

APPLICATION FOR FULL PLANNING PERMISSION CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2025/09768
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	The Yard, Westwood, Bradford on Avon, BA15 2AL
DEVELOPMENT DESCRIPTION:	Resubmission for the renewal of the dog day care business, siting of a dog grooming pod and extension to the outside dog exercise area.
RECOMMENDATION:	APPROVE SUBJECT TO CONDITIONS

SITE DESCRIPTION/CONTEXT: The application site, known as The Yard, forms part of a mixed-use equestrian and agricultural site, which was granted temporary planning permission for part of the site to be used as dog day care (known as 'WestWoofs') for a maximum of 20 dogs, following the grant of planning permission in September 2019 under application reference 18/11885/FUL. The part of the site subject to this application is shown by the land edged in red in the extract below, taken from the submitted location plan (reference KCC3092/11 12/25cb):

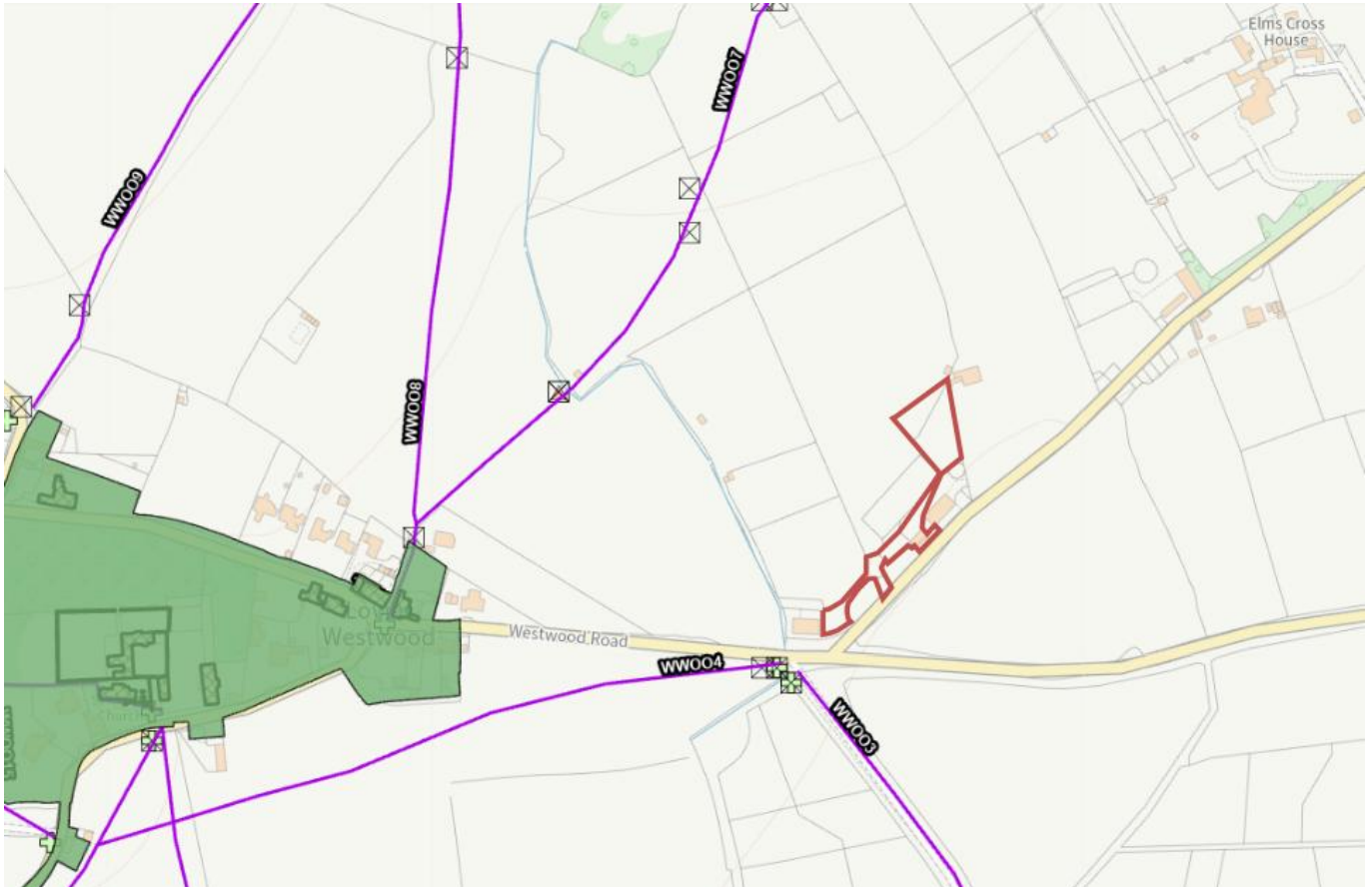


The temporary planning permission, which permitted a two-year consent for a dog day care use on-site, granted the use to operate during weekdays only and did not include any overnight kennelling of dogs.

The application site is located in open countryside and on land designated as Green Belt and is situated to the east of Lower Westwood and to the south-west of Bradford on Avon. The application site is also located within various buffer zones associated with Bath & Bradford on Avon Bats Special Area of Conservation (SAC).

The site is bound by established hedgerows along the southern boundary, adjacent to the road (which connects Elms Cross and Westwood Road), and benefits from an established vehicular access and on-site car parking provision.

The below OS extract illustrates the irregularly shaped application site's location (outlined in red) and the site's wider context:



An extract taken from the Council's mapping system showing the location of the application site (outlined in red) with the PRoWs illustrated by the purple lines, and the Westwood Conservation Area to the left depicted by the area washed over in green with the listed buildings shown by the black cross-hatching.

It is important to mention that two agricultural buildings located close to the application site (one immediately to the south-west of The Yard on land under the applicant's ownership, and one to the east bordering the dog exercise area on land not owned by the applicant) have, in recent years, been assessed under Class Q of Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 (as amended) for the change of use to dwellinghouses (Class C3 use) and prior approval has been granted, with the building immediately adjacent to the outside dog exercise area (to the east) being granted planning permission for the erection of a replacement dwelling under application reference PL/2022/04384.

