



Planning Statement

Bluemay Ltd, Sells Green, Seend,
Melksham, Wiltshire, SN12 6RS

May 2026

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Appendix A – Pre-application Advice



1.0 Introduction

- 1.1 This Planning Statement (the “Statement”) has been prepared on behalf of Bluemay Ltd to support a planning application for the following development at Land at Bidmead Park, Sells Green, Seend, Melksham, Wiltshire, SN12 6RS:

“New warehouse building for manufacturing, with associated external works”

- 1.2 This Statement should be read in conjunction with the following documents, which are submitted to support this application:

- Application form and certificates
- Design and Access Statement
- Site Location Plan;
- Existing Site Plan
- Proposed Site Plan
- Existing Ground Floor Plan
- Proposed Ground Floor Plan
- Existing Roof Plan
- Proposed Roof Plan
- Existing Elevations Sections
- Proposed Elevations Sections
- Landscape Management Maintenance Plan
- Soft Landscape Proposals
- Arboricultural Assessment
- Preliminary Ecological Appraisal and Biodiversity Metric Assessment
- Typical Tree Pit Detail
- Drainage Strategy
- Desk Study and Preliminary Risk Assessment
- Interpretive Report on Ground Investigation

- 1.3 Section 2 of this Statement describes The Site and Surrounding Area, Section 3 introduces the Bluemay Ltd business and Section 4 sets out the Planning History of the Site. Section 4 outlines the Pre-application Advice received from the LPA and the Proposed Development is described in Section 5. The Planning Policy Context is outlined in Section 6, the Planning Considerations are discussed in Section 7 and a Conclusion is provided in Section 8.



2.0 The Site and Surrounding Area

- 2.2 Bidmead Park is an established employment site located to the east of the village of Sells Green, which is approximately 3.5 miles east of Melksham. It comprises three existing commercial/industrial units with associated car parking and loading bays. The application site comprises land within Bidmead Park (the “Site”).
- 2.3 The Site is surrounded by existing commercial/industrial development to the south and east. The closest residential properties are located approximately 75 metres to the east.
- 2.4 It has good access to Bath Road (A365), which provides a direct route to Melksham to the west, and connects to the A361 to the east, which provides a direct route to Devizes. Approximately 120 metres to the south is the Kennet and Avon Canal.
- 2.5 The Site is not subject to any landscape or heritage designations. It falls within Flood Zone 1, an area with the lowest risk of flooding, however it is highlighted as being at risk of surface water flooding.



3.0 Bluemay Ltd

- 3.2 Bluemay Ltd are a UK-based company specialising in the manufacture of high quality engineering components for various industries. As a family-owned local business, the company is committed to staying in the area and is looking to invest locally rather than relocating.
- 3.3 The two existing buildings located to the east of the site were inherited by Bluemay Ltd upon purchase in 1992 and currently house their production operations. These buildings are no longer fit for purpose as they are too small. The presence of asbestos and the age of the buildings means that any significant alterations to them are unviable.



4.0 Planning History

- 4.1 The planning history of the Site, set out in the table below shows that the Site has a longstanding history of industrial and commercial use.

Reference	Description	Decision	Date Issued
PL/2023/04310	Insertion of new mezzanine within existing building with associated new door and windows, new entrance canopy, bridge link, and roof mounted solar panels. Engineering operations to construct steps. Installation of handrail.	Granted	09/08/2025
K/44170	Erection of workshop	Granted	23/12/2002
K/44001	Change of use to furniture removal and storage and vehicle sales and repairs premises, extension to building, and stationing of portacabin	Granted	19/12/2002
K/32033	New warehouse and production unit	Granted	12/08/1995
K/85/0118	(Reserved matters) New industrial premises		
K/82/1982	Industrial building	Granted	25/11/1982
K/81/0459	Storage area for agricultural machinery manufactured on site	Granted	28/05/1981
K/80/0343	Light Industrial Units	Granted	29/1/1981
K/79/0180	Extension to workshop	Granted	10/5/1979
K/78/0032	Tip for builders' rubble and top soil and restoration of land to agricultural use	Granted	16/03/1978
K/74/0471	Toilet and canteen extension	Granted	18/07/1974

- 4.2 In 1995, planning permission was granted for a new warehouse and production unit (ref: K/32033). The approved plans show a substantial unit combining warehouse space and



production space (see Appendix B). Only the warehouse part was constructed, however the entire development remains extant and capable of being constructed.



