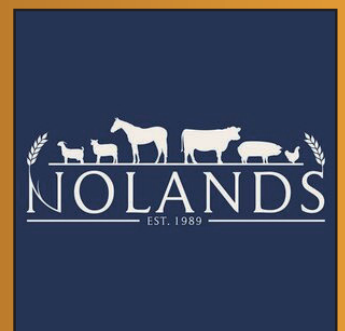




G & S M Wilkins & Son **Land near Calne, Wiltshire**

Proposed Farm Shop & Cafe

Planning Statement

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May 2026

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G & S M Wilkins & Son
Planning Statement

Prepared by Pleydell Smithyman Limited on behalf of G & S M Wilkins & Son

Revision	Comments	Date
A	Updates following client and Parish Council comments.	10/12/2025
B	Updates regarding BNG results.	28/04/2026

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1.0 Introduction

This document supports the planning application submitted by Pleydell Smithyman Limited on behalf of G & S M Wilkins & Son for works on land near Calne, Wiltshire (grid reference: SU 02236 70111 or X (Easting) 402236 , Y (Northing) 170111).

The proposed works comprise the erection of a new farm shop and cafe with associated access, car parking, service yard, drainage pond and landscaping.

Background

G & S M Wilkins & Son operate Nolands Farm which is situated on the Marlborough Downs in Wiltshire. It has been the home and livelihood of three generations of the Wilkins Family for over 30 years.

Today, Nolands is home to Steve & Sue Wilkins & their two children Mike & Chloe, but the Wilkins family have been farming in Wiltshire for four generations. Originally, Steve's grandfather began farming in 1937 with milking cows on a tenanted farm in Semington. Eventually, the family were able to purchase the farm, where Steve's parents, were able to grow the dairy and later also a successful contracting business. In 1989, Steve's parents sold the farm in Semington which enabled a move into arable farming, fulfilling a dream & ambition of Steve's.

The growing of crops has always been the core of the farming operation and they now farm more than 600 acres of arable crops on a mixture of clay & chalky soils across the Marlborough Downs.

In 2020, livestock were reintroduced to the farm for the first time in two decades. This decision stemmed from a lifelong love for animals and a desire to produce local and sustainable meat of the highest quality, whilst also helping to preserve some very special rare breeds. Currently the site includes British white cattle, Oxford sandy and black pigs, boer goats, exlana sheep and Wiltshire Horn sheep.

They purchased the proposed development site in 2024 with a view to diversifying the wider agricultural business. Other land under the applicant's ownership was considered for the proposed use, however discounted due to locational and environmental factors. The proposed development site is considered to be much better sited for such a proposed use.

Pleydell Smithyman have worked with G & S M Wilkins & Son to establish a plan for diversification to secure the long term future of the business and provide for a new generation coming into it.

The proposed works are described in more detail within this document.

Planning History

There is record of one planning application on the site on Wiltshire Council's website, details of which have been set out below:

- N/00/02791/COU- Parking for two tractor units and trailers. Refused 09/03/2001.

2.0 Site Location

The proposed development site is located near to Atcherley Road off the A4. It is situated approximately 2 miles to the south east of Calne and 1 mile to the west of Cherhill. The grid reference is SU 02236 70111 or X (Easting) 402236, Y (Northing) 170111).

The site comprises a previously grazed agricultural field. The site is bounded by residential properties and gardens to the north, an unnamed road to the west, agricultural fields to the east and a fishing lake and residential property to the south.

The red line site area comprises 2.85 hectares.

