

Redcliffe Homes Ltd

Land at Hilperton

Landscape and Visual Appraisal

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CLIENT NAME: Redcliffe Homes Ltd

SITE NAME: Land at Hilperton

REPORT TITLE: Landscape and Visual Appraisal

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1. INTRODUCTION

Introduction and Competency

- 1.1 David Jarvis Associates Limited (DJA) has been commissioned by Redcliffe Homes (the 'Applicant') to prepare this Landscape and Visual Appraisal (LVA) to inform and assess proposals on Land at Hilperton ('the Site') for outline application. The Site location is shown on Drawing no. LV-0001.
- 1.2 DJA is an environmental, planning and design consultancy experienced in the design and assessment of development across the planning spectrum. DJA is a Registered Practice of the Landscape Institute.

Scope

- 1.3 A typical LVIA considers landscape and visual matters as separate issues. Visual impacts relate to changes in views and visual amenity, whereas landscape impacts relate to physical changes to the defining characteristics of the landscape within an identified study area.
- 1.4 This LVA concerns the predicted landscape and visual effects arising from a development comprising up to 80 dwellings at land north of Devizes Road, Hilperton.

Methodology

- 1.5 This report has been prepared in accordance with a bespoke methodology that adheres to best practice guidelines, which includes the Guidelines for Landscape and Visual Impact Assessment¹ (also referred to as 'GLVIA3'). The full methodology used for this assessment is provided in **Appendix 2** of this report. Considerations that are specific to this assessment are recorded below.

Study Area

- 1.6 The study area has been determined through a combination of desk-studies and actual intervisibility experienced during the site visit. Baseline findings have informed an understanding of the extent of the surroundings and their influence on the Site, where a Significant effect is predicted to occur.

¹ Institute of Environmental Management and Assessment and the Landscape Institute – 'Guidelines for Landscape and Visual Impact Assessment' Third Edition 2013.

2 PLANNING POLICY AND GUIDANCE

2.1 This section provides a review of policy and supporting guidance pertinent to the consideration of landscape and visual matters.

2.2 The following policy documents are relevant to this assessment:

- National Planning Policy Framework (NPPF 2024)²;
- Wiltshire Core Strategy (Adopted 2015);

Landscape Designations and Considerations

2.3 There are no formal landscape designations within the site or study area as illustrated on Drawing no. LV-0003.

National Policy

National Planning Policy Framework

2.4 At the heart of the NPPF is a presumption in favour of sustainable development, described as being the 'golden thread' that should run throughout local plan and decision making. The NPPF encourages developments to function well, add to the overall quality of the area, are visually attractive and are sympathetic to local character; should be sympathetic to landscape setting and should not discourage innovation or change (para. 139)

2.5 An objective of the planning system is that decisions should contribute to and enhance the natural environment by protecting and enhancing 'valued' landscapes and recognising the intrinsic character and beauty of the countryside (Para 187).

Regional policy

Wiltshire Core Strategy (2015)

2.6 Policies are contained within the **Wiltshire Core Strategy** adopted in 2015. The key considerations are presented below.

Core Policy 51: Landscape

- *"Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced through sensitive design, landscape mitigation and enhancement measures:*
- *The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.*

² National Planning Policy Framework. December 2024; updated February 2025. Department for Communities and Local Government.

- *The locally distinctive character of settlements and their landscape settings. The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.*
- *Visually sensitive skylines, soils, geological and topographical features.*
- *Landscape features of cultural, historic and heritage value.*
- *Important views and visual amenity.*
- *Tranquillity and the need to protect against intrusion from light pollution, noise, and motion.*
- *Landscape functions including places to live, work, relax and recreate."*

Core Policy 52: Green Infrastructure

"Development shall make provision for the retention and enhancement of Wiltshire's green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:

- retain and enhance existing on site green infrastructure*
- make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards*
- put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development*
- provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy*
- identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.*

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required.

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process.

Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation.

Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers."

Site Allocation

- 2.7 The site forms part of an emerging allocation for 600 dwelling as part of the new Wiltshire Local Plan.

3. LANDSCAPE BASELINE

General

The site

- 3.1 The site is located on the eastern periphery of Hilperton, Wiltshire, adjacent to the A361 and Devizes Road. The site itself comprises 4Ha of pastoral land with an existing building centrally located. Existing vegetation in the form of tree and scrub planting is present. The site is enclosed by post and rail fencing to the south, with the remaining parameters enclosed by field trees and hedgerow.

Published Landscape Character

- 3.2 The boundaries of published landscape character assessments are shown on **Drawing LV-0004** and their key characteristics are described below and then evaluated to determine the extent to which they are representative of the Site and its setting / local context.
- 3.3 The landscape of Great Britain has been classified into a series of character areas at a varying scales. These reflect broad recognisable characteristics such as geology, soils, vegetation, land use and settlement pattern. The following character assessments exist within the study area:
- Landscape Character Area 12B: Avon Open Clay Vale (Wiltshire Landscape Character Assessment 2005)
 - Landscape Character Area 11C: Trowbridge Rolling Clay Lowland (Wiltshire Landscape Character Assessment 2005)
- 3.4 To maintain a proportional assessment, being relative to the size and scale of the site and/or Proposed Development, the local landscape character assessment adopted by the LPA is evaluated in this assessment.

County Landscape Character Assessment

Wiltshire Landscape Character Assessment 2005

- 3.5 The Study Area is located in both Landscape Character Area (LCA) 12B Avon Open Clay Vale to the north and Landscape Character Area (LCA) 11C Trowbridge Rolling Clay Lowland to the south.
- 3.6 The Open Clay Vale LCT is described as containing the “open lowland centred on the floodplains of the Rivers Thames and Avon” with LCA 12B “running through the north western section of the county.” The key characteristics of LCT 12 are described as:
- 3.7 Key characteristics include:
- *“Level land form with wide open skies and views to ridges and downs;*
 - *Pastoral land use with some arable;*
 - *Large scale geometric fields with hedgerows or open drainage channels defining boundaries;*
 - *Presence of rivers, tributaries, drainage channels and open water bodies;*
 - *Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded);*
 - *Floristically rich hay meadows;*

- *Settlement pattern varies from large towns and small scattered villages to sparse farmsteads;*
- *Buildings in varied materials of brick, render and stone;*
- *Crossed by major transport corridors, and a network of minor roads linking settlements; and*
- *Historic use for transport evident in canals."*

3.8 The Rolling Clay Lowland LCT is described as "a group of low lying areas founded on Clay and situated broadly to the north west of the county.". The key characteristics of LCT 11 are described as:

- *"Gently rolling lowland based on Clay.*
- *Mixed arable and pastoral land use with pasture concentrated around the water courses.*
- *Variable field pattern with network of full hedgerows and mature hedgerow trees.*
- *Presence of streams marked by lines of willows and crossed by modest bridges.*
- *Woodland blocks including some ancient woodland and wet woodland of high ecological value plus scattered mature trees.*
- *Small number of meadows of neutral and unimproved grassland.*
- *Scattered settlement of towns, small villages and farmsteads, many using vernacular materials of brick, half timber, stone, tiles and thatch.*
- *Roads largely minor and rural with a few trunk roads and sections of motorway.*
- *Views vary from semi-enclosed by intact hedgerows, riparian vegetation and woodland blocks to more open with views to the rising scarps of the chalk uplands.*
- *A largely peaceful, rural landscape"*

3.9 The study area displays characteristics typical of LCA 12B Avon Open Clay Vale such as a mixed pastoral and arable farmed landscape, geometric field patterns with prominent hedgerow boundaries, a historic presence of transport routes; such as the Kennet and Avon Canal to the north of the site and modern transport corridors such as the A361, directly south of the site, which connects Trowbridge to Frome.

3.10 The site in particular displays a network of a well-established hedgerows interspersed by occasional mature hedgerow trees. The built presence of Hilperton to the west of the site and the A361 corridor which passes south of the site somewhat detract from the landscape tranquillity of the LCA.

Landscape Sensitivity

3.11 Landscape sensitivity is derived from combining the judgements on landscape value and landscape susceptibility together. Photoviewpoints are used interchangeably to assist with the landscape appraisal, as well as consider visual amenity. These are provided in **Appendix 3**. Judgements in relation to susceptibility are provided with reference to the assessment methodology.

Landscape Susceptibility – Study Area

- 3.12 Landscape susceptibility is the ability of an identified landscape receptor to accommodate the proposed development without undue consequences on its baseline conditions or character. Characteristics are represented to varying extents across the landscape, and therefore it is important to contextualise these, in order to understand how they relate to the site and its immediate surroundings within the study area. In doing so, a better understanding is gained for where landscape character is weaker or stronger i.e. where the differences and similarities exist.

Physical Influence

- 3.13 Landform within the study area is typical of its character area; that being generally low-lying with open skies to adjacent ridges and downs. Topography within the study area is generally undulating, ranging from 30m to 70m AOD, which gives it a relatively open landscape character. The study area comprises a mixture of arable and pasture fields; with field patterns varying depending on the geology and soil type, with pasture land concentrated on wet Alluvium and Clay soil, and by contrast arable land concentrated over free draining soil.

Land Cover

- 3.14 Vegetation within the study area is largely consistent with its field pattern. Field hedgerow and tree boundaries are well established throughout the study area. Built form within the study area is prominent to the south and west, however the development edge of Hilperton transitions to small nucleated farmsteads and dwellings to the north.

Human Influences

- 3.15 Land use is largely agricultural if not developed upon, with a predominantly geometric field pattern bound by hedgerow or gated. Recreational use of the study area is evident through the presence of a network of footpaths and by-ways.

Landscape Susceptibility – Site

- 3.16 Characteristics are represented to varying extents across the landscape, and therefore it is important to contextualise these, in order to understand how they relate to the site and its immediate surroundings within the study area. In doing so, a better understanding is gained for where landscape character is weaker or stronger i.e. where the differences and similarities exist.
- 3.17 The susceptibility of the Site is considered to be **high**.

Landscape Value

- 3.18 Landscape value relates to the value or importance society attaches to a landscape or view, which expresses national or local consensus and because of various factors that are an influence on value. This may be assigned through a relevant designation. Where no designation exists, then LI guidance identifies a number of reasons why a landscape may be valued, which is determined with regard to the assessment methodology provided in Appendix 2.
- 3.19 Where the Site is in a landscape designation, the following over-arching values are given:
- High: International or Nationally designated landscapes;
 - High-Medium: Regional or locally designated landscapes.
- 3.20 **Drawing LV-0003** illustrates that the Site is not in a designated landscape.

- 3.21 As the Site is not within a designated landscape, then its value is determined with regard to the criteria listed in table 3.1 below.

Table 3.1: Landscape value for non-designated Site

Factor	Evaluation	Contribution (High/Medium/Low/None)
Natural heritage	No evidence of natural heritage within the site.	None
Cultural heritage	No evidence of cultural heritage within the site.	None
Landscape Condition	A predominately pastoral landscape bound by hedgerow and hedgerow trees.	Medium
Associations	No evidence of associations within the site.	None
Distinctiveness	The site is typical of the LCA in its landscape features.	Low
Recreational	The site itself has no public access and offers no public amenity value.	Low
Perceptual (Scenic)	Limited scenic qualities available and mostly disrupted by the built edge of Hilperton to the west and the A361.	Low
Perceptual (Wildness and tranquillity)	The site is well enclosed however tranquillity is somewhat diluted due to the built presence of Hilperton to the west and the A361 corridor.	Low
Functional	Its primary function is a pastoral landscape.	Medium

- 3.22 On balance, it is concluded that the landscape value for the site is **low**.

Overall Landscape Sensitivity

- 3.23 Having developed a deeper understanding of the landscape value and susceptibility, the judgement of overall landscape sensitivity is provided in Table 3.2.

Table 3.2: Overall Sensitivity

	Susceptibility	Value	Overall Sensitivity
Study Area	Low	Medium	Low/Medium
Site	High	Low	Medium

4. VISUAL BASELINE

General

- 4.1 In order to assess the impact the Proposed Development may have on visual amenity, it is necessary to understand who will be subject to a change in visual circumstances and the extent to which those persons – the visual receptor - will be affected. The starting point is thus to establish the sensitivity of the viewing public to visual change.
- 4.2 The visual baseline provides a record of the views available to visual receptors and their visual amenity, in order to determine, through the process of design and mitigation, how their views are changed by the Proposed Development. The degree by which a visual receptor is judged to be sensitive, however, also depends on the actual quality of the existing view at the point at which it is considered representative of the 'worse case', this being typically where the greatest intervisibility occurs. Accordingly, when the sensitivity to the change being proposed is assessed, matters such as the context and extent of the existing view as well as the proximity of the receptor to the proposed development need to be considered.

Visual Receptors

- 4.3 A site visit was undertaken on 14.01.2026 and 16.01.2026 to visit the viewpoints identified from analysis of the initial desk top survey.
- 4.4 Locations of identified receptor viewpoints are shown on **Drawing LV-0007**. These represent where effects are predicted to occur. Where access is available, a photographic record of the broad extents of visibility is provided at Appendix 3.

Zone of Visual Influence

- 4.5 The analysis of the visual baseline has found that the actual Zone of Visual Influence ('ZVI') differs from the initial desk top survey undertaken prior to the site visit.

Visual Receptors

- 4.6 As illustrated in **Drawing LV-0007**, 14 viewpoints were recorded during the field survey to establish intervisibility of the site throughout the site extents. For the majority of the long distance viewpoints, the site can be determined as not visible. Therefore only nine of the fourteen viewpoints have been carried forward for further examination.
- 4.7 This baseline appraisal has determined that there are two categories of Visual Receptor that have been identified within the ZVI. These are:
1. Users of Public Rights of Way.
 2. Users of roads.
- 4.8 People occupied at their place of work are considered to be least likely to be affected by development and have not been included.
- 4.9 Receptor sensitivity is described in Table 4.1. The sensitivity of visual receptors varies according to category and the context of the view as described above. These findings are used to inform the iterative process of design and mitigation.

Table 4.1 Selected Representative Visual Receptors

Reference	Receptor description and location	Value	Susceptibility	Sensitivity
Users of Public Rights of Way				
VP 03	Receptors located along Byway_HILP21, concerned with the eastern boundary of the site.	Medium	Low	Low
VP 05	Receptors concerned with PRow_HILP 25, located approximately 80 metres west of the site.	Medium	Medium	Medium
VP 06	Receptors located at the intersection of PRow_HILP 20. Located approximately 400 metres north west of the site.	Medium	Medium	Medium
VP 07	Receptors concerned with Byway_HILP21, located approximately 400 metres north east of the site.	Medium	Medium	Medium
VP 09	Receptors concerned with long distance route Kennet and Avon Canal Walk, located approximately 1600 metres north of the site.	Medium	Low	Low
VP 10	Receptors concerned with PRow_GHIN 2, located approximately 1000 metres south east site.	Medium	Low	Low
Users of Local Roads				
VP 01	Receptors located along Devizes road approximately 50 metres west of the site.	Low	Low	Low
VP 02	Receptors located immediately adjacent to the southern boundary of the site.	Low	Low	Low
VP 04	Receptors located along the A361 corridor looking west towards the site.	Low	Low	Low

5. PROPOSED DEVELOPMENT AND MITIGATION MEASURES

General

5.1 The Proposed Development is for a residential development up to 80 dwellings. The Proposed Development consists of:

- A main access route off Devizes Road roundabout into the site to serve as primary access.
- Public open space including SuDS basins and associated habitat areas.
- Perimeter footpath connections throughout the site linking into wider landscape context.
- Reinforcement of boundaries through additional hedgerow and tree planting.

Landscape Mitigation

5.2 The baseline review has provided an understanding of the representation of defined landscape character. The landscape / development guidelines associated with the host landscape have been reviewed. Those considered relevant to the evaluated local landscape character are listed below:

- *“Retain and manage the hedgerow network and nurture new hedgerow trees.*
- *Promote appropriate management of arable land including retaining areas of fallow land and maintaining an unploughed margin around fields to encourage wildlife, particularly farmland birds.*
- *Retain and manage hay meadows.*
- *Introduce new tree planting along watercourses using typical riparian species such as alder and willow.*
- *Take opportunities to extend and enhance the varied wetland habitats (reedbeds, wet grassland and wet woodland) of the Cotswold Water Park through appropriate restoration of mineral workings.*
- *Minimise small scale incremental change such as signage, fencing or improvements to the road network which could change the rural peaceful character of the landscape.*
- *Consider developing guidance for built development to ensure both future construction and changes to existing buildings are designed to integrate with the existing character and structure of settlements.*
- *Consider screening views to intrusive urban edges through planting new woodland.”*

Table 5.1 Landscape Mitigation

Mitigation	Purpose
Primary Mitigation (Inherent)	
Mature trees and hedgerow around the boundary of the site should be retained where feasible and reinforced.	• To maintain visual screening of the site from the surrounding area. • To maintain the landscape character and biodiversity of the site.
Secondary Mitigation (Foreseeable)	

Mitigation	Purpose
The use of a consistent palette of materials to respect the local vernacular.	To help assimilate the appearance of the development, provide a high-quality environment for users.
Enhancements	
Internal soft landscaping, SuDS and additional tree planting of a prominent scale and size.	To provide ecological enhancement and to visually assimilate into the wider landscape context.

6. PREDICTED EFFECTS ON LANDSCAPE CHARACTER

- 6.1 Timescales for assessment apply for the period of construction; and then following completion at Year 1 and for the residual stage at 15 years post-completion. The longer term assessment allows for consideration of maturation of landscape features and integration with the wider landscape.

Effects on landscape character of LCA 12B: Avon Open Clay Vale

Construction – Assessment of Effects

- 6.2 Upon construction the magnitude of effect can be said to be high and given the nature of the proposals against baseline conditions of the site; the level of Landscape Effect will be also be high. Upon construction the proposals will likely result in a **substantial/adverse** nature of effect on the landscape character of the site.

Completion / Operation – Assessment of Effects (Year 1)

- 6.3 Upon completion/operation the magnitude of effect will remain high, with the level of Landscape Effect also remaining high when compared against baseline conditions of the site. Therefore the proposals will likely result in a **substantial/adverse** nature of effect on the landscape character of the site.

Completion / Operation – Assessment of Effects (Year 15)

- 6.4 Upon completion/operation and following maturation/establishment of landscape mitigation and associated habitat areas, the magnitude of effect is likely to be medium and the level of Landscape Effect medium. Overall resulting in a **neutral** nature of effect.

