



Professional Archaeological Services



Land Belongng to 85 High Street, Great Cheverell, Wiltshire, SN10 5XR

Heritage Impact Assessment

30 July 2025

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Project Site:	Land Belongng to 85 High Street, Great Cheverell, Wiltshire, SN10 5XR
NGR:	ST 98381 54411
Easting / Northing:	398381 , 154411
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Contents

Non-Technical Summary.....	v
1. Introduction	1
2. The Project Site.....	2
3. Site Visit	3
4. Planning History	8
Planning Application 18/08383/FUL	8
Planning Application 19/11356/FUL	9
Planning Application PL/2022/09110	10
Certificate of Lawfulness PL/2025/05625	10
Summary	10
5. Public Rights of Way & Public Spaces.....	10
6. Designated and Non-Designated Heritage Assets.....	11
Great Cheverell Conservation Area	11
No. 92 High Street	11
Non Designated Heritage Assets	12
Summary.....	12
7. Historic Development	12
8. Planning Policy.....	15
National Planning Policy Framework (NPPF), 2024;	15
Wiltshire Core Strategy adopted 2015.....	16
Core Policy 58 Ensuring the conservation of the historic environment.....	16
9. Statement of Significance	17
10. Proposed Development	17
11. Impact Assessment.....	18
General Development.....	18
Grade II listed 92 High Street	18
12. Conclusion.....	18
13. Bibliography.....	20

List of Figures

Figure 1 General Project Site location outlined in red. Centred on ST 98381 54411.....	1
Figure 2 Detailed Project Site location outlined in red. Centred on ST 98381 54411	2
Figure 3 1807 Inclosure map of Great Chiverell. The location of the Project Site is indicated by the blue arrow within	13
Figure 4 First Edition Ordnance Survey map, surveyed 1885 with Project Site outlined in red. A large pond is shown	14

List of Photographs

Photo 1 East facing view from the Project Site across no. 85 High Street towards the grade II listed no. 92 High Street.	4
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Photo 2 Northeast facing view across the Project Site to the rear of no. 85 High Street.	4
Photo 3 Southwest facing view from Project Site towards no. 83 High Street. Truncation of this bank will require	5
Photo 4 Northwest facing view of the Project Site with vehicular access established in 2018 / 2019.	5
Photo 5 South facing view from the southwest end of the Project Site towards nos. 86 – 88 High Street.	6
Photo 6 Northwest facing elevation of grade II listed no. 92 High Street, facing the Project Site.	6
Photo 7 West facing view towards no. 82 High Street on higher ground.	7
Photo 8 Southwest facing view along lower High Street from outside no. 104 High Street, The Croft.	7
Photo 9 Northwest facing view of the Project Site from High Street, opposite the grade II listed 92 High Street. Views	8

Non-Technical Summary

Heritage Planning Services has been commissioned by Mr & Mrs Hallett to prepare a Heritage Impact Assessment in favour of land at 85 High Street, Great Cheverell, Wiltshire (the Project Site).

The Project Site comprises a detached modern bungalow (no. 85 High Street) erected on the steeply rising north bank of an early sunken lane. The potential Early Medieval track is traced by the route of the modern High Street.

This report considered the potential impact on the character and setting of designated and non-designated heritage assets that are intervisible with the Project Site and on Great Cheverell Conservation Area, resulting from the proposed demolition of the modern no. 85 High Street and the erection of two bungalows with new access, landscaping and off street parking.

The overall proposal to replace no. 85 High Street with two new dwellings is in keeping with advice from the Conservation Officer given in response to Planning Application PL/2022/09110 in which it was considered that the development of two high quality dwellings on the site could make a positive contribution to the street scene.

Impact to non-designated heritage assets along the south side of High Way is considered to be neutral.

The requirement to reduce part of the sunken lane earthen bank will cause less than substantial harm to a non-designated heritage asset and should be weighed against the benefits of the scheme.

The relocation of the vehicular access to a central location opposite the grade II listed no. 92 High Street will result in a minor change to setting, which should be weighed against the benefits of off street parking, which have already been established (Card, 2018).

The proposals seek to improve the Project Site through the provision of two well designed properties in keeping with neighbouring architecture, enhanced through the provision of private gardens with off street parking. Plans will also preserve the characteristic grass bank and hedgerow that is significant to the green character of Great Cheverell Conservation Area, which will be enhanced through the retention of key trees across the Project Site.

