

**ADDITIONAL WORKSHOP
FOR
TALLIS AMOS GROUP,
KEMBLE**

**EXPLANATION OF
NEED**

May 2026





**ADDITIONAL WORKSHOP
FOR
TALLIS AMOS GROUP,
KEMBLE**

**EXPLANATION OF
NEED**

May 2026

COPYRIGHT

The contents of this document must not be copied in whole or in part without the written consent of Kernon Countryside Consultants.

Authorised By APK 05/26

*Greenacres Barn, Stoke Common Lane, Purton Stoke, Swindon SN5 4LL
T: 01793 771333 Email: info@kernon.co.uk Website: www.kernon.co.uk*

*Directors - **Tony Kernon** BSc(Hons) MRAC MRICS FASAg **Sarah Kernon**
Consultant - **Dan Miller** BSc(Hons)*

CONTENTS

- 1 Introduction
- 2 Existing Use of the Site
- 3 The Proposals
- 4 Assessment

1 INTRODUCTION

- 1.1 This Explanation of Need report relates to the existing and established John Deere dealership at Kemble.
- 1.2 The dealership was granted planning consent in 2019 under consent 19/05387/FUL, permitted 10th September 2019. The consent allowed for a new main building and associated yard space. The dealership is shown below.

Photo 1: The Dealership



- 1.3 The planning consent also gave permission for car parking for those working at the existing industrial estate. Back in 2019, there were staff cars parked on the verges along Culkerton Road, creating a highway danger. In 2020 Covid 19 hit, and since then “work from home” has transformed the way people work. Car parking has, as a direct result, not been needed.
- 1.4 The dealership is, however, in need of extra space for parking vehicles and for workshops. It is proposed to erect a smaller workshop in the space between the new dealership and the industrial buildings of the Industrial Estate, as identified below.

Insert 1: Proposed Workshop Location



- 1.5 This report describes the proposals and the need for the existing business.
- 1.6 Other planning considerations are provided in the report by RAW Planning, who are the planning agents for the application.
- 1.7 This report:
- describes the existing use of the site in section 2;
 - sets out the proposals in section 3;
 - and assesses the need in section 4.

2 EXISTING USE OF THE SITE

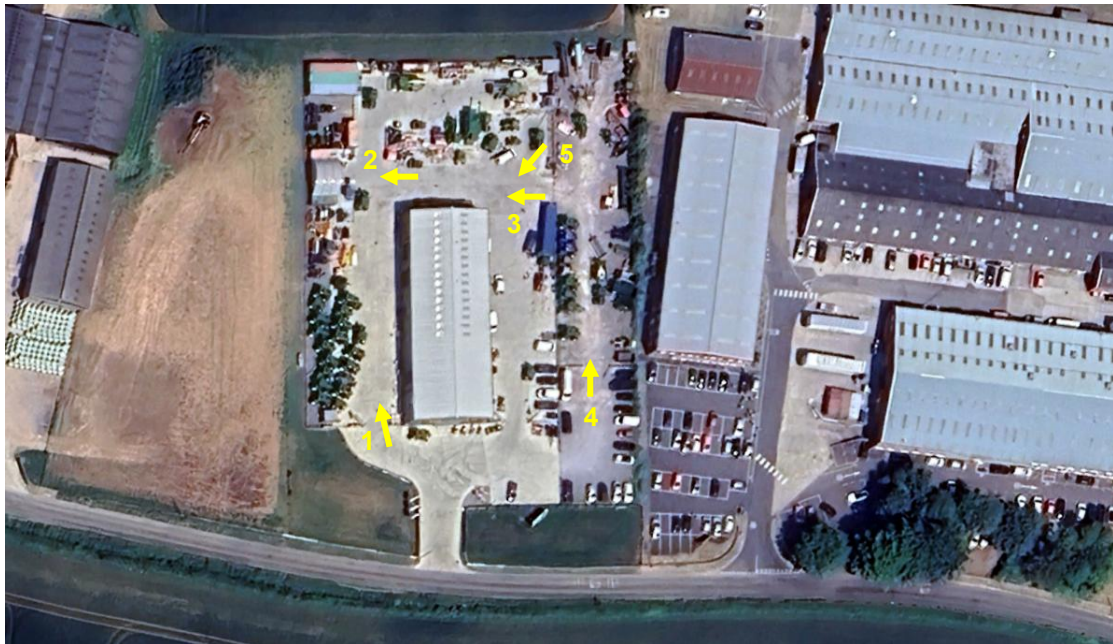
Planning Consent

- 2.1 Planning consent 19/05387/FUL was for a new tractor and agricultural machinery dealership, workshop and associated car parking.
- 2.2 Condition 14 specifies the use of the site, which includes agricultural and land maintenance equipment for agricultural and land management companies. The dealership operates within that consent.

