
Statement of Community Engagement

Applicant: C.G. Fry and Son Limited

Date: March 2026

Site: Land at White Street, West Lavington, Wiltshire, SN10 4HR

Proposal: Erection of 47 dwellings with associated access, internal roads, parking, public open space, landscaping, drainage and associated infrastructure



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1.0 Introduction

- 1.1 PlanningSphere act for CG Fry & Son Ltd, an SME housing developer who has agreed an Option Agreement with the land-owning party in respect of land at White Street, West Lavington, Wiltshire.
- 1.2 Full planning permission is sought for the erection of 47 No. dwellings with associated access, internal roads, parking, public open space, landscaping, drainage and associated infrastructure.
- 1.3 The application scheme has been formulated following a pre-application enquiry process undertaken with Wiltshire Council (LPA Ref. ENQ/2025/00848) and pre-application engagement with stakeholders and the local community. The site also been previously promoted through the Neighbourhood Plan-making process but was not selected for allocation despite recognition of its development potential.
- 1.4 This Statement of Community Engagement (SCE) sets out the strategy undertaken for consulting stakeholders and the local community on the residential proposals to develop the site.
- 1.5 The SCE demonstrates that the applicant has undertaken thorough pre-application discussions with local stakeholders and the wider community and actively involved them in the development process in accordance with guidance in the National Planning Policy Framework (NPPF), legislation in the Localism Act, and Wiltshire Council's Neighbourhood Planning Protocol. This Statement gives details of all consultation activity undertaken prior to the planning application being submitted.
- 1.6 The principles adopted throughout the process of public consultation have been to:
 - Engage and involve local residents
 - Present the proposals clearly and honestly
 - Listen and provide feedback
 - Be clear about what the applicant is able to change as part of the consultation and why; and
 - Be clear about what the applicant cannot change and why.
- 1.7 Details are enclosed of the drop-in consultation event held in West Lavington on 9th July 2025 to present the proposals to the public and councillors to explain how the emerging scheme has been informed by technical studies and pre-application engagement with the Council.
- 1.8 This Statement summarises all comments received and how they have informed the final round of the design development process prior to the submission of a full planning application.

2.0 Relevant Background Information

(i) Site Description

- 2.1 The site, known as Land at White Street, West Lavington, extends to 2.16ha, as outlined in red in the Site Location Plan as shown in Figure 1 below:

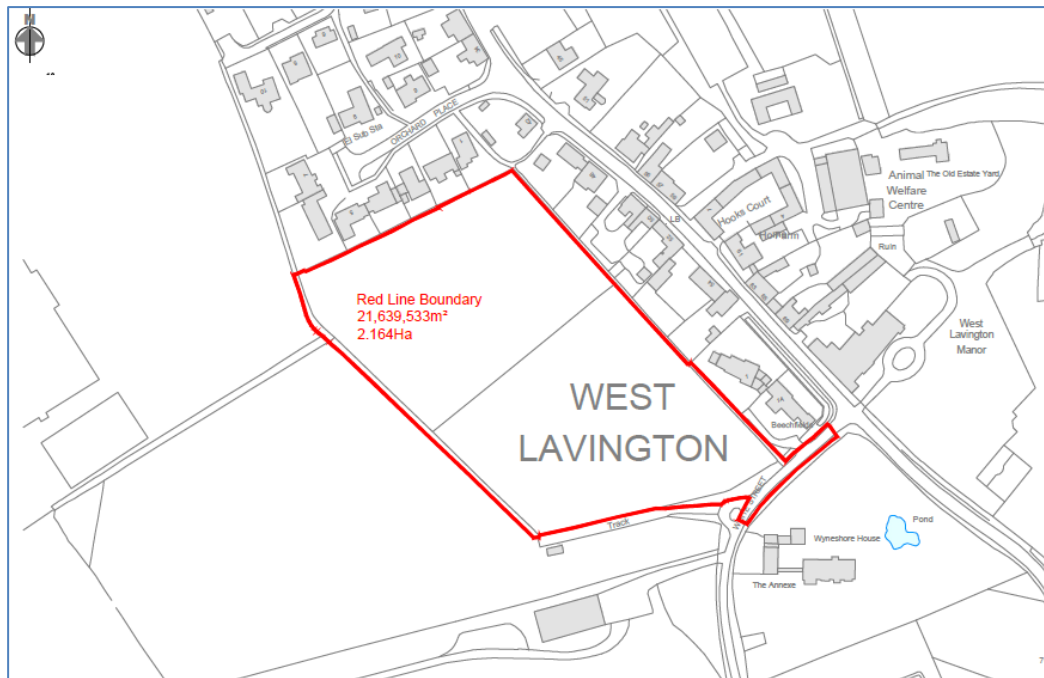


Fig 1. Extract from Site Location Plan

- 2.2 The site comprises two parcels of agricultural land divided by a wooden fence and located on the south-western edge of West Lavington 40m southwest of the A360 and immediately north of White Street which would provide access in the south eastern corner. The site is bounded by a hedge along the western edge with agricultural land beyond and a line of mature trees on its southern margin. A fenced public right of way runs along the north-eastern edge with existing residential areas to the north and east. The parish is well served by footpaths, bridleways and byways that connect the settlement with the surrounding countryside and the nearby villages of Little Cheverell, Littleton Panell and Market Lavington.

(ii) Policy Context

- 2.3 The public consultation and engagement programme for the project was in keeping with the requirements of:
- National policy and guidance introduced in the Localism Act and the National Planning Policy Framework (NPPF).
 - Wiltshire Council's consultation requirements, specifically Statement of Community Involvement for Planning 2020.
 - The spirit of through and meaningful consultation.
- 2.4 The applicant has remained committed to stakeholder engagement, consultation and

communication, and to this end has ensured that local residents and the wider community were invited to give feedback on the proposals prior to a formal full planning application being submitted.

Wiltshire Statement of Community Involvement – July 2020

- 2.5 Wiltshire Statement of Community Involvement (SCI) was updated in July 2020.
- 2.6 Wiltshire Council, as the local planning authority, must maintain a Statement of Community Involvement (SCI) as a legal requirement under the Planning and Compulsory Purchase Act 2004. The SCI sets out how the local planning authority will engage with local communities and stakeholders on planning matters including both plan-making and decision taking.
- 2.7 The SCI states at paragraph 8.11 that the Council will *“also encourage developers and applicants to engage with local people and communities including Town and Parish Councils and with neighbours, when appropriate, before submission of a planning application. This might be in the form of a public meeting or display of materials (online and/or at a public exhibition) when local people can make the developer aware of any views they have prior to the submission of an application. A reasonable time frame should be allowed by the developer for feedback. This will enable the developer to consider amending the plans in response to such suggestions before submission.”*
- 2.8 The SCI continues to explain that while such engagement is discretionary, it is nevertheless encouraged by Wiltshire Council prior to the submission of applications for ten or more houses, or other large development on sites of 1 hectare or more. It is clear therefore that Wiltshire Council encourages applicants to carry out their own consultation programmes with local communities and key stakeholder groups before an application is submitted, particularly where the applications are large scale, complex or of public interest.
- 2.9 A key message is that early engagement can benefit both developers and the local community by engaging in early dialogue and enabling the creation of appropriate and comprehensive schemes.
- 2.10 The SCI (2020) encourages applicants to discuss their proposals with local people adjoining the development site, ward councillors and officers at an early stage prior to the submission of a planning application.

National Planning Policy Framework (NPPF)

- 2.11 Advice in respect of pre-application engagement and front-loading is set out in Section 4, Paragraphs 40-47 of the NPPF. The NPPF encourages early engagement with the LPA and other key stakeholders.

3.0 Summary of Consultation Processes

(i) Development Plan Making Process and Planning History

- 3.1 There is a high level of community awareness of the site due to a history of promotion through the West Lavington Neighbourhood Plan 2017-2016 where the site was identified as a potential area for housing allocation in the accompanying West Lavington Neighbourhood Plan Site Selection Methodology report which shortlisted the site as *Site 3: West Lavington - Behind High Street/Orchard Place/White Street*. The Report identified the site with the potential to deliver 50 dwellings and the opportunity to deliver affordable homes and additional community benefits. Ready access onto a minor road was highlighted with proximity to a bus stop, GP surgery and Public House. The site has the benefits of being enclosed on two sides by existing development and largely enclosed by vegetation. Proposals for the site would need to consider potential impacts on the character and appearance of the village conservation area. However, despite these benefits, a site allocation was not taken forward at this time.