Table 6.1: Summary of Predicted Landscape Effects of the site (Residual)

Receptor	Sensitivity	Magnitude	Level of Effect	Nature (Positive/ Adverse/Neutral)
LCA 12B				
Construction	High	High	High	Substantial/Adverse
Year 1	High	High	High	Substantial/Adverse
Year 15	Medium	Medium	Medium	Neutral

7. PREDICTED EFFECTS ON VISUAL AMENITY

- 7.1 A detailed assessment of the predicted magnitude and effect of visual change from the viewpoints is set out below, and summarised in Table 7.1. Reference is given to the representative viewpoints where relevant.

Effects on users of Public Rights of Way

Construction Effects

- 7.2 The proposals are likely to affect users of Byway_ HilP21 concerned with **viewpoint 03**, located along the eastern perimeter of the site. Glimpsed views of the site will be present during winter months and will likely result in some impact on visual amenity. Thus resulting in an **adverse** effect.
- 7.3 Receptors concerned with **viewpoint 05**, located along PROW_HILP25 are unlikely to be affected by the proposals, due to distance from the site. Thus resulting in **no** effect.
- 7.4 Receptors concerned with **viewpoint 06** located along PROW_HILP20 are unlikely to be affected by construction effects, due to distance from the site. Thus resulting in **no** effect.
- 7.5 Receptors concerned with **viewpoint 07** located along Byway_HILP21 are unlikely to be affected by construction effects, due to distance from the site. Thus resulting in **no** effect.
- 7.6 Receptors concerned with **viewpoint 09** located along Kennet and Avon Canal route are unlikely to be affected by construction effects, due to distance from the site. Thus resulting in **no** effect.
- 7.7 Receptors concerned with **viewpoint 10** located along PROW_ GHIN2 are unlikely to be affected by construction effects, due to distance from the site. Thus resulting in **no** effect.

Completion / Operation – Assessment of Effects (Year 1)

- 7.8 The proposals are likely to affect receptors concerned with **viewpoint 03**, located along the eastern boundary of the site. Receptors are likely to see glimpsed views of the eastern edge of the development prior to the establishment of landscape mitigation and will likely result in some impact on visual amenity. Thus resulting in an **adverse** effect against existing conditions.
- 7.9 Post-completion, receptors concerned with **viewpoint 05**, may receive glimpsed views of the western development edge when looking eastwards through gaps in existing vegetation. Thus resulting in an **adverse** effect against existing conditions.
- 7.10 Receptors concerned with **viewpoint 06** located along PROW_HILP20 are likely to receive a view of the northern edge of the site, with building ridgelines likely exposed along the southern horizon due to a rise in landform. Thus resulting in an **adverse** effect against existing conditions.
- 7.11 Receptors concerned with **viewpoint 07** located along Byway_HILP21 are likely to receive glimpsed views of the proposals when looking southwards. Similarly, the building ridgeline of the residential development is likely to be exposed from this angle. Thus resulting in an **adverse** effect against existing conditions.
- 7.12 Receptors concerned with **viewpoint 09** located along Kennet and Avon Canal route are likely to receive limited but glimpsed views of the proposals when looking southwards due to a rise in landform and a lack of landscape mitigation to remediate the northern edge of the site due design constraints. Similarly, the northern edge of the site is likely to be exposed, with building ridgelines likely exposed. Thus resulting in an **adverse** effect for change against existing conditions.

- 7.13 Receptors concerned with **viewpoint 10** located along PROW_GHIN2 are likely to receive glimpsed views of the eastern edge of the development, with the ridgeline of 2/2.5 storey buildings likely exposed due to elevated terrain. Thus resulting in an **adverse** effect for change against existing conditions.

Completion / Operation – Assessment of Effects (Year 15)

- 7.14 Receptors concerned with **viewpoint 03**, located along the eastern boundary of site will likely not receive views of the development once landscape mitigation has established, proposed hedgerow is likely to gap any views of the development . Thus resulting in an **neutral** effect for change.
- 7.15 Post-completion, receptors concerned with **viewpoint 05**, will likely not see the development due to establishment of landscape mitigation measures should reduce the impact of said view. Thus resulting in a **neutral** effect for change against existing conditions.
- 7.16 Receptors concerned with **viewpoint 06** located along PROW_HILP20 are likely to receive glimpsed views of the northern built edge of the development. On site landscape mitigation is unlikely to remediate the northern edge of the site due design constraints and will therefore likely remain as an **adverse** effect for change against existing conditions.
- 7.17 Receptors concerned with **viewpoint 07** located along Byway_HILP21 are likely to receive glimpsed views of the northern edge of the development when looking south. On site landscape mitigation is unlikely to remediate the northern edge of the site due design constraints, thus resulting in an **adverse** effect for change against existing conditions.
- 7.18 Receptors concerned with **viewpoint 09** located along Kennet and Avon Canal route are likely to receive limited but glimpsed views of the proposals; due to design constraints rendering landscape mitigation unlikely to be achievable on the northern edge of the site. Thus resulting in an **adverse** effect for change against baseline conditions.
- 7.19 Receptors concerned with **viewpoint 10** located along PROW_GHIN2 are likely to receive limited views of the proposals following the establishment of landscape mitigation. Thus resulting in an **neutral** effect for change against existing conditions.

Effects on road users

Construction Effects

- 7.20 Potential visual disruption for receptors concerned with **viewpoints 01** and **02** travelling eastwards along Devizes Road. Resulting in an **adverse** effect.
- 7.21 Receptors concerned with **Viewpoints 04** travelling west along the A361 corridor are unlikely to experience construction effects due to distance from site. Resulting in an **no** effect.

Completion / Operation – Assessment of Effects (Year 1)

- 7.22 Receptors concerned with **viewpoints 01** and **02** travelling eastwards along Devizes Road are likely to receive direct views of the development, with landscape mitigation associated with the entrance of the site unlikely to be fully established at this stage. Resulting in an **adverse** effect for change.
- 7.23 Receptors concerned with **viewpoint 04** travelling west along the A361 corridor are unlikely to be concerned with the proposals post-completion due to distance from site and assimilation into an already existing built environment. Resulting in an **no** effect.

Completion / Operation – Assessment of Effects (Year 15)

- 7.24 Receptors concerned with **viewpoints 01** and **02** travelling eastwards along Devizes Road are likely to receive reduced views of the proposals once landscape mitigation along the site entrance is well-established. Resulting in a **neutral** effect.
- 7.25 Receptors concerned with **viewpoint 04** travelling west along the A361 corridor are unlikely to be concerned with the proposals post-completion due to distance from site and assimilation into an existing built environment. Resulting in a **neutral** effect.

Table 7.1 – Summary of Predicted Effects on Visual Amenity (Residual)

Receptor	Sensitivity	Magnitude	Level of Effect	Nature (Positive/ Adverse/Neutral)
A. Users of Public Rights of Way				
Viewpoint 03				
Construction	High	High	High	Adverse
Year 1 (Completion)	High	High	High	Adverse
Year 15 / Residual	High	High	Low	Neutral
Viewpoint 05				
Construction	Medium	Medium	Low	No effect
Year 1 (Completion)	Medium	Medium	Low	Adverse
Year 15 / Residual	Medium	Medium	Low	Neutral
Viewpoint 06				
Construction	High	High	Low	No effect
Year 1 (Completion)	High	High	Medium	Adverse
Year 15 / Residual	High	High	Low	Adverse
Viewpoint 07				
Construction	Medium	Medium	Low	No effect

Year 1 (Completion)	Medium	Medium	Medium	Adverse
Year 15 / Residual	Medium	Medium	Low	Adverse
Viewpoint 09				
Construction	Low	Low	Low	No effect
Year 1 (Completion)	Low	Low	Low	Adverse
Year 15 / Residual	Low	Low	Low	Adverse
Viewpoint 10				
Construction	Low	Low	Low	No effect
Year 1 (Completion)	Low	Low	Low	Adverse
Year 15 / Residual	Low	Low	Low	Neutral
B. Road users				
Viewpoint 01 & 02				
Construction	High	High	High	Adverse
Year 1 (Completion)	High	High	High	Adverse
Year 15 / Residual	High	High	High	Neutral
Viewpoint 04				
Construction	Low	Medium	Low	No effect
Year 1 (Completion)	Low	Medium	Low	No effect
Year 15 / Residual	Low	Medium	Low	Neutral

7.26 To summarise; visual effects are apparent up to a distance of roughly 1.6km from the site, however the level of effect is likely to be lower when further from the site, such as **VP09** and **VP10**. The level of effect can be said to be higher for viewpoints within closer proximity to the site, such as **VP01, 02, 03, 05** and **06**. Viewpoints concerned with the northern edge of the site, such as **VP06, 07** and **09** are likely to result in an adverse residual outcome for visual amenity, following design constraints negating the use of tree planting. The remaining viewpoints however will likely result in either no effect or a neutral residual effect on visual amenity.

8. SUMMARY AND CONCLUSIONS

- 8.1 David Jarvis Associates has been commissioned to inform the design process for the Proposed Development. Recommendations arising from the detailed evaluation of landscape character and visual amenity has been directly addressed, in order to minimise, limit and avoid harm to identified receptors.

Landscape Character Baseline

- 8.2 The site can be said to be partially reflective of the wider Landscape Character Area in terms of its landscape features. Existing landscape features such as hedgerows and mature hedgerow trees are pertinent to the site. A settlement pattern of large towns and small scattered villages to sparse farmsteads is typical of the site and its surroundings. A mixture of arable and pastoral land use is also pertinent across the site and study area. The landscape quality of the site and its surroundings is somewhat affected by the built edge of Hilperton to the west and south, not to mention the A361 corridor adjacent to the site. Therefore the site is judged to have **low** landscape value.
- 8.3 Furthermore, on the basis the existing site conditions comprise of mostly undeveloped greenfield, and given the extent of changes proposed, the site can be judged to have **high** susceptibility to change.
- 8.4 The current visual context of the study area can be said to be a predominantly agricultural landscape interspersed by built development and transport corridors. The site is positioned on a plateau, with gently undulating terrain to the north and south.

Conclusions

- 8.5 The Proposed Development has been designed to minimise harm to landscape character and visual harm, using a best practice approach that responds to a recorded baseline within a defined study area.
- 8.6 The Proposed Development will likely result in a **neutral** effect for change upon year 15 of completion. The effect on Landscape Character is likely to be **neutral** overall through appropriate use of building materials and landscape mitigation.
- 8.7 Intervisibility of the site throughout the study area varies. Viewpoints **01, 02, 03** and **05** which range from immediate site locality to approximately 500 metres out, are likely to result in a high level of effect and with that have an **adverse** effect on visual amenity following construction/1 year completion, however landscape mitigation will likely result in a **neutral** outcome following year 15 post-completion.
- 8.8 Receptors concerned with views of the northern edge of the site, such as **VP06, 07** and **09** will likely result in having an **adverse** residual effect on visual amenity due to design constraints and a potential lack of screening available along the northern perimeter of the site. However, these viewpoints vary from 500m – 1.6km to the site and as such have low- medium levels of effect on the landscape.
- 8.9 Intervisibility of the site from longer distance viewpoints, such as **VP10** are likely to have a low level of effect due to distance from the site. Following post-completion, **VP10** will likely result in having a **neutral** residual effect on visual amenity due to establishment of landscape screening on the southern edge of the site.
- 8.10 It can be concluded that, in accordance with guidelines as set out in the Landscape DAS, the proposals will suitably assimilate into the local and wider landscape context post-completion.

APPENDIX 1

LVIA ASSESSMENT METHODOLOGY

1.1 The following section provides a description of the field survey and assessment methods.

Assessment Terminology

1.2 Whilst the process of assessment is referred to as landscape and visual impact it is important to note the difference between ‘impact’ and ‘effect’. The impact is what will happen i.e. the permanent loss of trees and hedgerows. The effect is the result of the impact i.e. opening of new views or a change in the perception of the local landscape character. A full glossary of the terms used in this assessment is appended or provided on request.

Guidance and Approach

1.3 Guidance emphasises the responsibility of the landscape professional carrying out the assessment to ensure that the approach and methodology adopted is appropriate for the particular development to be assessed. This assessment has been prepared in accordance with the following:

- Guidelines for Landscape and Visual Impact Assessment (3rd Edition)³;
- An Approach to Landscape Character Assessment (October 2014, Natural England);

1.4 Other technical guidance notes (TGN) published by the Landscape Institute (LI), are also used where relevant, including:

- TGN 06/19: Visual Representation of Development Proposals (17 September 2019);
- TGN 02/21: Assessing landscape value outside national designations (26 May 2021).

Overview of the Assessment Process

1.5 Professional judgement is a very important part of the LVIA process at every stage of assessment. That said, it is also important that professional judgement is exercised within an overall assessment framework which transparently sets out the steps in the assessment process which have resulted in the final assessment of the level of effects.

1.6 In accordance with the above guidance, the preparation of this assessment involved the following key stages:

- **Establishment of the landscape baseline** - through identification and understanding of the representation of the defining landscape characteristics within the site and surrounding Study Area (in the form of landscape character assessment), and the relative value that is attached to the landscape by way of detailed desk-based study (including to identify relevant landscape designations and related planning policy) and site field work.
- **Establishment of the visual baseline** – through identification and analysis of the existing visual resource that may be affected, including the extent and nature of principle views to the proposed development from visual receptors in the Study Area.

³ Institute of Environmental Management and Assessment and the Landscape Institute – ‘Guidelines for Landscape and Visual Impact Assessment’ Third Edition 2013.

- **Identification of Potential effects** - The broad design parameters of the project that have been established and fixed at the time of commission in terms of the nature of the proposed development, having been informed by the LVIA findings and other recommendations. This provides sufficient information to identify the likely scale and nature of the changes to landscape characteristics as well as changes affecting visual amenity.
- **Identification of landscape and visual receptors** – These are assessed and assigned their sensitivity to change. The sensitivity of landscape and visual receptors is determined by a combination of their value, and their susceptibility to change. (i.e. their ability to accommodate the proposed change without resulting in overly negative effects).
- **Identification of mitigating measures** – Iterative development of the Proposed Development and/ or mitigation measures to avoid, reduce or offset identified adverse effects. Mitigation measures have been considered in relation to ‘Primary’ measures (inherent) which form part of the design process and ‘Secondary’ measures (foreseeable) designed to address any residual adverse effects of development.
- **Assessment of the final scheme design** – Assessment of the magnitude of change to determine the level of effect, and where relevant, to identify effects that are Significant or Not Significant, in EIA terms during the construction stage, during operations and completion (restoration).
- Depending on the nature of the development, the stages may be assessed individually or in combination, and may include an assessment of cumulative effects. Where relevant, the assessment will also account for the mitigation at various stage e.g. the maturation of new planting which may differ between the point of completion (Year 1) and at the residual stage of post-completion (Year 15), unless otherwise stated.

Extent of Study Area

- 1.7 The term ‘Study Area’ relates to the area of land that has been described and assessed as part of this assessment. The definition of a Study Area is an important part of a landscape and visual impact assessment as it describes the predicted maximum geographical extents within which potential Significant environmental effects may occur.
- 1.8 The Study Area is determined by a two-stage process: a desk study to identify any relevant landscape designations and sensitive receptors in the landscape surrounding the Application Site and a field survey to assess the limits of potential significant visibility. The latter is informed by a Zone of Theoretical Visibility (ZTV) study.

Consultation

- 1.9 Where appropriate, consultation is undertaken with the local planning authority to agree viewpoints and other matters relating to the assessment. The outcome of the consultation will be detailed in the assessment.

Assumptions and Limitations

- 1.10 The assessment is subject to the following limitations and assumptions:
- The prominence of the Proposed Development in the landscape and views will vary according to prevailing weather conditions. Professional judgement will take into consideration circumstances where the weather does not conform with ‘worst case scenario’, being a clear, bright day in winter, when vegetation foliage is at lowest and visibility is at its clearest;

- The assessment of operational effects assumes that all other aspects of the Proposed Development outside of the scope of the assessment, have been implemented;
- ZTV studies are only used to inform the selection of viewpoints. The limitations and technical specifications are provided in supporting text to these studies;
- Field assessment of visual effects is taken from publicly accessible routes and locations. For residential receptors, assumptions are made about the types of rooms in buildings and importance of views from these rooms and outdoor areas within the domestic curtilage. Domestic curtilage is determined by identifiable boundaries such as hedgerows or fencing.

Assessment of Landscape Effects

Landscape Baseline

- 1.11 The landscape baseline is the description of the existing environmental qualities of the landscape receptors and the landscape as a whole against which any future changes can be measured or landscape effects predicted and assessed.
- 1.12 The landscape baseline is established by considering both a desk study of existing sources and field work to identify and record the character of the landscape and the existing elements and features as well as the perceptual and aesthetic factors which contribute to it.
- 1.13 Landscape character and value are separately identified. This is done in order to distinguish between the ability of a landscape to physically accommodate a development in terms of landform, landcover and land use, as opposed to consideration of effects on valued aspects of the landscape which are more subjective in nature.

Landscape Character

- 1.14 Existing Landscape Character Assessments are critically reviewed to identify the key or defining characteristics that are represented in the Application Site and Study Area. Fieldwork will also determine local and/or site-specific variations.
- 1.15 Typically, the landscape baseline will identify and describe the elements that make up the landscape in the Study Area, namely:
- **Physical Influences:** Geology, Landform/ Topography, Soils, Drainage;
 - **Land Cover:** Vegetation, Tree Cover, Built Form;
 - **Human Influences:** Land use and Management, Field Pattern, Method of Enclosure, Settlement Character, Building Character; Access.
- 1.16 The outcome of the review and fieldwork will present the extent to which the site and Study Area conform or differ from the wider landscape character assessments and to identify other specific characteristics that are relevant.

Landscape Susceptibility

- 1.17 Landscape susceptibility is the ability of an identified landscape receptor to accommodate the proposed development without undue consequences on its baseline conditions or character. Susceptibility of a landscape receptor to change is specific to the type of development being proposed in Study Area to ensure relevancy to the assessment. Where noted, the definition for the grades of susceptibility is described in Table APP 1.1 below.