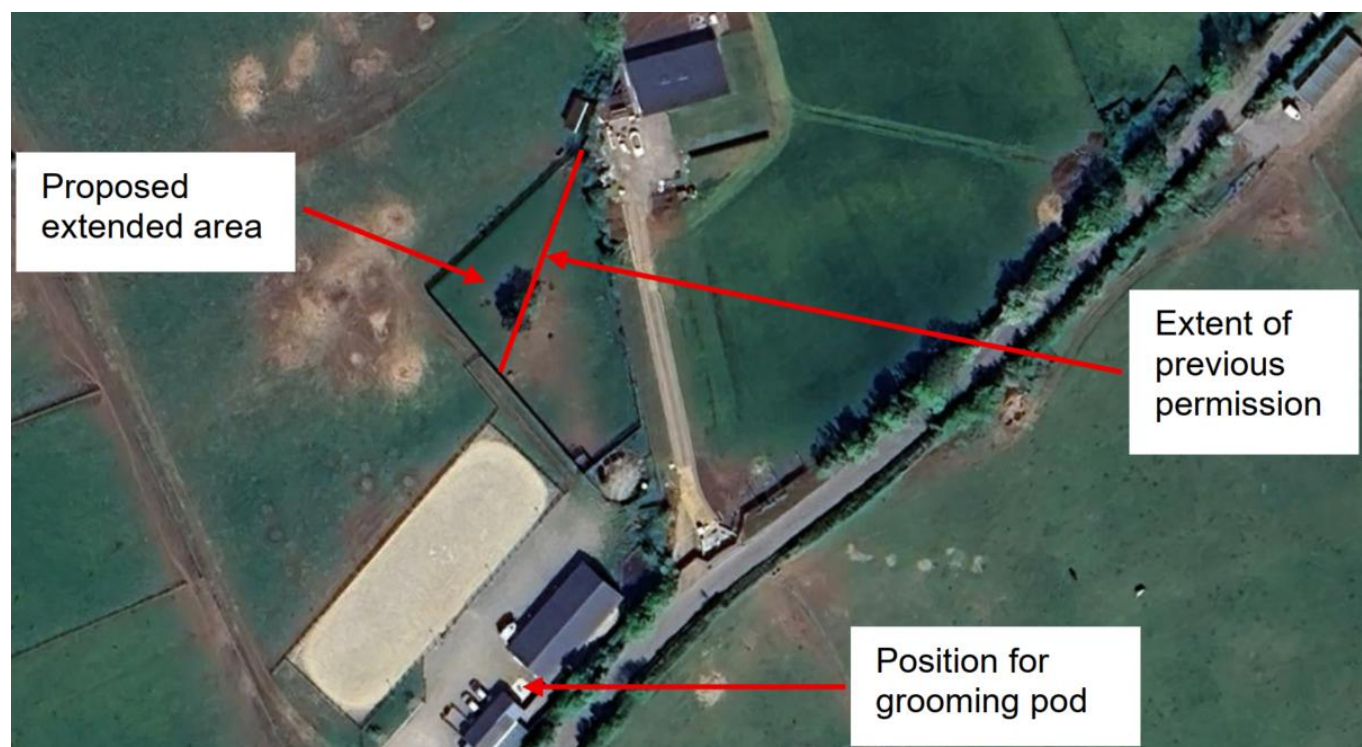
PROPOSAL: This application is seeking planning permission for the permanent use of the site for the dog day care and exercise business, with the addition of a dog grooming pod and an extension to the outside dog exercise area.

The WestWoofs dog day-care facility would operate between 7:00am and 6:00pm, Monday to Friday. No overnight kennelling or weekend use is proposed, and the facility would not operate on bank holidays. The

applicant proposes to accommodate a maximum of 20 dogs at the facility at any one time, **with no more than five dogs allowed within the external exercise area at any one time.**

The proposed dog-grooming pod would primarily serve dogs already attending the day-care facility, with some additional visiting dogs. The grooming pod would be positioned adjacent to the existing dog shelter building. The pod would be used by one dog and one groomer at any one time.

The application also includes the regularisation of an extension to the previously approved outdoor exercise paddock. As set out in the applicant's supporting statement (an extract of which is provided below), the enlarged external area would not move the exercise area any closer to existing residential properties, as it has been extended into land already within the applicant's ownership.



Extract taken from page 4 of the applicant's Supporting Statement (reference KCC3092 SS, dated December 2025)

The application also includes mitigation measures, notably the installation of acoustic fencing along part of the northern boundary and along the entire western boundary of the outdoor exercise paddock, while the existing noise barrier on the eastern boundary (between the application site and the new dwelling) would be retained. A landscape buffer is proposed along the western boundary to help soften and reduce the visual impact of the new acoustic fence.

RELEVANT PLANNING HISTORY

PL/2025/08747 - Erection of a self-build dwelling with hard and soft landscaping, parking and associated works following demolition of the existing agricultural barn – Refused

PL/2024/03051 - Regularisation and the discontinuing of the unauthorised extension to the dog exercise paddock beyond that previously consented under application reference 18/11885/FUL, and permanent permission for the continued use of the dog day care use, in addition to the siting of a dog grooming pod

and erection of a 2.4m high acoustic fence with associated landscaping – Refused for the following reasons:

The use of the land shown edged in red on the submitted location plan (drawing no. KCC3092/08) is unauthorised following the expiry of temporary planning permission granted under application reference 18/11885/FUL, which expired on 18 July 2024 (with reference to the Council's Discharge of Conditions decision letter pursuant to PL/2023/01777 which confirms that the use commenced on 18 July 2022). This subsequent application is found to be deficient in terms of the applicant's assessment of noise impacts generated by the use contrary to Core Policy 57 of the adopted Wiltshire Core Strategy and paragraph 135f of the National Planning Policy Framework.