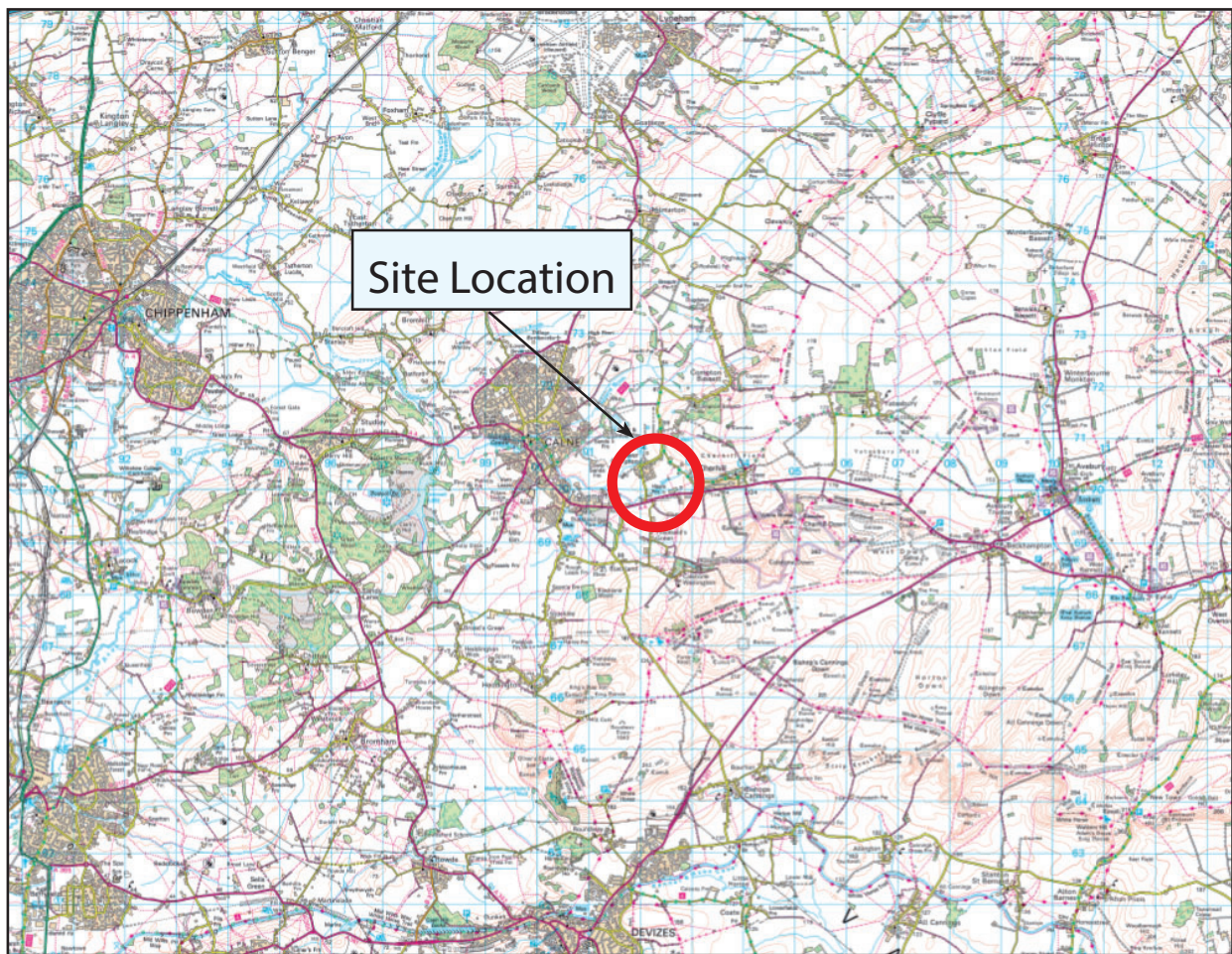


Fig. 1. Location plan

3.0 Aerial View of the Site



Fig. 2. Aerial view of the site

4.0 The Proposals

It is proposed to introduce a farm shop and cafe on the site with associated outdoor **children's play area**, car parking, service yard and drainage pond. The proposed red line development area comprises 2.85 hectares of the total 6.5 hectare wider land holding.

The proposals will be located to the south western corner of the wider site, leaving a considerable buffer to the residential properties on Atcherley Road. Existing extensive planting separating the proposed development with the properties to the south west will be retained.

The proposed building will comprise 1081m². The core area of the building will measure approximately 37m on the north and south elevations by 19m on the east and west elevations.

The building will be part single storey to a maximum eaves height of 3.5m and ridge height of 6m. Part of the building will be two storey to enable the provision of a mezzanine cafe seating area, which will be to a maximum eaves height of 6m and ridge height of 9m.

The building will be constructed from a combination of vertical grey metal cladding, horizontal brown timber cladding and glazing with a brick plinth at lower level. The roof will be constructed from dark grey metal cladding with solar panels to provide renewable energy generation.

To provide visual interest to the scheme and reflect the agricultural background, it is proposed to utilise two agricultural style silos to the north eastern and south western corners of the building. The silos will be cylindrical structures, with a diameter of 8.08m, constructed from galvanised metal to the walls and roof to a maximum ridge height of 8.9m.

The proposed materials in muted colours have been selected to provide an attractive, interesting design which respects and takes influences from other buildings in the rural area.

Internally the building will be used to provide a cafe and farm shop offer. Approximately half of the total internal ground floor area of 696m² will be used to provide a farm shop retail area comprising 283m² and a cafe seating area comprising 105m².

The other half of the proposed building will provide back of house/supporting facilities to enable the successful operation of the proposed use. This will include a kitchen to produce food for sale in both the cafe and farm shop, a cafe servery, storage areas, butchery support facilities, customer and staff toilets, staff room and storage areas.

The first floor mezzanine area will only be provided over a small section of the building and will comprise 116m², providing an appropriately sized space for an additional customer seating area to be used during busy times, and could be made available to local groups as a reserved seating area.

The silo to the south western corner of the building will be used as a focal entrance/exit to the building. The silo to the north eastern corner will be used as a serving hatch for takeaway coffees and at first floor level will be used as part of the mezzanine cafe seating area, and will be available for use by small groups.

