within the height and bird strike safeguarding zone of RAF Keevil and the development should not impact on the operation and capability of that military airfield.
4. In line with Policy SEM12, a Sustainable Energy Statement should be submitted to demonstrate measures to adapt to climate change impacts.



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Planning Policy Context

Neighbourhood Plan - Policy 10 Auction Field Allocation

- The overall development of the site should be informed by the site design principles and concept masterplanning framework set out in the Semington Design Codes and Masterplanning Report and illustrated on Map 14.



About the Proposal

Local Shop:

- A new local shop of up to 280m²

Housing Mix

- The development will offer a range of housing types to meet local needs:
 - Above shop apartment – 1/2 bed
 - Cottage style terraced homes – 2/3 bed
 - Semi-detached homes – 3 bed
 - Detached family homes – 4 bed
- The mix ensures a variety of options for different household sizes and preferences.

Affordable Housing

- 30% of the homes will be affordable, comprising:
 - Affordable rent homes
 - Discounted market sale homes

Green Infrastructure

- The proposals include significant green infrastructure
- Landscaped open spaces
- Tree planting and biodiversity enhancements
- These features support health, wellbeing and environmental sustainability.

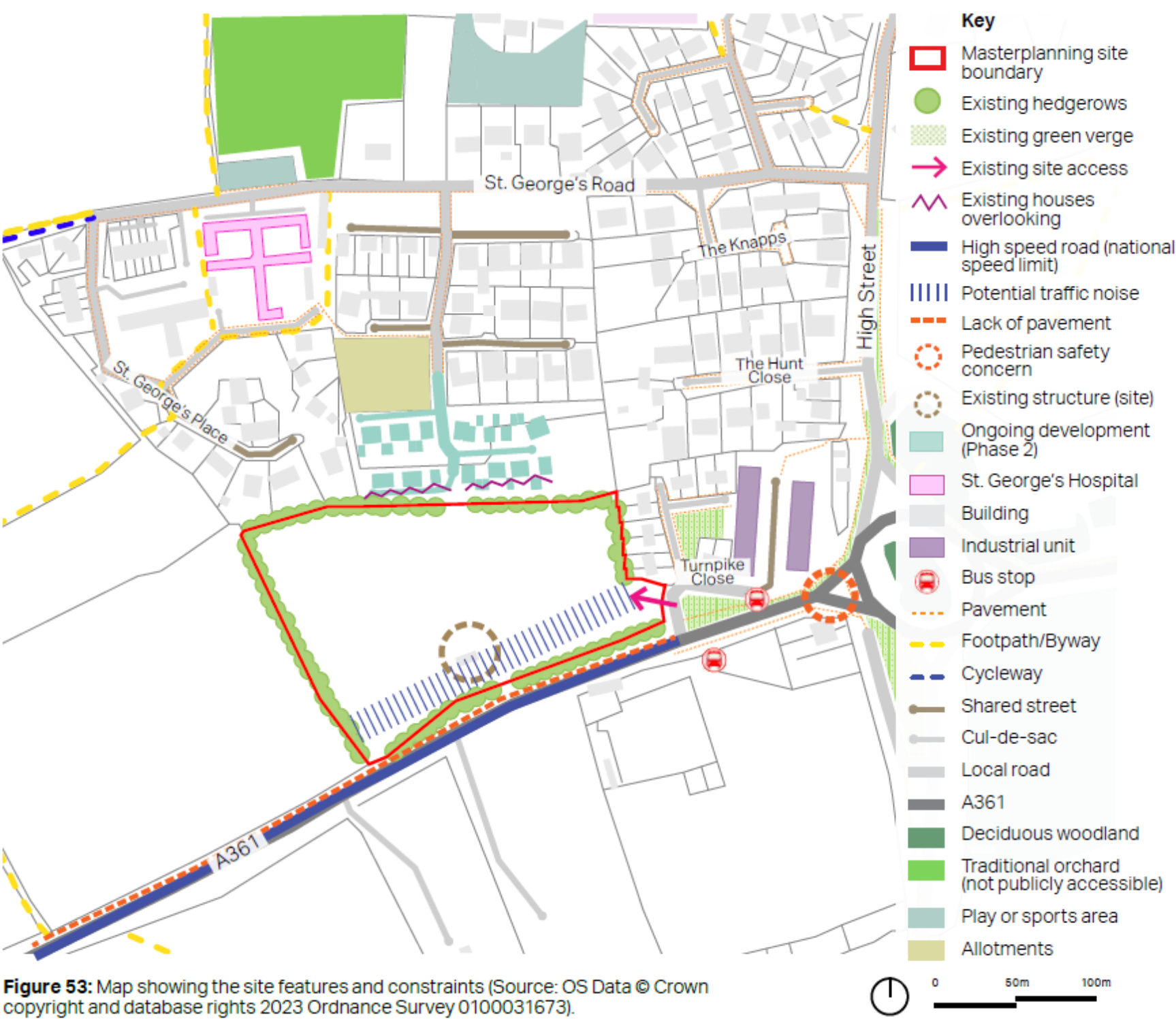


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Design Approach