The Council is not satisfied with the level of information submitted by the applicant pursuant to the Environmental Noise Assessment Report (reference 2069 Rev02, dated 2 May 2025), which fails to fully assess the noise impacts on two dwellings (namely: Barn at Westwood, Elms Cross (as approved by application PL/2022/04384) and the property at Elms Farm, Westwood (prior approval granted under PL/2024/02742) which are located close to the application site. The Council is not satisfied that a permanent use of the site for dog day care and outdoor exercise, would provide appropriate levels of amenity for the occupiers of the above-named properties, contrary to Core Policy 57 criterion vii and paragraph 135f of the National Planning Policy Framework.

NOTE: The Council is aware that the applicant has extended the outside dog exercise area on an unauthorised basis without the benefit of planning permission. The applicant had agreed in writing to discontinue the use of the unauthorised change of use of equestrian land to outside dog exercise associated with the dog day care use, which was enshrined in the proposal description wording. However, the Council appreciates that this remains an unauthorised aspect of the site in light of the above refusal.

PL/2024/02742 - Class Q change of use of 1 no. agricultural building to a use class C3 (dwellinghouse) – Granted

PL/2023/01777 - Discharge of Condition No 1,3 and 8 on 18/11885/FUL – Approved

PL/2021/09419 - Variation of condition 1 on W/11/02028/FUL to allow for some livestock to be housed in building – Approved with conditions

PL/2021/03320 - Erection of fencing in connection with use of the site for dog day care facility – Approved with conditions

20/03842/CLE - Certificate of lawfulness for the existing erection of two poles measuring 4m high and affixation of 3 floodlights abutting the existing stable building at The Yard – Approved

18/11885/FUL - Change of use from agricultural (equestrian) to mixed use - equestrian and dog day care facility for maximum 20 dogs – Temporary planning permission granted with conditions

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

National Context: National Planning Policy Framework (NPPF); Noise Policy Statement for England (NPSE); and Planning Practice Guidance (PPG)

Development Plan: The development plan for Wiltshire comprises the Wiltshire Core Strategy (WCS) (adopted January 2015) and any made neighbourhood plans, which remain the principal statutory planning

document guiding development across the county. In line with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.

Though the development plan is considered as a whole, those parts deemed to be particularly relevant to this application are listed below:

The adopted Wiltshire Core Strategy (WCS) 2015, namely core policies (CP): CP1 - Settlement Strategy; CP2 - Delivery Strategy; CP7 - Spatial Strategy: Bradford on Avon Community Area; CP34 - Additional Employment Land; CP48 - Supporting Rural Life; CP50 - Biodiversity and Geodiversity; CP57 - Ensuring High Quality Design and Place Shaping; CP61 - Transport and New Development; CP64 - Demand Management

The Council's emerging Local Plan has reached Regulation 24 stage, although at the time of writing this report, the examination has been paused by the examining inspectors, and the Council has recently received a letter from the examining inspectors that recommend the Council withdraws the plan.

Given the status of the draft WLP, no weight can be afforded to it. Nevertheless, officers have considered the following draft WLP policies:

Policy 4 – Addressing climate change
Policy 70 – Sustainable transport
Policy 71 – Transport and new development
Policy 73 – Demand management
Policy 88 – Biodiversity and geodiversity
Policy 89 – Biodiversity net gain
Policy 91 – Conserving and enhancing Wiltshire's landscapes
Policy 95 – Flood risk
Policy 98 – Ensuring high quality design and place shaping

Supplementary Planning Documents and other Guidance:

- Wiltshire Design Guide, adopted March 2024
- Wiltshire Local Transport Plan 2011-2026 (LTP3), adopted 2015 and includes the Car Parking Strategy and Cycling Strategy, adopted 2015
- Wiltshire Local Transport Plan 4 2025-2038 (LTP4), endorsed at Full Council on 11 March 2025
- Wiltshire Council's Planning Consultation Guidance Note - Noise and Vibration Version 1, dated October 2023

ISSUES

The main issues that need to be addressed in this case include: principle of the development; development in the Green Belt; openness of the Green Belt and visual impact; impact of neighbouring amenity; highway safety; ecology matters

CONSULTATION RESPONSES

Westwood Parish Council: A mixed response has been submitted, raising the following:

Some concerns expressed previously have been addressed but Westwood Parish Council questions the effectiveness of a 2.2 meter fence and therefore there must be a clear Noise Management and Monitoring Plan put in place to ensure that noise levels are maintained within an acceptable level. Concerns however are expressed that the undercover area is not included in the description of the application and there needs

to be a Highways report that covers different times of the day ie early morning when animals are delivered and late in the day when they are collected. The Parish Council supports new business but it cannot cause detriment to local residents or road safety.

Wiltshire Council Ecology: No comments received

Wiltshire Council Highways: No objections

Wiltshire Council Public Protection: Objection, with the following comments received:

We have reviewed the revised Environmental Noise Assessment (Rev03, dated 24/11/25) and welcome the confirmation that noise mitigation is proposed to reduce the impact of the dog exercise field upon the noise receptors to the west of the site.

Should planning permission be granted, we would request a condition to ensure that the acoustic fence proposed is installed to the satisfaction of the planning authority (ie as described in section 5.5 of the report). We would expect the mitigation to be installed within a short but reasonable period once planning permission has been determined and suggest that a condition to ensure this is completed within 6 weeks of permission being granted is included in any planning permission granted. We would also welcome a condition to ensure that no more than 5 dogs are in the exercise field at any one time and another to ensure that dogs are not allowed into the exercise field until after 9am. We would also propose a condition to ensure that a noise management plan is submitted and approved by the applicants within 6 weeks of permission being granted; this will need to cover issues such as how complaints will be managed (should they be received). We can provide guidance in respect of this if necessary.

However, we still have concerns in respect of the impact on NSR5 where it is predicted that noise levels will be 11dB above background and potentially impacting on the amenity of the property. The argument made in the Noise Assessment and also the Supporting Statement is noted but we cannot determine if this is a valid argument in Planning terms, this is a decision for the planning officer and so our objection against the proposal still stands.

Natural England: No objection

REPRESENTATIONS: In accordance with the requirements of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), the application was publicised by way of:

- Neighbour notification letters sent to adjoining and nearby properties;
- A site notice displayed near the site.

