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Land East of Calne Road, Lyneham, Wiltshire

DESIGN & ACCESS STATEMENT

We are TAG.

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Land East of Calne Road, Lyneham, Wiltshire
Design & Access Statement

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Land East of Calne Road, Lyneham

This Design and Access Statement sets out the design rationale for the proposed development at Land East of Calne Road, Lyneham. It outlines the site's context, environmental considerations and technical influences, and explains how these have shaped a coherent and deliverable parameters plan, and illustrative masterplan.

The vision for the site is to create a high-quality, landscape-led residential neighbourhood that integrates sensitively with Lyneham's settlement edge. The development aims to provide an attractive well-designed environment with strong green, infrastructure, sustainable access, and a balanced mix of homes to meet local needs.



Up to 200 Dwellings including affordable housing



Associated infrastructure: roads, landscaping and open spaces



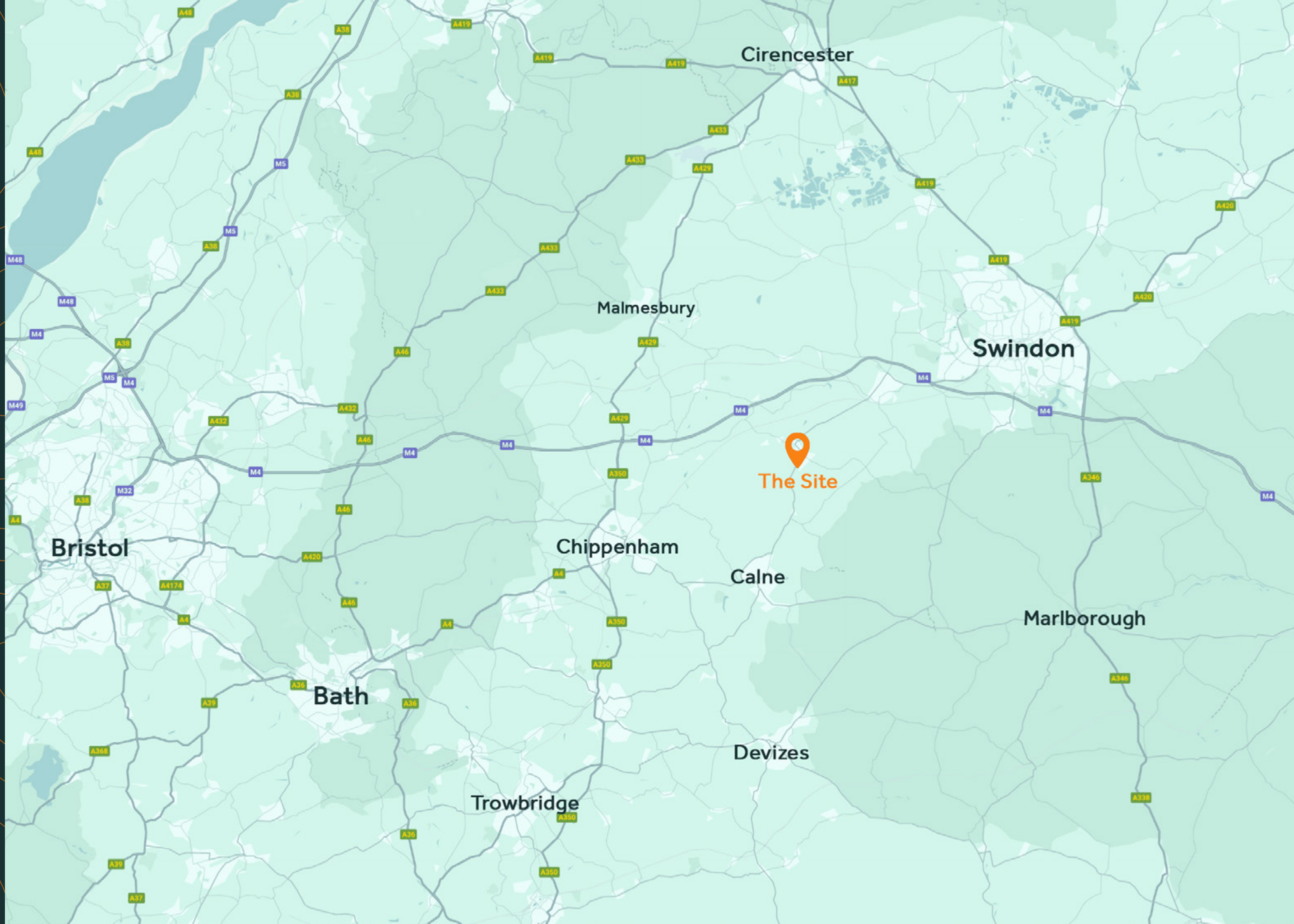
Designed to create a high-quality, sustainable residential environment



Sensitive response to site context and local character

01.

Introduction



1.1. Purpose of the Document

This Design and Access Statement (DAS) has been prepared by TAG Design Associates Ltd on behalf of Ashflame Properties Ltd in support of an Outline Planning Application for residential development on Land east of Calne Road, Lyneham, within the administrative area of Wiltshire Council.

The purpose of this document is to explain the design rationale behind the proposed development, demonstrating how the scheme responds to the site's opportunities, constraints, wider context, and relevant planning policies. The DAS describes how the design has evolved through an understanding of local character, environmental considerations, and early engagement with the local community.

The development seeks to deliver up to 200 dwellings, associated open spaces, green infrastructure, drainage, landscaping, and all necessary supporting infrastructure. The DAS explains how a high-quality residential environment can be achieved at the outline stage, setting a robust framework for detailed design through a future Reserved Matters application.

Key Design Principles

- Create a high-quality, sustainable residential community that complements the local area.
- Ensure sensitive integration with site context and surrounding character.
- Provide safe, inclusive, and convenient access for all residents and visitors.
- Offer a variety of dwellings types and sizes to meet local housing needs.

1.2. Structure of the Document

The document is structured to provide a clear, and logical explanation of the design process, and is arranged as follows:

01 Introduction

Outlines the purpose of the DAS, sets out the key objectives and introduces the Site and its location.

02 Assessment

Understanding the Site and Context - describes the site, its surroundings, and key constraints and opportunities.

03 Involvement

Consultation and Engagement - summarises the engagement undertaken with the Local Planning Authority and relevant stakeholders.

04 Design Principles and Concept

Explains the vision and objectives underpinning the proposed parameters plan, and accompanying illustrative masterplan.

