

Landscape appraisal of key views

Hazelbury Manor, Wiltshire, SN13 8HX

Mr Jasper Conran

April 2026

RUR005216-01 - Revision 01



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01	15.04.26	EG	LM	Issue for planning submission

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Executive summary

This landscape appraisal of key views (LAKV) provides a proportionate assessment of the likely visual implications of the Proposed Development. The appraisal follows the principles of GLVIA3 but is not a full landscape and visual impact assessment, reflecting the contained scale of the scheme and the level of design information available at this stage. It draws on desk study, field survey, photography, ZTV analysis and over 25 years of chartered landscape expertise.

The existing landscape is characterised by a mix of natural and developed influences, with existing built form, infrastructure and detracting elements contributing to its visual and perceptual baseline. The Proposed Development would not introduce features that conflict with the overall pattern of landscape character, nor would it result in material change to landform, tranquillity or the broader landscape structure. It is considered that the majority of changes identified can be contained to the Site and its immediate setting.

A series of representative publicly accessible viewpoints were assessed to understand the extent and implications of visual change. Visibility of the Proposed Development is limited by the landform, vegetation, and surrounding development. One close-range, two short-range, and four medium-range locations would experience noticeable but manageable change, typically in views already influenced by existing built form or site degradation. Over time, planting and landscape mitigation would further soften and filter the proposals, reducing visual effects in its later operational phases.

Across all assessed viewpoints, no significant or unacceptable adverse visual effects were identified. In several locations, the remediation of degraded features within the Site is expected to result in a perceptible visual improvement. No receptor would experience effects that could be considered overbearing, disproportionate, or out of keeping with the established character of the wider area.

In landscape terms, the proposals would sit comfortably within the localised pattern of development and represent a logical and sympathetic evolution of the Site. In visual terms, changes would be limited, contained and considered to be reducing over time. Overall, the development is judged to be a good environmental fit in landscape and visual terms, with no effects considered that would weigh materially against the scheme during the decision-making process.



01 Introduction



Introduction

Rural Solutions has been appointed by Mr Jasper Conran (the 'Client') to undertake a landscape appraisal of key views (the 'Appraisal') associated with the design in principle and the effects on the existing visual amenity arising from the construction of a new car park associated with the proposed conversion of use of Hazelbury Manor, Wiltshire.

The project includes the following key elements within the Site (herein referred to as the 'Proposed Development'):

- Retention and use of the existing access drive.
- Installation of new car park.
- Identification and creation of biodiversity enhancements.

This Appraisal presents a proportionate and focused summary assessment of the likely visual implications arising from the Proposed Development, based on the level of information available at this stage. The report has been prepared in accordance with the principles of Guidelines for Landscape and Visual Impact Assessment (GLVIA3, Landscape Institute & IEMA, 2013). It is recognised that this is not a full landscape and visual impact assessment (LVIA) and is considered a proportionate response to the stage of the project.

This document aims to establish baseline understanding, identifies sensitive receptors and tests outline visual capacity.

As part of the preparation of this Appraisal, a site visit was carried out in March 2026 by a qualified landscape architect to appraise the Site and the surrounding landscape (herein referred to as the 'Study Area'), and to obtain photographic representations of the wider visual amenity surrounding Hazelbury Manor, Box, Wadswick, Corsham, Wiltshire, SN13 8HX (herein referred to as the 'Site'). The Appraisal draws on a combination of desk-based study, field survey, photography, and professional judgement informed by over 25 years of chartered landscape architecture experience.

This appraisal does not comment on wider planning matters such as transport, heritage, ecology, drainage, or socio-economic effects, except where these have a direct and unavoidable bearing on landscape or visual receptors.

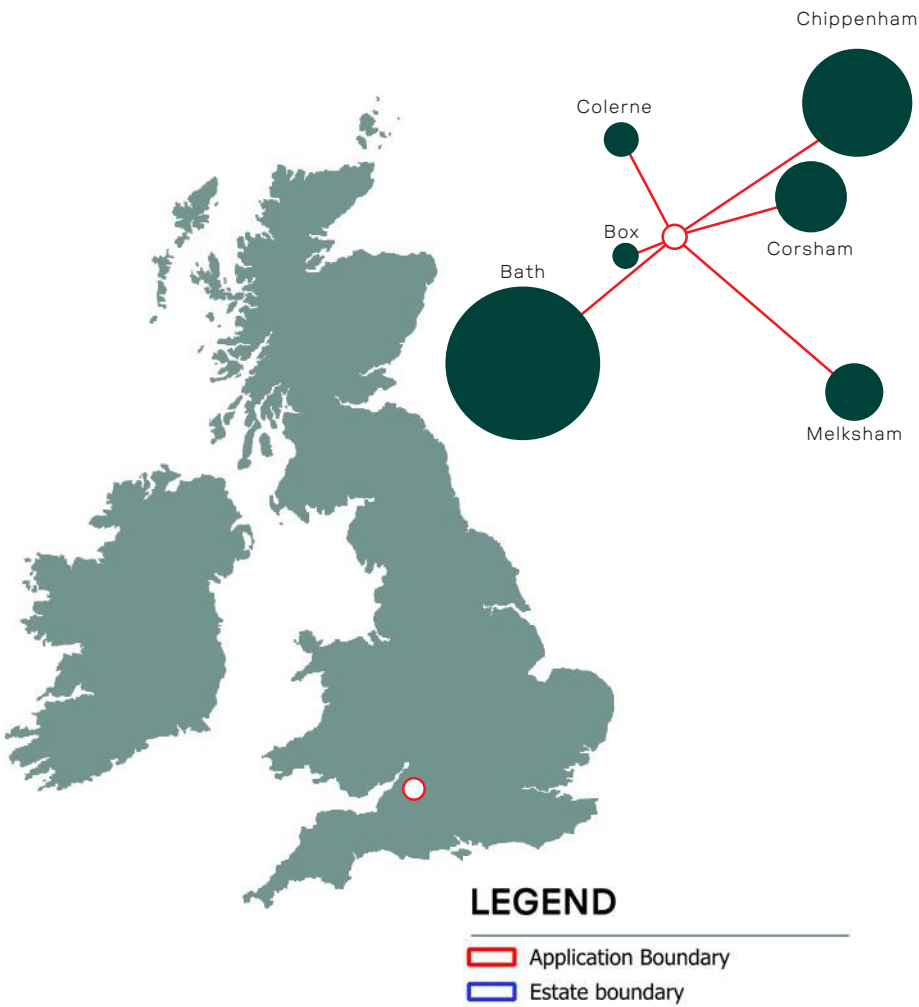


Site context

The Site is located in Wiltshire, c.1km to the east of Box and c.1.5km southwest of Hawthorn. The Site is also c.9.5km northeast of the city centre of Bath.

