

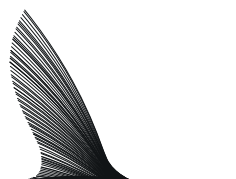
**HESDIN ESTATE,
CHAPMANSLADE**

Landscape Strategy
& Landscape and Visual Appraisal

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May 2026

GREENHALGH

Landscape Architecture



Project Address: **Hesdin Estate**
Chapmanslade
Westbury

For and on
behalf of: Hesdin Estate Ltd

- In collaboration with :
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| Blockworks Group
- Planning Consultant**

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Executive Summary

Greenhalgh Landscape Architecture has been appointed by Hesdin Estate (the ‘Client’) to prepare a combined Landscape Strategy and Landscape and Visual Appraisal (LVA) in support of a full planning application to Wiltshire Council for land at Hesdin Estate, Chapmanslade (the ‘Site’).

The proposals relate to the enhancement of the existing holiday accommodation complex through the provision of additional recreational and operational facilities and associated uses (the ‘Proposed Development’).

This document records and analyses the existing baseline landscape and visual conditions of the Site and its wider setting, identifies relevant constraints and opportunities, and outlines landscape proposals developed in response to these considerations.

This document has been prepared in support of the planning application submission to Wiltshire Council and is intended to assist engagement with the relevant planning officers. It should be read alongside the accompanying planning and technical submission documents.

1.1. Introduction

Purpose

Greenhalgh Landscape Architecture has been commissioned by Hesdin Estate (the ‘Client’) to prepare a combined Landscape Strategy and Landscape and Visual Appraisal (LVA) in support of a full planning application to Wiltshire Council (WC). The application relates to the enhancement of the existing holiday accommodation complex through the provision of additional recreational and operational facilities and associated uses (the ‘Proposed Development’) at Hesdin Estate, Chapmanslade, Wiltshire (the ‘Site’).

The purpose of this document is to:

1. establish and analyse the existing baseline conditions of the Site and its surrounding context; and
2. demonstrate how these conditions have informed and shaped the Proposed Development.

The Site has been subject to a number of planning consents relating to the use of the farmstead for residential accommodation and short-term holiday lets, including the construction of three new buildings and a tennis court. This Landscape Strategy seeks to establish a cohesive landscape framework that draws together these various elements and integrates the now-established recreational use of the farmstead into the wider landscape setting.

The Landscape Strategy has been informed by an iterative design approach, drawing on Landscape and Visual Appraisal (LVA) to assess potential effects on the landscape and visual resource and to guide the evolution of the scheme design. Particular consideration has been given to key views, including close-range experiences from public footpaths, as well as longer-range views from existing settlements and publicly accessible locations within the wider landscape setting. The final scheme has been shaped through a collaborative design process including the consultant team and Pre Application feedback received from WC.

This document is intended to assist engagement with the relevant planning officers. It should be read alongside the accompanying planning and technical submission documents.

Methodology

The methodology for photography and fieldwork and the LVA process is derived from current industry guidance and published best practice, namely:

- ‘Guidelines for Landscape and Visual Impact Assessment’, Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013;
- ‘An Approach to Landscape Character Assessment’, Natural England, 2014;
- ‘Technical Guidance Note 06/19: Visual Representation of Development Proposals’, Landscape Institute, 2019; and
- ‘Technical Guidance Note 02/21: Assessing landscape value outside national designations’, Landscape Institute, 2021

All fieldwork was undertaken on the 6th October 2025 and the weather was clear and bright with good visibility for the duration of the visit. All photography was captured in accordance with the above standards/ guidance using a Nikon D750 digital SLR camera with a fixed 50mm lens and a tripod.

Industry guidance states that the chosen approach should be appropriate and proportionate to the scale of the project and the nature of its potential effects. Given the proposals include the development of an agricultural style barn of a similar footprint/scale to those already on Site enclosed within a substantial landscape framework an LVA was deemed the most suitable approach.

Accordingly, the LVA within this report does not include a formal ‘assessment’ and does not constitute a Landscape & Visual Impact Assessment (LVIA). Instead, it provides:

- a description and analysis of the Site and its context;
- an appraisal of landscape character and visual amenity; and
- consideration of the likely implications of the Proposed Development on the existing situation.

1.2. Site Location

The Site is located approximately 450m east of the village of Chapmanslade, adjacent to the former Warminster Road, which historically served as the main route between Warminster and Beckington prior to its de-trunking following the construction of the A36 bypass. Warminster lies approximately 3.3km southeast of the Site, while Westbury is situated around 3km to the northeast and Frome approximately 4km to the west.

To the east of the A36 is Thoulstone Park, an outdoor activity centre offering holiday accommodation for hire. Further northeast, the surrounding settlement pattern includes the village of Dilton Marsh and the adjoining market town of Westbury.

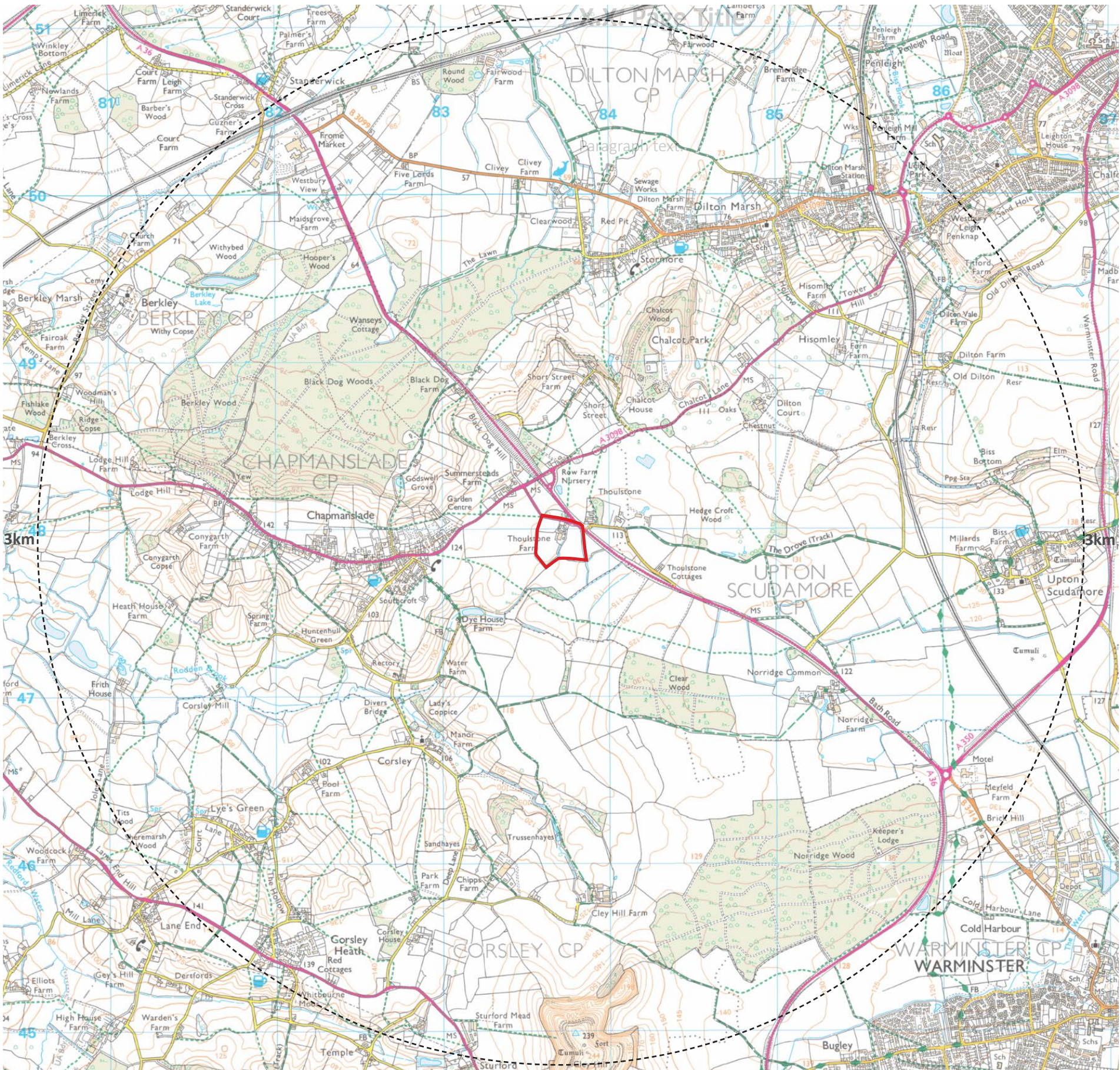


Figure 1. Site location

2.1. Local Context

The farmstead and farmhouse has been converted to holiday use and contains a collection of holiday lets including conversions of the original farmhouse and associated outbuildings. In addition, three new holiday lets units are currently under construction. Parking provision for both residents and staff is located at the eastern and western edges of the farmstead. Two fields south of the farmstead are managed as grassland and provide an open area for residents.

To the south and west, the Site is contiguous with open, rolling agricultural land and has a relatively open aspect. In contrast, the A36 marks a clear boundary to the north east, beyond which the topography rises noticeably.

Settlement

Chapmanslade lies approximately 450m west of the Site, with agricultural fields and mature native hedgerows providing physical separation. Outside of the village, housing local to the Site is generally sparse and isolated in nature, typically grouped alongside lower-order roads such as the A3098 and Old Warminster Road.

Thoulstone Park is located approximately 260m north east of the Site and comprises a collection of holiday cottages together with associated communal and ancillary buildings.

Access and communications

The Site benefits from two existing vehicular entrances with direct access onto Warminster Road and the A36.

There is no public access within the Site itself. However, the surrounding area is well-served by a network of Public Rights of Way (PRoW), the closest of which is PRoW footpath CHAP14. This route begins near the Site’s north-western corner and extends westward towards the A3098 and Chapmanslade village. PRoW footpath CHAP15 commences on the opposite side the road north of the Site, however it has been severed by the A36 and as a result is infrequently used and difficult to access due to overgrown vegetation. A number of other PRoW pass through the local landscape as can be seen on Figure 2.

Key:

 Site

 A Road

 Other local road of note

 Watercourse/pond

 Existing vehicular access

 Public Right of Way (footpath)

 Public Right of Way (bridleway)

 Public Right of Way (bridleway)



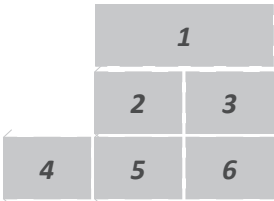
Figure 2. Local context

Vegetation

The majority of the Site comprises species-poor grassland, with its composition influenced by elevated nutrient levels resulting from previous agricultural use as arable fields. A wet woodland is present in the southern part of the Site, supporting mature willow species and field maple. Additional trees are scattered across the Site boundary and within the existing farmstead, including oak, beech, and horse chestnut.

The Site contains four hedgerows of note. These include a mixed native and non-native hedgerow along the northern road boundary, the remnants of a mixed native hedgerow bisecting the western half of the Site, and a gappy Leylandii hedge adjacent to the car park in the north-east corner.

Surrounding land is predominantly in arable agricultural use and is generally bordered by mixed native hedgerows. Mature copses and woodlands are notable landscape features along roads, watercourses, and on higher ground.



Photograph 1. Trees and vegetation along the northern boundary.
Photograph 2. Remenants of field hedgerow in western half of Site.
Photograph 3. An oak tree and vegetation along the eastern edge of the farmstead.
Photograph 4. Groups of trees and copses within the landscape to the south.
Photograph 5. Species poor grass in the eastern half of the Site.
Photograph 6. Trees and vegetation around the existing pond and alongside the southern ditch.