05 Access

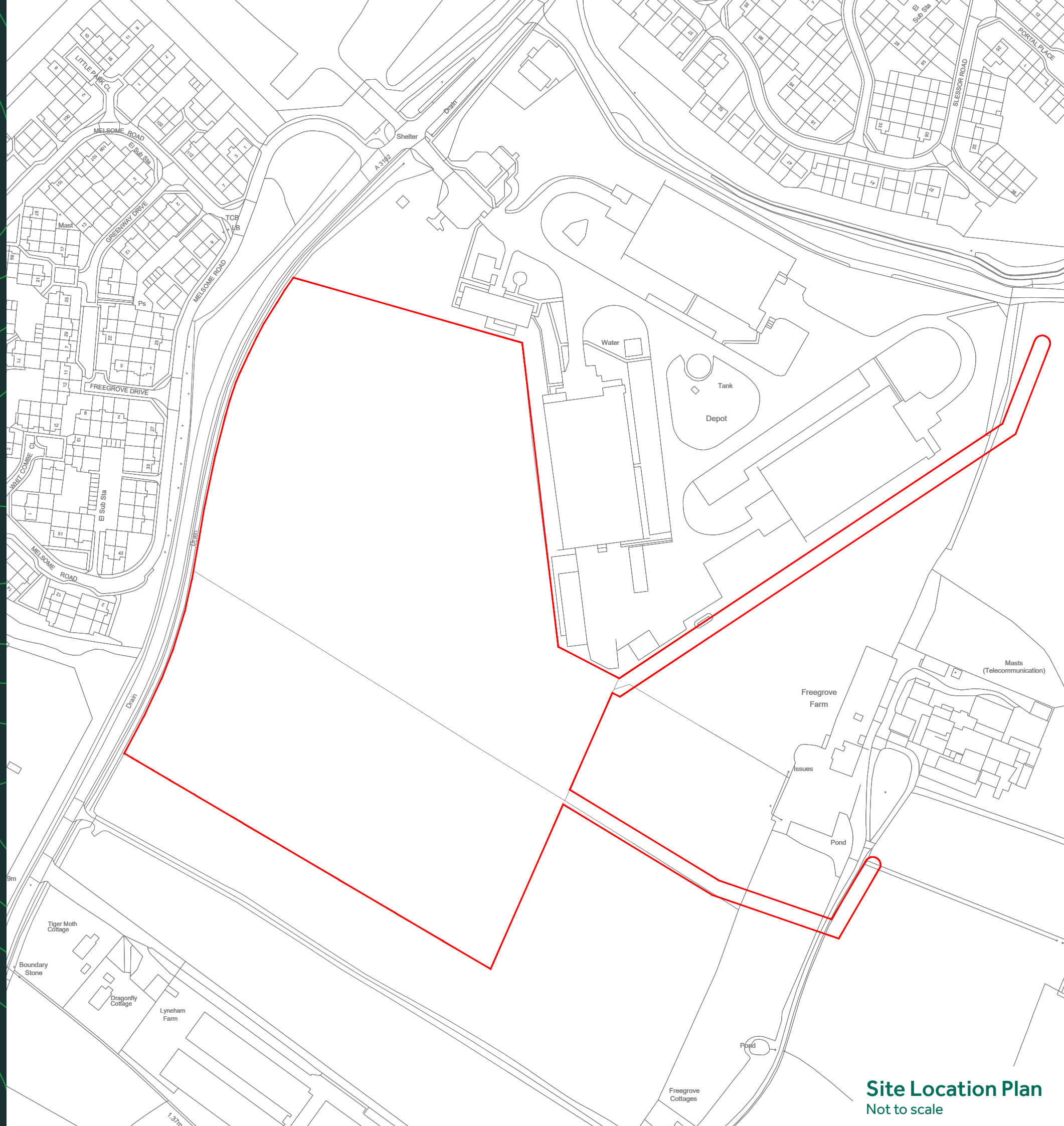
Details the approach to vehicular, pedestrian, and inclusive access throughout the site

06 Conclusion

Summarises the key design and access principles and how the proposal aligns with planning policy

02.

Assessment



Site Location Plan
Not to scale

2.1. Site Overview

The application site is located on the southern edge of Lyneham, within the administrative area of Wiltshire Council. Lyneham lies approximately 11km north-east of Chippenham and 14km south-west of Swindon, positioned along the A3102 which runs through the village and provides convenient connections to the wider rural and urban context. Lyneham is a large, compact settlement shaped historically by its agricultural origins and significantly influenced by the former RAF/MOD airfield immediately to the west.

The site comprises approximately 8.76 hectares of agricultural land arranged as two fields forming an 'L'-shaped parcel. It sits between an MOD base to the north, Lyneham Farm to the south, and residential properties off Calne Road to the west. Together, these features provide a degree of visual containment, particularly to the north and west. To the east, the land transitions into the wider agricultural landscape that forms the rural setting of Lyneham, characterised by fields, hedgerow boundaries and scattered farmsteads.

Site boundaries consist of a combination of hedgerows, post-and-rail fencing, occasional hedgerow trees and open edges. The northern boundary is defined by a 2.4m high security fence topped with barbed wire, demarcating the edge of the MOD base. Internally, the two fields are divided by a post-and-wire fence. Vegetation cover is generally limited but increased along nearby watercourse corridors to the east.

Topography across the site is broadly flat, with a gentle fall from west to east. This gently undulating site allows open views eastwards across the rural landscape, including potential glimpses towards the North Wessex Downs in the distance.

The site benefits from proximity to an established Public Right of Way (PRoW) network, with Bridleway Lyne 27 situated approximately

50m south of the boundary and Footpath Lyne 10 approximately 300m east.

Overall, the site occupies a logical and well-contained location for a sensitively designed village-edge development. Its relationship with the built form, the presence of adjoining land uses, the limited landscape designations, and its accessible position relative to the village and wider road network all indicate that the site is capable of accommodating residential development, provided this is guided by a landscape-led approach that integrates green infrastructure, respects key views, and reinforces a strong and positive settlement edge.

2.2. Wider Context and Character

Lyneham has developed as a compact rural settlement with a clearly identifiable village centre supported by a range of local services, including a school, nursery, shops and community facilities. Its historic core presents a traditional character, while later growth has introduced more modern housing areas around the village's perimeter. Development patterns typically combine short clusters of residential streets with stretches of linear frontage, reflecting the influence of its agricultural origins and later expansion associated with the MOD base.

The edges of Lyneham display a varied character. In some places, mature vegetation and field boundaries create a soft transition to the countryside; in others, the settlement meets open farmland more directly, resulting in a more exposed interface with the rural landscape. This creates a distinctive settlement -edge condition where built form sits adjacent to open fields.

The application site forms part of this edge environment, positioned between residential properties to the west, MOD Base to the north, and open countryside to the east and south. Therefore, a sympathetic approach will need to be taken to ensure that the development adds to Lyneham in a positive manner, with the site having a transitional quality between the urban areas and the wider countryside.

Architecturally, Lyneham displays a varied mix of traditional and modern housing, with most dwellings being two-storey and finished in brick or render with pitched roofs. This varied built character provides a flexible context within which a new development can integrate successfully, provided it responds positively to the established vernacular and complements the scale and massing of existing homes. (Images showing examples from within Lyneham can be found overleaf.)

Overall the wider context presents Lyneham as a well-defined and coherent settlement where the application site occupies a natural position for considered growth. Its transitional qualities and proximity to existing development create a strong basis for a landscape-led scheme that reinforces the village edge and enhances the relationship between Lyneham and the surrounding countryside.

A Local Facilities and Amenities Plan can be found overleaf, illustrating the location and distribution of shops, community buildings, open spaces, public transport and other key facilities serving the village. This plan demonstrates that Lyneham benefits from a strong and easily accessible local service base, with the site positioned within a reasonable proximity to key day-to-day facilities required to support a sustainable residential neighbourhood.



Photo: Houses on Webbs Court, Lyneham



Photo: Houses on Lancaster Square, Lyneham



Photo: Houses on Slessor Road, Lyneham



2.3. Environmental and Technical Context

Landscape and Visual Impact

Local Landscape Character

Wiltshire Council's county-wide Wiltshire Landscape Character Assessment, 2025 places the site within Landscape Character Area (LCA) 8A; Swindon – Lyneham Limestone Ridge, which is described within the published assessment as “belt of Coral Rag Formation limestone hills emerging from the lower clay vales. The land form of the area undulates, rising sharply along the western boundary to form a steep scarp slope in places. To the east the transition to the lower clay areas is more gradual. Land cover is predominantly pastoral farmland although there are pockets of arable and horse pasture. The fields are fairly large and divided by a network of hedgerows with numerous hedgerow trees and intermittent woodland clumps, although the hedgerows have become flailed and more open in places.”

LCT 8A's key characteristics are summarised as:

- Some areas of peaceful rural landscape.
- Wide views over surrounding vales and lowland areas.
- Predominantly pastoral with some areas of permanent pasture of high ecological value.
- Strong hedgerow network with frequent hedgerow trees.
- Scattered woodlands, some of it ancient.
- Village centres with vernacular buildings of local stone.

The management objectives for LCA 8A: Swindon – Lyneham Limestone Ridge include repairing and extending the existing hedgerow network, safeguard existing trees and planting new woodland belts, discourage visually intrusive development along the ridgeline and seek to limit the visual and acoustic intrusion of main roads.

The LVA concludes that due to the relatively small scale of the proposed development, as well as its settlement edge landscape, there are unlikely to be any notable effects on the character of LCA 8A: Swindon – Lyneham Limestone Ridge as a result of the proposals.

Visual Context

The site is mainly visible from its immediate setting, both from the edge of Lyneham and within the adjacent landscape along public rights of way. The most sensitive views are from nearby residential properties along Melsome Road to the west, scattered rural properties to the south and east and along bridleway Lyne 27 and footpath Lyne 10, all of which lie within 500m of the site.

Within the wider settlement of Lyneham to the north, views of the site quickly become screened by the combination of intervening built form and vegetation, leaving only a handful of properties on the southern settlement edge with clear views of the site. To the south, views are generally well contained from the A3102 and properties within Goatacre due to the intervening vegetation.