Table APP 1.1 Landscape Receptor Susceptibility

Grade	Description
High	• Little or no ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline; • No or few references or influences within the landscape to the type of development proposed.
Medium	• Some ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline; • Landscapes with some noticeable existing influence or context associated with the type of development proposed.
Low	• An ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline; • Landscapes with a strong reference or influence to the type of development proposed.

- 1.18 The relationship between susceptibility to change and value can be complex and is not linear. For example, a highly valued landscape (such as a National Landscape) may have a low susceptibility to change due to both the characteristics of the landscape and/or the nature of the proposed change.

Landscape Value

- 1.19 As part of describing the landscape baseline the value of the potentially affected landscape is established. Value can apply to an area such as a relevant designation or an individual element such as a landscape feature or building which contributes to the character of the landscape. Where the Application Site is covered by a designation, the following over-arching values are given:
- High: International or Nationally designated landscapes;
 - High-Medium: Regional or locally designated landscapes.
- 1.20 In cases where the Application Site is not designated, it does not follow that it is not valued. In these instances, the site and Study Area are considered with regard to the extent of the factors listed in TGN 02/21, this being an evolution in the process previously set by GLVIA Box 5.1.
- 1.21 These factors are not fixed, but instead considered on a case-by-case basis and evaluated with regard to Table APP1.2 below. They are evaluated as High (notable contribution/influence), Medium (some contribution/influence) or Low (limited or no contribution/influence). Split grades may be possible where resulting value falls between two grade levels, such as where circumstances vary across a site or Study Area.

Table APP 1.2 Factors for determining value for non-designated landscapes

Natural heritage	Definition: Landscape with clear evidence of ecological, geological, geomorphological or physiographic interest which contribute positively to the landscape
Cultural heritage	Definition: Landscape with clear evidence of archaeological, historical or cultural interest which contribute positively to the landscape
Landscape Condition	Definition: Landscape which is in a good physical state both with regard to individual elements and overall landscape structure.
Associations	Definition: landscape which is connected with notable people, events and the arts.
Distinctiveness	Definition: Landscape that has a strong sense of identity.
Recreational	Definition: Landscape offering recreational opportunities where experience of landscape is important.
Perceptual (Scenic)	Definition: Landscape that appeals to the senses, primarily the visual sense.
Perceptual (Wildness and tranquillity)	Definition: Landscape with a strong perceptual value; notably wildness, tranquillity and/or dark skies.
Functional	Definition: Landscape which performs a clearly identifiable and valuable function, particularly in the healthy functioning of the landscape

Landscape Sensitivity

- 1.22 Landscape sensitivity is determined by drawing together the judgements on landscape value and landscape susceptibility. It is itself then carried forward to determine the significance of effect. The assessment provides a clear rationale for both the landscape receptor's existing value and its susceptibility to change arising from the type of development proposed. The rationale is the record of why a receptor's sensitivity has been graded in a particular way.
- 1.23 The determination of sensitivity is based on professional judgement, however, high value/ high susceptibility receptors are likely to be highly sensitive to change, with lower value and/or low susceptibility receptors being likely to be of low sensitivity to change. Split grades are used when resulting sensitivity falls between two grades where variability in susceptibility and/or value has been a consideration.
- 1.24 To allow easier inspection and review of the assessment process Table APP 1.3 below is used to aid consistency in the definition of sensitivity.

Table APP 1.3 Sensitivity Matrix

Category		Susceptibility				
		High	Medium High	Medium	Medium /Low	Low
Value	High	High	High	Medium/High	Medium	Medium
	Medium/High	High	Medium/High	Medium	Medium	Medium/Low
	Medium	Medium/High	Medium	Medium	Medium/Low	Medium/Low
	Medium/Low	Medium	Medium	Medium/Low	Medium/Low	Low
	Low	Medium	Medium/Low	Medium/Low	Low	Low

Magnitude of Landscape Effects

- 1.25 The effect on landscape receptors is assessed in terms of the following factors:
- **Size and scale of the change** – considering the loss or addition of features;
 - **Geographical extent of the effect** – being Wide/Medium/Local/Site e.g. within the Application Site; immediate setting (local); a larger proportion of the landscape type or character area (wider);
 - **Duration of effects** - short term; medium term; long term as defined within the assessment;
 - **Reversibility** - Reversible; partially reversible; permanent.
- 1.26 The above factors are considered together to derive an overall magnitude of effect for each identified receptor or group of receptors, which is determined by the use of professional judgement. The magnitude of effect is presented on a three-point scale of High, Medium and Low. Split grades may be possible where resulting magnitude falls between two grade levels.

Table APP 1.4 Magnitude of Effect for Landscape Receptors

Grade	Description
High	The development would result in a substantial alteration to the key landscape character or characteristics of the receptors.
Medium	The development would result in a partial alteration of or alteration to key landscape character or characteristics of the receptor
Low	The development would result in a small alteration to landscape character or characteristics of the receptor.
Negligible	The development would result in a slight alteration to landscape character or characteristics of the receptor.
None	The development would not result in an alternation to landscape character or characteristics of the receptor.

Assessment of Visual Effects

Visual Baseline

- 1.27 The visual baseline is the description of the existing qualities of views and visual amenity for the individual visual receptors against which any future changes can be assessed or visual effects predicted and assessed.
- 1.28 The visual baseline is established by considering both a desk study of existing sources such as landscape character assessments and OS mapping to identify prominent or promoted views and field work to identify and record the character and extent of the views and the features and aesthetic and perceptual factors which contribute to the general visual amenity.

Viewpoint Selection

- 1.29 Viewpoints are selected to illustrate the views and visual amenity experienced by the different visual receptors. This may be informed by the ZTV. In selecting the viewpoints, the following factors are taken into account:
- Viewing distance and direction – short, medium, long distance or oblique;
 - The nature of the viewing experience – static views, views along a route;
 - The type of view - glimpsed, panorama, screened, partial; and

- The potential for cumulative views in conjunction or in close sequence with other existing and proposed development of a similar nature (typically agreed with the LPA).

Visual Presentation Methods

- 1.30 Presentation methods for the visual impact assessment comprise panoramic photography consisting of a series of stitched single shot photographs. Field survey photographic record are prepared and presented in accordance with the Landscape Institute Technical Guidance Note 06/2019, 'Visual Representation of Development Proposals' (17th September 2019).

Value attached to views and visual amenity

- 1.31 The assessment considers the interest or reason a receptor has in experiencing a view and the value that they can reasonably attach to it.
- 1.32 The value attached to views is described as either High, Medium, or Low. Split grades may be possible where resulting value falls between two grade levels. Table APP 1.5 below gives an indication of the value assigned to views and visual amenity.

Table APP 1.5 Visual Receptor Value

Grade	Description
High	Views from and/or visual amenity associated with viewpoints of international or national importance, popular well-known visitor attractions / routes where views and visual amenity form an identified part of the attraction or route. Inclusion within widely publicised guidebooks or cultural references; residential receptors
Medium	Views from and/or the visual amenity associated with viewpoints of identified district or local importance; local well-known visitor attractions or public open spaces and routes where views and visual amenity form an integral part of the attraction; local public rights of way.
Low	Views from and/or visual amenity associated with every day locations or routes that do not benefit from any designation or cultural associations. Locations where the view of the landscape is not the primary reason for being in attendance, such as places of employment.

Susceptibility of visual receptor to change

- 1.33 Susceptibility of visual receptors to change in views and visual amenity is derived from the consideration of:
1. The occupation or reason why one is experiencing the view or area; and
 2. The amount of interest or attention one may have in the view and appearance of the area.
- 1.34 Judgements on visual susceptibility are presented on a three-step scale of Low, Medium or High. Split grades may be possible where resulting value falls between two grade levels. A description and indication of typical receptors associated with the grades of visual susceptibility are described in Table APP 1.6 below.

Table APP 1.6 Visual Receptor Susceptibility

Scale	Description of susceptibility
High	Little or no ability to accommodate change caused by the proposed development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity.
Medium	Some ability to accommodate change caused by the proposed development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity.
Low	An ability to accommodate change caused by the proposed development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity

Visual Sensitivity

- 1.35 Visual Sensitivity is derived from the judgements of value of a view or visual amenity and susceptibility of the visual receptor.
- 1.36 The assessment provides a clear rationale for both the existing value of the view or visual amenity and its susceptibility to change arising from the type of development proposed. The rationale is the record of why a visual receptor's sensitivity has been graded in a particular way.
- 1.37 Determination of sensitivity is based on professional judgement, however, high value/high susceptibility receptors are likely to be highly sensitive to change, with lower value and/or low susceptibility receptors being likely to be of low sensitivity to change. A three-point scale is used to define visual receptor sensitivity. Split grades are used when resulting sensitivity falls between two grades. As with the determination of landscape sensitivity, to allow easier inspection and review of the assessment process, the sensitivity matrix is used to aid consistency in the definition of visual sensitivity.

Table APP 1.7 Visual Receptor Sensitivity

Category		Susceptibility				
		High	Medium / High	Medium	Medium / Low	Low
Value	High	High	High	Medium/High	Medium	Medium
	Medium/ High	High	Medium/High	Medium	Medium	Medium/Low
	Medium	Medium/High	Medium	Medium	Medium/Low	Medium/Low
	Medium/ Low	Medium	Medium	Medium/Low	Medium/Low	Low
	Low	Medium	Medium/Low	Medium/Low	Low	Low

Magnitude of Visual Effects

- 1.38 The level of effect on a visual receptor is derived from an assessment of the magnitude of effect and the sensitivity of the receptor. This is informed by various factors, such as:
- **Size and scale of the change in view** – considering the loss or addition of features, changes in composition and consideration of the proportion of view occupied by the proposed development
 - **Geographical extent of the effect**- angle of view, distance of the receptor to the development and the extent over which the changes would be visible.

- **Contrast or integration with the existing visual character** – possible areas of consideration include form, scale and mass, skyline effects, height, colour and texture.
- **Duration of visual effects** - short term; medium term; long term as defined within the assessment;
- **Reversibility** - Reversible; partially reversible; permanent.

1.39 The above factors are considered together to derive an overall magnitude of effect for each receptor, which is determined by the use of professional judgement. The magnitude of visual effect is categorised as either High, Medium or Low. Split grades between these categories can be used where the magnitude fits neither category. A description of the visual magnitude categories is shown in Table APP 1.8.

Table APP 1.8 Magnitude of Effect for Visual Receptors

Grade	Description
High	The proposed development would result in a substantial change to the identified view or visual amenity
Medium	The proposed development would result in a partial alteration to the identified view or visual amenity
Low	The proposed development would result in a small alteration to the identified view or visual amenity
Negligible	The proposed development would result in a barely discernible alteration to the identified view or visual amenity
None	The proposed development would not alter the identified view or visual amenity

Significance and Nature of Effect on Landscape and Visual Receptors

1.40 The assessment of the significance of effect is derived by combining the judgements of sensitivity and magnitude of effect for each landscape and visual receptor along with a clear narrative of the reasoning behind the assessment. The significance of an effect can be beneficial, adverse or neutral, permanent or temporary:

- **Adverse effects** are those that would be damaging to the key characteristics arising from either their loss, reduction or introduction of uncharacteristic elements so as to degrade the quality and integrity of the landscape and or visual resource.
- **Beneficial effects** are those that would result in an improvement in the key characteristics arising from improvement or introduction of new positive elements or removal of existing incongruous elements so as to improve the quality and integrity of the landscape and/or visual resource;
- **Neutral effects** are those effects that would maintain, on balance, the key characteristics and existing levels of the quality and integrity of the landscape and/or visual resource.

1.41 To aid consistency and allow easier inspection and review of results checklists, tables and matrices are used as a guide, alongside professional judgement. These include the use of matrices for the determination of significance thresholds, whereby the predicted magnitude of an effect is assessed against the sensitivity of a given receptor. This provides an indication of the level or significance of an effect (see Table APP 1.9 below). For the purposes of the assessment and unless stated otherwise in the EIA methodology or report, the threshold for significant effects is moderate or greater, shaded blue in Table 1.9 below.

Table APP 1.9 Significance of Effects Matrix

Category		Receptor Sensitivity		
		High	Medium	Low
Magnitude of Effect	High	Major	Major/Moderate	Moderate
	Medium	Major/Moderate	Moderate	Minor
	Low	Moderate	Minor	Minor/Negligible
	Negligible	Minor	Minor/Negligible	Negligible
	None	None	None	None

- 1.42 Definitions are provided below. Where necessary, the intermediary categories between Major, Moderate and Low will be explained within the main body of the assessment.

Table APP 1.10 Significance of Effect Definitions

Significance of effect	Landscape	Visual
Major	The proposals will result in a substantial change in the key characteristics of the receptor or alterations to the quality and integrity of the landscape receptor such that the proposals are one of the principal elements altering the baseline landscape context.	The proposals will result in a substantial in view or introduce/ alter elements, features or characteristics where the baseline visual context alters with the proposals being one of the principal visual elements.
Moderate	The proposals will result in a partial change in the key characteristics of the receptor or partial alterations to the quality and integrity of the landscape receptor but where the baseline landscape context remains.	The proposals will result in a partial change in view or introduce/ alter elements, features or characteristics but where the baseline visual context remains.
Minor	The proposals will result in a small change in character of the receptor that is discernible but does not alter its key characteristics or will alter the quality and integrity of the landscape receptor in a small way.	The proposals will result in a small change in view/ areas of visual amenity or introduce/ alter elements, features or characteristics but where the change is not prominent.
Negligible	Slight change in the key characteristics of the landscape or alterations to the legibility of the landscape receptor.	The proposals will result in a barely discernible change in view/ areas visual amenity.
None	No change to the key characteristics of the landscape or alterations to the legibility of the landscape receptor.	No change to the view / visual amenity.

Glossary of Terms

(Derived from current IEMA/LI Guidelines with additional glossary)

Access land	Land where the public have access either by legal right or by informal agreement.
Baseline studies	Work done to determine and describe the environmental conditions against which any future changes can be measured or predicted and assessed.
Characterisation	The process of identifying areas of similar landscape character, classifying and mapping them and describing their character.
Characteristics	Elements, or combinations of elements, which make a contribution to distinctive landscape character.
Compensation	Measures devised to offset or compensate for residual adverse effects which cannot be prevented/avoided or further reduced.
Competent authority	The authority which determines the application for consent, permission, licence or other authorisation to proceed with a proposal. It is the authority that must consider the environmental information before granting any kind of authorisation.
Consultation bodies	Any body specified in the relevant EIA Regulations which the competent authority must consult in respect of an EIA, and which also has a duty to provide a scoping opinion and information.
Designated landscape	Areas of landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans or other documents.
Development	Any proposal that results in a change to the landscape and/or visual environment.
Direct effect	An effect that is directly attributable to the proposed development.
‘Do nothing’ situation	Continued change or evolution in the landscape in the absence of the proposed development.
Ecosystem services	The benefits provided by ecosystems that contribute to making human life both possible and worth living. The Millennium Ecosystem Assessment (www.unep.org/maweb/en/index.aspx) grouped ecosystem services into four broad categories: 1. supporting services, such as nutrient cycling, oxygen production and soil formation – these underpin the provision of the other ‘service’ categories; 2. provisioning services, such as food, fibre, fuel and water; 3. regulating services, such as climate regulation, water purification and flood protection; 4. cultural services, such as education, recreation and aesthetic value.
Elements	Individual parts which make up the landscape, such as, for example, trees, hedges and buildings.
Enhancement	Proposals that seek to improve the landscape resource and the visual amenity of the proposed development site and its wider setting, over and above its baseline condition.
Environmental Impact Assessment (EIA)	The process of gathering environmental information; describing a development; identifying and describing the likely significant environmental effects of the project; defining ways of preventing/avoiding, reducing, or offsetting or compensating for any adverse effects; consulting the general public and specific bodies with responsibilities for the environment; and presenting the results to the competent authority to inform the decision on whether the project should proceed.
Environmental Statement	A statement that includes the information that is reasonably required to assess the environmental effects of the development and which the applicant can, having regard in particular to current knowledge and methods of assessment, reasonably be required to compile, but that includes at least the information referred to in the EIA Regulations.
Feature	Particularly prominent or eye-catching elements in the landscape, such as tree clumps, church

towers or wooded skylines OR a particular aspect of the project proposals.

Geographical Information System (GIS)

A system that captures, stores, analyses, manages and presents data linked to location. It links spatial information to a digital database.

Green Infrastructure (GI)

Networks of green spaces and watercourses and water bodies that connect rural areas, villages, towns and cities.

Heritage

The historic environment and especially valued assets and qualities such as historic buildings and cultural traditions.

Historic Landscape Characterisation (HLC and Historic Land-use Assessment (HLA))

Historic characterisation is the identification and interpretation of the historic dimension of the present-day landscape or townscape within a given area. HLC is the term used in England and Wales, HLA is the term used in Scotland.

Indirect effects

Effects that result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of interrelationships or a complex pathway. They may be separated by distance or in time from the source of the effects.

Iterative design process

The process by which project design is amended and improved by successive stages of refinement which respond to growing understanding of environmental issues.

Key characteristics

Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place.

Land cover

The surface cover of the land, usually expressed in terms of vegetation cover or lack of it. Related to but not the same as land use.

Land use

What land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry.

Landform

The shape and form of the land surface which has resulted from combinations of geology, geomorphology, slope, elevation and physical processes.

Landscape and Visual Impact Assessment (LVIA)

A tool used to identify and assess the likely significance of the effects of change resulting from development both on the landscape as an environmental resource in its own right and on people's views and visual amenity.

Landscape capacity

The degree to which a particular landscape character type or area is able to accommodate change without unacceptable adverse effects on its character. Capacity is likely to vary according to the type and nature of change being proposed.

Landscape character

A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.

Landscape Character Areas (LCAs)

These are single unique areas which are the discrete geographical areas of a particular landscape type.

Landscape Character Assessment (LCA)

The process of identifying and describing variation of the character of the landscape and using this information to assist in managing change in the landscape. It seeks to identify and explain the unique combination of elements and features that make landscapes distinctive. The process results in the production of a Landscape Character Assessment.

