

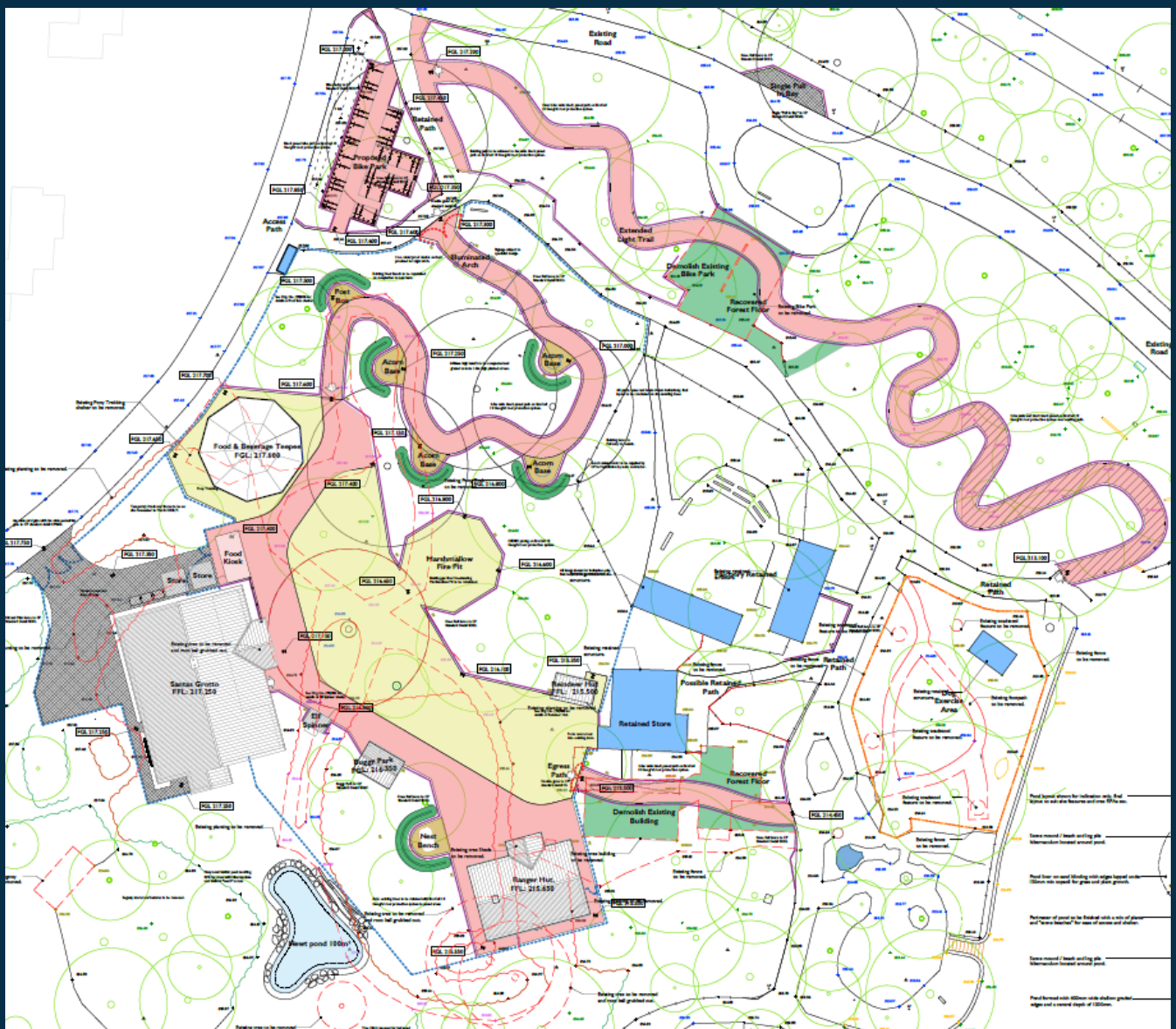


STAT Planning

Planning Statement

On behalf of Center Parcs

Date: April 2026





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1. INTRODUCTION

1.1 This Statement has been prepared on behalf of Center Parcs and is submitted in support of a full planning application for the demolition of existing buildings to deliver a new Santa's Grotto and associated infrastructure, including a new dog walking area and character garden at Center Parcs Longleat Forest.