5.0 Pre-Application Advice

- 5.1 Pre-application advice was sought on the proposal in June 2025. A formal advice letter was subsequently issued and is included as Appendix A. The pre-application advice is summarised below:
- 5.2 Principle of Development
- 5.3 The application site is situated outside of defined settlement boundary and in the countryside; however, the proposal relates to an existing commercial land within an established industrialised or commercialised area.
- 5.4 Core Policy 34 states that outside the Principal Settlements, Market Towns and Local Service Centres, developments will be supported that are adjacent to these settlements and seek to retain or expand businesses currently located within or adjacent to the settlements;
- 5.5 The proposal is considered to comply with criterion (a) of Core Policy 34, which states that proposals should meet sustainable development objectives as set out in the Core Strategy. The application site has long been occupied by a business operating under Bluemay Ltd for production operations within the two existing buildings on-site. Furthermore, the site is located approximately 2.1 miles from the nearest market town and benefits from immediate access to Bath Road (A365), which provides a direct route to the town. The site is also approximately 1 mile to the northeast of the large village of Seend, with various Public Rights of Way (PRoW) footpath connections to enable sustainable transport options.
- 5.6 With regard to criterion (b) (proposals should be consistent in scale with their location, do not adversely affect nearby buildings and the surrounding area or detract from residential amenity), in the absence of detailed plans, the LPA is unable to provide a detailed assessment on the proposal's impact on the character and appearance of the site and any neighbouring amenities.
- 5.7 Turning to criterion (c) (proposals should be supported by evidence that they are required to benefit the local economic and social needs), the proposal has indicated through the submitted details that these existing buildings are no longer suitable for modern manufacturing needs and due to the presence of asbestos, any significant alterations to these existing buildings are not viable. It also states that the number of staff, number of deliveries to and from the site and the production capacity for the site, is proposed to remain unchanged. No evidence has been provided to demonstrate the need. It is possible that the proposal would provide a benefit to the local economy by the improving upon the existing site, the retention of the business and retaining its employees in the local area. However, no evidence has been provided to demonstrate the need as required by criterion (c) of CP34.
- 5.8 Criterion d of Core Policy 34 states that proposals should not undermine the delivery of strategic employment allocations. It is noted that the proposed warehouse would effectively support production activities and optimise adaptability for future internal storage and operational layouts across the new and existing buildings. Given this justification and based on the submitted details, it is not considered that the proposed warehouse would undermine the delivery of strategic employment allocations.



- 5.9 Finally, criterion (e) states that proposals should be supported by adequate infrastructure. With the application site's proximity to Bath Road, and that the proposal does not involve changes in the number of employees / production capacities, or alterations to the existing access, it is considered that there is adequate infrastructure to support the commercial use of the site.
- 5.10 The principle of development is established and there would be no change in land use. Only the erection of a new warehouse as an extension to the existing buildings are proposed. However, in the absence of sufficient details and evidence, the proposal as it stands is unable to meet all of the requirements set out under CP34. Should the proposal be submitted to the LPA via a formal full planning application, it should be supported by detailed elevations, floor plans and evidence to justify the need for the proposed warehouse.
- 5.11 Design
- 5.12 With regard to design, in the absence of elevations and details of proposed external materials, the LPA is unable to provide a detailed assessment on the proposal's impacts on the local character and appearance. Nevertheless, the indicated scale, mass and form appears be in keeping with the adjacent buildings on-site and in the surrounding areas.
- 5.13 Residential Amenity
- 5.14 The nearest residential dwelling is approximately 75 metres to the east from the proposed location. One of the existing buildings on-site sits between the proposed location of the proposed warehouse and this dwelling. No details to clarify the nature of the production activities/operations have been submitted, it is therefore unclear to how the existing operations are intended to be carried out and subsequently the extent of its impacts on the neighbouring amenity. However, given the distance and intervening buildings, it is considered that the proposal is capable of being designed to be respectful of the neighbouring amenities.
- 5.15 Highway Safety and Parking
- 5.16 The Highway Authority has been consulted and has noted no objections on the basis that the number of staff, number of deliveries to and from the site and the production capacity for the site, is proposed to remain unchanged.
- 5.17 Ecology and Biodiversity
- 5.18 The Council's Ecology Team has been consulted and has noted that the site's proximity to a Country Wildlife Site (Kennet & Avon Canal), potential for bat activity on-site, potential for destruction and disturbance of Great Crested Newts and their habitat with the presence of the pond on-site and existing records for protected species within the local area. Relevant surveys and assessment of impacts with proposals for mitigation and enhancements are therefore required as part of any formal planning application. The detailed ecology response has been issued to the applicant.



5.19 Any formal planning application must therefore be supported by details to demonstrate that no net loss of biodiversity would result from the proposal and a minimum of 10% BNG can be achieved.

5.20 Flood Risk and Drainage

5.21 The site is in Flood Zone 1. There is a risk of surface water flooding at the site noted at the start of this Pre-Application Response.

5.22 The Council's Drainage Engineers have been consulted and have noted the surface water flooding and the site to be underlain by slowly permeable seasonally wet slightly acid but base-rich loamy and clayey soils, where drainage could be impeded. It is advised that any formal planning application must demonstrate that overland flow routes are safely managed and that flood risk to people and properties are sufficiently mitigated. A site-specific Flood Risk Assessment (FRA) is required to address all potential sources of flooding and outline a robust drainage strategy.

5.23 The applicant must ensure no increase in flood risk or runoff volume, and provide a comprehensive maintenance and construction management plan.

5.24 Environmental Considerations

5.25 In the absence of details regarding the exact nature of the existing business' operations/activities, the LPA is unable to provide a detailed assessment regarding the environmental considerations. The Council's Environmental Control and Protection team has provided a response noting the details to be considered by the applicant as part of the submission of a formal planning application;



6.0 Proposed Development

- 6.1 As set out in Section 3 of this Statement, the existing buildings that house the production operations are no longer fit for purpose. It is therefore proposed to re-locate these operations into a new unit, which will be connected via a link to enable forklift and personnel circulation between the two units. The existing production buildings will be re-purposed for storage. The number of staff, production capacity and deliveries to and from the Site will remain unchanged.
- 6.2 The proposed unit will be sited in the same location as the extant production unit, and it will utilise an existing aperture within the existing warehouse unit for the link connection. It will have a floor area of 930 square meters.
- 6.3 The building height will be lower than the height of the existing warehouse unit. Building massing will therefore 'step down' from the centre of the site towards the perimeter of the site.



7.0 Planning Policy Context

- 7.1 The development plan for the Site comprises the Wiltshire Core Strategy (adopted January 2015) and the Seend Neighbourhood Plan (Made May 2021).

