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WALSINGHAM PLANNING
SPECIALIST PLANNING & HERITAGE CONSULTANTS

Planning Statement

Salisbury North Premier Inn

On behalf of Premier Inn Hotels Ltd

MARCH 2026

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I INTRODUCTION

I.1 This Statement has been produced by Walsingham Planning to accompany a full planning application submitted on behalf of Premier Inn Hotels Ltd for a two-storey extension at Salisbury North Premier Inn (PI) off Pearce Way within the Wiltshire Council area to create 19 ensuite bedrooms with associated landscaping.

I.2 Premier Inn has identified a considerable demand for additional budget hotel accommodation in this location. The applicant therefore seeks consent for the following:

“Extension to existing hotel to provide additional bedrooms, together with alterations to the car park and all associated works.”

I.3 The proposal for additional bedrooms would meet Premier Inn’s operational requirements at the location and help to address increased bedroom demand.

I.4 In addition to this Planning Statement, the application is supported by the following documents and drawings:

- Application Form & Certificate B (Walsingham Planning)
- CIL Form(s) (Walsingham Planning)
- Cover Letter (Walsingham Planning)
- Archaeology Summary Note (Walsingham Planning)
- Transport Statement (RGP)
- Topo Survey (Premier Surveys)
- 6213-P-001B – Location Plan
- 6213-P-002C – Existing Site Plan (Axiom Architects)
- 6213-P-100A – Existing Annex Floor Plans (Axiom Architects)
- 6213-P-101 – Existing Annex Roof Plan (Axiom Architects)
- 6312-P-200A – Existing Elevations (Axiom Architects)
- 6213-P-010F – Proposed Site Plan (Axiom Architects)
- 6213-P-110D – Proposed Annex Floor Plans (Axiom Architects)
- 6213-P-111A – Proposed Annex Roof Plan (Axiom Architects)
- 6213-P-210C – Proposed Elevations (Axiom Architects)
- Detailed Landscape Proposals (Indigo Landscape Architects Ltd)
- Tree Survey (Arbtech)

- Tree Protection Plan (Arbtech)
- Arboricultural Impacts Assessment (Arbtech)
- Arboricultural Method Statement (Arbtech)
- Preliminary Ecological Appraisal & Roost Assessment (Arbtech)
- BNG Report and Metric (Arbtech)
- Bat Emergence and Re-Entry Survey (Arbtech)
- Drainage Strategy Report (Simpson TWS)
- Energy Strategy (Thornley & Lumb Partnership Ltd)
- Noise Impact Assessment (Scotch Partners)
- Nutrient Neutrality Report (Stantec)
- Sustainability Statement (Whitbread Plc)

2 SITE CONTEXT

- 2.1 The site is located on the outskirts of Salisbury, to the west of the A30/A338 roundabout junction and the east of a suburban housing area known as Hampton Park. The River Bourne runs to the rear of the site. The land which contains the buildings and associated car park is generally flat, with a slight slope towards the river to the north. The land to the north and west of the Site contains trees and low vegetation cover.
- 2.2 The Salisbury North PI is a 114-bedroom hotel set over two-storeys and contained within two blocks.
- 2.3 The main hotel building faces towards Pearce Way and has an L-shape form. The original building related to a 40-bedroom hotel which was subsequently extended by 20-bedrooms under permission 00/0158 and a further 18-bedrooms pursuant to permission 07/0903. Finally an annex was developed under consent 15/03556/FUL which provided a further 43-bedrooms.
- 2.4 The main extended building has a hipped roof with gables within both the front (west) and rear (east) elevations. The existing building has symmetrical window alignment between the ground and first floor. The entrance lobby is a single storey storm porch which highlights the location of the hotel reception.
- 2.5 The hotel annex has a similar roof profile with a hipped roof and two gables to the south west elevation.
- 2.6 The external finishes of the buildings include light red brick walls, timber cladding to the gables and first floor, slate roof tiles and black UPVC rainwater goods. The hotel annex uses fibre cement weatherboard with woodgrain texture in place of timber cladding.
- 2.7 The adjoining the site and within the ownership of the applicant is an associated Table Table restaurant, located to the south of the hotel which is separated from the hotel buildings. The restaurant provides 200 covers. The restaurant is predominantly a two-storey building with a pitched and jerkinhead roof. A single-storey element to the restaurant is located to the centre with a pitched roof which is flanked by the two 2-storey elements. The restaurant building has similar external finishes to the hotel buildings.
- 2.8 The site contains several trees which are primarily located along the site boundaries. A swath of grass verge separates the site from the Pearce Way and a low hedgerow marks the boundary of the site along Pearce Way which extends to the roundabout.

- 2.9 Surrounding the hotel buildings is the car park which contains space for 164 parking spaces. This is shared between the hotel and the restaurant.
- 2.10 Figure 1 below provides an aerial image of the site and its immediate context.