(ii) Pre-application Process ENQ/2025/00848

- 3.2 A pre-application process was initiated with the LPA in June 2025 to test the principle of development and the technical evidence base to support a planning application for scheme of up to 47 No. dwellings, public open space and associated works noting the NPPF's 'tilted balance' would be engaged due to the inability of the Council to demonstrate a 5-year housing land supply. The proposal would ensure continuity of housing supply and delivery of open market and affordable homes in West Lavington, against a backdrop of significant housing need in the wider Devizes Community Area and the need for additional sites to meet the recently increased housing requirement for Wiltshire arising from the new government guidance.
- 3.3 Advice was sought on the required affordable housing mix, the Parameter Plan and site constraints arising from a landscape and heritage perspective as well car and cycle parking and the safety and suitability of the proposed access route via the existing private access at the southeastern corner of the site, connecting to White Street and the associated proposed active travel routes.
- 3.4 Written advice was also requested on the submitted Drainage Strategy; on archaeological input, and on arboricultural investigations including confirmation that the proposed access can be formulated without adversely affecting existing trees on and off site proposed for retention. In addition, advice was sought on ecological input and BNG considerations, the scope of planning obligations and the information required to validate an outline planning application submission.
- 3.5 A written response was received from the Council planning officer on 20th August 2025 noting the location of the site outside of the development limits of West Lavington, however, confirming that the 'tilted balance' would apply given that the Council's housing land supply position is a material consideration.
- 3.6 The pre-application advice identified key matters for consideration, reporting on feedback from statutory consultees and providing guidance from the Council's Housing team on the affordable housing mix. Following a review of the feedback and in consultation with the Council's planning officer, the applicant decided to progress the application as a full planning application to take full account of the site's location adjacent to the village Conservation Area.
- 3.7 Further iterative pre-application discussions have taken place subsequent to the receipt

of initial pre-application advice within individual consultees in respect of technical matters relating to: highways; open space and landscape and arboricultural assessment.

(iii) West Lavington Public Consultation Event – 9th July 2025

- 3.8 **Consultation Approach:** the applicant recognised the importance of identifying key groups and stakeholders, contacting them ahead of the submission of a planning application in parallel with the pre-application enquiry.
- 3.8 Following the national consultation protocol for planning applications, the applicant undertook a public consultation process with representatives of CG Fry and Son and the consultant team to explain the proposals and answer questions.
- 3.9 The principles adopted throughout the process of public consultation have been to engage and involve as many local residents as possible and present the proposals clearly with opportunities for questions and feedback during and after the event.
- 3.10 **Public Consultation:** A public consultation event was held at The Churchill Arms, 43 High Street, West Lavington on 9th July 2025. A preview event for councillors took place between 1330 and 1430 with the public event running from 1430 through to 1900 on the same day.
- 3.11 Circa 90 people attended this public consultation which displayed the proposals on Exhibition Boards informed by baseline studies across technical disciplines and the pre-application enquiry process concluded with Wiltshire Council this year. Opportunities for feedback were provided via feedback forms at the event and online via email, post consultation. The Exhibition Boards can be found at Appendix A. Feedback is summarised below.
- 3.12 The consultation was promoted via a letter to residents living nearby and to Dauntsey School. A map extract showing the area that received letters can be found below (and included in Appendix B). This covered circa 250 homes in the vicinity. The letter sent to residents can be found at Appendix C and the letter sent to the School at Appendix D.
- 3.13 Letters were also sent to the Parish Council and the Wiltshire Divisional Councillor for The Lavingtons dated 11th June 2025 briefly outlining the proposal and inviting them to a preview event prior to the commencement of the community consultation event on 9th July 2025. The letters sent to the Clerk to West Lavington Parish Council and the Divisional Councillors can be found at Appendices E and F respectively.



Figure .2 Land at White Street, West Lavington: Extract of map showing leaflet drop zone for public consultation event

- 3.14 During the consultation period a total of 8 responses were recorded as requesting copies of the Exhibition Boards and Proposals to be sent via email after the event. A total of 12 responses (11 objections and 1 support) were in the form of paper feedback providing comments on the proposals with 4 additional responses via email following the conclusion of the consultation event.
- 3.15 This feedback has been analysed and communicated to the development project team for consideration within the development plans.
- 3.16 A summary of all consultation event and post event email feedback from members of the public is set out below.

Consultee Comments via Feedback Forms at the event and post event via email
Principle of Development Question loss of local fields. Is there demand for additional housing in the village given recent development? Concern that premature in view of the two housing developments in the village in recent years neither of which are yet fully completed or occupied. Social and Community Infrastructure Question whether the Corner Shop which is listed as a local amenity should be relied on as insufficient for larger shops which would require travel by car elsewhere. Question lack of local amenities and bus services.