The Site is located to the north of Bradford Road (B3109) from which it is accessed via the existing access drive. The road travels from southwest to northeast, connecting Hawthorn to the A365, along with various properties along its length. This includes large, industrial locations such as Wadswick Country Store and solar farm, the Ministry of Defence Corsham, and the Greenhouse Coffee Shop and Restaurant.

The Site and Study Area are fully located within the administrative boundary of Wiltshire Council.



Existing situation

The Site currently consists of parcel of agricultural land located to the southeast of Hazelbury Manor and the associated agricultural hub. The Site is located to the southwest of the existing access drive and the hedge that flanks it.

The Site includes a small area of hardstanding that is used for material storage and holds some agricultural clutter. The majority of the Site is grassland that is part of the parkland setting to the manor. There are some areas that are in poor condition.

The northeast and northwest boundaries of the Site abut existing, mature hedgerows, augmented with hedgerow trees, separating the Site from the manor’s access drive and the track that services the agricultural hub.

To the north of the Site, the agricultural hub consists of the older barns that would historically have been part of the manor estate. Immediately south is a greenhouse and modern agricultural barns with a yard including material bays, agricultural clutter, and extensive hardstanding.

To the west of the Site is an enclosed orchard with linear tree planting surrounded by post and rail fencing.

The land to the south of the Site forms part of the parkland setting to the manor, with grassland and sporadic trees bounded by mature hedgerows. The setting is incomplete, with arable agriculture evident to the northeast of the access drive and running up to the manor’s immediate setting.

Key

- 1. Access drive.
- 2. Agricultural hub.
- 3. Agricultural yard.
- 4. Access track to agricultural hub.
- 5. Mature hedgerow.
- 6. Enclosed orchard.
- 7. Parkland.
- 8. Arable farmland.



Purpose of the report

Appraisal of key views

This Appraisal provides an outline visual assessment of the baseline landscape conditions relating to the Site and the wider Study Area. It is based on a brief desktop review, combined with a field appraisal and an outline analysis of existing landscape character and visual amenity. The report considers the potential effects of the Proposed Development upon:

- Individual landscape features and elements;
- The landscape character of the surrounding area; and
- The visual amenity of people who experience views of the Site.

The key objectives of this Appraisal are:

- To consider the existing visibility of the Site within the Study Area;
- To determine the sensitivity of relevant visual receptors to the type and scale of the Proposed Development; and
- To identify and describe, at a proportionate level, the extent of changes arising from the Proposed Development that may influence existing landscape character and visual amenity.

This Appraisal has been prepared in accordance with the principles set out in the Landscape Institutes’s publication Guidelines for Landscape and Visual Impact Assessment (GLVIA3). Landscape and visual appraisals are important components of the wider landscape, planning and design process, supporting the achievement of the best possible ‘environmental fit’ for new development.

The Appraisal is provided as supporting information for the planning application and illustrates the likely visual effects of the Proposed Development. It also informs the design process by identifying opportunities for mitigation and integration.

Document structure

The report is structured as follows:

SECTION 01: INTRODUCTION

Sets out the purpose of the document, the structure, the location of the Site, outline methodology used, the sources of information referred to and a description of the Proposed Development.

SECTION 02: BASELINE MAPPING

Description of the landscape baseline characteristics of the Site and context.

SECTION 03: KEY VIEWS

Description of existing baseline visual characteristics of the Site and context.

SECTION 04: CONCLUSIONS

Outline review and conclusions of anticipated residual effects once the Proposed Development has reached Year 15 of operation.



Proposed development

The Proposed Development comprises the construction of a new car park and access from the track that services the agricultural hub.

The proposals include a new entrance to the Site and an area of hardstanding suitable for parking up to c.23 cars, with space for turning.

The agricultural clutter on and adjacent to the Site will be cleaned up.

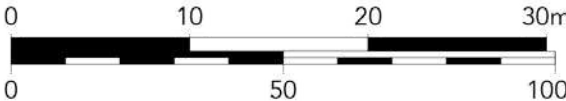
Existing hedgerows and trees will be retained and extended with extensive tree planting to the southwest and southeast of the car park. The existing hedgerow that bounds the access drive and its hedgerow trees will be retained and protected during works.

Key

- 1. Access drive.
- 2. Agricultural hub.
- 3. Agricultural yard.
- 4. Access track to agricultural hub.
- 5. Mature hedgerow.
- 6. Enclosed orchard.
- 7. Parkland.
- 8. Arable farmland.
- 9. Proposed car park.
- 10. Proposed car park access.
- 11. Proposed tree planting.

Potential landscape and visual effects resulting from the Proposed Development may be summarised as:

- Direct temporary change in the landscape character of the Site during construction arising from earthworks and the presence of construction machinery required to erect the Proposed Development and associated infrastructure.
- Indirect temporary changes in landscape character during construction as a result of views of machinery, traffic movements, and construction activity required to erect the proposed car park, associated access, landscaping, and associated infrastructure.
- Temporary changes in visual amenity within the Study Area where visual receptors can obtain views of the Site - arising from views of construction activity.
- Permanent changes in visual amenity within the Study Area where visual receptors can obtain views of the Site - arising from views of the Proposed Development.



Site-wide enhancements

Within the Site, a series of ecological improvements have been undertaken, not only to improve biodiversity, but also to improve visual amenity from the wider public right of way (PRoW) network and augment the building within the landscape.

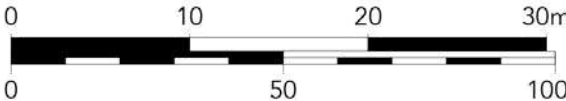
These enhancements include:

- New tree planting.
- Removal of existing agricultural clutter.

These improvements provide green linkages between green infrastructure within the Site and outside the site boundary.

Site-wide enhancements key

Existing trees to be retained.

Existing hedgerow to be retained.

Methodology

Methodology

Baseline appraisal

The baseline appraisal will illustrate the landscape context within the Site and Study Area and is informed by an initial desktop review. This desktop review identifies an appropriate and proportionate extent of the Study Area, along with identifying potential viewpoint locations which are likely to support further assessment within the field. The baseline appraisal will be compiled using the following:

- Brief review of landscape designations;
- National, regional, and local landscape character assessments;
- Ordnance Survey mapping; and
- Aerial mapping.

Site appraisal

Following the completion of the baseline review, a site appraisal was carried out by a qualified Landscape Architect in March 2026. The key principles of the site appraisal work were to:

- Observe and document the existing landscape character and condition of the Site and wider Study Area.
- Ensure key landscape features which can affect the visibility of the Site, such as built form, vegetation and landform, are documented;
- Ensure a full understanding of the anticipated changes to existing landscape components which may be either removed or altered as a direct result of the Proposed Development;
- Obtain viewpoint photography from a range of visual receptors along with supporting location details to accurately reflect the viewpoint location within the appraisal and to verify visibility with the Site; and
- Identify any further appraisal requirements of potential visual receptors that may be affected by Proposed Development, not already identified within the baseline review.