Figure 1: Site Context Plan (Google Earth Satellite Image)

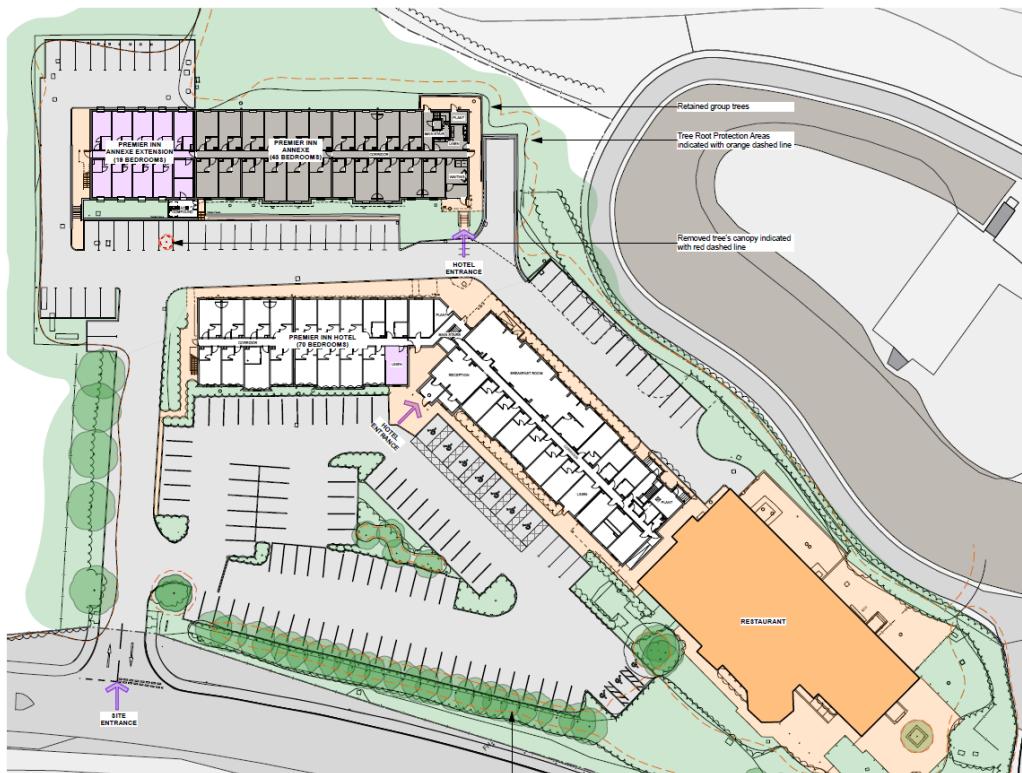


- 2.11 The site contains no listed buildings and is not located in a conservation area. There are no protected trees on the site. The site is within flood zone 1 and is not in an area liable to flood. Small areas of the site are designated as having a 1 in 1000 annual likelihood of surface water flooding. The site adjoins the settlement boundary of Salisbury.
- 2.12 The river to the north of the site is designated by Natural England as a Site of Specific Scientific Interest (SSSI) and a Special Area of Conservation (SAC).
- 2.13 Regarding the wider context, the surrounding area to the north and east is predominantly rural in character with agricultural fields surrounding the site with the built-up area of Salisbury located to south west of the site.
- 2.14 The site falls within two Parish Council Boundaries with the north-west of the site being within the Laverstock Parish area and the south-east of the site being within the Salisbury Parish area.

3 THE PROPOSAL

- 3.1 It is proposed to create additional hotel accommodation for the PI in the form of an extension to the existing hotel annex building. The proposed extension will be located to the north west end of the existing building which is currently occupied by car parking. The two-storey extension will provide 19 bedrooms and will extend directly from the existing hotel's north western side elevation.
- 3.2 The proposed extension will measure approximately 16.8m long x 14.5m wide x 9.9m high. Figure 2 shows the proposed layout for the scheme.

Figure 2: Proposed Site Layout

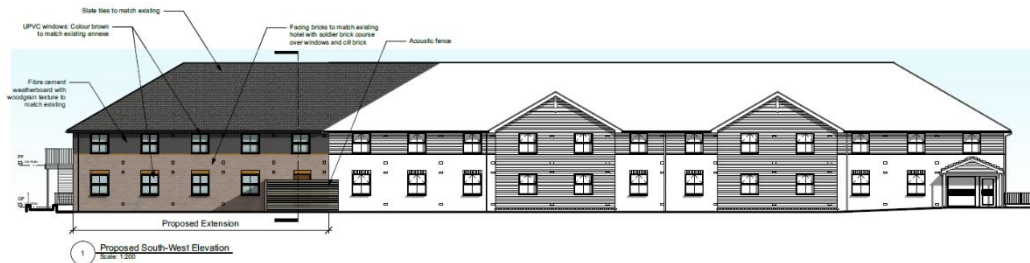


- 3.3 The proposed external finishes to the extension include the following materials:

- Walls – Brick: Sandfaced Red Multi and Cladding: Fibre cement weatherboard with woodgrain texture.
- Doors and Windows – Frame and sill: Brown UPVC; Dressings: brick soldier course and Doors: timber.
- Roof – Slate tile.
- Rainwater Goods - Black UPVC

- 3.4 The proposed finishes are similar to the existing hotel and complement the existing external finishes found within the site. Figure 3 outlines the proposed elevation facing towards Pearce Way.