Landscape Character Types (LCTs)

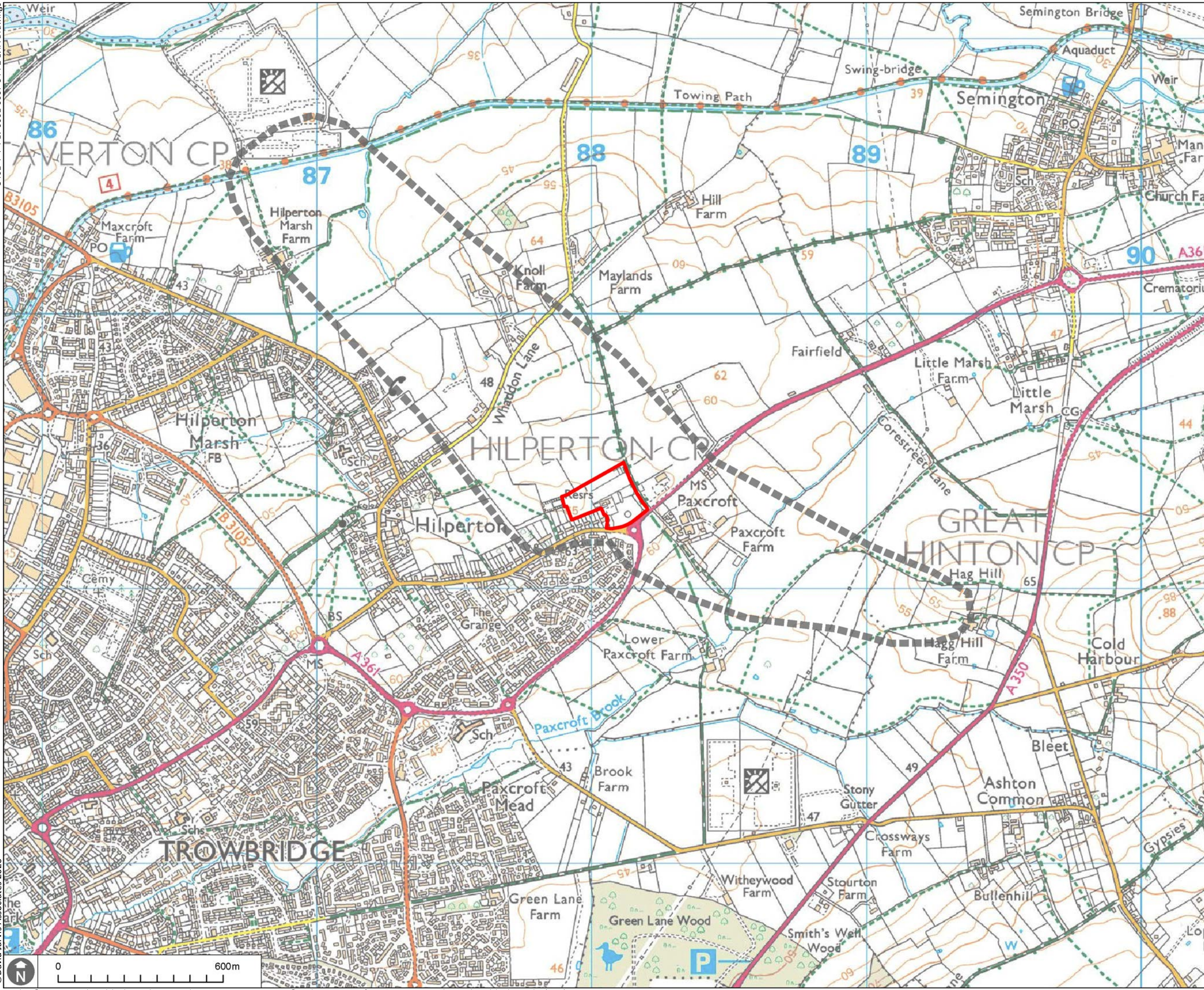
These are distinct types of landscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic

	attributes.
Landscape classification	A process of sorting the landscape into different types using selected criteria but without attaching relative values to different sorts of landscape.
Landscape effects	Effects on the landscape as a resource in its own right.
Landscape features	A prominent eye-catching element, e.g. wooded hill top and church spire.
Landscape quality (condition)	A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.
Landscape receptors	Defined aspects of the landscape resource that have the potential to be affected by a proposal.
Landscape strategy	The overall vision and objectives for what the landscape should be like in the future, and what is thought to be desirable for a particular landscape type or area as a whole, usually expressed in formally adopted plans and programmes or related documents.
Landscape value	The relative value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a whole variety of reasons.
Magnitude (of effect)	A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration.
Parameters	A limit or boundary which defines the scope of a particular process or activity.
Perception	Combines the sensory (that we receive through our senses) with the cognitive (our knowledge and understanding gained from many sources and experiences).
Photomontage	A visualisation which superimposes an image of a proposed development upon a photograph or series of photographs.
Receptors	See Landscape receptors and Visual receptors.
Scoping	The process of identifying the issues to be addressed by an EIA. It is a method of ensuring that an EIA focuses on the important issues and avoids those that are considered to be less significant.
Seascape	Landscapes with views of the coast or seas, and coasts and adjacent marine environments with cultural, historical and archaeological links with each other.
Sensitivity	A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor.
Significance	A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic.
Stakeholders	The whole constituency of individuals and groups who have an interest in a subject or place.
Strategic Environmental Assessment (SEA)	The process of considering the environmental effects of certain public plans, programmes or strategies at a strategic level.
Susceptibility	The ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences.
Time depth	Historical layering – the idea of landscape as a ‘palimpsest’, a much written-over manuscript.
Townscape	The character and composition of the built environment including the buildings and the relationships between them, the different types of urban open space, including green spaces, and the relationship between buildings and open spaces.
Tranquillity	A state of calm and quietude associated with peace, considered to be a significant asset of

landscape.

Visual amenity	The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area.
Visual effects	Effects on specific views and on the general visual amenity experienced by people.
Visual receptors	Individuals and/or defined groups of people who have the potential to be affected by a proposal.
Visualisation	A computer simulation, photomontage or other technique illustrating the predicted appearance of the development.
Zone of Theoretical Visibility (ZTV)	A map, usually digitally produced, showing areas of land within which a development is theoretically visible.
Zone of Significant Visibility (ZSV)	Area within a ZTV from which a proposed development is likely to draw the eye of a casual observer, based on field observations.

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KEY

Application Boundary

Study Area

Status

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Client

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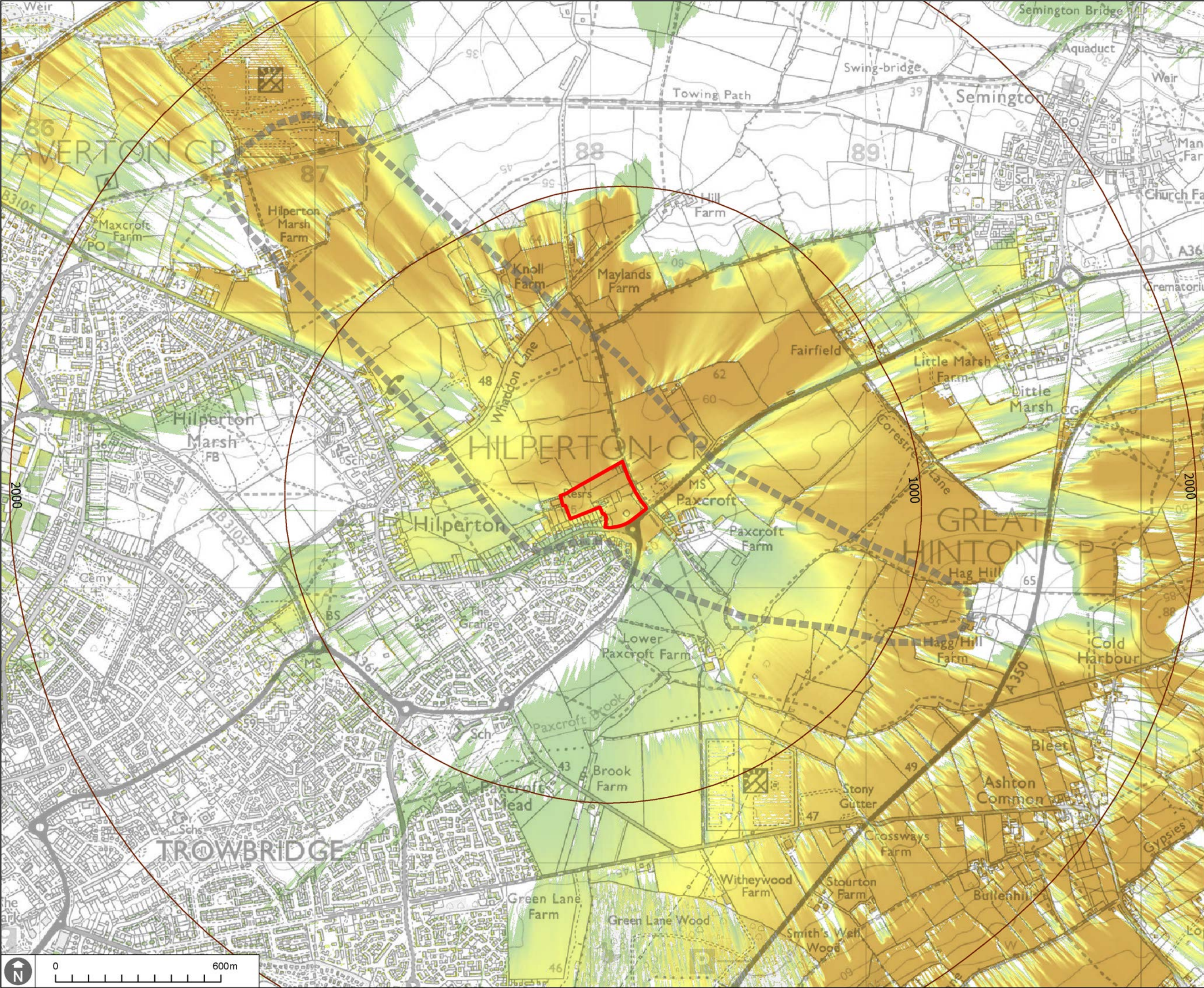
Project

HILPERTON PARCEL 1 & 2

Drawing Title

SITE LOCATION

Scale	Sheet Size	Date
1:12,500	A3	JAN 2026
Client Ref.	Drawing Ref.	Drawing No.
-	3461-4-4-4	LV-0001
		Version
		S4-P2



KEY

Application Boundary

Study Area

Zones of Theoretical Visibility

393.000

0.000

The zones of theoretical visibility (ZTV) are shown for the proposed test with the following parameters:

- Digital Elevation Model (DEM): Environment Agency 2022 Composite LIDAR First Return Digital Surface Model (DSM) and Digital Terrain Model (DTM), 2m resolution
- Observers: 1.6m above DSM, horizontal resolution as per DEM
- Targets: 10m square grid of target points within the developable area, 7.5m above the DTM
- Adjustments: Atmospheric refraction and Earth's curvature

The model considers the screening effect of vegetation and built form as provided by the DEM. This gives an indication of probable screening effects. The Zone of Visual Significance is defined during field survey and takes into account those aspects missing from the ZTV and may therefore differ from the ZTV. The ZTV is therefore considered to represent a probable scenario to inform field surveys only.

Status

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HILPERTON PARCEL 1 & 2

Drawing Title

ZONE OF THEORETICAL VISIBILITY (ZTV)

Scale

1:12,500

Sheet Size

A3

Date

JAN 2026

Client Ref.

-

Drawing Ref.

3461-4-4-4

Drawing No.

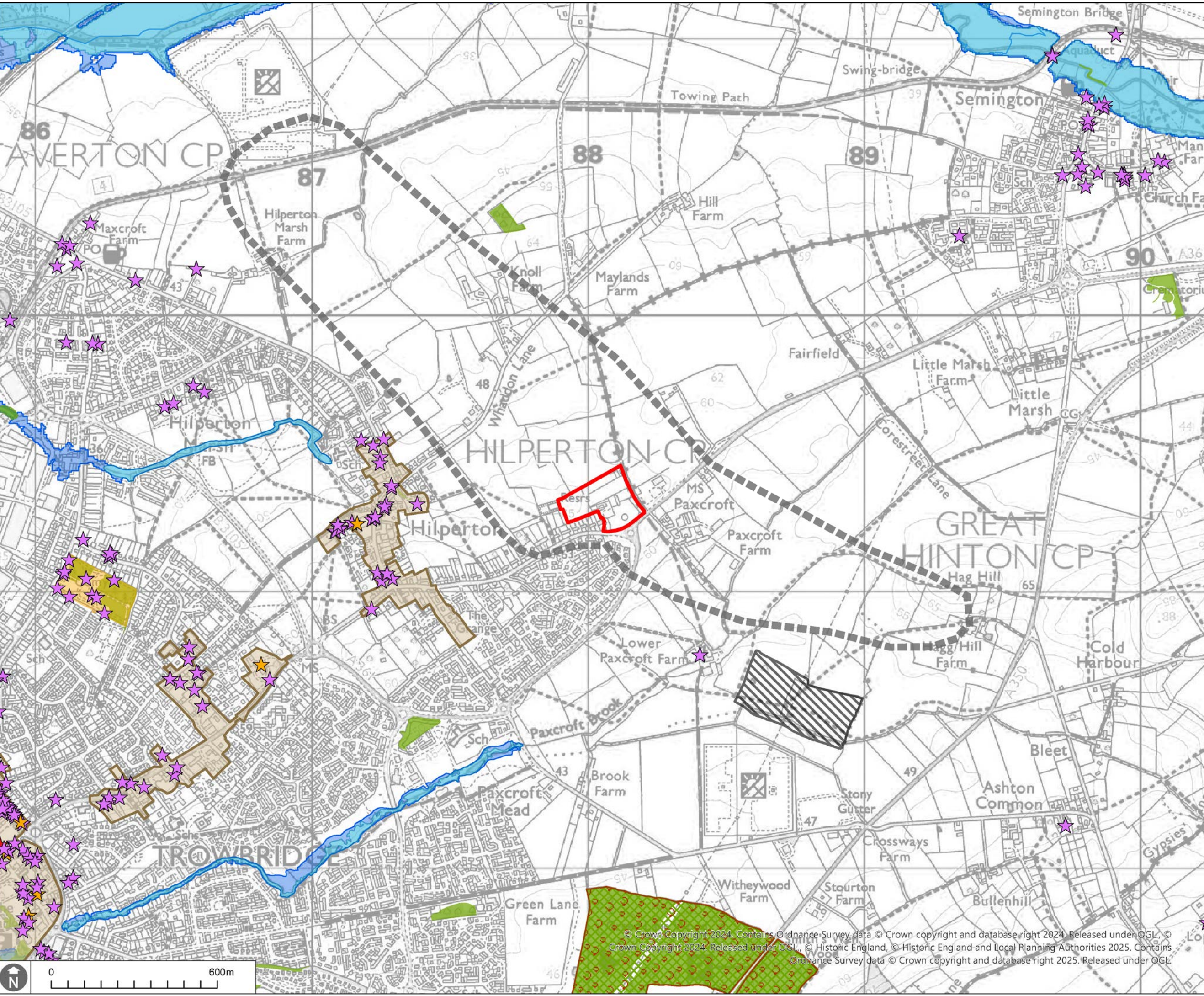
LV-0002

Version

S4-P2

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KEY

Application Boundary

Study Area

National Heritage List for England

Listed Building

IIIII*Scheduled MonumentsRegistered Parks and GardensConservation Areas

Natural England

Ancient & Semi-Natural WoodlandLocal Nature ReservesCountry ParksGreen Belt 2023/24

Priority Habitat Inventory

Deciduous Woodland

Flood Zones

Flood Zone 3Flood Zone 2

Status

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HILPERTON PARCEL 1 & 2

Drawing Title

LANDSCAPE DESIGNATIONS & CONSIDERATIONS

Scale

1:12,500

Sheet Size

A3

Date

JAN 2026

Client Ref.

Drawing Ref.

Drawing No.