Wiltshire Core Strategy

- 7.2 Key policies from the Wiltshire Core Strategy that are relevant to this application include:

- Core Policy 1 Settlement Strategy;
- Core Policy 2 Delivery Strategy;
- Core Policy 3 Infrastructure Requirements;
- Core Policy 15 Melksham Spatial Strategy
- Core Policy 34 Additional Employment Land
- Core Policy 35 Existing Employment Land
- Core Policy 41 Sustainable Construction and Low-Carbon Energy;
- Core Policy 48 Supporting Rural Life
- Core Policy 50 Biodiversity and Geodiversity;
- Core Policy 51 Landscape
- Core Policy 55 Air Quality;
- Core Policy 56 Contaminated Land;
- Core Policy 57 Ensuring High Quality Design and Place Shaping;
- Core Policy 60 Sustainable Transport;
- Core Policy 61 Transport & Development;
- Core Policy 62 Development Impacts on the Transport Network;
- Core Policy 64 Demand Management
- Core Policy 67 Flood Risk;

Seend Neighbourhood Plan

- 7.3 Key policies from the Seend Neighbourhood Plan that are relevant to this application include:

- Policy SP1 Locally Distinctive, High Quality Design
- Policy SP4 Landscape and Local Key Views
- Policy SP7 Kennet & Avon Canal

Emerging Policy – Wiltshire Local Plan Review

- 7.4 Wiltshire Council are currently preparing a new local plan, which will replace the Core Strategy. The plan is at the Regulation 19 stage and therefore is carried limited weight. Key policies within the draft local plan that are relevant to this application include:

- Policy 64 Additional employment land

- 7.5 In addition to this, the following documents are material considerations for the purposes of the application:

- National Planning Policy Framework (NPPF) (published December 2024);
- Planning Practice Guidance (PPG).



National Planning Policy Framework

- 7.6 The National Planning Policy Framework (“NPPF” / “Framework”) sets out the Government’s planning policies for England and how these should be applied. It provides a framework within which planning decisions can be made.
- 7.7 Chapter 6 of the NPPF promotes building a strong, competitive economy. Paragraph 85 states that planning decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.
- 7.8 NPPF Chapter 11 concerns making an effective use of land. Paragraph 124 states that planning decisions should promote an effective use of land in meeting local needs, while safeguarding and improving the environment and ensuring safe and healthy living conditions.



8.0 Planning Considerations

- 8.1 The Section 38(6) of the Planning and Compulsory Purchase Act makes it clear that planning decisions should be taken in accordance with the development plan unless material considerations indicate otherwise. This section of the Statement provides an assessment of the proposed development in the context of the relevant development plan policies and material considerations identified in the preceding sections.

Principle of Development

- 8.2 The Site is located outside of a defined settlement boundary, however it is an established employment/commercial site. Core Policy 1 sets out the spatial strategy for development in Wiltshire and directs new development to the most sustainable locations. Neighbourhood Plan Policy SP11 states that proposals for improved local employment opportunities and new facilities that contribute to the continued growth of the Parish will be supported in principle provided it accords with the limits of development provisions of Core Policy 2 (Delivery Strategy). Core Policy 2 stipulates that development outside of a defined settlement boundary will only be permitted in circumstances permitted by other policies in the plan.
- 8.3 Core Policy 34 concerns employment development. For sites located outside of a defined settlement boundary, development will be supported where it is adjacent to a Principal Settlement, Market Town or Local Service Centre, and seeks to expand businesses currently located adjacent to the settlements, provided that five criteria are met. The table below includes an assessment of the proposed development against each of the criteria.

Core Policy 34	Assessment
a. (proposals should) meet sustainable development objectives as set out in the policies of the Core Strategy	The Site is an established employment site with extant planning permission for a new-build production unit. It has good access to the A365, which provides a direct route to Melksham. Furthermore, the Site is located approximately 1 mile to the north east of the large village of Seend, where public transport can be accessed. There are Public Rights of Way, located a short distance from the Site, that enable pedestrian access to the village. At pre-application stage, Officers considered that the proposal complies with criterion a of Core Policy 34.
b. (proposals should) be consistent in scale with their location, do not adversely affect nearby buildings and the surrounding area	The proposed building has been designed to be consistent in scale with its surroundings, with a footprint and structural span broadly matching the existing mid-1990s Storage and Office Unit. Its overall height is lower than the existing building, creating a stepped massing that reduces visual prominence, while external materials and finishes have been selected to harmonise with the existing units. The separation



or detract from residential amenity	from neighbouring properties, combined with intervening buildings, ensures there will be no overbearing impact or loss of amenity. The building's siting and modest regrading of the site ensure it integrates effectively with the surrounding area, preserving the character and appearance of the locality and complying with Core Policy 34(b).
c. (proposals should) be supported by evidence that they are required to benefit the local economic and social needs	An assessment against criterion c is provided in paragraphs 8.4-8.6 below.
d. (proposals should) not undermine the delivery of strategic employment allocations	The purpose of the proposal is to re-locate the production operations from existing buildings that are no longer fit for purpose to a new-build facility. Moreover, the Site has extant planning permission for a new-build production unit. As such, it is not considered that the proposal would undermine the delivery of strategic employment allocations. At pre-application stage, Officers considered that the proposal complies with criterion d of Core Policy 34.
e. (proposals should) be supported by adequate infrastructure	The proposal does not include any alterations to the existing vehicle access, which is in close proximity to the A365. In addition, the proposals will not result in an increase in the number of staff, production capacity and deliveries to and from the Site. As such, it is considered that the proposals are supported by adequate infrastructure. At pre-application stage, Officers considered that the proposal complies with criterion e of Core Policy 34.