Figure 3: Proposed Western Elevation



- 3.5 The proposal as a whole, would result in a hotel with a total of 132 bedrooms, a net increase of 18 rooms. One bedroom in the existing hotel bedrooms will be lost to a linen store to support the larger hotel operation.
- 3.6 The proposal includes a detailed landscaping scheme which includes additional planting. One tree is proposed to be removed to accommodate the extension.

4 PLANNING HISTORY

- 4.1 The application site is located within Wiltshire Council. According to the Council's online planning register there are several planning applications which relate to the site. However, the relevant planning applications to this proposal are listed in the table below:

Application Ref.	Location	Proposal	Decision
S/1996/1128	Hampton Park, Pearce Way, Salisbury, Wiltshire	Erection of a 40 bed travel inn hotel with 200 cover bar/restaurant and manager's accommodation. Construction of access	Approved 5 th June 1997
S/2000/0158	Salisbury Travel Inn, Hampton Park, Pearce Way, Salisbury, SPI 3YU	Twenty Bedroom Extension to Existing Travel Inn and Alterations to Car Parking and Landscaping.	Approved 23 rd January 2001
S/2007/0903	Premier Travel Inn, Premier Travel Inn, Bishopdown, Salisbury, SPI 3GU	Proposed 2 Storey Hotel Bedroom Extension	Approved 2 nd August 2007
I5/03556/FUL	Premier Inn, Pearce Way, Bishopdown, Salisbury, Wiltshire, SPI 3GU	Two storey annex to existing hotel with air conditioning compound and revised car park	Approved 21 st September 2015
I6/00558/VAR	Premier Inn Pearce Way Bishopdown Salisbury SPI 3GU	Variation of Condition 4 of I5/03556/FUL to alter the plan relating to landscaping	Approved 29 th March 2016
I6/01171/FUL	Premier Inn Pearce Way Bishopdown Salisbury SPI 3GU	Single storey extension and alterations to form new hotel reception	Approved 24 th March 2016

- 4.2 The above planning consents have been implemented at the site.

(A) PRE-APPLICATION ADVICE

- 4.3 Wiltshire Council do offer pre-application advice which is encouraged as it helps to front load discussions. However, no pre-application consultation with the Council was undertaken to inform the proposal. This is due to the scale of the proposed works which are relatively minor, and it is considered the proposal does not involve complicated planning issues which would benefit from initial discussions with the Council.

5 PLANNING POLICY

- 5.1 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that *“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”*. Any issue that relates to the use and development of land is capable of being a material planning consideration.

(A) NATIONAL PLANNING POLICY AND GUIDANCE

National Planning Policy Framework (NPPF)

- 5.1 A revised version of the National Planning Policy Framework (NPPF) was published in December 2024 and sets out the Government’s aims for achieving sustainable development. Paragraph 8 explains that sustainable development comprises three overarching objectives:

- a) an economic objective – to help build a strong, responsive and competitive economy;*
- b) a social objective – to support strong, vibrant and healthy communities;*
- c) an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment.*

- 5.2 Paragraph 11 explains that the presumption in favour of sustainable development means approving development proposals that accord with an up-to-date development plan without delay.

- 5.3 Section 9 relates to promoting sustainable transport. Paragraph 115 states that in assessing specific applications for development, it should be ensured that:

- a)) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
- b) safe and suitable access to the site can be achieved for all users;*
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.

5.4 Paragraph 116 states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.

5.5 Section 11 relates to making effective use of land. Paragraph 124 states that planning decision should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions, making as much use as possible of previously-developed or 'brownfield' land.

5.6 Section 12 relates to achieving well-designed places. Paragraph 131 notes that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Paragraph 135 states that planning decisions should ensure that developments:

a) will function well and add to the overall quality of the area;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting;

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development; and

f) create places that are safe, inclusive and accessible with a high standard of amenity for existing and future users

(B) LOCAL PLANNING POLICY AND GUIDANCE

- 5.7 The adopted Development Plan relevant to the proposal comprises the Wiltshire Core Strategy (WCS) (adopted January 2015), the Laverstock and Ford Communities Neighbourhood Plan 2021-2036 (made October 2022), and the Salisbury Neighbourhood Development Plan 2020-2038 (made March 2025). The site does not have any specific policy designations in either development plan document. The relevant development plan policies are summarised below.

Wiltshire Core Strategy

- 5.8 Core Policy 1 – Settlement Strategy – This policy outlines the settlement strategy where sustainable development will be directed. Salisbury is identified as a principal settlement. These are settlements which are strategically important and will be the primary focus for development.
- 5.9 Core Policy 2 – Delivery Strategy – This policy outlines how development will be managed within and outside the identified development limits of settlements. Outside defined limits of development proposals will not be permitted unless exception policies apply to the proposal. This includes Core Policies 39 and 40 (Development related to tourism).
- 5.10 Core Policy 20 – Spatial Strategy: Salisbury Community Area – The policy identifies growth within the community area can be delivered on a range of sites in accordance with Core Policies 1 and 2.
- 5.11 Core Policy 39 – Tourist Development – This policy supports tourist development within principal settlements and Market Towns. Outside these areas tourist development should be located in or close to Local Service Centres or Large and Small Villages. Extensions to existing facilities should be appropriate in scale to their location and help to ensure the future viability of the business.
- 5.12 Core Policy 40 – Hotels, bed and breakfasts, guest houses and conference facilities – Extensions to existing hotels should demonstrate that they do not have a detrimental impact on the vitality of town centres and avoid unacceptable traffic generation.
- 5.13 Core Policy 41 – Sustainable construction and low-carbon energy – New extensions will be encouraged to incorporate design measures to reduce energy demand and utilise natural light

and ventilation. For non-residential development proposals are expected to meet the BREEAM Excellent standards.