These methods were used to inform interested parties and provide a period of 21 days for comments to be submitted.

Below is a summary of the representations received during the consultation period. Only material planning considerations have been taken into account in the assessment of this application. Non-material issues, such as property values or private legal disputes, cannot be considered in the determination process.

Third-Party Representations: A total of 12 representations have been received, with 10 objecting and 2 providing general or mixed comments, which are summarised as follows:

- The temporary consent demonstrated that the use of the site as dog day care is disruptive
- Site has been used on an unauthorised basis
- Business too close to residential properties
- Frequent and excessive dog barking when the facility is open
- Expansion will make issues worse and has increased in size without planning permission
- The extended exercise paddock doubles the size of the exercise area and moves activity closer to NR5
- Increase in dog walkers in wider area which cause disturbance
- Traffic movements to and from the site
- Increase use of the lane
- Increase in rubbish on the kerbs
- The noise report is based on assessment calculations, not actual readings, and does not verify the number, breed, or duration of dogs outside during the recorded period
- Report includes an unsubstantiated claim of continuous barking from a neighbouring dog, which contradicts long-term resident experience
- Concerns over the methodology used for the noise report
- Noise report fails to assess exercise area behind the shelter
- Still an impact on NSRs
- Cumulative impact of other dog walking facilities in the area
- Proposed mitigation measures are unlikely to fully address noise issues and may be visually intrusive within the Green Belt
- Hedging would take time to establish and make an impact
- Concerns over proposed hours of use
- The proposed fence would not protect NR5
- Dog grooming pod is likely to increase noise disturbance

ASSESSMENT: Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

"If regard is to be had to the development plan for the purposes of any determination to be made under the planning Acts, the determination must be made in accordance with the plan unless material considerations indicate otherwise."

In accordance with this statutory requirement, this application has been assessed against the relevant policies of the Development Plan, including the Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans. Consideration has also been given to the policies of the National Planning Policy Framework (NPPF) as a material consideration in the assessment.

Principle of the Development: In terms of assessing the principle of the proposed permanent change of use, planning and public protection officers are fully cognisant of temporary planning permission being previously granted under application 18/11885/FUL for dog day care, and it is fully appreciated that the applicant has continued to operate the business on site since the temporary permission lapsed in July 2024 and some additional operations have taken place that were not previously consented by the Council in September 2019, which is very disappointing in terms of the applicant demonstrating a complete disregard for the planning process and the terms of their temporary consent.

Nevertheless, this current application seeks planning permission for the permanent use of the site outlined in red on the submitted location plan for dog day care use, in addition to the provision of a dog grooming pod, to regularise the extension of the outside exercise paddock and the erection of acoustic fencing along

two boundaries of the exercise paddock in accordance with the recommendations highlighted in the submitted Environmental Noise Assessment Report (reference Rev 03, dated 24 November 2025).

With reference to the images available on Google Earth (available at [Google Earth](https://www.google.com/earth/)), the extension to the outside exercise paddock occurred at some point between 2022 and 2024, as detailed in the images below, with the paddock being squared off in the north-west corner:



Whilst the application site is located in open countryside, the adopted Wiltshire Core Strategy does allow for carefully managed development outside settlement boundaries, in the countryside, to include rural diversification proposals as per paragraphs 4.17 and 4.25.

The dog day care land use does not fall within a defined use class but is instead a *sui generis* use that is often found in rural locations. Central to the assessment of the application is the effects the ongoing use has on neighbours, the character of the immediate area and highway/environmental impacts.

Adopted WCS Policy CP48 sets out the provisions in terms of supporting the conversion of rural buildings, where it satisfies supporting a business for employment, tourism, cultural and community uses. The temporary consent that was granted as part of the 2018 application (as endorsed by members of the Western Area Planning Committee in 2019) included the conversion of part of the existing hay store to a dog shelter, with the remaining floorspace to continue to be used in conjunction with the equestrian use.

Under this fresh proposal, the applicant seeks to regularise the use of additional floorspace within the building for the dog day care business as a quiet/time out room, as shown on the below inserts – with the 2019 consented scheme shown first.

1:100



GROUND FLOOR - PROPOSED

Floor plan approved under 18/11885/FUL



Floor Plan

As proposed floor plan

In terms of assessing the proposal against WCS CP48, officers are satisfied that the proposal complies with criterion i, as the existing building is capable of conversion without requiring any major rebuilding, and the proposed use does not raise any policy conflicts.

In terms of CP48 criterion ii, the adaptation and use of the building for the dog day care use, officers are satisfied that it would not be detrimental to the character and appearance of the landscape (or the building), with the building continuing to have an agrarian appearance, completed in timber cladding. In terms of the impacts on residential amenities, this is covered in greater detail later within this report.

The 2019 committee endorsed a temporary use application that included a planning condition requiring details of noise insulation measures for the building to be partly converted, which the applicant subsequently submitted and was approved under a Discharge of Condition application (reference PL/2023/01777) in June 2023.

Planning and public protection officers are satisfied that the additional use of the existing building for dog day care purposes would not have a detrimental impact on neighbouring amenity.

With regard to CP48 criterion iii and iv, consistent with the determination of the 2018 application, officers are satisfied that the subject site is not located in an isolated area and has good access to services and has an acceptable highway connection. Criterion v is not relevant to this proposal as it does not relate to a heritage asset.

Whilst it is duly appreciated that the outside exercise area has been extended without the benefit of planning permission, by over 320m² in size, the applicant's Supporting Statement confirms that the extended area *"does not make the facility any closer to the dwelling to the northeast"* with mitigation to be proposed around part of the boundary to reduce noise impacts and landscaping to reduce the visual impact of the proposed noise attenuating fencing.

The applicants submitted Supporting Statement confirms in paragraph 2.11 that the dog day care business employs *"one full-time member of staff, five part time members of time and an important training facility for approximately 7 – 10 students from Lackham College and Fairfield College"* with one groomer to be employed to run the dog grooming pod.