Within the surrounding countryside to the east, views of the site are intermittent and often screened by the network of tall field boundary hedgerows and linear vegetation within the valley. Buildings within the adjoining MOD site are often visible and would provide a built context to the proposed development, which will sit alongside these prominent features.

The LVA acknowledges that views of the proposed development would be unavoidable from locations within closest proximity to the site. There are however good opportunities to mitigate views, particularly from the nearby public rights of way and residential properties. New vegetation located along the site boundaries and within the public open spaces would provide a degree of filtering to views, which over time, would provide a degree of softening to the proposed development. Near distance views would be permanently altered to a degree, however given the presence of existing built form within Lyneham and the MOD site, these changes are considered to be in keeping with the overall characteristics of the views.

There are likely to be glimpses of the proposed development from more distant locations to the east and south east within the adjoining countryside. The LVA concludes that while the proposals may be visible, given the distance and intervening vegetation, views are likely to be limited to glimpses, seen in the context of the settlement edge.

Green Infrastructure Strategy

Landscape Constraints & Opportunities

Constraints:

- Potential loss of existing vegetation including trees, hedgerows and agricultural grasslands.
- Potential visibility of the proposed development from nearby residential, recreational and motorist receptors.
- Loss of views across the countryside to the east.
- Potential change in character to the southern edge of Lyneham, extending the settlement further south.
- Development should relate to the established settlement pattern of Lyneham.
- Where possible, the proposed development should work with the existing landform.

Opportunities:

- Provide robust landscape buffers where the site interfaces nearby public rights of way and properties.
- Set the proposed development back from the site boundaries to create room for existing and new landscape features.
- Create new areas of trees, hedgerows and grassland to mitigate for any habitat loss and to help screen views of the proposed development.
- Maximise the potential for habitat creation and connectivity through new multi-functional green corridors.
- Create new and diverse areas of public open space that combine recreation, amenity space and biodiversity benefits.
- Create a new green gateway into the southern edge of Lyneham.
- Frame views out across the wider countryside and towards the North Wessex Downs National Landscape from within the proposed development.
- Soften the perception of the MOD infrastructure from the approach to the village.
- Enhance pedestrian and cycle links to the existing networks and towards Lyneham.

Landscape Design Principles (refer to Landscape Framework Plan)

Enhanced Green Edges –

These will be located around the site boundaries to provide an on site network of green corridors. These edges will shape pockets of informal open space to provide an attractive landscape setting for future residents, whilst also helping to soften and integrate the propose development into the landscape and provide mitigation along the site boundaries.

Eastern Public Open Space –

A generous community focussed open space set along the site’s eastern boundary to provide an appropriate offset to nearby scattered properties, recreational routes and the wider countryside. The open space provides opportunity to accommodate informal play and recreation, SuDS attenuation, biodiversity enhancements and connectivity for people and wildlife.

Pocket Park –

A centrally located park at the heart of the proposed development. The pocket park will provide a focal point for the new community, creating a flexible space for community events and recreation. The park will accommodate formal play through provision of a Local Area for Play (LAP) with a minimum activity zone of 100m² in accordance with guidelines set out within the Fields in Trust standards.

Ecological Assessment Overview

An Ecological Impact Assessment (EclA) has been prepared by RSK Biocensus dated December 2025, and accompanies this application. The EclA has been undertaken to inform the outline proposals and assesses the existing ecological baseline, potential impacts of the development, and appropriate mitigation and enhancement measures in accordance with relevant legislation and planning policy.

The assessment is informed by a programme of ecological surveys undertaken during 2025, alongside desk-based data and Biodiversity Net Gain (BNG) baseline information. The findings of the EclA have directly informed the landscape-led approach and design strategy.

Ecological Baseline and Designated Sites

The site comprises predominantly modified grassland, bounded by hedgerows and roadside vegetation associated with the A3102. The EclA confirms that the site does not contain any statutory designated sites for nature conservation, and there are no Sites of Special Scientific Interest (SSSIs) within the site or within relevant impact risk zones.

A number of non-statutory Local Wildlife Sites are present within the wider surrounding area; however, these are sufficiently distant and separate from the site such that no adverse effects are anticipated as a result of the proposed development.

Habitats and Species

The dominant habitats within the site are of limited ecological value, consisting primarily of grazed modified grassland. Boundary hedgerows and associated trees represent the most valuable ecological features on and adjacent to the site, providing local connectivity and habitat for a range of species. These features have informed the design approach, with boundary buffers incorporated into the parameters plan to retain and enhance ecological value.

The EclA identifies the potential presence of a range of protected and notable species, including birds, bats, reptiles and amphibians. However, the assessment concludes that the habitats and species present are of no more than local importance, reflecting the limited ecological value of the site itself and the availability of higher-quality habitats within the surrounding landscape. Survey results indicate that species activity is largely associated with boundary features rather than the interior of the site.

Mitigation, Enhancement and Biodiversity Net Gain

Ecological considerations have been embedded within the proposals from an early stage. The parameters plan incorporates generous landscape buffers around the site boundaries, providing opportunities for habitat retention, enhancement and the creation of new ecological features. These areas allow for the integration of structural planting, species-rich grassland, sustainable drainage features and habitat connectivity.

The EclA and accompanying BNG work confirm that the development is capable of delivering a minimum of 10% Biodiversity Net Gain, in line with the Environment Act 2021. BNG measures are intended to be multifunctional, delivering ecological enhancement alongside landscape character, drainage and amenity benefits.

Subject to the implementation of appropriate mitigation measures, including ecological management during construction and long-term habitat management, the EclA concludes that the proposed development would result in no significant residual ecological effects.

Ecology Summary

The Ecological Impact Assessment demonstrates that the site is capable of accommodating residential development without unacceptable ecological impacts. The outline, parameters-led approach provides a robust framework for protecting and enhancing ecological features, while creating opportunities to deliver Biodiversity Net Gain and long-term environmental enhancement as the scheme progresses to Reserved Matters stage.



2.4. Planning Policy Context

Planning decisions are required to be taken in accordance with the Development Plan unless material considerations indicate otherwise. For Lyneham, the statutory policy framework comprises national planning policy, the adopted Wiltshire Core Strategy, relevant supplementary guidance, and the made Lyneham & Bradenstoke Neighbourhood Development Plan. The emerging Wiltshire Local Plan is also a material consideration at an early stage of preparation.

National Planning Policy Framework (NPPF - December 2024, as amended February 2025)

The National Planning Policy Framework sets out the Government’s planning policies for England. It establishes a clear presumption in favour of sustainable development and promotes growth in locations that are well related to existing settlements, supported by local services, and accessible by a range of transport modes. The NPPF places strong emphasis on delivering sufficient homes, securing high-quality design, protecting the natural environment, and promoting healthy, safe and inclusive places.

The NPPF’s design objectives, set out through the National Design Guide and supported by Planning Practice Guidance, require development to be well integrated with its surroundings, respond to local context, and make effective use of land. The proposals for the site have been shaped with these principles in mind.

The NPPF’s key themes directly relevant to this proposal include:

- **Delivering a sufficient supply of homes (Section 5)** – Supporting a mix of housing types and tenures in sustainable locations.
- **Promoting sustainable transport (Section 9)** – developments are to be accessible by walking, cycling, and public transport
- **Making effective use of land (Section 11)** - encouraging the redevelopment of under-utilised or well-located sites.

Adopted Local Plan - Wiltshire Core Strategy (2015)

The Wiltshire Core Strategy (WCS) was adopted in 2015 and forms the principle planning document guiding development across the county up to 2026. It sets out the spatial strategy, settlement hierarchy, and policies that collectively shape the pattern, scale and quality of growth. As the development plan for the area, the Core Strategy carries full statutory weight and provides the key policy framework within which this proposal must be assessed.

A central objective of the WCS is to direct new housing to the most sustainable locations, ensuring that growth supports the vitality of settlements, makes efficient use of land, and responds positively to local character and landscape context. The application site lies adjacent to the built form of Lyneham, which is defined as a Large Village in the settlement hierarchy. Such locations are recognised as suitable for accommodating housing growth where proposals are well-related to the existing settlement, provide safe access, and contribute positively to local needs.