- Application forms
- Location plan
- Proposed Site Plan and Layout Plan
- Proposed Elevations
- Design and Access Statement
- Landscape Details
- Biodiversity Net Gain Metric and Report
- Arboricultural Report
- Drainage Details

1.2 This Statement outlines the context within which the application is made, describes the proposals and provides a detailed assessment of the main planning considerations, together with a reasoned justification of the merits of the scheme which assessed against the relevant national and local planning policy and other materials considerations.

1.3 This Statement concludes that the proposal represents sustainable development and accords with the relevant components of the Development Plan. Consequently, there are no planning reasons why the proposals should not be supported, and planning permission granted, as sought.

The Applicant

1.4 Center Parcs is committed to continually enhancing the quality and diversity of its guest experience, with innovation and excellence at the heart of its operations. This dedication extends to its activities, ensuring high-quality and a diverse range of activities are available to all guests. To support this, Center Parcs are proposing to

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deliver a new Santa's Grotto, dog walking area, character garden and associated infrastructure at Longleat Center Parcs.

- 1.5 Center Parcs Longleat Forest is one of the earliest UK Center Parcs villages, opening in 1994. Located in woodland in Wiltshire, near Longleat House and Longleat Safari Park. Since the village was constructed, 250,000 indigenous trees have been planted to create a woodland environment rich in species diversity. Alongside the many original mature trees retained on the site, one of the standout natural features is the presence of magnificent Giant Redwoods, which provide a dramatic focal point within the forest landscape. The woodland that has been established now provides a haven for a wide range of wildlife, particularly birds. In fact, the village has reached the threshold required to become a Site of Special Scientific Interest (SSSI) for woodland birds, reflecting its ecological value and biodiversity.
- 1.6 All of the lakes and streams within the village were purpose-built during construction. Through careful environmental management, these water features have developed into thriving ecosystems that attract a diverse collection of wildlife.



2 SITE AND SURROUNDINGS

- 2.1 The application site is located within Center Parcs Longleat Forest, located centrally within the overall village layout, adjacent to the falconry, as identified in Figure 1.
- 2.2 The site currently comprises a cycle park, forest footpath, store and rangers activities hut, toad stool walk and Santa's Grotto within the forest.



Figure 1: Location Site within Center Parcs Longleat Forest Village Area

Designations

- 2.3 The site is located within the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty, as well as being within the Hampshire River Avon Catchment: Avon Hampshire.



2.4

There are no Listed Buildings or Conservation Areas affecting the site, and it is located within Flood Zone 1 (low probability of flooding). The site lies outside the defined settlement boundary of Warminster, which is identified as a Market Town. Notwithstanding this, Center Parcs operates as a self-contained leisure destination, with all facilities and amenities required by visitors provided within the village during their stay.



3 PROPOSED DEVELOPMENT

- 3.1 This application seeks full planning permission for the demolition of a number of existing structures and the redevelopment of the site to provide a new Santa's Grotto and associated supporting infrastructure. The proposals also include the creation of a new dog exercise area, character garden features, and associated ancillary facilities to enhance the overall visitor experience at Center Parcs Longleat Forest.
- 3.2 The purpose of the proposed works is to enhance and modernise the existing guest experience within an established countryside leisure destination. The development represents reinvestment within the existing resort and is designed to improve functionality, accessibility and visitor enjoyment, while remaining consistent with the established character of the site.
- 3.3 For clarity, the components of the scheme are set out below under two headings: demolition works and proposed development.