8.4 With regard to criterion c of Core Policy 34, the existing buildings that house the production facility were constructed in the mid-20th century and are no longer suitable for modern manufacturing needs. Their age, structural form, and construction, combined with the presence of asbestos, mean that any significant alterations or internal reconfigurations would be unviable, both in terms of safety and cost. The buildings are also too small to adequately accommodate current operational requirements.

8.5 The proposed new unit is designed with a structural span and footprint similar to the existing Storage and Office Unit. This will allow the facility to properly accommodate



production operations in a safe and functional manner, and maximise flexibility for potential future internal storage and production layouts. The new building is required to consolidate and optimise workflow, providing fit-for-purpose space that cannot reasonably be delivered through modification of the existing structures. Without the new unit, operational inefficiencies would continue, including constrained machinery layout and limited flexibility for safe and efficient internal logistics.

- 8.6 The proposal does not increase staffing levels, traffic movements, or production capacity but ensures the continued operation of the business on-site, retaining local employment and sustaining its contribution to the local economy. On this basis, there is clearly a genuine operational and economic need for the new facility and therefore the development satisfies Core Policy 34 (c).
- 8.7 The principle of development is therefore established, as the proposal relates to an existing commercial site, does not involve any change of use, and meets the requirements of Core Policy 34.

Design

- 8.8 The proposed development has been designed to respond positively to the local context and to comply with the design policies of the Wiltshire Core Strategy and Seend Neighbourhood Plan. In particular, Core Policy 57 (CP57) requires that development proposals demonstrate a high standard of design, responding to local character, reinforcing a sense of place, and considering layout, form, scale, materials, and the relationship to surroundings. Policies SP1 and SP4 of the Seend Neighbourhood Plan further seek to protect the character and distinctiveness of the Parish landscape, while SP7 aims to safeguard the setting of the Kennet and Avon Canal.
- 8.9 The proposed building is located adjacent to the existing mid-1990s Storage and Office Unit and is connected via a dedicated link to enable safe, segregated circulation of forklifts and personnel. The siting has been carefully considered to make use of a pre-prepared knock-out aperture in the existing building, to optimise operational workflow, and to respect the site's topography through modest remodelling works to flatten the land east of the existing unit. The scale and footprint of the new building are broadly consistent with the existing unit, allowing it to accommodate current production requirements while providing flexibility for potential future layouts.
- 8.10 The new unit is designed with an internal clear height of 5 metres to accommodate production equipment. However, its overall height is lower than the existing building, creating a stepped massing that reduces visual impact from the site perimeter and main entrance. The external materials are proposed to match the colour of the existing Storage and Office Unit (albeit using a different cladding system), ensuring visual cohesion and a sympathetic relationship with the surrounding landscape. These design measures respond directly to CP57, SP1, and SP4, reinforcing local distinctiveness and maintaining the character of the area.



- 8.11 The site is located approximately 90 metres from the Kennet and Avon Canal. Existing intervening buildings and vegetation provide effective screening, and the design of the new unit ensures that it remains unobtrusive within the canal's setting, consistent with the objectives of SP7. Roof heights will not exceed those of existing buildings, and materials will complement the local environment.
- 8.12 Having regard to the above, the proposed design has been carefully informed by the local context, landscape character, and operational requirements, delivering a high-quality development that fully accords with CP57 of the Wiltshire Core Strategy and Policies SP1, SP4, and SP7 of the Seend Neighbourhood Plan.

Residential Amenity

- 8.13 Core Policy 57 of the Wiltshire Core Strategy requires that all development proposals safeguard a high standard of amenity for both existing and future occupants. This includes consideration of privacy, outlook, natural light, and protection from noise, disturbance, and overbearing effects.
- 8.14 The nearest residential property to the proposed development is approximately 75 metres to the east. One of the existing buildings on the site is positioned between the proposed unit and this dwelling, providing a significant buffer and reducing potential impacts on residential amenity.

Noise

- 8.15 Given the proposals seek to relocate an existing use rather than intensity or increase that use on the site, it is anticipated that the baseline noise levels on the site will not change. If anything a more modern building envelope may result in a quieter site.

Lighting

- 8.16 The current lighting on site includes bulkhead luminaires to the existing warehouse and office, and building perimeter lighting. There are also floodlights serving the car park and service yard. The proposals include bulkhead luminaires to the new manufacturing building as well as additional building perimeter lighting. Additional floodlights will serve the enlarged service yard; bollard lighting is proposed to the building services plant and to light the access path.
- 8.17 Given the site location away from sensitive uses and within a predominantly industrial area, it is considered that the additional lighting designed to light the new unit will not impact local residential amenity.
- 8.18 On this basis, the proposed development has been designed to safeguard the amenity of neighbouring properties and therefore complies with the requirements of Core Policy 57.



Transport and Highways

- 8.19 Access to and into the site will remain unchanged; as highlighted above the proposals are for a new unit to relocate Bluemay's production operations, rather than to support increased activity on the site. The proposals are not expected to generate more traffic to the site or an increase in people on the site. As a result, the proposals will not result in any additional impact on the local transport network and the requirements set out in Core Policy 62 do not therefore apply.