A number of Core Strategy policies are directly relevant to the development site:

Core Policy 1 - Settlement Strategy

Supports development at Large Villages where it closely relates to the existing settlement, helps sustain local facilities, and respects the wider landscape setting.

Core Policy 2 - Delivery Strategy

Promotes a plan-led approach to growth, allowing development at settlement edges where it represents a logical extension and can be sensitively integrated with surrounding land uses.

Core Policy 43 - Providing Affordable Homes

Requires qualifying sites in Large Villages to deliver 40% affordable housing. The proposals will provide a policy-compliant contribution to meeting identified local needs.

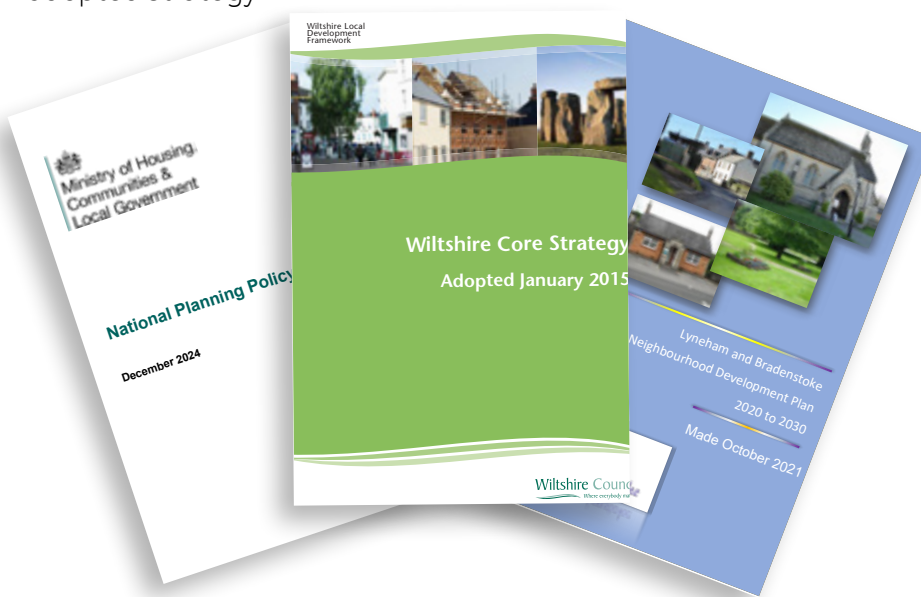
Core Policy 51 - Landscape

Seeks the conservation and enhancement of landscape character. The illustrative masterplan responds directly to this through a landscape-led approach, informed by technical landscape assessment and structured around green buffers, open space, and retained field boundaries.

Core Policy 57 - Ensuring High Quality Design and Place Shaping

Sets out key design principles relating to context, character, scale, materials, and place-making. These principles underpin the site’s design strategy.

Collectively, these policies provide a framework that supports well-designed, sustainable, and landscape-sensitive housing where it relates well to the built form and delivers meaningful community benefits. The application site aligns with these objectives and represents a suitable location for growth within the context of the adopted strategy.



Emerging Wiltshire Local Plan (2020-2038)

Wiltshire Council is preparing a new Local Plan that will replace the adopted Core Strategy and guide growth across the county to 2038. Although not yet adopted and therefore carrying limited material weight, it represents the Council’s developing spatial strategy and has been considered in shaping the proposals.

The emerging plan continues to focus development in sustainable settlements and places greater emphasis on:

A landscape-led approach

Requiring development to respond positively to settlement edges, landscape character and key views. The proposed masterplan incorporates generous buffers, retained hedgerow and structured green infrastructure consistent with this direction.

High-quality design and place-making

Reinforcing the principles of the National Design Guide and the Wiltshire Design Guide, including context-sensitive layouts, greener streets and integrated open space.

Green and Blue infrastructure

Expecting developments to deliver multifunctional green networks, support biodiversity, and incorporate sustainable drainage systems that contribute to landscape character – all of which form key components of the site’s emerging design framework.

While the emerging plan remains subject to examination and change, the proposals have been shaped to be fully aligned with its overarching objectives. This ensures that the development will not only accord with the current policy framework but will also be resilient and forward-looking as new policy comes into effect.

Lyneham & Bradenstoke Neighbourhood Development Plan

The Lyneham & Bradenstoke Neighbourhood Development Plan (NDP), made in 2021, forms part of the statutory Development Plan and sets out locally specific policies reflecting community priorities for design, landscape, and sustainable movement within the parish. While the NDP does not allocate land for major housing growth, it provides clear principles that are directly relevant to development on the settlement edge.

A key theme of the NDP is maintaining the rural setting of Lyneham and ensuring that new development integrates sensitively with the surrounding landscape. The plan encourages the use of high-quality materials, appropriate building scale, and layouts that complement the character of existing homes. The proposals adopt these principles through retention and strengthening of hedgerows, and a parameters plan, and illustrative masterplan structured around green buffers and outward-facing edges.

The NDP also places strong emphasis on improving walking and cycling connections, safeguarding existing rights of way, and enhancing access to key village services. The site is well placed to support these objectives, with opportunities to connect to nearby PRoW and connections to existing local facilities.

In addition, the NDP seeks to protect local identity and promote development that supports the vitality of Lyneham’s services. The site’s proximity to shops, schools and community facilities aligns with this aim, helping to reinforce the role of Lyneham as a sustainable and well-served rural settlement.

Overall, the proposals respond positively to the principles of the NDP by supporting high-quality design, strengthening the settlement edge, and enhancing connectivity and local distinctiveness.

Supplementary Planning Guidance

Key supplementary and county-wide documents are relevant to the scheme, including:

- **Wiltshire Design Guide SPD (2024)** – emphasising context-led, landscape-led and sustainable design
- **Wiltshire Open Space Standards (2023, adopted 2023)** – setting quantity and accessibility requirements for play, recreation and natural green space

Summary

Taken together, national, local, neighbourhood and emerging policies set a clear expectation that new development should be well designed, sustainable and appropriately located in relation to existing settlements. The various strands of policy consistently promote growth that is landscape-led, integrates strong green and blue infrastructure, supports active travel, and delivers high-quality places that reinforce the identity of local communities.

The application site sits directly alongside the existing settlement edge and is well positioned in terms of access to local facilities, public transport and the wider movement network. Its contained form, transitional character and relationship to existing development make it a natural location for growth in accordance with the Development Plan. The proposals have been shaped with regard to all relevant policy layers, ensuring alignment with the adopted strategy while also anticipating the evolving direction of emerging policy.

Overall, the policy framework provides strong support for a high-quality, landscape-led residential neighbourhood at this location, capable of delivering meaningful benefits to Lyneham.

2.5. Constraints

A detailed assessment of the site and its wider context has identified a series of constraints and opportunities that have informed the emerging development framework. These considerations ensure the proposals respond positively to landscape character, settlement structure, existing vegetation, and movement networks, while maximising potential for a coherent, well-designed residential neighbourhood.

Constraints

- Settlement Edge Sensitivity**
The eastern and southern edges of the site transition directly into open countryside. These boundaries require a sensitive approach to built form, including appropriate setbacks, landscape buffers, and softened edges to respect the wider landscape views and maintain the rural setting of Lyneham.
- Existing Vegetation**
Existing boundary trees and their associated Root Protection Areas (RPAs) form a constraint along the edges of the site. While they do not affect the internal street structure, they influence how development interfaces with the boundaries, requiring appropriate setbacks, careful positioning of plots, and the protection of root zones. These features add maturity, ecological value and visual structure to the perimeter of the site, and will be retained and reinforced within the emerging masterplan/parameters plan.
- Adjacent Non-Residential Uses**
The northern edge adjoins the MOD base, defined by large-scale buildings and secure fencing. This interface requires thoughtful treatment to ensure an appropriate residential environment, including boundary planting and screening where necessary.

- Topography and Drainage**
The site falls gently from west to east, creating the need for well-considered surface water management. Space is required for attenuation basins and swales, which must be sensitively integrated into the landscape setting.