School has insufficient capacity. Does the local GP surgery have sufficient capacity? Lack of provision for sheltered housing.
Construction Impacts Concern regarding potential damage to the road surfaces from construction vehicles and whether this will be repaired.
Design Matters Support for the developer in the context of having an excellent reputation for building well designed and robust housing. Concern re. suitability of design for rural location. Concern re. proposed density in the context of local character and surrounding size and style of existing properties Question public open space given existing sports field and adjacent countryside. Traditional designs for all house types and should incorporate insulation for both hot and cold, rainwater butts for every house and garage, swift bricks, bat boxes and hedgehog gaps should be provided. Is there wheelchair accessibility? Concern from residents in Orchard Place regarding the design of the proposed houses and the parking arrangements given that Orchard Place comprises bungalows and backs directly onto the Site. Concern regarding parking placement adjacent to gardens of Orchard Place and potential for tree placement to impact on solar panels being used in Orchard Place. Given that the new homes will generate additional local residents who are potential dog owners, consideration should be given to provision of a new dog poo bin.
Heritage Potential impact on village conservation area, village community and wildlife highlighted. Archaeological interest may be present on the site.
Traffic Congestion and Highway Safety Concerns regarding the impact of traffic congestion in the village and the impacts of additional traffic on White Street including traffic leaving and entering White Street from the A360. Visibility concerns relating to traffic leaving the site and turning right with impact on pedestrians and dog walkers noting local roads are single track with no pavements and the right-angled junction of White Street into Rickbarton is a difficult pinch-point. Concerns regarding impact of residents' vehicles plus visitors and deliveries when heading south along White Street and Rickbarton to rejoin the main road. Concerns regarding safety and adequacy of access arrangements and increase in road splay onto the A360. Both the site lines and turning space would be inadequate for safe ingress and exit from the minor road which would carry substantially more traffic movements. The right hand splay needs to be cut back substantially, with electricity poles removed, to create visibility down the hill towards the oncoming traffic. The width of the minor road (White Street) needs to be widened as far as the entrance to the new site in order to safely allow for two lane traffic and vehicles turning in and out of both the site and the main road.

Concerns raised with implications on road safety in the village during peak school and rush hour periods with the A360 and Dauntsey's School cross roads highlighted for traffic congestion.

Question whether local farm traffic has been taken into account – i.e. movement of agricultural vehicles and the implications of additional traffic during peak school times. Question whether the traffic survey takes seasonal variation into account - the White Street junction with the A360 is the access route to Strawberry Hill Barn. It sees significant agricultural traffic throughout the year but particularly at harvest when combines, tractors with grain trailers and finally 40T articulated grain trucks use the junction >12hours a day.

Traffic calming measures should be investigated given speeding in High Street. Traffic Lights? Parking restrictions in White Street?

Lack of employment opportunities in village for new residents will increase commuting traffic with implications on a very busy road and potential for drivers from Salisbury to use a rat run from main road other than White Street.

Ecology

Concern raised regarding sufficient hedgehog protection given large populations of this red listed animal in the area. Concern regarding replacement tree after care to ensure they become properly established.

Implications of proposals on large bat colony 200 yards from the site.

See design comment above requesting swift bricks, bat boxes and hedgehog gaps to be provided.

Flood Risk and Drainage

Potential flooding highlighted near Duck Street arising from Wessex Water's existing storm water network being unable to cope with existing discharge and the implications of this on the development proposals. See related S106 comment below.

Concerns re run-off from Strawberry Hill causing flooding problems which will be potentially exacerbated by the new development.

Noise

Noise arising from army movements in the area should be highlighted to new residents so that they are fully aware of this before purchase.

S106 Contributions

Potential for developer to contribute to the Parish Council and Highways project between Duck Street and Rickbarton.

Primary school at full capacity – would developer contributions be available to support additional numbers?

4.0 Conclusion

- 4.1 The application proposals have been informed by an appropriate level of pre-application engagement and consultation to inform a full planning application.
- 4.2 The aim of the consultation was to provide local residents and stakeholders, including West Lavington Parish Council, with the opportunity to comment on the potential new development proposals in their area, to raise any issues that might otherwise have been missed and to make any further suggestions to improve the outline scheme.
- 4.3 From the responses received it is apparent that the main concerns regarding the proposals relate to road congestion concerns, particularly at peak times and highway safety in terms of visibility and access.
- 4.4 The comment forms received have provided the applicant team with valuable local knowledge and opinion. As a consequence of the feedback, the design team have undertaken a full review of the proposals and the applicant has elected to proceed with a full planning application as opposed to an outline application to enable the provision of full details to be considered by the local community and Wiltshire Council in its capacity as LPA. The issues raised by local community are comprehensively addressed in the various technical and environmental reports submitted in support of the application, as summarised in the Validation Schedule.