1. Introduction

1.1. Heritage Planning Services has been commissioned by Mr & Mrs Hallett to prepare a Heritage Impact Assessment in favour of land at 85 High Street, Great Cheverell, Wiltshire (the Project Site).

1.2. This report considers the potential impact on the character and setting of designated and non-designated heritage assets that are intervisible with the Project Site and on Great Cheverell Conservation Area, resulting from the proposed demolition of the modern no. 85 High Street and the erection of two bungalows with new access, landscaping and off street parking.

1.3. The report has been completed by Sam Driscoll, MCIfA under Project Code HPS693/25.

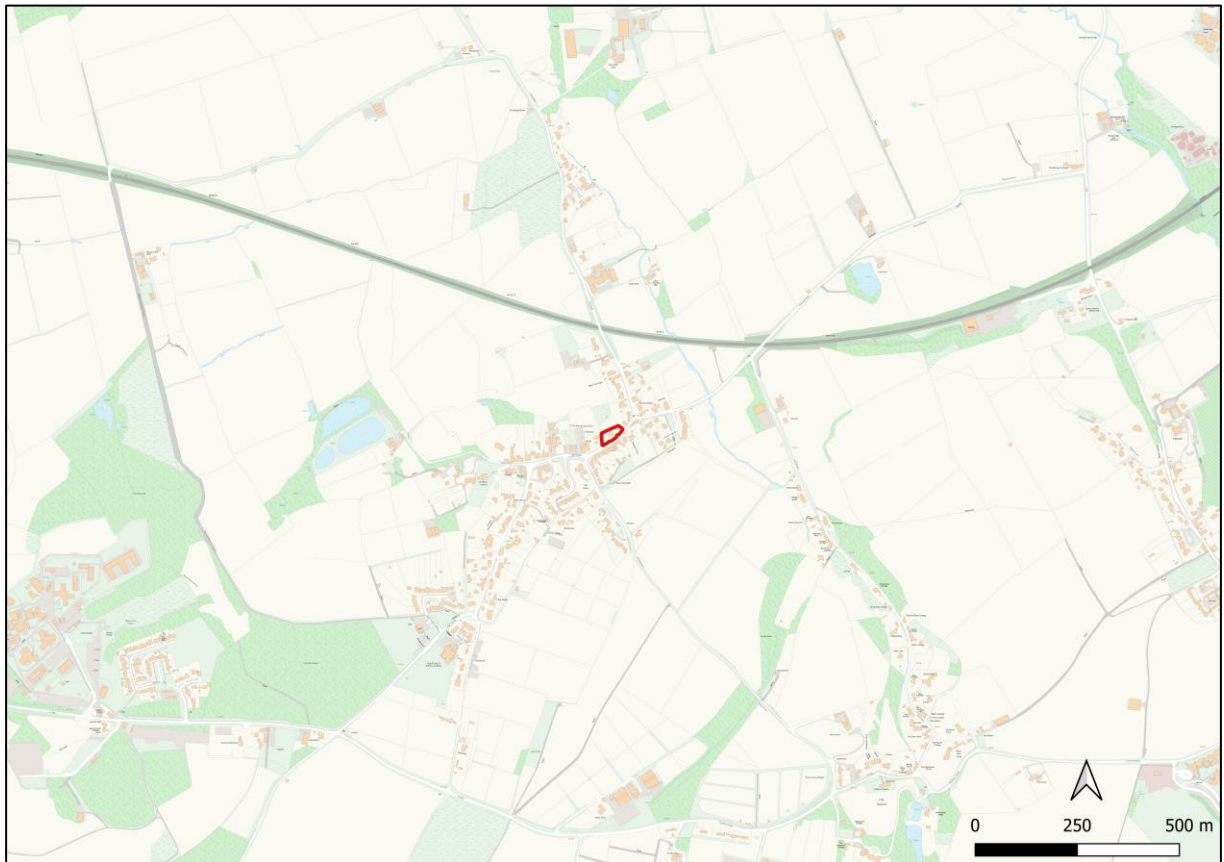


Figure 1 General Project Site location outlined in red. Centred on ST 98381 54411.