Photography

The photography accompanying the report has been produced using the guidance contained within the Landscape Institute's Technical Guidance Note - TNG 06 / 19 '*Visual Representation of Development Proposals*' - as a basis, to provide a realistic representation of visibility based on those experienced with the naked eye. In particular, reference has been made to 'Type 1' of Section 3.6 - Introducing Visualisation Types 1-4: Table 2 - to inform the approach to photography.

The camera was based on the centre of the camera lens 1.60m above ground level. Where viewpoints consisted of more than one image, PTGui image software was used to merge the images.

Landscape and visual appraisal

Following a review of the baseline landscape and visual context of the Site and its Study Area, along with the Site assessment and photography, the appraisal section considers a combination of assessments in relation to the sensitivity of a visual receptor, along with defining the anticipated magnitude of visual effects. Section 4.0 of the detailed methodology supports this report (Appendix A), and illustrates the distinction between landscape and visual receptors and the associated assessment methodology used.

Sources of information

The following sources of information have been used in this study:

- Georeferenced Digital Ordnance Survey 1:25k Mapping, Promap;
- National Planning Policy Framework (NPPF) (February 2025) by Ministry of Housing, Communities, and Local Government;
- National Character Area Profile NCA 107: Cotswolds (March 2013) by Natural England;
- LCT: Dip-slope lowland (2003) by Cotswolds National Landscape;
- LCT: Enclosed limestone valley (2003) by Cotswolds National Landscape;
- LCA 16A: Malmesbury - Corsham Limestone Lowland (2005) by Wiltshire Council;
- LCA 10A: By Brook Limestone Valley (2005) by Wiltshire Council;
- Fieldwork conducted in March 2026 by Rural Solutions;
- QGIS mapping software (ver. 3.40.15);
- Various GIS designation data sets; and
- Site layout: 2956-5644 - 100 055 - Proposed Site Plan by Yiangou.



02 Baseline mapping



Land use

The landscape of the Study Area is predominantly rural, with land use characterised mainly by **agriculture**, **woodland blocks**, dispersed farmsteads, and small settlements.

Much of the surrounding countryside comprises **mixed arable and pasture farmland**, typical of the limestone lowlands east of the Cotswold scarp. Field patterns are a mixture of **large enclosure-era fields** and smaller historic plots nearer settlements.

To the west and south, the terrain transitions toward the By Brook valley, where land use shifts to pastoral meadows, **riparian vegetation**, and **wooded valley sides**. These areas support biodiversity and contribute to the high rural character of the wider Study Area.

Built development is limited to **scattered farm complexes**, small residential clusters, and the **larger settlements** of Box and Corsham. Corsham's fringes include housing, employment land, schools, and community facilities, while retaining a landscape strongly influenced by **parkland**, woodland belts, and **historic estates**.

Overall, land use within the Study Area is **strongly rural**, heavily **agricultural**, and defined by the transitional landscape between settlement edges and the Cotswold limestone lowlands.

LEGEND

- Application Boundary
- Estate boundary



0 0.25 0.5 0.75 km

Designations

The landscape context of the Site and Study Area has been mapped to illustrate the baseline understanding of the Site and its surrounding landscape characteristics along with those elements which could be considered sensitive to the Proposed Development.

The Site falls within the **Cotswolds National Landscape**, which covers most of the Study Area. The Site is near the edge of the national landscape.

Southwest of the Site, the **woodland** associated with the valley of the brook contains multiple areas of **ancient woodland**. These are separated from the Site and are not connected by continuous vegetation.

To the north and northeast of the Site is an area designated as a Special Area of Conservation and a Site of Special Scientific Interest - Box Farm Meadows. This is noted for the two **meadows** that contain a variety of typical **limestone grassland plants**.

The Study Area contains a number of heritage designations, including conservation areas in Box, Ditterage, Middlehill, Ashley, Neston, and Pickwick. A number of **listed buildings and structures** litter the Study Area, ranging from Grade II to Grade I. The landscape also contains a number of **scheduled monuments**, including bowl barrows, telephone exchanges, and quarries.

Of greatest importance to the Proposed Development are the Grade II listed **coach house, stables, forecourt, granary, and enclosing walls** to the manor, along with the Grade I listed **Hazelbury Manor** itself. The manor also has a **registered park and garden** that contains the access drive, the house's immediate setting, and the walled gardens. These are in proximity to the Site and should be given careful consideration.