The proposed building has been carefully designed to provide only the area which is required to enable the proposed uses and is based on an examination of similar facilities elsewhere and Pleydell Smithyman's experience in the rural business market.

The farm shop will offer a wide range of products for sale that are prepared on the site and/or from the

4.0 The Proposals

applicant's nearby landholding, including:

- Meat
- Cakes
- Bread
- Eggs
- Flour
- Frozen meals and pies
- Soup
- Quiche
- Deli items (such as scotch eggs, sausage rolls etc)

They will also sell a range of locally sourced products including milk, honey, fruit and vegetables, as well as other products bought in from a wider area, including drinks, beers wines and spirits.

The opening hours of the site are expected to be 09.00 to 17.00 Monday to Saturday (including Bank Holidays) and 10.00 to 16.00 on Sundays. There will be no late openings on the site.

Access & Parking

The site will be accessed via an existing access point located on the western boundary of the site with the road, which will be improved to widened the required access size.

After accessing the site delivery vehicles will split off to the left to access the service yard and customer and staff vehicles will proceed to the right into the main car park, reducing opportunities for potential conflicts between the two.

A total of 73 car parking spaces will be provided on the site which will include five accessible spaces and four EV charging spaces which will provide the number of spaces required to meet operational needs. Twelve covered cycle spaces will be provided.

Landscaping

The site is extensively landscaped to the periphery and throughout which will largely be retained. A small amount of existing landscaping will be removed from the western boundary of the site to facilitate improvements to provide an adequately sized access into the site.

Enhancement and mitigation will be required in order to meet Biodiversity Net Gain (BNG) requirements. Details of the proposed enhancements are provided within the enclosed BNG documents, which demonstrate that the development is capable of achieving a 10% net gain. This will include additional tree planting within the car park and around the proposed building.

4.0 The Proposals

Crime

The applicant is fully aware of the impact of crime, not only in business but also the wider community and takes a proactive approach to crime prevention.

The proposed development will be contained within the wider site boundaries which includes extensive planting. Additional fencing and planting will be introduced to ensure the site is safe and secure. The main entrance will be gated and secured when the site is not open. Further gates will be provided for access into the service yard.

5.0 Site Photographs



Fig. 4. Proposed development site.



Fig. 5. Proposed development site.

6.0 Planning Matters for Consideration

The National Planning Policy Framework (NPPF) was first published in 2012 and was most recently updated in February 2025.

Paragraph 8 outlines the three overarching objectives of sustainable development:

“a) An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure.

b) A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and

c) An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”

Paragraph 10 establishes that there is a presumption in favour of sustainable development at the heart of the NPPF and Paragraph 11 sets out that this applies to both plan making and decision taking. This is echoed in the Wiltshire Core Strategy Core Policy 1 Settlement Strategy and The Calne Community Neighbourhood Plan 2 - Part A Policy C1: High Quality, Sustainable Development in the Calne Community Plan Area.

The proposed development will contribute to the local economy by diversifying an established local business, providing employment opportunities to people in the local area and offering great potential to provide increased services and experiences for the benefit of visitors and members of the wider local community.

Economy

The NPPF advises that ‘significant weight’ should be placed on the need to support economic growth in general. With specific regard to the rural area the NPPF states that planning policies and decisions should enable the sustainable growth and expansion of all types of business in rural areas, both through the conversion of existing buildings and well-designed new buildings. The NPPF also advises that planning policies and decisions should enable sustainable rural tourism and leisure developments, and the retention and development of accessible local services and community facilities, such as shops. The NPPF also states that it must be recognised that sites within the rural area may be adjacent to or beyond settlement boundaries.

Paragraph 85 states that *“planning policies and 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”*.

Paragraph 88 states that *“planning policies and decisions should enable:*

6.0 Planning Matters for Consideration

- 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;*
- c) sustainable rural tourism and leisure developments which respect the character of the countryside; and*
- d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship."*

Paragraph 89 sets out that *"planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist."*

Paragraph 6.2 of the Core Strategy sets out an objective to deliver a resilient, sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs. Paragraph 6.3 states that there will be support for rural based businesses.

Paragraph 4.10 recognises that Wiltshire is predominantly a rural area and that there has been a decline in employment opportunities, facilities and services in small towns and villages.

Paragraph 4.17 advises that *"proposals for improved local employment opportunities, housing growth and/or new services and facilities outside the defined limits of development will not be supported unless they arise through community-led planning documents, such as neighbourhood plans, which are endorsed by the local community and accord with the provision of this plan."* However it goes on to recognise that *"The strategy does allow for carefully managed development outside of settlement boundaries in specific cases, such as new employment investment where there is an overriding strategic interest, or for other local circumstances such as providing affordable housing, allowing new tourist accommodation or supporting diversification of the rural economy."*

Paragraph 6.10 identifies sectors that are to be promoted to facilitate a move towards a higher value economy, including agriculture and land-based industries and tourism. Paragraph 6.12 states that *"Core Policy 34 aims to support the rural way of life through the promotion of modern agricultural practices, appropriate diversification of the rural economy."*

The Calne Community Neighbourhood Plan- Part A Policy WS2: Supporting Local Agriculture and Farm Diversification, sets out that proposals which would diversify and/or support an existing rural-based business will be supported, subject to various criteria.