Site Features – *image from Semington Neighbourhood Plan*

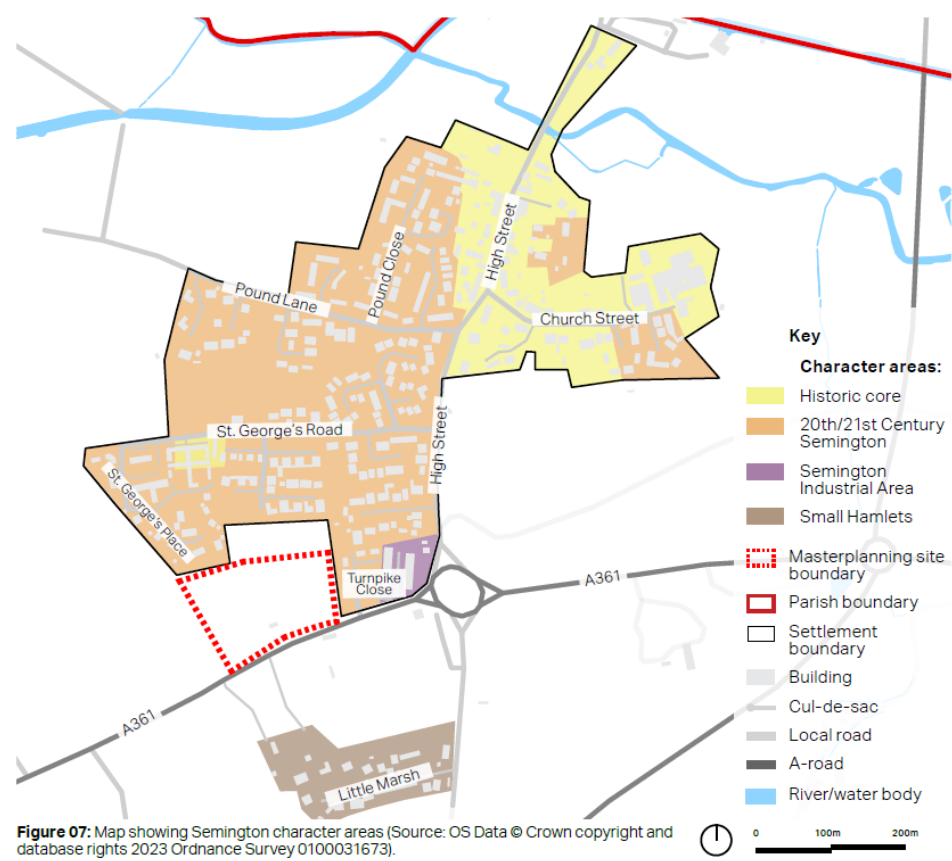


Design Approach

Character Areas

The Neighbourhood Plan is supported by a Design Code and Masterplanning document. It identifies Character areas within Semington. They are:

- Semington Historic Core.
- 20th and 21st century Semington.
- Semington Industrial Area.
- Small Hamlets (Little Marsh and Littleton).



AECOM

Materials Palette

The Neighbourhood Plan is supported by a Design Code and Masterplanning document. It sets out that new development should use appropriate materials that contribute to the local vernacular in the parish.



Design Approach

Illustrative Layout Plan – the layout is not fixed and is shown for indicative purposes only. The Outline Application will establish the parameters of development which will be used to inform future Reserved Matters Applications.



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Design Approach

Street Scene



Proposed Concept Street Scene A - 1:200



Proposed Concept Street Scene B - 1:200



Elevation key plan - NTS



Design Approach

Materials & Architectural Character

Materials and Architectural Character

These sheets illustrate how the proposed materials palette draws influence from the surrounding Wiltshire context, incorporating local heritage features such as light-coloured stone, traditional render finishes, and Georgian architectural detailing to ensure the design sits comfortably within its setting, while adding a subtle contemporary edge.



