

SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	CEMETERY GATE COPSE	Site Address:	OFF HOLT ROAD, BRADFORD-ON-AVON, WILTSHIRE, BA15 1TS
National Grid Reference:	383587, 160746		
Site Ref Number:	14893826	Site Type: ¹	MACRO

Background

As part of VMO2's (trading as O2) continued network improvement program, there is a specific requirement for a radio base station upgrade at the above location to provide enhanced connectivity to the area. An existing telecommunications site has been identified, however the current equipment cannot accommodate the operator's latest requirements. As such, replacement equipment is needed in order to implement this upgrade to VMO2's service.

This application therefore seeks consent for:

The removal of the existing 3no antennas and 1no. cabinet; the installation of 6no. antennas, 1no. 300mm and 1no. 600mm dishes, 18 ERS units and 1no. GPS module mounted on the existing 25m mast; the installation of 1no. cabinet and development works thereto.

2. Pre Application Check List

Site Selection (for New Sites only)

(Would not generally apply to upgrades/alterations to existing site including redevelopment or replacement of an existing site to facilitate an upgrade or sharing with another operator)

Was a local planning authority mast register available to check for suitable sites by the operator or the local planning authority?	Yes	No
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¹ Macro or Micro

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If no explain why: This Application relates to a site upgrade/alteration and therefore the principle of locating a telecommunications mast in this location has already been accepted.		
Were industry site databases checked for suitable sites by the operator:	Yes	No
If no explain why: N/A – upgrade of existing site.		

Site Specific Pre-application consultation with local planning authority

Was there pre-application contact:	No
Date of pre-application contact:	N/A
Name of contact:	N/A
Summary of outcome/Main issues raised: A description of the proposal and drawings was sent to Wiltshire Council Planning Authority on 9th February 2026. No response has been received to date.	

Annual area wide information to planning authority

Has annual area wide information been provided?	No
If no explain why:	

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Summary issues raised:

Cornerstones commercial relationship with VMO2 has changed, effectively increasing our independence to work with other companies in the deployment of mobile infrastructure. It means we no longer have visibility of VMO2's full update plan. However, Cornerstone is fully committed to working closely with Local Planning Authorities and following best practice guidance.

We aim to engage and work with the planning department at the earliest opportunity from when we are instructed to deliver new infrastructure within your Local Authority area and often conduct strategic pre-rollout engagement meetings to discuss our wider rollout. If your Local Authority would like a meeting to discuss wider Cornerstone rollout plans, then please advise. We recognise the importance of developing long term partnerships and will always work with you to deliver improved mobile connectivity.

Community Consultation

Rating of Site under Traffic Light Model:	Red	Amber	Green
Outline of consultation carried out:			
A description of the proposal and drawings was sent to the following for comments by email on 24 th February 2026:			
• Bradford-on-Avon North Ward Councillor Sam Blackwell • Bradford on Avon Town Council • Brian Mathew MP			
Summary of outcome/main issues raised (include copies of relevant correspondence):			
No responses have been received to date.			

School/College

Location of site in relation to school/college (include name of school/college):

None in proximity of the site.

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Outline of consultation carried out with school/college (include evidence of consultation):

N/A

Summary of outcome/main issues raised (include copies of main correspondence):

N/A

Civil Aviation Authority/Secretary of State for Defence or the operator of the civil safeguarding area or defence safeguarding area notification (only required for an application for prior approval)

Will the proposed development be on a civil safeguarding area or a defence safeguarding area?	Yes	No
Has the Civil Aviation Authority/Secretary of State for Defence/operator of the civil safeguarding area or defence safeguarding area been notified?	Yes	No
Details of response:		
N/A		

Developer's Notice

Copy of Developer's Notice enclosed?	Yes	No
Date served:	This is a full planning application. Article 14 Notice has been served on 13/03/2026 via recorded delivery.	

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3. Proposed Development

The proposed site:

This existing site requires an upgrade to accommodate increased network demands, improved coverage and capacity through the provision of modern technologies and equipment and allow for continued consistent coverage to be provided to this area by VMO2.

This proposal is made as part of a continued network improvement program and technical requirement to future proof the network and ensure improvements in coverage and capacity for the area. A sequential approach has been taken to ensure that existing masts and equipment are used where possible. Following technical assessment of the existing site however, it has been determined that the existing installation cannot accommodate the operators' latest technical requirements. As such new equipment is required for this upgrade at this location.

The proposed development is therefore as follows:

The removal of the existing 3no antennas and 1no. cabinet; the installation of 6no. antennas, 1no. 300mm and 1no. 600mm dishes, 18 ERS units and 1no. GPS module mounted on the existing 25m mast; the installation of 1no. cabinet and development works thereto.

This application seeks to remove the existing 3no. antennas and 1no. cabinet at the ground level, and to install 6no. new antennas, 2no microwave dishes and 18no. ERS units on the existing 25m lattice tower. 1no. new cabinet to be installed at the ground level close to the existing within the fenced compound.

The proposed works relate to an existing telecommunications installation located to the south of Holt Road, on the eastern edge of Bradford-on-Avon settlement boundary. The site is positioned within land adjacent to the industrial area around Duffield Lane and AB Dynamics, with agricultural fields and solar arrays extending to the east and the River Avon corridor located to the south. The surrounding area is characterised by a mix of light industrial development and open countryside. The installation benefits from separation from nearby residential areas and is situated in a location where the surrounding land uses and existing vegetation provide a degree of screening. As such, the site is well placed to accommodate telecommunications infrastructure without giving rise to any significant adverse impact on the character of the area or the amenity of nearby properties.

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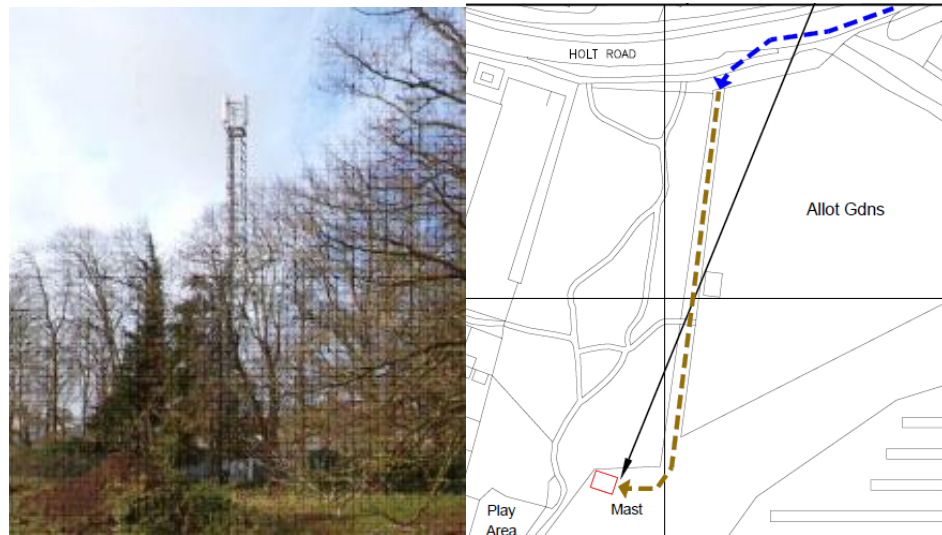
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The proposal allows the installation to be upgraded and avoids the need for an additional installation. It is considered to be the most unobtrusive way of fulfilling the service requirement.

For reference purposes only please see below the photograph and location of the site:



Please see section below for the proposed dimensions, materials and colours.

Enclose map showing the cell centre and adjoining cells if appropriate:

Upgrade of existing site to improve upon the existing coverage by providing modern technologies and frequencies including the deployment of the most advanced 4G spectrum currently available, providing increased network capacity to meet the growing demand for mobile data as more people rely on handheld devices in their everyday lives.

Type of Structure (e.g. tower, mast, etc):

Description:

The removal of the existing 3no antennas and 1no. cabinet; the installation of 6no. antennas, 1no. 300mm and 1no. 600mm dishes, 18 ERS units and 1no. GPS module mounted on the existing 25m mast; the installation of 1no. cabinet and development works thereto.