Photograph 1.

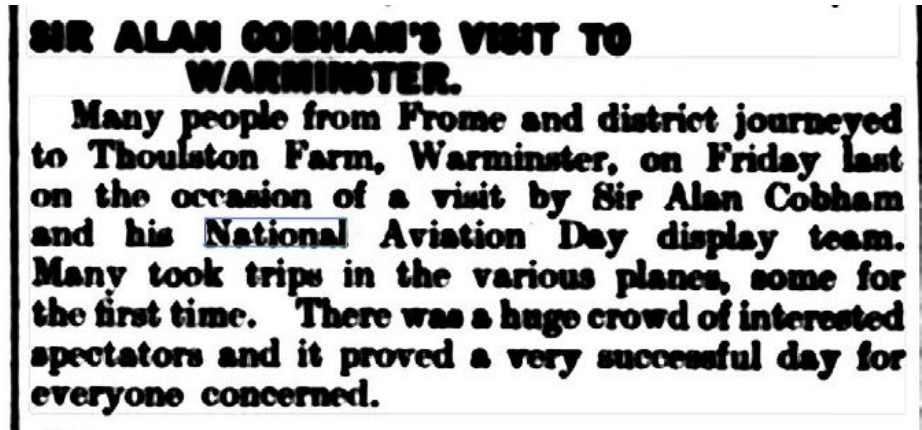


Historic Mapping

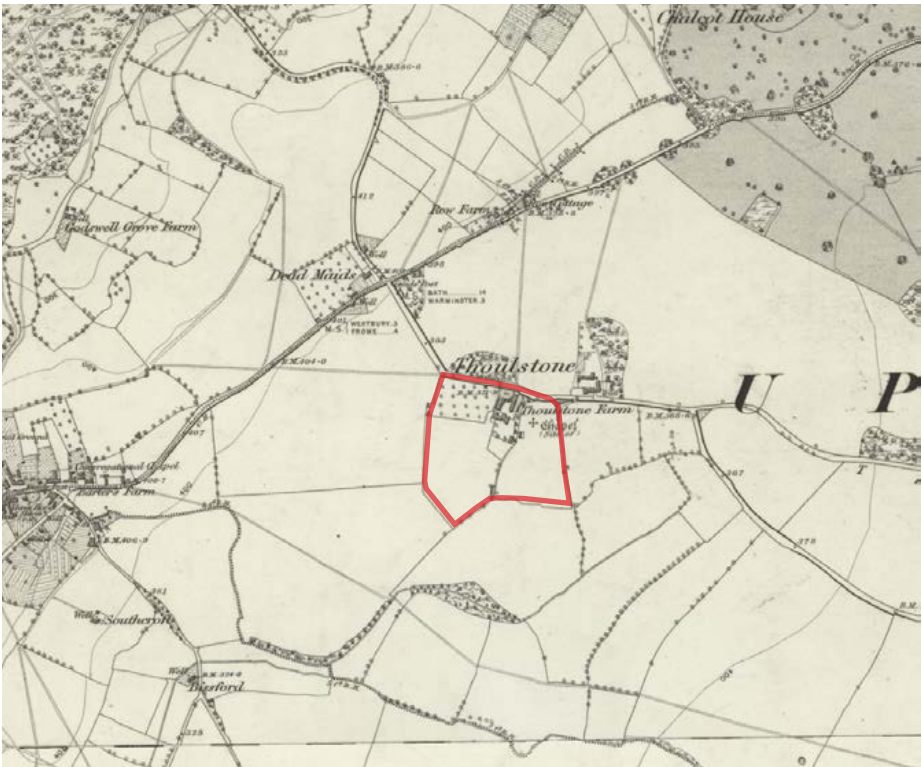
The historic mapping on this page illustrates how the Site and its context has evolved from 1890 as summarised below:

- 1. Principally small farm settlements set within a medium to large scale field pattern and clusters of houses along principle transport routes. The is divided into three small-medium sized fields with an orchard in the north eastern corner. A small pond is evident although the southern boundary and a Chapel (site of) is marked to the east of the farmstead although there is no other record of this. The boundary of Chalcott House parkland is evident to the north east of the Site.
- 2. Larger fields west of the site had been subdivided by 1961, however generally the field patterns in the area had been have enlarged. The extension of Chapmanslade is evident along the High Street.
- 3. By 2001 the A36 had been implemented and Chapmanslade was significantly more developed. Thoulstone Park Golf Club (now closed) is evident north of the A36. The orchard on Site had been lost and field boundaries in the neighbouring fields appear to have been removed.
- 4. By 2021 the airstrip is visible and vegetation has established and matured within the golf course and along the A36.

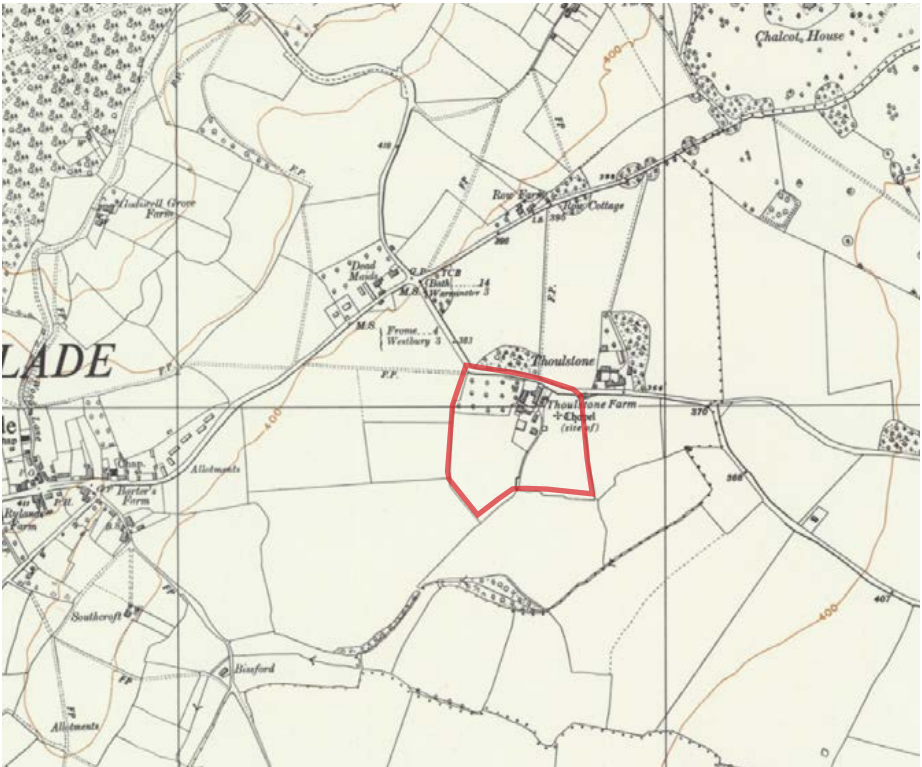
While undertaking the historic review a newspaper article published by the Somerset Standard on the 12th May 1933 (see below) was discovered which reports of a National Aviation Day display at Thoulstone Farm.



Sir Alan Cobham's Visit to Warminster - Somerset Standard, 12th May 1933



Extract from OS Six Inch Great Britain, published 1890.



Extract from OS 1:10,000/1:10,560 Great Britain, published 1961.



Aerial image 2001.



Aerial image 2021.

2.2. Topography

The topography of the Site gently falls from approximately 115.5m AOD in the north to 109m AOD at the far southern corner.

Land adjoining the Site follows a similar gradient and generally falls towards tributaries of Rodden Brook south of the Site.

The terraced nature of the local topography is evident on Figure 3 opposite, with the Site sitting at a comparable level to Chapmanslade, Chalcot Park, Upton Scudmore and Warminster.

The A3098 follows a subtle ridge line along the northern edge of the terrace beyond which levels drop steeply into a valley landscape including a network of streams feeding the River Frome.

Cley Hill is a dominant protrusion at the southern end of the terrace with its height of 239m AOD providing panoramic views of the local area.

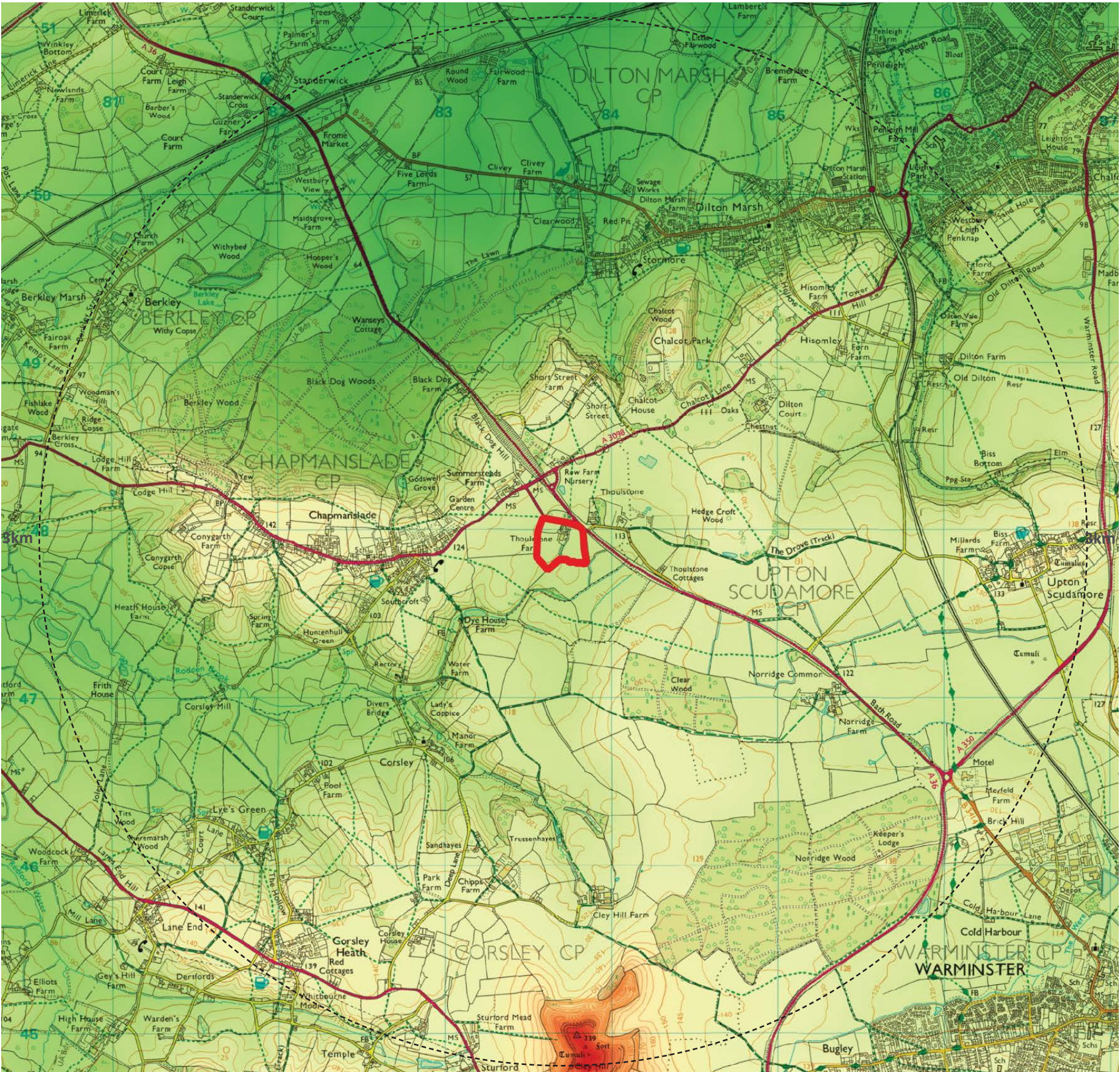
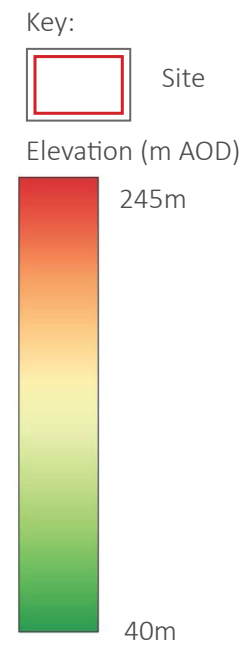


Figure 3. Topographic analysis

2.3. Landscape and Heritage Designations

The western half of the Site sits within the Corsley Heath to Chapmanslade Greensand Ridge Special Landscape Area (SLA) which runs from Dilton Marsh to Corsely Heath. The SLA is a non-statutory local designation covered by saved policy C3 from the West Wiltshire District Plan 1st Alteration- Adopted June 2004. Policy C3 covers the landscape character of the SLA and states that this will be ‘conserved and enhanced and development will not be permitted which is considered to be detrimental to the high quality of these landscapes’. In terms of the types of development which may be permitted the policy states that ‘development essential to the social and economic well-being of the rural community or desirable for the enjoyment of its amenities will be permitted having regard to highways, access, scale, design, materials, location, siting, landscaping and other appropriate environmental considerations’.

