



Planning Statement

Proposal: Use of area of land within a dog exercise field for the stationing of canine agility equipment for use ancillary to the approved use of the land.
Site: Seven Acre Field, Dunkirk Hill, Rowde, Devizes. SN10 2LU
Our Reference: 2506B_Planning Statement

Land Development and Planning Consultants Ltd. is a Rural Planning Practice based in Corsham, Wiltshire. The Practice was established in 1989 to provide advice and representation on the range of town and country planning issues relating primarily to the countryside, villages and the market towns of Wessex. Clients include individuals, developers, legal and land agencies, commercial and residential developers, local authorities and amenity groups.

1.0 Introduction

- 1.1 Land Development and Planning Consultants Ltd. have been instructed by Lisa Crowe, freehold owner of Seven Acre Dog Field to prepare and present an application for retention of exercise and agility equipment and landforms, pursuant to the lawful use of the site as a dog exercise field.
- 1.2 Appendix 1 of this statement provides a photo-schedule of the equipment and features, and the application is supported by a location and site plan showing the area to be used for the siting of the equipment which contains the existing landforms incorporated into the agility area.

2.0 Context

- 2.1 The application site is located some 280m west of the A342, accessed over a rolled stone track. Rights of use of the track lay with the Applicants, the owners of OxLea

Barn and the former owners of the land now in canine exercise use, together with adjacent agricultural land.

- 2.2 Under reference 17/00648/FUL retrospective planning permission was granted for ‘*change of use to a secure dog exercise field along with the creation of a hardcore access track*’. The consent was subject to two conditions, firstly requiring compliance with approved plans and statements detailing operational strategy, and secondly, that the facility would operate on timeslots that resulted in no more than 8no. vehicle movements per day to and from the site. The reason for the second condition was in the interest of highway safety.
- 2.3 A second application, considered under reference PL/2021/09262 requested, and was granted permission for the site to operate under the provisions of a document entitled ‘Hours of Opening’ which extended the session times from 50mins to 60mins, retaining a 30min gap between sessions to prevent conflicting traffic movements on the access track, retaining a maximum of 8no. vehicle movement onto and off the site per day.
- 2.4 The site was purchased by the Applicant in Spring 2025. The car park was re-surfaced and the resultant soil placed in a mound through which two tunnels were run as a play feature for the dogs. Cable drums were also placed on the ground to provide ‘stepping stones’, drums were also modified to create ramps over which dogs can run. A variety of car and tractor tyres were partially dug into the ground through which dogs could also run.
- 2.5 In September 2025 planning permission was granted under reference PL/2025/05508 for the following hours of operation;

Session	Start time	End time
1	0700hrs	0800hrs
2	0830hrs	0930hrs
3	1000hrs	1100hrs

4	1130hrs	1230hrs
5	1300hrs	1400hrs
6	1430hrs	1530hrs
7	1600hrs	1700hrs
8	1730hrs	1830hrs
9	1900hrs	2000hrs

2.6 Since that time mobile 'A-Frame' ramps have been placed on the site, a hanging pull and suspended tyre jump have been installed, and two additional lengths of tunnel, constructed in timber and placed on the ground have been added, together with a timber frame to form a sand pit.

2.7 Following an investigation by Enforcement Officers the LPA is of the opinion that the dog agility and exercise equipment requires express planning consent as the 'development' exceeds that approved by the original change of use. Without prejudice to the assertion that the features and equipment is entirely appropriate to the approved use of the land, the application subject of this statement requests planning permission for the equipment to avert future issues as to the lawful use of the site.

3.0 Proposed development

3.1 This application, requests retention of the existing agility equipment and features, and also identifies a discrete area of the field in which such equipment can be sited to protect against proliferation of equipment over the wider dog exercise field.

4.0 Policy Context

4.1 The starting point for the determination of this application is the provisions of the Development Plan. Section 38(6) of the Planning and Compulsory Purchase Act 2004

states determination must be made in accordance with the Plan unless material consideration indicates otherwise.

- 4.2 The relevant Development Plan for this form and scale of proposal comprises Wiltshire Core Strategy 2015 (WCS) of which the principal policy of relevance is CP51 'Landscape'.
- 4.3 The National Planning Policy Framework (December 2024) is a material consideration to all forms of development proposals. Of relevance is para.88 'supporting a prosperous rural economy'.

5.0 Planning Assessment

- 5.1 The planning application, subject of this statement, requests permission to retain agility equipment sited and formed on part of the approved dog exercise field. As a result there is no material change of use proposed as the equipment and features are ancillary to the approved use and solely incidental to that use.
- 5.2 Notionally, the tunnel mound, the hanging pull and tyre jump may be considered operational development as posts have been set into the ground using concrete, and a small earth feature formed (although the scale of the mound is such that it is not considered to be an engineering operation). The tyres have been dug into the ground, while the timber pieces of equipment have been placed on the ground and remain entirely moveable.
- 5.3 It is acknowledged that even the moveable elements have remained in location continuously since siting them in July 2025 which has resulted in the LPA considering that planning permission is required, it is however noted that applications have not been sought for similar 'development' on other approved dog exercise fields in the authority area.
- 5.4 Taking the view that the retention of the equipment and features amounts to operational development, the question is whether they cause a material planning harm, given that they are clearly ancillary to the approved use of the site.

- 5.5 As the equipment is used solely in association with the approved use of the site, there is no reason to conclude that the equipment will give rise to additional noise, beyond that associated with the lawful use of the land for the exercise and training of dogs. While the availability of the equipment is certainly a draw for customers using the site, the condition controlling bookable sessions ensures that the added popularity will not compromise highway safety.
- 5.6 Therefore, the only potential impact arising from the 'development' is to the character and appearance of the landscape. The site does not lie within a protected landscape and there are no public rights of way through the site from which the equipment and features can be seen. Viewpoints near the Caen Hill Locks car park, on ROWD31 are visually separated from the site by mature woodland, and footpaths to the north of A342 are visually separated by field boundaries and the sensitive position of the agility equipment in the field.
- 5.7 CP51 requires that development should 'protect, conserve and where possible enhance the landscape. The siting of the equipment ensures that the landscape setting is both protected and conserved. The landscape setting is further secured but identifying a discrete area of the field (5% of the total area) in which the equipment can be sited, while the remaining field remains as open walking and exercise space.

6.0 Concluding notes

- 6.1 The siting of the equipment and formation of exercise features is an example of appropriate development of an established and successful dog exercise business, in accordance with the NPPF which supports such development that contributes to the rural economy. The discrete area and location of the agility equipment ensures that the development will have no material impact on the wider landscape character or appearance.
- 6.2 It is trusted that the local planning authority will be able to support the application in its submitted form. The Applicant would welcome the opportunity to discuss in detail the proposals and to provide further information as required to enable a



comprehensive assessment to be undertaken. Please contact the Agent at the earliest opportunity should such details be necessary.

Photo schedule

Proposal: Retention of dog agility equipment and features
Site: Seven Acre Field, Rowde
Our reference: 2506B_Photo_schedule
Your reference





Mound with tunnels



Tractor tyres



Jumps and tyres





Small tyres



Hanging pull



Tyre jump



Small 'A' frame



Large 'A' frame



Small ramp



Large ramp



Sand pit and large stepping stones



Small stepping stones



Timber tunnels