The Calne Community Neighbourhood Plan- Part A Policy WS3: Supporting the Local Visitor Economy, states that development that maintains, enhances or expands the tourism and visitor economy will be supported where the proposal is in conformity with Wiltshire Development Plan policies and where they will protect and enhance the neighbourhood area's distinct local character and environment, its designated and non-designated heritage assets and will contribute positively to the sustainable economic vitality.

6.0 Planning Matters for Consideration

Nolands Farm is a family run business established in 1989, with the proposed development site being purchased by the family in 2024. The longevity of the current business is a testament to its ability to grow, adapt and diversify in response to market changes.

The proposed development will comprise of a notable investment in the local area, with the works expected to create eight full time and fifteen part time positions on the site. The creation of employment opportunities within the rural area will be beneficial to those in the surrounding areas.

In addition to supporting the economy by creating jobs, an essential function of the farm shop is to support the local community, especially supporting wider rural businesses across the county. The site will provide an outlet for the products produced at Nolands Farm which will account for approximately 45% of sales, with an additional 30% anticipated to be sourced within 50 miles of the location. Local suppliers will benefit from the site being a 'shop window' for their products, including bakery, honey, eggs, produce, beers, spirits and locally produced ambient goods.

The local nature of the majority of suppliers and customers means that the produce has a significantly lower carbon footprint than similar produce in a supermarket, which may have travelled many hundreds of miles before it reaches the shelf. The shorter distance and lower volume of the food produced means that the produce is always fresh and waste is minimised.

In addition to the benefits of direct employment the proposed development would also create numerous indirect positions in the services and suppliers supporting the expanded business, together with the further knock on benefits from increased expenditure that they in turn will generate.

Furthermore, during the construction works, the proposed development will either create opportunities for local construction companies and workers, which will have a positive impact on the local economy, or if construction workers not local to the area are used, the local economy will benefit from these workers staying in the area, and spending during the construction period.

The development would also support local tourism, providing facilities to support local walkers and visitors to the area. This includes a café and toilets. It is not the intention of the development to provide a parking area for walkers, rather to provide a facility they could utilise 'en route'.

The proposal will assist in the achievement of the role of VisitWiltshire, to *"grow the county's visitor economy by raising awareness of the destination, tourism management and development, and generating additional tourism visits and spend across the county and throughout the year"* and to encourage visitors to experience the Great West Way.

The proposed development would be a vital aspect of the wider farm's future, helping to future proof the rest of the farming enterprises. This in turn could allow the applicants to look at other types of farming activities, which could otherwise be unviable for them.

The NPPF and local policy are supportive of economic development which creates additional employment opportunities and provides investment into existing businesses in the local area. The proposals are consistent with and supportive of a range of national and local economic strategies and objectives.

6.0 Planning Matters for Consideration

Social

Chapter 8 of the NPPF seeks to promote healthy and safe communities and Paragraph 96 states that planning policies and decisions should aim to achieve healthy, inclusive and safe places which promote social interaction and opportunities for meetings between members of the community who might not otherwise come into contact with each other.

Paragraph 98 of the NPPF states that in order to deliver the social, recreational and cultural facilities and services the community needs, planning policies and decisions should:

“a) plan positively for the provision and use of shared space, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments.”

The Calne Community Neighbourhood Plan 2 - Part A Policy CF1: Community Facilities, sets out that proposals for new community facilities to meet evidenced local needs will be supported where the development would not have an unacceptable adverse effect on the local environment or residential amenity.

It is hoped that the site will become a valued part of the local community and will provide an important local service and social meeting space/venue in the locality. The development may in essence become a local village shop as well as a community hub for visitors and walkers in the local area to visit. It is key to the applicants that their staff will talk to and support many of their customers who may not see anyone else that day.

Promoting a healthy lifestyle is one of the applicant's objectives, and they aim to sell all of the necessary high quality and ingredients to create a healthy balanced diet, rather than relying on fast food and ultra processed food.

In addition, the site will aim to educate visitors about food production and the importance of farming, through open days and other positive engagement with the local community.

Natural Environment & Ecology

Chapter 15 of the NPPF seeks to contribute to and enhance the natural and local environment, protect and enhance habitats and biodiversity and consider ground conditions and pollution.

Paragraph 189 states that *“Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty which have the highest status of protection in relation to these issues.”*

Core Strategy Core Policy 50 Biodiversity and Geodiversity, states that *“development proposals must demonstrate how they protect features of nature conservation and geological value as part of the design rationale.”* In addition that *“all development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development. All development should seek opportunities to enhance biodiversity.”*

6.0 Planning Matters for Consideration

The Calne Community Neighbourhood Plan 2 - Part A Policy NE2: Protecting and Enhancing Biodiversity, sets out that development proposals should protect and, where practicable, enhance wildlife habitats and biodiversity and that development that would harm protected species will not be supported unless the harm can be avoided or mitigated against.

