



LNT CARE DEVELOPMENTS

PLANNING STATEMENT

PROPOSED NEW CARE HOME FOR OLDER PEOPLE

Pavilions Court
White Horse Business Park
Trowbridge
BA14 0FY

LNT Care Developments
Helios 47
Leeds
LS25 2DY

July 2026

CONTENTS

1.0	Introduction
2.0	Site and Surroundings
3.0	Care and Housing Needs
4.0	Proposed Development
5.0	Development Management Context
6.0	Scheme Appraisal
7.0	Sustainable Development
8.0	Conclusion

APPENDICES

Appendix 1 – Big Map Zone Report

1.0 Introduction

- 1.1 This Planning Statement is submitted on behalf of the Crystal Care Collection (the Applicant) in support of a proposal to develop a plot at West Pavilions Court, White Horse Business Park, Trowbridge, BA14 0FY (the site). It relates to a full application for a 66-bed care home for older people with associated access, parking and landscaping.
- 1.2 Crystal Care Collection are a renowned care home developer who provide a high-quality, caring environment, designed to promote independence and an excellent quality of life for residents. All of our care homes are developed to be fit-for-purpose and future proofed to the benefit of resident's well-being.
- 1.3 The wider LNT Care Developments umbrella which the Crystal Care Collection falls under have developed in excess of 260 care homes specifically for the care of older people across England since 2005.
- 1.4 The proposal will allow the site to make an important contribution towards an identified need for new care accommodation and provide general residential and dementia care. A Carterwood Need Assessment has been submitted in support of the application which evidences the need for a care home in the locality. The report identifies a clear need for both residential and dementia care within a 5-mile radius. The home will be made available for local people in need of care and staffed by local people, in a highly appropriate, sustainable and accessible location. The proposed development is intended to be delivered and ready for occupation within 16 months of any planning permission being granted.
- 1.5 This Planning Statement demonstrates how the site and care home proposal represent an excellent and important opportunity to deliver sustainable development, in full accordance with adopted Development Plan policies and key material considerations.
- 1.6 The remainder of this Statement is structured as follows:
 - Describes the Site, local context and relevant planning history (**Section 2**).
 - Provides an overview of care and housing needs (**Section 3**).
 - Outlines relevant planning policies and material considerations (**Section 4**).
 - Analyses key planning considerations to demonstrate the proposal's acceptability in planning terms (**Section 5**).
 - Highlights the important sustainable development benefits the scheme provides (**Section 6**).
 - Summarises and concludes on the above (**Section 7**).

2.0 Site and Surroundings



Figure 1: Site Plan

- 2.1 The site (Figure 1) covers 0.4 hectares (1.01 acres) and is located within West Pavilions Court, White Horse Business Park. The site currently comprises a vacant brownfield plot and is primed for redevelopment. The surrounding built environment comprises a mixture of retail, industrial, and residential uses, varying in scale and massing. The neighbouring development at Pavilions Court comprises two-storey residential apartments created through the conversion of former office space. The prevailing material palette of these buildings incorporates extensive glazing and red brick.
- 2.2 The site will be accessed via Towcester Road through the sites existing access from the south east of the site. Bradley Road and the A363 offer the main road connections in and out of the White Horse business park. The submitted Transport Assessment comprehensively reviews the highways impact of the proposed development and concludes that the proposal will have no unacceptable harm.
- 2.3 The proposed development will offer a great opportunity for an additional community facility within the region. The site is located in close proximity to an array of amenities which would be utilised by staff and visitors of the proposed care home.
- 2.4 The application site is bound by Bradley Road (A363) to the north which is separated from the site by a thicket of trees. This tree line continues along the western and southern boundary of the site and separates the site from vacant grassland. To the east of the site are three residential apartment blocks and associated car parking.
- 2.5 The site's compatible neighbouring uses and nearby amenities, make this a sustainable, accessible and suitable location for a new care home.