- 5.14 Core Policy 50 – Biodiversity and geodiversity – Proposals must demonstrate how they protect biodiversity features. Proposals are expected to incorporate measures to avoid and reduce disturbance to ecological features for the lifetime of the development. Additionally, proposals should seek to enhance biodiversity.
- 5.15 Core Policy 51 – Landscape – Proposals should protect, conserve and where possible enhance landscape character. The identifies several aspects of landscape character proposals need to demonstrate have been conserved and enhanced where possible, these include:
- The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.
 - 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.
- 5.16 Core Policy 57 – Ensuring high quality design and place shaping – This policy seeks to ensure all proposals provide high standards of design including proposals for extensions through demonstrating how the contribute to the character of the area through 14 criteria.
- 5.17 Core Policy 58 - Ensuring the conservation of the historic environment - Development should protect, conserve and where possible enhance the historic environment. The policy seeks to ensure that nationally significant archaeological remains are preserved and where appropriate, enhanced.
- 5.18 Core Policy 60 – Sustainable Transport – The policy seeks to reduce the need to travel by private car through locating development in accessible locations, promoting sustainable modes of transport, promoting appropriate demand management measures and mitigating the impact of developments on transport users, local communities and the environment.

- 5.19 Core Policy 61 – Transport and New Development – Transport assessments should consider the needs of all travel users based on a travel hierarchy which prioritises pedestrians and other sustainable modes of transport, demonstrate safe access can be provided and adequate servicing can be provided on the site as part of the functioning of the development.
- 5.20 Core Policy 64 – Demand Management – This policy seeks to reduce the reliance on car through demand management such as car parking. For private non-residential parking areas the provision of parking spaces will be limited to maximum parking standards (except for disabled parking spaces). These maximum standards will be reduced to reflect local circumstances and the relative accessibility by sustainable transport modes in accordance with an accessibility framework.

Laverstock and Ford Communities Neighbourhood Plan 2021 – 2036

- 5.21 Policy 2 - Protection and enhancement of the distinctive landscape character, wildlife habitats and heritage assets – This policy seeks to maintain the visual character of the Parish area. Proposals should have regard to the Landscape Sensitivity Assessment and provide an improvement to wildlife habitats.
- 5.22 Policy 4 - Design of future development – Proposals should improve the quality of the built environment of the Parish area and maintain or enhance its semi-rural character.

Salisbury Neighbourhood Development Plan 2020 – 2038

- 5.23 Policy 1 – Tree planting for carbon capture – Proposals that affect existing trees or introduce new trees will be accompanied by a tree management plan. Development will need to demonstrate how it has added trees and other types of planting for the benefits they bring.
- 5.24 Policy 4 – Electric vehicle charge points - All new non-residential proposals will be required to make provision for appropriate electric vehicle charging infrastructure to meet the development's own and visitor's needs.
- 5.25 Policy 6 – Design in the built environment - All developments in Salisbury will be required to have regard to the Salisbury Design and Advertising Guide.
- 5.26 Policy 10 – Biodiversity net gain - All new development proposals should manage impacts on biodiversity and will provide a minimum of 10% biodiversity net gain as part of the scheme design. Proposals should provide high quality green infrastructure within the development site and include features to support specific fauna.

- 5.27 Policy 27 – Visitor accommodation - Development for new visitor accommodation in Salisbury will be supported in accordance with Wiltshire Core Strategy Core Policy 40.

Adopted Supplementary Planning Documents (SPDs)

- 5.28 The following SPDs are considered relevant to the proposal and provide additional guidance on local policy matters and other material considerations:
- Wiltshire Design Guide (March 2024)

6 OTHER MATERIAL CONSIDERATIONS

(A) EMERGING WILTSHIRE LOCAL PLAN

6.2 Wiltshire Council are progressing a draft Local Plan which will replace the existing Core Strategy adopted in 2015. The emerging Plan is proposed to cover the period between 2020 to 2038. Following Regulation 19 consultation, the Plan was submitted to the Secretary of State for examination in November 2024. The most recent published Local Development Scheme (LDS) in September 2025 anticipates the emerging Local Plan will be adopted by Wiltshire Council in Q2 of 2026.

6.3 Regarding the weight that can be attributed to emerging Local Plans in planning decisions, the NPPF provides information on how draft policies should be considered noting Local Planning Authorities (LPAs) can give weight to emerging policies based on the following:

“a) the stage of preparation of the emerging plan (the more advanced its preparation, the greater the weight that may be given);

b) the extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and

c) the degree of consistency of the relevant policies in the emerging plan to this Framework (the closer the policies in the emerging plan to the policies in the Framework, the greater the weight that may be given).”