The site is not located within a protected landscape and is situated over 1.6 km to the north west of the Calstone and Cherhill Downs SSSI.

A Preliminary Ecology Appraisal (PEA) has been carried out on the site and has been enclosed with this planning application. The PEA sets out that the site includes a number of habitats, including modified grassland, other neutral grassland and a glade within a woodland and defunct internal native hedgerows, with a tree line and dense scrub adjacent to Rivers Brook flowing along the southern boundary.

The PEA advises that there is a low risk of encountering great crested newts and other amphibian species following eDNA survey but an amphibian RAMS is recommended during construction together with providing habitats suitable for supporting amphibian species within the final layout.

No evidence of badgers was found but as the site offers suitable habitat for badgers, a pre-commencement survey is recommended and badger sensitive working methods should be employed on site.

In relation to birds, the PEA recommends that any vegetation clearance should be undertaken outside of bird nesting season (March-August) but if this is not possible, suitable nesting habitat should be checked by an ecologist for birds' nests within 48 hours prior to clearance works being undertaken.

The Calne Community Neighbourhood Plan 2 - Part A Policy NE4: Trees, Woodland and Hedgerows, requires that trees and hedgerows are retained where practicable and that ancient woodland and veteran trees are retained and protected. In addition, where development cannot avoid the loss of trees, that these are replaced.

The proposed development will be set in a landscaped setting which will include additional trees, shrubs and hedgerows. These landscape enhancements and mitigation will be required in order to meet Biodiversity Net Gain requirements. The enclosed BNG documents demonstrate that the development is capable of achieving the required 10% gain.

Further landscaping details can be provided by planning condition.

Town Centre Use

The NPPF advises that planning policies and decisions should support the role of town centres taking a positive approach to their growth, management and adaptation. Paragraph 87 states that local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Paragraph 90 states that when assessing applications for retail and leisure development outside town centres, which are not in accordance with an up-to-date plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m² of gross floorspace).

6.0 Planning Matters for Consideration

Local Plan Core Policy 38 Retail and Leisure, requires that all proposals for edge-of-centre or out-of-centre retail or leisure development in excess of 200 sqm gross floorspace, which are not within a town centre, are accompanied by an impact assessment. The policy advises that any impact assessment would be proportionate to the scale of the proposed development.

There is currently little food retail available in nearby villages and therefore there is some benefit in reduced journeys for residents of these villages being able to access such a facility on the site rather than having to travel to supermarkets further afield. The farm shop will provide essential goods and a variety of produce which could limit longer journeys in the area or those that are not available easily locally.

The applicant is aware of a local cafe, The Dandy Highwayman, situated approximately 1 mile to the south east of the proposed development site. This establishment primarily offers tea and coffee, cakes and light lunches and is situated on the edge of Cherhill, along the busy A4. In the Winter it is only open Friday - Sunday. Whilst we are aware that planning permission exists for the expansion of the offer at this establishment, the offer on this site will still be different to that proposed as part of this development and it is felt that the two can co-exist in the local area. In fact, the proposed development may encourage more visitors to the wider local area, giving them a choice of food offers. The offer on the proposed development site will very much be focussed on showcasing products produced on the applicants wider landholding and within the local area.

A Sequential Test & Retail Impact Assessment have been enclosed with this planning application. The Sequential Test concludes that there are no suitable vacant units being marketed across the nearby centres of Calne and Devizes, even when demonstrating a reasonable degree of flexibility in the format and size of the proposed development. In addition, the proposed development will not compromise the proposed retail uses within the residential allocation in Calne given that they are anticipated to consist of convenience retail aiming to meet the day-to-day needs of the existing and future communities.

The Retail Impact Assessment concludes that the impact on the designated centres, as well as more distant locations, would be negligible and would not harm the vitality and viability of those centres. The majority of the application proposal's turnover will be derived from trade diverted from key out-of-centre facilities, other farm shops, and facilities within the two centres which cater for the more luxury end of the food shopping market. The proposed development constitutes a major investment that will actually increase consumer choice within the area.

Historic Environment

The NPPF states that *"in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary"* (paragraph 194).

Core Strategy Core Policy 58 Ensuring the conservation of the historic environment, states that development should protect, conserve and where possible enhance the historic environment.

The Calne Community Neighbourhood Plan - Part A Policy BE2: Heritage Assets, sets out that development

6.0 Planning Matters for Consideration

should preserve and enhance the character, appearance, special interest and setting of the Conservation Areas and designated heritage assets. Development that affects non-designated heritage assets of local interest will be required to take into account the character, context and setting, including important views towards and from the development.