Planning History

- 2.6 **W/85/00502/OUT** New business park together with roads and sewers and services. **Approved June 1985.**
- 2.7 **W/89/00193/FUL** Two storey office development - phases 1 and 2 including associated car parking and landscaping **Approved August 2014.**
- 2.8 **W/97/00912/FUL** Temporary car park (renewal). **Approved September 1997.**
- 2.9 **16/02602/PNCOU** Notification for Prior Approval under Class O - Change of Use from Offices to 98 flats. **Approved May 2016.**
- 2.10 **17/05497/PNCOU** Notification for Prior Approval under Class O - Change of Use of a Building from Office Use (Class B1a) to 104 Flats (Class C3) (3x Studios, 34x One Bedroom and 67x 2 Bedroom). **Approved August 2017.**
- 2.11 **19/01835/PNCOU** Notification for Prior Approval under Class O - Change of use of an Existing Office Building (B1 (a)) to 35no. Residential Dwellings (Class C3). **Approved April 2019.**
- 2.12 **20/01822/PNCOU** Notification for Prior Approval Under Class O - Change of Use of an Existing Office Building (B1 (a)) to 35no. Residential Dwellings (Class C3) (Revision to 19/01835/PNCOU). **Approved June 2020.**
- 2.13 **20/05942/PNCOU** Notification for a Change of Use from Offices (Class B1(a)) to Dwellinghouses (Class C3) (34 Flats). Class O. **Approved August 2020.**
- 2.14 **20/05950/PNCOU** Proposal Notification for Prior Approval under Class O for a Proposed Change of Use from Offices (Use Class B1(a)) to Dwellinghouses (Use Class C3) to Provide 34 Flats (13x Two Bedroom, 21x One Bedroom). **Approved August 2020.**
- 2.15 **PL/2021/04070** Notification for Prior Approval under Class O for a Proposed Change of Use from Offices (Use Class B1(a)) to 34no. Residential Dwellings (Use Class C3) (to Form 13x Two Bedroom and 21x One Bedroom Flats). **Approved July 2021.**
- 2.16 **ENQ/2023/01172 Pre-App** Erection of 75-bed nursing home (Class C2) and associated works.

Designations

- 2.17 The application site and its wider area, despite its recent planning history falls within the designated White Horse Business Park 'Principal Employment Area' reference CP29. Despite this designation, Pavilion Court office buildings have recently been converted into residential apartments through several Prior Approval applications. This conversation from employment to residential has changed the backdrop of the site and would allow the proposed care home development to integrate seamlessly into the surrounding area.
- 2.18 The proposed development site is located within defined settlement limits and is primed for redevelopment. The sites recent planning history supports the deviation from the Principal Employment Area designation and the development of the site for a purpose-built care home in this location.
- 2.19 The site is within Flood Zone 1 (lowest probability of flooding) and is not located within a Conservation Area or covered by any other local or national designations (statutory or otherwise).

There are no designated heritage assets or listed buildings within the vicinity and no other designations or constraints that would have a bearing on the proposal, on site or in the local area.

- 2.20 Accompanying technical and environmental reports consider and address key planning considerations. The results and findings of these are summarised in **Section 6**.