6.4 Regarding the draft policies which are relevant to the proposal, these are summarised below:

- Draft Policy 4 – Addressing climate change
- Draft Policy 69 – Tourism and Related Development.
- Draft Policy 85 - Sustainable construction and low carbon energy
- Draft Policy 87 – Embodied Carbon
- Draft Policy 89 – Biodiversity net gain

6.5 With the submission of the draft Wiltshire Local Plan 2020-2038 for independent examination, the Plan is considered to be at an advanced stage. However, Inspectors’ initial questions submitted on 27 February 2025 set out that if the Council’s proposed schedule of changes to the Regulation 19 version of the Plan were to be implemented, they would materially affect the policies of the Plan. Consequently, for the purposes of the Planning and Compulsory

Purchase Act 2004, if considered necessary for soundness and legal compliance, the proposed changes would constitute Main Modifications to the Plan.

- 6.6 Based on the above, at the current time, the WCS (2015) is considered the current adopted Plan and is the relevant policy framework used to assess the proposal. Therefore, based on the tests set out in NPPF under paragraph 48 it is considered only limited weight can be given to the emerging Draft Wiltshire Local Plan 2020-2038 and the draft policies at this stage.

7 PLANNING ASSESSMENT

(A) SUSTAINABLE DEVELOPMENT

7.1 The NPPF outlines three overarching objectives which contribute towards sustainable development these include:

- an **economic** objective to help build a strong, responsive, and competitive economy;
- a **social** objective to support strong, vibrant, and healthy communities; and
- an **environmental** objective to contribute to protecting and enhancing our natural, built, and historic environment.

7.2 The proposed hotel extension would support each of the sustainable development objectives. The existing Premier Inn hotel is a well-used facility providing overnight accommodation for tourists and business travellers. There is demand for additional hotel bedrooms which would create additional employment opportunities during the operational and construction phases of the proposed development, as well as supporting third-party suppliers. The proposed extension would be built on previously developed land (PDL) and would represent a more efficient use of the site without needing to expand into the surrounding countryside.

7.3 As such, the proposed hotel extension would bring economic, social, and environmental benefits and should be considered as sustainable development as defined by NPPF.

(B) PRINCIPLE OF DEVELOPMENT

7.4 The site lies on the outskirts of Salisbury, immediately outside of the designated Settlement Boundary. In a policy context, the site is therefore an 'out of town' location, as it is outside of the Salisbury urban area.

7.5 The proposed development relates to a service area on the approach to Salisbury providing accommodation to visitors to Salisbury and travellers using the A338 and the wider major road network. The site primarily provides accommodation for travellers using the strategic road network including business and leisure travellers and includes a restaurant on site which provides a food and drink offer to guests and is open to the general public. The proposed siting for the extension would be PDL. The proposal relates to existing visitor accommodation and the expansion of the existing use will help to ensure visitor accommodation in this location can be sustained and meet demand. When taken as a whole, the scale of development on site is of a scale which reflects Salisbury as a Principal Settlement within the District.

- 7.6 The site sits adjacent to a strategic housing allocation that has been built-out and was allocated in the WCS. Hampton Park was allocated for 500 dwellings and is now included within the Settlement Boundary for Salisbury. Policy CP2 sets out that the limits of development may only be altered through the identification of sites for development through subsequent Site Allocations DPD's and neighbourhood plans. The PI hotel site could reasonably form the outer limits of Salisbury's urban area given the recent large-scale housing development immediately to the west/north-west. Given that the PI hotel preceded the housing allocation and subsequent alterations to development limits, in accordance with local policy, the development limits could not be amended further to include the PI site.
- 7.7 Policy CP2 states that *"other than in circumstances as permitted by other policies within this plan, identified in para 4.25, development will not be permitted outside the limits of development as defined on the policies map."* Paragraph 4.25 identifies a number of 'exceptions policies' that would need to be met in order to permit development outside of the settlement boundary. This includes development related to tourism, with Core Policies 39 and 40 being of particular relevance.
- 7.8 Core Policy 39 supports tourist accommodation at Principal Settlements subject to passing a sequential test, and further states that extensions to existing facilities should be appropriate in scale to their location and help to ensure the viability of businesses. There is a distinction between what might be considered a 'main town centre use' and a budget hotel which is deliberately located outside of town centres on main roads, these two types of accommodation do not clash in terms of competition or viability. The modest scale of the proposed extension is considered entirely appropriate in the physical context of the site and given the demand for additional hotel bedrooms in this location.
- 7.9 Previous applications to extend the hotel and provide additional bedrooms on site (15/03556/FUL), which were assessed under current adopted local planning policies did not require the Applicants to undertake a sequential test. In their report, Officers advised that this was not required because the proposals were for an extension associated with an existing facility. Independent advice sought by Officers with regard to the impact of the proposed extension concluded that there would be a minimal impact upon the vitality and viability of Salisbury City Centre and other hotels over the proceeding five year period. Further, this current application proposes 24 fewer bedrooms than were approved under the 2015 application.