LEGEND

Application Boundary

Estate boundary

Public Greenspace

National Landscape

Ancient Woodland

Special Areas of Conservation

Built Up Areas

Sites of Special Scientific Interest

Priority Habitats

Listed Buildings and Assets

I

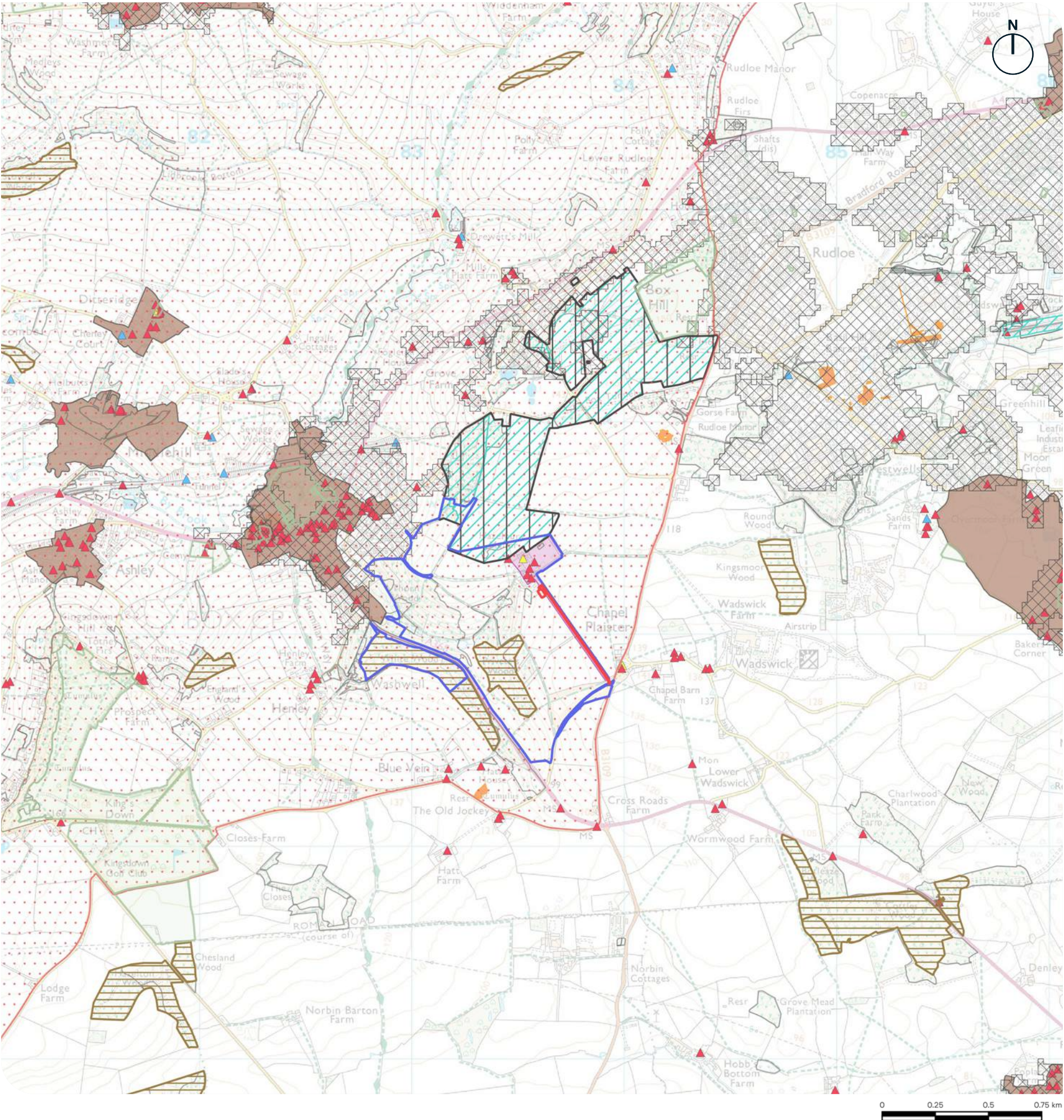
II*

II

Conservation Areas

Scheduled Monuments

Register of Parks and Gardens



Landscape character - national

The purpose of this section is to provide an understanding of the landscape surrounding the Site that may be affected - its constituent elements, its character, its condition, the way the landscape is experienced, and the value attached to it. This section identifies the components of the landscape that are likely to be affected by the Proposed Development, referred to as the landscape receptors, such as overall character and individual features.

Landscape character is assessed at different scales, from the national level to county, district and site-specific. Assessment of the landscape can help in:

- Understanding how and why landscapes are important;
- Promoting an appreciation of landscape issues;
- Successfully accommodating new development within the landscape; and
- Guiding and directing landscape change.

The location of the Site and Study Area are classified by Natural England's 'Character of England Map' as falling within National Character Area (NCA) 107: Cotswolds, with key characteristics summarised below.

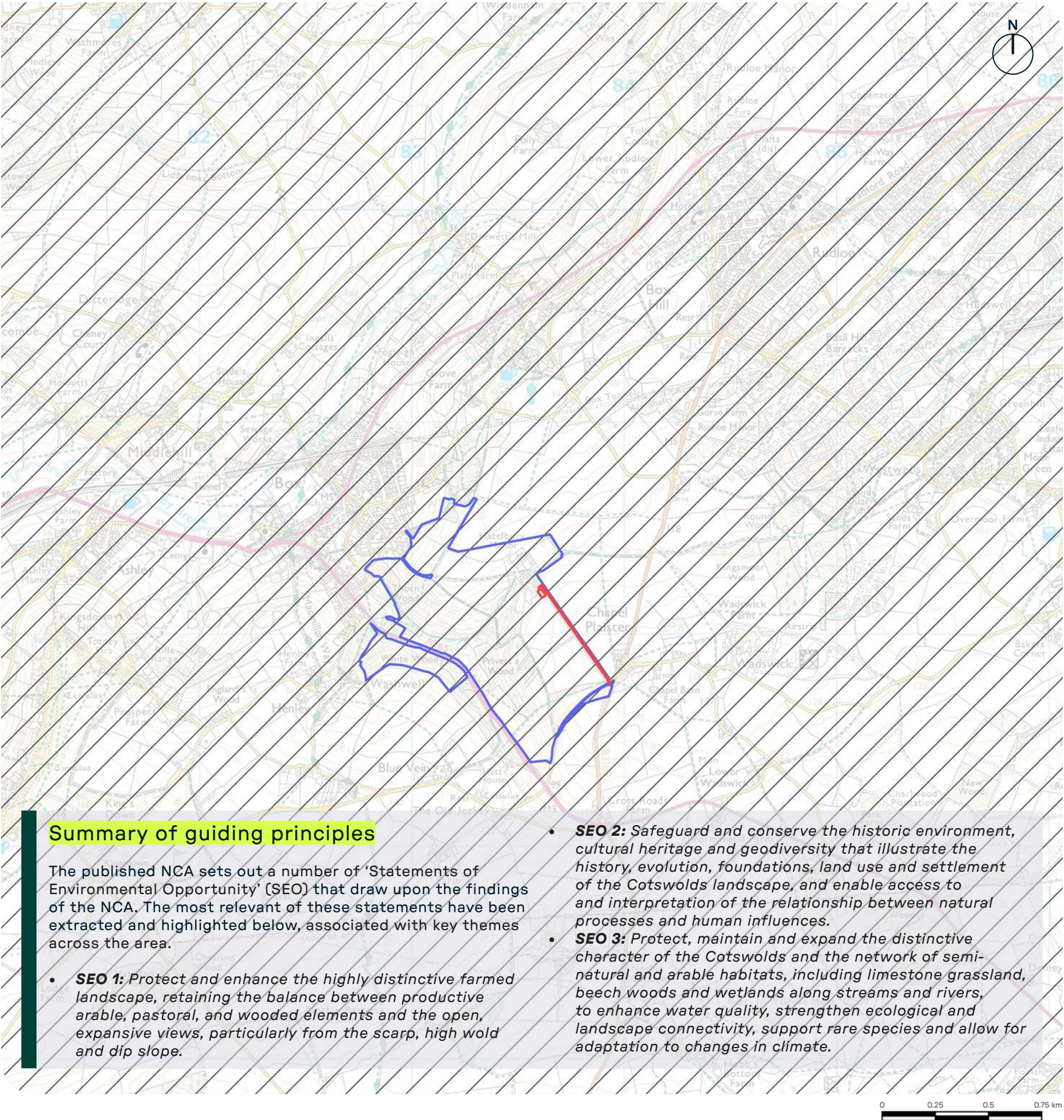
NCA 107: Cotswolds

NCA 107 is a nationally recognised landscape of steep limestone escarpments, open High Wold Plateau, rolling dip-slope farmland, and deeply incised limestone valleys. It is unified by its oolitic limestone geology, expressed through landform, soils, settlement patterns, field boundaries, and the widespread use of Cotswold stone. The area features a strong rural character, scenic quality, and panoramic views. The key characteristics of the NCA include:

- Dominant landscape structure of a steep limestone scarp, high open wold, and rolling dip-slope cut by numerous valleys.
- Underlying oolitic limestone geology gives strong visual unity.
- Open, elevated wold plateau, dominated by large arable fields.
- Deeply incised limestone valleys, often intimate and secluded, with pasture, springlines, and tree-lined watercourses.
- Settlement pattern of limestone villages, small towns, and isolated farmsteads, often located at valley bottoms.
- Extensive network of dry stone walls defining field boundaries.
- Mixed oak and beech woodland, especially along upper valley slopes, scarp edges, and ridge crests.
- Presence of historic parkland, estate landscapes, and traditional features, such as mills, stone bridges, and ancient routes
- Predominantly tranquil rural character, with low levels of modern intrusion.