Thoulstone Farmhouse sits within the northern Site boundary and is a Grade II Listed Building. Beyond the Site the closest Listed Building is the Grade II Spinney Farmhouse on the opposite side of the A36. Beyond the Sites immediate setting the next closest cluster of Listed Buildings are located along the A3098 and within Chapmanslade village to the west.

The Cranbourne Chase and West Wiltshire Downs National Landscape (formerly Area of Outstanding Natural Beauty (AONB)) lies approximately 2km south of the Site and encompass Cley Hill which is a designated Site of Scientific Interest (SSSI) and Open Access Land.

Key

Site

Site of Special Scientific Interest (SSSI)
(Cley Hill)

Cranborne Chase & West Wiltshire Downs
National Landscape

Grade II Listed Building

Grade II* Listed Building

Grade I Listed Building

Open Access Land (CRoW Act, 2000)

Special Landscape Area
(The Corsley Heath to Chapmanslade
Greensand Ridge)

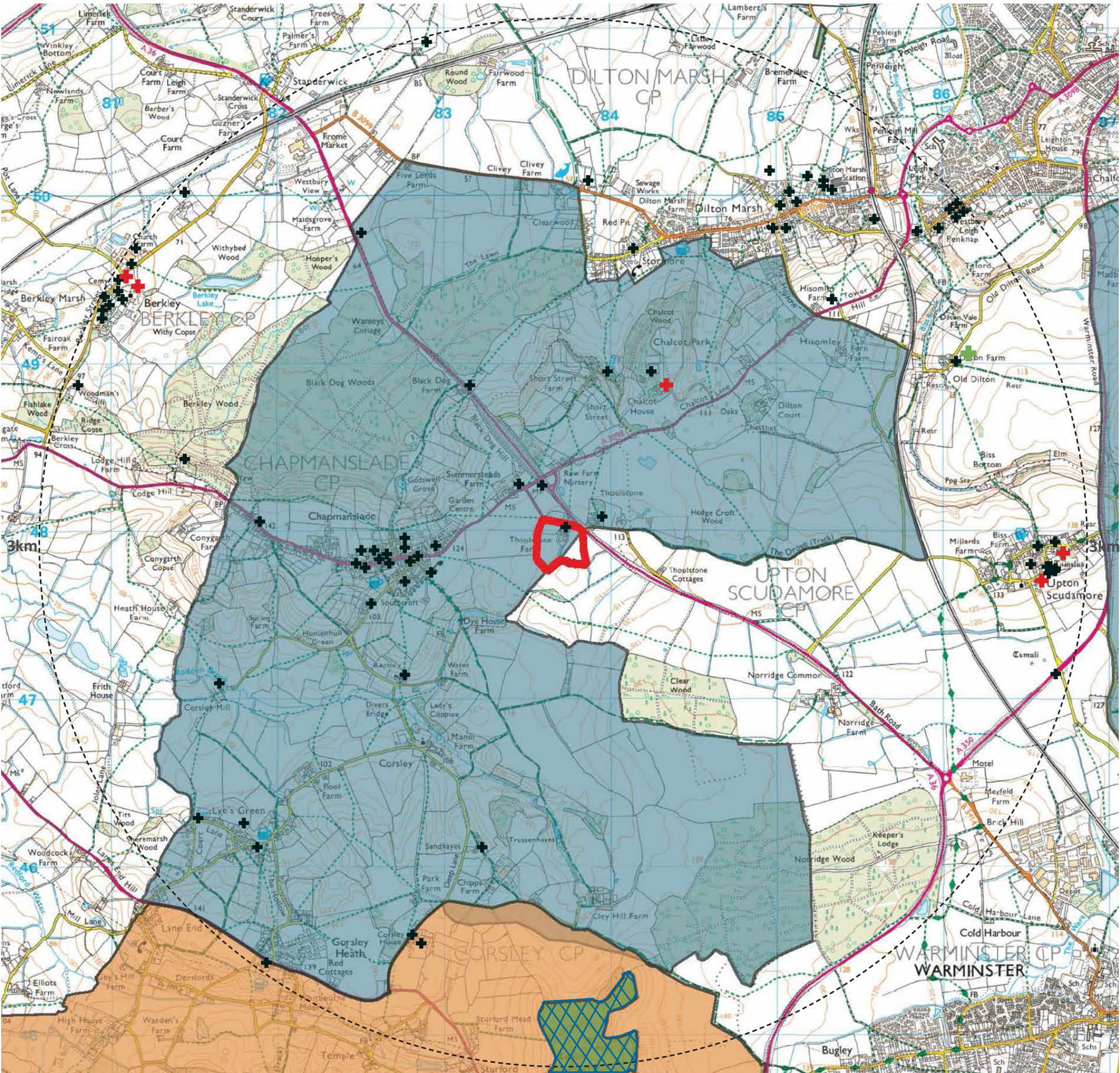


Figure 4. Landscape and heritage designations

2.4. Planning Policy

National Planning Policy Framework (NPPF), February 2025

The National Planning Policy Framework (NPPF) was last re-published in February 2025. The NPPF promotes a presumption in favour of sustainable development, defined as ‘meeting the needs of the present without compromising the ability of future generations to meet their own needs.’

Section 12 of the NPPF sets out requirements for achieving well-designed places. Paragraph 131 outlines the importance of the design of the built environment and states that ‘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 135 goes on to state:

‘Planning policies and decisions should ensure that developments:

- Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- Are visually attractive as a result of good architecture, layout an appropriate and effective landscaping
- Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- Create places that are safe, inclusive and accessible and which promote health and well-being with a high standard of amenity for existing and future users and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.’

Under Section 15 of the NPPF: Conserving and Enhancing the Natural Environment, Paragraph 187 states that planning policies and decisions should contribute to and enhance the natural and local environment by:

‘a) protecting and enhancing valued landscapes ...

b) recognising ... the wider benefits from natural capital and ecosystem services... ...including... ...of trees and woodland’.

Local Planning Policy

The Site lies within the administrative jurisdiction of Wiltshire Council, and development proposals are assessed against the Core Strategy, adopted in January 2015. Key policies of relevance to the LVA include **Core Policy 51: Landscape** which states that:

Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced through sensitive design, landscape mitigation and enhancement measures:

- i. The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.
- ii. The locally distinctive character of settlements and their landscape settings.
- iii. The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.
- iv. Visually sensitive skylines, soils, geological and topographical features.
- v. Landscape features of cultural, historic and heritage value.
- vi. Important views and visual amenity.
- vii. Tranquillity and the need to protect against intrusion from light pollution, noise, and motion.
- viii. Landscape functions including places to live, work, relax and recreate.
- ix. Special qualities of Areas of Outstanding Natural Beauty (AONBs) and the New Forest National Park, where great weight will be afforded to conserving and enhancing landscapes and scenic beauty.

Core Policy 52: Green Infrastructure states that:

Development shall make provision for the retention and enhancement of

Wiltshire’s green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:

- i. retain and enhance existing on site green infrastructure
- ii. make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards
- iii. put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development
- iv. provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy
- v. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required.

Core Policy 50: Biodiversity and geodiversity covers ecology and items of relevance to the proposals include:

Development proposals must demonstrate how they protect features of nature conservation and geological value as part of the design rationale. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term...

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. Major development in particular must include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats, ecological networks and ecosystem services.

2.5. Published Landscape Character

Key:

Site

Wiltshire Landscape Character Assessment (2005)

3A Salisbury Plain West

6A Warminster Terrace

7A Longleat-Stourhead Greensand Hills

11C Trowbridge Rolling Clay Lowland

Somerset Landscape Character Assessment (2024)

LCA 5A River Valley North

LCA 5B River Valley South

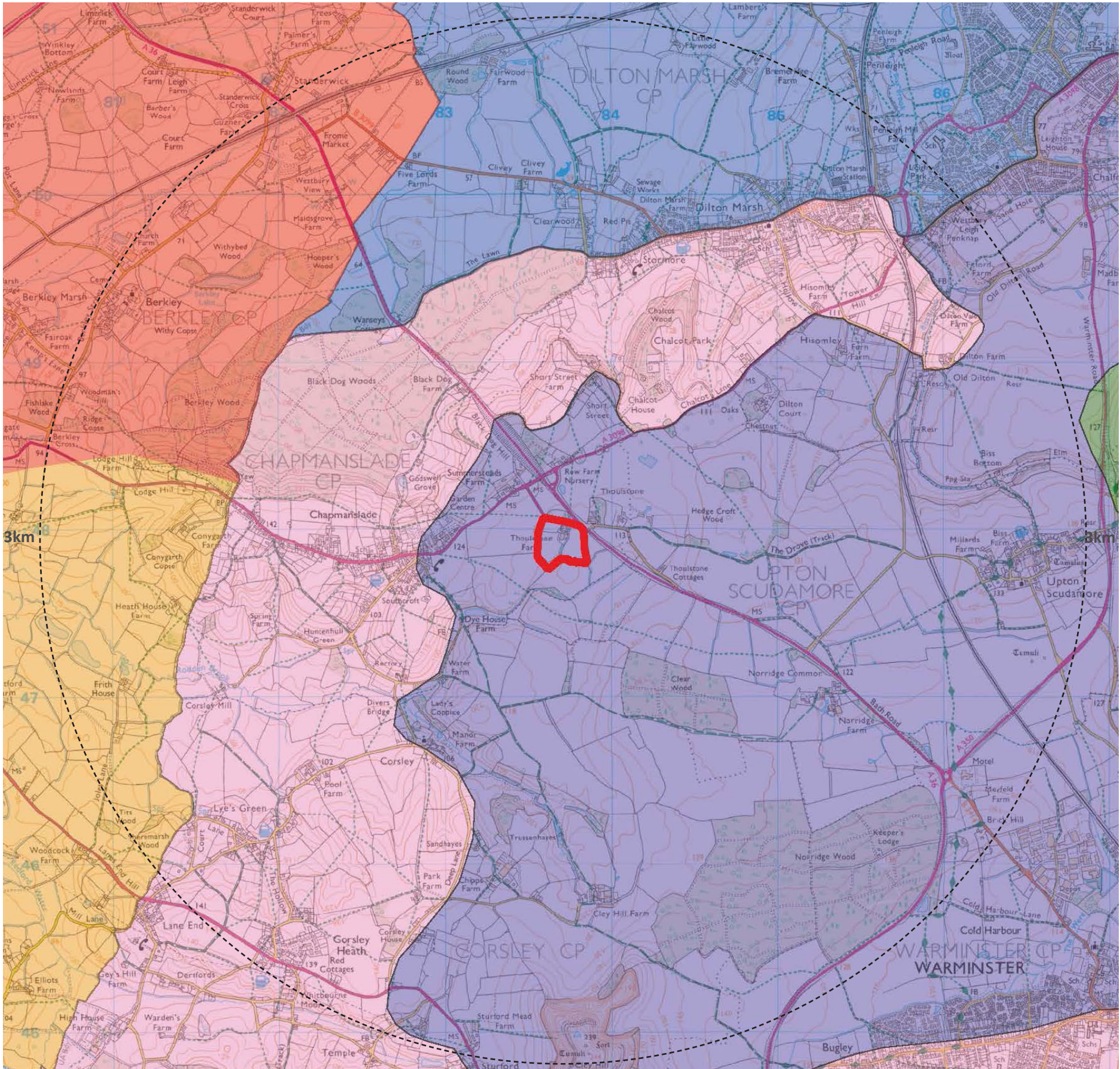


Figure 5. Landscape Character Areas from ‘Somerset Landscape Character Assessment (2024)’ and ‘Wiltshire Landscape Character Assessment (2005)’