- 7.10 Core Policy 40 supports the sensitive extension of tourism accommodation facilities within Principal Settlements subject to the proposal not having a detrimental impact on the vitality of the town centre and avoiding unacceptable traffic generation. In the Delegated Report for the 2015 permission to extend the hotel, Officers concluded that *“it would be difficult to justify a refusal of these scheme on the basis of its impact on the existing centre and its tourism facilities alone.”* The addition of 19 bedrooms to the existing hotel would not generate unacceptable levels of new traffic, as indicated in the supporting Transport Statement.
- 7.11 This is an established hotel within a service area which fulfils an important roadside function in providing overnight accommodation for business and leisure travellers using the major road network (A338). It would not affect hotels within the town centres which are providing for a very different part of the market. A sequential test is not therefore considered necessary or appropriate in this instance.
- 7.12 The proposals would bring economic, social, and environmental benefits in accordance with the objectives of the NPPF. Core Policies CP39, CP40 and Policy 27 of the Salisbury Neighbourhood Development Plan are supportive of proposals to enhance tourism in the District and the proposed extension will not have a detrimental impact on the vitality of the town centre, there is therefore no conflict with local planning policy.

(C) DESIGN

- 7.13 It is considered the proposal represents a sympathetic design to the original building through the use of a similar form and scale to the existing hotel building with the extension continuing the same roof profile of the existing hotel. The ridge height of the proposal does not exceed the existing height of the hotel building ensuring the proposal does not have an imposing form. Furthermore, the external design finishes have been chosen to match the existing, to ensure the proposal is compatible with the existing design of the hotel and its wider context.
- 7.14 The proposal, at front and rear elevations includes symmetrical and uniform window placement between the ground and first floor which is reflective of the original building. A hipped roof to match existing is proposed.
- 7.15 The proposal would represent an extension within an existing well-contained hotel site. The use of matching materials to the existing ensures the proposal will respect the character of the existing building and not detract from the character of the wider area. Consequently, the

design of the proposal complies with Core Policy 57 and the relevant design policies set out in the Neighbourhood Plans.

(D) LANDSCAPE

- 7.16 The application is supported by a detailed planting plan for the landscaping proposals and corresponding schedule/specifications.
- 7.17 The semi-mature planting around the perimeter of the site would be retained, and of particular relevance, tree group G1 which runs north east from the main vehicle entrance to the hotel and forms the site's boundary in this location, will be largely retained. The only works include the partial removal of the group and lifting of the crown to 3.5m above hard surfacing.
- 7.18 The proposed extension does not exceed the existing ridge height of the hotel building. The use of matching materials to the existing are considered to be sympathetic to the wider landscape. The extension is situated in a well-screened part of the site, nestled in the corner, views into the site of the development would be extremely limited from close, middle and long range.
- 7.19 The character to the north of the site is rural and this setting would be wholly conserved by retaining and managing the semi-mature planting to the north and west fringes of the site.
- 7.20 The proposals are in accordance with Core Policies 51 and 57, and the provisions of the NPPF.

(E) TRANSPORT AND PARKING

- 7.21 The application is accompanied by a Transport Statement (TS). The TS outlines access would be retained as the existing situation and following the proposed development the modified car park would continue to provide sufficient space for both private and commercial vehicles associated with the site to manoeuvre and enter and exit the site safely.
- 7.22 The net impact of the proposals would be an increase in two-way movements across the course of a typical day by up to 38 two-way movements. The TS sets out that there is sufficient capacity within the local road network to accommodate the predicted vehicular movements.
- 7.23 In terms of parking provision, the proposals would provide 152 parking spaces in total - a reduction of 12 spaces from the existing 164 space car park. The Council's parking standards would require 18 additional parking spaces to support the proposals. However, the TS

includes a parking demand assessment which illustrates that parking demand would peak at 102 cars equating to a parking occupancy rate of 67% allowing for flexibility for unexpected busier periods.

- 7.24 Regarding cycle parking, the Council's Parking Standards requires 1 space per 20 bedrooms resulting in a requirement for an additional bicycle parking space - this will be provided through a single hooped cycle stand. 1 covered cycle space per 10 employees is also required – no additional staffing requirement would be realised as a result of the proposals and therefore no additional provision is provided in these terms. It is important to also note that Premier Inn hotels operate a 'cycle friendly' policy, permitting guests to store bicycles within their bedrooms, therefore significantly increasing the effective capacity for bicycle spaces at the development.
- 7.25 Whilst some staff and guest travel to and from the site could be achieved via sustainable methods, given the sites location at the edge of Salisbury it is anticipated that private car would form the main mode of travel.
- 7.26 The proposal would result in additional bedrooms being added to the hotel. The Council's 'Local Transport Plan' provides the parking standards for development based on their use. The supporting Transport Statement demonstrates the site will be served by sufficient car parking for both uses on the site including the extended hotel in accordance with those parking standards.
- 7.27 The proposals therefore comply with Core Policies 60 and 61, and the provisions of the NPPF.