Demolition Works

- 3.4 The demolition phase will comprise the removal of the following existing structures and features:
- Existing Bike Shed
 - Existing Santa's Grotto building
 - Toad Stool Walk and boundary fencing
 - Segway Store and associated features
- 3.5 These structures are either outdated, no longer fit for purpose, or are to be replaced as part of the comprehensive enhancement of this part of the village. All demolition works will be undertaken prior to the commencement of the proposed redevelopment, in accordance with a phased construction programme to ensure minimal disruption to guests and the surrounding environment.



Proposed Development

3.6 The proposed development will provide the following new and replacement facilities:

- Bike Park
- Santa's Grotto
- Rangers Hut/Christmas Shop
- Extension and improvement of the existing Light Trail
- Buggy Park
- Elf Spinner and Post Box feature
- Dog Exercise Area
- New and enhanced footpaths
- Food and beverage teepee
- (Temporary buildings November – February Only) Food kiosk and 2 store huts.
- Newt Pond and associated habitat enhancements.

3.7 The redevelopment is focused on the parcel of land currently occupied by the existing Santa's Grotto and associated ancillary features. The proposals seek to rationalise and improve the layout of this area, enabling a greater number of guests to enjoy the attraction at any one time and improving circulation throughout the space. The inclusion of new footpaths will enhance connectivity, accessibility and pedestrian safety, while the provision of new bike storage and upgraded visitor facilities will support the continued operation and maintenance of the resort. This follows the improvement works to the Santa's Grotto concept which has been implemented at the Sherwood, Longford and Elveden Forest Villages.

3.8 The new dog exercise area will comprise of a secure, enclosed space designed to allow dogs to be exercised off-lead in a safe and controlled environment. This facility will replace the existing Toad Stool Walk and responds to increasing demand for pet-friendly amenities within the resort. The space will be sensitively integrated into its woodland setting, ensuring that it complements the established landscape character of the site.

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Wildlife

- 3.9 The proposals necessitate the removal of four trees within the application site. The scheme has been carefully designed to minimise tree loss and retain the prevailing woodland character wherever possible. Tree removal has been limited to that which is strictly necessary to facilitate the development, and appropriate mitigation and replacement planting will be undertaken where required, ensuring that the overall landscape quality and visual amenity of the area are preserved and enhanced. The removal of the trees will allow for the creation of a newt pond and associated habitat to reduce any harm arising from the works and ensures that the continued conservation of wildlife remains at the core of the project.

External Materials

- 3.10 The materials used for the development are to be of a typical nature found within the Centre Parc Villages. It is proposed that the buildings will be externally finished in waney edged horizontally timber overlap cladding with painted blockwork plinth below floor level. Roofs will be finished with Wienerberger Sandtoft 20/20 concrete tiles in "Antique Slate". Doors and windows will be timber framed, and chimneys will be prefabricated with stone slip finish. The buildings will include exposed timber frame elements where roof canopies are supported externally. Rainwater goods will be in uPVC and ventilation louvres will be powder coated aluminium. Balustrading adjacent the entrance and exit to the Grotto will be formed in rustic "twig" spindles. This aligns with the materials used and delivered at the other Centre Parc Villages where the upgraded Santa's Grottos have been constructed.
- 3.11 The proposed Singing Reindeer Shelter will be finished externally in waney edged horizontally timber overlap cladding with vertical treated timber cladding to the door and treated timber log roll profile to the front eaves. Treated timber profiles are adopted for the corners of the structure with treated timber exposed rafters at eaves supporting a dark grey / black felt shallow pitched roof. The proposed Buggy Store will be a timber framed structure with cedar shingle roof and timber waney edge horizontal cladding.



3.12 It is considered that the materials proposed respond well to both the forest context and the overall Centre Parc Village aesthetic. It is acknowledged, that this area of the Village will be heavily themed, however will be hidden behind a 1.8m hit and miss fencing to mitigate the impact whilst adding to the guest experience by providing a level of secrecy and anticipation when using the area. Therefore, the overall impact of the development is considered to be reduced and wholly appropriate for this tourist destination.