Ecology and Biodiversity

- 8.20 The proposals have been informed by an Arboricultural Assessment to provide an outline of the arboricultural features and any constraints identified at the above site and to identify opportunities for incorporating Arboricultural features into the development proposals. The assessment confirmed that none of the trees and hedgerows on site are covered by a Tree Preservation Order or lie within a conservation area.
- 8.21 The proposals will lead to the relocation of a single immature tree (T2) considered of low arboricultural value. As the development has been designed to avoid impact on root protection areas, no further impacts are anticipated from the development of the new unit. All of the trees, hedgerows and tree groups that are located to the east and north of the site will be retained. The assessment recommended a tree planting strategy to create a gain in overall vegetation cover across the site over time, as well as enhancing the green infrastructure along the eastern site boundary. The proposed planting will enhance the site and provide additional screening from the property to the east.
- 8.22 The proposals have also been informed by a Preliminary Ecological Appraisal and Biodiversity Metric Assessment. The assessment was informed by a survey of the site which identified it as providing suitable habitat for amphibians, badger, foraging/dispersing bats, birds, dormouse, hedgehog, invertebrates and reptiles. As a result a number of recommendations were made. These include introducing measures to ensure that any species on the site are not harmed during the construction phase; the design of a wildlife sensitive lighting plan; removal of invasive non-native species prior to construction works starting on site; post-development landscaping that attracts local wildlife; wildlife provision and habitat piles.
- 8.23 The Biodiversity Metric Assessment demonstrates that the proposal will result in an increase of 0.79 (15.95%) area habitat units and 0.23 (223.79%) hedgerow habitat units through the enhancement of modified grassland to other neutral grassland, planting of trees, extension of the existing pond and creation of a native hedgerow with trees. The proposal currently achieves the minimum legal requirement of +10% biodiversity net gain for both area and hedgerow habitats.
- 8.24 In line with the above, the proposals are supported by a soft landscape strategy that seeks to enhance green infrastructure and habitat provision on the site, benefitting both wildlife and Bluemay employees. The strategy is supported by a landscape management and maintenance plan that sets out general principles and quality standards required for the maintenance of softworks and for the long-term landscape management.
- 8.25 As demonstrated through the Biodiversity Metric Assessment, the proposal currently represents a positive ecological impact to area habitats through the enhancement of modified grassland to other neutral grassland, planting of trees, extension of the existing pond and creation of a native hedgerow with trees. The results of further survey for great



crested newt will enable a full assessment of the impacts upon the protected species that have potential to be present on site. Compliance with the Biodiversity Metric Assessment, and implementation of ecological mitigation, compensation and enhancement measures, to be informed by the results of further survey, and implemented through a CEMP, LEMP and/or HMMP, will be required. In this respect the proposals align with Wiltshire Council Core Policies 50 and 51.



9.0 Conclusion

- 9.1 This Statement has been prepared to support a full planning application for a new production facility on an established commercial site, occupied by a long-standing local business.
- 9.2 The proposed development will enable Bluemay Ltd to continue operating on the site, ensuring the retention of existing local employment and sustaining its contribution to the local economy. By providing modern, fit-for-purpose facilities, the development supports operational efficiency, helps secure the long-term viability of the enterprise, and consolidates production and storage within the existing site. This approach aligns with Chapter 6 of the NPPF, which promotes building a strong and competitive economy, by creating the conditions for local businesses to invest, expand, and adapt, while supporting wider economic growth and productivity.
- 9.3 The development also represents an effective use of land, consistent with Chapter 11 of the NPPF. It makes efficient use of an established commercial site to meet local operational needs while safeguarding and enhancing the local environment, maintaining a high standard of design, and ensuring safe and healthy conditions for workers and neighbouring residents.
- 9.4 The supporting information submitted with this application demonstrates that the development can be delivered without adverse impacts on neighbouring residents or the local transport network. The new unit has been designed to safeguard neighbouring residential amenity and limit noise and disturbance, while access, parking, and servicing arrangements ensure safe and suitable use for all users.
- 9.5 This Statement has demonstrated that the proposed development accords with the development plan and represents a sustainable, high quality addition to the Site that integrates effectively with the surrounding landscape and local context. In light of this, planning permission should be granted without delay and we look forward to working with the Council to achieve a positive outcome.



Appendix A – Pre-application Advice

Application No:	ENQ/2025/00810
Application Type	Pre-Application enquiry
Proposal:	New warehouse building for manufacturing, with associated external works
Location:	BLUEMAY LTD., BIDMEAD PARK, SELLS GREEN, SEEND, MELKSHAM, SN12 6RS
Case Officer:	Audrey Lo

Dear Sir/Madam,

Thank you for your pre-application enquiry received on 02/06/2025.

Please note that the advice below represents an officer's informal professional opinion based on the information provided at the time of writing. It is given without prejudice to any formal decision the Council may make on a subsequent planning application.

Any future application would be subject to full assessment, including site publicity and consultation, and other material considerations may emerge through that process. This advice is based on current adopted planning policies and guidance available at the time of writing.

Summary of Officer View

☒ **Potentially acceptable, subject to resolution of key issues.** This response identifies what needs addressing before the proposal could be supported.

Constraints:

The site is subject to the following relevant planning designations and constraints:

- Risk of Flooding from Surface Water 1 in 30 year extent (3.3% AEP)
- Risk of Flooding from Surface Water 1 in 100 year extent (1% AEP)
- Risk of Flooding from Surface Water 1 in 1000 year extent (0.1% AEP)
- Areas Susceptible to Ground Water Flooding
- Agricultural Land Classification Grade 3

Relevant Planning History:

Proposal / Summary
K/32033 - Full planning permission Decision - Approve with Conditions Date: 8/12/1995 – New warehouse and production unit.
K/74/0471 - Full planning permission Decision - Approved Date: 18/7/1974 – Toilet and canteen extension
PL/2023/04310 - Full planning permission Decision - Approve with Conditions Date: 7/8/2023 – Insertion of new mezzanine within existing building with associated new door and windows, new entrance canopy, bridge link, and roof mounted solar panels. Engineering operations to construct steps. Installation of handrail.
K/43285 - Full planning permission Decision - Approve with Conditions Date: 18/6/2002 – Erection of workshop.