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Overall Height:	25 Metres (top of antennas)
Height of existing building (where applicable):	N/A Metres
Equipment Housing: BTS3900AL	
Length:	0.770 Metres
Width:	0.750 Metres
Height:	1.725 Metres
Materials (as applicable):	
Tower/mast etc – type of material and external colour:	Existing lattice tower
Equipment housing – type of material and external colour:	Cabinet – steel - galvanized

Reasons for choice of design, making reference to pre-application responses:
A pre-application covering letter and drawings was submitted to the Council on the 9th of February for comments, however, no response has been received to date. The proposed greenfield base station design (as shown on the accompanying drawings) has been selected and the reasons for this set out below. The replacement and upgrading of an existing installation are in accordance with the sequential approach to site selection criteria set out within the Code of Practice for Wireless Network Development in England (2022) and is encouraged within the National Planning Policy Framework (2024) over the development of a, separate, new telecommunications site. The proposed development has two main elements, the lattice tower which supports the antennas and the microwave dishes, and the ground based ancillary equipment (including equipment cabinets). All are required to successfully deliver mobile phone signal to a locality. The existing equipment is not capable of providing the required upgraded coverage for VMO2. As such, replacement equipment is required in order to provide improved and continuous coverage for this area of Wiltshire. The proposed design seeks to replicate the existing, being of a greenfield monopole design with open headframe and cabinets at ground level. Associated ancillary equipment including 1no. 300mm and 1no. 600mm microwave dishes are proposed below the antennas mounted on existing poles. This equipment is relatively small and is designed to make the antennas more efficient, allowing the amount of ancillary equipment required to be reduced and ensuring that overall, a simpler design solution can be proposed. The transmission dishes are essential to link

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the installation back into the wider network. These are used to link individual radio base stations to each other and, through a series of links, into the wider mobile phone and fixed line networks. In order to communicate with each other, dish antennas must have a clear line of sight, sometimes known as point-to-point communications. They must be in clear view of each other without any physical obstructions such as trees or buildings which would reduce or disrupt the low-powered signal. For this reason, dish antennas are always mounted high on rooftops or tall structures. The dish antennas used by mobile phone networks are relatively small and remain proportionate in size to the overall installation.

1no. cabinet will be removed and replaced on the existing concrete base. The remaining 1no. cabinet is proposed to be upgraded internally. These are located at the ground level to the east of the mast within the existing fenced compound.

The design and type of equipment proposed have been carefully selected to respond sensitively to the setting of the mast and its surroundings. The scheme has been developed to utilise existing mast, ensuring that the upgraded installation will not appear more visually prominent than the equipment already in place. No increase in height and no additional structures are required, and the overall scale and footprint of the installation will remain unchanged. The site is located on the eastern edge of Bradford-on-Avon, south of Holt Road, within an area characterised by open agricultural land and nearby employment uses around Duffield Lane. The existing telecommunications installation occupies a discreet position between the industrial area and the wider rural landscape, with agricultural fields and solar arrays to the east and the River Avon corridor to the south. The mast is already established within this setting and is modest in scale, allowing the proposed upgrade to be accommodated without appearing visually intrusive or overly dominant. The proposal therefore represents a proportionate improvement to an existing telecommunications site while limiting additional visual impact on the surrounding landscape.

In all aspects of the design the smallest practical components have been utilised to ensure that the visual impact of the development is kept to a minimum and to streamline the design as much as possible. It should be noted that telecommunications development is subject to a number of technical constraints and that the selected design has been chosen to balance both the technical requirements of the operator and technical performance, with the planning considerations and impact on visual amenity.

The technical requirements of mobile communication operators such as the applicant are acknowledged in the National Planning Policy Framework which states that local planning authorities should support the expansion of electronic communications networks, including next generation mobile technology and full fibre broadband connections.

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As noted above NPPF advises “The number of radio and electronic communications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers, the efficient operation of the network and providing reasonable capacity for future expansion. Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged.”.

The proposal strikes an appropriate balance between operational and environmental considerations. The upgrade installation of this site shall maintain network services and provide improved coverage to this area of Bradford-on-Avon.

Health and Safety - including ICNIRP compliance

This application is supported by a certificate of ICNIRP compliance. Para 123 of the NPPF (2024) states: Local planning authorities must determine applications on planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure.

4. Technical Justification

Enclose predictive coverage plots if appropriate, e.g. to show coverage improvement. Proposals to improve capacity will not generally require coverage plots.

Reason(s) why site required e.g. coverage, upgrade, capacity

Upgrade works are required to the existing site to allow for improved coverage to the surrounding area for VMO2.

Mobile connectivity and service is required where customers live, work and play.

The increasingly high level of mobile phone use and ownership within the UK population is a very clear indication of the public's overwhelming acceptance of the benefits of mobile communications, which requires the installation and maintenance of base stations to provide the necessary connection between the mobile phones and the UK telecommunications network.

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Base stations use radio signals to connect mobile devices and phones to the network, enabling people to send and receive calls, texts, emails, pictures, web, TV and downloads. Without base stations, mobiles will not work. They are made up of three main elements. The cabinets which contain the equipment used to generate the radio signal. The supporting structure such as a mast, which holds the antennas in the air and the antennas themselves. Only the antennas emit radio signals.

Many other everyday items also use radio signals to send and receive information, such as television and radio broadcasting equipment and two-way radio communications. Base stations are connected to each other and telephone exchanges by cables or wireless technology such as microwave dishes, to create a network. The area each base station covers is called a cell. Each cell overlaps with its neighbouring cells to create a continuous network. The size and shape of each cell is determined by the features of the surrounding area, such as buildings, trees and hills, which can block signals. When people travel between cells, the signal is transferred between base stations without a break in service. Each base station covers a certain area only and can only handle a limited number of calls at once. As mobile phones and devices become more popular more base stations are needed to ensure continuous coverage.

The proposed upgrade of radio base station will offer an enhanced coverage and capacity to the surrounding area.

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5. Site Selection Process

Alternative sites considered and not chosen (not generally required for **upgrades/alterations to existing sites** including redevelopment of an existing site to facilitate an upgrade or sharing with another operator)

Site Type	Site name and address	National Grid Reference	Reason for not choosing site
D1 Streetworks	SW on Holt Road, Bradford-on-Avon, Wiltshire, England, BA15 1TR	383558, 160868	To achieve ICNIRP compliance the operator must be certain that access to the antennas is restricted to authorised personnel only. They must also consider if the available antenna heights and orientations will ensure ICNIRP compliance with the neighbouring buildings, structures and accessible areas to the public. In this respect a scheme's siting and appearance, including its overall height must cater for those persons that might be present at height, as they must not be able to encroach upon the ICNIRP exclusion zones around each antenna. In this respect an option here was discounted for technical reasons, as ICNIRP exclusion zone compliance would be compromised given the close proximity of the building adjacent with large windows facing the proposed site.
D2 Greenfield	GF at Bradford-on-Avon, Wiltshire, England, BA15 1GA	383515, 160619	A radio base station should be installed within 50m of a live railway line due to installation and mast maintenance reasons as the line needs to be closed for such works to be carried out which would detrimentally affect users of the railway network.

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D3 Streetworks	SW on Benjamin Street, Bradford-on-Avon, Wiltshire, England, BA15 1BB	Various	There are houses fronting the pavement along this stretch of road, the pavements are narrow and there are regular driveways and pathways for some of the properties. Given the purely residential setting there are no opportunities to site a streetworks style proposal on Benjamin Street as on balance any scheme would compromise pedestrian movements, access arrangements to properties, impact on highway safety and have a greater impact on residential visual amenity compared to the existing site.
D4 Streetworks	SW on Holt Road, Holt, Bradford-on-Avon, Wiltshire, England, BA15 1TS	383627, 160869	A site in this location would be seen in a much more open setting and visible for the users of Holt Road, there would be little natural screening with limited street furniture along this stretch of road, having a greater impact on visual amenity. A site in this location would also be too close to overhead power lines to be safely installed and maintained in line with health and safety requirements. Therefore, a site in this location has been discounted.
D5 Rooftop	RT at AB Dynamics, Middleton Drive, Bradford-on-Avon, BA15 1GB	383521, 160839	The building is too low to host a sensitively designed base station, when taking into account its roof shape, overall height, as well as its surrounding context. A rooftop proposal of significant height, weight and would be required to meet the operator's technical requirements is considered that any such proposal would be out of keeping with the host building. Further to this, the rooftop is not of

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			a suitable structure in order to support the equipment, it has multiple sky lights with no flat elements for the equipment to attach to. Attaching telecoms development to the roof would not be possible as the sheer weight of the equipment.
D6 Greenfield	GF at Car park of Hitachi, Cotterell Street, Bradford-on-Avon, Wiltshire, swEngland, BA15 1FZ	383425, 160865	Given the site's existing use as a car park for the commercial units where space is limited anyways with frequent vehicle movements and access arrangements, there is no practical space available to accommodate a ground-based installation of the nature and footprint required. A mast would also be more visually intrusive as it would be viewed from residential frontages along Uncles Lane which is not considered acceptable in this instance when compared to the existing site.
D7 Streetworks	SW on Footway of Duffield Lane, Bradford-on-Avon, Wiltshire, England, BA15 1FY	383297, 160842	There is insufficient space available on this stretch of pavement as the siting and dimensions of a streetworks style mast and its associated equipment cabinets, would restrict pedestrian movements to unacceptable levels and may result in them stepping into the carriageway. Therefore a site here was discounted as it would lead to highway safety concerns.