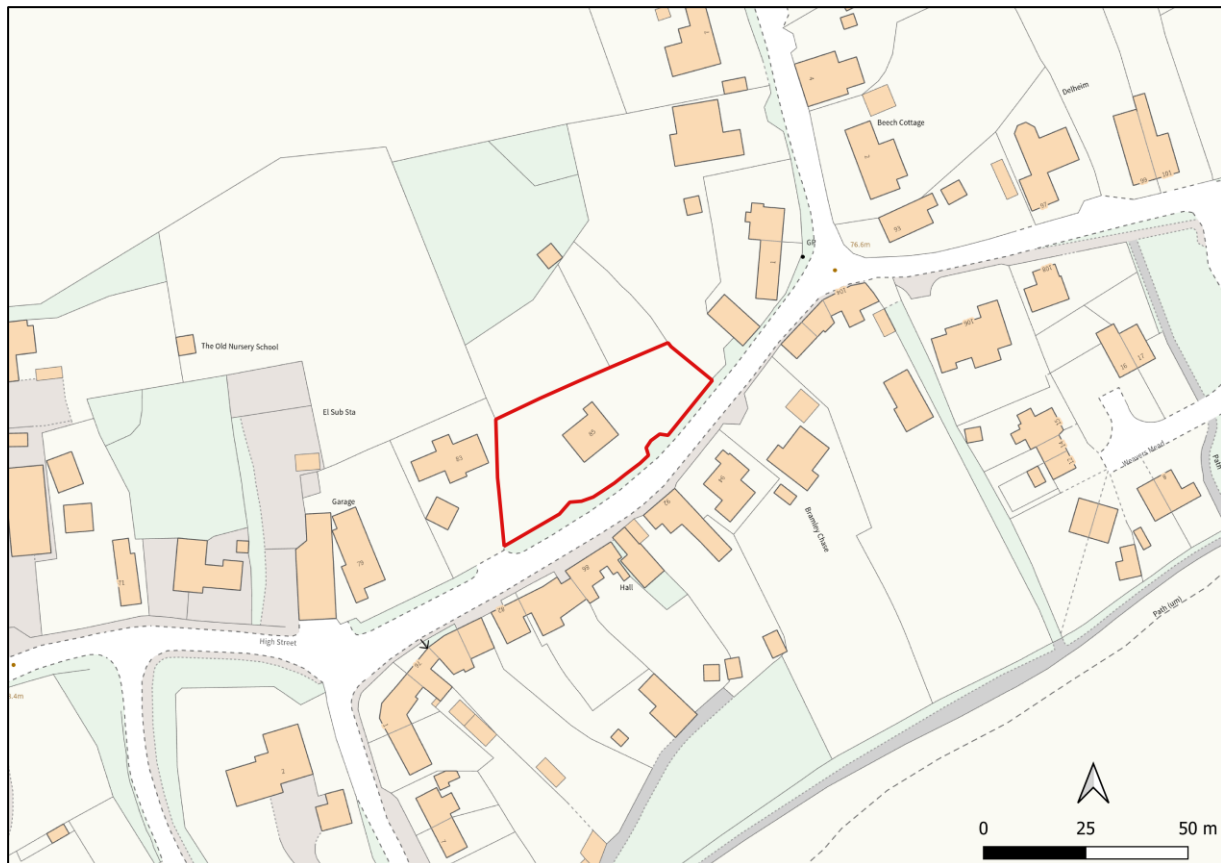


Figure 2 Detailed Project Site location outlined in red. Centred on ST 98381 54411

2. The Project Site

2.1. The Project Site comprises a detached modern bungalow (no. 85 High Street) erected on the steeply rising north bank of a sunken lane. The potential Early Medieval track is traced by the route of the modern High Street.

2.2. The site is located within the Lower High Street region of Great Cheverell Conservation Area, which is defined by deep grass verges and mature hedging.

2.3. No. 85 High Street is set back from the road, with grass bank and hedgerow to the south. Although characteristic of Lower High Street, the site is unkempt and in its current state contributes little to the character of the Conservation Area.

2.4. The Project Site is situated c.200m northeast of the junction of High Street with Church Road and the forecourt of the Bell Inn which is regarded as the centre of the village, as described in the Conservation Area Statement (7, 2003).