K/44001 - Full planning permission Decision - Approve with Conditions Date: 19/12/2002 – Change of use to furniture removal and storage and vehicle sales and repairs premises, extension to building, and stationing of portacabin
K/44170 - Full planning permission Decision - Approve with Conditions Date: 23/12/2002 – Erection of workshop (revised plans to those approved under K/043285, showing larger workshop)
K/78/0032 - Full planning permission Decision - Approve with Conditions Date: 16/3/1978 – Tip for builders' rubble and top soil and restoration of land to agricultural use
K/79/0180 - Full planning permission Decision - Approve with Conditions Date: 10/5/1979 – Extension to workshop
K/80/0343 - Outline Planning Decision - Approve with Conditions Date: 29/1/1981 – Light industrial units
K/81/0459 - Full planning permission Decision - Approve with Conditions Date: 28/5/1981 – Storage area for agricultural machinery manufactured on site
K/82/0840 - Full planning permission Decision - Approve with Conditions Date: 25/11/1982 – Industrial building
K/85/0118 - Reserved Matters – New industrial premises

Relevant Planning Policies:

The development plan for Wiltshire comprises the *Wiltshire Core Strategy (WCS)* (adopted January 2015) and any made neighbourhood plans, which remains the principal statutory planning document guiding development across the county. In line with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.

Though the development plan is considered as a whole, those parts deemed to be particularly relevant to this pre-application enquiry are listed below:

The adopted *Wiltshire Core Strategy (WCS)*, with particular regard to:

- Core Policy 1 Settlement Strategy;
- Core Policy 2 Delivery Strategy;
- Core Policy 3 Infrastructure Requirements;
- Core Policy 15 Melksham Spatial Strategy
- Core Policy 34 Additional Employment Land
- Core Policy 35 Existing Employment Land
- Core Policy 41 Sustainable Construction and Low-Carbon Energy;
- Core Policy 48 Supporting Rural Life
- Core Policy 50 Biodiversity and Geodiversity;
- Core Policy 51 Landscape
- Core Policy 55 Air Quality;
- Core Policy 56 Contaminated Land;
- Core Policy 57 Ensuring High Quality Design and Place Shaping;
- Core Policy 60 Sustainable Transport;
- Core Policy 61 Transport & Development;
- Core Policy 62 Development Impacts on the Transport Network;
- Core Policy 64 Demand Management
- Core Policy 67 Flood Risk;

Made Neighbourhood Plans:

Seend Neighbourhood Plan 2020 – 2030

- Policy SP1 Locally Distinctive, High Quality Design

- Policy SP4 Landscape and Local Key Views
- Policy SP7 Kennet & Avon Canal

Supplementary Planning Document:

Local Transport Plan 2011-2026

Local Transport Plan 2025 -2038

Emerging Policy – Wiltshire Local Plan Review:

The Council's draft Local Plan (Regulation 19 stage, 2023) is a material consideration but carries limited weight at this stage.

- Policy 64 Additional employment land

Assessment

Principle of Development

Wiltshire Core Strategy Policies CP1 (Settlement Strategy) and CP2 (Delivery Strategy) set out the spatial strategy for sustainable development across Wiltshire. These policies direct new development to the most sustainable locations, primarily within the limits of development of market towns, local service centres, and large villages. Proposals outside these limits are generally only supported in exceptional circumstances.

Policy SP11 of the Seend Neighbourhood Plan sets out that proposals for improved local employment opportunities will be supported provided it meets Core Policy 2 of the WCS.

The application site is situated outside of defined settlement boundary and in the countryside; however, the proposal relates to an existing commercial land within an established industrialised or commercialised area.

Core Policy 34 (CP34) supports additional employment land subject to it being an established business and adjacent to either Principal Settlements, Market Towns and Local Service Centres. In addition, the proposal is required to comply with the secondary requirements under Core Policy 34 in order to be acceptable in principle, these are as follows:

- Meet sustainable development objectives as set out in the policies of this Core Strategy;
- Are consistent in scale with their location, do not adversely affect nearby buildings and the surrounding area or detract from residential amenity;
- Are supported by evidence that they are required to benefit the local economic and social needs;
- Would not undermine the delivery of strategic employment allocations; and
- Are supported by adequate infrastructure.

In this instance, it is noted that the application site has long been occupied by a business operating under Bluemay Ltd for production operations within the two existing buildings on-site. Furthermore, the site is located approximately 2.1 miles from the nearest market town and benefits from immediate access to Bath Road (A365), which provides a direct route to the town. The site is also approximately 1 mile to the northeast of the large village of Seend, with various Public Rights of Way (PRoW) footpath connections to enable sustainable transport options. As such the proposal is considered to comply with criteria (a) of CP34.

While a rough block plan, and aerial sketch views have been submitted to indicate the estimated footprint (930 square metres) and scale of the proposed warehouse, no elevation or floor plans have

been provided. The submitted Pre-Planning Application Statement refers to the approved warehouse and production unit within planning permission under reference K/32033 and suggests that the approved scheme is partially completed, and that this proposal would seek to erect a comparatively more modest addition to the two existing buildings. The amenity elements are discussed further below in this Pre-Application Response. In the absence of detailed plans, the Local Planning Authority is unable to provide a detailed assessment on the proposal's impact on the character and appearance of the site and any neighbouring amenities.