If no alternative site options have been investigated, please explain why:

N/A – as above

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In accordance with the licence obligations and advice in the National Planning Policy Framework and the Code of Practice for Wireless Network Development in England the applicant's network rollout team investigated the following siting and design options using this sequential approach to site selection:

- Upgrading their own existing base stations;
- Using existing telecommunications structures belonging to another communications operator. i.e. Mast and/ or site sharing, co-location;
- Installations on existing high buildings or structures including National Grid pylons.
- Using small scale equipment; and finally
- Erecting a new ground-based mast site – (1st) Camouflaging or disguising equipment. (2nd) A conventional installation e.g. a lattice mast and compound.

The applicant's site selection strategy is to keep the overall environmental impact to a minimum. Utilising existing masts is always progressed where it is technically and legally possible and where it is the local planning authority's preferred environmental solution.

In accordance with the sequential approach to development, this application seeks to upgrade an existing site which has been positioned to ensure the most effective delivery of mobile phone coverage to the locality and which as an established use in planning terms.

As above, upgrading an existing site is in accordance with the sequential approach to development as set out within the NPPF (2024) para 120 and the Code of Practice for Wireless Network Development in England (2022), and is considered preferable over the installation of a new installation. Upgrading this existing site reduces the need for further separate installations within the immediate locality and therefore keeps the number of installations to a technical minimum.

Land use planning designations:

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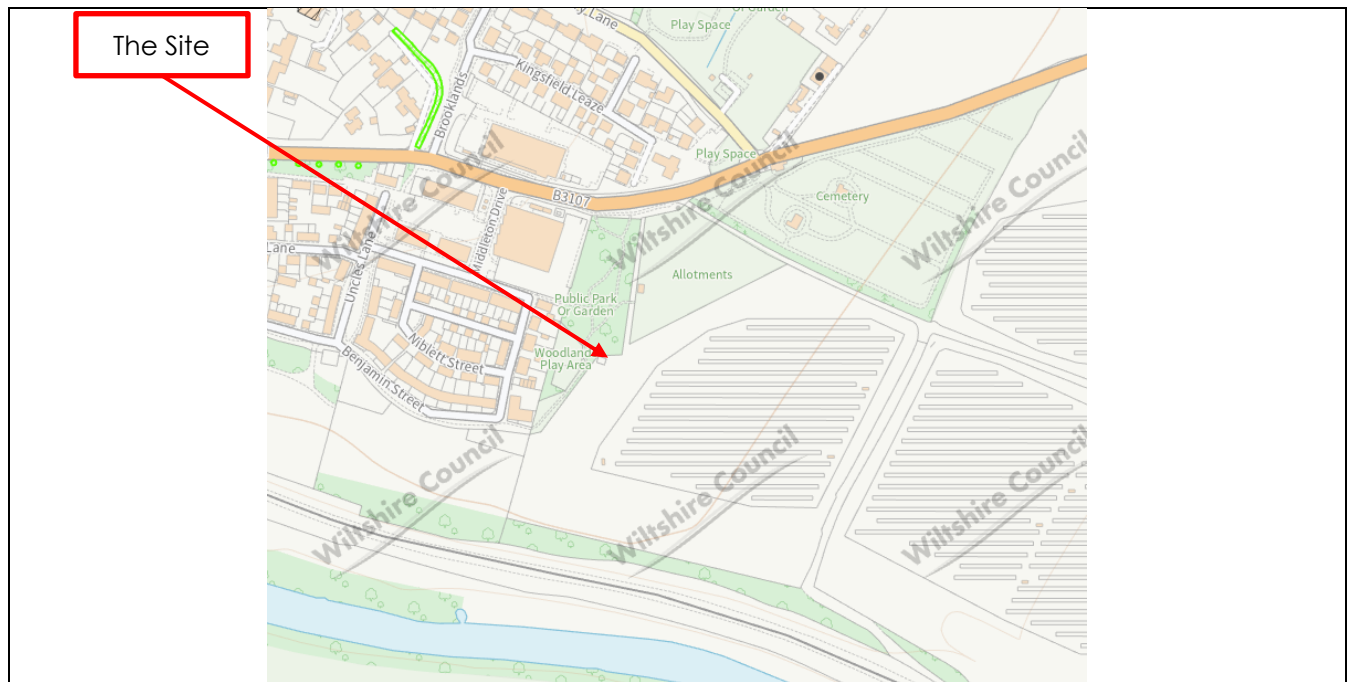
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The site is located within the Green Belt, with no other designations in close proximity.

Additional relevant information (include planning policy and material considerations):

Relevant Planning Policy:

- National Planning Policy Framework (2024) – Chapter 10, Supporting High Quality Communications Infrastructure
- National Planning Policy Guidance
- Wiltshire Core Strategy (Adopted January 2015)- Saved Policy U6: Telecommunications; Policy 51: Landscape; Policy 57: Ensuring High Quality Design and Place Shaping
- Bradford on Avon Neighbourhood Plan – Policy BE1 and Policy BE2

Other relevant documents:

- The Code of Practice for Wireless Network Development in England (2022) - this document sets out the legal and policy framework for the delivery of wireless infrastructure development. It also provides design guidance and advice for local planning authorities when determining applications.

National Planning Guidance National Planning Policy Framework (2024)

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The Government's National Planning Policy Framework came into force in 2012. The guidance has most recently been revised in 2025. The NPPF sets out the Government's planning policies for England and how these should be applied.

The Government's latest thinking continues to strongly support communications infrastructure. The NPPF remains very supportive of high-quality communications. Indeed, a whole chapter (Chapter 10) is dedicated to high quality communications, emphasising the importance that the Government attaches to digital connectivity.

Paragraph 119 states that advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. This wording echoes guidance set out in paragraph 42 of the 2012 version of NPPF. However, it also includes the importance of reliable communications infrastructure for both economic growth and social well-being.

The NPPF supports the expansion of telecommunications 'Planning policies and decisions should support the expansion of electronic communications networks'... (para 119).

Paragraph 120 of the NPPF retains the requirement to minimise the number of installations consistent with the efficient operation of the network but also includes being consistent with the needs of consumers and providing reasonable capacity for future expansion.

Paragraph 123 of the NPPF retains the guidance set out in paragraph 46 of the 2012 NPPF version which relates to determining applications on planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure.

At the heart of the NPPF is the retained presumption in favour of sustainable development (para 11). For decision-taking this means approving development proposals that accord with an up-to-date development plan without delay or where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless the application of policies within the revised Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed or any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the revised Framework taken as a whole.

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The NPPF continues to provide guidance on decision-making. At paragraph 39 it states that:

'Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including...permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible'.

The NPPF builds on the aspiration to build a strong, competitive economy. Paragraph 85 states:

'Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential'

Public benefits are defined within Planning Practice Guidance (para 020 Reference ID: 18a-020-20190723) as anything that delivers economic, social or environmental objectives as described in the NPPF under paragraph 8 (2024). The PPG states that public benefits should flow from the proposed development. They should be of a nature or scale to be of benefit to the public at large and not just be a private benefit. However, benefits do not always have to be visible or accessible to the public in order to be genuine public benefits.

The proposed development accords with all these aspects of the NPPF in that it will provide improved network provision within this area, bringing a range of associated economic and technical benefits.