2.5. Vehicular access was established to the east of 85 High Street in 2018 / 2019, with parking to the rear.

2.6. Although the Project Site is situated on high ground overlooking development to the south, significant views north are curtailed by the steeply rising north bank and enclosed paddocks to the rear of the plot, which extend more than 60m to the fringe of the agricultural land beyond.

3. Site Visit

3.1. A site visit was carried out on the 17th July 2025 in dry bright conditions.

3.2. The present ground level is higher on the north side of the High Street, which is effectively a sunken lane running downhill to the east, in a narrow valley.

3.3. The grounds and garden of the property are in a bad state and subject to past fly tipping. There is a car to the rear of the property. The ground is not level, obviously sloping down towards High Street, but also sloping down from west to east, with the bungalow on a level platform. The driveway has been cut in on the east side of the bungalow, but the sides have not been retained in any way, leaving exposed soil. A gap in the hedge further west indicates there was once a gate and path to the bungalow. No indications of buried archaeology were noted, but the presence of former structures cannot be ruled out.

3.4. The high ground level to the west may be due in part to the dumping of spoil during from the levelling of the terrace during the development of no. 85 High Street and / or the works to establish the vehicular access c. 2018.

3.5. The development proposal will require the reduction of the ground surface to the west and north. It is noted that the neighbouring (west) no. 83 High Street is on ground higher than no. 85, therefore retaining works are proposed.

3.6. No substantial views were noted from the rear of the property at the time of the recent site visit, and therefore the views from the heritage assets on the opposite side of High Street are unlikely to be significantly impacted by the addition of two bungalows at the present ground surface or lower.



Photo 1 East facing view from the Project Site across no. 85 High Street towards the grade II listed no. 92 High Street. Taken from the high ground to the southwest of the Project Site, demonstrating significant height increase to the rear of the property.



Photo 2 Northeast facing view across the Project Site to the rear of no. 85 High Street.



Photo 3 Southwest facing view from Project Site towards no. 83 High Street. Truncation of this bank will require retention works.



Photo 4 Northwest facing view of the Project Site with vehicular access established in 2018 / 2019.



Photo 5 South facing view from the southwest end of the Project Site towards nos. 86 – 88 High Street.



Photo 6 Northwest facing elevation of grade II listed no. 92 High Street, facing the Project Site.



Photo 7 West facing view towards no. 82 High Street on higher ground.



Photo 8 Southwest facing view along lower High Street from outside no. 104 High Street, The Croft.



Photo 9 Northwest facing view of the Project Site from High Street, opposite the grade II listed 92 High Street. Views from the heritage assets opposite are curtailed by the rising north bank of the earlier sunken lane, which continues to rise to the rear of the modern 85 High Street. The same applies to public views from High Street, which are reduced due to the high bank and hedging.

4. Planning History

Planning Application 18/08383/FUL

4.1. Planning Application 18/08383/FUL for a proposed new access and temporary mobile home, engineering operations to construct a new driveway including parking spaces and turning area was approved in November 2018.

4.2. The following comments made with regards to the loss of earth bank and hedging to form the new vehicular access are considered relevant to the proposed development:

"The Great Cheverell Conservation Area Statement, identifies that traffic is a problem within the village and has the following on the creation of new accesses along the High Street: Through traffic travelling between the A360 and the B3098, the Devizes and Westbury Roads tends to exceed the 30mph speed limit. Car parking in certain parts of the narrow upper High Street creates some difficulty when wide bus and emergency vehicles try to pass but under normal conditions

discourages excessive speed of through traffic...The 'status quo' therefore seems entirely consistent with conservation (Card, 2018)."

4.3. Drawing on this advice, the Conservation Officer commented that they would generally support this view "that the formation of a new access, particularly as it removes part of an important hedge and a large amount of an earth bank, detracts from the character of the area." However, the above application observed the need for graduated banks, over boundary walling and was able to keep the splay to a minimum due to the 20 mph speed limit in the area. The approach was considered to reduce visual impact on the immediate environs. It was concluded that "although an unfortunate loss of hedgerow and bank...the loss is minimal due to the 20 mph requirements of much smaller visibility splays than could be proposed in higher speed limit areas." (ibid)."

4.4. The comments make reference to the loss of hedging and bank material due to the cutting of a new vehicular entrance which detracts from the character of the area.

4.5. Impact was mitigated through design and outweighed by the benefit of improving the street scene through the provision of off street parking.