The Operation

- 2.3 The Tallis Amos Group have five dealerships: Kemble, Hinton-on-the-Green, Leominster, Narberth and Allscott (Telford). The overall business employs about 180 people.
- 2.4 The Kemble site is principally agricultural machinery with a small amount of grass maintenance machinery. Overall the Group's turnover is about 90% agricultural and 10% grassland maintenance, and the Kemble site is similar, and within the consented uses.
- 2.5 As shown in the following photographs, the yard around the dealership is full of machinery. The locations of the photographs are shown on Insert 3 (a 2023 Google Earth image).

Insert 2: Location of Viewpoints



- 2.6 Photo 1 shows the western side of the workshop and photo 2 shows the northwestern part of the yard.

Viewpoint 1: Western Side



Viewpoint 2: Northwestern Part of the Yard



- 2.7 The land to the north is fully used. There are numerous boxes of parts that really should be under cover, but for which there is no space.

Viewpoint 3: To the North



- 2.8 The land originally intended as car parking for the adjacent industrial estate is fully used as shown below.

Viewpoint 4: The Eastern Part



- 2.9 The principal workshop access is on the eastern side, as shown in Photo 5.

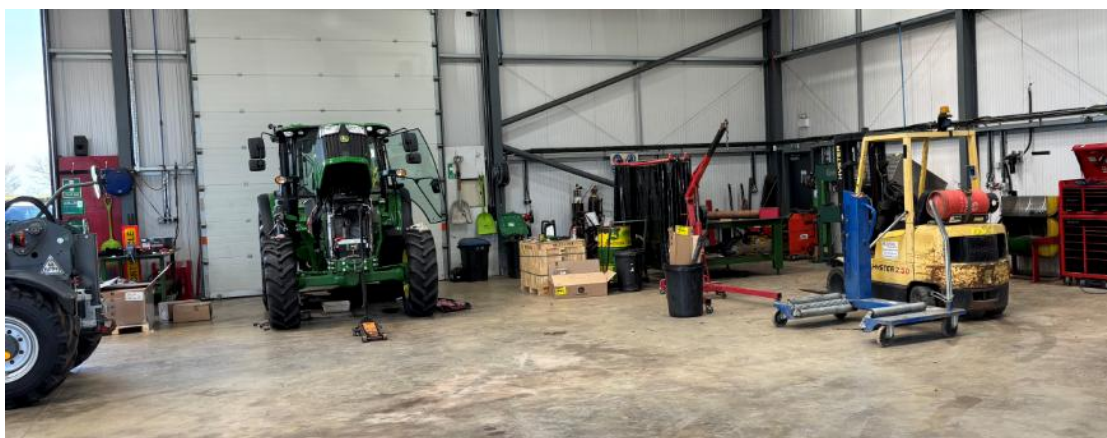
Viewpoint 5: The Workshop Access



The Workshop

- 2.10 The workshop is shown in the photographs below.

Photos 2 and 3: Inside the Workshop

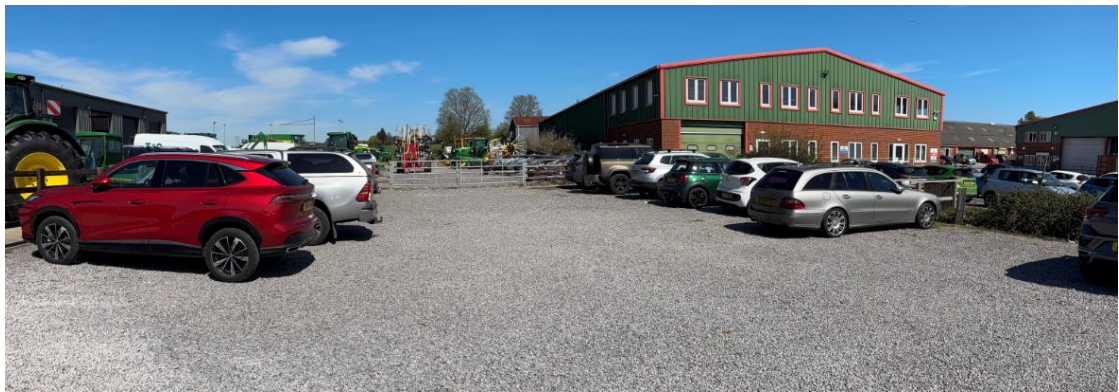




Parking

- 2.11 Staff parking mostly takes place at the front of the site, on the area consented for parking, as shown below.