In order for the UK to benefit from the huge potential of a reliable mobile network, Local Planning Authorities will have to weigh the Public Benefits of such connectivity with the requirements to instruct and manage the built environment. Central Government understands that this may present concerns with the various design solutions proposed but it is important that all Local Planning Authorities understand the technical needs of the network and better understands the wider advantages of such new technology.

Code of Practice for Wireless Network Development in England (March 2022)

In the first instance, all correspondence should be directed to the agent.

Cornerstone Industry Site Specific Supplementary Information (England) V.9 – 22.03.2024

Registered Address:

Cornerstone Telecommunications, Infrastructure Limited,
Hive 2, 1530 Arlington Business Park, Theale, Berkshire, RG7 4SA.
Registered in England & Wales No. 08087551.
VAT No. GB142 8555 06

 Cornerstone, Hive 2,
1530 Arlington Business Park,
Theale, Berkshire, RG7 4SA

The Code of Practice provides guidance to Code Operators including the Mobile Network Operators and wireless infrastructure providers, their agents and contractors, local planning authorities, and all other relevant stakeholders in England on how to carry out their roles and responsibilities when installing wireless network infrastructure. The aim of the Code of Practice is to support the Government's objective of delivering high quality wireless infrastructure whilst balancing these needs with environmental considerations.

Led by the Department for Digital, Culture, Media and Sport (DCMS), this Code of Practice has been developed in collaboration with representatives of the mobile network industry, other government departments and public bodies, local planning authorities, and protected landscapes. This document replaces the previous Code of Best Practice on Mobile Network Development (2016).

Paragraphs 8 -11 of the Code of Practice set out the importance of connectivity:

'Digital connectivity is vital to enable people to stay connected and businesses to grow. Fast, reliable digital connectivity can deliver economic, social and well-being benefits for the whole of the UK.

As the demand for mobile data in the United Kingdom is increasing rapidly, it is important that everyone has access to dependable and consistent mobile coverage where they live, work and travel.

The Future Telecoms Infrastructure Review (FTIR) and the National Infrastructure Strategy set out the government's long-term strategy for meeting its digital connectivity targets and delivering high quality, reliable digital infrastructure that works across the UK2.

The government has committed to extending mobile coverage across the UK. The government has committed to extending mobile coverage across the UK. The government's Levelling Up White Paper has set a mission that the UK will have nationwide 4G coverage, with 5G coverage for the majority of the population by 2030. In support of this, the government and the UK's mobile network operators agreed a £1 billion Shared Rural Network deal to extend 4G mobile geographical coverage to 95% of the UK by the end of the programme.

Paragraph 13 of the Code of Practice acknowledges the role of the planning system in the delivery of digital infrastructure:

'The planning system plays a key role in delivering the digital infrastructure that we need, in a sustainable and well-designed way, especially as households and businesses become increasingly reliant on mobile connectivity'.

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Paragraph 18 of the Code of Practice sets out the principles and commitments that operators should follow when developing their networks inter alia:

- Site sharing and use of existing structures: make use of existing structures, sites and masts wherever possible to reduce the need for new development.
- Consultation with local planning authorities, local communities and other stakeholders Standardised and high-quality approach to planning applications, and the notification procedure: provide standardised supporting documentation for planning applications (where appropriate) within the context of national and local requirements.
- Compliance with guidance laid out in the International Commission on Non-Ionizing Radiation (ICNIRP) public exposure levels guidance.

The Code of Practice also sets out the requirements of the LPA in relation to the deployment of digital infrastructure:

- Incentivising connectivity: support the expansion of telecommunications networks, and take a 'joined-up' approach to the wireless infrastructure planning process, including ensuring that Local Plans effectively support the deployment of digital infrastructure.
- Facilitating sites: engage with operators when new sites have been proposed and discuss site requirements
- Engagement with operators: respond positively to requests for engagement and make decisions in line with national policy and Local Plans. For planning applications, find solutions to issues and ensure timely decisions are made.

Paragraph 22 of the Code of Practice acknowledge the limitations to siting and design:

'The choice over the site selection and design of equipment is primarily dependent upon the coverage and capacity requirements and technical constraints of a specific location, although operators should make efforts to reduce visual impacts where possible'.

Paragraph 23 goes on to advise that telecommunications development is sustainable development and should be supported:

'There should be a presumption in favour of facilitating sustainable network development and, as such, operators and local planning authorities, as well as all other bodies involved in the deployment process, should work together to ensure connectivity needs are met and find viable solutions to deployment issues'³.

The Code of Practice explains the operators site selection and that they use a range of sophisticated, computer-based planning tools to predict levels of signal strength

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and coverage from sites for 2G, 3G, 4G and 5G. For a site to be suitable it needs to have existing or ready access to a power supply, access to fibre optic cables, vehicular access and other buildings and development which may provide a level of existing screening. It acknowledges that operators typically look to upgrade existing infrastructure prior to considering a new deployment.

The Code of Practice sets out general siting and site selection principles including (para 25):

'where possible operators should look to use existing buildings/structures for hosting wireless infrastructure, to reduce the environmental impact of installation. Where the erection of a new ground-based mast is required, operators should seek measures to reduce the impact of the development, where possible. For example, measures such as siting near similar structures, screening, and using simple designs and appropriate colouring can help reduce the impact of the new infrastructure in certain locations'.

A balanced approach is sought between the technical needs and constraints of the proposed site and the potential impact of the development (para 26 of the Code of Practice). There are three technical and operational considerations for the installation of sites:

- **Coverage** – wireless infrastructure needs to provide an appropriate level of coverage over the intended geographical area. This involves ensuring that antennas are elevated sufficiently (often via masts) to provide clear lines of sight for signals.
- **Capacity** – where existing network infrastructure can no longer meet demand for network capacity in a particular area, additional sites may be required within that coverage area to meet the demand.

Backhaul – the radio access network requires a connection to the core network. Backhaul is sometimes provided by a microwave link, which requires a clear line of sight between the two ends of the link.

The Code of Practice states that planning authorities should consider these issues and consider the need for a site within a limited search area alongside the public benefit of improved connectivity. In general, it should not, therefore, be appropriate for planning authorities to seek wider evidence of alternative sites (beyond that required by the NPPF), unless they consider the proposed development is unacceptable having regard to the relevant material planning considerations.

The Code of Practice notes there are factors which affect the type of infrastructure that will be deployed including location and the coverage and capacity requirements. Planning authorities should be aware of these constraints when considering proposals.

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It is advised that all new masts should be sited, so far as practicable, so as to minimise their impact on their setting, including the landscape and any buildings. Where appropriate masts should be coloured to match their backdrop to minimise contrast in an urban or rural setting.

The Code notes that new ground-based masts will sometimes be required to accommodate the ever-increasing coverage and capacity needs of the country. 4G and 5G are likely to require further network densification in order to meet growing customer demand for data.

Wiltshire Core Strategy (Adopted January 2015)

The statutory development plan for the area comprises the Wiltshire Core Strategy (Adopted January 2015) together with the Bradford on Avon Neighbourhood Plan (Made October 2017). These documents establish the spatial vision, strategic objectives and development management policies used by Wiltshire Council when determining planning applications and guiding development across the county.

The Wiltshire Core Strategy sets out the overarching planning framework for the county up to 2026, promoting sustainable development that balances economic growth, housing provision and infrastructure delivery with the protection and enhancement of Wiltshire's valued landscapes, historic environment and rural character. The strategy seeks to ensure that development supports vibrant communities, strengthens the local economy and delivers the infrastructure necessary to meet the needs of residents and businesses.

A central objective of the Core Strategy is to support sustainable economic growth and modern infrastructure, **recognising that high-quality communications networks and digital connectivity are essential components of a resilient and competitive economy**. Telecommunications infrastructure is therefore acknowledged as important in enabling businesses to operate effectively, supporting innovation, and allowing residents to access services, employment and information in an increasingly digital society.

The spatial strategy directs the majority of new development toward principal settlements and market towns, while protecting the countryside and the distinctive character of Wiltshire's rural areas. Development is expected to make efficient use of land, contribute positively to the quality of the built environment and integrate with existing infrastructure networks. At the same time, **the strategy recognises that essential infrastructure, including communications infrastructure, may be required across both urban and rural areas in order to maintain and improve connectivity across the county**.