Planning Application 19/11356/FUL

4.6. Planning Application 19/11356/FUL for the demolition of the extant bungalow and erection of three new bungalows was refused in part due to concerns over the impact on the character and setting of the Conservation Area. The comments from the Conservation Officer made the point that although the development of the bungalow in the later 20th century did have an impact on the rural character, the setting within a large garden preserved a sense of openness and greenery. The intensification of the built form was considered to have an adverse impact on the sense of green space within a central village location (Macneal, 2019).

4.7. The current plans propose two low dwellings on the site, which are designed to mitigate the harm posed by the location of three dwellings on the Project Site.

4.8. It may also be relevant to note here that the Conservation Area Statement regards the location of the Project Site as Lower High Street and not part of the central village area, which is characterised by the junction of High Street and Church Street c. 200m southwest. Furthermore, the Statement makes no mention of the significance of the visual gap partially preserved by the current landscaping of the Project Site, instead focussing on the contribution of the grass verge

and hedging. The passage below relates to land belonging to the Project Site and neighbouring property.

"Opposite there are two 20th century detached bungalows sited in large gardens where there was once one of the numerous village ponds in the meadow known as Tomkin's. The wide grass verge and the finely clipped native species hedges are however an asset to the street." (Kennet District Council, 2003).

Planning Application PL/2022/09110

4.9. Planning Application PL/2022/09110 for the demolition of the existing bungalow and erection of 2 new bungalows was refused in part due to concerns over the "unduly suburban" design with heavily hipped roofs that were considered out of keeping with the vernacular. The plans were considered to have a "detrimental impact on the character and appearance of the street scene and setting of the nearby listed building".

4.10. Future designs were advised to "knit back" the enclosure with high quality buildings that make a positive contribution to the street scene (Webb, 2023).

Certificate of Lawfulness PL/2025/05625

4.11. Certificate of Lawfulness PL/2025/05625 for outbuildings and permeable hard standing was confirmed to meet the criteria for permitted development in July 2025.

Summary

4.12. The Conservation Officer's response to the 2022 application for the demolition of no. 85 High Street and replacement with two detached bungalows supports the overall concept of development of two dwellings on the Project Site, subject to the provision of high quality dwellings that respect the built vernacular.

5. Public Rights of Way & Public Spaces

5.1. Right of Way CHEM8 lies over 150m north of the Project Site taking a southwest route before returning to meet High Street via a lane adjacent (east) of no. 65 High Street. There are no meaningful views towards the Project Site from the Right of Way, due to the buffer of enclosed land to the rear of the plot and the steeply sloping north bank of the sunken lane.

5.2. Land belonging to the Project Site occupies a roadside position within Great Cheverell Conservation Area and due to the elevated position development is visible from the public highway. Wider views to the north are limited due to the steeply rising earth bank of the sunken lane, hedging and developed nature of the site. Views of the garden belonging to 85 High Street are curtailed by the hedging along the north side of the road with land to the southwest making a minor contribution to the appreciation of the Conservation Area.

6. Designated and Non-Designated Heritage Assets

Great Cheverell Conservation Area

6.1. The Project Site is situated within the Lower High Street region of Great Cheverell Conservation Area, designated in 1989. The site is described as the location of two 20th century bungalows within large gardens in the former vicinity of one of the historic village ponds. The clipped native hedges and wide grass verge is noted as “an asset to the street”.

6.2. The Project Site is situated c. 200m northeast of the junction of High Street with Church Road and the forecourt of the Bell Inn, which is regarded as the centre of the village, as described in the Conservation Area Statement (7, 2003).

No. 92 High Street

6.3. The Project Site is located opposite the grade II listed no. 92 High Street. The L shaped property that fronts the road was designated in March 1988 and is described as follows:

“CHEVERELL MAGNA HIGH STREET ST 95 SE (south side) 5/38 No 92 II House. C18. Colourwashed brick with thatched roof. Two storeys, 2 bays, 'L'-plan, extended to rear by 1 bay with gable stack, and C20 further bay added. To right gable, a porch probably replacing blocked door in left bay. Two-light timber casement windows; roof hipped. Gable stack to right gable.” [List Entry Number: 1182127](#).

