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Planning and Development County Hall
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Aura Power Solar UK Ltd
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2nd April 2026

Kemble Solar Farm, Kemble, Cirencester – Application for full planning permission and advertisement consent relating to the installation of a Site Information Board (PP-14784020)

Dear Mr Powers,

This correspondence accompanies an application for full planning permission and advertisement consent submitted by Aura Power Developments Ltd, to Wiltshire Council (the 'Council'). The application relates to the installation of a single information board, to be located adjacent to the public bridleway that runs adjacent to the south western perimeter of Kemble Solar Farm (footpath ref. CRUD4).

The purpose of this application is to provide users of the bridleway with information about the solar farm, its operation and land management, helping to provide context to the development, which is now constructed and in operation (as approved under permission PL/2022/09140).

Background

A full planning application for the construction of Kemble Solar Farm and corresponding development was approved by Wiltshire Council on 25 May 2023 (LPA ref. PL/2021/06919). Planning permission was granted for the following development:

"Installation of a solar farm comprising an array of ground mounted solar PV panels with associated infrastructure including housing for inverters, transformers and electrical equipment, a substation compound, as well as fencing, security cameras,

access tracks, associated landscaping and cabling for grid route of approx. 7.9 kilometres in length".

Following the successful determination of the above application, all pre-commencement conditions were amended to be in compliance with information previously agreed with the Council. A separate planning application relating to the installation of CCTV cameras within the solar farm has also been approved (LPA ref. PL/2025/02787), ensuring that the site can be appropriately managed.

Construction works at Kemble Solar Farm are being finalised. The development is generating renewable energy and exporting successfully to the grid network, via Cirencester substation, contributing to the supply of low carbon energy and wider national energy objectives.

Supporting Documents

The application has been submitted via the Planning Portal (ref. PP-14784020) and comprises the following documents:

- Completed application form;
- This covering letter;
- Information Board CGI;
- Information Board Specification
- Spec6533_GH_v2
- Kemble Module Array Layout with info board (ref. GBR.2259.EPC.M5.001.0.G); and
- Kemble Information Site Location Plan.

The requisite application fee of £1,010.00 has been paid to the Council via the Planning Portal.

Board Design

The proposed non-illuminated information board design specifications are stated below. Please refer to the Information Board Specification document, submitted in support of this application, for a specific overview of the proposed development, along with the contents of the information board

Dimensions (WxHxD) in metres: 0.8 x 1.2 x 0.59

Material: Aluminium Structure

The structure supporting the information board will be mounted securely in the ground.

Planning Policy

This application is assessed against Circular 03/07: Town and Country Planning (Control of Advertisements) Regulations 2007, the National Planning Policy Framework (NPPF), and the Wiltshire Core Strategy (2015). The material considerations relate strictly to amenity and public safety.

Circular 03/07 and NPPF: National policy requires that outdoor advertisements be operated efficiently and only subject to detailed assessment if they have an appreciable impact on the building or surroundings. Control is limited to the interests of amenity and public safety.

Wiltshire Core Strategy (Core Policy 57): Core Policy 57 requires a high standard of advertisement design, ensuring that developments are sympathetic to the local landscape and do not result in a detrimental impact on the visual amenity of the area.

Planning Analysis

The proposed information board provides a public benefit by detailing the environmental contributions of the solar farm. The signage is appropriate based on the following:

Amenity: In line with Core Policy 57, the board is of a scale and material appropriate to its rural setting. As the sign is non-illuminated, there is no risk of light pollution or impact on the dark skies of the Wiltshire landscape. The siting is discrete and intended to serve users of the bridleway rather than the wider landscape.

Public Safety: The primary safety consideration is the interaction with the adjacent bridleway. The board is sited at a sufficient setback to ensure it does not narrow the route or present a physical obstruction to pedestrians, cyclists, or horse riders. Being non-illuminated, it will not create glare or distraction for users of the right of way.

In reviewing the information detailed above, we trust that you have all the information you require to validate and approve the application for full planning permission and advertisement consent. Should you require any additional information, please do not hesitate to get in touch.

Yours Sincerely,



Gemma Santarpino MRTPI
Project Developer