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COMMUNITY ENGAGEMENT ENABLES LOCAL VOICES
TO INFLUENCE DESIGN POLICIES AND DEVELOPMENT.
WHEN DONE WELL, IT EMPOWERS PEOPLE, BUILDS
LOCAL CAPACITY AND EMPLOYMENT OPPORTUNITIES
THROUGHOUT THE DESIGN PROCESS, AND SUPPORTS
BETTER OUTCOMES
”

4

ENGAGEMENT

4.1

The NPPF encourages early engagement with the community, LPA and other key stakeholders.

Following a review of the site context and an appreciation of on-site key considerations, an initial masterplan was drawn together with input from the project team. This masterplan has been used as the starting point for engagement with the community, Wiltshire Council officers and relevant stakeholders.

This masterplan was used to inform the formal “pre-application” engagement with Wiltshire Council, alongside a drop-in community consultation in June 2025.

- REDLINE OWNERSHIP: 2.13 Ha
(NET RESIDENTIAL DEVELOPMENT AREA EXCL POS = 1.616 Ha)
- PROPOSED INTERNAL ESTATE ROADS
- EXISTING PUBLIC RIGHT OF WAY
- PROPOSED PEDESTRIAN FOOTPATH/ LINK
- COURTYARD ENTRANCE
- VEHICULAR ACCESS
- VIEW ONTO PUBLIC OPEN SPACE AREAS
- TERMINATED VIEW
- GREEN BUFFERS / POS
(TOTAL 0.514 Ha 24.13% OF SITE AREA AREA (2.13 Ha))
- CATEGORY B TREE / HEDGE
- CATEGORY C TREE / HEDGE

CGFry & Son consider this early engagement to be invaluable in enabling the creation of appropriate and comprehensive schemes. The engagement enables us to listen to views of the community, and gain valuable local knowledge and opinion. Its allows us to respond to officer advice, informing on the final design of the site.

Further detail on the community engagement is set out in the supporting statement of community engagement.



Figure 59: Draft masterplan submitted for discussion

Key comments raised by the community via the community consultation;



Figure 60.



Pre-application Advice received from Wiltshire Council (design related):

- The proposed layout broadly reflects the character of West Lavington, which is predominantly linear with single-depth housing along the High Street. However, there are examples of development in depth via cul-de-sacs, and the proposal appears consistent with this pattern.
- Plot sizes are typical of modern housing schemes but not out of keeping with this part of the village.
- Careful consideration will be needed regarding building heights, particularly adjacent to Orchard Place.
- It is expected that any future submission will include materials that reflect the local vernacular, such as brick, stone, and clay tiles.
- A well-designed, low-density and verdant scheme could reflect the character of this part of the village. The indicative layout suggests a reasonable balance between land efficiency and maintaining a spacious feel.
- There appears to be scope for additional street tree planting which would further enhance the character and soften the development's visual impact.



Figure 59: Draft masterplan submitted for discussion



- A strong sense of place will depend on:
 - the detailed design of the dwellings
 - the quality of landscaping and open spaces
 - the treatment of roads and footpaths.

If these elements are well executed and reflect local character, the scheme has the potential to contribute positively to the village’s identity and offer new public open space for wider community benefit.

- The layout suggests potential for good integration with existing development, particularly through;
 - upgrades to PRoWs
 - Landscaped buffers on the southern and western edges to avoid harsh transitions.
- Subject to detailed boundary treatments, the scheme could avoid creating abrupt urban edge and instead offer a soft, well-considered interface with the countryside.

The layout demonstrates several positive urban design principles, including active frontages that face onto the streets and public open space, and a general preference for side-of plot parking, which helps to reduce the visual dominance of vehicles within the streetscene.



Figure 61

The internal footpath appears well connected, linking effectively with existing public rights of way and supporting permeability and walkability throughout the scheme.



Figure 63

The inclusion of rear parking courts remains a concern.

The use of a loop road is a positive feature, enhancing connectivity and avoiding the isolation and turning-related noise issues often associated with cul-de-



Figure 62

The access has the potential to impact on important trees and hedgerows that contribute to the character of White Street, including within Group G15, which are located within the West Lavington Conservation Area.



Figure 64



Figure 65

KEY CHANGES IN RESPONSE TO ENGAGEMENT WITH COMMUNITY/PLANNERS:

1. Alteration to access to avoid impact to Beech Trees on access

The access to the site has been adjusted, shifted further west to take into account feedback from the Tree Officer and the findings of the low invasive air spading investigations, avoiding harm to the prominent off-site tree group of three beech trees.

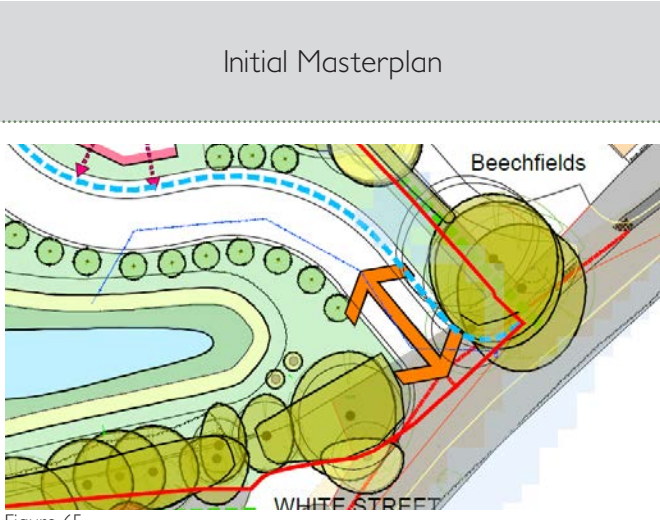


Figure 65



Figure 66

2. Widening of pedestrian route along the eastern boundary

The pedestrian route has been widened to be 2x2 in width, allowing for at least a 2m in width PRoW and adjacent landscaping. Pockets of widened areas enable the planting of feature trees to ensure a verdant footpath.



Figure 67



Figure 68

3. Additional provision of a swale along the western boundary

Pre-application comments noted a significant surface water flow path through the site. The inclusion of swales along the western boundary offers a more robust solution for runoff from the upstream catchment, offering further protection to future properties.

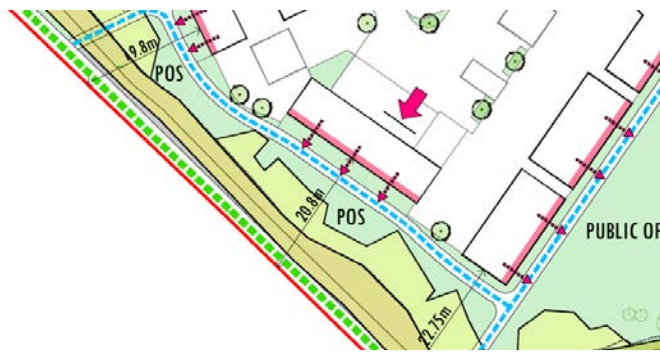


Figure 69



Figure 70