Opportunities

- Landscape-Led Structure**
The existing boundary trees and proposed new planting provide the basis for a strong landscape framework. Enhancing these edges through new planting will create a well-defined and attractive settlement boundary while increasing biodiversity and visual interest.
- Clear & Connected Movement Network**
The site offers opportunities to establish a legible hierarchy of primary, secondary and tertiary streets, supported by recreational pedestrian routes and net footway/cycle connections. This creates a well-connected neighbourhood that encourages walking and cycling.
- Integrated Green Infrastructure and SuDS**
The gentle eastward fall presents an excellent opportunity for a coordinated sustainable drainage strategy. Attenuation basins, swales and green corridors can be designed as multifunctional features that contribute to placemaking, habitat creation and amenity space.
- Central Open Space**
There is opportunity for a central open space including a Local Area for Play (LAP), which would provide a focal point for the neighbourhood. This also creates opportunities for recreation, community interaction and a generous landscape setting for surrounding homes.

- Connections to Wider Networks**
The proximity of Public Rights of Way to the south and east creates opportunities for improved access to the countryside. New linkages along Calne Road and enhanced recreational routes through the site can support active travel and integrate the scheme into its wider setting.

- Enhancing the Village Approach**
Along Calne Road, the site offers the opportunity to create an attractive, setback new frontage. Street trees, open space and enhanced planting can improve the arrival experience into Lyneham and strengthen the character of this important settlement edge.

- Flexible Development Parcels**
The structure of the development parcels provides flexibility for a varied housing mix and allows for outward-facing edges, perimeter blocks and a street pattern that relates well to both the village and the landscape.

The constraints and opportunities identified form the basis of a landscape-led masterplan that works with the site’s existing features, responds to its rural-edge location and supports a coherent street structure. By respecting boundary conditions, integrating green infrastructure and creating strong movement connections, the development can deliver a distinctive and well-designed extension to Lyneham.

Overleaf is a Constraint and Opportunities Plan that illustrates these identified constraints and opportunities. The plan shows an indicative movement strategy through the site, along with landscape buffers to the edges. This has informed the production of the emerging parameters plan, and illustrative masterplan, submitted with the Outline Application.



03.

Involvement



3.1. Approach to Engagement

Ashflame Properties Limited has undertaken a programme of early and meaningful community engagement to inform the preparation of the outline planning application for the site. Engagement has been carried out in advance of submission in order to provide local stakeholders and residents with the opportunity to understand the emerging proposals and to provide feedback that could inform the design process.

A separate Statement of Community Engagement (December 2025) has been prepared and submitted alongside the planning application. This document sets out the consultation process in detail, summarises the feedback received, and explains how the issues raised have been considered in the evolution of the proposals.

3.2. Consultation Activities

Engagement has included both targeted stakeholder consultation and wider public engagement. A meeting was held with Lyneham Parish Council in December 2025, providing an opportunity to discuss the emerging proposals, the principle of development, access considerations, infrastructure and environmental concerns.

In parallel, a public consultation exercise was undertaken to ensure local residents were able to view the proposals and provide feedback. This included the distribution of a consultation leaflet, feedback form and freepost envelope to 656 local addresses, as well as the provision of an outline consultation website where information could be viewed and comments submitted. The consultation materials were also shared with the local ward councillor and Bradenstoke Parish Council.

In total 36 responses were received through a combination of online and postal submissions, demonstrating active engagement from the local community.

3.3. Summary of Key Issues Raised

The consultation generated feedback on a range of topics, reflecting the community's interest in how future growth in Lyneham is planned and delivered. Key themes raised included:

- the scale and pace of recent development in the village and its relationship with planning policy;
- traffic, access and road safety on the A3102 and surrounding roads;
- pedestrian and cycle connectivity and public transport provision;
- pressure on local infrastructure such as schools, healthcare and utilities;
- housing mix, including the provision of affordable and accessible homes;
- landscape, biodiversity and wildlife impacts, including Biodiversity Net Gain; and
- surface water drainage and flood risk

The Parish Council also highlighted the importance of renewable energy measures, parking provision, and maintaining village character, while acknowledging the inclusion of public open space and biodiversity enhancements as positive aspects of the emerging proposals.

3.4. Response to Feedback

All feedback received has been carefully reviewed and has informed the continued development of the proposals. The outline scheme has been shaped by a landscape-led approach, with generous boundary buffers, opportunities for green infrastructure, sustainable drainage and biodiversity enhancement, and a parameters-led framework that allows flexibility for detailed design at Reserved Matters stage.

Concerns relating to access and highway safety have been addressed through detailed access design work and the submission of a Transport Assessment, while pedestrian and cycle connectivity has been strengthened through proposals for an upgraded shared route along Calne Road. Issues relating to housing mix, infrastructure capacity, drainage and ecology are addressed through the accompanying technical assessments and will continue to be considered as the scheme progresses.

A detailed schedule of responses to the main issues raised, together with cross-references to the relevant application documents, is provided within the Statement of Community Engagement which accompanies this application.

3.5. Ongoing Engagement

Ashflame Properties Limited remains committed to ongoing engagement with Wiltshire Council, Lyneham Parish Council and the local community as the application is considered and, if permission is granted, as the scheme progresses to Reserved Matters. Continued dialogue will help ensure that future detailed proposals respond positively to local context, technical requirements and community aspirations.

Source: Google Earth, © Google 2025, Image © 2025 Airbus

04.

Development Principles & Concept



View across the site from Calne Road (A3102)
Looking from west to east - RAF Lyneham Hangars beyond

Source: Google, Image: © Google 2025

4.1. Design Vision & Objectives

The vision for the site is to create a high-quality, landscape-led residential environment that forms a natural and logical extension to Lyneham. The proposals aim to establish the principles and parameters that will guide future design, while allowing flexibility for the detailed masterplan to evolve through subsequent Reserved Matters applications.

At this outline stage, the key objectives are to:

- establish a robust parameters framework that defines the development zone, access, building heights and landscape buffers;
- ensure the scheme responds positively to its rural context, particularly along the more sensitive eastern and southern edges;
- set out a clear landscape-led approach, with green infrastructure forming the primary organising structure for any future layout;
- create the conditions for a legible and walkable neighbourhood, with opportunities for safe and attractive pedestrian and cycle connections;
- provide a flexible structure capable of accommodating a balanced mix of homes that respond to local needs;
- ensure that detailed design can evolve through Reserved Matters without being constrained by overly prescriptive outline information.

These objectives collectively form the basis upon which the parameters plan and illustrative masterplan have been prepared.

4.2. Masterplanning Approach

The masterplanning approach has been shaped by the site's constraints and opportunities, technical studies, and a clear understanding of Lyneham's settlement character. The design prioritises a landscape-first approach, ensuring that future development will be appropriately integrated within the wider countryside and the existing village.

Because this is an outline application, the emphasis is on establishing the principles rather than the precise arrangement of buildings or streets. The Parameters Plan that accompanies this application therefore defines the key fixed elements needed at this stage:

- the extent of developable area;
- strategic landscape buffers to all site boundaries;
- building heights;
- the primary vehicular access from Calne Road

Beyond these, the layout remains flexible and will be developed in detail at Reserved Matters stage.

With that being said, an Illustrative Masterplan is provided to demonstrate one possible way the site could be designed within these parameters. It is not intended for direct layout approval and should be interpreted as indicative only. The final layout, street hierarchy, open space distribution and architectural treatment will all come forward in a future application.

4.3. Design Evolution

A series of concept iterations (shown overleaf) were undertaken at an early stage to test how different spatial arrangements might respond to the site's opportunities and constraints. This process explored how the development zone could be shaped by landscape, how movement could be organised, and how sensitive edges could be treated to achieve a positive interface with the countryside and neighbouring land uses. The purpose of these studies was not to fix the layout, but to understand the implications of various approaches and to establish the principles that should guide a future masterplan.

Testing alternative approaches allowed the design team to evaluate how green infrastructure, SuDS, key views, access and block structure could influence the form and character of the development. These iterations revealed clear advantages in pulling built form away from boundaries, creating stronger landscape buffers, and organising streets around a more coherent internal framework. They also helped identify where movement routes could be introduced or minimised to support the overall landscape-led strategy.

Importantly, the evolution process provided a practical understanding of how the site's capacity, spatial structure and green infrastructure might work together. By exploring layout possibilities at a conceptual level, it became clear which elements should be fixed at outline stage (such as the development zone, access and boundary buffers) and which should remain flexible for Reserved Matters. This approach ensures the Parameters Plan is underpinned by a robust understanding of how the site could evolve, while still allowing the detailed design to respond to place-making ambitions, technical advice and community feedback.