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Environmental protection and landscape sensitivity form an important part of the strategy. Development proposals are therefore expected to respect local character, safeguard heritage assets and minimise impacts on the natural environment. However, **the Core Strategy also recognises that modern communications infrastructure plays a vital role in supporting economic activity, community resilience and access to services**, particularly in rural areas where connectivity can be limited.

Bradford on Avon Neighbourhood Plan

The Bradford on Avon Neighbourhood Plan (Made October 2017) forms part of the statutory development plan and provides locally specific planning policies guiding development within the parish for the period 2013–2026.

The neighbourhood plan seeks to ensure that development contributes positively to the character of Bradford on Avon, a historic market town with a strong architectural heritage and distinctive landscape setting within the Avon valley. The plan places particular emphasis on protecting the town's historic environment, maintaining the quality of the surrounding landscape and ensuring that new development is appropriately designed and integrated into its setting.

At the same time, **the neighbourhood plan recognises the importance of ensuring that the town remains sustainable, well-connected and capable of supporting modern economic activity and community needs**. Access to reliable digital infrastructure is increasingly important for local businesses, residents and visitors, enabling remote working, supporting local enterprises and improving access to services.

In this context, infrastructure that supports improved communications and digital connectivity can contribute positively to the continued vitality of the town and its local economy, provided that development is carefully designed and located to minimise impacts on heritage assets, landscape character and residential amenity.

Overall, the development plan framework for Wiltshire supports the delivery of modern infrastructure that enables sustainable economic growth and improved connectivity. Telecommunications infrastructure plays a key role in enabling businesses, residents and visitors to access reliable digital services and mobile connectivity.

While development proposals must respect the character of the surrounding environment and protect heritage and landscape assets, the planning framework recognises that the expansion and improvement of communications infrastructure is necessary to support a modern, resilient and digitally connected society.

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Planning Assessment

Principle of Development

The principle of telecommunications on the rooftop of the building is established by previous consents.

Notwithstanding this, the NPPF directly addresses the need for enhanced wireless communication services, at paragraph 20, which states that an LPA's strategic policies must make sufficient provision for:

b) infrastructure for transport, telecommunications (our emphasis), security, waste management, water supply, wastewater, flood risk and coastal change management, and the provision of minerals and energy (including heat)"

Chapter 10 [Para's 119-123] (Supporting High Quality Communications) is most relevant to this application.

Paragraph 119 states that *"Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections"*.

Paragraph 120 states that *"The number of radio and electronic communications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers, the efficient operation of the network and providing reasonable capacity for future expansion. Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged"*.

It should be noted that paragraph 123 states that *"Local planning authorities must determine applications on planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure"*.

This proposal seeks to upgrade the electronic communications network to provide advance, high quality and reliable communications infrastructure in accordance with para 119 of the NPPF. This development is proposed following an identified need for improved coverage to meet customer demand, to ensure the efficient operation of the network and provide reasonable capacity for future expansion. The operator has taken a sequential approach to development and has explored the use of existing masts, sites and buildings. In this instance it has been possible to locate and

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upgrade an existing installation to meet with requirement in accordance with para 120 of the NPPF.

The proposed development will ensure the continued delivery of high-quality coverage, improved capacity and meeting future technical requirement for VMO2 ensuring that residents, businesses and visitors within this rural area have access to modern digital connectivity. Enhanced network performance will support everyday activities such as remote working, access to online services including healthcare and banking, and maintaining communication with friends, family and community networks, thereby helping to reduce social isolation and support local economic activity.

Improved telecommunications infrastructure also contributes to wider sustainability objectives by enabling the rollout of smart technologies, including smart meters and connected services that can help improve energy efficiency and support more flexible working patterns. The continued maintenance and upgrading of the telecommunications network therefore plays an important role in supporting economic resilience, social connectivity and environmental sustainability.

At a local level, the proposal represents a modest upgrade to an existing operational telecommunications site, ensuring the efficient use of established infrastructure rather than requiring the introduction of a new mast or additional site. The replacement antennas would be installed on the existing mast, with the overall siting and appearance designed to minimise any impact on visual amenity and the character of the surrounding rural landscape.

While the site lies within the Green Belt, the proposal does not involve the expansion of the established site footprint and represents a limited upgrade to existing infrastructure necessary to maintain and improve telecommunications coverage. The development therefore preserves the openness and purpose of the Green Belt while supporting the continued provision of essential digital infrastructure within the area.

Overall, the proposal supports the delivery of reliable communications infrastructure while ensuring that the scale and design of the development remain proportionate to its rural Green Belt setting.

Design and Appearance

The proposed development is located at an established greenfield telecommunications site at south of Holt Road which already accommodates operational equipment providing coverage for VMO2. The upgrade is required to improve network capacity, enhance existing 4G performance in response to increasing demand for reliable mobile connectivity in this part of the area, and has

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therefore been designed as a compact and functional form of development that responds to its countryside setting. In this respect, the proposal has been developed having regard to Core Policy 51 and Core Policy 57, which seek to protect landscape character and secure a high standard of design that draws on local context.

The design and type of equipment have been selected to limit prominence as far as practicable within the open character of the site and its wider rural surroundings. Particular care has been taken to ensure that the proposal remains proportionate to its operational purpose, with the mast and associated equipment reflecting the functional requirements of modern telecommunications infrastructure without introducing unnecessary clutter. This approach is consistent with the objectives of Core Policy 57 and neighbourhood plan policies BE1 and BE2, which require development to relate appropriately to its site and wider setting, reinforce local distinctiveness and respect the character of the area.

In line with national and local planning policy, the approach taken is to provide infrastructure that is necessary for modern connectivity while ensuring that development in the countryside and Green Belt is carefully controlled. The Bradford on Avon Neighbourhood Plan recognises the importance of protecting the town's rural setting and confirms that the Western Wiltshire Green Belt is a major constraint on development, with inappropriate development being harmful by definition except in very special circumstances. Against that background, the proposal has been advanced as a necessary and site-specific form of infrastructure, with its design seeking to reduce effects on openness and the surrounding landscape as far as possible.

The upgraded site is proposed in the same location as the existing, where the principle, siting and appearance of telecommunications development has already been established. The scale, design and layout of the mast and associated equipment have been developed to meet operational requirements while minimising visual effects and respecting the character of the surrounding landscape. In this regard, the proposal accords with the design and landscape objectives of Core Policies 51 and 57 of the Wiltshire Core Strategy, which seek to ensure that development is sympathetic to its setting and maintains the quality of the local environment.

The proposed design comprises the replacement of 3no. antennas with new 6no. antennas at the same height on the existing lattice tower, together with associated equipment mounted below the antennas on the mast. The layout retains the established arrangement as far as practicable, with the upgrade facilitating improved network performance while avoiding the need for an additional installation elsewhere in the locality. This represents the most efficient and least intrusive solution to deliver enhanced capacity from an existing site.

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The total height of 25m have been retained to ensure coverage to the area. If the antennas were any lower than the current height, then an additional installation would be required within the locality as the installation would not be able to provide the required levels of coverage to the target areas. This is contrary to para 120 of the NPPF which seeks to keep the number of installations to a minimum: *"The number of radio and electronic communications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers, the efficient operation of the network and providing reasonable capacity for future expansion. Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged"*.

In England, Cornerstone may seek consent for telecommunications development through full planning permission, prior approval under the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) (GPDO), or by submitting a written notification to the Local Planning Authority where development benefits from permitted development rights and does not require prior approval. The type of application or notification submitted depends on the scale and nature of the proposed development.

It should be noted that, while a full planning application has been submitted in this instance, certain telecommunications developments may normally be undertaken under permitted development rights. In particular, the GPDO allows telecommunications masts to reach heights of up to 25 metres in certain circumstances without the need for prior approval, subject only to notification procedures.

In this case, however, the requirement for a full planning application arises due to a condition attached to the most recent planning permission for the site, which restricts reliance on the standard permitted development rights that would otherwise apply.

Nevertheless, it is relevant that the Government's permitted development regime recognises the operational need for telecommunications infrastructure to increase in height and scale in order to maintain and upgrade network coverage and capacity. The GPDO therefore allows for significant increases in height and equipment dimensions without the need for a full planning application, reflecting the importance placed on supporting the effective operation and future-proofing of electronic communications networks.