The site is not located within a 'valued' landscape, Conservation Area or an Area of Outstanding Natural Beauty (AONB). However, the North Wessex Downs AONB boundary is located approximately 160m to the south of the site and 425m to the east of the site, so this needs to be considered in any development proposal.

During pre-application consultation, Cherhill Parish Council questioned if the proposed development would be in the line of the protected view from Cherhill / Blackland Downs to St Marys Church in Calne. The site is visible from the area of the Cherhill White Horse and recognised as a 'Key View' in the Calne Community Neighbourhood Plan (Final Report March 2023). The site is a small field to the south of a discreet block of houses at Lower Compton. Lower Compton is well wooded with softened edges. The site forms a very small component of the view, a green wedge amongst the grass and arable fields along the A4 corridor. The brighter green of the fields contrasts with the browner tones of the rough grassland of RAF Compton Bassett. It is considered that a new development would not be prominent within the view as long as consideration is given to the design and landscaping.

The proposals have been designed with planting to soften the edges of hard features, thus screening any larger blocks of similar built materials or surfacing. It would be preferable to avoid the appearance of coalescence between Lower Compton and the built development along the A4, therefore development is focussed within one area of the field.

The site does not include any listed buildings or scheduled ancient monuments. The closest scheduled monument is a medieval rural settlement at Quemerford, which is over 1km to the west of the site. The closest listed building is Hayle Farmhouse, situated approximately 100m to the south of the proposed development area.

Given the distance between the site and any heritage assets and its sensitive design, it is not considered that the proposed development would result in any harm to heritage assets or the historic environment.

Transport & Parking

Chapter 9 of the NPPF relates to the promotion of sustainable transport and states, at paragraph 116 that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Core Strategy Policy 60 Sustainable Transport, states that *"the council will use its planning and transport powers to help reduce the need to travel particularly by private car, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire."*

Policy 61 Transport and New Development states that *"new development should be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives."*

6.0 Planning Matters for Consideration

The Calne Community Neighbourhood Plan - Part A Policy GA1: Highway Impact, states that development proposals that provide access to the local road network in a way that mitigates potential adverse transport impacts will be supported. Development that would generate an increase in traffic at key locations on the network should demonstrate that the increased traffic can be safely accommodated.

The site will be accessed via an existing access point located on the western boundary of the site with the road, which will be improved to provide the required access size.

The required visibility splays for the speed of the road from which the site will be accessed (Automatic Traffic Count (ATC) surveys were carried out in June 2025), can be achieved from the access. These visibility splays are set out on drawings within the enclosed Transport Statement.

The proposed development includes the provision of a car park providing a total of 73 spaces including 5 accessible spaces and four EV charging spaces. The proposed number of spaces has been designed based on comparable facilities elsewhere and the operational requirements of the site.

Wiltshire County Council parking standards do not include specific parking standards for the proposed development, therefore, food retail and restaurant standards have been applied to set out a suitable level of parking.

The Calne Community Neighbourhood Plan - Part A Policy GA5: Parking Provision, requires that development demonstrates a design-led approach to parking provision.

The Calne Community Neighbourhood Plan - Part A Policy GA4: Ultra Low Emission Vehicle Charging, supports the provision of electric vehicle charging facilities.

A Transport Statement has been enclosed with this planning application. This concludes that:

- Access can be provided off the existing Unnamed Road, which is designed to accommodate all vehicles accessing the site, visibility can be achieved from the access and the proposed access would operate well within capacity.
- The site has been designed to provide appropriate provision for those visiting the site, including parking, landscaping and service vehicles.
- The proposals would result in a minimal increase in trips and these can be accommodated on the existing highway network.
- Pedestrian links are provided into the site and bus stops are located along the A4, meaning that sustainable transport is accessible from the site

There is currently little food retail available in nearby villages and therefore there is some benefit in reduced journeys for residents of these villages being able to access some convenience shopping on the site rather than having to travel to supermarkets further afield.

The nearest bus stop to the site is Atcherley Road which is situated less than 200m to the north of the site. This provides the number 42 service which connects Calne to Marlborough. In addition, the Compton Turn bus stop is located approximately 290m to the south west of the site which provides the 42 (Calne to Marlborough) and X76 (Marlborough to Bath) services.

6.0 Planning Matters for Consideration

The Calne Community Neighbourhood Plan - Part A Policy GA6: Walking and Cycling for Leisure and Recreation, requires the protection and enhancement of leisure walking and cycling routes and the provision of facilities to encouraging cycling.

Twelve covered cycle parking spaces will be provided on the site.

Whilst there is no footpath on the eastern side of the road on which the development will be accessed, there is a footpath on the western side. This footpath serves the Atcherley Road bus stop on the western side. Visitors attending on foot from this footpath will be able to cross the road and connect into a new footpath within the site.

Design

The NPPF states that *“The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities”* (paragraph 131).

In addition, it states that *“Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents which use visual tools such as design guides and codes”* (paragraph 139).