The proposal has indicated through the submitted details that these existing buildings are no longer suitable for modern manufacturing needs and due to the presence of asbestos, any significant alterations to these existing buildings are not viable. It also states that the number of staff, number of deliveries to and from the site and the production capacity for the site, is proposed to remain unchanged. No evidence has been provided to demonstrate the need. It is possible that the proposal would provide a benefit to the local economy by the improving upon the existing site, the retention of the business and retaining its employees in the local area. However, no evidence has been provided to demonstrate the need as required by criterion (c) of CP34.

It is noted that the submitted Pre-Planning Application Statement has stated the proposed warehouse would effectively support production activities and optimise adaptability for future internal storage and operational layouts across the new and existing buildings. Given this justification and based on the submitted details, it is not considered that the proposed warehouse would undermine the delivery of strategic employment allocations. As such, the proposal would be considered to meet criterion (d) of CP34.

With the application site's proximity to Bath Road, and that the proposal does not involve changes in the number of employees / production capacities, or alterations to the existing access, it is considered that there is adequate infrastructure to support the commercial use of the site. As such, the proposal is considered to meet criterion (e) of CP34.

The principle of development is established and there would be no change in land use. Only the erection of a new warehouse as an extension to the existing buildings are proposed. However, in the absence of sufficient details and evidence, the proposal as it stands is unable to meet all of the requirements set out under CP34. Should the proposal be submitted to the LPA via a formal full planning application, it should be supported by detailed elevations, floor plans and evidence to justify the need for the proposed warehouse.

Design and Impact on Character and Appearance of the Area

Policy CP57 of the WCS seeks to ensure that all development proposals are of a high standard of design that responds positively to the local context and contributes to a sense of place. This includes consideration of layout, form, materials, scale, and relationship to the surroundings. Proposals should reinforce local distinctiveness, protect the character of settlements, and promote inclusive and attractive environments. Policy SP1 of the Seend Neighbourhood Plan reinforces the above requirement and Policy SP4 seeks to protect the character and local distinctiveness of the Parish landscape. Policy SP7 seeks to protect the setting of the Kennet & Avon Canal.

Whilst the proposed location of the proposed warehouse is in close proximity to the Kennet & Avon Canal (approximately 90 metres), the site (approximately 30 metres away) is entirely obscured by intervening buildings and vegetation. It is therefore considered that the proposal is capable of being designed to be sympathetic to the protected setting of the Kennet and Avon Canal.

The Council's Landscape Team has been consulted and notes that the site sits within the Avon Open Clay Vale (12A) identified as part of the Wiltshire Landscape Character Assessment. In the absence of elevations and detailed plans of the proposed building/site, the Landscape Officer advises that the

proposed building should not sit higher in the landscape than the existing buildings, and that the proposed materials must be sympathetic to the surrounding landscape, taking into consideration of any cumulative impacts caused by the existing light cladding of the existing building. The full Landscape response has been issued to the applicant.

In the absence of elevations and details of proposed external materials, the LPA is unable to provide a detailed assessment on the proposal's impacts on the local character and appearance. Nevertheless, the indicated scale, mass and form appears to be in keeping with the adjacent buildings on-site and in the surrounding areas.

Should the proposal come forward within a formal planning application, elevation plans, detailed floor plans, site sections showing the roof line levels Above Ordnance Datum comparing existing buildings and proposed, contours and levels drawings and a Landscape and Ecology Management Plan in line with BS 8545.

Residential Amenity

Policy CP57 also includes a requirement that development should ensure a high standard of amenity for existing and future occupants (point vii). This includes safeguarding privacy, outlook, natural light, and protection from noise, disturbance, and overbearing effects.

The nearest residential dwelling is approximately 75 metres to the east from the proposed location. One of the existing buildings on-site sits between the proposed location of the proposed warehouse and this dwelling. No details to clarify the nature of the production activities/operations have been submitted, it is therefore unclear to how the existing operations are intended to be carried out and subsequently the extent of its impacts on the neighbouring amenity. However, given the distance and intervening buildings, it is considered that the proposal is capable of being designed to be respectful of the neighbouring amenities.

Highway Safety and Parking

Policies CP60 to CP64 set the transport and accessibility framework for development in Wiltshire. Proposals must provide safe and suitable access for all users and should not have a severe impact on the transport network. Adequate parking, turning space, cycle storage, and accessibility for waste collection should be incorporated in line with Wiltshire's adopted car parking strategy. Policy SP14 of the Seend Neighbourhood Plan expects development proposals, where appropriate, to be supported by a Transport Statement or Assessment setting out the transport issues, including the measures that will be taken to mitigate any road safety or any significant traffic impact of the scheme and offer opportunities to improve the pedestrian and cycle connectivity.

The Highway Authority has been consulted and has noted no objections on the basis that the number of staff, number of deliveries to and from the site and the production capacity for the site, is proposed to remain unchanged.

Ecology and Biodiversity

Policy CP50 seeks to conserve and enhance biodiversity across Wiltshire. Development should avoid harm to protected species and habitats, and provide net gains in biodiversity wherever possible. The Council has a statutory duty under the Environment Act 2021 to secure 10% measurable biodiversity net gain (BNG).

The Council's Ecology Team has been consulted and has noted that the site's proximity to a Country Wildlife Site (Kennet & Avon Canal), potential for bat activity on-site, potential for destruction and disturbance of Great Crested Newts and their habitat with the presence of the pond on-site and existing

records for protected species within the local area. Relevant surveys and assessment of impacts with proposals for mitigation and enhancements are therefore required as part of any formal planning application. The detailed ecology response has been issued to the applicant.