The proposed grooming pod would be located between the existing dog shelter and stable block, so it would be viewed in the context of the existing buildings and in proximity to existing aspects of the site already used by the dog day care business.

In addition to the adopted WCS, the Government sets out how planning decisions can support a prosperous rural economy through paragraph 88 of the NPPF, by stating that planning:

"decisions should enable...

- a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed, new buildings; and*
- b) the development and diversification of agricultural and other land-based rural businesses";*

NPPF paragraph 89 continues by stating that planning decisions

"Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in

locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport) [emphasis added by officers]

It is appreciated that the proposal seeks to support a local business who want to continue operating from The Yard. Given the above, officers are satisfied that this proposal meets the requirements of paragraphs 88 and 89 of the NPPF. The proposed introduction of a dog grooming pod on the site, sited close to the existing dog shelter, which officers have no objection to. Likewise, no concerns are raised against the proposed area of hardstanding behind the dog shelter to be used as an all-weather dog exercise area or the regularisation of the unauthorised extension to the outside exercise paddock.

Development in the Green Belt: As set out within paragraph 142 of the NPPF, the “*Government attaches great importance to Green Belts. The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open; the essential characteristics of Green Belts are their openness and their permanence*”.

It is recognised that the site lies within the Green Belt and that placing the grooming pod on the already erected concrete pad would introduce an additional structure. However, as the pod is a movable unit positioned on top of a concrete base, it could reasonably be regarded as a chattel rather than a permanent building. The proposal does not seek planning permission for any physical extensions to the existing buildings or the creation of any new permanent built form on the site.

NPPF paragraph 154, criterion h) iv considers the re-use of buildings to be acceptable provided they preserve the openness of the Green Belt and do not conflict with the purposes of including land within it, and officers are satisfied that the proposal would not be inappropriate in the Green Belt given that the building is “*of permanent and substantial construction*”, as illustrated by the site photograph taken April 2024:



It is noted that the subject building is a timber building, of permanent construction, which was partially converted to a mixed-use equestrian and dog shelter under application reference 18/11885/FUL. This application does not seek to extend the existing building.

In addition to the above, NPPF para 154 continues in criterion h) v. to state that “*material changes in the use of land (such as changes of use for outdoor sport or recreation, or for cemeteries and burial grounds)*” are also identified to be appropriate in the Green Belt, so long as the Green Belt openness is preserved. As previously reported to members of the planning committee in 2019 and as agreed by members, the change of use from equestrian and agricultural use to the dog exercise land use would not represent a harmful change to the Green Belt.

In terms of the change of use of an existing area of hardstanding to the rear of the dog shelter, no operational development would occur on this part of the site and is therefore considered acceptable.

With regard to the dog exercise area, the submitted noise assessment accompanying this application (based on the size of the outside exercise paddock in its currently unauthorised extended form) confirms that a 2.2m high acoustic fence would be erected along the western boundary of the exercise paddock with a 2m high fence along a 10m section along the northern boundary to mitigate noise from the paddock on nearby residents.

It is appreciated that the acoustic fence would need to be of a solid construction with no gaps to provide the necessary level of noise abatement protection and would be of a height greater than what would be permitted under the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) (by some 20cm).

Whilst it is appreciated that such a feature would introduce a hard, solid boundary in open countryside, the proposal includes the provision of landscaping to be planted adjacent to the western boundary fence to soften the appearance of the proposed fencing on the outer perimeter of the site, which was considered acceptable.

The applicant provided details of the proposed landscaping within the submitted Fencing the Landscaping Proposals document (produced by Kernon Countryside Consultants Limited, dated December 2025), and this would comprise a mix of hawthorn, hazel, field maple and dog rose, which could be controlled by way of planning condition if the proposal was to be found acceptable.

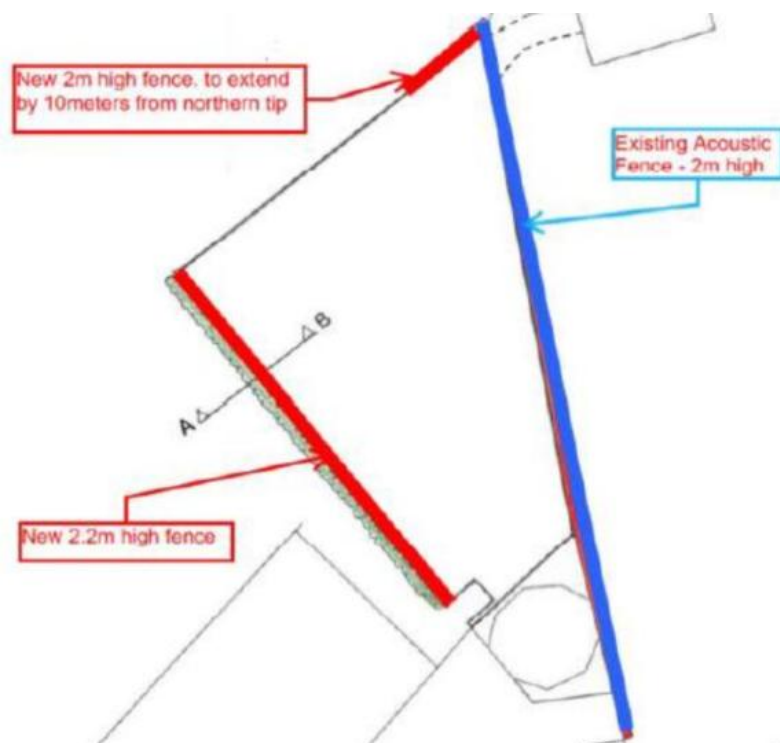
Openness of the Green Belt and Visual Impact: The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open. The essential characteristics of Green Belts are their openness and permanence. Development within the Green Belt is generally considered inappropriate unless it falls within specific exceptions set out in the NPPF Chapter 13. Any proposal that constitutes inappropriate development must demonstrate very special circumstances, which clearly outweigh the harm to the Green Belt and any other harm resulting from the proposal.

Policy CP51 required developments to “*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*”.