(F) ECOLOGY AND TREES

- 7.28 The proposal relates to a brownfield site which is in active use and is located within close proximity to the major road network. The sites boundary is largely comprised of trees, shrubs and hedgerows, with priority-listed deciduous woodland forming part of boundary to the north/northeast. The proposal is supported by a Preliminary Ecological Assessment (PEA). The PEA confirms the following habitats are present on the site:

- Developed land (sealed surface)
- Buildings
- Other broadleaf woodland
- Neutral grassland
- Flower beds

- Scattered trees
- Other native hedgerows – with trees

- 7.29 The proposal will result in the loss of one individual tree and the partial removal of two tree groups – the individual tree is identified as Category C and the groups to be partially removed are Category B and C. An Arboricultural Impact Assessment (AIA) and Method Statement (AMS) is submitted, and sets out mitigation measures to limit any impact on retained trees during the proposed works.
- 7.30 The River Bourne is a chalk river that flows within 70m northwest of the site. The River Avon SSSI and SAC is within 70m east of the site, as part of the River Bourne.
- 7.31 The PEA recommends that due to the presence of priority-listed broadleaf woodland and the SSSI of the River Avon, all non-native invasive plant species should be removed with best practices from the site, to reduce the risk that these species spread into the SSSI.
- 7.32 A Construction Environmental Management Plan (CEMP) which sets out mitigation measures such as pollution control to prevent contamination of the SSSI, and protect the woodlands/floodplains adjacent to the sites boundary, could be implemented on site – this can be secured via a suitably worded condition.
- 7.33 In terms of priority species, there was no conclusive evidence that the site hosts any reptiles, amphibians, badgers, otters, water voles, dormouse, or hedgehogs. However, the site has the potential to host invertebrates, bats, and birds.
- 7.34 The PEA and Roost Assessment (Arbtech, April 2024) identified building B1 as providing moderate value for supporting roosting bats, with the woodland, hedgerows and shrubs and around the sites boundary being of value for both foraging and commuting bats. Therefore, two bat emergence/re-entry surveys (BERS) were undertaken in May and June 2024 to confirm the presence/likely absence of bats roosting in or on the building.
- 7.35 The BERS recorded no emergences or re-entries observed from building B1, which is proposed to be extended, confirming that there is a likely absence of roosting bats. Bats were observed commuting and foraging within and around the boundary vegetation of the site, the addition of new artificial lighting, particularly on the northern elevation of B1 may impact foraging and commuting for bats. The report recommends that in the unlikely event that a bat or evidence of bats is discovered during the development, all works must cease, and further advice should be sought from a licensed ecologist. The report sets out that potential impact

on bats can be appropriately managed through a bat sensitive lighting strategy and the inclusion of bat boxes.

- 7.36 In line with the recommended enhancement measures set out in the BERS Report & PEA, bat boxes installed on mounted poles, the retention of the swift nesting boxes already on BI, and installation 3 x additional bird boxes on the north elevation are proposed.
- 7.37 Regarding the statutory requirement for the provision of 10% Biodiversity Net Gain (BNG), the proposal is supported by a BNG Report and Metric which demonstrates that the proposed development would result in a 12.10% net gain to area-based habitat units and 24.37% net gain in hedgerow units. Therefore, the proposal exceeds the minimum requirement of 10% BNG and provides the net gain onsite through the implementation of biodiversity enhancements and detailed landscaping in accordance with Core Policy 50 and the provisions of the Neighbourhood Plans.

(G) FLOODING AND DRAINAGE

- 7.38 The site is located within Flood Zone 1 based on the most up-to-date Environment Agency (EA) flood map, indicating the site benefits from the lowest risk of flooding. The site is also considered to be at low risk from all other sources of flooding. Consequently, the proposed development is considered appropriate in terms of the sequential test, with it not being necessary to apply the exception test.
- 7.39 The development is supported by a Drainage Strategy Report which outlines the surface water management and drainage strategy for the proposal. Correspondence with Wessex Water has established that it would be appropriate to discharge surface water runoff from the development to the water sewer via sites existing private drainage network. The existing pumping station would be retained, with additional storage added to the existing attenuation tank to accommodate the increase in impermeable area. Those upgrades would provide a betterment to the existing drainage system, bringing it in line with current design standards.
- 7.40 Wessex Water have confirmed that new foul flows from the development can be accommodated in the local sewer network. The proposed foul drainage scheme is to retain and add emergency storage to the private foul water package pumping station.
- 7.41 Consequently, the proposal does not result in increased flood risk and provides an appropriate drainage solution for both surface water and foul drainage in accordance with local and national planning policies.