3.13 For further details on the design please see the accompanying Design and Access Statement.

Key Benefits

3.14 The key benefits of the proposals are:

- Continued improvement and enhancement of facilities within Centre Parcs.
- Improved access for guests around the site and access to facilities.
- Returning areas of demolition back to forest floor allows for a cycle of restoration.
- Supports a thriving business and continued tourism.



4 PLANNING POLICY

4.1 Section 38(6) of the Planning and Compulsory Act 2004 (the Act) requires applications for planning permission to be determined in accordance with the Development Plan Unless material considerations indicate otherwise. In addition, Government Policy, principally the National Planning Policy Framework 2024, is material to the determination of planning applications.

4.2 The statutory Development Plan against which this application should be determined comprises the Wiltshire Core Strategy 2015 and West Wiltshire District Plan Saved Policies 2004.

Wiltshire Core Strategy (2015)

4.3 CP1: Settlement Strategy – Identifies the settlements where sustainable development can take place. The site is not identified as being within a settlement and is therefore considered to be in the countryside.

4.4 CP2: Delivery Strategy – Development outside of development limits is generally not supported unless the development is permitted by other policies contained within the plan.

4.5 CP39: Tourist Development – Development is supported where it is shown to be in conjunction with a particular countryside attraction, there are no alternative buildings/sites available for re-use and the scale, design and use are compatible with the wider landscape and would detract from the character and appearance of the landscape.

4.6 CP41: Sustainable Construction and Low-Carbon Energy – New development is to incorporate design measures to reduce energy demand by being well insulated and design to take advantage of natural light and heat.



- 4.7 CP50: Biodiversity and Geodiversity – Proposals must demonstrate how they protect features of nature conservation and geological value. Features will be retained, buffered and managed favourably in order to maintain their value in the long term. Where the anticipated ecological impacts have been mitigated as far as possible and appropriate compensatory measures can be secured to ensure no net loss of the local biodiversity resource. All development should seek opportunities to enhance biodiversity.
- 4.8 CP51: Landscape – Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures.
- 4.9 CP52: Green Infrastructure – Development shall make provision for the retention and enhancement of Wiltshire’s green infrastructure network. If the loss of existing green infrastructure is unavoidable the creation of new or replacement green infrastructure equal to or above the current quality will be required.
- 4.10 CP57: Ensuring high quality Design and Place Shaping – A standard of design is required for all new developments, the creation of a strong sense of place by drawing on the local context and being complementary to the locality.
- 4.11 CP60: Sustainable Transport – This will be achieved by planning development I accessible locations to allow for the sustainable, safe and efficient movement of people through Wiltshire.
- 4.12 CP61: Transport and New Development – New development is to be located and designed to reduce the need to travel by private care. Consideration is to be given to all transport users including disabled, pedestrians and cyclists.
- 4.13 CP64: Demand Management – Demand management measures will be promoted where appropriate to reduce the reliance on cars and to encourage the use of sustainable transport alternatives.



- 4.14 CP67: Flood Risk – Development proposed in Flood Zones 2 and 3 as identified within the Strategic Flood Risk Assessment will need to refer to the Strategic Housing Land Availability Assessment when providing evidence to the local planning authority in order to apply the sequential test in line with the requirements of national policy and establish best practice. All new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage) unless site or environmental conditions make these measures unsuitable.

Saved Policies for the West Wiltshire District Local Plan 2004 (1st Alteration)

- 4.15 Policy I3: Access for Everyone – Disabled access should be catered for in new development proposals for buildings open to the public.
- 4.16 Policy U1a: Foul Water Disposal – Development will only be permitted where adequate foul drainage is available.
- 4.17 Policy U2: Surface Water Disposal – Development will only be permitted where adequate surface water disposal systems are available or where suitable arrangements are made for their provision. Proposals must demonstrate that the use Sustainable Drainage Systems have been incorporated where appropriate.