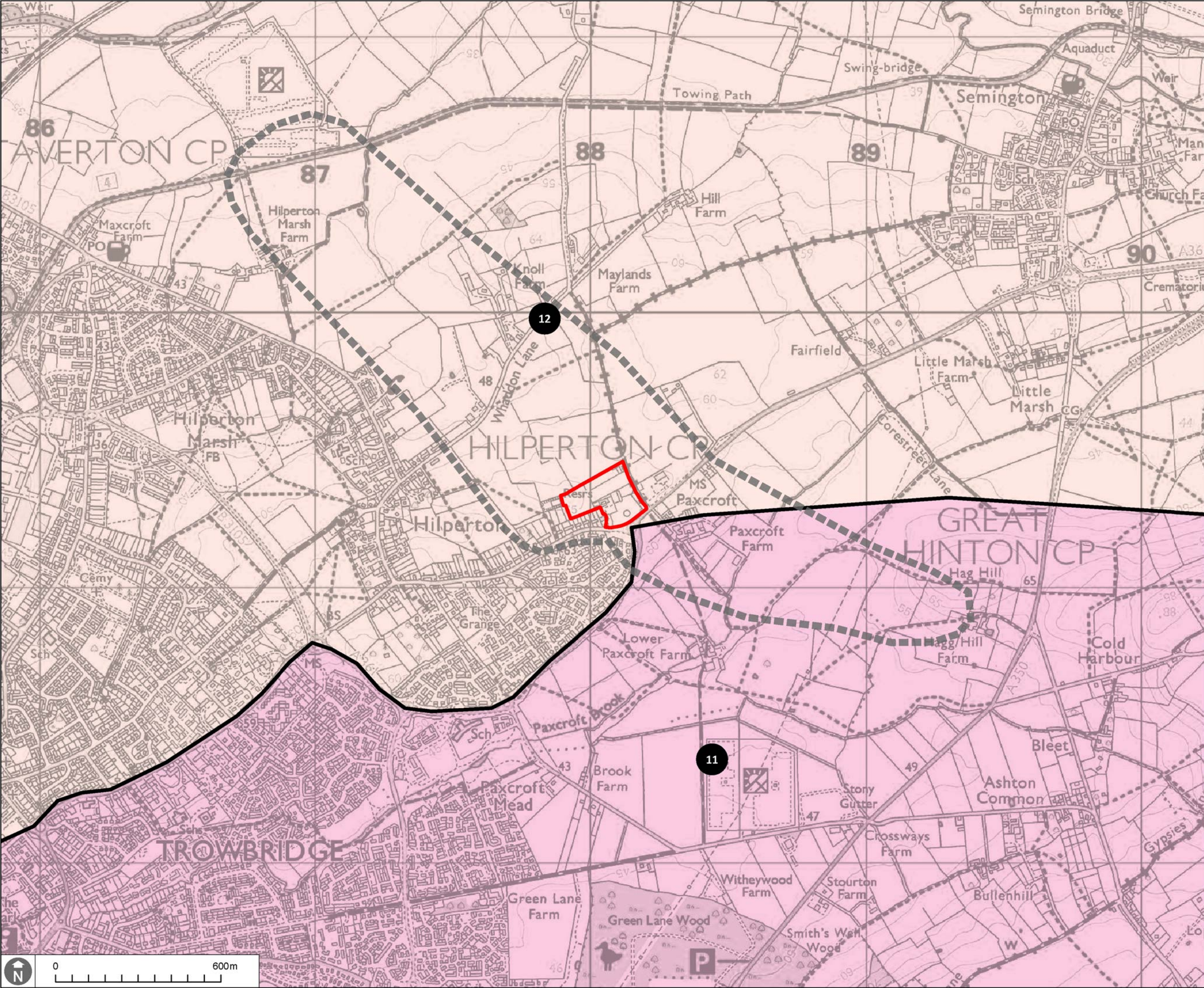
Version

-

3461-4-4-4

LV-0003

S4-P2



KEY

- Application Boundary
- Study Area
- County Boundaries

National Character Areas

- 117: Avon Vales (NE522)

Landscape Character Areas

Wiltshire LCA (2025)

- 11C: Trowbridge Rolling Clay Lowland
- 12B: Avon Open Clay Vale

Landscape Character Types

Wiltshire LCT (2025)

- 11: Rolling Clay Lowland
- 12: Open Clay Vale

Status

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HILPERTON PARCEL 1 & 2

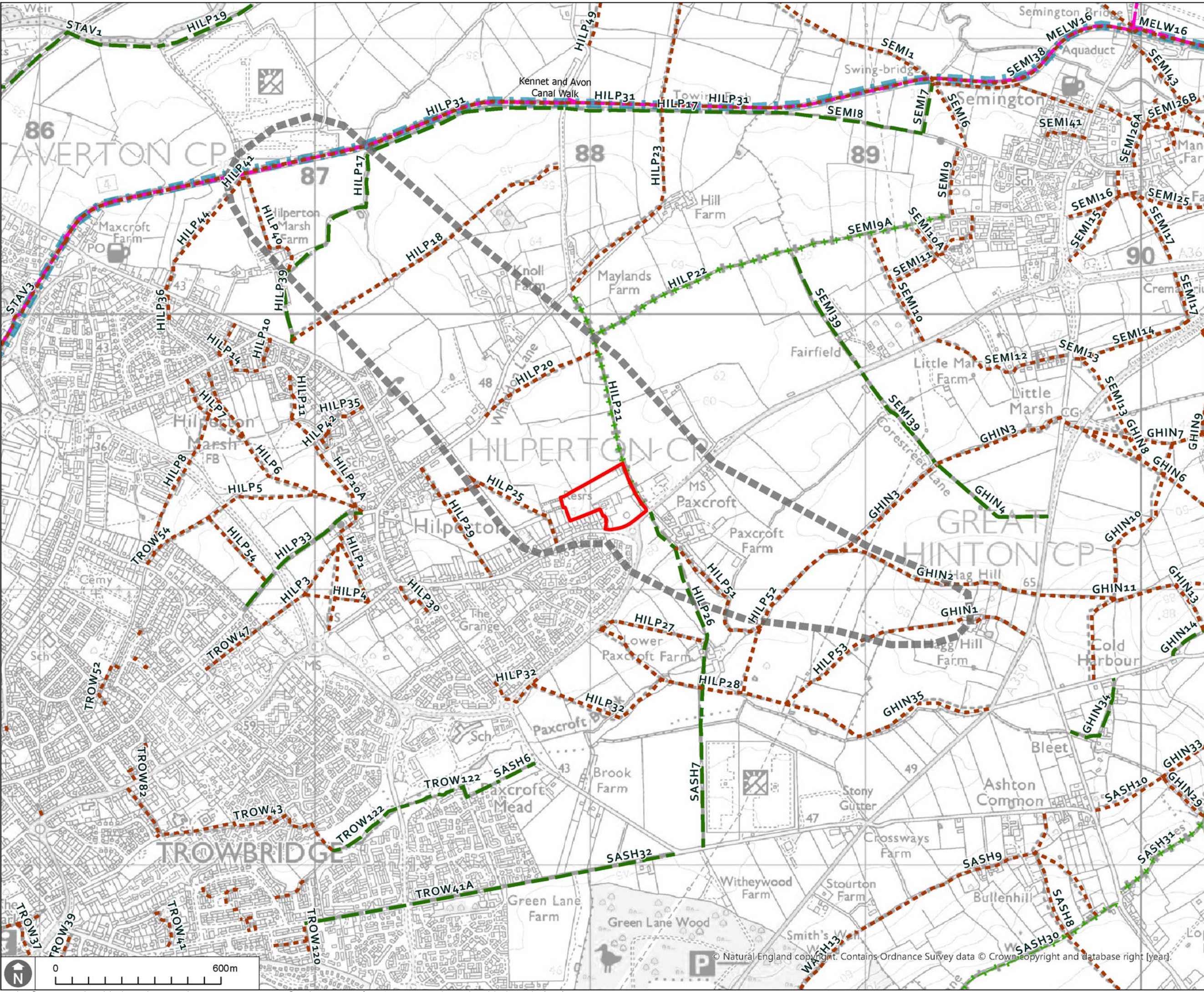
Drawing Title

LANDSCAPE CHARACTER

Scale	Sheet Size	Date	
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Client Ref.	Drawing Ref.	Drawing No.	Version
-	3461-4-4-4	LV-0004	S4-P2

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KEY

Application Boundary

Study Area

County Boundaries

County ProW

Wiltshire ProW

Bridleway

Byway

Footpath

Restricted Byway

National Cycle Network (Sustrans)

Long Distance Footpaths

Status

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HILPERTON PARCEL 1 & 2

Drawing Title

PUBLIC RIGHTS OF WAY (ProW)

Scale

1:12,500

Sheet Size

A3

Date

JAN 2026

Client Ref.

Drawing Ref.

Drawing No.

Version

-

3461-4-4-4

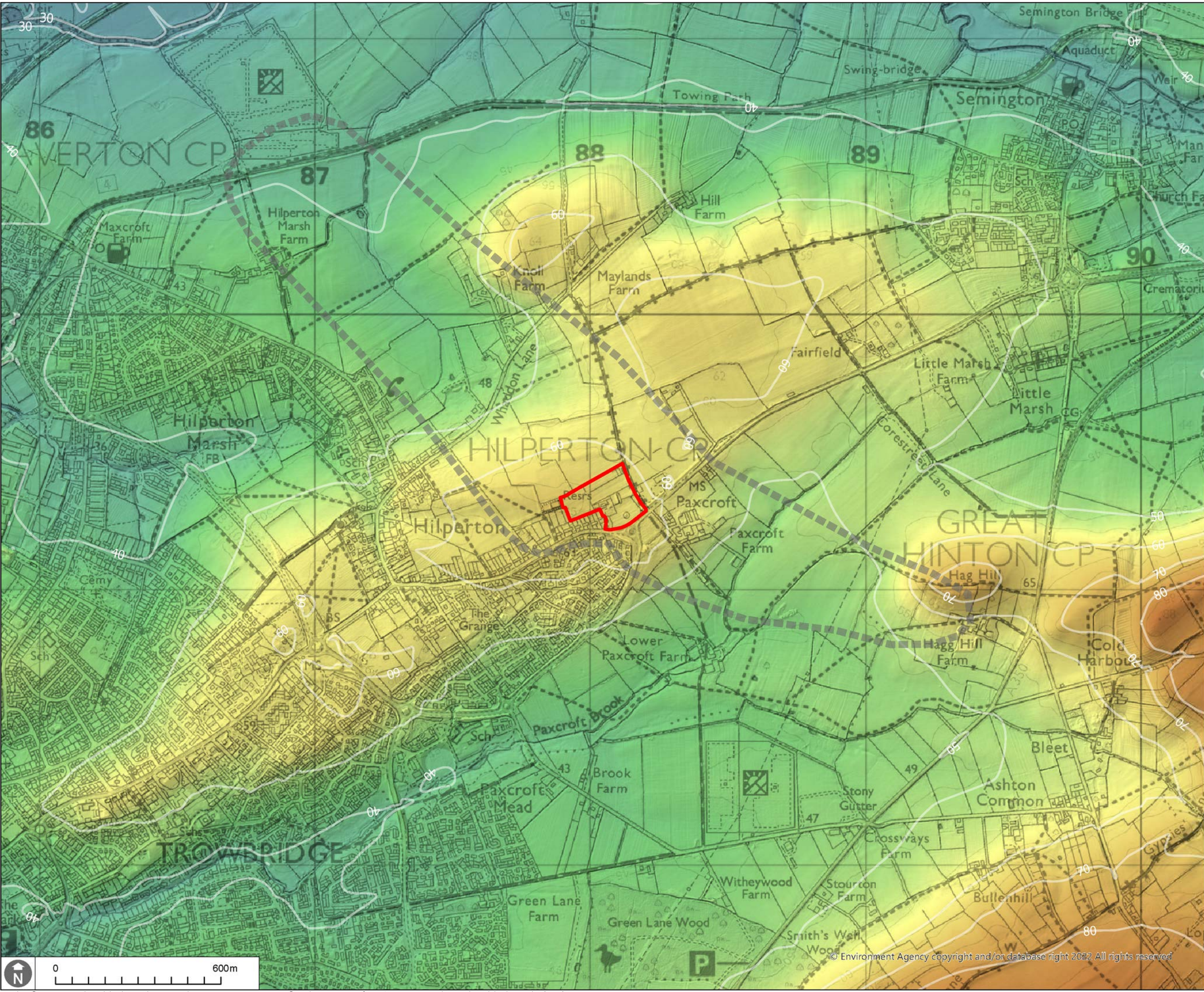
LV-0005

S4-P2

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Application Boundary

Study Area

Topography Height Banding (mAOD)

87.893

28.113

Status

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HILPERTON PARCEL 1 & 2

Drawing Title

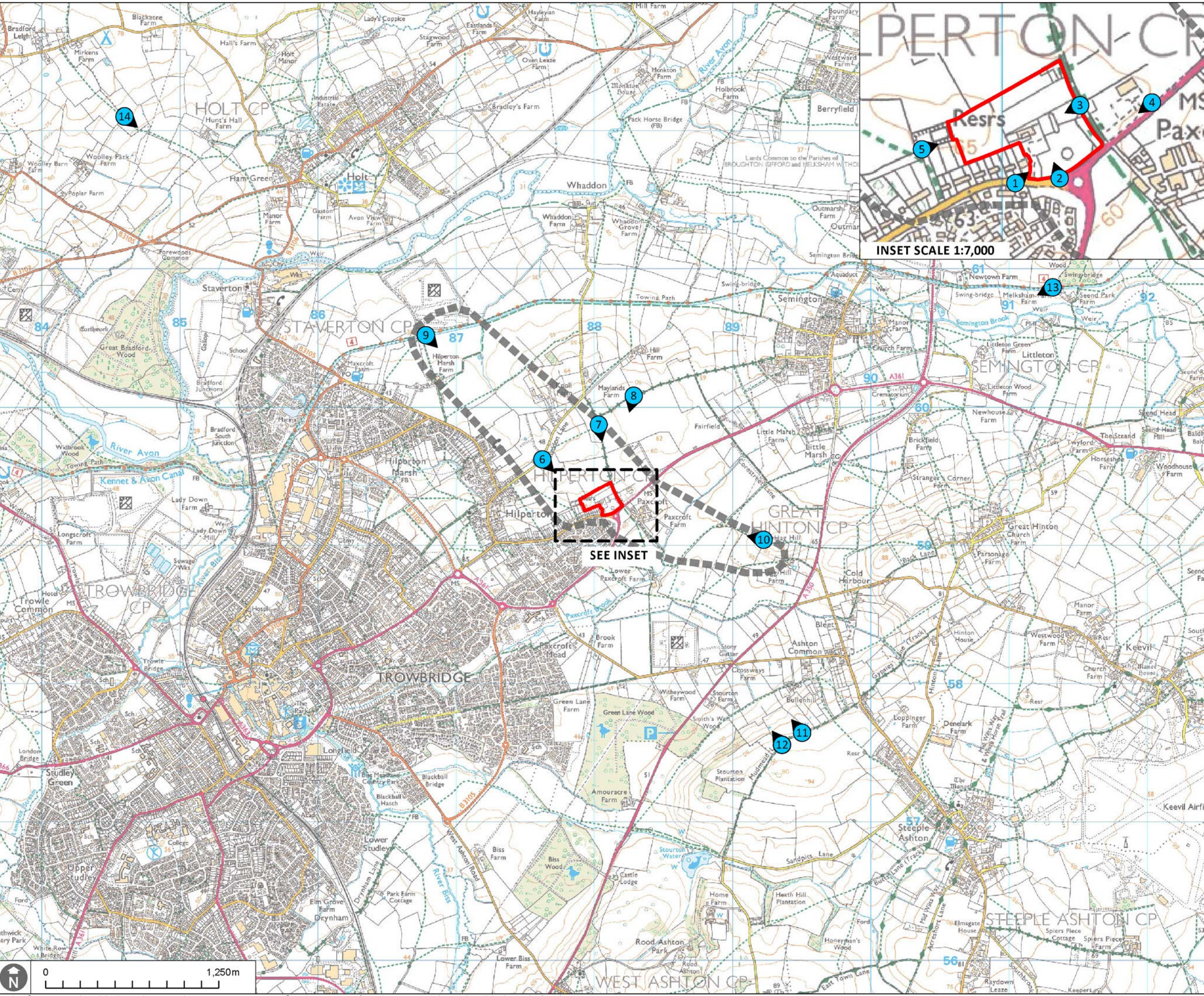
TOPOGRAPHICAL RELIEF

Scale	Sheet Size	Date	
1:12,500	A3	JAN 2026	
Client Ref.	Drawing Ref.	Drawing No.	Version
-	3461-4-4-4	LV-0006	S4-P2

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Application Boundary

Study Area

Field Survey Photographic Record Point

Status

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Project

HILPERTON PARCEL 1 & 2

Drawing Title

VIEWPOINT LOCATION

Scale

1:25,000

Sheet Size

A3

Date

JAN 2026

Client Ref.

-

Drawing Ref.

3461-4-4-4

Drawing No.

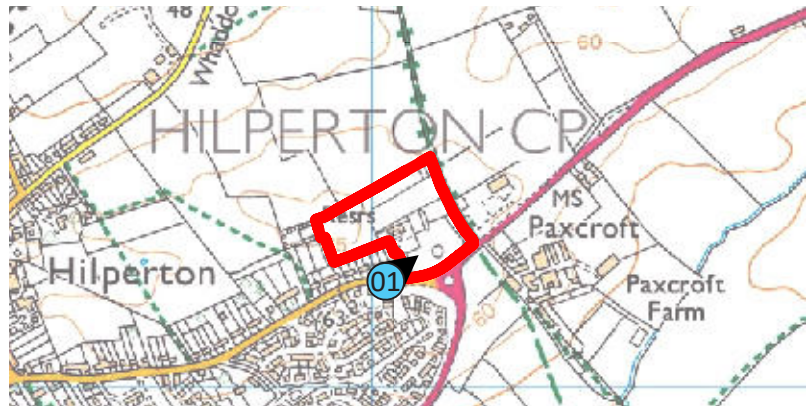
LV-0007

Version

S4-P2

APPENDIX 2

PHOTOGRAPHIC FIELD SURVEY RECORD



Viewpoint 01 details

Grid Reference: E: 388027, N: 159210
Altitude AOD: 63m
Distance to Site: 28m
Date: 14/01/2026
Time: 12:18

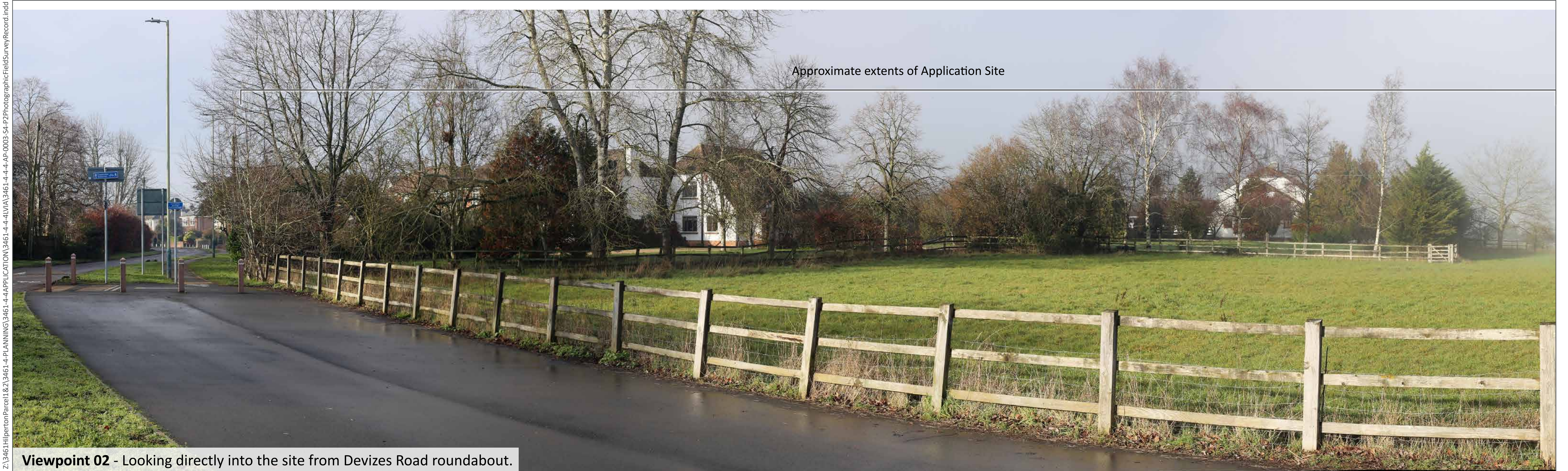
Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 1 OF 18
Date	JAN 2026

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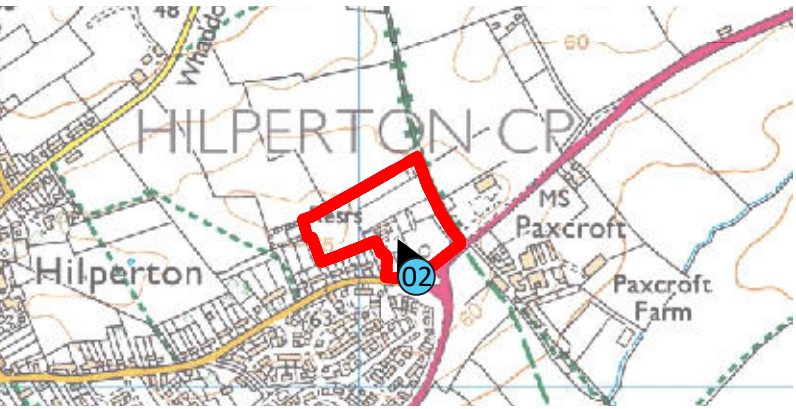
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Viewpoint 02 - Looking directly into the site from Devizes Road roundabout.