LEGEND

- Application Boundary
- Estate boundary
- National Character Areas
- 107-Cotswolds



Landscape character - regional

At a regional level, Cotswolds National Landscape has published *The Cotswolds Landscape* (2003) and identifies Landscape Character Types (LCTs) across the Study Area. The Site falls within LCT 11: Dip-slope Lowland, which has been summarised below. A large swathe of the wider Study Area falls within LCT 4: Enclosed Limestone Valley, which has also been summarised below.

LCT 11: Dip-slope Lowland

- Gently dipping limestone plateau forming the eastern / southeastern continuation of the high wold.
- Broad, open arable landscapes with large field patterns and wide horizons.
- Subtle landform undulations, with occasional low ridges or shallow valleys.
- Limestone-based soils with characteristic calcareous grassland remnants.
- Sparse settlement pattern with scattered farmsteads and small villages.
- Strong architectural unity from use of oolitic limestone.
- Dry stone walls forming visually important field boundaries.
- Locally wooded areas with shelterbelts and small plantations.
- Increasing enclosure toward lower slopes.
- Panoramic long-distance views due to gently falling landform and lack of major vertical elements.

LCT: Enclosed Limestone Valley

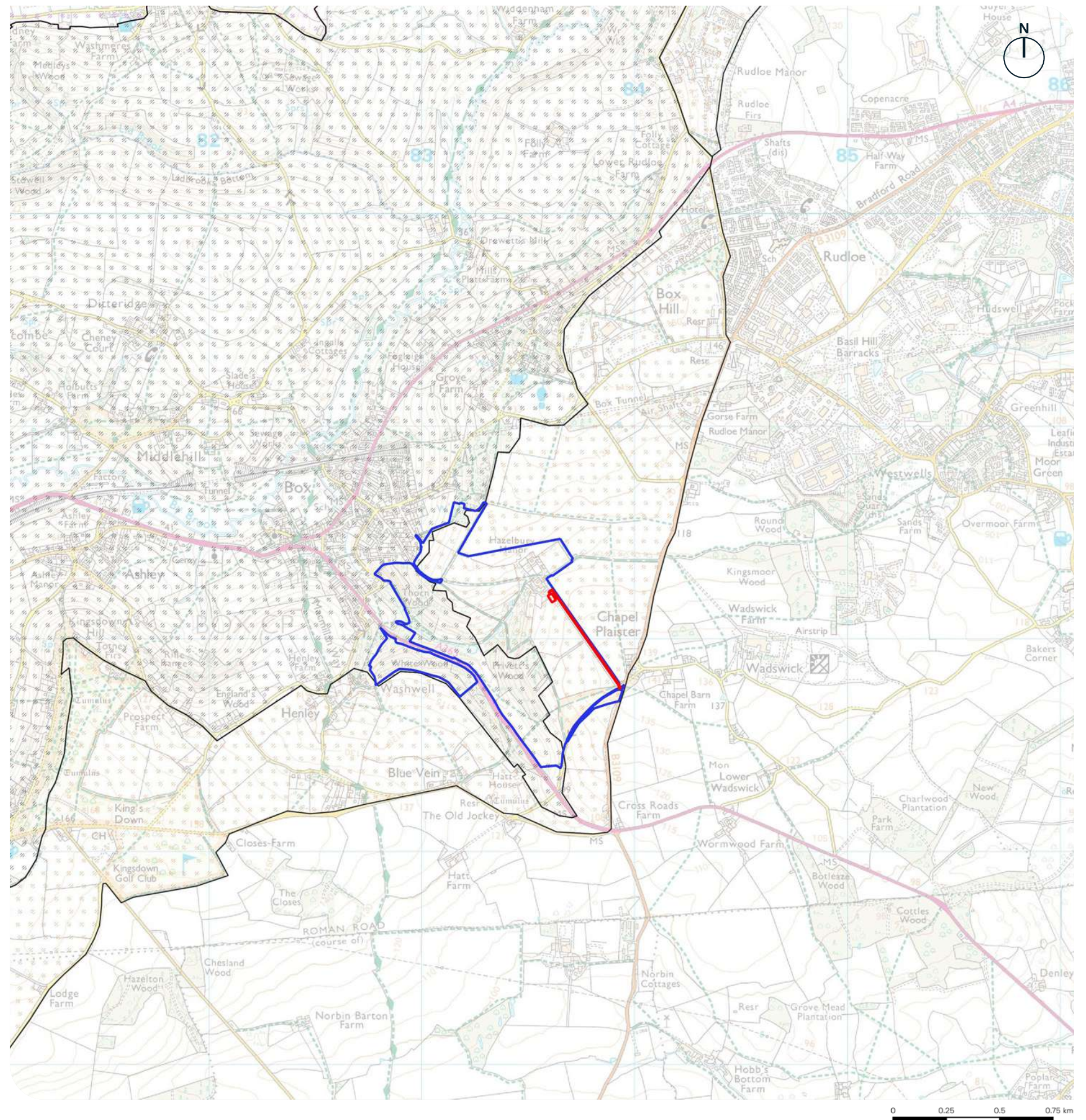
- Deeply incised valleys in the limestone dip-slope and wold.
- Strong sense of enclosure created by steep valley sides and woodland cover.
- Largely pastoral valley floors with wet meadows, stream channels, and riparian vegetation.
- Narrow, winding lanes tucked into valley bottoms, often sunken with high banks.
- Settlement concentrated at spring lines, with linear stone-built villages following valley form.
- Wooded upper slopes framing valley edges.
- Intimate scale and contrasting character to open uplands.
- Prominent historic features such as mills, weirs, estate bridges, and old packhorse routes.
- Variations in light and shadow due to landform and tree cover, creating a tranquil, secluded atmosphere.
- Strong vernacular consistency: Cotswold stone cottages, farmsteads, and dry stone walls.

