



**The Town and Country Planning Act 1990 The Town and Country
Planning (Permission in Principle) (Amendment) Order 2017**

Refusal of Permission in Principle

Application Reference Number: PL/2025/09810

Decision Date: 05/02/2026

Applicant:	Mr and Mrs Allun and Kate Sutherland Brakenhill Mews, Upper Seagry, Chippenham, SN15 5EU
Particulars of Development:	Permission in Principle (PiP) application for residential development consisting of a minimum of 4 no. dwellings and a maximum of 9 no. dwellings.
At:	Land at Brakenhill Mews, Upper Seagry, Chippenham, SN15 5EU

**In pursuance of their powers under the above Act, the Council hereby REFUSE
Permission in Principle for the development referred to in the above application and
plan submitted by you, for the following reason(s):**

Refusal Reason

- The proposed development, by reason of its location outside of any defined settlement boundary within the open countryside and not falling within the definition of 'infill' development, would be contrary to the settlement, delivery and community area strategies of the Wiltshire Core Strategy. The proposed development is deemed to be unsustainable as it would conflict with the Council's plan-led approach to sustainable development and is unacceptable in principle. The application therefore fails to accord with Core Policies 1, 2 and 10 of the Wiltshire Core Strategy; Saved Policy H4 of the North Wiltshire Local Plan; and Sections 2 and 4 of the NPPF.

Refusal Reason

- The proposal, located remote from a range of services, employment opportunities, is contrary to the key aims of local and national sustainable transport policy guidance which seeks to reduce growth in the length and number of private motorised journeys. New development should be located and designed to reduce the need to travel by private car and should encourage the use of sustainable transport alternatives. The site is in the open countryside and is not well served by public transport and as such, the vehicle movements associated with the site are likely to take place via private modes. The proposal is therefore contrary to Core

Policies 60 and 61 of the Wiltshire Core Strategy, and Paragraphs 115 and 117 of Section 9 of the NPPF.

Refusal Reason

- 3** The proposed location of the development is on a clearly rural site which is visible from the public highway. The current character of the site complements its rural location and sits in context with its surrounding. Conversely, introducing a residential form of development on the site would irrevocably and demonstrably harm this character and setting. The impacts of the proposal would thus lead to conflicts with Core Policy 51(ii, iii, v, ix) (WCS) and Section 15 of the NPPF in terms of landscape and visual impact.

Nic Thomas - Director of Planning, Economy and Regeneration

1. Appeals

If the applicant is aggrieved by the decision of the Local Planning Authority to refuse permission for the proposed development, he/she may appeal to the Secretary of State for the Environment in accordance with Section 78 of the Town and Country Planning Act, 1990. Forms can be downloaded from the web site: www.planning-inspectorate.gov.uk or accessed via the Planning Portal: <http://www.planningportal.gov.uk/planning/appeals>.

Appeals must be made within 6 months of the date of the refusal. The Secretary of State has power to allow a longer period for the giving of a notice of appeal but he will not normally be prepared to exercise this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State is not required to entertain an appeal if it appears to him that permission for the proposed development could not have been so granted by the Local Planning Authority, having regard to the Statutory requirements, to the provisions of the Development Order, and to any Directions given under the Order. A copy of the appeal documents should be sent direct to the Council using the following email address: planningappeals@wiltshire.gov.uk.