Published National Landscape Character Assessment

At a national level the Site falls within National Character Area (NCA) 117 Avon Vales. The Avon Vales is an undulating, low-lying landscape of mixed, predominantly pastoral agriculture and small limestone-built towns, cut by the (Bristol) River Avon and its tributaries, and surrounded to the west, south and east by higher land.

The NCA assessment focuses on a high level overview of the area and consequently the more detailed county level studies have been reviewed below.

Published Local Landscape Character Assessment

The Site and the surrounding landscape is covered by the Wiltshire Landscape Character Assessment produced by LUC for Wiltshire Council in April 2004. The assessment subdivides the authority’s area into several distinct landscape character areas (LCA) each with their own defined profile and characteristics.

The Site lies wholly within **LCA 6A: Warminster Terrace**, a subcategory of **Landscape Character Type 6: Greensand Terrace**. Key characteristics of LCA 6 which are of relevance to the Site and its context include:

- *‘Flat aprons of land from which the dramatic chalk escarpments and hills rise.*
- *Dominated by arable fields of Parliamentary enclosure.*
- *Large geometric fields and open skies contrast with the smaller scale, enclosed landscape of the adjacent Wooded Greensand Hills.*
- *Upper Greensand geology giving rise to rich brown earth soils that have a high agricultural value.*
- *Land use is predominantly agricultural, including cereal cropping, grass rotations, dairy farming and stock rearing.*
- *Mixed woodland runs in discontinuous belts along the base of the chalk escarpment.*
- *Coniferous belts planted as game coverts.*

- *Sparse settlement of scattered farmsteads and a few villages.*
- *General absence of prehistoric earthworks in contrast to the surrounding chalk landscapes.’*

The condition of the LCA is considered **moderate** due to the ‘*dominance of intensive arable farming throughout*’ which has ‘*led to the loss of biodiversity and cultural value*’. Likewise the LCA’s strength of character is also assessed as **moderate**.

The assessment outlines a strategy for future management of the LCA based on conserving ‘*the open farmed character of the terrace*’ and ‘*improvement of lost and/or declining features such as field boundaries and woodland*’ to ‘*increase the quality and visual integrity of the landscape as well as its ecological value*’. To assist with this, the assessment details the following broad management objectives :

- *‘Conserve characteristic open views across the terrace towards the escarpment.*
- *Improve the condition and character of hedgerow boundaries by thickening and replanting where lost, apply consistent management techniques and replacing hedgerow trees where over mature and dying.*
- *Promote appropriate management of arable land including retaining areas of fallow land and maintaining an unploughed margin around fields to encourage wildlife, particularly farmland birds.*
- *Encourage new native woodland planting at the break of the scarp to enhance the transition between the scarp and terrace.*
- *Discourage further coniferous planting where this would detract from the character of the deciduous woodland and the visual relationship between scarp and terrace.*
- *Conserve the open character of the terrace and retain the concentrated character of the settlement by resisting linear growth along transport routes or such as has occurred between Longbridge Deverill and Hill Deverill’.*

2.6. Local Landscape Character and Site Setting



The A36 road corridor is defined and contained by hedgerows and mature trees including woodland copses, although this condition is variable. Due to the speed of road users only momentary glances are afforded through gaps in vegetation of the wider landscape.



Large woodlands such as Clear Wood, Norridge Wood and Black Dog Wood are key features within the surrounding landscape and help provide enclosure while also screening long distance views.



The southern area of the Site is open to the surrounding farmland. Fields are relatively large-scale and there is a lack of field boundary vegetation at the interfaces with the Site.



The western boundary of the Site is defined by agricultural fencing allowing open views towards the farmstead and parking area. Views of neighbouring fields form a back drop, however longer distance views are screened by a combination of woodland and the rolling topography.



The runway is a distinctive feature within the local landscape, framing distant views of the hillside around Corsley.



The rolling farmland is an attractive setting to the Site. Views from the south offer the most distant visibility with Cley Hill forming a notable landmark.

2.7. Visual Baseline

ZTV Analysis

The viewpoint location plan has been based on a Zone of Theoretical Visibility (ZTV) analysis plan. The ZTV is generated from a receptor height of 1.6m (approximate average UK adult eye level) and receiver/ target heights of 5m for the estate building and 3m for the padel courts. The ZTV is based on 1m LiDAR First Return DSM (Digital Surface Model) terrain data which includes intervening features such as existing trees/ vegetation and buildings in the landscape. Some changes within the landscape may have occurred since the DSM data and ZTV was created. Data source: ordnancesurvey.co.uk. This ZTV also includes Earth's curvature.

Viewpoints

The visual baseline is based on a number of representative viewpoints located at publicly accessible points within the surrounding environs of the Site. Viewpoint locations are illustrated on Figure 6 and images of these views are included as viewpoint photographs 1-8 presented in the following pages.

The viewpoints are all from publicly accessible locations where a degree of visibility of the Site or existing vegetation bounding the Site was observed. Photography and associated fieldwork was undertaken in October 2025 at which time deciduous trees and vegetation were with near-complete leaf cover and therefore a scenario of essentially maximum visual screening was encountered.

Key:



Site



Viewpoint location



Zone of theoretical visibility

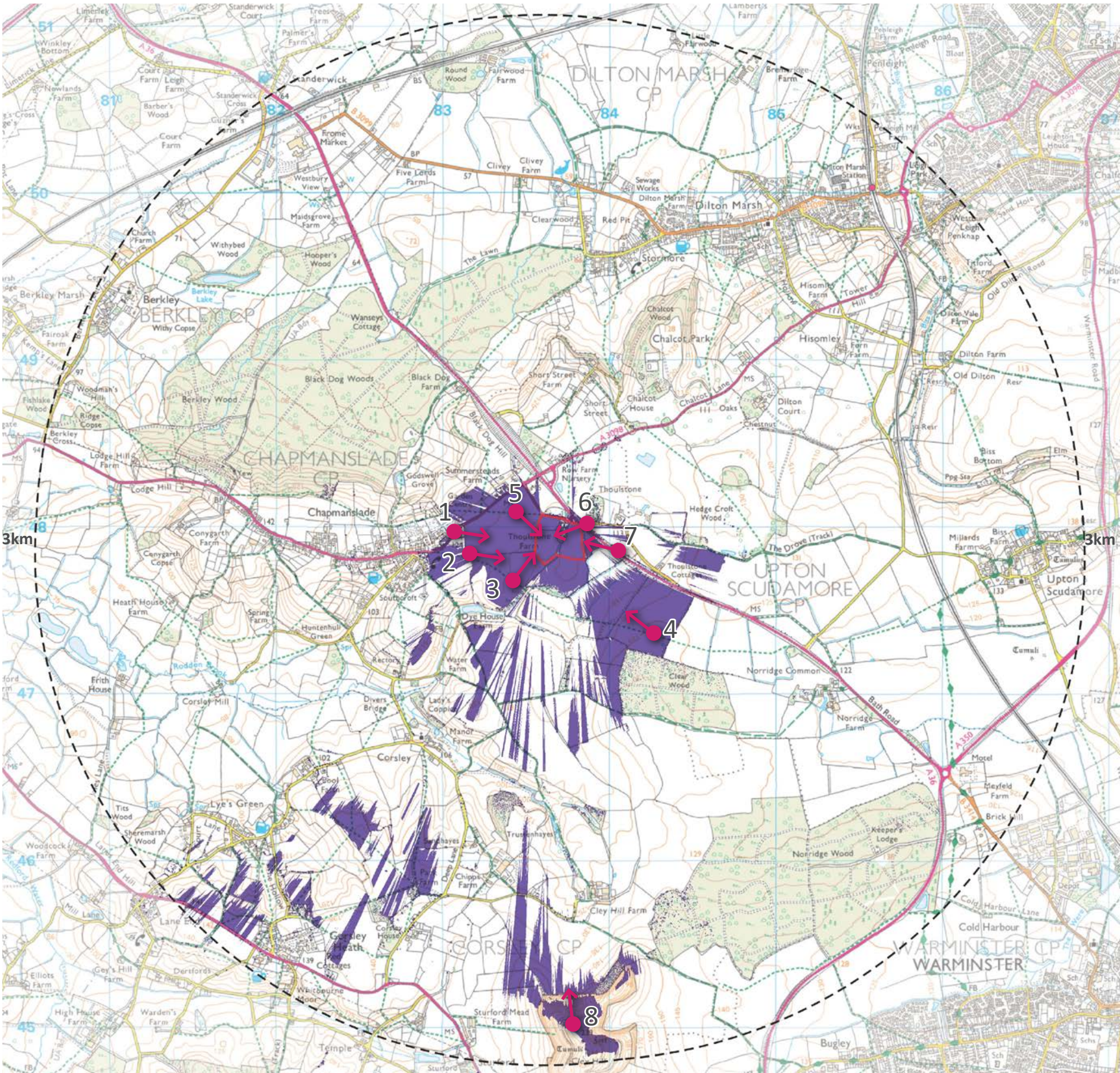
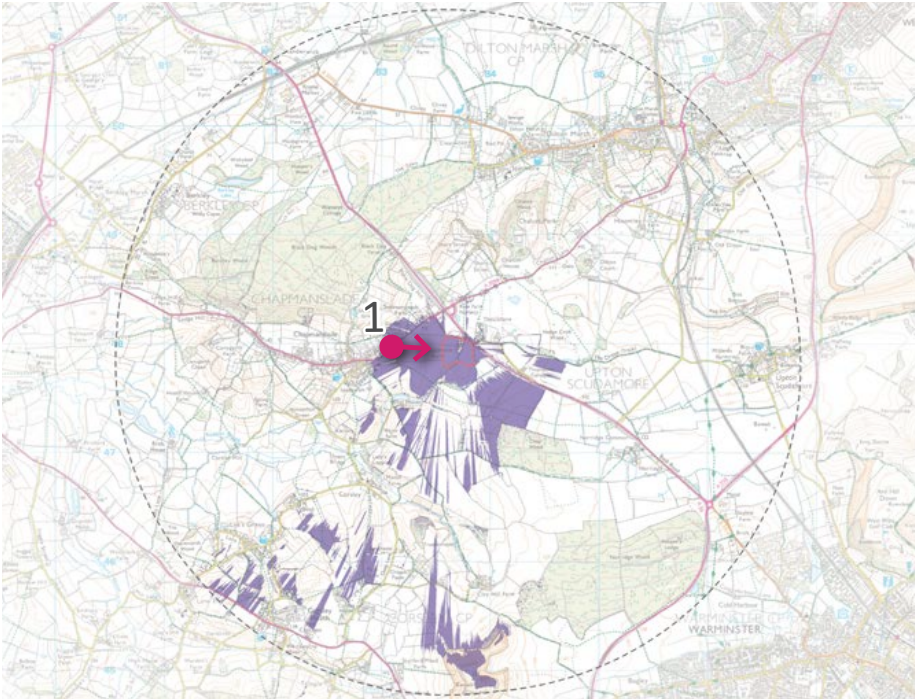