Concept 1 - Initial Development Envelope

The initial sketch explored a simple approach where development extended to boundaries, with landscape buffers primarily to the south and west. While this demonstrated the site's overall capacity, it highlighted the need for a more sensitive response to boundary conditions and movement connections.

Concept 2 - Pulling Development Away from Edges

A second iteration introduced wider landscape buffers to all boundaries and explored opportunities for outward-facing homes and a perimeter recreational route. This resulted in a more sympathetic settlement edge, consistent with LVA recommendations.

Concept 3 - Integrated GI and SuDS Opportunities

A third iteration explored how green infrastructure and drainage could be integrated into the structure of the site, including opportunities for natural SuDS features and the potential for focal landscape spaces. These elements remain indicative at this stage but demonstrate how a landscape-led scheme could evolve within the parameters.

Transition from Concepts to a Blocking Plan

Building on the insights gained from these early iterations, a Block Plan was prepared to test the emerging structure in more detail. This explored:

- the potential arrangement for development parcels;
- indicative street alignments;
- relationships between built form and boundary buffers;
- options for integrating open space and SuDS
- the scale, massing and distribution within the site.

The Blocking Plan did not fix the final layout but served as a crucial intermediary step, translating conceptual ideas into a more coherent spatial structure. It demonstrated how a landscape-led framework could practically shape the development zone and informed how flexibility should be built into the outline parameters. This stage also tested how green infrastructure and areas of public open space could be designed to be multifunctional, supporting biodiversity enhancement alongside amenity and movement, and contributing to the delivery of at least 10% Biodiversity Net Gain.

Informing the Illustrative Masterplan and Parameters Plan

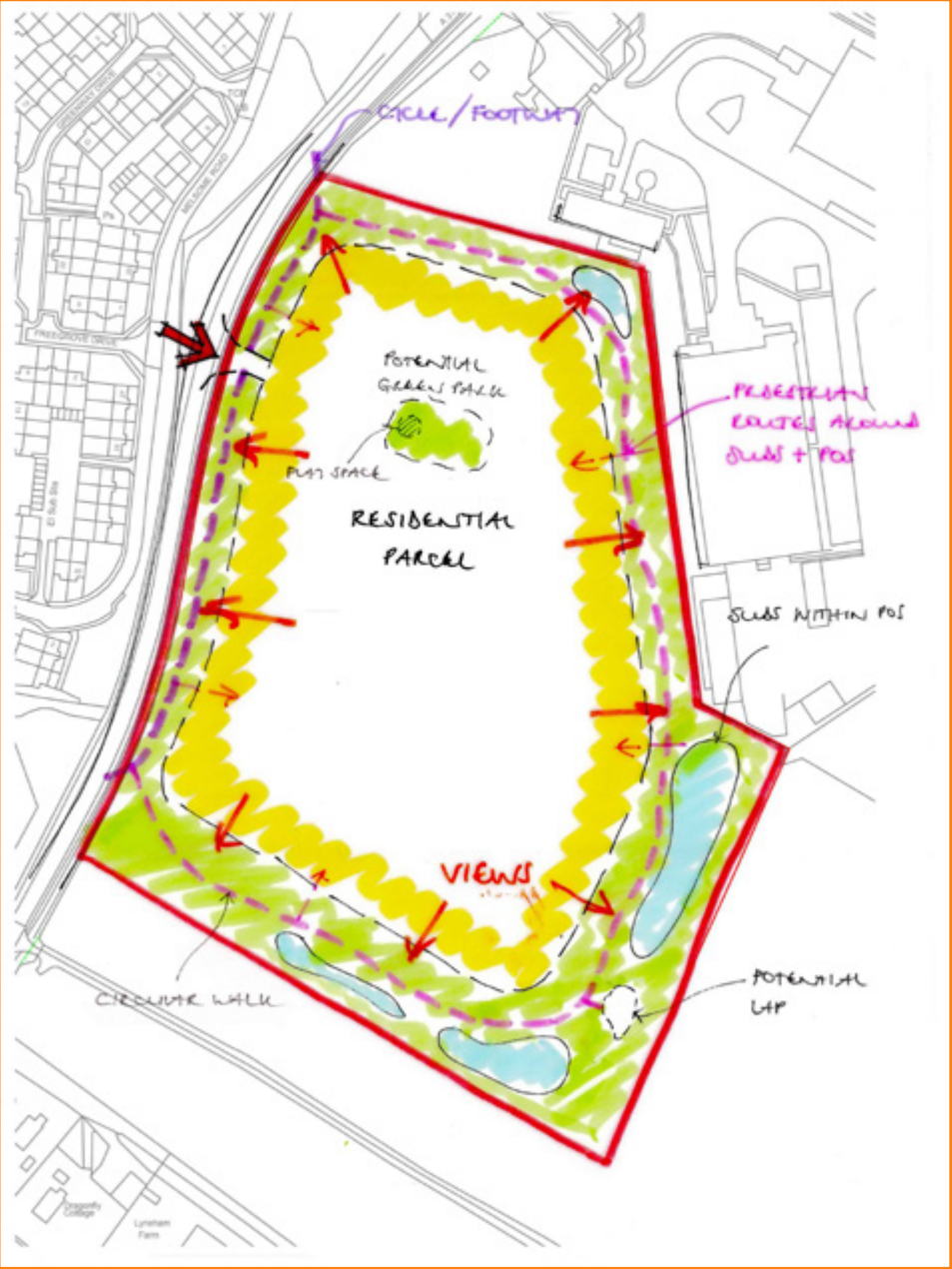
The outputs of the Blocking Plan directly guided the preparation of both the Illustrative Masterplan and the Parameters Plan: The Illustrative Masterplan represents one possible way the principles explored in the Blocking Plan could be realised. The Parameters Plan draws from the same design evolution but intentionally reduces information down to only the key fixed elements required at outline stage - namely the development zone, landscape buffers, maximum heights and access. Together, these drawings represent the culmination of the design evolution process: a fluid, landscape-led journey that informs but does not constrain future detailed design seen at Reserved Matters stage. The resulting Illustrative Masterplan can be found overleaf.