6.4. Two properties are shown on the 1807 Inclosure Map of Great Cheverell on the plot of no. 92 High Street. The one to the northwest is within the existing footprint, however it is a small rectangular property orientated northwest – southeast, set back from the road. It is possible that this structure is preserved within the core of the current building, although by 1885 the dwelling is shown with principal northeast – southwest range fronting the road and linear rear range in the location of the earlier structure. The other building to the south of the plot had been demolished.

Non Designated Heritage Assets

6.5. The wider environs are characterized by a row of historic buildings lining High Street to the south, including nos. 76 – 86 High Street and the historic core of the Village Hall opposite the Project Site. All are identified as significant unlisted buildings within Great Cheverell Conservation Area Statement, with no. 76 noted as a key building.

6.6. The Project Site is situated on the north bank of an Early Medieval / Medieval sunken lane.

Summary

6.7. As noted at the time of the site visit, key views north from buildings lining the southern extent of Lower High Street would have been historically defined by the rising north bank of the lane. This is preserved across the Project Site curtailing significant views north.

6.8. The development of two bungalow style properties on the Project Site is not expected to have a substantial impact of the character and setting of designated and non-designated heritage assets along the south side of High Street.

6.9. The Conservation Area Statement relates the significance of the site to the green roadside setting which makes a positive contribution to the character of Lower High Street.

7. Historic Development

7.1. The main road through Great Cheverell preserves an early (possibly Early Medieval) route through the village which would have been focussed around the church to the southwest.

7.2. By the Medieval period settlement is thought to have extended northeast to include the area of the Project Site and land to the north. Earthworks thought to relate to the early settlement have been identified c. 10m to the northwest of the north Project Site boundary, raising the potential for the site to have been developed in this period.

7.3. The preservation of earthworks across land to the north which was later given over to common land is indicative of a shrunken village. By the early Post Medieval period the focus of settlement was likely focussed around the church and roadside plots fronting main routes through the village, including High Street.

7.4. Prior to the enclosure of lands in the early 18th century the Project Site appears to have formed part of the village common.

7.5. The Project Site likely formed a part of the Glebe land enclosed from the common land c. 1729. The Glebe land increased at the point of inclosure in 1802 reaching 330 acres and is sure to have included the Project Site by this time.

7.6. The earliest map consulted for this report was the 1807 Map of the Parish of Great Chiverell Inclosure map (Wiltshire and Swindon Archives reference: 628/15/13). The land was shown to have been enclosed with an irregular boundary which appears to follow topographical contours to the north. Land to the southwest was developed with a large L shaped roadside building in the location of the later pond.



Figure 3 1807 Inclosure map of Great Chiverell. The location of the Project Site is indicated by the blue arrow within a small irregular enclosure that likely traces the contours of the land. Land to the west in the location of the later pond is developed with a large roadside building.

7.7. The adjacent building had been demolished by the mid-19th century and a pond is shown in its place. The early enclosure had been removed, leaving the Project Site to the south of a large open plot of land named Tomkins's Close. A line of trees is clearly recorded, likely marking an earlier field boundary.

7.8. Planning application 19/11356/FUL made reference to the village pond on land adjacent to the modern 85 High Street and the significance of the connectivity of the site to the wider landscape partially preserved in the Project Site. It is noted here that whilst the pond was located on former common land, by the time that the pond appears on the cartographic resources the area was

enclosed and within private ownership and as such the pond may not have been a communal asset.¹