Cream Render

Light-coloured render taken to tie in with the heritage stone and render in the surrounding area.



Heritage Style Stone

Light-coloured brick chosen in reference to the stone used in historic Georgian architecture.



Graphite Grey Windows and Guttering

Graphite grey windows and guttering have been selected to compliment the neighbouring housing estate, adding a contemporary touch to the elevation.



Variation in brick finishes



Light coloured brick



Historic stone



Historic stone

Brick Colour

A light-coloured brick has been chosen to harmonise with the surrounding built form, taking inspiration from the traditional architecture of historic Wiltshire homes.

Heritage Stone

Heritage stone found throughout the surrounding area informs the historic character of the design, ensuring the development reflects the traditional aesthetic of its Wiltshire setting.



Cream coloured render



Georgian style stone colour



Pitched roof style



Gable end style

Render Colour

Tones found in Georgian stone have informed the colour choices for both the render and brickwork, creating a cohesive and historically sensitive appearance.

Architectural Style

A mix of architectural styles, including pitched roofs and gable-end designs, will enhance the diversity of the street elevations and contribute to more distinctive and varied street scenes.



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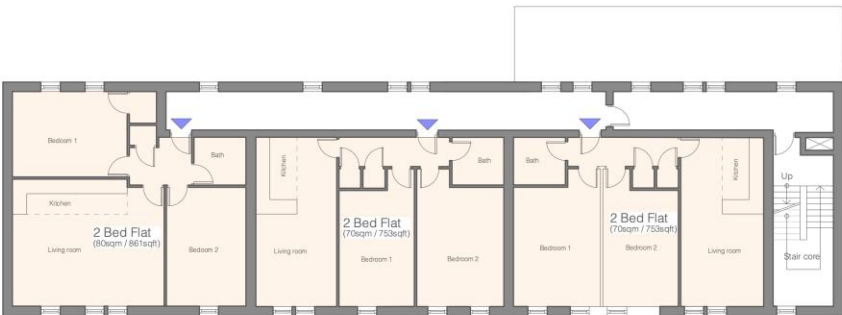
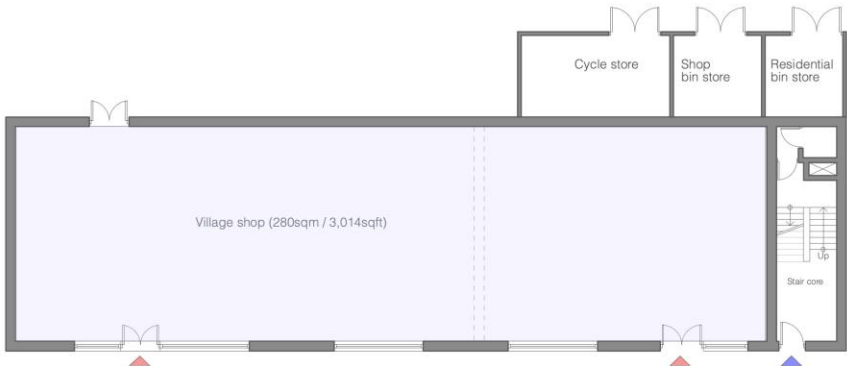
Local Shop

- A new local shop up to 280m2 will be delivered as part of the development.