When assessing the impact of a proposal on the openness of a Green Belt, it must consider both a spatial and visual aspect, as planning inspectors have previously noted that harm to either aspect can undermine the overall openness of the Green Belt.

The proposal relates to existing buildings and an exercise paddock, which previously formed part of the 2019 consent under application reference: 18/11885/FUL. This proposal seeks to regularise the increase of the outside exercise paddock, the proposed installation a grooming pod and erection of acoustic fencing.

As also set out within this report, the proposed acoustic fencing would measure 2.2m high along the western boundary of the outer edge of the exercise area for a length of 45m. It is fully appreciated that the application site is located within the Green Belt and in open countryside, and the inclusion of such a hard boundary in this location would have some impact on the rural character of the area.



Extract taken from the submitted Fencing and Landscaping Proposal statement, dated December 2025

Some views of the proposed fencing would likely to be gained from the public right of way to the north of the application site (footpath WW007). However, the proposal does include the provision of landscaping against the proposed fencing to assist in screening and softening its appearance.

The proposed landscaping would comprise a hedge that would be planted as a staggered, double row comprising a mix of 4 native species, and the details of this can be conditioned.

Whilst it is appreciated that the application seeks to regularise the extension to the existing outside exercise paddock which would have some impact on the wider character and appearance of the area and to the openness of the Green Belt through the change of use of an additional section of the Green Belt land to the dog day care use, the extension to the exercise paddock would remain free of development with the exception of fencing to enclose it, which is considered acceptable subject to the proposed landscaping being planted.

Regarding the proposed grooming pod, due to this being sited between existing buildings, and its single-storey height, it is not considered that this would harm the openness of the Green Belt.

It is considered that the proposal would not significantly harm the openness of the Green Belt and would not conflict with the purposes of including land within it. On this basis, it is considered that the proposals would represent appropriate development in the Green Belt.

Impact on the Amenity of Existing and Future Neighbouring Occupiers: WCS Policy CP57 requires in criteria vii for developments to have "regard to the compatibility of adjoining buildings and uses, the impact

on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing, vibration, and pollution (e.g. light intrusion, noise, smoke, fumes, effluent, waste or litter)".

NPPF Paragraph 135(f) requires planning policies and decisions to *inter alia* ensure that new development “create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users”.

The concerns raised within the submitted representations are duly noted, and officers understand the expressed concerns regarding continued noise from the site.

It is important to mention that the dog day care business was previously consented to have a maximum of 20 dogs at any one time, and this has been reflected in their licence issued by the Council as part of its animal licensing responsibilities. However, the purpose of the temporary planning consent was to assess its suitability in this location and test the impact of the use of neighbouring amenity.

As set out within the majority of the submitted representations to this application, there does remain some local concern about noise generated from dogs barking, and the temporary consent has long since lapsed, leaving an unauthorised use.

This application differs from previous applications on the site in that this application is seeking to limit the number of dogs using the outside exercise paddock at any one time to 5. The temporary consent that was granted under application reference 18/11885/FUL did not include such a restriction, only a limit to the total number of dogs permitted on site at once.

The applicant has submitted an Environmental Noise Assessment Report (produced by MACH Group, reference Rev03, dated November 2025), which assesses the operational noise from the WestWoofs dog day care facility, including noise from the internal dog shelter, the external dog exercise/play area, and the proposed dog grooming pod.

The assessment follows Wiltshire Council’s Noise and Planning Technical Guidance (2023), using prescribed dog-barking sound power levels and background noise measurements, as taken on 19 March 2025.

The report identifies 5 noise-sensitive receptions (NSRs 1-5), including existing dwellings, the proposed Class Q conversion to the west of the dog day care facility, and a newly built dwelling approved after the temporary consent was issued for the dog-care use to the east. The NSRs are identified in the image below, taken from Figure 3.1 (on page 3) of the submitted noise report:



As detailed within the application particulars, WestWoofs is open between 7am to 6pm on weekdays, with dogs kept in the dog shelter between 7am to 9am.

In terms of the impact of the dog day care use on other neighbouring properties, the Council's Planning Consultation Guidance Note on noise and vibration (dated October 2023) note recommends the following on page 31:

During the daytime between 08:00hrs and 20:00hrs such developments should be designed such that the L_{Amax} noise impact at nearest receptors should not exceed the background sound level LA₉₀. (BS 4142 provides an appropriate method for the determination of representative background sound levels LA₉₀).

During early morning (07:00hrs to 08:00hrs), evening (20:00hrs to 23:00hrs) and night-time hours (23:00hrs to 07:00hrs) such developments should be designed to ensure the L_{Amax} remains 5 dB below a representative night-time background sound level LA₉₀.

The submitted noise assessment establishes that the background noise level between 7am-9am to be 41dB and 40dB between the hours of 9am-6pm.

With regards to the internal dog shelter, the predicted noise levels at all NSRs would be 11–35 dB below the applicable early-morning criteria (L_{Amax} at least 5dB below background). This confirms that internal noise breakout from the internal dog shelter in the morning is very low and not significant at any receptor

Regarding the noise to be generated by dogs in the proposed grooming pod, it is predicted to increase noise levels at NSRs by only 0.4 dB when assessed against a worst-case scenario of simultaneous barking within the shelter. This increase is considered to be negligible and does not alter the overall noise impact.

Based on the applicant's predicted noise level (based on 95dB LAF_{max} per dog, with corrections for multiple dogs), the noise report concludes the following noise levels based on 5 dogs using the outside exercise paddock:

NSR Reference	Time Period	Background Noise Level (dB LA90,T)	Criteria (dB)	Predicted Noise Level (dB LAmax)	Assessment Outcome
NSR 1	09:00 – 18:00	40	Equal to background or lower 0	34	-6
NSR 2	09:00 – 18:00	40		34	-6
NSR 3A	09:00 – 18:00	40		39	-1
NSR 3B	09:00 – 18:00	40		40	0
NSR 4	09:00 – 18:00	40		35	-5
NSR 5	09:00 – 18:00	40		51	n/a

Table 5.6: Assessment outcome

The above tabled data shows that NSR1, NSR2, NSR3 and NSR4 would be either equal to or below the existing background noise level and therefore the impact of noise from the external dog exercise area would be acceptable, subject to a restriction in dog numbers using the outside exercise area and acoustic fencing.