Photo 4: Staff Parking



- 2.12 There is dedicated visitor parking in front of the main building.

3 THE PROPOSALS

- 3.1 It is proposed to build a new, smaller workshop in the space between the existing workshop and the adjacent industrial buildings.
- 3.2 The workshop will provide two functions:
- (i) workshop space for smaller items and equipment. This will allow some of the parts storage shown within the existing workshop in photo 3 to be moved, freeing up an extra bay for large-item workshop space, and will provide a smaller workshop for smaller machinery;
 - (ii) storage of parts for assembly and use, so that parts stored outside (such as those in cardboard packaging in shown in Viewpoint 3) can be stored under cover.
- 3.3 The building will therefore provide workshop space, especially for smaller items of machinery and parts. It will be an integral part of the overall site use, and will be fully within the existing planning consent.
- 3.4 It is anticipated that the additional workshop will create a further full-time equivalent work position, but the principal benefit will result from the reduction in outside storage and outside mechanical work necessary due to a lack of space.
- 3.5 The area at the front of the car parking area is used as such, but by TAG staff, as shown below.

Photo 5: Parking



- 3.6 Implementing this consent will negate the provision of parking for the adjacent industrial estate. As noted, Covid 19 and a change to working practices mean that this need was effectively ended by the pandemic. The car park for the adjacent units is not fully used.

Photo 6: Parking at Adjacent Units



3.7 There will be no changes to access.

4 ASSESSMENT

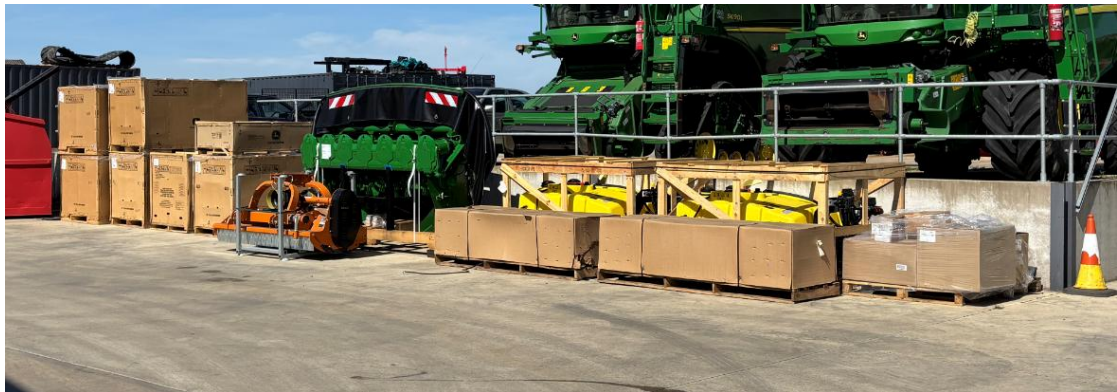
Planning Policy

- 4.1 The National Planning Policy Framework (2024) paragraph 88 notes that planning policies and decisions should “enable”;
- “a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed, new buildings;**
- b) the development and diversification of agricultural and other land-based rural businesses”.**
- 4.2 Wiltshire Core Strategy (2015) policy 34 supports development of existing businesses. A full analysis is provided in the Planning Statement by RAW Planning.

Physical Needs

- 4.3 It is clear from inspection of the existing facility that it is fully used and provides a tractor and grassland maintenance machinery dealership and workshop.
- 4.4 It is also clear that there is a need for additional commercial storage, such as for the items shown below.

Photo 7: Outside Storage Needing Cover



- 4.5 The workshop will be used for working on smaller items of machinery, tractors and assembling commercial grass maintenance equipment, which usually arrive part-assembled, and are currently stored outside, as shown below. It is clear that additional workshop and storage space is required.

Photo 8: Outside Storage of Grassland Machinery



- 4.6 The workshop will have its doors opening opposite to the existing workshop doors and the space between the two will serve both workshops as well as continuing to form part of the circular access around the site.
- 4.7 The covered storage and increased smaller-item workshop space will enable the business to operate more efficiently and will reduce outside storage of items which should, really, be stored indoors.

Conclusion

- 4.8 The planning consent will enable an established enterprise, which serves the agricultural and land-based rural economy, to both expand slightly, employ more staff, and better service existing customers. There is a clear need for additional storage and workshop space to service this existing business.



Greenacres Barn, Stoke Common Lane, Purton Stoke, Swindon, Wiltshire SN5 4LL
Telephone: 01793 771333 • Email: info@kernon.co.uk • Website: www.kernon.co.uk