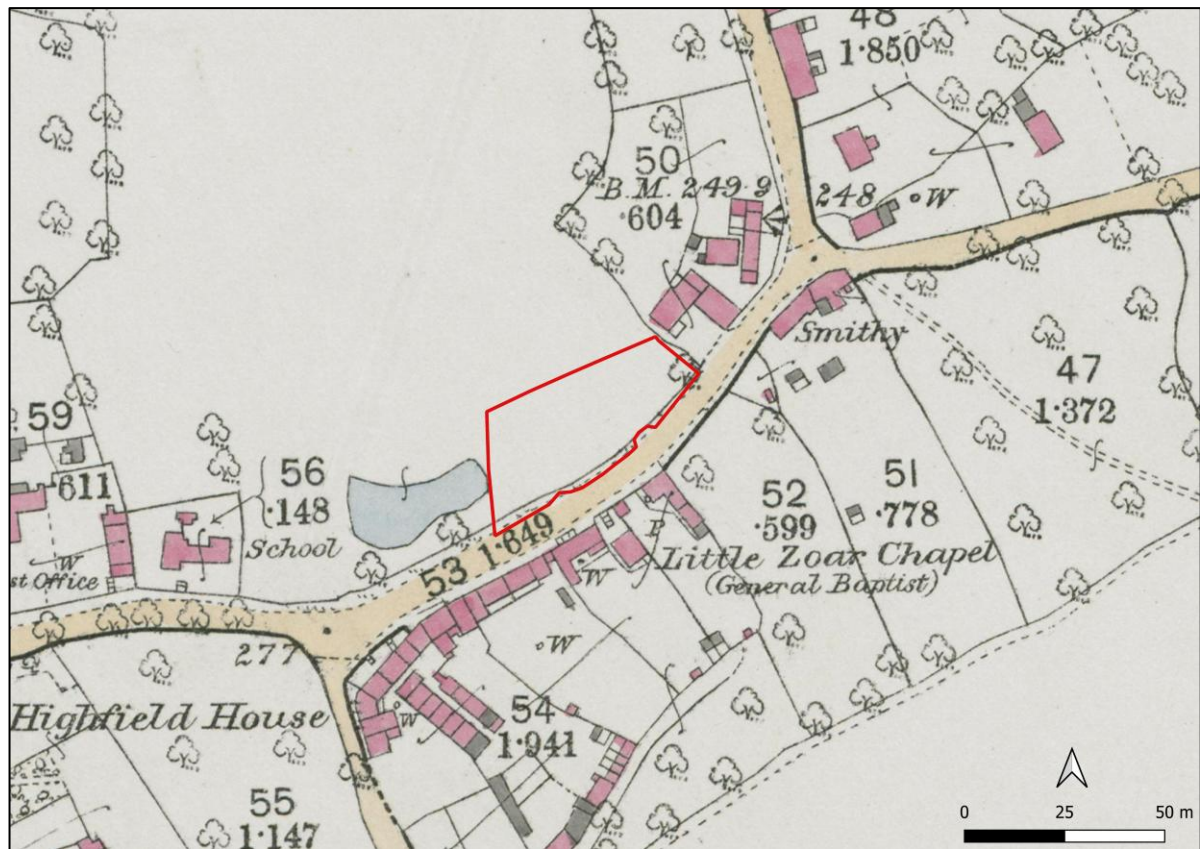


Figure 4 First Edition Ordnance Survey map, surveyed 1885 with Project Site outlined in red. A large pond is shown to the west in place of an earlier building. The pond is shown in place of an earlier building. By the time the pond appears on the map the land has been enclosed and is within private ownership.

7.9. In 1910 the Lloyd George survey names the land as belonging to Reverend John Bourne living at the Rectory opposite Glebe Farm, Great Cheverell Hill. The land was occupied by Mrs Ann Whiting and is recorded as part of a 300 acre farm, one third arable.² The holding preserves the majority of land acquired during the 1802 enclosures.

7.10. Land to the southwest of the Project Site was enclosed and redeveloped between 1899 and 1922, which necessitated filling in the pond.

7.11. The Project Site remained unchanged until the latter half of the 20th century, when no. 85 High Street was erected on the site.

¹ See comment Planning Application 19/11356/FUL

² Devizes and Wilts Advertiser - Thursday 25 May 1916

7.12. Vehicular access was added to the site in c. 2018 / 2019 under planning permit reference 18/08383/FUL.³

8. Planning Policy

8.1. With regards to the relevant policy and development framework, the following are considered appropriate to the current proposal:

National Planning Policy Framework (NPPF), 2024;

"207. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

210. In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

214. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

³ Applicant: Mr & Mrs Palmer. Scheme: Proposed new access and temporary mobile home. Engineering operations to construct a new driveway including parking spaces and turning area. Wiltshire Council Planning Application Number 18/08383/FUL.

218. Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.

219. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.”

Wiltshire Core Strategy adopted 2015

Core Policy 58 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, including:

- i. nationally significant archaeological remains;
- ii. World Heritage Sites within and adjacent to Wiltshire;
- iii. buildings and structures of special architectural or historic interest;
- iv. the special character or appearance of conservation areas;
- v. historic parks and gardens;
- vi. important landscapes, including registered battlefields and townscapes.