Figure 6. ZTV and Viewpoint Locations

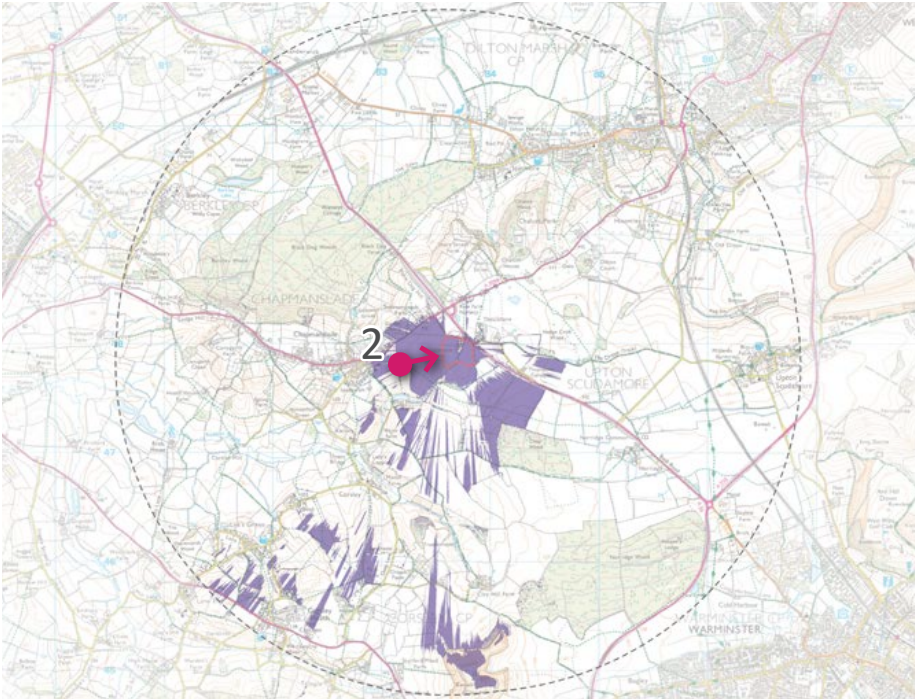


Viewpoint 1: View through a field gate on the High Street in Chapmanslade.			
Visual Receptors	Road users and pedestrians on the the High Street in Chapmanslade and partially representative of views from the living rooms of properties on the eastern edge of the village.		
Distance from closest point of site boundary:	500m	Direction of view:	E
Date/ time:	06.10.2025/ 14:02	Approximate elevation (AOD):	125m



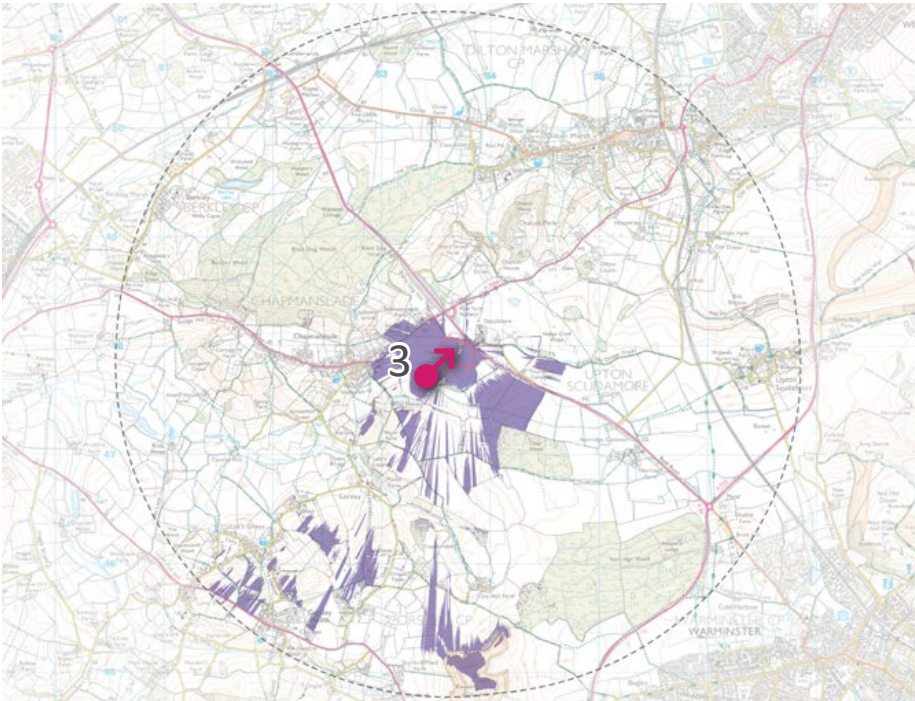


Viewpoint 2: View from PRow footpath CHAP13 heading east as it enters the field south of the Site.			
Visual Receptors	• Users of the footpath		
Distance from closest point of site boundary:	395m	Direction of view:	E
Date/ time:	06.10.2025/ 14:17	Approximate elevation (AOD):	119m



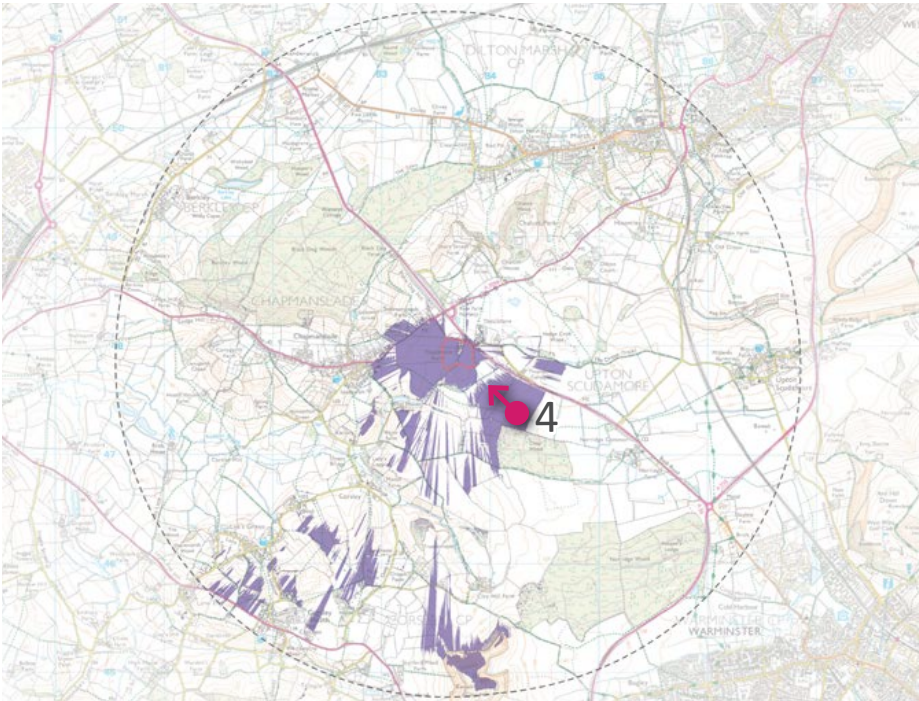


Viewpoint 3: View from PRow footpath CHAP13 heading east just before it crosses the runway.			
Visual Receptors	Users of the footpath		
Distance from closest point of site boundary:	240m	Direction of view:	NE
Date/ time:	06.10.2025/ 14:24	Approximate elevation (AOD):	114m



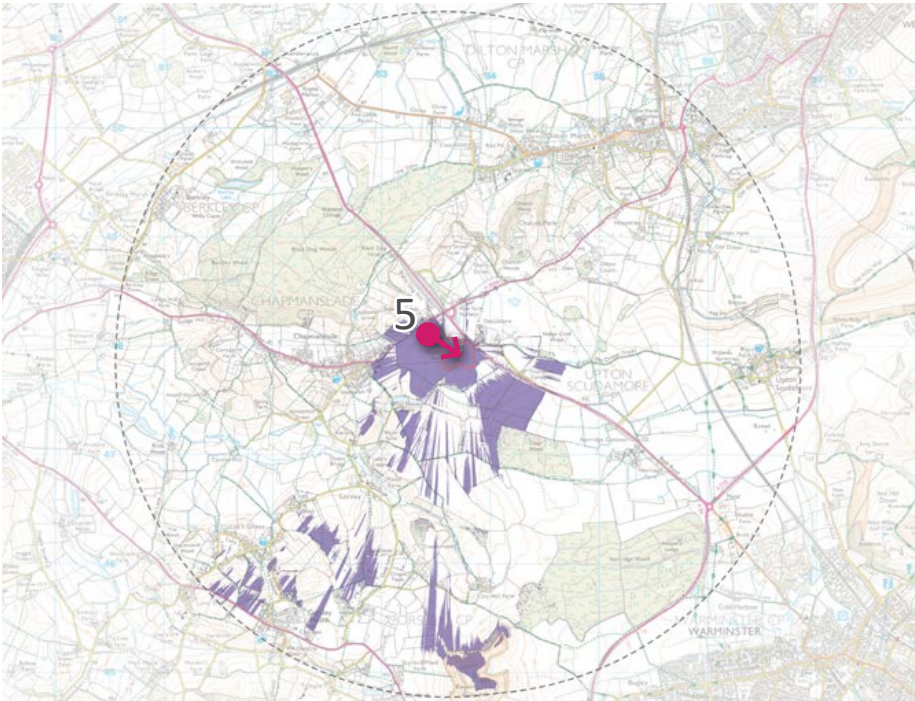


Viewpoint 4: View from PRow footpath USCU14 heading west as it passes Clear Wood.			
Visual Receptors	Users of the footpath		
Distance from closest point of site boundary:	560m	Direction of view:	NE
Date/ time:	06.10.2025/ 14:40	Approximate elevation (AOD):	125m