Proposed Concept Elevation - 1:200

Elevation key plan - NTS



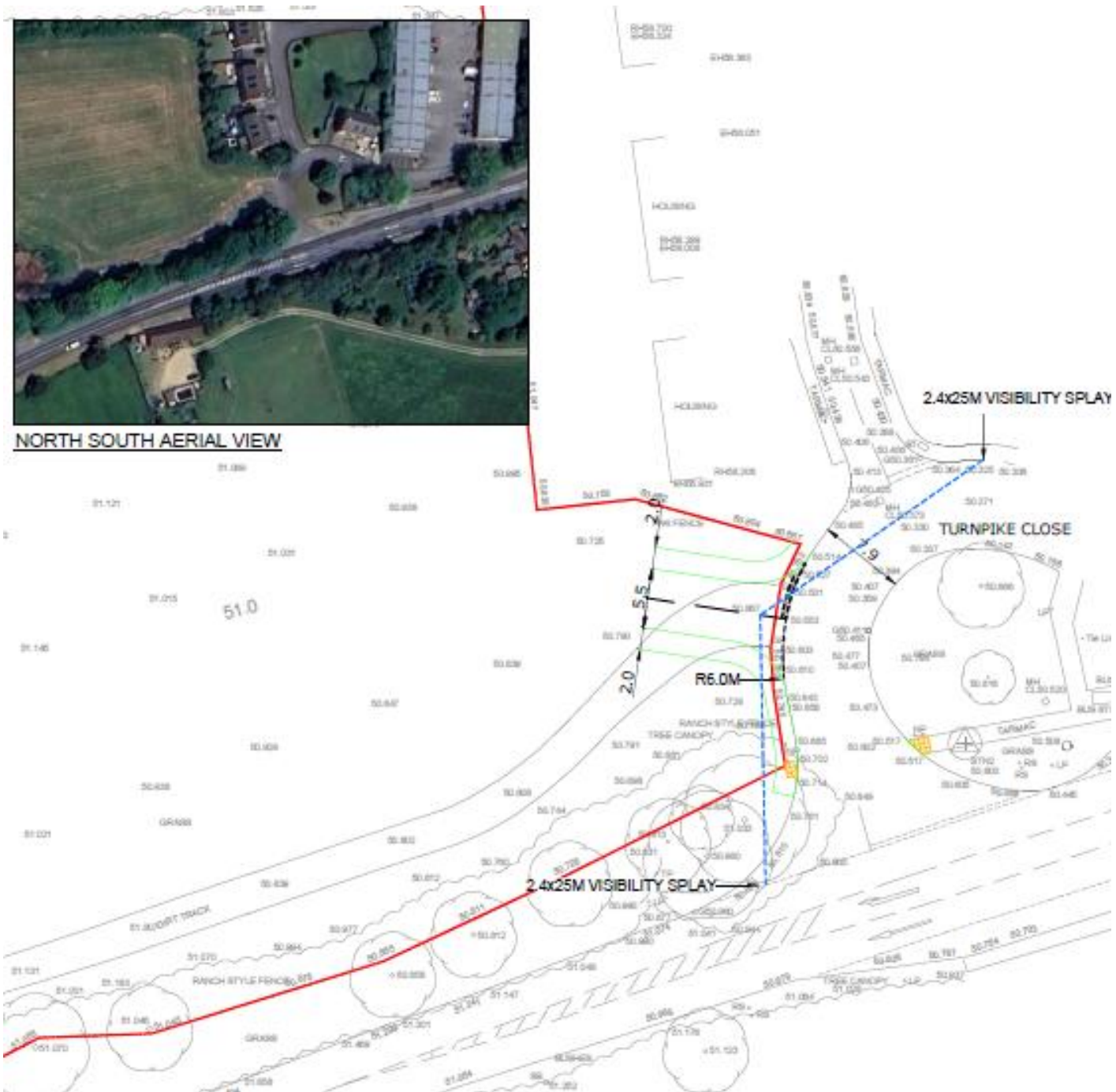
Proposed Ground Floor Plan - 1:200

Proposed First Floor Plan - 1:200

Technical Matters

Access

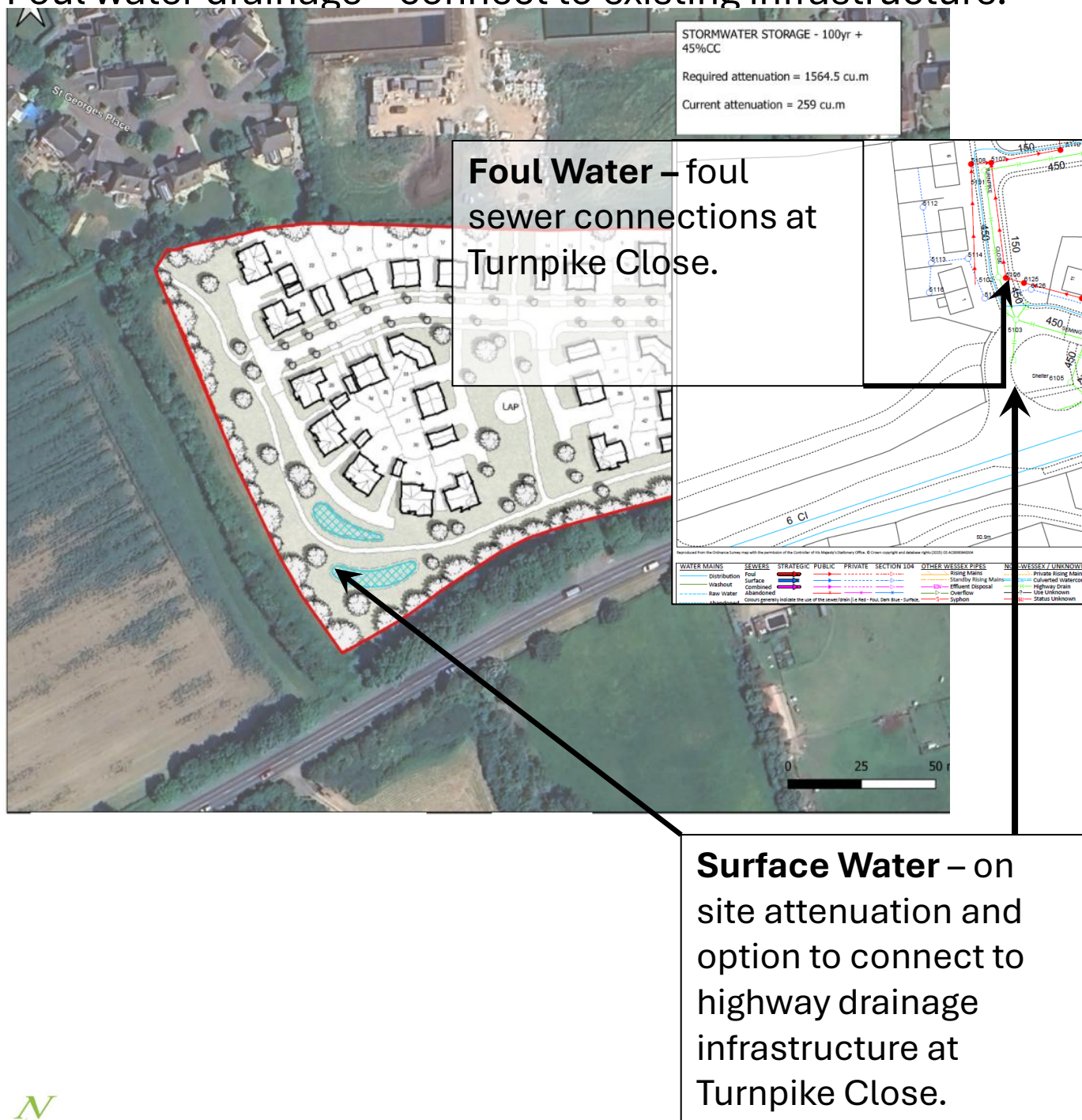
Access will be from Turnpike



Technical Matters

Flood Risk & Drainage

- Fluvial flood – low risk [Flood Zone 1]
- Surface water – low risk
- Foul water drainage – connect to existing infrastructure.



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Next Steps & Feedback

We value your input!

Please share your thoughts on matters such as:

- Housing numbers, mix and design .
- *We are keen to hear your views on housing tenure e.g. should homes for older people be provided? Should young people / first time buyers be accommodated in Semington?*
- Local shop features and location.
- Green space layout and location.
- Drainage.
- Walking and cycle infrastructure.
- Location of shop.

Your feedback will help shape the outline planning application and ensure it reflects community priorities.

Appendix 2

Auction Field drop-in consultation Event: A report by the Neighbourhood Plan Steering Group

Introduction

The consultation event was held in the village hall on Saturday 13th September 2025, from 10.30am to 3pm. It was not part of the formal planning consultation process. It precedes an outline planning application for the Auction Field (which is likely to happen soon).

The material for the event was supplied by Hollins Strategic Land (HSL), the company which is promoting the development, in the form of information boards covering topics such as planning context, design parameters, illustrative site plans, housing style and local shop plan. The content had been negotiated with the Steering Group.

35 people attended the event, some staying for over half an hour to raise questions, discuss issues and write comments (22 feedback forms so far returned, plus 16 post-its left on the day).

This written information has been analysed and the following report summarises the main points. Please note that an update to this report will be provided once all feedback forms have been returned. This will include additional bullet points noting individual comments not reported in this summary.

Comments on the number and mix of housing

Policy 10 of the NP allocates the Auction Field for “approximately 40” homes. The design and layout which HSL presented at this consultation event was for 48 homes. HSL was keen to point out that the density of build and housing footprint was broadly contained within the original HSL plan for 40 homes on the site. This had been achieved by a variety of small changes, such as two semi-detached buildings (so 4 properties) becoming two 3 home terraces (so 6 properties).