Associated ancillary equipment is proposed below the antennas on the mast. This equipment is relatively small and is designed to make the antennas more efficient, allowing the amount of ancillary equipment required to be reduced and ensuring that overall, a simpler design solution can be proposed.

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1 no. equipment cabinet located at the ground level on the existing concrete base will be replaced and the remaining cabinet will be upgraded internally. The equipment remains contained within the existing fenced compound.

Despite the introduction of new equipment, the installation will remain similar in overall appearance, with the mast and associated cabinets contained within a compact site layout. The overall height of the structure has been kept to the minimum required to meet operational needs, and views of the installation will be partially filtered by existing vegetation surrounding the site. As a result, the development will not appear unduly prominent within the wider landscape.

Whilst there will be some perceptible change, this change is considered limited and proportionate to the operational requirements of the network. The proposal has been designed to minimise visual effects and to respond appropriately to its rural setting, ensuring that it would not result in unacceptable harm to the character of the surrounding landscape or visual amenity, consistent with the design and landscape objectives of Core Policies 51 and 57 of the Wiltshire Core Strategy.

Para 119 of the NPPF states that "*Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections*". As such, the benefits of providing high quality and reliable communications infrastructure as set out in paragraph 119 of the NPPF should outweigh any visual harm caused by the proposal. There are substantial benefits associated with the provision of improved coverage and capacity. These are set out in detail later in this document.

It is acknowledged that the proposed installation would result in a perceptible change in outlook. However, the site is located on the edge of Bradford-on-Avon in an area characterised by open agricultural land and nearby employment uses around Duffield Lane and is well separated from the main residential areas. The mast would be viewed in the context of existing infrastructure and the wider rural landscape, with surrounding vegetation and the River Avon corridor providing a degree of natural screening. The proposal remains proportionate in size and scale within its setting and would not appear unduly dominant.

It is therefore considered that the proposed development would result in less than substantial harm and would deliver significant public benefits through improved connectivity in the area.

Balancing siting and appearance of mobile phone masts against operational efficiency can be challenging and every effort has been made in this case to ensure that the mast is proposed in the best possible location and is of the best possible appearance given the technical and planning constraints which exist. It should be

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acknowledged by the LPA that operators are limited on the options for where equipment can be located and how it appears.

It is considered that the proposal utilises the most suitable design available to meet coverage demands and to provide suitable coverage. The benefits of the proposal also have to be considered. The provision of enhanced coverage, capacity and connectivity would be provided for VMO2 users. It is considered the public benefits of the proposal are significant in considering the acceptability of siting and appearance.

Having regard to the assessment above, it can be seen that the scheme as proposed within this application has been sited and designed in line with all national and international guidelines as well as the telecommunication industries Code of Best Practice for Wireless Network Development in England (2022) when taking into account the technical constraints that exist.

The development would result in a high-quality design, taking into account the technical and operational requirements of telecommunications infrastructure, while respecting the character and amenity of the surrounding rural area, in accordance with the relevant design policies of the Wiltshire Local Plan.

Other relevant information:

The public benefits associated with providing 5G coverage weigh heavily in favour of the development and can be summarised as follows.

The Importance of improved mobile connectivity and public benefits

Mobile telecoms networks are now ubiquitous throughout the UK. Individuals and businesses expect to be able to connect and use their mobile device whenever and wherever they so require. Access to quality mobile communication services is an essential utility for the residents, businesses and for commuters that travel through an area daily.

High quality communications infrastructure is essential for sustainable economic growth. Mobile connectivity allows business to be carried out on the move, enables access to information and services anywhere, and opens new opportunities and markets. Telecommunications networks also play a vital role in enhancing the provision of local community facilities and services.

5G is expected to broaden the role that mobile technology plays in wider society by enabling thousands more 'smart' devices on the street which connect to the internet and each other. This will pave the way for new virtual and augmented reality services

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and help drive the take-up of new innovations such as autonomous cars and remote healthcare technologies. And it could transform the way public services are delivered - such as energy and transport - by allowing greater real-time monitoring and responsiveness in order to reduce waste, pollution or congestion.

The critical nature of these services was made ever more apparent during the Coronavirus pandemic. The June 2022 'Online Nation Report' (OFCOM) highlights this, finding that *"The global pandemic since March 2020 has resulted in significant changes in online behaviour; in particular, our online shopping habits that developed during lockdown periods appear to be here to stay. Overall, online companies grew in 2021. The largest online platforms' revenues and profits increased significantly during the lockdown periods and this growth continued in 2021. The growth is being driven by UK consumers' increasing spend on e-commerce and entertainment subscription services, while advertising revenues are also increasing with the continuing brand migration to online"*.

The 2024 Online Nation Report (Ofcom, November 2024) shows a continuing and increasing reliance on telecommunications and the services it provides for as part of everyday life.

The report found that the average UK adult spends 4 hours and 20 minutes a day online across smart phones, tablets and computers. Three quarters of the time spent online per day in May 2024 by UK adults was on smart phones. Two-thirds (67%) of online adults agree that for them the benefits of being online outweigh the risks. Ofcom's research showed how being online can provide adults with opportunities for connection, education, entertainment and creativity. Seven in ten adults (72%) agreed that being online had helped them to learn a new skill, and 77% agreed that being online had helped them broaden their understanding or view of the world. Over half of UK online adults visited NHS online in May 2024. On an average day 35% of UK online adults visited Amazon, the UK's leading online retailer with 88% (41.5million of UK online adults visiting in the month of May 2024.

Ofcom's 2024 communications market report (interactive data published in July 2024) also reaffirms the importance of mobile technology in the UK. The average monthly data volumes per mobile data user increased by 1.7 GB (21%) to 9.9GB per month in 2023. Across all mobile users, average monthly data consumption was 8.8GB, also a 21% increase year on year. The total number of mobile subscriptions also increased by 4% to 116.1 million in 2023. The largest year on year increase was 2.6 million for mobile phone subscriptions.

It is clear therefore from a factual and research backed perspective that there is a continuing need for the provision of mobile services and data-based technologies,

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such as 4G and 5G services (provided by this proposed development) and that these are increasingly important to our everyday lives year on year.

Connected Nations 2025 Report (November 2025)

Connected Nations is an annual report on progress in the availability of broadband and mobile services in the UK, including the roll out of mobile 5G networks. The 2025 report was published in November 2025. These reports support Ofcom's objective of making communications work for everyone, including to promote reliable, widely available, and high-quality networks. The latest report found that the availability of 5G services is continuing to grow rapidly. The level of 5G coverage provided outside of premises by at least one mobile network operator (MNO) is now between 94% and 97%. 4G coverage now reaches 96% of the UK landmass outdoors from at least one MNO.

For the first time the Connected Nations report supplied information on 5G standalone coverage (5G SA) which is now available across 83% of areas outside of premises in the UK for at least one MNO.

Two MNOs have completed their 3G switch-off and all operators have committed to retiring their 2G networks by 2033 at the latest.

Whilst 4G coverage now reaches 96% of geographic landmass, 4G is in a slow user decline. It still remains the most used mobile technology, however the report notes its down by 6 percentage points from 2024, indicating a shift towards 5G.

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Figure 3.1: Overview of voice and data coverage across the UK and UK nations ³⁷

	5G outside premises (MNO range)	5G SA outside premises (MNO range)	4G outside premises (MNO range)	4G geographic (MNO range)	4G total not spots	Voice and text total not spots
UK	64-89%	47-65%	99-99%+	89-90%	4%	3%
Scotland	59-84%	40-64%	99-99%+	79-81%	10%	6%
Northern Ireland	38-95%	20-91%	98-99%	90-96%	2%	1%
Wales	23-89%	12-57%	99%	84-90%	3%	2%
England	67-91%	47-67%	99%+	95-96%	1%	1%



Source: Ofcom analysis of MNO data (July 2025)

The footprint where all MNOs provide 5G coverage remains considerably lower. However, the Connected Nations 2025 report notes the shift towards 5G standalone, with 5G SA coverage from at least one MNO reaching 83% at the High Confidence level and 74% at the Very High Confidence level in areas outside of premises, and reported 5G SA deployments accounting for approximately 41% of all 5G sites.