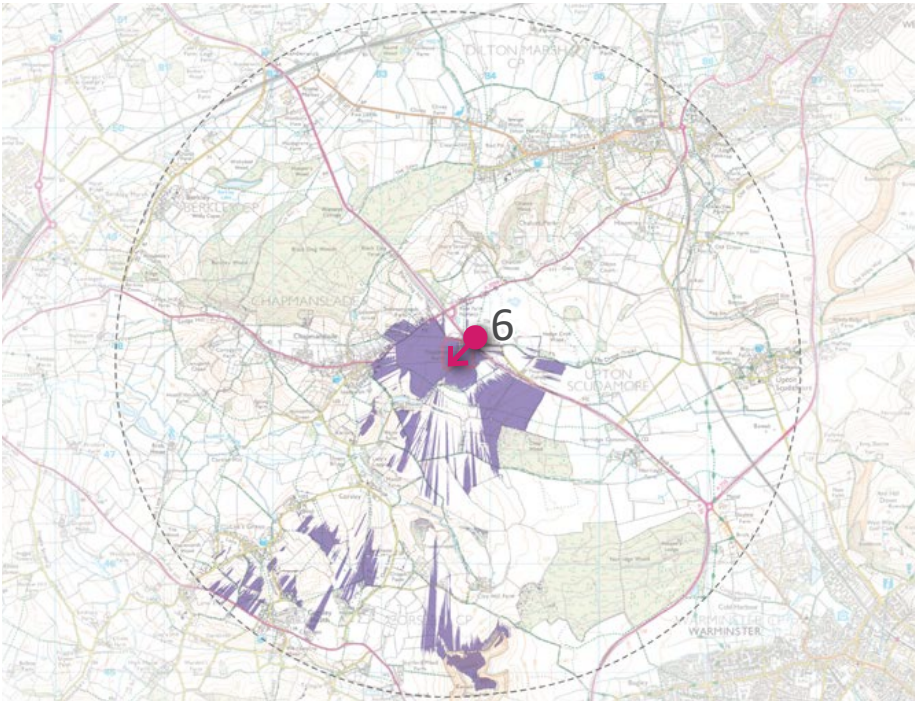


Viewpoint 5: View from PRow footpath CHAP14 heading east.			
Visual Receptors	• Users of the footpath		
Distance from closest point of site boundary:	50m	Direction of view:	SE
Date/ time:	06.10.2025/ 15:11	Approximate elevation (AOD):	118m



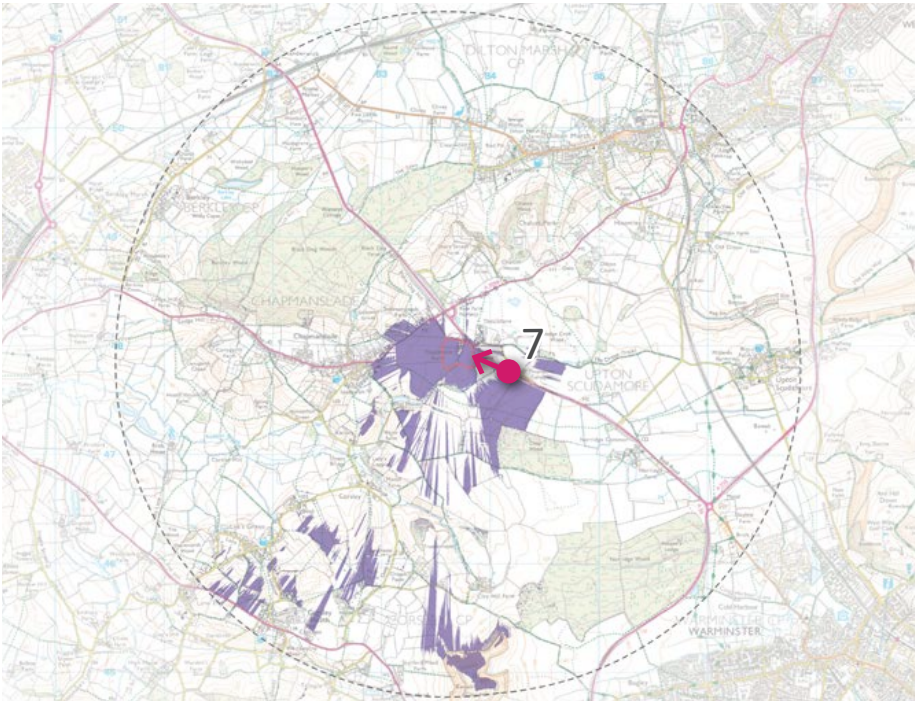


Viewpoint 6: View from the junction of Old Warminster Road and the A36.			
Visual Receptors	Road users		
Distance from closest point of site boundary:	25m	Direction of view:	SW
Date/ time:	06.10.2025/ 15:25	Approximate elevation (AOD):	114m



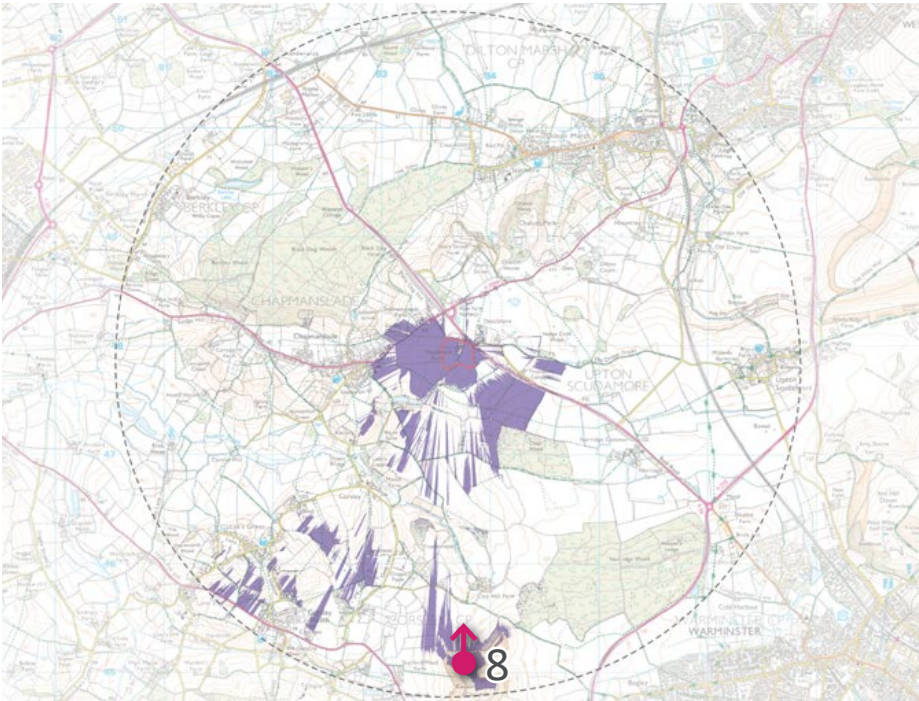


Viewpoint 7: View from the A36.the Site as it travels northwards.			
Visual Receptors	Road users		
Distance from closest point of site boundary:	117m	Direction of view:	SW
Date/ time:	06.10.2025/ 15:36	Approximate elevation (AOD):	113m





Viewpoint 8: View from the OS Trig Station on Cley Hill.			
Visual Receptors	Users of the open access land.		
Distance from closest point of site boundary:	2.95km	Direction of view:	N
Date/ time:	06.10.2025/ 16:09	Approximate elevation (AOD):	219m



2.8. Visual and Landscape Baseline Summary

Visual Summary

CLOSE-RANGE VIEWS FROM THE NORTH EAST

Views from the north east are generally limited to an area of the A36 in close proximity to the Site. Visual receptors are most likely to be motorists travelling at speed.

In views orientated along the road the Site is most notable for the main Farmhouse due to proximity to the road with its outbuildings being set back slightly and visible due to notable gaps in vegetation alongside the road.

CLOSE RANGE VIEWS FROM THE SOUTH

The limited physical boundary to the Site's southern boundary edge exposes the Site to isolated close-range views from open areas along the local PRow footpath approximately 210m to the south where there is a lack of intervening vegetation. South of the footpath views from receptors are generally well screened by a combination of rolling topography, mature hedgerows and woodland.

CLOSE RANGE VIEWS FROM THE WEST

Limited vegetation along the Sites western boundary enables open views of the farmstead from the local PRow footpath CHAP14 as users head east towards the Site.

MID RANGE VIEWS FROM THE WEST IN CHAPMANSLADE

Mature field hedgerows on the eastern side of the High Street (A3098) in Chapmanslade screen views towards the Site from the road, associated footpaths and living rooms of dwellings on the village edge. Road users have glimpsed longer distance views through field gates in the hedgerow, however a strong network of hedgerows within intervening fields screen views of the Site. It's possible the Site is visible from 1st story bedroom windows along the High Steet, however it would be seen at distance and appear similar to the farmstead and outbuildings which have existed on Site since circa 1800.

LONG RANGE VIEWS FROM THE SOUTH

Panoramic long distance views towards the Site are possible from Cley Hill approximately 3km to the south. Due to the viewing distance and intervening woodland the Site is barely perceptible.



Figure 7. Visual baseline summary diagram

Character Summary

The Site is located within *Landscape Character Area (LCA) 6A: Warminster Terrace*, a sub-area of *Landscape Character Type 6: Greensand Terrace*, as defined by the Wiltshire Landscape Character Assessment.

The existing site retains a distinctive farmstead character, with its layout, hierarchical building structure, and material palette typical of traditional agricultural holdings within the local area. Historic mapping indicates that the surrounding field patterns have progressively enlarged over the past century due to the loss of hedgerows, orchards, and small woodland copses—features identified within the Landscape Character Assessment (LCA) as having declined over time. Consequently, the southern parts of the site and adjacent fields now exhibit a more open and exposed character.



Figure 8. View from Cley Hill across the LCA 6A: Warminster Terrace

2.9. Opportunities and Constraints

Baseline analysis of the landscape and visual context enabled a series of development opportunities and constraints for the Site to be drawn out which helped inform design development of the Proposed Scheme described in the next chapter.

1. Historic maps show an orchard formerly occupied the site and its reintroduction, together with restoration of the southern hedgerow and reinforcement of the western boundary, would strengthen the historic landscape structure. This planting would also help contain and integrate a new estate building within the site.
2. Mature woodland obscures views of the site from motorists travelling south along the A36, potential to enhance by creating ecological connectivity on Site.
3. The western and southern Site boundaries are generally open with occasional definition by fencing and isolated pockets of low scrub and which offer little means for wildlife to move across the Site. There are opportunities for new planting along these edges to connect these pockets while also providing containment.
4. The runway is short mown grass which continues through agricultural land outside of the site forming a distinctive feature in the local landscape.
5. The pond in a historic feature on site and features on OS mapping dating as far back as 1890. It was originally connected to a ditch which ran northwards towards the farmstead and has the potential to be re opened.
6. The existing ditch defines this short section of the southern boundary and the low point of the site which is naturally contained from longer distance views.
7. Existing and consented holiday lets are more apparent in views due to the loss of boundary features including hedgerow. There is opportunity to reinforce the Site boundaries to help filter views of these buildings.
8. Long distance view of Cley Hill provides a focal feature and orientation point.
9. A slightly elevated and panoramic view over neighbouring farmland provides a pleasant setting.
10. Noise from the A36 is evident in the north eastern corner of the Site.
11. Open views of the Site from sections of PRow CHAP13 and USCU14 as they pass through neighbouring farmland.