Wiltshire Design Guide 2024

- 4.18 Wiltshire has a distinct and varied environment, shaped by its historic settlements, rural landscapes, market towns and evolving communities. The vision of the Wiltshire Design Guide is to ensure that new development responds positively to this context, recognising and valuing the characteristics that make each place unique. By appreciating local identity and understanding the physical, social and environmental qualities of an area, development can contribute meaningfully to shaping a sustainable and high-quality future for Wiltshire.
- 4.19 The principles informing the design of proposals therefore emphasise a holistic approach to place-making. This includes careful consideration of local identity and



character; the scale, layout and appearance of built form; and the way development connects with surrounding streets, routes and patterns of movement. Equal importance is placed on the integration of nature and landscape, ensuring that biodiversity, green infrastructure and natural features are protected and enhanced wherever possible.

- 4.20 In addition, well-designed public spaces play a key role in creating attractive, safe and inclusive environments that support community interaction and wellbeing. Proposals should also consider the mix and arrangement of uses, encouraging vibrant, adaptable places that meet the needs of residents, businesses and visitors. Together, these elements aim to ensure that development reinforces Wiltshire's sense of place while supporting resilient and sustainable communities.

National Planning Policy Framework (2024)

- 4.21 The National Planning Policy Framework (NPPF) provides overarching guidelines for the planning system, and the purpose of planning is to help achieve sustainable development. Paragraph 8 defines the three overarching objectives including economic, social and environmental which need to be pursued in mutually supportive ways.
- 4.22 Paragraph 39 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 and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area.
- 4.23 Paragraph 85 states that policies and decisions should help create conditions in which business can invest, expand and adapt. Significant weight is to be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.



- 4.24 Paragraph 124 outlines that planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses and make as much use as possible of previously developed or 'brownfield' land.
- 4.25 Chapter 12 states the importance of achieving well-designed places. This ensures the creation of high-quality, beautiful and sustainable place. Design policies should be developed with local communities, so they reflect local aspirations and each area's defining characteristics.
- 4.26 Chapter 15 covers conserving and enhancing the natural environment ensuring that proposals contribute and enhance the natural and local environment. By protecting and enhancing value landscapes, recognising the intrinsic character and beauty of the countryside and providing net gains for biodiversity.



5 PLANNING ASSESSMENT

- 5.1 Full planning permission is sought for the demolition of existing buildings to deliver a new Santa's Grotto and associated infrastructure, including a new dog walking area and character garden at Center Parcs Longleat Forest.

Principle of Development

- 5.2 It is acknowledged that the application site lies outside the defined settlement boundary and is therefore located within the open countryside, where new development is generally restricted under the adopted development plan. However, the proposals set out within this application are considered to be acceptable and appropriately justified in this location. The site forms part of the established Center Parcs Longleat Forest holiday village, which has operated in this location for a significant period of time and is a well-established tourism destination within Wiltshire. As such, the site already functions as part of a major countryside leisure and tourism facility, and the proposed development represents an enhancement and reinvestment within this existing use rather than the introduction of an unrelated or isolated form of development in the countryside.
- 5.3 The proposed development forms part of the ongoing programme of maintenance and improvement works undertaken by Center Parcs across its villages. These periodic upgrades are essential to ensure that the facilities remain modern, attractive and competitive within the wider tourism market. The proposals will enable Center Parcs Longleat Forest to continue its established cycle of improvements, enhancing the visitor experience while maintaining the high-quality standards associated with the brand. Similar upgrades have been delivered successfully at other Center Parcs locations, demonstrating a consistent approach to maintaining the long-term quality and viability of their holiday villages. In this respect, the proposals will help to reinforce the site's role as a high-quality tourist destination that attracts visitors to the area and contribute to the local visitor economy.