Given the siting and proposed footprint of the proposed warehouse, it is considered that the proposal would be subject to the Biodiversity Net Gain (BNG) requirements in a formal planning application as no evidence has been submitted to demonstrate otherwise. Any formal planning application must therefore be supported by details to demonstrate that no net loss of biodiversity would result from the proposal and a minimum of 10% BNG can be achieved.

Flood Risk and Drainage

Policy CP67 aligns with national policy (NPPF, para 159–169) and requires that development avoids increasing flood risk on-site or elsewhere. Development within Flood Zones 2 or 3 should be subject to the sequential and (if necessary) exception tests. Sustainable drainage systems (SuDS) should be incorporated for all major developments.

The site is in Flood Zone 1. There is a risk of surface water flooding at the site noted at the start of this Pre-Application Response.

The Council's Drainage Engineers have been consulted and have noted the surface water flooding and the site to be underlain by slowly permeable seasonally wet slightly acid but base-rich loamy and clayey soils, where drainage could be impeded. It is advised that any formal planning application must demonstrate that overland flow routes are safely managed and that flood risk to people and properties are sufficiently mitigated. A site-specific Flood Risk Assessment (FRA) is required to address all potential sources of flooding and outline a robust drainage strategy.

It has also been advised that the infiltration potential must be confirmed via BRE 365 soakaway testing. Furthermore, Sustainable Drainage Systems (SuDS) should be prioritised, with preference for natural attenuation features such as swales and ponds over tanks. The drainage strategy must comply with national standards and Wiltshire Council's betterment policy, requiring a 20% reduction in post-development runoff rates compared to pre-development levels.

Further requirements include detailed drainage calculations, design drawings, ground investigations, and evidence of third-party discharge consent. The applicant must ensure no increase in flood risk or runoff volume, and provide a comprehensive maintenance and construction management plan.

The Drainage Engineer's full response has been issued to the applicant.

Environmental Considerations (Noise, Air Quality, Contaminated Land, etc.)

Policy CP55 and 56 of the Wiltshire Core Strategy seeks to ensure that development does not result in unacceptable impacts on human health, amenity or environmental quality, aligning with national guidance in the NPPF. Development should be sited and designed to avoid exposure to, or generation of, significant levels of pollution, including noise, odour, vibration, light, and contamination. Where risks are identified, appropriate assessment and mitigation must be secured.

In the absence of details regarding the exact nature of the existing business' operations/activities, the LPA is unable to provide a detailed assessment regarding the environmental considerations. The Council's Environmental Control and Protection team has provided a response noting the details to be considered by the applicant as part of the submission of a formal planning application; this has been issued to the applicant in full.

Suggested Additional Consultees

Referral to Natural England

Natural England provides its own discretionary pre-application advice service for developments that may impact designated sites such as SSSIs, SACs, SPAs, Ramsar sites, or involve protected species, ancient woodland, priority habitats, or nutrient neutrality implications.

Given the potential for ecological or landscape impacts from your proposal, you are encouraged to seek pre-application input from Natural England, especially if your site lies within or near environmentally sensitive locations.

More information about the service and how to request advice is available via the following link: <https://www.gov.uk/guidance/developers-get-environmental-advice-on-your-planning-proposals>

You can also contact them directly at:

consultations@naturalengland.org.uk

(For development in Wiltshire and the wider Southwest, this address is appropriate for all planning and casework queries.)

Supporting Information Required for Future Application

When preparing to submit a planning application, it is important to ensure that all the necessary plans, documents, and supporting information are included to meet both national and local validation requirements. Failure to provide the required information may result in delays or your application being declared invalid.

Wiltshire Council has adopted local validation checklists which set out the supporting documents required for different types of development, in addition to those set out by national guidance.

You can access both the National Requirements and Wiltshire Council's Local Validation Checklists here: [Apply for planning permission - Wiltshire Council](#)

We recommend you review the relevant checklist for your proposal type and use it as a guide when preparing your submission.

For your information, should you wish to proceed with a planning application based on the advice provided above, it is recommended that the following documents are submitted in support of your application.

- Design and Access Statement
- Planning Statement
- Ecological Impact Assessment
- Biodiversity Net Gain Assessment (mandatory under the Environment Act 2021)
- Flood Risk Assessment / Drainage Strategy
- Landscape and Ecology Management Plan
- Site Location Plan
- Block Plan/Site Plan
- Existing and Proposed Plans, Elevations, Sections and Roof Plans

If required:

- Contaminated Land / Preliminary Risk Assessment (Phase 1 Desk Study)
- Noise Assessment

- Air Quality Assessment
- Lighting Assessment

Procedural Advice and Consultation Expectations

Applicants should be advised of the Council's procedures for submitting a planning application, including relevant validation requirements and public consultation processes. For major proposals — particularly residential development — it is strongly recommended that applicants engage early with key stakeholders, including:

- The relevant Town or Parish Council
- The local Division Member
- Local residents, where appropriate, via public engagement or community events

Early engagement can help to identify and resolve issues at an early stage, potentially improving outcomes and reducing delays during the formal application process.

Advice regarding Building Regulations

It is likely that your proposal will require separate approval under the Building Regulations. The Surveyor who deals with your area can be contacted on 0300 456 0113. They are happy to provide you with free Building Regulation advice on this proposal and discuss this project further. This will help to ensure that the final decisions are compliant with the Building Regulations and may help save you time and money.

Closing Summary

This advice is offered in good faith based on current policy and guidance. While it provides a helpful steer, it cannot prejudice the outcome of any future planning application. Please ensure that any submission is fully supported by the required information and that material considerations identified above are addressed.

Should you require further assistance, please do not hesitate to contact us.

Yours faithfully

Head of Development Management

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