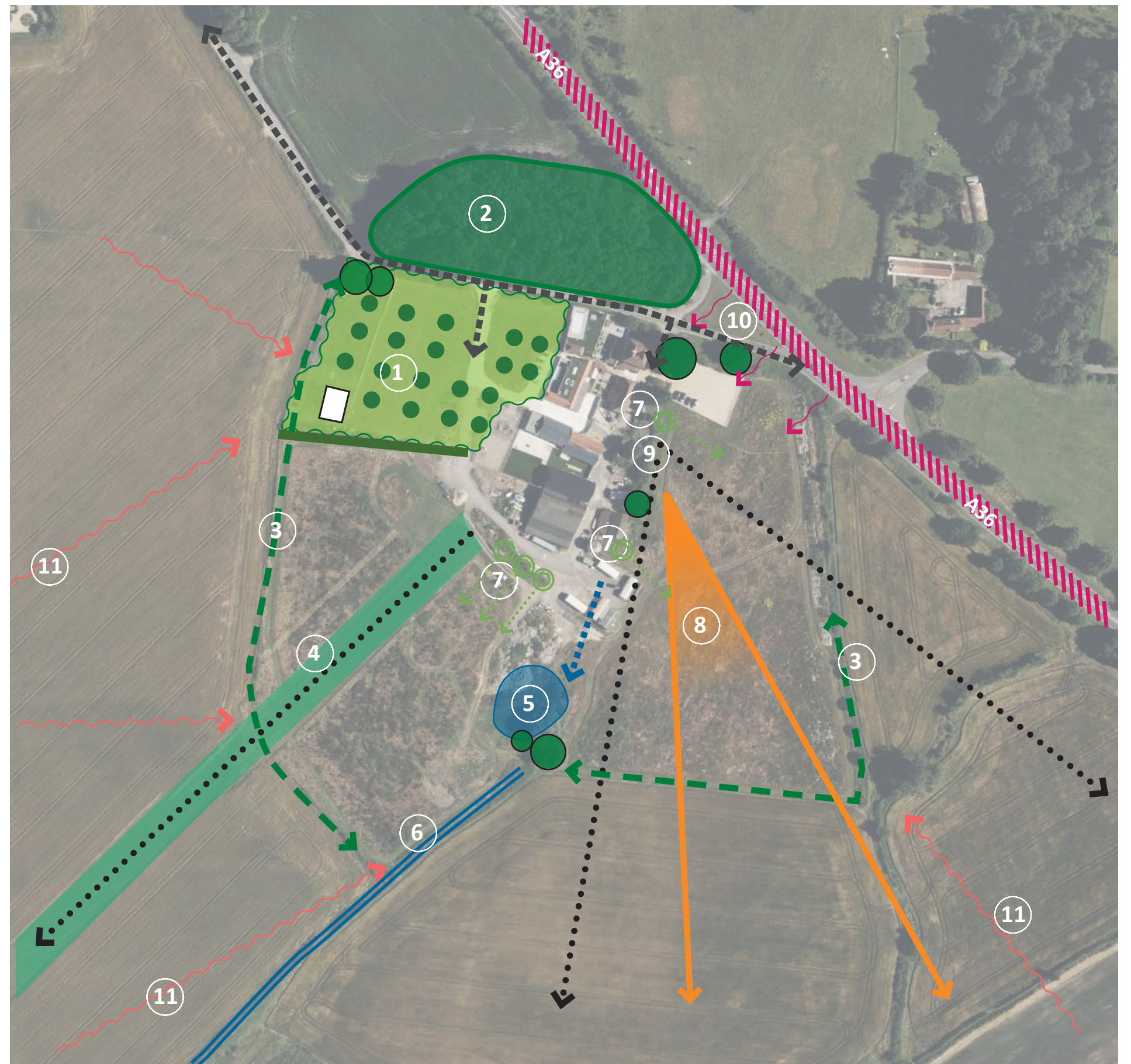


Figure 9. Constraints and opportunities diagram

3.1. Overview

The following Section 3.0 distils the baseline information presented in the previous Sections and outlines the strategic approaches that underpin the Proposed Development in terms of:

- The potential subdivision and uses of the fields surrounding the farmstead;
- Siting of infrastructure such as access, drainage, circulation and parking;
- Strategic planting to enhance the visual integrity and environmental quality of the local landscape, while also increasing its ecological value, in line with key objectives of the Wiltshire Landscape Character Assessment.

The report then illustrates and describes the key features of the detailed proposals.



Figure 10. Eastern Site entrance

3.2. Landscape Framework

The landscape framework has been developed with the aim to balance three core themes across the Site as illustrated in the diagrams below:

1 - Create a Green Framework

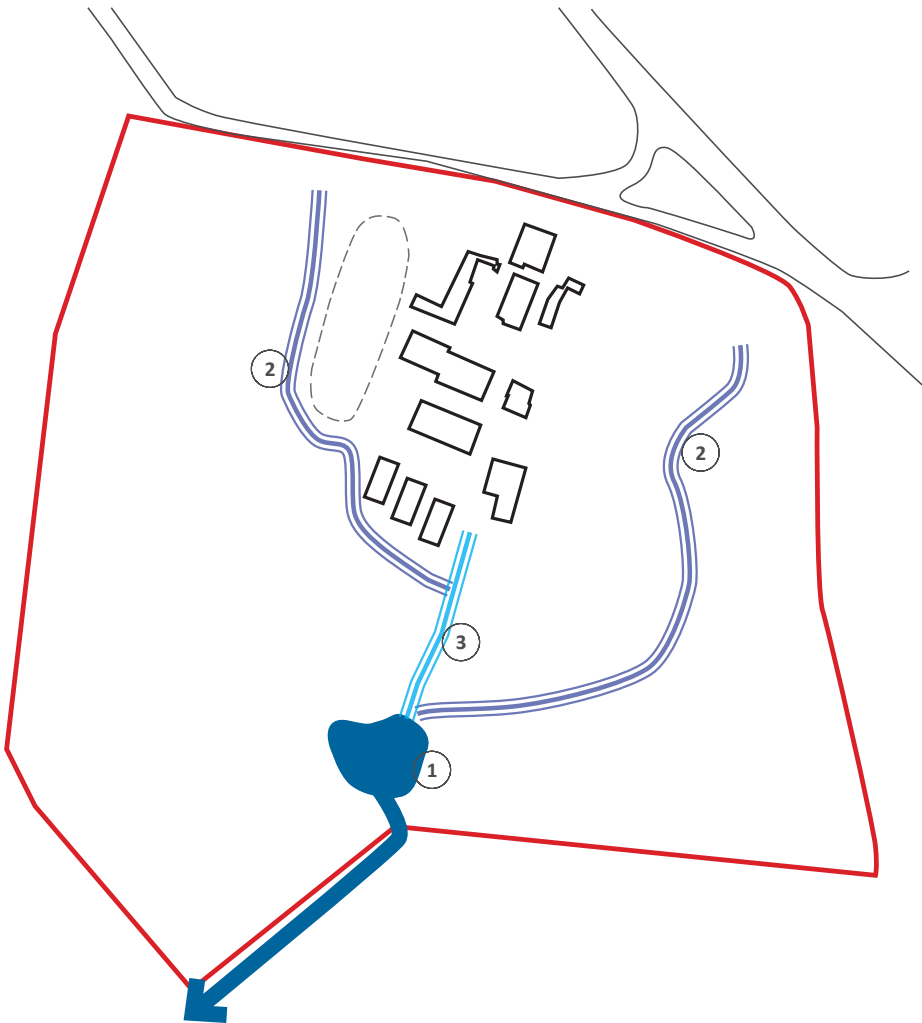
Create a green framework to improve habitat connections and diversity while also strengthening landscape character and providing visual mitigation.



1. A clearly defined area with controlled access for long term ecological enhancement.
2. Re-introduce orchards. This would also help contain a new estate building.
3. A defined area for more intensive animal husbandy and agritourism.
4. Enclose the Site with a strong woodland and hedgerow network to provide visual mitigation from nearby PRow and help strengthen the local landscape character.
5. Reinforce the diagonal bat flight path identified in the ecological assessment.

2 - Improve the Sites Hydrology

Provide an integrated SUDs network across the Site.



1. Provide new overland flow into the Sites historic pond to help reinvigorate its biodiversity.
2. Create a network of swales and ditches to covey and clean surface water.
3. Open up the culverted watercourse to help improve ecological connections.

3 - Create a Recreational Resource

Integrate a variety of recreational resources for all ages.



1. Provide opportunity for Agritourism and animal husbandy.
2. A new natural pond which residents can also use for wild swimming.
3. Outward views of the surrounding landscape framed by new woodland copses which also filter views into the Site.
4. Create a 660m long all weather path which winds its way around the site.
5. Establish strategic internal vistas to help connect the farmstead with the wider estate.
6. Mitigate views of traffic with a strategic tree buffer and raised bund.

3.3. Landscape Masterplan

The landscape framework themes have helped define the masterplan which can be seen opposite, with key areas described in the following pages.

Key:

1. Site of historic orchard re planted to create a framed Site entrance while enclosing a new estate building.
2. Existing eastern car park remodelled and extended.
3. Existing roadside planting enhanced and new trees planted to help screen views of traffic on the A36.
4. Padel courts contained within a treed landscape framework.
5. Timber bridges providing focal points and access over SuDS swales and ditches.
6. SuDS swales with attenuation pools to provide visual interest, biodiversity benefit and a physical boundary to define access.
7. Wildflower meadow with informal grass paths.
8. Woodland belts and copses to improve ecological connections around the site boundary. While also helping to screen views from nearby PRow and frame outward looking views for guests.
9. Cley Hill viewing point.
10. Circular footpath.
11. Culverted ditch opened up.
12. Existing pond retained and used to attenuate the surface water from the farmstead.
13. Natural swimming pond (20m x 25m).
14. Fenced livestock areas.
15. Existing grass runway.
16. New estate building.



Figure 11. Illustrative landscape masterplan



The Common

Following pre-application feedback, the design of the follows a more rural character, with large areas of species-rich meadow and small groups of trees now forming the main framework. This approach helps drive the biodiversity enhancement strategy across this southern part of the Site while creating a natural character.

Access would be controlled via mown and hard-surfaced paths, which weave through wildflower meadows and help provide definition between the farmstead and transition to the wider rural landscape.

The existing pond would be retained and restored with new planting, together with additional inflow from the proposed Sustainable Urban Drainage Scheme (SuDS). A new nature pond would also be introduced, incorporating a natural filtration system to enable wild swimming for guests.

Two paddocks within the western half of the Common would be subtly delineated by timber fencing, allowing visitors to experience the livestock.

Swales would wind through the space, providing a physical boundary between the pedestrian footpaths and the gardens of the holiday lets. Small attenuation pools along the eastern swale would create points of interest and opportunities for a variety of wetland plant species.



1	2	3
4	5	6

Photograph 1. Tree tunk swale crossings
Photograph 2. Stepping stones
Photograph 3. Precedent image of a natural swimming pond
Photograph 4. Mown paths through long grass
Photograph 5. Mobile sauna pods
Photograph 6. Agritourism



The Grove

The historic orchard would be reinstated to provide seasonal interest, height, and structure at the main vehicular entrance, while also enhancing biodiversity across this area of the Site. Local heritage species, such as Malus domestica ‘Beauty of Bath’, would be planted for the enjoyment of visitors and residents alike.

The existing hedgerow to the south of the orchard would also be reinstated and, together with enhanced boundary planting, would strengthen ecological connectivity across the Site while helping to contain the proposed estate building within the landscape.