5.4 The proposal is considered to align with the objectives of Wiltshire Core Policy 39, which supports development that is associated with and enhances existing countryside attractions where proposals are of an appropriate scale and nature. The development is directly related to the continued operation and improvement of an established tourism facility and will support its ongoing viability and attractiveness as a destination. By investing in updated facilities and maintaining a high standard of visitor accommodation and amenities, the scheme will help ensure that the village remains competitive and continues to contribute positively to tourism within the area. The proposals do not seek an increase in visitor numbers.

5.5 In design and operational terms, the scheme has been carefully developed to ensure that it remains proportionate and appropriate to its woodland setting. The scale, layout and use of development have been considered in the context of the surrounding forest environment, with the intention of minimising visual and environmental impacts. The proposals incorporate measures to mitigate potential effects on the landscape and natural environment, and sustainability considerations have informed the design process. This approach reflects the established ethos of Center Parcs Longleat Forest, where development is integrated within the woodland setting and designed to coexist sensitively with the surrounding environment and remains compliant with Core Policy 39.

5.6 Having regard to the established tourism use of the site, the role of the proposals in supporting continued reinvestment in the village, and the alignment of the scheme with Core Policy 39, it is considered that the principle of development is both appropriate and justified. The proposals represent a logical and sustainable enhancement to an existing countryside leisure destination and are therefore considered acceptable in planning terms.

Design

5.7 The application site lies within the nationally protected landscape of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty and within the Longleat Greensand Hills as defined by the Wiltshire Landscape

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Character Assessment. The landscape is characterised by rolling greensand hills, extensive woodland cover and estate landscapes associated with Longleat. The wooded nature of the landscape, together with the established recreational use of the Center Parcs Longleat Forest complex, provides a context where appropriately designed and sensitively located development can be accommodated without causing harm to the wider landscape character.

- 5.8 The site benefits from a high degree of dense and mature woodland that forms the defining setting of the Center Parcs Longleat Forest village. The surrounding tree canopy provides a strong visual buffer which limits outward views of the proposed development from the surrounding landscape.
- 5.9 Publicly accessible viewpoints are limited, with the nearest potential views arising from the Mid Wilts Way Public Right of Way that follows the public road to the northwest of the site. From this location, views towards the development are expected to be limited and intermittent due to the maturity and density of the surrounding woodland. As such, any visibility of the proposals would be restricted to occasional glimpsed views through the tree canopy rather than clear or prominent views of the structures.
- 5.10 The proposals have been designed to sit comfortably within the woodland environment and reflects the established recreational character of the wider Center Parcs Longleat Forest village. The scale and form of the development have been carefully considered to ensure that the structure does not appear visually dominant or overbearing when viewed in relation to the surrounding mature trees. The height and arrangement of the elements allow the proposal to sit beneath the woodland canopy, ensuring that the vertical scale remains proportionate to its setting.
- 5.11 The visual impact of the proposal will therefore be largely contained within the existing leisure complex. Given the maturity of the trees surrounding the site, views from outside the complex will be minimal and largely filtered by vegetation. Consequently, the design considerations relate to the relationship between the

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proposed structures, the woodland environment and the existing built and recreational features within the village.

5.12 The selection of materials and finishes has been informed by the woodland setting in order to minimise visual intrusion and ensure that the structure blends sympathetically with the surrounding landscape. Natural and muted tones are proposed which reflect the colours and textures found within the forest environment. This approach helps the development recede into the backdrop of the trees and reduces its visibility within the wider landscape. During the seasonal period, it is recognised that some additional temporary structures and decoration will be used to enhance the guest experience. Whilst this will stand out from the forest setting, it is considered that the temporary nature and mature dense woodland will not be permanently detrimentally impacted.

5.13 Overall, the design approach ensures that the development integrates sensitively within its woodland context while maintaining the high-quality recreational environment associated with Center Parcs Longleat Forest. The proposal is therefore considered to preserve the character and appearance of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty, with any visual effects being limited, localised and appropriately mitigated through the existing woodland setting which is wholly in accordance with Core Policy 57.