(H) AMENITY

- 7.42 The site is self-contained with no neighbours likely to be visually affected by the extension to the hotel. Effective screening/buffer between the hotel and the nearby residential use is provided by the semi-mature tree line which is to be retained in the northern part of the site. Separation distances are sufficient as to not inconvenience neighbours by loss of privacy or overshadowing. There will be no reduction in distance between the car park and residential properties at Cook Court as a result of the proposals.
- 7.43 The proposed north-west elevation of the extension which faces towards the recent housing development comprises a single door at ground and first floor levels along with a staircase to be used in emergencies. Guest bedroom windows are at the north-east and south-west elevations which do not face towards the properties at Cook Court.
- 7.44 The extension will only be accessed via the existing hotel reception which is further east away from the housing development to the west. So any guest movement will be between the restaurant, reception and car park. Noise resulting from the use of the vehicles in the hotel car park would not be greater than the existing situation, it is not considered that the additional hotel bedrooms would require an increase in the size or frequency of servicing/delivery vehicles.
- 7.45 The new rooms will be no closer to the main road than the existing hotel – guests using the extension would not be disturbed by noise associated with road. External noise intrusion hotel bedrooms of the proposed extension have been assessed and indicative façade specifications expected to meet Premier Inn’s requirements have been provided.
- 7.46 A Noise Impact Assessment accompanies this submission. Noise emissions from the proposed plant is expected to have a ‘low impact’ on the neighbouring residential properties and satisfy the LPA’s anticipated requirements. Plant noise intrusion into hotel bedrooms has been assessed and the requirements stated in Premier Inn Specifications are expected to be met for all existing and proposed guestrooms.
- 7.47 Hotels are not noisy uses and anti-social behaviour is not tolerated, especially when Operators like Premier Inn have a ‘Good Night Guarantee’ policy, meaning that guests who don’t get a great night’s sleep can claim for a refund.
- 7.48 Appropriate levels of amenity for guests and neighbours are achievable as result of the proposals, in accordance with Core Policy 57.

(I) ARCHAEOLOGY

- 7.49 An Archaeology Summary Note is submitted in support of this application. The note concludes that previous intrusive archaeological evaluations within the footprint of the proposed extension did not uncover archaeological remains with the evaluation indicating that the area had been disturbed during the construction of the original hotel. It is anticipated that further disturbance of the land within the footprint of the extension would have occurred during the construction of the extant block in 2016.
- 7.50 The baseline does not suggest the potential for archaeological remains to be present within the footprint of the extension which would preclude development. Notably the results of the previous evaluation work, indicate a low potential for archaeological remains generally.
- 7.51 As such it is considered that no further archaeological work is needed at this stage to inform upon the potential archaeological impact of the proposed extension.
- 7.52 The scheme is in compliance with Core Policy 58 and the provisions of the NPPF.

(J) ENERGY

- 7.53 The proposal is supported by an Energy Strategy which outlines how the design of the development has been informed by reducing carbon emissions and improving energy efficiency. The Energy Strategy concludes that the overall carbon emissions associated with the development will be reduced by 6.36 CO₂ tonnes per annum (TPA) which is a reduction of 5.6% on the latest baseline provided Building Regulations Approved Document Part L (2021). This will be primarily achieved through efficient building fabric construction and the use of air source heat pumps for space and water heating.
- 7.54 Consequently, proposed carbon reduction strategy implemented in the design of the development will minimise the energy usage of the building and carbon emissions ensuring the proposed extension provide a sustainable low energy building in accordance with Core Policy 41.
- 7.55 The proposals are predicted to achieve a BREEAM rating of 'Very Good'. Core Policy 41 requires new non-residential to achieve a BREEAM rating of 'Excellent' from 2019 onwards. It is noted in the Energy Strategy that building services only forms a part of gaining credits which are all encompassing and therefore for an extension of this scale, a holistic approach

will be required when examining how to uplift the development from 'Very Good' to 'Excellent'.

(K) COMMUNITY INFRASTRUCTURE LEVY

7.56 The Wiltshire Community Infrastructure Levy (CIL) Charging Schedule (adopted May 2015) states that new hotel floorspace would be charged at a rate of £70 per sqm. CIL payments will be index linked from the year CIL was introduced to the year that planning permission is granted.

7.57 According to the latest Wiltshire Annual CIL Rate Summary (published December 2025), the RICS Price Index for 2026 sits at 400.

8 CONCLUSION

- 8.1 This Planning Statement alongside the documents and information supporting the proposal demonstrate that the proposed development is in accordance with the relevant policies of the local plan.
- 8.2 The proposed development will provide additional hotel bedrooms contributing to the economic growth of the area and improving the hotel capacity. The proposed extensions are relatively minor in nature, reflecting the character of the wider area and representing a sustainable form of development.
- 8.3 Previous applications to extend the hotel and provide additional bedrooms were not subject to the sequential test. The proposals would not affect hotels within the town centre which are providing for a very different part of the market. A sequential test is therefore not considered necessary or appropriate in this instance.
- 8.4 The extension has been carefully designed to make more efficient use of the existing site and to match the existing hotel in terms of scale and materials to achieve a good quality design.
- 8.5 Appropriate levels of amenity for guests and neighbours are achievable as result of the proposals.
- 8.6 The extension would not increase the risk of flooding to the hotel or any other buildings within the area. Appropriate surface water drainage provision has been incorporated into the proposals.
- 8.7 An appropriate amount of car parking would be retained for the hotel and the neighbouring restaurant. The proposed landscaping scheme reinforces the existing planting on site and includes provisions to achieve a net gain to biodiversity greater than the mandatory 10% BNG requirement. The BERS Report confirmed a likely absence of roosting bats in the building which is proposed to be extended. The extension is situated in a well-screened part of the site and preserves the landscape character of the wider area.
- 8.8 It is our contentions that no further archaeological works are needed at this stage to inform upon the archaeological impact of the proposed extension.
- 8.9 Therefore, the proposal represents sustainable development in accordance with NPPF and Local Planning Policies. Consequently, planning permission should be granted.