Distinctive elements of Wiltshire’s historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved, and where possible enhanced. The potential contribution of these heritage assets towards wider social, cultural, economic and environmental benefits will also be utilised where this can be delivered in a sensitive and appropriate manner in accordance with Core Policy 57 (Ensuring High Quality Design and Place Shaping).

Heritage assets at risk will be monitored and development proposals that improve their condition

will be encouraged. The advice of statutory and local consultees will be sought in consideration of such applications.”

9. Statement of Significance

9.1. The Project Site is terraced into the earthen bank of an Early Medieval / Medieval sunken lane. The steep rise in land bordered by a grass verge and hedging contribute to the character and setting Great Cheverell Conservation Area.

9.2. There is evidence to suggest that the Project Site is within the eastern extent of the Medieval settlement of Great Cheverell, with earthworks identified on land to the north.

9.3. Documentary and Cartographic resources indicate that the historic character of the Project Site was likely defined by enclosed agricultural land from the early 18th century.

9.4. The modern day Project Site contributes little to the appreciation of the Conservation Area, being partially obscured from view by the mature hedging to the south. Similarly the garden area makes little discernible contribution to views of the wider more open landscape from High Street due to enclosed by paddocks to the rear (north) of the plot.

9.5. No. 85 High Street is a modern dwelling with no architectural value.

10. Proposed Development

10.1. The proposed development comprises the demolition of no. 85 High Street and the erection of two new bungalows either side of the existing building footprint. Plans include the relocation of the vehicular entrance to a central location, with allocated parking for four cars and a shared turning point to the south of the driveway. Both properties will benefit from private wrap around gardens, preserving the sense of greenery that makes a positive contribution to Lower High Street.

10.2. The new dwellings have been carefully designed, with ridge heights lower than the existing bungalow and architecture in keeping with the style of neighbouring properties on the north site of the of High Street.

10.3. Landscaping will be enhanced through the retention and relocation of key trees across the site, including the Irish Yew, which is noted as a significant tree in the Conservation Area Statement.

11. Impact Assessment

General Development

11.1. The general proposal is supported as there is no evidence to suggest that the replacement of no. 85 High Street with two high quality dwellings on the same level or lower level than the existing development will have a significant impact the character and setting of designated and non – designated historic buildings within the immediate or wider environs.

11.2. Furthermore, bringing the Project Site back into residential use would offer significant improvements to Great Cheverell Conservation Area and to the appreciation of the character and setting of designated and non-designated heritage assets within the immediate environs which are currently negatively impacted by the vacant site that is in a general state of disrepair.

11.3. The proposed demolition of no. 85 High Street is considered to have a neutral impact on the character and setting of Great Cheverell Conservation Area and a minor positive impact on the grade II listed no. 92 High Street, due to the removal of a dilapidated building from within the immediate setting.

11.4. The reduction of the site to reduce the built height would reduce the extent to which the new dwellings overlook the historic properties opposite.

Grade II listed 92 High Street

11.5. The general proposal to replace no. 85 High Street with two new bungalow style dwellings is not expected to have a significant impact on the Grade II listed 92 High Street.

11.6. The relocation of the vehicular access will result in a loss of bank material and a change to views north from the grade II listed no. 92 High Street, resulting in less than substantial harm to the character of the heritage asset.

12. Conclusion

12.1. The overall proposal to replace no. 85 High Street with two new dwellings is in keeping with advice from the Conservation Officer given in response to Planning Application PL/2022/09110 in which it was considered that the development of two high quality dwellings on the site could make a positive contribution to the street scene.

12.2. Impact to non-designated heritage assets along the south side of High Way is considered to be neutral.

12.3. The requirement to reduce part of the sunken lane earthen bank will cause less than substantial harm to a non-designated heritage asset and should be weighed against the benefits of the scheme.

12.4. The relocation of the vehicular access to a central location opposite the grade II listed no. 92 High Street will result in a minor change to setting, which should be weighed against the benefits of off street parking, which have already been established (Card, 2018).

12.5. The proposals seek to improve the Project Site through the provision of two well designed properties in keeping with neighbouring architecture, enhanced through the provision of private gardens with off street parking. Plans will also preserve the characteristic grass bank and hedgerow that is significant to the green character of Great Cheverell Conservation Area, which will be enhanced through the retention of key trees across the Project Site.

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