Impact on Amenity

5.14 The proposed development has been carefully located within the Center Parcs Longleat Forest village to ensure that it does not give rise to any unacceptable impacts on the amenity of nearby accommodation or visitors to the site. The proposal is positioned away from surrounding holiday lodges and other sensitive areas within the complex, ensuring that sufficient separation distances are maintained. As a result, the development will not result in adverse impacts in terms of overlooking, loss of privacy, overbearing presence or overshadowing.

5.15 Given the woodland setting and the established layout of the village, the proposed structures will remain well integrated within the wider recreational environment

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and will not materially alter the experience of visitors staying in nearby lodges. The surrounding mature woodland further contributes to the separation between the proposal and other areas of the village, providing natural screening and reinforcing the sense of spatial separation within the site.

- 5.16 The nature of the proposal is consistent with the established leisure and recreational uses that operate within Center Parcs Longleat Forest, where a range of outdoor activities and facilities are already provided as part of the holiday experience. In this context, the development would not introduce any unusual or incompatible activity that would detract from the overall amenity enjoyed by visitors to the site.
- 5.17 Having regard to the siting of the development, the surrounding woodland screening and the separation from nearby accommodation, it is considered that the proposal would not give rise to any unacceptable impacts on neighbouring amenity. The development therefore accords with the relevant criteria of Core Policy 57, which seeks to ensure that development maintains a high standard of amenity for existing and future occupants.

Landscape and Ecology

- 5.18 The application site lies within a densely wooded area of the Center Parcs Longleat Forest village and forms part of the wider woodland landscape that characterises this part of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty. The design and layout of the proposal have been informed by the need to protect and enhance the existing woodland environment, ensuring that landscape and ecological considerations remain central to the development approach.
- 5.19 The proposals seek to retain and protect existing trees where possible. The layout has been carefully designed to work around the established woodland structure, allowing the majority of mature trees within the site to remain in situ. Tree protection measures would be implemented during construction to safeguard retained trees and their root protection areas. As a result, the existing woodland



character of the site will largely be preserved, ensuring that the development remains well integrated within the surrounding forest environment. The Arboricultural Impact Assessment submitted alongside this application should be read in full.

- 5.20 Where demolition is to take place of existing structures, measures will be implemented to restore the forest floor. This will include the reinstatement of natural ground conditions and vegetation, allowing the woodland habitat to recover and continue functioning as part of the wider ecological network within the forest. Such restoration will help maintain the natural appearance of the site and support biodiversity within the woodland setting.
- 5.21 To facilitate the proposals 1 tree is being removed, with a further 3 being removed due to poor condition. Whilst it is acknowledged that the loss of trees should be avoided, there has been careful consideration to ensure that the loss is as minimal as possible with restoration works occurring and the provision of the loss accounted for in an area south of the Center Parcs village where the woodland has been assessed as being in poor condition. This will allow for the mandatory BNG to be achieved whilst enhancing an area to provide a meaningful impact. The BNG provision on site will allow for a net gain of 10.53% as detailed within the accompanying BNG metric.
- 5.22 In addition to retaining the majority of existing trees, the proposals include ecological enhancement measures. Notably, a new pond will be created to provide suitable habitat for amphibians. The creation of the pond will increase habitat diversity within the site and contribute positively to local biodiversity, supporting wildlife associated with woodland and wetland environments, detailed further within the Preliminary Ecological Appraisal.
- 5.23 Overall, the landscape and ecological strategy seek to balance development with environmental protection and enhancement. By retaining the majority of existing trees, restoring disturbed areas of the forest floor and introducing new ecological features such as the pond habitat, the proposals will maintain the woodland setting



while delivering measurable biodiversity benefits within the Center Parcs Longleat Forest environment. The proposals would allow for the mandatory legislation to be met through Biodiversity Net Gain provision whilst being in accordance with Core Policy 50, 51 and 52.