LEGEND

- Application Boundary
- Estate boundary

Cotswolds Landscape Character Assessment

- Dip-slope Lowland
- Enclosed Limestone Valley
- High Wold Dip-slope



Landscape character - local

At a local district level, Wiltshire Council has published *Wiltshire Landscape Character Assessment* (2015) and identifies Landscape Character Types (LCAs) across the Study Area. The Site falls within LCA 16A: Malmesbury - Corsham Limestone Lowland which has been summarised below. A large swathe of the wider Study Area falls within LCA 10A: By Brook Limestone Valley which has also been summarised below. A small area falls within LCA 9A: Cotswolds Dip Slope, which has not been summarised due to its minor influence on the Study Area.

LCA 16A: Malmesbury - Corsham Limestone Lowland

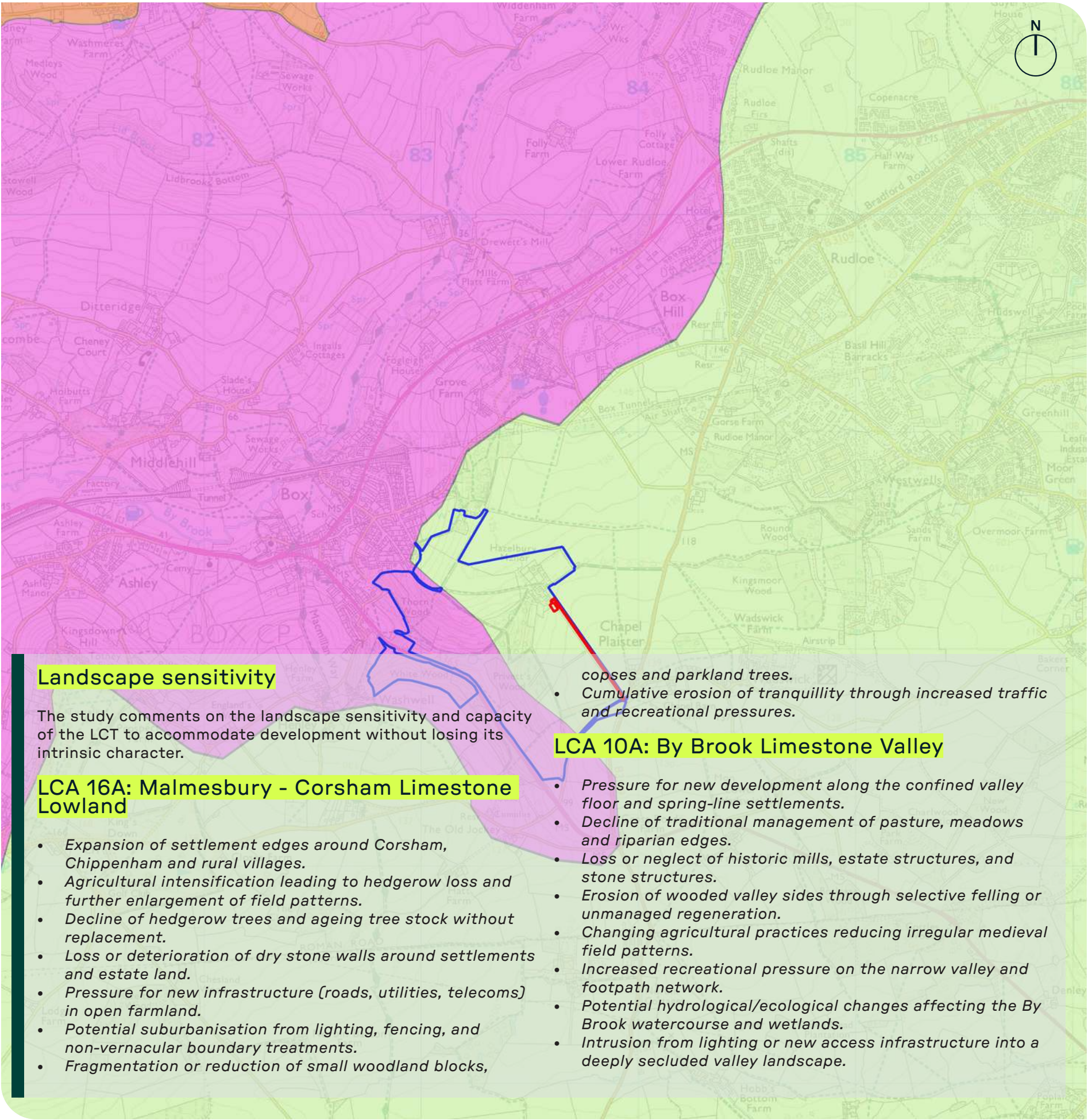
- Gently undulating lowland farmland underlain by limestone and mudstone.
- Large geometric enclosure-era fields with smaller medieval fields near settlements.
- Strong hedgerow structure with frequent hedgerow trees and occasional dry stone walls.
- Mixed arable and pasture land use with intermittent woodland blocks and copses.
- Panoramic views from higher ground; more enclosed views elsewhere due to trees and hedgerows.
- Network of rural roads linking farmsteads, villages, and historic market towns.
- Traditional limestone buildings and stone estate walls are distinctive features.
- Historic parkland, estate entrances, and avenues contribute to local identity.

LCA 10A: By Brook Limestone Valley

- Narrow, steep-sided limestone valley cutting through mid-Jurassic formations.
- Strongly enclosed character with wooded valley sides and riparian vegetation.
- Irregular, small medieval field patterns aligned to valley form.
- Numerous watercourses, with willow-lined riverbanks in places.
- Historic mill structures, estate landscapes, and traditional stone buildings.
- Settlement concentrated along valley floor and spring lines.
- High sense of rural seclusion, with limited modern intrusion.
- Exposed geological strata, including Forest Marble and Fullers Earth.

LEGEND

- Application Boundary
- Estate boundary
- Wiltshire Landscape Character Assessment
- By Brooke Limestone Valley
- Cotswolds Dip Slope
- Malmesbury-Corsham Limestone Lowland