Viewpoint 02 - Looking directly into the site from Devizes Road roundabout. (continued)



Viewpoint 02 details

Grid Reference: E: 388116, N: 159220
Altitude AOD: 62m
Distance to Site: 06m
Date: 14/01/2026
Time: 12:22

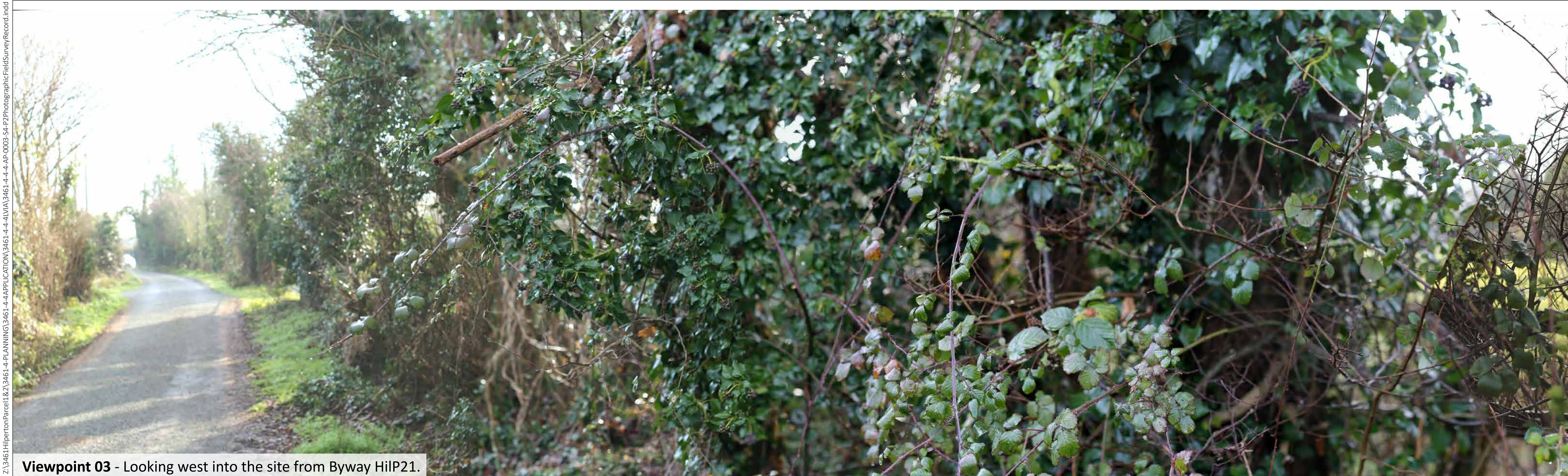
Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 2 OF 18
Date	JAN 2026

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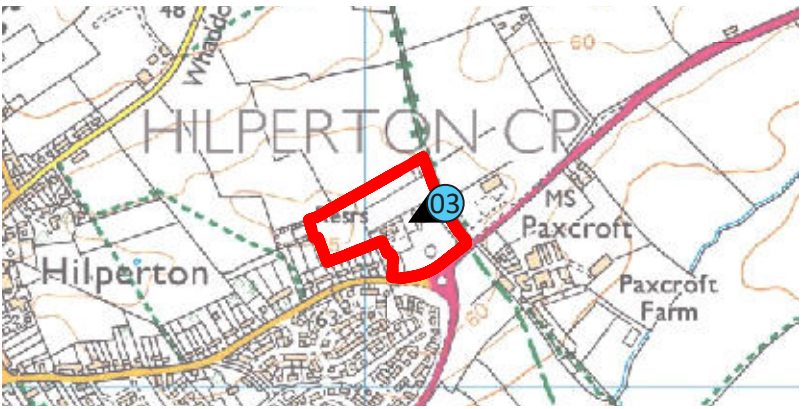


Viewpoint 03 - Looking west into the site from Byway HilP21.



Continued from above

Viewpoint 03 - Looking west into the site from Byway HilP21. (continued)



Viewpoint 03 details

Grid Reference: E: 388158, N: 159367
Altitude AOD: 62m
Distance to Site: 04m
Date: 14/01/2026
Time: 12:46

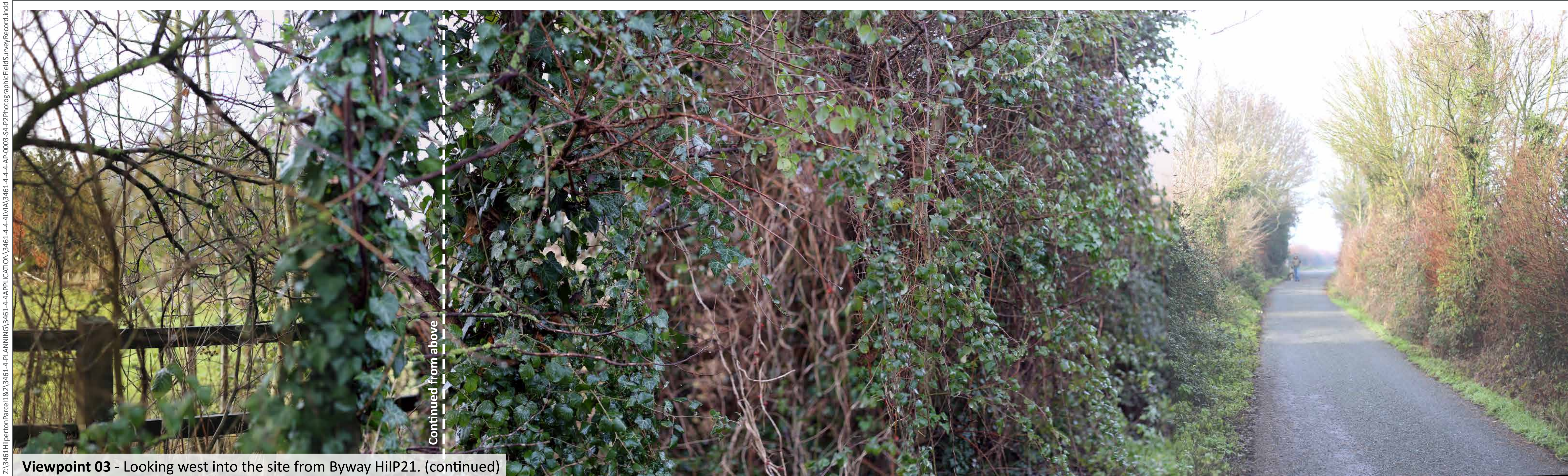
Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 3 OF 18
Date	JAN 2026

PLANNING

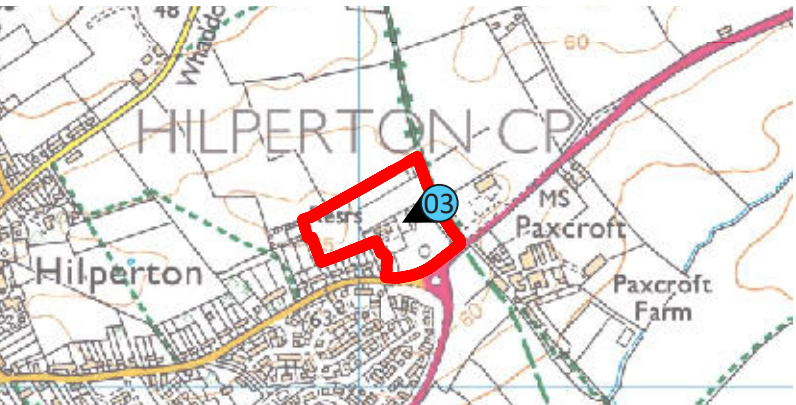
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Viewpoint 03 - Looking west into the site from Byway HilP21. (continued)



Viewpoint 03 details

Grid Reference: E: 388158, N: 159367
Altitude AOD: 62m
Distance to Site: 04m
Date: 14/01/2026
Time: 12:46

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 4 OF 18
Date	JAN 2026

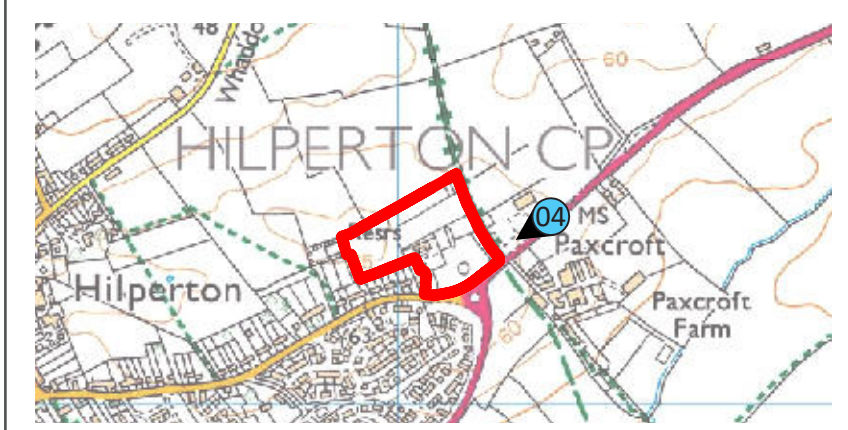
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	Viewpoint 04 details Grid Reference: E: 388303, N: 159373 Altitude AOD: 59m Distance to Site: 130m Date: 14/01/2026 Time: 12:50	<table><tr><td>Project</td><td>HILPERTON PARCEL 1 & 2</td></tr><tr><td>Client</td><td>REDCLIFFE HOMES LTD.</td></tr><tr><td>Drawing Ref & Title</td><td>3461-4-4-AP-0003-S4-P2</td></tr><tr><td colspan="2">PHOTOGRAPHIC FIELD SURVEY RECORD</td></tr><tr><td colspan="2">APPENDIX 3 - SHEET 5 OF 18</td></tr><tr><td>Date</td><td>JAN 2026</td></tr></table>	Project	HILPERTON PARCEL 1 & 2	Client	REDCLIFFE HOMES LTD.	Drawing Ref & Title	3461-4-4-AP-0003-S4-P2	PHOTOGRAPHIC FIELD SURVEY RECORD		APPENDIX 3 - SHEET 5 OF 18		Date	JAN 2026	PLANNING DAVID JARVIS ASSOCIATES DAVID JARVIS ASSOCIATES LIMITED 1 Tennyson Street, Swindon, Wiltshire, SN1 5DT t: 01793 612173 e: mail@davidjarvis.biz w: www.davidjarvis.biz
Project	HILPERTON PARCEL 1 & 2														
Client	REDCLIFFE HOMES LTD.														
Drawing Ref & Title	3461-4-4-AP-0003-S4-P2														
PHOTOGRAPHIC FIELD SURVEY RECORD															
APPENDIX 3 - SHEET 5 OF 18															
Date	JAN 2026														



Viewpoint 05 details

Grid Reference: E: 387838, N: 159279

Altitude AOD: 64m

Distance to Site: 65m

Date: 14/01/2026

Time: 13:05

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
PHOTOGRAPHIC FIELD SURVEY RECORD	
APPENDIX 3 - SHEET 6 OF 18	
Date	JAN 2026

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Viewpoint 06 details

Grid Reference: E: 387620, N: 159624
Altitude AOD: 50m
Distance to Site: 397m
Date: 14/01/2026
Time: 13:15

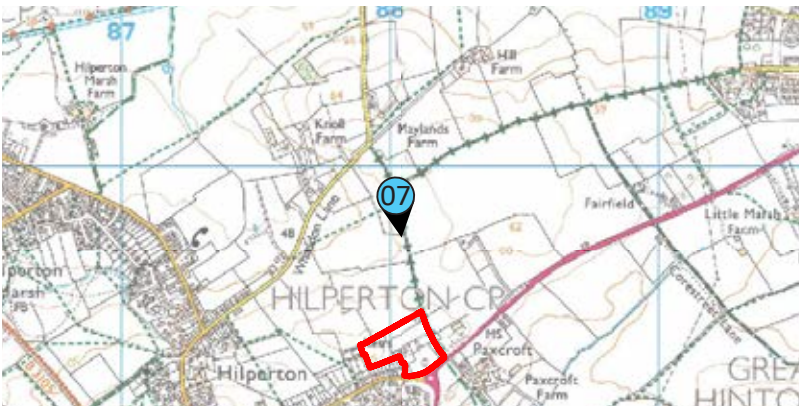
Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 7 OF 18
Date	JAN 2026

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Viewpoint 07 details

Grid Reference: E: 388029, N: 159875
Altitude AOD: 56m
Distance to Site: 427m

Date: 14/01/2026
Time: 13:26

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 8 OF 18
Date	JAN 2026

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Viewpoint 08 - Looking south west from Byway HILP22, approximately 600 metres from the site.



Viewpoint 08 - Looking south west from Byway HILP22, approximately 600 metres from the site. (continued)



Viewpoint 08 details

Grid Reference: E: 388284, N: 160084
Altitude AOD: 62m
Distance to Site: 648m
Date: 14/01/2026
Time: 13:34

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 9 OF 18
Date	JAN 2026

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Viewpoint 08 details

Grid Reference: E: 388284, N: 160084
Altitude AOD: 62m
Distance to Site: 648m
Date: 14/01/2026
Time: 13:34

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 10 OF 18
Date	JAN 2026

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09

Viewpoint 09 details

Grid Reference:	E: 386778, N: 160520
Altitude AOD:	38m
Distance to Site:	1626m
Date:	14/01/2026
Time:	14:14

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-AP-0003-S4-P2
PHOTOGRAPHIC FIELD SURVEY RECORD	
APPENDIX 3 - SHEET 11 OF 18	
Date	JAN 2026

PLANNING

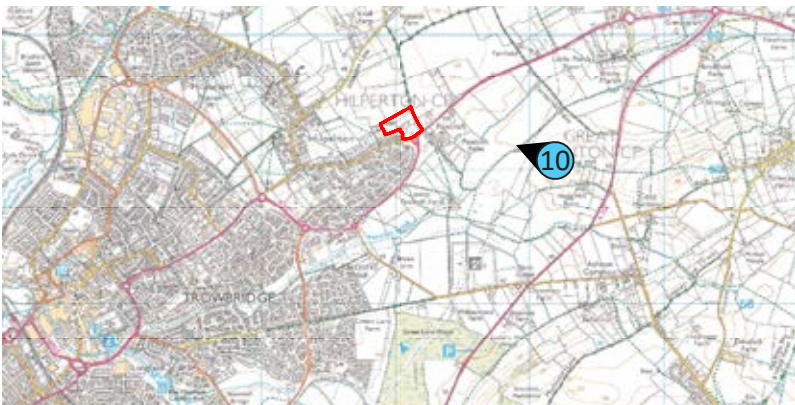
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Viewpoint 10 - Looking north west from public right of way GHIN 2, approximately 1km from the site.



Viewpoint 10 details

Grid Reference: E: 389223, N: 159040
Altitude AOD: 62m
Distance to Site: 1051m

Date: 16/01/2026
Time: 12:57

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 12 OF 18
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Viewpoint 11 - Looking north west from restricted byway SASH30, approximately 2km from site.



Viewpoint 11 - Looking north west from restricted byway SASH30, approximately 2km from site. (continued)



Viewpoint 11 details

Grid Reference: E: 389502, N: 157646
Altitude AOD: 73m
Distance to Site: 2093m
Date: 16/01/2026
Time: 12:12

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 13 OF 18
Date	JAN 2026

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Viewpoint 12 - Looking north west from restricted byway SASH30, approximately 2km from site.



Viewpoint 12 - Looking north west from restricted byway SASH30, approximately 2km from site. (continued)



Viewpoint 12 details

Grid Reference: E: 389356, N: 157558
Altitude AOD: 99m
Distance to Site: 2074m

Date: 16/01/2026
Time: 12:04

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 14 OF 18
Date	JAN 2026

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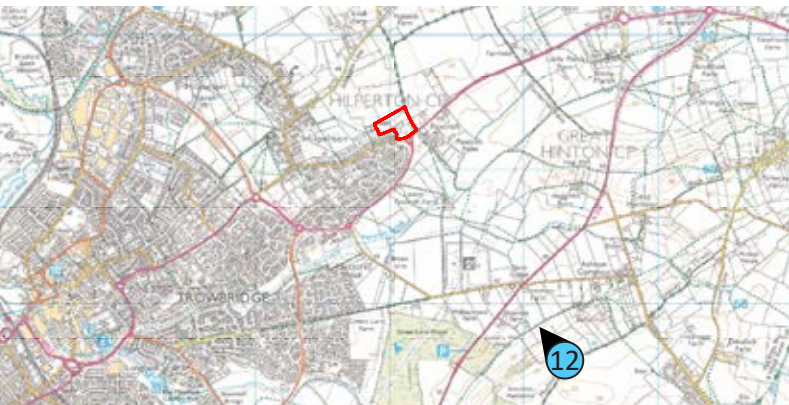
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Viewpoint 12 - Looking north west from restricted byway SASH30, approximately 2km from site. (continued)



Viewpoint 12 details

Grid Reference: E: 389356, N: 157558
Altitude AOD: 99m
Distance to Site: 2074m
Date: 16/01/2026
Time: 12:04

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 15 OF 18
Date	JAN 2026

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Viewpoint 13 - Looking south west towards the site from Kennet and Avon Canal route. Approximately 3.5km from the site.