Photograph 1. The Grove
Photograph 2. Mespilus germanica
Photograph 3. Rows of orchard trees
Photograph 4. Orchard in flower



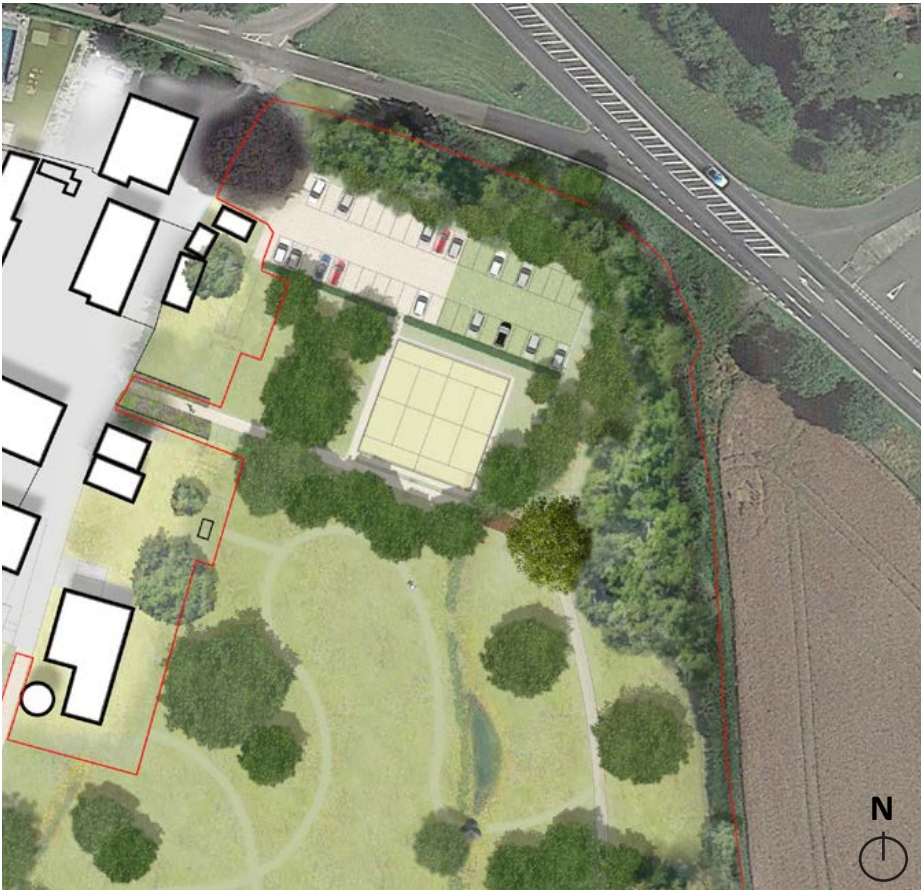
Padel Courts & Car Park

New padel courts are proposed in the north-east corner of the site. This is a similar location to the previously consented tennis courts; however, the padel courts would occupy a smaller footprint. This allows for a slight extension of the existing car park, as well as space for additional planting both alongside the A36 and around the courts.

The additional planting alongside the A36 will help to connect existing areas of disconnected planting and contribute to the site-wide landscape strategy. This approach would retain views of key heritage features, such as the farmhouse and wider farmstead ridgelines, while filtering views of ancillary elements associated with the holiday use of the site, such as car parking and ball courts.



Photograph 1. Padel courts and car park
Photograph 2. Precedent image for a padel court
Photograph 3. Reinforced grass
Photograph 4. Timber sleeper bridge to access the Common.



3.4. Planting Strategy

The planting strategy focuses on improving biodiversity across the Site by creating new habitats and ecological linkages, while also restoring fragmented landscape features such as the existing field hedgerows. Species have been selected to complement the natural planting palette of the area.

An orchard containing local varieties would be reinstated in the north-east corner to frame the main entrance into the Site, while also providing an ecological asset that offers seasonal blossom in spring and produce for visitors and the estate.

Native trees and occasional ornamental specimens would provide structure within the fields surrounding the farmstead, loosely positioned to help frame views while also being strategically located to improve ecological connectivity.

The existing pond would be sensitively restored to attenuate surface water runoff from the farmstead, and a new pond would be created for wild swimming. A culverted ditch would be reopened and connected to a new ditch network in the eastern half of the Site. Marginal planting and wetland seed mixes are proposed for all of these features to enhance and expand wetland and marginal habitats across the Site.

Former arable fields would be nutritionally depleted through the introduction of species such as yellow rattle, allowing the proposed species-rich grassland mixes to establish and develop into a diverse sward capable of supporting an annual hay cut.

Woodland buffers are proposed along boundaries facing open countryside to create new biodiversity corridors around the Site, while also enclosing and softening views of the farmstead.

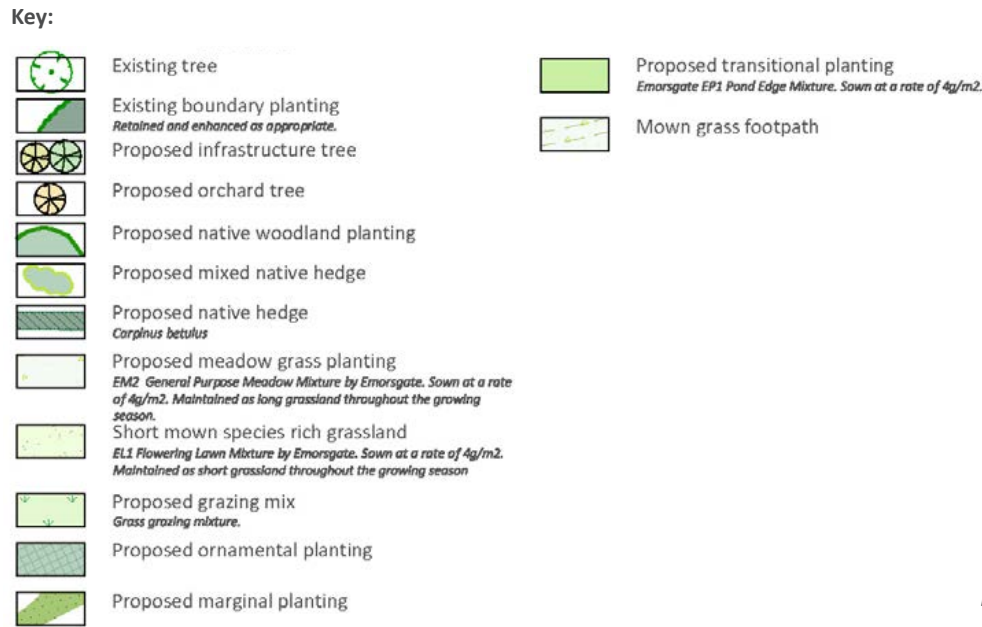


Figure 12. Proposed planting strategy.



1	2	3	4
5	6	7	8
	9	10	11

Photograph 1. *Malus domestica* 'Beauty of Bath'
 Photograph 2. *Quercus robur*
 Photograph 3. *Pinus sylvestris*
 Photograph 4. *Salix alba*
 Photograph 5. Hornbeam hedge
 Photograph 6. *Deschampsia cespitosa*
 Photograph 7. *Digitalis purpurea*
 Photograph 8. *Knautia arvensis*
 Photograph 9. *Leucanthemum vulgare*
 Photograph 10. *Succisa pratensis*
 Photograph 11. *Polystichum setiferum*



4.1. Visual and Landscape Appraisal

Visual Appraisal Summary

To help illustrate the visual effect of proposed planting two photomontages have been included on pages 39 and 40.

CLOSE-RANGE VIEWS FROM THE NORTH EAST

At completion, views for motorists travelling along the A36 would remain largely unchanged due to the mature vegetation lining the road, which heavily filters wider views and ground level features associated with the holiday use of the Site. Where glimpsed views are available (Viewpoints 6 and 7), the proposed planting would be seen subtly rising beyond the retained roadside vegetation. Partial views of the padel court may also be possible; however, this would be seen in the context of the existing farm structures, making any change difficult to discern given the speed at which receptors are travelling.

By Year 15 following completion, the proposed vegetation would have matured to a height comparable with the existing roadside trees, further screening views of the farmstead, as illustrated in the Viewpoint 6 Photomontage on page 40.

CLOSE RANGE VIEWS FROM THE SOUTH

At completion, the proposed estate building would be partially screened by retained hedgerow within the Site, while longer-distance views from the south-east would be largely screened by the three consented holiday lets currently under construction. The padel courts would, however, remain difficult to discern due to the transparent nature of their boundary treatment.

By Year 15, the proposed woodland planting would enclose the Site and help integrate it with the tree cover on the opposite side of the A36, as demonstrated in the photomontage for Viewpoint 4 on the following page. Where views of the farmstead remain possible, they would be filtered through vegetation and experienced within a strong framework of tree planting characteristic of the local area.

CLOSE RANGE VIEWS FROM THE WEST

As walkers along PRoW footpath CHAP14 head east towards the Site, there would be close-range views of the estate building. However, it would be viewed in the context of, and against the backdrop of, the existing cluster of farmstead structures, which would reduce the perceived prominence of the development. Over time, as the proposed planting establishes and matures, the estate building and associated farmstead structures would become largely screened from view, with the Site increasingly blending into the existing woodland in the mid-distance.



Figure 13. Visual appraisal summary diagram.

MID RANGE VIEWS FROM THE WEST IN CHAPMANSLADE

From ground level the proposals would be screened from view by hedgerow within intervening fields. It's possible the proposals would be visible from 1st story bedroom windows along the High Steet, however they would be seen at distance and appear similar to the farmstead and outbuildings which have existed on Site since circa 1800. Over time, as the proposed planting establishes and matures, the farmstead structures would become largely screened from view, with the Site increasingly blending into the existing woodland along the A36.

LONG RANGE VIEWS FROM THE SOUTH

Due to the viewing distance and intervening woodland the proposals would be imperceptible.

Character Appraisal Summary

The Site is located within *Landscape Character Area (LCA) 6A: Warminster Terrace*, a sub-area of *Landscape Character Type 6: Greensand Terrace*, as defined by the Wiltshire Landscape Character Assessment.

The proposed development presents an opportunity to restore and enhance landscape features that have been lost or degraded over time through the reinstatement of traditional orchard planting, the establishment of new areas of native woodland, and the creation of native hedgerow boundaries. Collectively, these measures would strengthen the visual character and environmental quality of the local landscape, whilst increasing its ecological value in accordance with the strategic objectives of the Landscape Character Area (LCA).

Furthermore, the introduction of additional tree planting would establish a robust landscape framework to better integrate the farmstead within its wider setting. This planting would help to soften views of the buildings from nearby Public Rights of Way (PRoW), provide a greater sense of enclosure, and ensure that the proposed leisure uses are sensitively assimilated into the surrounding landscape character.



Viewpoint 4: Existing view



Viewpoint 4: Type 3 Photomontage - at 15 years following completion



Viewpoint 6: Existing view



Viewpoint 6: Type 3 Photomontage - at 15 years following completion

4.2. Summary

Greenhalgh Landscape Architecture has been appointed by Hesdin Estate (the 'Client') to prepare a combined Landscape Strategy and Landscape and Visual Appraisal (LVA) as part of a full planning application to Wiltshire Council (WC) for the enhancement of the holiday accommodation complex use with additional recreational and operational facilities and uses (the 'Proposed Development') on the Hesdin Estate, Chapmanslade, Wiltshire (the 'Site').

The Site is located within *Landscape Character Area (LCA) 6A: Warminster Terrace*, a sub-area of *Landscape Character Type 6: Greensand Terrace*, as defined by the Wiltshire Landscape Character Assessment.

The existing Site retains a distinctive farmstead character, with its layout, building hierarchy, and material palette reflecting traditional agricultural holdings in the local area. Historic mapping shows that the surrounding field patterns have progressively enlarged over the past century due to the loss of hedgerows, orchards, and small woodland copses—features identified within the LCA as having declined over time. As a result, the southern part of the Site and adjacent fields now present a more open and exposed visual character

Due to the rolling nature of the local landscape and large blocks of woodland, views of the Site are relatively well contained to receptors alongside the Site boundaries and from open areas of PRow footpaths within fields adjoining the south of the Site.

The proposals outlined in Chapter 3 of this document are the result of an iterative design process between the design team and comments recieved from Wiltshire Council duing pre-application consultation. The proposals demonstrate how the proposed uses could be sensitively integrated within a strong framework of new strategic woodland planting, traditional orchards, meadow grassland and native hedgerows. Together, these elements would enhance the visual integrity and environmental quality of the local landscape in accordance with the strategic objectives of the LCA, while also increasing ecological value and softening views of the proposed development and existing farmstead from local receptors.



Figure 14. View of Cley Hill from adjacent the Site.

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