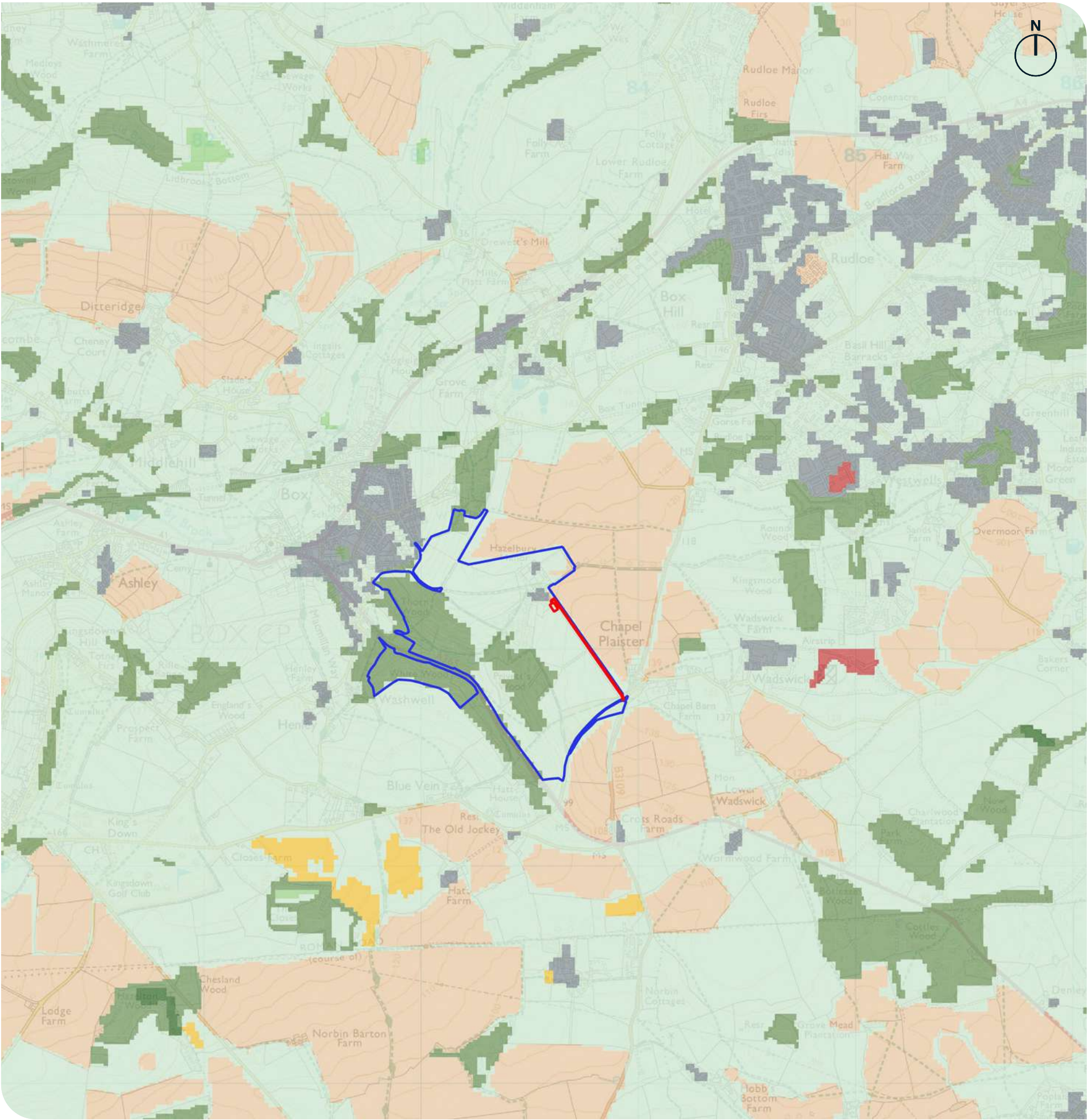


Vegetation & habitats

To gain a better understanding of the landscape and connected habitats, an assessment of Phase IV of Natural England’s Living England project - whereby satellite-derived national habitat layers have been mapped and provide a high degree of spatial accuracy - has been completed. The plan opposite illustrates the various types of existing vegetation and habitats within the Site and the wider Study Area.

LEGEND

- Application Boundary
- Estate boundary
- Vegetation and Habitat Mapping
 - Acid, Calcareous, Neutral Grassland
 - Arable and Horticultural
 - Bracken
 - Broadleaved, Mixed & Yew Woodland
 - Built-up Areas and Gardens
 - Coniferous Woodland
 - Improved Grassland
 - Unclassified
 - Water



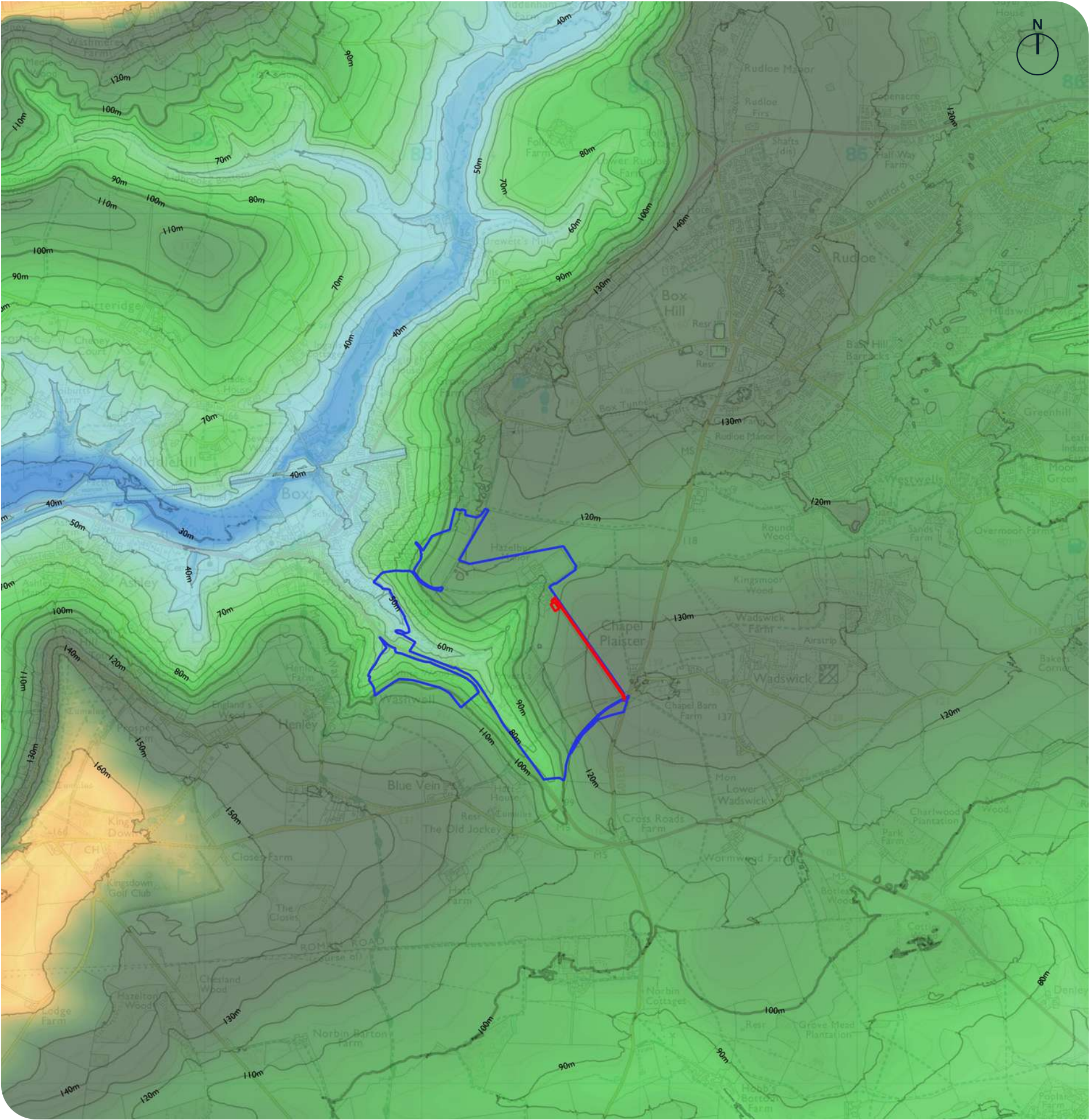
Landform

The existing landform of the area has been mapped to better illustrate the undulating nature of the Study Area. As illustrated in the adjacent plan, there is a large change in levels undulating across the Study Area.