Continued from above

Viewpoint 13 - Looking south west towards the site from Kennet and Avon Canal route. Approximately 3.5km from the site. (continued)



Viewpoint 13 details

Grid Reference: E: 391314, N: 160866
Altitude AOD: 40m
Distance to Site: 3489m
Date: 16/01/2026
Time: 14:06

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
PHOTOGRAPHIC FIELD SURVEY RECORD	
APPENDIX 3 - SHEET 16 OF 18	
Date	JAN 2026

PLANNING

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Viewpoint 13 - Looking south west towards the site from Kennet and Avon Canal route. Approximately 3.5km from the site. (continued)



Viewpoint 13 details

Grid Reference: E: 391314, N: 160866
Altitude AOD: 40m
Distance to Site: 3489m
Date: 16/01/2026
Time: 14:06

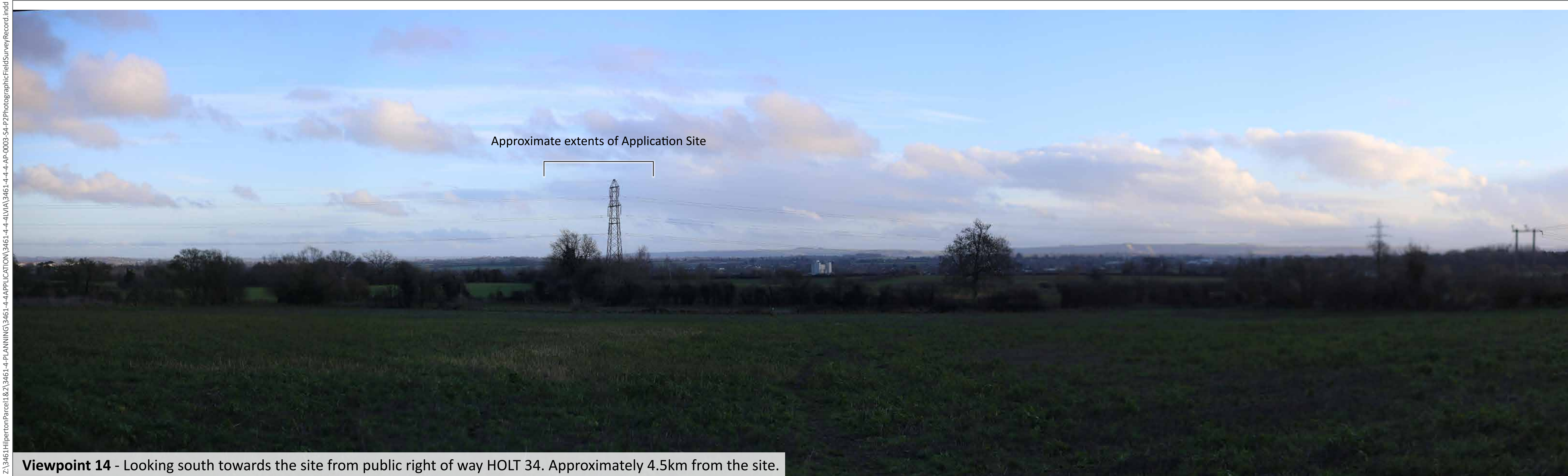
Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 17 OF 18
Date	JAN 2026

PLANNING

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Viewpoint 14 - Looking south towards the site from public right of way HOLT 34. Approximately 4.5km from the site.



Viewpoint 14 - Looking south towards the site from public right of way HOLT 34. Approximately 4.5km from the site. (continued)



Viewpoint 14 details

Grid Reference: E: 384597, N: 162103
Altitude AOD: 63m
Distance to Site: 4304m

Date: 16/01/2026
Time: 15:31

Project	HILPERTON PARCEL 1 & 2
Client	REDCLIFFE HOMES LTD.
Drawing Ref & Title	3461-4-4-4-AP-0003-S4-P2
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 18 OF 18
Date	JAN 2026

PLANNING

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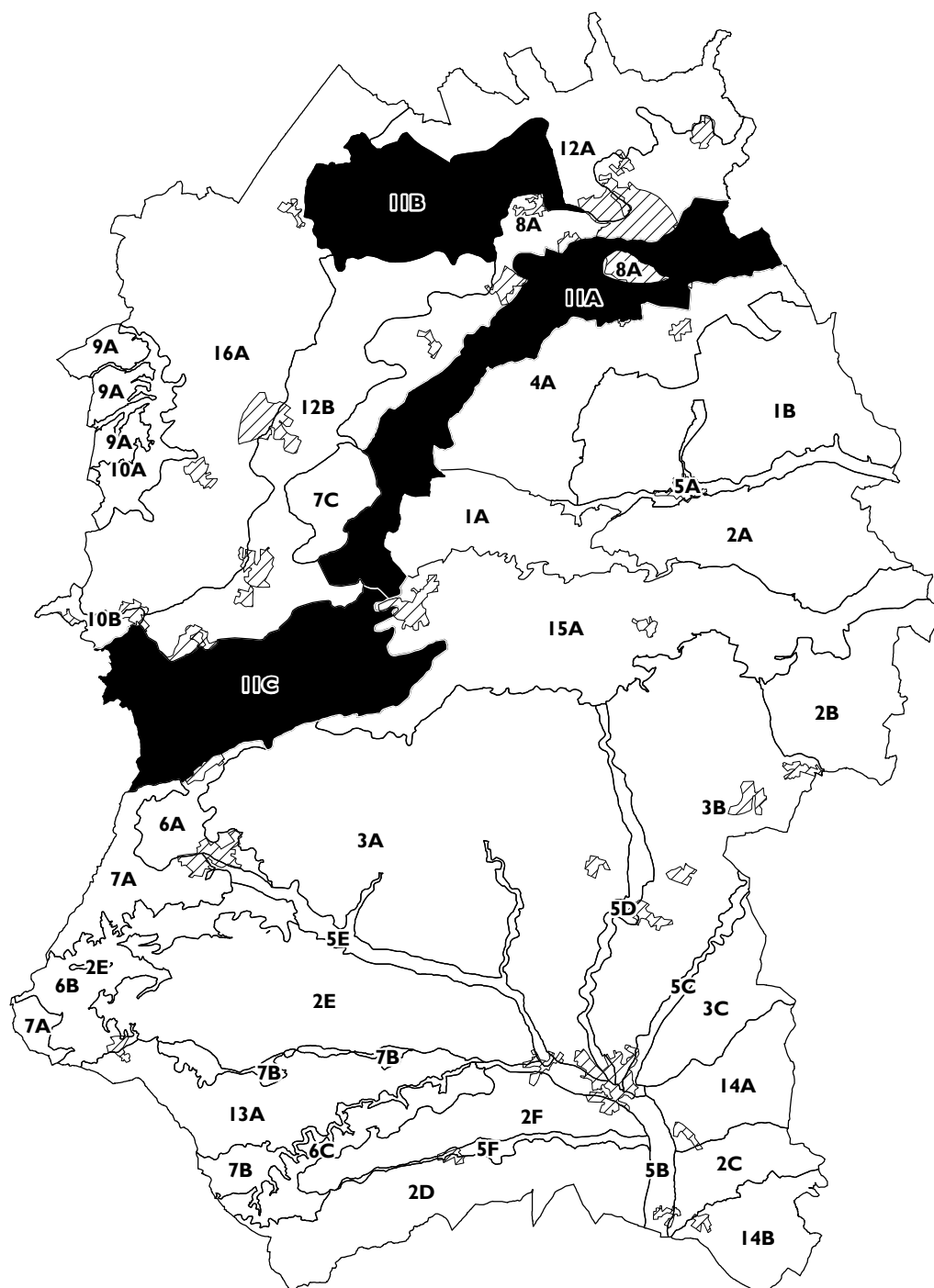
APPENDIX 3

EXTRACTS OF LANDSCAPE CHARACTER ASSESSMENTS

LANDSCAPE TYPE 11: ROLLING CLAY LOWLAND



11: ROLLING CLAY LOWLAND



LANDSCAPE CHARACTER AREAS

I1A: Calne Rolling Clay Lowland

I1B: Minety Rolling Clay Lowland

I1C: Trowbridge Rolling Clay Lowland



Urban Area

TYPE 11: ROLLING CLAY LOWLAND

DESCRIPTION

Location and boundaries

The *Rolling Clay Lowland Landscape Type* is a group of low lying areas founded on Clay and situated broadly to the north west of the county. There are three areas in the type: *11A: Swindon-Calne Rolling Clay Lowland* sited centrally in the northern half of the county; *11B: Minety Rolling Clay Lowland* further to the north; and *11C: Trowbridge Rolling Clay Lowland* to the west.

Boundaries are defined by changes in topography, geology and land cover, for instance Area *11A: Swindon Calne Rolling Clay Lowland* is largely bounded by the more elevated areas to west and east and boundaries follow contours at the base of the slopes. Other boundaries are less clearly defined as for the boundary between Area *11B: Minety Rolling Clay Lowland* and Area *16A: Malmesbury-Corsham Limestone Lowlands* where the boundaries are along roads that broadly follow the change in geology and land cover to the more wooded landscape of the *Limestone Lowlands*.

Key characteristics

- Gently rolling lowland based on Clay.
- Mixed arable and pastoral land use with pasture concentrated around the water courses.
- Variable field pattern with network of full hedgerows and mature hedgerow trees.
- Presence of streams marked by lines of willows and crossed by modest bridges.
- Woodland blocks including some ancient woodland and wet woodland of high ecological value plus scattered mature trees.
- Small number of meadows of neutral and unimproved grassland.
- Scattered settlement of towns, small villages and farmsteads, many using vernacular materials of brick, half timber, stone, tiles and thatch.
- Roads largely minor and rural with a few trunk roads and sections of motorway.
- Views vary from semi-enclosed by intact hedgerows, riparian vegetation and woodland blocks to more open with views to the rising scarps of the chalk uplands.
- A largely peaceful, rural landscape.

Physical influences

The *Rolling Clay Lowland Landscape Type* is a gently undulating landscape with areas *11A: Swindon Calne Rolling Clay Lowland* and *11B: Minety Rolling Clay Lowland* varying from 70 to 130m AOD and area *11C: Trowbridge Rolling Clay Lowland* ranging from 50 to 80m AOD. The type is largely founded on Clay of the Jurassic period with Oxford Clay underlying area *11B*

and Ampthill Clay and Kimmeridge Clay under IIA and the eastern section of IIB. To the west of IIB: *Minety Rolling Clay Lowland* there are Corallian and Cornbrash limestones. The underlying clay geology and the many small watercourses give rise to seasonally wet soils of deep clay and loam to clayey soil over shale.

Biodiversity

The *Rolling Clay Lowland* Landscape Type is dominated by a mix of intensively farmed arable and pasture. The landscape is a valuable habitat for bats. The chief elements of biodiversity interest are the woods scattered at varying degrees of density across the agricultural land. The largest blocks and highest density of coverage occurs in area IIB: *Minety Rolling Clay Lowland* signifying the remains of the Royal Hunting Forest of Braydon. Here there are a number of ancient and semi-natural woodlands including the largest semi-natural remnant of the Forest, Ravensroost Wood SSSI, a botanically rich wet ash-wych elm and wet ash-maple woodland with a coppice with standards structure that is a legacy of many years of consistent management. Another example of ancient woodland is Picket and Clanger Wood SSSI in IIC. Here despite extensive conifer planting and lack of maintenance of the coppice, there is a rich semi-natural vegetation of broadleaved woodland of pedunculate oak, ash and hornbeam.

Green Lane and Biss Wood in *Trowbridge Clay Vale* is of international importance for bats particularly Bechsteins (maternity roosts) and also Barbestelle and Horseshoe bats.

Amongst the pattern of arable and pasture there are some isolated areas of traditionally managed hay meadow such as Cloatley Manor Farm SSSI, Goldborough Farm SSSI and Emmett Hill Meadows SSSI.

County Wildlife Sites include: Clyffe Pypard Wood, an ancient semi-natural woodland with some active coppice; Morningside Farm Meadows, unimproved/semi-improved neutral meadows with good species diversity including great burnet and pepper saxifrage; and Somerfield Common Wood, a large wood with remnant semi-natural broadleaved woodland and unimproved neutral grassland glades - this site has a rich butterfly assemblage, which includes brown hairstreak, marsh fritillary and grizzled skipper.

Historic environment

The lowland Clay areas of Wiltshire contrast with the Chalk landscapes in their much later settlement and clearance. In the Saxon period the locations of later towns like Calne began to emerge as centres of population while the pattern of villages derives from the more populous medieval times. The presence of Braydon Forest, a Royal Hunting Forest has influenced the landscape of area IIB: *Minety Rolling Clay Lowland* where there are still substantial blocks of semi-natural woodland.

Much of the traditional field pattern has been replaced by large open fields of arable or improved pasture for intensive farming methods, however substantial area of smaller, more sinuous fields survive particularly in Area IIC: *Trowbridge Rolling Clay Lowland*.

Surviving traces of medieval ridge and furrow have often been enclosed by hedgerows in the 18th or 19th centuries forming a valuable two phased landscape.

Settlement and built character

Settlement within the *Rolling Clay Lowland* generally follows a pattern of sparsely scattered small nucleated villages with farmsteads. There are a few towns; Calne, Westbury and the larger settlements of Trowbridge and Swindon.

Brick built buildings reflect the widespread use of the local clay, with red tiled roofs also common. There are some older stone dwellings with stone slated roofs reflecting the influence of the Limestone areas to the west. Views to the large scale industrial buildings on the outskirts of Trowbridge and Swindon and noise and light pollution from urban centres and transport corridors detract from the rural, tranquil feel of the adjacent areas.

CHARACTER AREAS

I I A: Swindon-Calne Rolling Clay Lowland

The *Swindon-Calne Rolling Clay Lowland* is a long, narrow gently undulating area sandwiched between the uplands of 4A: *Avebury Plain* and 8A: *Swindon-Lyneham Limestone Ridge*. Views to the surrounding hills and chalk scarp emphasise the comparatively level and open character of the area. The *Swindon-Calne Rolling Clay Lowland* is a mix of arable and pasture with the former more prominent to the north above Swindon. The arable fields tend to be large scale and rectangular with a mix of medium sized irregular fields and small regular strips to the south. Fields are bounded by hedgerows although these have been replaced by fences in some areas and hedgerow trees are sparse. The hedges, scattered small woodland blocks (some ancient) and riparian vegetation particularly willows, give a more enclosed and rural feel to the landscape in some sections. There are also remnant areas of hay meadow of high ecological value such as Goldburgh Farm SSSI. Around Swindon large scale buildings on the outskirts dominate immediate views but the area to the north which is very sparsely settled retains a rural remote feel. To the south views of the modern built edges of Calne influence the surrounding landscape, although this is mitigated to some extent by woodland cover. Elsewhere there is little settlement and rural roads criss cross the area giving access to the uplands to east and west.

I I B: Minety Rolling Clay Lowland

The *Minety Rolling Clay Lowland* lies to the north of the county largely surrounded by other low lying land including areas of *Open Clay Vale* to north and south. The *Minety Rolling Clay Lowland* is more wooded and sparsely settled than the others in the type, showing the strong influence of its historic land use as part of the Royal Hunting Forest of Braydon. Substantial blocks of woodland dominate the central part of the area, including some where traditional maintenance methods are still in place as at Ravensroost Wood SSSI and a remnant of wood pasture at Somerford Common. Fields are medium to large, mainly pastoral with a strong hedgerow network in good condition with many mature oak hedgerow trees. The central area is crossed by straight minor roads with sparse dwellings scattered along them and at crossroads. To east and west the pattern is more like the rest of the type with small nucleated villages such as Cloatley, Minety and Charlton with its historic parkland, linked by winding roads. Buildings tend to be of stone at the west of the area such as at Charlton, with brick and render more frequent to the east reflecting the change from Limestone to Clay geology.

IIC: Trowbridge Rolling Clay Lowland

Area IIC: Trowbridge Rolling Clay Lowland lies at the mid point of the east of the county with the Chalk uplands of Salisbury Plain West to the south and the Avon Open Clay Vale to the north. Trowbridge Rolling Clay Lowland is a gently undulating, largely rural area of mixed arable and pasture land. Medium to large rectangular fields are bounded by thick hedgerows with mature hedgerow trees. Combined with scattered woodland blocks (some ancient) and rich riparian vegetation along the stream lines the hedgerows make this a semi-enclosed landscape allowing intermittent views to the steep scarps of the Chalk uplands. Settlement is sparse to the east of the area with scattered nucleated and linear villages and farmsteads. Building materials are red brick and tiles to the east and stone for the older buildings to the west, with some more brick and modern stone in more recent developments. To the west there is more settlement including the southern part of Trowbridge with some large scale industrial buildings and modern housing estates tending to extend along roads south towards North Bradley, Southwick and Westbury. This western section of the area, which also contains the A350 trunk road and a concentration of railway lines, is considerably less rural and tranquil than the east of the area.

EVALUATION

Positive landscape features of significance

- Largely rural, tranquil landscape.
- Strong pattern of hedgerows and mature hedgerow trees.
- Many streams with rich riparian vegetation.
- Woodland blocks of high ecological value.
- Small scattered villages of traditional pattern and vernacular materials.
- Views to Chalk scarps and Limestone ridge.

Forces for change

- Agricultural intensification and introduction of arable rotation threatens the remaining medieval field patterns and traditional pastoral landscape.
- Hedgerow trees are generally mature with few new trees to replace them.
- Elm loss of 1970s.
- Need for sustainable woodland management including traditional maintenance techniques where appropriate to maintain ancient woodlands and particularly areas of coppice and wood pasture.

- Pressure for further expansion of settlement and new development threatening the character of the small villages and scattered farmsteads.
- Pressure to build new roads and upgrade existing roads through additional kerbing and signage to accommodate an increase in traffic volume.

Condition

The condition of the *Rolling Clay Lowland* is generally judged as **good**. These are areas of mixed pastoral and arable farmland with intact hedgerows, some woodlands and hay meadows of high ecological value and villages of vernacular materials. There are a few elements in poorer condition such as hedgerow trees that are over-mature with few replacement young trees.

Strength of character

The *Rolling Clay Lowland* is in places a peaceful rural landscape with intact hedgerows, woodland blocks and small villages and scattered farmsteads of vernacular materials. However the varied land use of mixed arable and pastoral farming, the coniferous planting which has affected the character of the historic woodlands and the influence of prominent urban edges and transport corridors including noise and light pollution make the strength of character of the type **moderate** overall.