As previously stated, the applicant is proposing to only exercise 5 dogs at any one time (which differs from previous proposals on this site and this can be controlled by way of planning condition) and on this basis, with up to five dogs using the external area and acoustic fencing installed, the predicted LAmax noise levels at NSRs 1-4 are considered to be equal to or lower than the background, therefore meeting Wiltshire Council criteria and resulting in a low noise impact. The impact on NSR5 is discussed below.

The Council's Public Protection officer has confirmed that they welcome the noise mitigation measures to *"reduce the impact of the dog exercise field upon the noise receptors to the west of the site"* and have requested that, if planning permission is forthcoming, the acoustic fence is installed as described in section 5.5 of the noise report. A separate condition to ensure that no more than 5 dogs are using the exercise field at any one time, and not before 9am has also been requested.



Extract taken from page 15 of the submitted noise report demonstrating the predicted noise levels at 4 of the 5 NSRs based on 5 dogs using the outside exercise area and acoustic fencing in place

The Council's Public Protection officer does still maintain concerns regarding the impact on NSR5 where it is predicted that noise levels would be 11dB above background, which has the potential to impact the amenity of occupants.

At NSR5 (the dwelling permitted after the WestWoofs site received its temporary consent), it is important to note that the approved Class Q in this location (reference PL/2021/10880) was granted with a condition requiring the submission of a noise assessment, and the subsequent full planning application for a replacement dwelling (reference PL/2022/04384) was supported by its own noise report (produced by Matrix, reference M2203/R01a).

The noise report pursuant to PL/2022/04384 concluded, based on a maximum of 5 dogs using the exercise area at any given time, that appropriate mitigation would be for the applicant to install a 2m high acoustic fence/noise barrier along their eastern boundary, which would ensure there would be an acceptable level of noise for the future occupants of the dwelling to the east of WestWoofs.

As this application is seeking to limit the number of dogs exercising in the outside paddock to no more than 5 at any one time, and with the fence having been erected along the eastern boundary of the dog exercise area pursuant to PL/2022/04384, it is considered that adequate mitigation measures would be in place to safeguard the amenity of NSR5.

It is appreciated that the size of the exercise area has increased, however, the noise report for this application has assessed the impact of noise based on the extended size of the paddock (which this application is seeking to regularise). The paddock is not increasing in size towards the new dwelling to the east; instead, it has been expanded to the west. The noise report for this application has identified

additional mitigation in the form of a 2m high acoustic fence along part of the northern fence line to further provide NSR5, in addition to their own acoustic fencing.

The noise report for this application has confirmed that for NSR5, the combination of limiting the number of dogs and additional fencing would ensure there would be no increase in noise exposure compared with the baseline assumed when NSR5 received its own separate planning permission.

With a restriction on the total number of dogs on the site at any given time, a maximum of 5 dogs in the outside exercise paddock at any one time, restriction to the hours of use, and the installation of acoustic fencing, it is considered that there would be an acceptable level of noise from the continued use of the site by WestWoofs on neighbouring amenity.

The Supporting Statement (page 11) notes that the agricultural building subject to a separate Class Q conversion application (ref. PL/2024/02742), identified as NSR3, is under the ownership of the applicant. However, there is no mechanism available to secure or control this ownership arrangement for the lifetime of the development proposed under the current application.

Also, the building is not tied to WestWoofs and there is nothing to prevent this building from being sold on to another party. The noise report also identifies that the provision of an acoustic fence along the western boundary of the dog exercise paddock would afford future occupiers of the dwelling improved noise attenuation, and therefore it is considered necessary to impose a condition to ensure this mitigation measure is provided.

In light of the above, it is considered that the submitted noise report and proposed mitigation measures would ensure that the permanent use of the site for dog day care would be acceptable in terms of neighbour amenity. The proposal, therefore, complies with CP57 of the adopted WCS and paragraph 135f of the NPPF, and the reason for refusing PL/2024/03051 has been overcome following the submission of a further revised noise report and appropriate noise mitigation measures.

Highways Safety: Transport implications are a key factor in assessing planning applications, especially for larger developments. Proposals must demonstrate:

- Safe and suitable access for all users, including pedestrians, cyclists, and those with mobility impairments.
- No severe residual impacts on the surrounding highway network.
- Promotion of sustainable travel, reducing reliance on private vehicles.
- Adequate parking and cycle provision, in line with adopted standards.
- Protection and enhancement of public rights of way and active travel routes.

Relevant policies include Core Policies 60–64 of the Wiltshire Core Strategy, supported by the Wiltshire Local Transport Plan, Car Parking Strategy, and Cycling Strategy. The Local Cycling and Walking Infrastructure Plan (LCWIP) and LTN 1/20 (DfT) provide further design guidance for active travel infrastructure.

The submitted drawings show the provision of 9 on-site car parking spaces adjacent to the dog shelter, with this application not proposing any alterations to the existing access.

In the previous application on this site (reference PL/2024/03051), the Council's highways officer acknowledged that the proposed grooming pod would generate a small number of additional vehicular movements to the site, with the applicant's Supporting Statement suggesting that this use would increase 5-6 vehicles per day, including that of the additional staff member. The highways authority did not consider

that level of additional vehicle movement to be a highway safety concern and has raised no highway objections.

On the basis of the above, there is no evidence that the proposal would conflict with NPPF paragraph 116, which states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety.

Ecology Matters: The ecological impact of development is a key planning consideration. Proposals must assess and address potential effects on:

- Protected species
- Priority habitats
- Ecological networks
- Green and blue infrastructure

Core Policy 50 of the Wiltshire Core Strategy requires development to:

- Avoid harm to ecological assets.
- Deliver measurable Biodiversity Net Gain (BNG), in line with the Environment Act 2021.
- Support habitat restoration and connectivity.
- Integrate biodiversity into site design.