As illustrated in the adjacent plan, the Site sits on a plateau over a steep sided-valley that drops away to the southwest. This valley leads to the northwest where it joins the major river valley that runs from northeast to southwest. Across the valley is another plateau that sits level to and above the Site.

LEGEND

- Application Boundary
- Estate boundary
- 10m Contours
- Existing Landform
 - 210m
 - 20m



Public rights of way (PRoW)

The Study Area contains a strong network of **arterial A-roads** that cross the landscape, connecting the large settlements of Chippenham and Bath to the smaller settlements that litter the landscape. Smaller **B-roads** and **lanes** connect outwards from the arterial routes into the wider landscape.

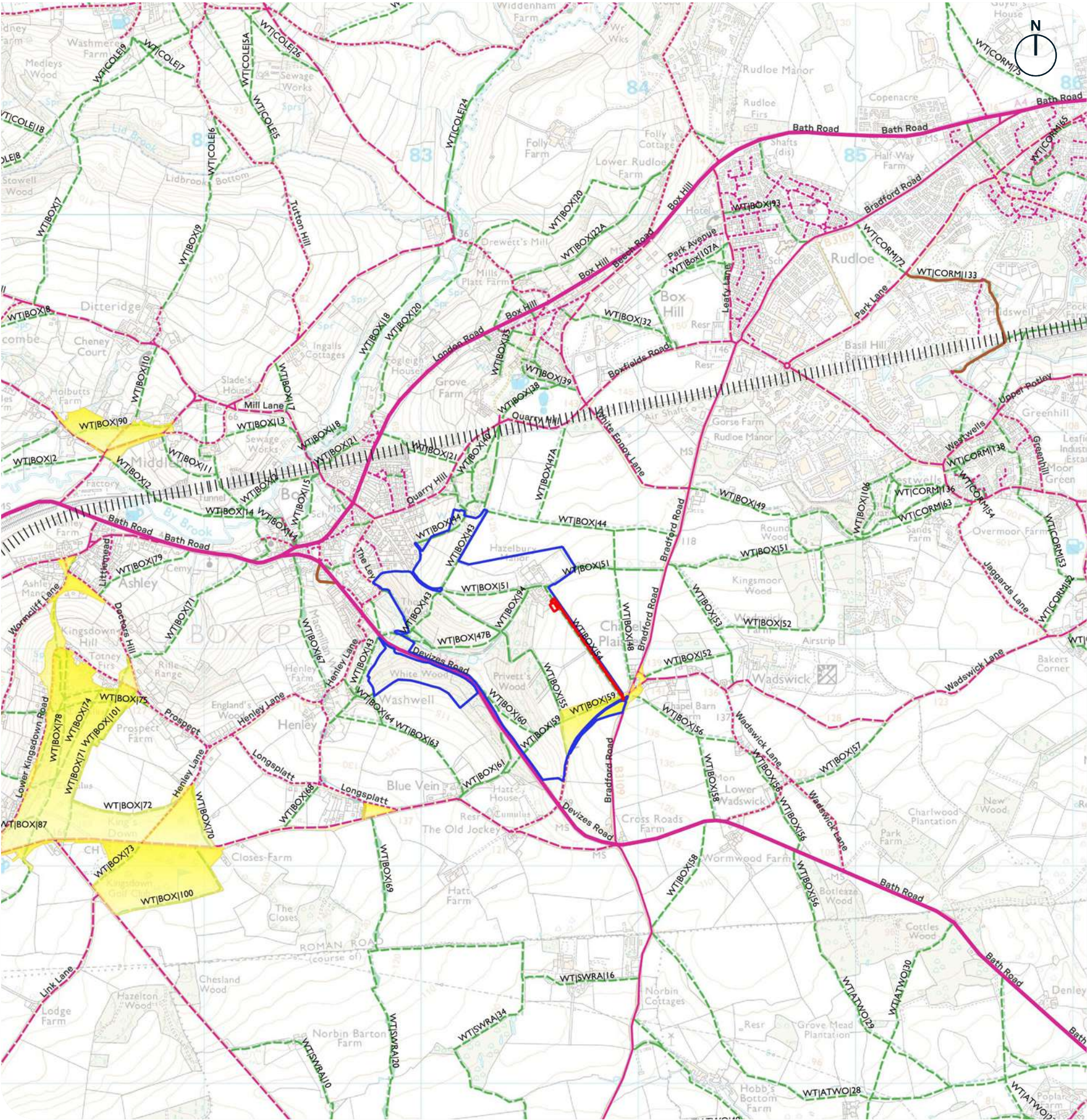
The settlements and roads are interconnected to the wider landscape by a **comprehensive network of public rights of way (PRoW)**. Notably, a number of footpaths cross the wider ownership of the Client, including one that follows the access drive in close proximity to the Site.

The PRoW network is strongest to the north and east of the Site, creating a **high level of permeability** in the Study Area. This is weaker in the south and to the west of the Site.

A number of areas of **open access land** are extant. Some are located to the immediate south of the access drive. To the west of the Site is a large area of open access land at **King's Down** which contains several public footpaths, as well as the open access designation.

LEGEND

- Application Boundary
- Estate boundary
- Railway Line
- Open Access Land
- Roads
 - A Road
 - B Road
 - Classified Unnumbered
 - Unclassified
- Wiltshire PRoW
 - BOAT
 - Bridleway
 - Footpath



0 0.25 0.5 0.75 km

Flood risk

To gain a better understanding of the flood risk and underlying hydrological features of the area, all watercourses within the Study Area have been mapped and linked to Flood Zones 2 and 3. The plan opposite illustrates how the lower lying areas of landscape are susceptible to varying degrees of flooding events, typically confined to areas around existing watercourses. The Site does not sit within any Flood Zones.

LEGEND

- Application Boundary
- Estate boundary
- Hydrology
 - Watercourses
- Flood Zones
 - Flood Zone 3
 - Flood Zone 2