Concept 1
Initial Development Envelope



Concept 2
Pulling Development Away from Boundaries



Concept 3
Integrating Green Infrastructure





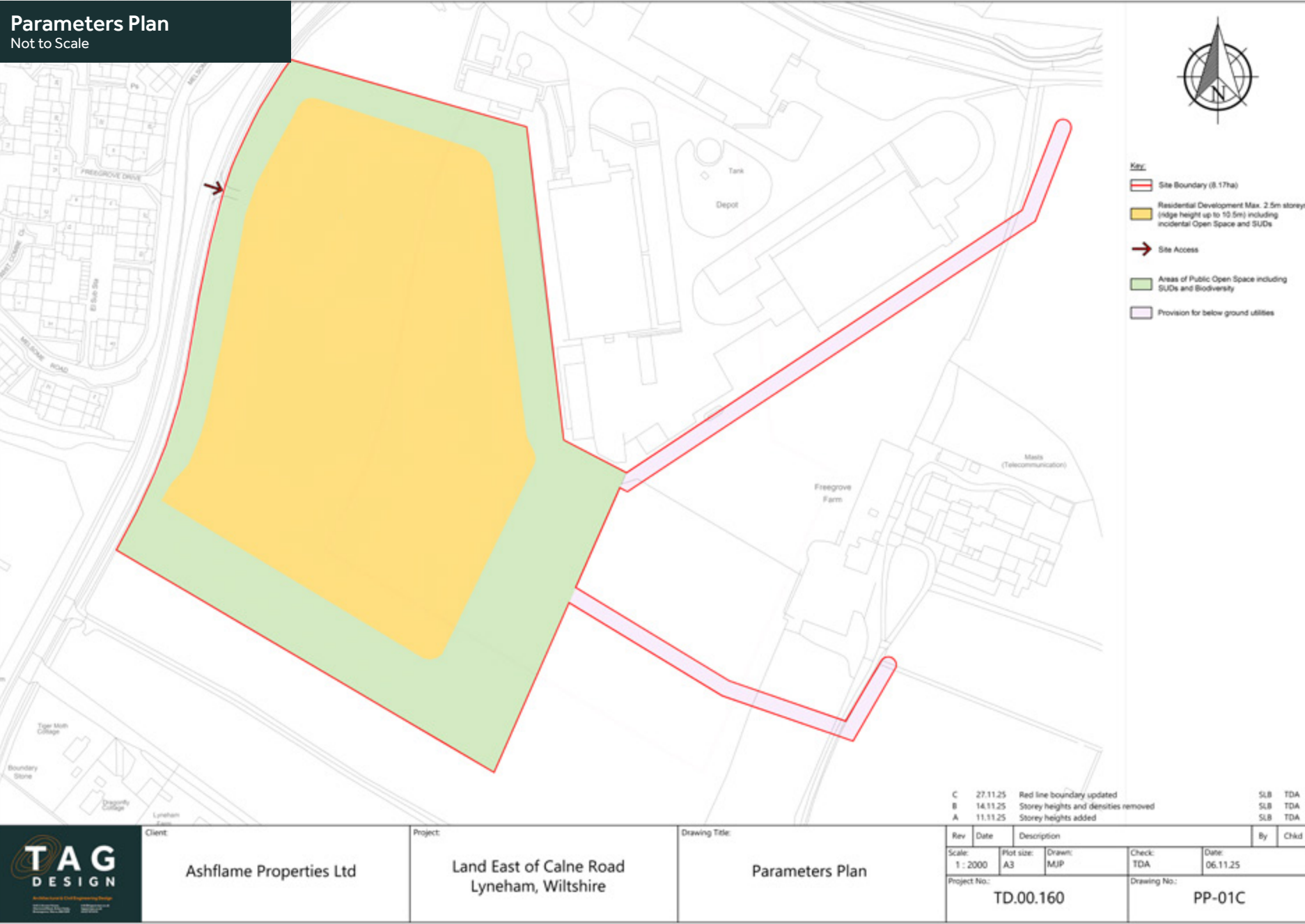
4.4. Development Parameters

The Parameters Plan sets out the essential fixed elements needed to assess the proposals at outline stage, while deliberately allowing a level of flexibility within the development areas for the detailed design phase. This approach ensures that the development is grounded in a clear and robust framework, but without constraining the quality, layout or character of future proposals at Reserved Matters.

The parameters establish:

- A centrally positioned Development Zone**
This defines the broad area in which residential development may come forward. It does not determine the number or arrangement of streets, parcels or plots, ensuring that future design can respond creatively to technical inputs and good placemaking principles. The development zone simply provides a safeguard that built form will be appropriately set back from all boundaries and contained within a logical, landscape-led envelope.
- Continuous landscape buffers to all boundaries**
These buffers reserve space for structural planting, ecological enhancements, footpaths and integration of SuDS where appropriate. By not prescribing exact widths or planting specifications at this stage, the outline parameters allow the landscape strategy to be refined through detailed design, ensuring that boundary treatments can evolve in response to landscape, ecology and character requirements through Reserved Matters, while supporting the delivery of at least 10% Biodiversity Net Gain.

- Maximum building heights**
Height parameters control the overall scale and massing, ensuring development remains sympathetic to its context and visually appropriate within the surrounding landscape. These heights set an upper threshold while still enabling a range of roof forms, typologies and architectural styles to be explored in later stages. The parameters plan limits development to a maximum of 2.5 storey, with a ridge height of 10.5m.
- A fixed primary vehicular access from Calne Road**
The primary vehicular access from Calne Road is fixed and will be approved as part of this application. This secures the detailed access arrangement and confirms that the junction design is acceptable. All internal streets, however, remain indicative, allowing the internal movement network to be fully developed and refined as part of the Reserved Matters process.



4.5. Landscape-Led Structure

The outline application establishes a landscape-led framework that encourages green infrastructure to define the form and character of any future masterplan. Detailed design will follow, but key expectations include:

- Strengthened boundary planting to create a positive settlement edge
- Opportunities for internal green corridors, which could support movement, ecology and placemaking
- Space for SuDS features, potentially within the landscape buffers or development zone, subject to detailed design.
- Potential for distributed or focal green spaces, providing amenity and contributing to neighbourhood identity.

This flexible approach allows landscape to guide the emerging structure without fixing the precise location of open spaces at outline stage.



Open space and SuDS provisions remain flexible at this stage.

4.6. Character & Built Form Principles

At this stage, character principles provide guidance to ensure future development fits comfortably within the village context. Any forthcoming masterplan is expected to:

- incorporate up to 2.5 storey homes, respecting local scale;
- adopt simple, pitched-roof forms that reflect local vernacular;
- use a locally appropriate material palette;
- create active and outward-facing frontages along landscape edges;
- reinforce a clear differentiation between public and private interfaces

These principles will be interpreted in detail at Reserved Matters stage. (Small selection of varied, eclectic mix of village architecture below.)



4.7. Land Use & Open Space Strategy

The parameters plan allows for these elements to be integrated in multiple ways as detailed design progresses. It is anticipated that:

- public open spaces may be provided within or adjacent to the development zone;
- SuDS features could be arranged within boundary buffers or green spaces;
- play provision could be located in several suitable locations, to be refined through detailed design;
- incidental greens and landscape pockets may emerge naturally as the layout evolves.

This flexibility ensures that open space is optimally configured to respond to technical requirements and community needs.



4.8. Design Summary

The design process for Land East of Calne Road has been driven by a clear commitment to achieving a high-quality, landscape-led neighbourhood that sits comfortably within the settlement edge of Lyneham. As an outline application, the emphasis has been on establishing a robust set of development principles and parameters that provide certainty where required, while ensuring that detailed design can evolve with creativity and responsiveness at the Reserved Matters Stage.

The initial iterative concept work, supported by technical assessments and a thorough understanding of local character, has shaped a development framework that respects the site's context, enhances its landscape setting, and provides the basis for a distinctive, well-connected residential community.

A Landscape-Led Foundation

Landscape has been a defining influence throughout the evolution of the proposals. The site's location on the edge of Lyneham means that its relationship with surrounding countryside is fundamental to achieving a sensitive and successful development. The parameters plan therefore incorporates a generous band of green space around the entire site, providing space for structural planting, ecological enhancements, drainage features and walking/cycling routes. These buffer areas ensure that future development can sit comfortably within the landscape, offering a softened and positive transition to the wider rural setting. They also provide the opportunity for green infrastructure to be designed as multifunctional space, supporting ecological enhancement and the delivery of at least 10% Biodiversity Net Gain alongside amenity and movement functions.

This landscape-led structure creates the framework within which a future detailed site layout will be developed. It establishes the right conditions for high-quality placemaking without pre-determining the detailed form or character of those spaces.

A Flexible Spatial Structure

At the heart of the outline submission is a centrally located development zone. This identifies the broad area where residential development may come forward, while intentionally avoiding any prescription on parcels, street alignments or open space configuration. This flexibility ensures the detailed layout is not constrained by early assumptions and can respond creatively to site conditions, technical information, housing needs and best practice.

In practice, the Reserved Matters stage will be able to explore different ways of arranging homes, streets and green spaces without being "locked-in" to fixed parcels or predetermined block structures. This avoids a rigid or "shoe-horned" arrangement and allows the future layout to deliver a well-considered neighbourhood.

An Iterative Evolution Process

The design has evolved through a sequence of concept iterations testing how development could be integrated within the site. These early sketches explored relationships between the development zone, boundary buffers and potential movement routes. A more structured blocking plan followed, giving a clearer sense of how development might sit within the site, how massing could be arranged, and how green infrastructure might organise future streets and spaces.

The blocking plan was not a fixed solution, but that alongside the illustrative masterplan that followed demonstrated capacity. These drawings confirmed that up to 200 homes could be accommodated comfortably within the development zone while retaining substantial landscape buffers and allowing for future open space, SuDS and recreational links. This informed the outline dwellings number and confirmed the site's realistic, deliverable potential. These steps guided the parameters plan, and the illustrative masterplan is submitted alongside this application to show an approach.

Movement, Access & Integration

Only one element is fixed at outline stage, the new vehicular access from Calne Road, which is submitted for approval in full. This secures a safe and deliverable point of entry. Within the development zone, the internal street structure remains flexible. Any future layout is expected to provide a clear hierarchy and opportunities for walking and cycling, but the detailed form will be determined at Reserved Matters stage.