Core Strategy Core Policy 57 Ensuring high quality design and place shaping, sets out that a high standard of design is required in all new developments and that development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. The policy then sets out various criteria that new development will be expected to achieve.

The Calne Community Neighbourhood Plan - Part A Policy NE5: Setting of Calne and Calne Without, sets out that new development should respect the rural setting of the area. In particular it should consider the impact of the development on the rural edges of the town and village, the physical separation that protects the separate identity of settlements, the dominance of the natural features that provide the setting for these settlements, the rural qualities of the country lanes, important views, tranquillity and the need to protect against intrusion from light and noise pollution.

The Calne Community Neighbourhood Plan - Part A Policy BE1: Design Principles for Local Distinctiveness, states that development that demonstrates good design, contributing to the conservation, enhancement, and extension of positive and distinctive characteristics in the various character areas will be supported.

The development has taken account of the contents of the Calne Community Neighbourhood Plan Design Guidelines and Codes. This document sets out that new development must have a good understanding of the existing character area including road layouts, development patterns, boundary treatments, massing and materials. The document recognises that the area has a wide variety of architectural styles and details that can act as references for new developments.

The proposed building will utilise timber boarding with a small amount of brick at low level. In addition, dark grey metal cladding is proposed to be used on the roof and to parts of the walls. The Design

6.0 Planning Matters for Consideration

Guidelines and Codes recognises that *“modern materials may also be welcome as long as they are sensitive to the surrounding context and visually pleasing”* and that *“muted and darker tones could be a better option”* than very light colours which do not blend well with the rural landscape.

The development will achieve a high quality in the detail of the design and respect the character and appearance of the surroundings, using muted colours and materials appropriate for the area and reflecting the rural nature of a farm shop. The colour palette of the materials will broadly align with those highlighted for industrial units within the Design Guidelines and Codes document.

Whilst indicative signage has been included on the proposed drawings, this will be subject to a separate advertisement consent application. We take note of the suggestion within the Design Guidelines and Code that *“applicants are encouraged to use timber, hand-painted and non-illuminated signage, avoiding the use of garish or day-glow colours. Overall, the signage must be sensitive to the rural environment and blend with the existing rich vegetation.”*

The site is likely to require external lighting, for use particularly during the winter. Within the car park this is likely to be low level lighting bollards. Within the service yard the lighting will be kept as low level as possible and time controlled to only be on when truly necessary. We take note of the need to preserve dark skies in the area, as set out within the Design Guidelines and Code. Further details can be controlled by planning condition.

The Calne Community Neighbourhood Plan - Part A Policy C1: High Quality, Sustainable Development in the Calne Community Plan Area, states that development should include mitigation against and resilience to the effects of climate change.

The Calne Community Neighbourhood Plan 2 - Part A Policy C2: Sustainable Construction and Energy, requires that development proposals incorporate measures to adapt to climate change impacts and include measures to encourage more sustainable transport choices.

Environmental aspects including ecological improvements and energy are also considered. If it is considered viable to install PV panels on the roof, it is hoped that this is something that can either be incorporated during the build, or if costs are too high, provisions made to allow PV panels to be installed in the future.

Air source heat pumps will be utilised to provide heating on the site.

EV and cycle parking will be included within the development in order to encourage the use of more sustainable transport methods.

The setting of the development is proposed to be improved through new hard and soft landscaping to provide a high quality overall appearance.

Whilst the site is bounded by residential properties to the north and south, the proposal has been sited a considerable distance away from the site boundaries and existing landscaping will be retained and enhanced throughout the site.

Defined hours of operation for the site will ensure that activity is kept to reasonable hours only so there will be no negative impact on residential amenity.

6.0 Planning Matters for Consideration

Flooding & Drainage

Chapter 14 of the NPPF states that the planning system should support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. Paragraph 181 states that when determining planning applications, local planning authorities should ensure that flood risk is not increased elsewhere and that where appropriate, planning applications should be supported by a site specific flood risk assessment.

Core Strategy Core Policy 67 Flood Risk, sets out that all new development should include measures to reduce the rate of rainwater run-off and utilise sustainable urban drainage systems unless site or environmental conditions make these measures unsuitable.

The Calne Community Neighbourhood Plan Design Guidelines and Codes, sets out overarching principles to be considered in new development, including siting new buildings well away from areas susceptible to flooding, managing surface water as close to where it originates as possible, preventing an increase in runoff rates and utilising SuDS.

The Government's Flood Map for Planning identifies that the area of the site proposed to be developed is located within Flood Zone 1. This means that there is less than 1 in 100 years (0.1%) chance of fluvial flooding occurring each year on the site. The south eastern and south western corners of the site are located in Flood Zone 2 and 3, however no built development is proposed in these areas, only landscaping and drainage outflow. One of the key considerations in relation to the siting of the development has been to position it outside of the areas at a higher risk of flooding.