The Green & Blue Infrastructure Strategy (2022–2030) promotes nature recovery, ecosystem services, and habitat connectivity through development.

The site is located within core buffer zones for greater and lesser horseshoe bats associated with the Bath and Bradford-on-Avon Bats SAC and therefore the proposal may have potential to result in significant adverse impact on the special features of that site.

Whilst the Council's ecology have not provided comment on this application, the Council's ecologist previously confirmed in their appraisal of PL/2024/03051 that an "*Appropriate Assessment AA) under Section 63 of the Habitats Regulations must be carried out by the relevant Competent Authority (the LPA) to determine the potential significant effects and the suitability of any measures proposed to avoid or mitigate those effects. The supporting statement enclosed within this application states that the buildings and use are mostly already consented and operating, with the placing of a grooming pod on existing hardstanding which will not result in any ecological impacts. The site is currently hard standing with rough grassland where the exercise/play area is for the dogs. This application seeks no difference with this, apart from the erection of a moveable dog grooming pod which is to be placed on existing hardstanding. Therefore, it is evident that the site has no additional effect on any ecological interests*".

Given the similarities between the proposals in terms of the extent of the proposed development, it is considered that the above assessment remains valid. Natural England was also consulted on this application and has raised no objections.

As the proposed works are minor and are of a nature that would unlikely affect nearby habitats, with no vegetation removal proposed as part of this development and no additional external lighting from that previously approved, it is considered that the proposal would not result in an adverse effect on local bat populations or impact on the conservation objectives of the SAC.

In terms of Biodiversity Net Gain (BNG), which became a statutory requirement in February 2024, the completed BNG metric confirms that there would be a net increase of 11.67% of area habitats through the planting of a native hedgerow along the western boundary of the acoustic fencing.

The proposal satisfies CP50 of the WCS and the NPPF, which require all development to demonstrate no net loss of the local biodiversity and seeks opportunities to enhance biodiversity.

PLANNING BALANCE AND CONCLUSION: The principle of development is considered acceptable when assessed against the WCS and NPPF. Furthermore, the proposal is broadly compliant with relevant local and national planning policies in respect of Green Belt, landscape, highway safety, ecology and biodiversity, and neighbouring amenity, subject to the recommended conditions and any necessary mitigation.

No material considerations have been identified that would indicate that permission should be refused, having regard to the assessment above and the representations received.

Accordingly, the proposal is considered acceptable in planning terms and in accordance with the Wiltshire Core Strategy, the National Planning Policy Framework, and all other relevant material considerations.

RECOMMENDATION: Approve subject to the following conditions:

1. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Drawing nos: KCC3092/11 01/25cb, Location Plan and KCC3092/12 01/25cb, Noise Mitigation and Landscaping Proposals, as received on 15 December 2025; and KCC3092/14 01/26dm, Elevations and Floor Plan of Office and Dog Shelter and KCC3092/15 01/26dm, Elevations and Floor Plan of Grooming Pod, as received on 5 January 2026; KCC3092/16 01/26dm, Elevations Acoustic Fence, as received on 7 January 2026; and KCC3092/17 01/26dm, Block Plan, as received on 8 January 2026

REASON: For the avoidance of doubt and in the interests of proper planning.

2. Within 3 months of the date of this permission, the acoustic fence to be erected along the western boundary and part of the northern boundary of the external dog exercise area, as identified in Table 5.3 on page 9 of the Environmental Noise Assessment Report (produced by MACH Group, reference Rev03, dated 24 November 2025), shall be installed in full accordance of Section 5.5 of the aforementioned noise report.

REASON: In the interests of neighbouring amenity.

3. The native hedge detailed in Section 3 of the Fencing and Landscaping Proposal statement (produced Kernon Countryside Consultants Ltd, dated December 2025) and as shown on drawing no. KCC3092/12 12/25cb, shall be planted in the first planting and seeding season following the installation of the acoustic fence pursuant to Condition 2. All shrubs, trees and hedge planting shall be maintained free from weeds and shall be protected from damage by vermin and stock. Any trees or plants which, die, are removed, or become seriously damaged or diseased shall be replaced in the next planting season with others of a similar size and species, unless otherwise agreed in writing by the local planning authority.

REASON: To ensure a satisfactory landscaped setting for the development and the protection of existing important landscape features.

4. The dog day care and dog grooming uses hereby permitted shall only take place between the hours of 0700 - 1800 on Mondays to Fridays. The use shall not take place at any time on Saturdays, Sundays or during Bank or Public Holidays.

REASON: To define the terms of this permission and in order to protect residential and local amenities.

5. The dog exercise and play area paddock, as defined on drawing no. KCC3092/17 01/26dm, shall only be used between the hours of 0900 - 1700 on Mondays to Fridays and not at any time on Saturdays, Sundays or during Bank or Public Holidays.

REASON: To define the terms of this permission and in order to protect residential and local amenities.

6. There shall be no more than 20 dogs on the site at any one time.

REASON: In the interests of residential amenity

7. There shall be no more than 5 dogs within the outside exercise area (as defined on drawing no. KCC3092/17 01/26dm) at any one time.

REASON: In the interests of residential amenity

8. The site shall not be used for the kennelling of any dogs at any time.

REASON: In the interests of residential amenity

9. No external lighting shall be installed on site until details of the existing and proposed new lighting have been submitted to and approved by the local planning authority in writing.

The submitted details shall demonstrate how the proposed lighting would impact on bat habitat compared to the existing situation and show the type of light appliance, the height and position of fitting, illumination levels and light spillage. The plans shall be in accordance with the appropriate Environmental Zone Standards set out by the Institution of Lighting Professionals (ILP) Guidance Notes on the Avoidance of Obtrusive Light (GN 01/2021) and Guidance note GN08/23 'Bats and artificial lighting at night', issued by the Bat Conservation Trust and Institution of Lighting Professionals.

The approved lighting shall be installed and maintained in accordance with the approved details and no additional external lighting shall be installed.

REASON: In the interests of the amenities of the area, minimise unnecessary light spillage above and outside the development site and to avoid illumination of habitat used by bats.