Drainage

- 5.24 The proposed development has been designed to incorporate sustainable drainage principles in order to manage surface water effectively and minimise any potential impact on the surrounding woodland environment. The approach prioritises the use of permeable materials and natural drainage processes so that the development reflects the existing hydrological characteristics of the forest setting.
- 5.25 As part of the proposals, new pedestrian footpaths will be created using natural materials, including bark and stone, which are appropriate to the woodland context and allow water to infiltrate naturally into the ground. In addition, areas of block paving will utilise an Eco Cell system to create a stable yet permeable surface. This form of construction enables rainwater to drain through the surface and into the ground, reducing surface water runoff and helping to maintain natural drainage patterns within the site.
- 5.26 The use of permeable surfacing is particularly appropriate in this woodland environment, as it supports the retention of natural ground conditions while reducing the likelihood of localised surface water accumulation. The provision of channel drains and connection to the existing surface water overflow ensures that surface water drainage remains managed at all times. Additionally, a new foul pumping station will be located to the west of the new Rangers Hut allowing for the disposal of foul water via a rising main to an existing drain to the north of the site in accordance with Saved Policy U2.
- 5.27 This approach aligns with Saved Policy U1a, which seeks to ensure that development incorporates sustainable drainage methods to manage surface water and reduce flood risk. Furthermore, the careful integration of natural
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materials and permeable surfaces also reflects the design and environmental principles set out within Core Policy 57, ensuring that the development responds sensitively to its landscape setting while maintaining a high standard of environmental design.

- 5.28 Overall, the proposed drainage strategy adopts a low-impact and sustainable approach that is appropriate for the woodland setting. Through the use of permeable surfaces, natural materials and provision of foul water pumping station, the development will effectively manage surface and foul water while supporting the wider environmental objectives of the site.

Summary

- 5.29 The application seeks permission to demolish existing buildings at Center Parcs Longleat Forest to construct a new Santa's Grotto with associated infrastructure, including a dog walking area and character garden. Although the site lies outside the settlement boundary in open countryside, the development is considered acceptable as it forms part of an established tourism destination and represents reinvestment in the existing leisure facility, aligning with Core Policy 39. The design has been carefully developed to integrate within the surrounding woodland landscape of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty, with mature trees providing strong visual screening and limiting wider landscape impacts.
- 5.30 The proposal maintains appropriate separation from nearby lodges, ensuring no adverse effects on visitor amenity. Landscape and ecological considerations have been carefully considered, with most trees retained, limited removals offset through woodland enhancement, and biodiversity improvements including a new pond and a net gain provision of 10.53%. Sustainable drainage measures, including permeable materials and natural infiltration, will manage surface water appropriately for the woodland setting. Overall, the development is considered a sensitive and proportionate enhancement to the existing holiday village that



supports its long-term viability while protecting the surrounding landscape and environment.



6 CONCLUSION

- 6.1 This statement demonstrates that when considering the Local Plan, National Planning Policy Framework and planning guidance, the demolition of existing building to deliver a new Santa's Grotto and associated infrastructure, including a new dog walking area and character garden at Centre Parcs Longleat Forest is sustainable and of a high-quality design.
- 6.2 The development accords with principles in both local and national planning policies and it is considered that the few minor harmful impacts rising from the development proposals (namely the removal of 4 trees) would be sufficiently accounted for through the restoration of the forest floor and further BNG provision. As a result, the development proposed will integrate seamlessly into its setting within the Longleat Forest village and would not significantly or detrimentally harm the local or wider area.
- 6.3 The development is acceptable in principle and there are no material considerations that would render the proposal unacceptable in planning terms. Therefore, in accordance with the Act, it is respectfully requested that this application is viewed favourably and approved without delay.

**Working together to deliver positive
planning solutions.**

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