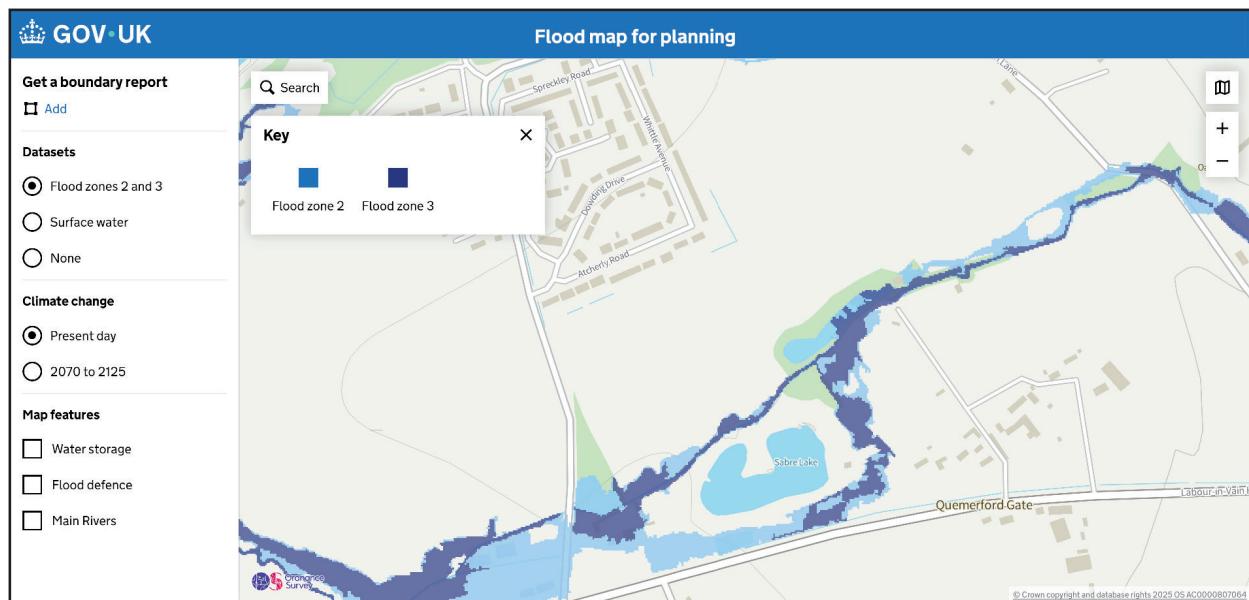


Fig. 6. Extract from Government Flood Map for Planning.

5.0 Planning Matters for Consideration

Due to the size of the proposed development site being above 1 hectare, a Flood Risk Assessment has been enclosed with this planning application. This concludes that:

- The majority of the proposed development is in Flood Zone 1 with a low (less than 1 in 1,000) annual probability of flooding.
- The south western and south eastern corners of the site are located in Flood Zone 2 and 3, however no built development is proposed in these areas.
- Based on the BGS groundwater flood susceptibility map, the site is not at risk of groundwater flooding. As such, no mitigation measures with regards to groundwater flood risk are required.
- Based on the EA / NRW surface water flood maps, the site is not at risk of surface water flooding. As such, no mitigation measures with regards to surface water flood risk are required.

One of the key points in the NPPF in relation to new developments and flooding is to ensure that flood risk is not increased elsewhere as a result of the development. We are aware of recent flooding at Hayle Farm, which is situated to the south of the site.

A Drainage Strategy has been enclosed with this planning application. This sets out that surface water will be managed on the site, ensuring that flood risk is not increased elsewhere, as follows:

- Attenuation and treatment will be provided through permeable pavement systems, surface water pond, and associated flow control structures.
- The final point of discharge will be directed south of the site into the land drainage network (River's Brook).
- Foul drainage from the development will be collected via an on site gravity foul drainage system which will connect to an on site treatment plant with discharge to watercourse or alternatively pumped via rising main to the public sewer (subject to agreement with the water authority).

6.0 Summary

- This document accompanies the planning application submitted by Pleydell Smithyman Limited on behalf of G & S M Wilkins & Son for works on land near Calne, Wiltshire (grid reference: SU 02236 70111 or X (Easting) 402236 , Y (Northing) 170111).
- The proposed development is for the introduction of a farm shop and cafe on the site to provide a facility for the local community and visitors to the site, providing safe, accessible and appropriate facilities.
- The Wilkins family have been farming land in the local area for over 30 years and the proposals will assist in the diversification of the business to secure its long term future and cater for a new generation becoming more involved in the business.
- The proposed development will provide investment in the local area, creating an additional twenty three employment opportunities.
- The proposal has been carefully designed to be sympathetic to its surroundings and reflect the rural nature of a farm shop.
- The proposals are in accordance with adopted development plan policy and the NPPF which seeks to encourage Local Planning Authorities to promote a strong economy and support sustainable economic development.