The rollout of full 5G (SA) is important because it enables more advanced features (lower latency, higher capacity) beyond the “non-standalone” 5G that uses 4G core networks. The report highlights this as a key infrastructure step.

There is gradual progress in geographic 5G coverage, however the report notes this is at a moderate pace. As of 2025, overall 5G coverage across the UK geography stands at 65% at the High Confidence level and 54% at the Very High Confidence level - up from 60% and 48%, respectively, in the previous year.

Indoor coverage continues to be widely available, there are certain factors that impact the level of indoor coverage people are able to access, including: wall thickness, building materials used in construction and where in a building people are using their phone. Indoor coverage is notably lower in rural areas, compared to urban areas.

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 Cornerstone, Hive 2,
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Although coverage figures are high, coverage is only one part of service quality. The report and commentary note that the rollout of advanced 5G (SA) is still ongoing and that some areas (especially rural) still rely on older infrastructure.

The Connected Nations 2025 report also contains an updated interactive map which shows mobile coverage for the local authorities throughout the UK. The below figures show the coverage of landmass, premises and roads by mobile networks for voice, data for 5G (with a High Confidence, and Very High Confidence). The line charts below show coverage over time since May 2022 in relation to 5G coverage at both high confidence and very high confidence levels in Wiltshire:

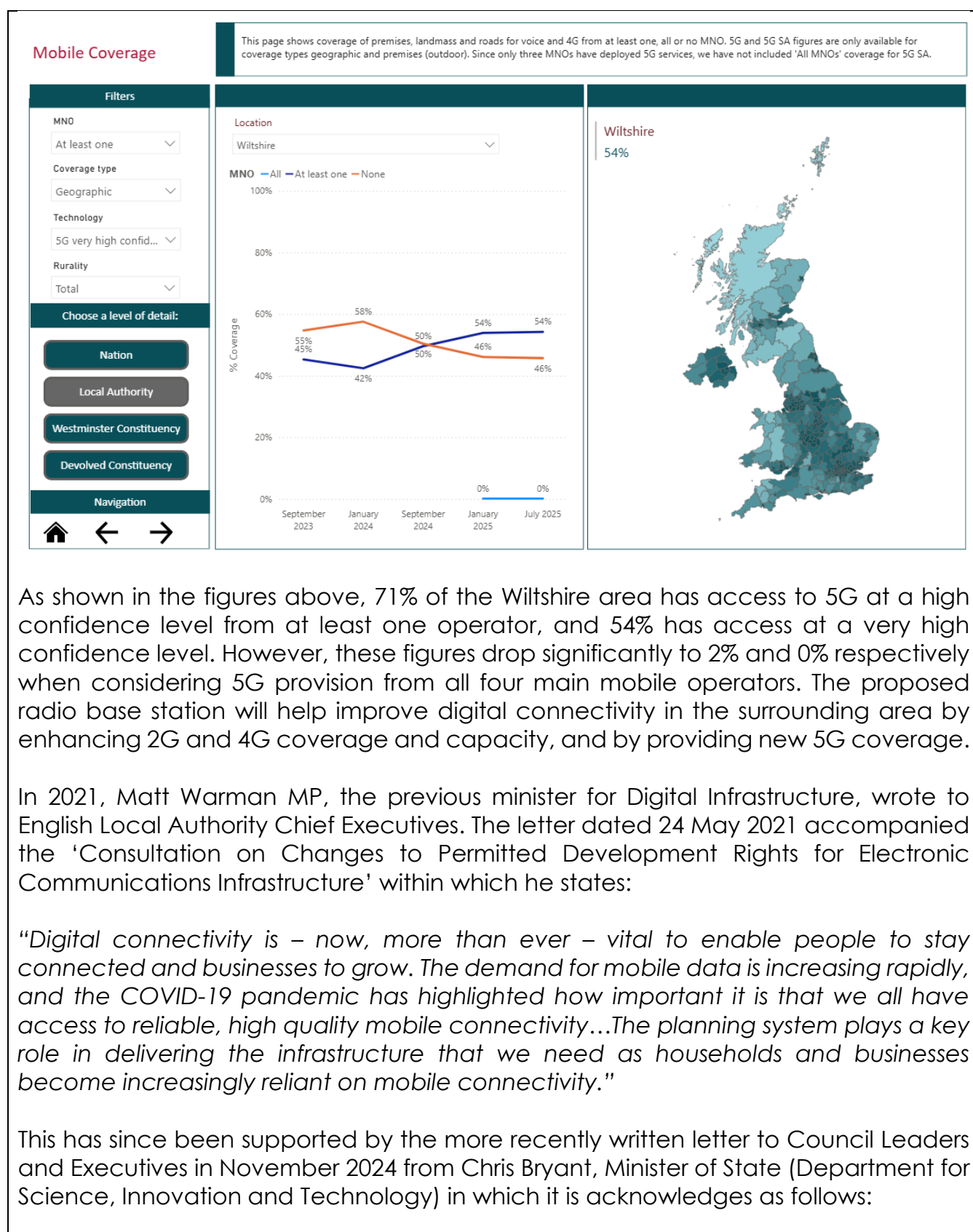


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“Fast and reliable digital connectivity is increasingly important to our way of life. As people increasingly rely on their devices to work, learn and stay connected with each other, demand for greater speeds and more reliable connectivity is growing. Better digital connectivity is also key to delivering faster economic growth and increasing social inclusion.

The Government is committed to supporting the delivery of next-generation connectivity to communities across the UK by driving towards nationwide gigabit broadband and 5G coverage by 2030.

We need your help to achieve these goals. Broadband and mobile rollout rely heavily on local authorities prioritising digital infrastructure and placing it at the heart of their wider Place strategy”.

Upgrading digital telecommunications is evidently a key Government priority and one that is also set out in detail in the NPPF (2024) and summarised within the DDCMS Connected Growth Manual (2019). The Government wants the UK to be a world leader in 5G and has set a target for “the majority of the UK population to have access to a 5G signal by 2027” (House of Commons Library, Building Telecommunications Infrastructure, August 2021). Critical to achieving this is the ability of operators to deploy appropriate infrastructure and in this instance, provide upgraded, replacement or new sites to ensure the continuation and development of these services.

Differences between 4G and 5G

In their recent #checkthefacts campaign, Mobile UK highlight the biggest differences between 4G and 5G. These are broadly summarised as:

- Quicker speeds
- Improved latency - Time taken for information to travel from sender to receiver
- Improved capacity - more devices can be connected at one time
- 5G Networks can be sliced – allowing dedicated and reliable networks for local services (such as the emergency services) and individual businesses.

The full extent of benefits of 5G technology is still unknown and will, to a significant degree, depend on the ability to provide a comprehensive network coverage. However, the possibilities and potential of the technology seem endless. If allowed, residents and visitors will benefit from:

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Much faster download/upload speed and latency – delays between information sent and received will become virtually impossible to perceive; real-time content sharing and data will become a reality. This will effectively make buffering and loading delays a thing of the past, with data only taking 1 millisecond to be received by a device after it has been requested – it currently it takes up to 60 milliseconds.

Multiple Devices can be connected – countless devices will be able to access mobile online services at the same time; it will mean you can always stay connected. For example, if you are at a football stadium or a crowded festival with everyone trying to simultaneously upload and share their experiences to social media without loss of connection.

Public Benefits Associated with 5G

Improved home working – 5G rivals the speed of fibre broadband and can provide much needed connections where internet connections are still poor and in need of updating. Everyone will have access to fast and uninterrupted sharing, streaming, and browsing via their mobile phone network. It will mean accessible near-gigabit-capable speeds when you are out and about and could, in the future, work alongside or provide an alternative to fibre and wires in the home.

5G supports the development of the “Internet of Things” - This encompasses all the ‘smart’ and connected devices we’re starting to see in homes and beyond, from smart light bulbs and thermostats, to connected kettles, security cameras and more, most of which can be controlled by an app on a mobile phone, or by voice when paired with an AI Assistant such as Amazon Alexa. In some cases, they can even be automated, with lights for example turning on when entering a room and turning off when leaving it. They do this in part by communicating with each other, for example, motion sensors at a room entrance could adjust lighting when people enter or leave a room.