By and large, villagers didn’t seem too agitated by the increase in numbers, though they were against any more. The mix of homes also seems to have village support, with varying degrees of enthusiasm for homes for older people, first-time buyers, younger people and people with mobility issues. The main comments were (numbers in red):

- Density and number of homes acceptable but would be unhappy to see further increase/numbers should be capped, some said at 40, others at 48 12
- Prioritise first-time buyers 5
- Broad mix: older/younger people plus first-time buyers 7
- Provide bungalows for the elderly/less mobile/ wheelchair access 3
- People with a local connection should have priority 2

House design features

There were few comments and, in conversation with attendees, views were pretty neutral (“looks OK”). Comments were:

- The illustrative design seems OK 4
- Wouldn’t it be good if there was a continuation of the design, build, eco standards etc of the Newland Homes development? 2
- Ensure low carbo construction and running 1
- Use mixed features, variation is needed, bricks and blocks 1

Local shop and features

Those attending gave wholehearted support to a commercial shop. The main concerns raised related to ensuring shop viability through attracting passing A361 trade e.g. make sure there are enough parking spaces, visibility of the shop from the main road.

Whilst the location was, for the above reason, strongly supported, two people commented that the site was distant from the village centre. Most of the Kendall Lane footpath access comments (see walking and cycling infrastructure, below) were associated with ensuring sustainable travel links to the shop from the north of the village.

The main comments were:

- Support for both shop and location 10
- Shop is distant from the village centre 2
- Passing A361 trade and sufficient parking spaces to support this are essential 11
- Mix of shop with flats over supported 2
- Include a post office 3
- Consider making some of the space above the shop available for other businesses 1

Green space layout and location

The comments on this are quite difficult to unpick, mainly due to the variety of ideas offered with no obvious theme emerging.

That said, the potential for a play area in the central green space did provoke a range of thoughts and was the subject of differing suggestions.

It will be very important, before any final view on the use of this space is adopted, that the wider play/recreation needs of the village are taken into consideration. For example, the emerging plans of the Friends of Wessex Close Play Area need to inform, and be informed by, the plans for this new green space.

To illustrate some of the debate, listed below are the comments made:

- Work with Friends of Wessex Close Play Area to ensure a common plan for the benefit of young people 3
- Provide a space for teens within the development 2
- Rather than a play area, give cash to Wessex Close play area improvements 1
- Create a nature area in this central space with benches/covered seating 2
- Provide a cycle surface in and around the play area to provide safe cycling for younger children 1
- Support for a play area here, maybe for younger children 3

Other comments on green space were supportive of retaining and enhancing existing green boundaries, between the main road and the site, as well as between the site and Kendall Lane and Turnpike Close 4

Walking and cycling infrastructure

The issue drawing the greatest number of comments was the path linking the Auction Field with Kendall Lane. This mainly related to safe and sustainable (walking, cycling, mobility scooter) access from the north of the village to the shop, but also to ensuring that the Auction Field development becomes an integral part of Semington rather than being isolated with access only from the busy A361. An associated benefit was providing access from Kendall Lane and beyond to the south of the village bus stops and paths.

Main comments were:

- Cycle and pedestrian access from Kendall Lane to the Auction Field is essential 17
- Provide a safe walking route between Kendall Lane and the Auction Field/stop motorbikes cutting through, include requirement to install barrier in planning approval 8

Drainage

There were some concerns that this will be yet another development adding to the already inadequate sewage outflow in the village. As we know, after heavy rain, raw sewage flows out of the manhole covers at/near the Somerset Arms (this happened at least 3 times last winter). There have been no upgrades to the sewage system to cope with the 42 Kendall Lane homes. Added to these will be the 26 yet to be built north of St. George's plus the possibility of 48 in the Auction Field. Over 100 new properties flowing into the same overstretched pipes. 4 people made comments on this issue.

Concerns were raised relating to water run-off problems which are already a problem for some residents in Kendall Lane. The ground water table and surface run-off have caused flooding. 4

Everything else

Very little that's not included already. It's easiest simply to list, as follows:

- Install a defibrillator at the shop 2
- Concern about traffic generation and access limitations at the Turnpike (entrance). A better road layout and improved visibility are need to make access from A361 east and west safer 3

Decisions

The parish council has considered the feedback available at its 17th September meeting and has already written to HSL about the features it would like HSL to include in its outline planning application.

The NPSG is asked to advise the Parish Council on leisure/play uses for the central open space in the illustrative plan which are consistent with and supportive of the emerging plans for Wessex Close Play Area.