Inherent landscape sensitivities

- Rural tranquillity.
- Hedgerow pattern.
- Watercourses and streamside willows and other riparian vegetation.
- Isolated remnant hay meadows.
- Woodlands of ecological value.
- Views to the scarp slopes of the adjacent chalk downlands.
- Settlement pattern of nucleated villages with variety of vernacular building materials.

STRATEGY

The strategy for the *Rolling Clay Lowland* is to **conserve** the peaceful rural landscape with its hedgerow network, rich riparian vegetation, remnant meadows, ancient woodlands and pattern of small villages and scattered farmsteads and to **strengthen** its character through measures to minimise the urbanising influence of large towns, new settlement and transport routes and to improve the woodlands and farmlands by encouraging management to retain or enhance their biodiversity and historic character.

Broad management objectives

- Retain and manage the dense hedgerow network and nurture new hedgerow trees.
- Promote appropriate management of arable land including retaining areas of fallow land and maintaining an unploughed margin around fields to encourage wildlife, particularly farmland birds.
- Retain and manage hay meadows.
- Introduce new tree planting along watercourses using typical riparian species such as alder and willow.
- Encourage sustainable woodland management of the varied woodlands using traditional techniques such as coppicing where appropriate to maintain the special historic character and ecological interest.
- Encourage new woodland edge planting of native deciduous broadleaved to reduce the visual and ecological impact of the coniferous plantations.
- Enhance woodland, cattle and horse pasture habitats for bats.
- Minimise small scale incremental change such as signage, fencing or improvements to the road network which could change the rural peaceful character of the landscape.
- Ensure that landscape is at the foundation of decisions about the growth of settlements (e.g. Swindon and Calne) and that landscape is used to provide a strong framework within which changes can happen in a sustainable way.
- Consider strengthening the enclosed character of the landscape and screening views to intrusive urban edges through nurturing existing and planting new woodland.
- Consider developing guidance for built development to ensure both future construction and changes to existing buildings are designed to integrate with the existing character and structure of settlements.

THE LANDSCAPE CHARACTER CONTEXT

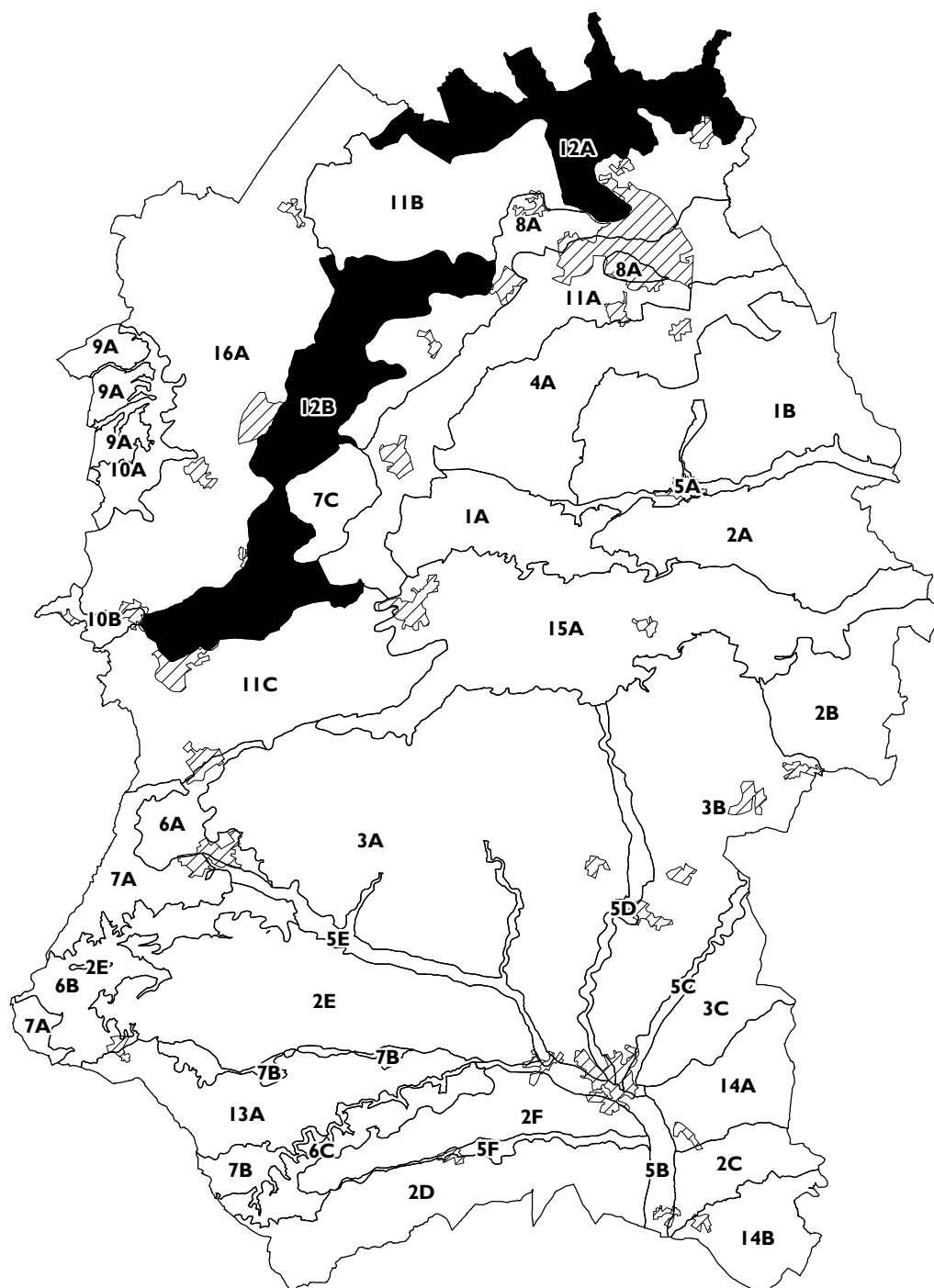
The character of the Wiltshire landscape has already been investigated in a number of studies as detailed in Appendices 1 and 2. A large proportion of the *Rolling Clay Lowland* Landscape Type is included in the North Wiltshire Landscape Character Assessment (2004) where it is largely classified under the Lowland Clay Farmland Landscape Type. *11A: Swindon-Calne Rolling Clay Lowland* covers much the same area as the Hillmarton Rolling Lowland; while *11B: Minety Rolling Clay Lowland* includes parts of Braydon Wooded Plateau, Minety and Malmesbury Rolling Lowland and Thames Valley Lowland.

The Kennet District Landscape Character Assessment includes a small sector of Character area *11C: Trowbridge Rolling Clay Lowland* in its Bristol Avon Clay Vale character area but the rest of *11C* is outside Kennet and is not covered by any existing assessment.

LANDSCAPE TYPE 12: OPEN CLAY VALE



I2: OPEN CLAY VALE



LANDSCAPE CHARACTER AREAS

I2A Thames Open Clay Vale

I2B Avon Open Clay Vale

 Urban Area

TYPE 12: OPEN CLAY VALES

DESCRIPTION

Location and boundaries

The *Open Clay Vales* Landscape Type contains the open lowland centred on the floodplains of the Rivers Thames and Avon. Area *12A: Thames Open Clay Vale* is situated at the far north of the county and area *12B: Avon Open Clay Vale* runs through the north western section of the county. Boundaries are defined by topography and usually follow a physical feature, often a road that runs along the first contour above winter flooding level.

Key characteristics

- Level land form with wide open skies and views to ridges and downs.
- Pastoral land use with some arable.
- Large scale geometric fields with hedgerows or open drainage channels defining boundaries.
- Presence of rivers, tributaries, drainage channels and open water bodies.
- Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).
- Floristically rich hay meadows.
- Settlement pattern varies from large towns and small scattered villages to sparse farmsteads.
- Buildings in varied materials of brick, render and stone.
- Crossed by major transport corridors, and a network of minor roads linking settlements.
- Historic use for transport evident in canals.

Physical influences

The *Open Clay Vales* have a varied geology with Alluvium and River Terrace Gravels around the watercourses to Oxford and Kellaway Clays in the slightly higher marginal areas and tracts of Sand throughout the vales. Soils vary from loam over gravel to seasonally wet deep clay and land use reflects this in a concentration of arable in the free draining soil over sand and gravel and of pasture on the wet Alluvium and Clay. During the 20th century there was extensive quarrying of Sand, Gravel and some Clay (deriving from the Jurassic Limestone of the Cotswolds Hills) in area *12A: Thames Open Clay Vale*. These pits flooded and the lime rich waters have formed the Marl lakes of the Cotswold Water Park.

Landform is level or very gently shelving with area *12A: Thames Open Clay Vale* ranging from 70m to 100m AOD and *12B: Avon Open Clay Vale* ranging from 30m to 70m AOD.

Biodiversity

The *Open Clay Vale* landscape type is predominantly intensively farmed pasture and arable however there are some unimproved hay that are nationally significant for their diversity of grassland plants. These include Clattinger Farm SAC, the only lowland farm in Britain known to have received no agricultural chemicals, plus Pike Corner SSSI, Sutton Lane Meadows SSSI, Upper Waterhay Meadow SSSI, Haydon Meadow SSSI, Acres Farm Meadow SSSI and North Meadow SAC, Cricklade SSSI.

Another site of ecological importance is the Cotswold Water Park SSSI, located in area *12A*. Here quarrying has created over a hundred lakes with nationally scarce marl waters caused by the lime rich geology. The series of lakes that form the SSSI include a range of the varied plant communities including open water (including those associated with marl waters), reed beds and surrounding grassland habitats. The area supports a wide range notable species including wintering and breeding birds such as pochard and gadwall, as well as water vole, otter, bittern, freshwater white clawed crayfish, and the lesser bearded stonewort *Chara curta* all of which are targets of the Cotswold Water Park BAP.

County Wildlife Sites include: Swillbrook Lakes Reserve, former gravel pits within the Cotswold Water Park which are rich in bird and dragonfly diversity, including reed warbler, nightingale, hobby and four-spotted chaser and downy emerald dragonflies; and Grove Farm Meadows, high quality unimproved neutral grassland which is mostly cut for hay. Species indicative of old hay meadows present here include betony and pignut.

Historic environment

Although the lowlands do not have the outstanding archaeological sites of the nearby Chalk uplands there is evidence of continuity of settlement on the gravel spreads of the vales from the Iron Age through the Saxon and Roman periods and beyond. Place names of the Saxon period indicate that much of the land had been cleared. Development during the Romano-British period included the major communication route of the Ermine Way built on a raised embankment above the floodplain of the Thames. Other major roads followed, along with canals (the Kennet and Avon Canal is still a prominent feature) and railways. The surviving pattern of scattered nucleated villages is largely medieval.

In the post-medieval period the process and sale of woollen cloth became concentrated along the Avon Valley leading to the growth of towns along the river. These continued to expand in the 20th century and modern developments at the edges of Chippenham, Melksham and Trowbridge making the southern section of area *12B: Avon Open Clay Vale* more settled and urbanised in character.

The long history of water meadows in the *Open Clay Vale* landscape type is shown by the inclusion of grazed meadows at Cricklade in the Domesday Book. Ancient field systems are evident as crop marks on gravel areas. Ridge and furrow is evident for instance at Haydon Meadow SSSI where it has been protected from damage by ploughing. Field patterns vary with the topography and geology with small scale irregular water meadows and pasture on alluvial areas and large regular arable fields on free draining gravels.

Settlement and built character

Throughout the type are small, nucleated villages and 19th century isolated farmsteads, usually sited on slightly elevated gravels to avoid flooding. Area 12A: *Thames Open Clay Vale* is sparsely settled while 12B: *Avon Open Clay Vale* is more settled to the south with the large towns of Chippenham, Melksham and Trowbridge. The widespread use of brick and tile reflects the use of local clay, but there is also render and Oolitic Limestone, a mixture of the latter and the local brick characterising the historic centres of settlements. The expansion of the towns in area 12B during the 20th century has led to large scale developments which are prominent in the level vale landscape. This is combined with major trunk roads throughout the area.

CHARACTER AREAS

12A: Thames Open Clay Vale

Area 12A: *Thames Open Clay Vale* is a low lying area centred on the River Thames and its floodplain. It is a largely tranquil, rural landscape, predominantly level, with vertical elements of lines of willow and other wetland trees. The agricultural use of the area combines arable and wet pasture, with open water ditches as well as hedgerows defining boundaries. Field patterns vary from small and irregular to larger, geometric fields often in arable use on dryer or drained gravel areas. A major feature of the area is the large extent of open water resulting from gravel extraction and afterwards put to leisure use as the Cotswold Water Park. The many water bodies with their varied vegetation are of national significance as scarce marl waters (Cotswold Water Park SSSI). There are also a number of hay meadows of high ecological interest. The presence of water is felt throughout this area in the rivers, tributaries, drainage ditches with frequent lines of willows and other wetland vegetation. Settlement is sparse in the *Thames Open Clay Vale* with a few small settlements such as the village of Ashton Keynes and the town of Cricklade, but mainly scattered isolated farmsteads. Vernacular building materials are brick and stone. Although the Roman Ermine Way, now the busy trunk road of the A419, runs through the area, most of the roads are minor rural routes with small bridges crossing the waterways and ditches.

12B: Avon Open Clay Vale

Area 12B: *Avon Open Clay Vale* is an extended area following the course of the River Avon from Great Somerford in the north to Bradford on Avon in the south. As well as the Avon the area is characterised by the presence of other rivers, tributary streams, lakes, and, to the south, the Kennet and Avon Canal. The *Avon Open Clay Vale* is a level, open area with views to the higher ground of the *Limestone Ridge* to the east. Land is predominantly intensively managed permanent pasture with some arable and small isolated pockets of meadow (such as Sutton Lane Meadow SSSI). Hedgerows, gappy or low flailed in places, enclose fields of varying size. There are sparse hedgerow trees plus willows lines (some pollarded) marking the waterways and poplar shelter belts. Sections of the area remain rural and tranquil despite major routes travelling through (the M4, A350, A342) plus railway lines in cuttings and embankments and the visual influence of modern large scale development on the edges of Chippenham, Trowbridge and Melksham. This urbanising influence is particularly prevalent to the south of the area while the northern section is more akin to area 12A with scattered settlement of small brick and stone built villages and farmsteads.

EVALUATION

Positive landscape features of significance

- Wide open skies and views to ridges and downs.
- Rich variety of rivers, tributaries, drainage channels and open water bodies, including scarce marl water habitats.
- Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).
- Hay meadows with unimproved grassland of ecological interest.
- Villages and farmsteads with vernacular mix of local stone and brick.
- Visible archaeology in Roman roads, pattern of medieval villages, long established grazing meadows, and the Kennet and Avon Canal corridor.

Forces for change

- Agricultural intensification threatens the remaining small scale field patterns and traditional pastoral landscape.
- Loss of hedgerows boundaries and particularly mature hedgerow trees, plus poor management of remaining hedgerows.
- Elm loss of the 1970s.
- Intensification in farming leading to drainage and improvement of permanent pasture and water meadows on the floodplain and loss of riparian vegetation.
- Pressure for further expansion of settlement and new development threatening the character of the small villages and scattered farmsteads.
- The presence of major transport corridors particularly the trunk roads has brought pressures for development and associated amenity planting and signage.
- Increasing road use which will further diminish the rural tranquillity of the vale landscape.
- Pressure to upgrade roads through additional kerbing and signage to accommodate an increase in traffic volume.

Condition

The *Open Clay Vales* are an intensively managed type with large areas under arable cultivation. Although there are limited areas still managed as unimproved grassland most of the meadows, a substantial part of the hedgerow network and riparian vegetation has been lost. The condition of the *Open Clay Vales* is judged as **moderate**.

Strength of character

There are still some highly rural, tranquil areas within the *Open Clay Vales* which are dominated by the varied waterways with their lush vegetation, with small scattered villages and farmsteads of vernacular materials. However elsewhere in the type the influence of the busy transport corridors and the large urban areas is pervasive making the type as a whole **moderate** in strength of character.

Inherent landscape sensitivities

- Rural tranquillity.
- Hedgerow pattern.
- Water bodies and water ways of varied character and ecological value.
- Streamside willows and other riparian vegetation.
- Remnant hay meadows.
- Wide open views.
- Settlement pattern of nucleated villages with variety of vernacular building materials.

STRATEGY

The strategy for the *Open Clay Vales* Landscape Type is to **conserve** the elements that contribute to the rural, tranquil landscape; the rivers, streams and open water, the meadows and riverside tree lines, the brick and stone villages and farmsteads and to **improve** elements in decline such as the hedgerows and hedgerow trees, and the visual influence of the large settlement edges and major transport corridors.

Broad management objectives

- Retain and manage the hedgerow network and nurture new hedgerow trees.
- Promote appropriate management of arable land including retaining areas of fallow land and maintaining an unploughed margin around fields to encourage wildlife, particularly farmland birds.
- Retain and manage hay meadows.
- Introduce new tree planting along watercourses using typical riparian species such as alder and willow.
- Take opportunities to extend and enhance the varied wetland habitats (reedbeds, wet grassland and wet woodland) of the Cotswold Water Park through appropriate restoration of mineral workings.
- Minimise small scale incremental change such as signage, fencing or improvements to the road network which could change the rural peaceful character of the landscape.

- Consider developing guidance for built development to ensure both future construction and changes to existing buildings are designed to integrate with the existing character and structure of settlements.
- Consider screening views to intrusive urban edges through planting new woodland.

THE LANDSCAPE CHARACTER CONTEXT

The character of the Wiltshire landscape has already been investigated in a number of studies as detailed in Appendices 1 and 2. The *Open Clay Vales* Landscape Type is covered in the Swindon Landscape Character Assessment and the North Wiltshire District Landscape Character Assessment.

Area 12A: Thames Open Clay Vale is partially within Area 2D: Thames Vale, within the Clay Vales type of the Swindon assessment and also includes areas of the North Wiltshire types Alluvium River Terrace Farmland (Area 1: Thames Valley Floor) and Lowland Clay Farmland (Area 2: Thames Valley Lowland).

Area 12B: Avon Open Clay Vale is, apart from its southern end which is outside the district, largely contiguous with the North Wiltshire character area Avon Valley Lowland of the Lowland River Farmland type.