Smart Cities – it also supports the development of “Smart Cities” which develops the “Internet of Things” beyond homes and out into the world to make cities smarter. Examples include traffic lights that can adapt automatically based on traffic flow, automatic deployment of road repair vehicles when potholes are detected, smart power distribution (e.g. so that buildings are not being lit when they are empty) and rubbish bins automatically reporting when they require emptying, all leading to cleaner, safer, more efficient cities, and all with minimal human oversight.

Cars of the future – When connected to 5G, the cars would communicate and share data with other vehicles and connected infrastructure, avoiding accidents and traffic as a result, and telling smart cities where traffic is building up, so routes for other vehicles can be adjusted. This will also play a large role in self-driving cars, with its

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speed and reliability key to them rapidly sending and receiving information about the road and other vehicles.

The Environment – 5G connected devices will allow us to reduce our energy use and emissions, so we have a less negative impact on the environment. Multiple devices will connect to each other, so they know when they're in use and powerup or down accordingly. 5G will allow us to download data in a more efficient way, so we use less energy. Smart energy meters will help us reduce household energy use, and smart transport systems will help us produce fewer emissions when we travel.

Economy and Society – 5G will enhance customer experience particularly for industries such as the retail economy with stores being able to incorporate new digital features from no cashier shops, using mobile phones to navigate the aisles to specific products and being able to virtually try on clothes without removing them from the rail. Furthermore, 5G will enable quicker returns, deliveries and better stock management. Retailers will also increasingly be able to use data to offer us products we are more likely to want to purchase. 'Smart' shelf displays will be adapted to our tastes; pricing can be updated in real time and can show instant product availability. For industries such as manufacturing, 5G will enhance capabilities of augmented reality and artificial intelligence in factory settings allowing for optimised performance, productivity and lower manufacturing costs. It will also enable network slicing so manufacturers can operate on private 5G networks to securely adapt factories to meet changing demands and business needs. In the creative industries, 5G will allow for more immersive experiences. 5G can also help to future proof the rural economy with 5G enabled remote working allowing rural residential access to better jobs and training. Tourism can be enhanced through new methods of engaging visitors. Farming practices can also be enhanced through new technologies which are supported by 5G.

More information on 5G and its benefits can be found at <https://www.mobileuk.org/5g-benefits>.

Mobile UK also have a useful Local Authority Toolkit which can be viewed through the following link <https://www.mobileuk.org/5g-local-authority-toolkit>.

Practical Applications of 5G Connectivity as Example of Material Soci-Economic Benefit:

There is a requirement to upgrade the VMO2 network in the area to provide improved coverage and capacity, most notably in relation to 5G services, but also in relation to 4G services.

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The first generation of services provided voice calls, the second generation (2G) allowed basic data such as texting, and the third generation (3G) offered internet access and the development of apps. Since then, the smart phone has developed further, and the fourth generation has brought video and much faster data speeds allowing the integration of the smart phone into wider use.

The next generation of mobile telephony is 5G which brings greatly increasing data speeds. The advantages this presents range from near-instant downloads of HD films to connected cars, smart medical devices, and smart cities. To bring this new technology VMO2 will need to provide a mix of upgrades to existing sites and the building of new sites.

Although 5G will undoubtedly bring new opportunities and huge benefits to society, we cannot escape from the requirement that new structures, antennas, and ancillary equipment will be needed. It has been acknowledged by Government that we must ensure that we have the infrastructure in place to deliver 5G across our major centres and transport networks. This is one of the many additional structures that will be needed to provide enhanced services.

The higher frequencies that 5G will use can provide more bandwidth and thus greater capacity but the signal will not travel as far as those of previous generations. The implications to the built environment will be that more infrastructure needs to be deployed, as in this case.

Education:

The relationship between 5G and education is evolving at a massive rate with educators exploring the relevance of Virtual Reality (VR) technologies for education and training. Crucially, VR can support remote learning, allowing students a presence in the classroom even when working elsewhere.

5G's ability to deliver real-time information (low latency), ultra-fast speeds (critical for high-definition images and video), increased capacity and heightened security will also allow learning on the job, thanks to technologies such as Augmented Reality (AR) goggles, which can give engineers real-time instructions on how to fix a machine on a production line, for example.

Health:

Patients across the country are now becoming accustomed to relying on remote healthcare services such as NHS 111, virtual GP appointments, and ordering online deliveries of essential medical supplies.

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5G will prove critical in providing the infrastructure required to deliver remote health services over the next decade. By design, 5G's ability to deliver real-time information (low latency), ultra-fast speeds (critical for high-definition images and video), increased capacity and heightened security are going to be fundamental in scaling the patient benefits of remote healthcare and keeping medical records secure and private. For instance, trials have shown that connecting ambulance crews to expert resources using 5G allows paramedics to work with doctors and conduct specialist procedures in real time whilst on the road.

Ofcom's Connected Nations 2025 report demonstrates that the UK's mobile infrastructure continues to expand significantly, particularly for 5G standalone (SA). In England, 5G SA coverage outside premises reaches 85% at a high-confidence level, Northern Ireland: 92% at High Confidence; 83% at Very High Confidence, Scotland: 77% at High Confidence and Wales: 59% at High Confidence; 56% at Very High Confidence.

This enhanced connectivity has strong positive implications for health and social care. High-bandwidth, low-latency 5G SA enables more reliable and responsive remote healthcare delivery, for example, real-time video consultations, real-time sharing of high-resolution medical imagery, and rapid data transfer for remote monitoring devices.

The report also shows a steep rise in mobile data usage; Ofcom reports an 18% year-on-year increase to over 1.2 billion GB per month. This growing data demand supports the proliferation of digital health applications (mHealth) such as remote patient monitoring, wearable health devices, and telehealth platforms. These services can improve patient outcomes, increase access to care (especially in rural or underserved areas), and reduce the need for in-person visits, thereby helping to alleviate pressure on traditional health services.

From a social-care perspective, pervasive mobile coverage enables more effective use of sensors and connected devices for vulnerable or elderly populations. For example, 5G can support monitoring systems for medication adherence, fall detection, and wellbeing checks, all of which help deliver more responsive and preventative care in community settings.

However, the report also indirectly highlights some risks. Although 5G SA is expanding, only a small proportion of mobile connections (about 2%) currently use 5G SA, according to Ofcom's Mobile Matters report. This means that many users are still on non-standalone 5G (which depends partly on 4G infrastructure), potentially limiting the latency and reliability benefits that fully standalone 5G offers, benefits which are particularly valuable in health-critical applications.

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On the equity front, while overall coverage is improving, there remains a gap in rural and less densely populated areas, both in terms of coverage and the type of service available, which could contribute to digital health inequality. The mobile update from Spring 2025 notes that some reporting limitations and geographical uncertainty still exist in coverage modelling. If these gaps persist, certain communities may struggle to benefit fully from advanced connected-health services.

Summary

National planning policy is to facilitate the growth of new and existing telecommunications systems, and operators have obligations to meet customer demands for improved quality of service. This development proposes improved connectivity and capacity by way of a replacement/upgraded telecommunications mast and equipment.

The proposal represents a necessary telecommunications upgrade, forming a vital component of the planned VMO2 network infrastructure within this area of Wiltshire.

The proposed development will facilitate enhanced communication services for residents, visitors, commuters, and businesses in the surrounding area. Importantly, the scheme has been sensitively designed to ensure that the character of the heritage asset is preserved.

The proposal represents an appropriate siting and design solution for this area, balancing environmental and planning considerations. A simple design solution is proposed to mitigate visual impact and prevent significant harm to the local environment. The minimal impact of replacing and upgrading the existing development would be outweighed by the significant public benefits of providing improved coverage to the area.

The proposed development is compliant with the relevant policies from the Local Plan, NPPF and Code of Practice for Wireless Network Development in England (2022). The proposal is fully compliant with ICNIRP guidelines and declaration of compliance has been provided.

As such, we respectfully ask that this Application is approved.

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1530 Arlington Business Park,
Theale, Berkshire, RG7 4SA

Confirmation that submitted drawings have been checked for accuracy

Name: (Agent)	Veronica Raescu	Telephone:	
Company:	Sinclair Dalby Limited		
Company Address:	11 Windell Street, Bath, BA2 5BG	Email Address:	Veronica.raescu@sinclairdalby.co.uk
Signed:		Date:	16 th March 2026
Position:	Surveyor	(on behalf of Cornerstone)	

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