This approach allows movement to be integrated within the wider framework, while enabling the detailed design to adapt to opportunities at a later stage of the planning process. A more detailed section on Access & Movement can be found later in this document.

A Robust Yet Adaptable Framework

Together, the parameters plan, concept evolution, capacity testing and illustrative material establish a robust yet adaptable framework for the site's future development. They provide the certainty required at outline - clarity on access, maximum heights, landscape buffers and overall development extent - while retaining the flexibility needed for high-quality design to emerge within a future Reserved Matters application.

The focus throughout has been on enabling a development that is sensitive to its setting, rooted in landscape character, and capable of evolving into a distinctive, well-integrated neighbourhood. The parameters-led approach ensures the final layout will be shaped by detailed design, technical evidence, housing need and placemaking best practices.

05.

Access



A3102 Calne Road
Approx. entrance location

Source: Google, Image: © Google 2025

5.1. Access Strategy

Vehicular access to the development will be taken from the A3102 (Calne Road) via a new priority junction, which is submitted for approval in full with this application. The chosen access point is located within the existing 40mph speed limit, enabling a safe and compliant design without requiring complex highway works.

The junction has been designed in accordance with the national Design Manual for Roads and Bridges (DMRB) by i-Transport, and their detailed proposals accompany this application. The DMRB guidance defines the required visibility distances, turning geometry and capacity for junctions serving new development. Using these standards, visibility splays of 120m in both directions can be achieved from the proposed access, appropriate for a 40mph design speed.

To support this, the existing change from 50mph to 40mph along Calne Road will be relocated slightly further south so that the entire visibility envelope falls within the lower speed zone. This approach can be delivered without major works.

A 5.5m wide access carriageway is proposed and ensures that refuse vehicles, delivery vehicles and other larger vehicles can enter and exit the site safely. The junction geometry has been tested against national design guidance and is considered suitable for a residential development of up to 200 dwellings.

Overall the proposed access provides a safe, efficient and deliverable connection to the local highway network and forms a robust basis for the outline application.

5.2. Pedestrian and Cycle Connectivity

Active travel is a key part of the access strategy. The existing footway along the site frontage is narrow and does not meet modern standards. The proposals therefore include:

- A new 3m wide pedestrian/cycle route within the site boundary, effectively connecting directly to the new vehicular access.
- A safe and continuous link to the existing bus stops on Calne Road.
- A direct connection to the controlled crossing north of the site, enabling easy access to local facilities within Lyneham.
- Opportunities for future internal footpaths and cycle routes to link into this upgraded frontage route.

These improvements represent a significant enhancement to the local pedestrian and cycle network, supporting sustainable travel and improving safety for all users.

5.3. Parking Strategy

Parking provision will be guided by the Wiltshire Local Transport Plan Car Parking Strategy, which sets minimum standards for residential development:

- 1 Bedroom: 1 Space
- 2-3 Bedrooms: 2 spaces
- 4+ Bedrooms: 3 spaces

Cycle parking will be provided in accordance with local standards. Dwellings will also benefit from EV Charging Points. These standards will inform the detailed layout at Reserved Matters stage.

5.4. Internal Movement and Street Hierarchy

As this is an outline application, the internal street layout is not fixed at this stage. Instead, a clear set of principles has been established to guide the detailed masterplan. Any future layout is expected to follow a simple and legible hierarchy comprising:

- Primary streets with a 5.5m carriageway, lower speeds and footways generally on both sides.
- Secondary streets with 5m carriageway, footways on at least one side and appropriate service margins.
- Private drives designed as low-speed environments with a narrower carriageway and shared pedestrian space.

Future street alignments will avoid long, straight sections, and will incorporate subtle deflections and planting to reinforce a safe, low-speed character. These principles will be applied at Reserved Matters stage to ensure the internal layout is both adoptable and grounded in placemaking.

5.5. Access Summary

The proposed access from Calne Road delivers a safe and fully compliant junction with appropriate visibility, supported by improvements to local pedestrian and cycle connections. The new 3-metre shared path provides a meaningful enhancement to active-travel infrastructure and links directly to existing bus stops and the nearby controlled crossing.

Within the site, the internal street network will be developed at Reserved Matters stage, following clear principles for walkability, low-speed streets and appropriate parking provision in line with Wiltshire standards. Together, these measures provide a robust, deliverable and sustainable access solution for a development of up to 200 homes.

06.

Conclusion



6.1. Conclusion

The proposals for Land East of Calne Road, Lyneham have been developed through a thorough, design-led and landscape-focused process, guided by technical assessment, an understanding of local character, and the policy framework for sustainable growth in Wiltshire. The result is a well-considered outline strategy that establishes a flexible set of parameters capable of delivering a sensitive and high-quality extension to the settlement.

A Landscape Led and Contextual Approach

From the outset, landscape has played a defining role in shaping the proposals. The site's relationship with open countryside, its gently sloping landform, and the presence of existing boundary vegetation have informed a structure that allows development to be set back within a central development zone, surrounded by generous landscape buffers. These buffers will accommodate planting, ecological enhancements, footpaths and sustainable drainage features, ensuring a softened and positive settlement edge.

This approach provides a strong and defensible transition between Lyneham and the surrounding landscape while preserving opportunities for green infrastructure, biodiversity and active travel. By establishing the landscape framework upfront, the proposals ensure that any future detailed design will remain anchored in a clear understanding of the site's context.

Delivering a Well-Designed and Inclusive Neighbourhood

The outline application demonstrates that the site can deliver up to 200 new homes within a coherent and walkable structure, supported by clear design principles and a flexible parameters plan. Capacity testing shows that this level of development can be achieved comfortably within the development zone while maintaining generous landscape buffers, opportunities for SuDS, and space for future open space. This approach also allows the landscape framework to be designed to deliver a minimum of 10% Biodiversity

Net Gain, with green infrastructure performing ecological, drainage and amenity functions alongside residential development.

Future reserved matters applications will define the detailed layout, architectural language and character areas. However, the parameters ensure that the neighbourhood will be outward-looking, well-connected and enriched by green infrastructure. Streets will be designed as low-speed, safe and attractive environments, with opportunities for pedestrian and cycle links both within the site and to nearby bus stops and the controlled crossing on Calne Road.

Homes will be sensitively arranged, with active frontages to public spaces, and future detailed design will be able to respond creatively to local context, vernacular cues and placemaking ambitions.

A Safe and Sustainable Access Strategy

The development is supported by a robust access strategy, with a new junction from Calne Road designed and submitted for approval in full at outline stage. The access achieves the required visibility within the 40mph zone and integrates a new 3m pedestrian/cycle route, delivering a significant improvement to active travel provision along the site frontage.

Internally, the movement network will be developed in detail at Reserved Matters stage, guided by clear design principles for primary and secondary streets, walking and cycling connections, parking provision and low-speed residential environments. This ensures that the neighbourhood will be safe, inclusive and accessible from first occupation.

Alignment with Planning Policy

The proposals align with the National Planning Policy Framework, the Wiltshire Core Strategy and the emerging Local Plan, all of which support well-located, sustainable and design-led growth adjoining

existing settlements. The site is directly connected to Lyneham's services and facilities, is well served by public transport, and is capable of accommodating housing in a manner that is landscape-sensitive and technically robust. The proposals also reflect the ambitions of the Lyneham & Bradenstoke Neighbourhood Development Plan, offering opportunities for improved walking routes, enhanced green infrastructure and high-quality design.

A Positive and Enduring Addition to Lyneham

In summary, the development at Land East of Calne Road represents an opportunity to deliver a landscape-led, sensitively designed and sustainable neighbourhood that:

- integrates naturally with the settlement edge;
- provides a balanced mix of new homes;
- delivers safe and improved walking, cycling and transport connections;
- enhances landscape character, biodiversity and green infrastructure; and
- creates the conditions for high-quality design through a flexible yet robust parameters plan.

The proposals will create a distinctive and well-integrated extension to Lyneham, contributing to meeting local housing need while enhancing the village's relationship with its surrounding landscape. By combining strong landscape principles, contextual understanding and a carefully structured outline framework, the development provides a sustainable and deliverable opportunity that can mature into a valued part of the community for years to come.



We are TAG.