3.0 Care and Housing Needs

- 3.1 LNT have extensive understanding of care bed supply and demand across England. Its interest in this site is based on an understanding of current and projected demographics and careful examination of the existing stock/supply within the local care market.
- 3.2 LNT have subsequently identified a significant undersupply of residential care beds in Trowbridge and its surrounding areas. This demand is evidenced by the submitted Carterwood Need Assessment and identifies a net need for 416 full market standard bedrooms in the market catchment and 1087 in the Wiltshire Council local authority area by 2028.
- 3.3 LNT has derived that this need is projected to worsen with the population of older people within the local area due to increase, going forwards. Within a 3-mile radius, there is an approximate total population of 75,909 of which 15,914 (20.96%) are aged 65 years or older (Bigmap Zone Report¹, Appendix 1).
- 3.4 Projections for 2028 show that the population is estimated to grow by 2.13% to 77,441 and the percentage of people aged 65 years and over, expected to grow by an even greater percentage and generate yet further demands for residential and dementia care beds. Against this background, the proposed development is expected to provide further, much needed care accommodation, within the immediate local area (Bigmap Zone Report).
- 3.5 The proposed care home development will therefore combat both the identified and emerging needs within the local population. There is an undersupply of high-quality care beds within the locality, which is set to increase further over time, increasing the importance of accommodating and supporting the proposed development, which will help to increase resilience and the ability to address the population's needs. As part of the planning submission a comprehensive Need Assessment has been submitted in support of the application. This assessment outlines that there is a clear demand for residential care beds within the locality.
- 3.6 The current proposal affords an excellent opportunity to help provide an additional enhanced choice of accommodation for people in need of care. The proposed care development would provide a much-needed facility for the surrounding area with numerous benefits. The scheme benefits are discussed further in Section 6 of this Statement and within the submitted Need Assessment which clearly demonstrates a demand for care beds within the locality.

Need for Care

- 3.7 Care homes for the elderly fall within Class C2 ('residential institution') of The Town and Country Planning (Use Classes) Order 1987 and any applicable amendments.

The sector regulator, the Care Quality Commission (CQC), defines a care home as:

'a place where personal care and accommodation are provided together. People may live in the service for short or long periods. For many people, it is their sole place of residence and so it becomes their home, although they do not legally own or rent it. Both the care that people receive, and the premises are regulated'.

- 3.8 CQC is responsible for registering and monitoring care homes across all care sectors as well as other forms of care provision, such as domiciliary care agencies. The regulation of health and adult

¹ Bigmap comprises LNT's statistical database.

social care is governed by the Health and Social Care Act 2008. There are two types of registration categories for homes:

- (1) Care homes/personal care homes/residential care homes – provide personal care (not nursing care) to the elderly. They provide both short-term and long-term accommodation and offer help with personal hygiene, continence management, food and diet management, counselling and support, simple treatments, personal assistance with dressing, mechanical or manual aids, and assistance with going to bed.
- (2) Care homes with nursing – offer the same services as personal care homes, with registered nurses also being available to provide nursing care 24 hours per day, to care for residents with complex health issues that can only be administered by nursing staff.

3.9 In addition to the above home-level registration, care homes can choose to specialise in the type of care they provide, such as elderly frail or caring for those with dementia and/or other specialist forms of care.

3.10 In December 2024, the Department for Levelling Up, Housing and Communities revised the National Planning Policy Framework (NPPF) and as part of these updates, expanded upon the previous assessment of housing needed for different groups in the community, including older people (by ‘size, type and tenure’), by breaking down the established need between three specific types of housing: ‘retirement housing, housing-with-care and care homes’ (para 63). These changes should assist in ensuring that new provision is brought forward for each form of housing for older people.

3.11 Planning Policy Guidance (PPG) advises that the need for housing for older people is ‘critical’, the only planning need addressed in such urgent terms. This is because people are living longer lives and the proportion of older people in the population is increasing: ‘In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million’. It states that ‘there are different types of specialist housing designed to meet the diverse needs of older people’ describing the form of accommodation proposed at the subject scheme as:

‘Residential care homes and nursing homes: These have individual rooms within a residential building and provide a high level of care meeting all activities of daily living.’

3.12 It is the provision of a choice of options that is important, enabling older people to meet their changing care needs in accommodation that is best suited for them, while also reducing costs to social care and health systems. The national requirement for the development of new elderly care home beds is growing. Older people who are in need of care cannot afford to wait until appropriate levels of provision become available and both the quality and quantity of existing supply is a significant factor when it comes to identifying existing and projected need for new beds.

3.13 The Covid-19 pandemic put social care in the spotlight, particularly the need for well-specified, purpose-designed bedrooms in care homes which provide a safe, infection-controlled environment suitable for those with the most complex care needs. Timely accessibility to appropriate 24-hour intermediate, nursing and/or dementia care and support is required to reduce reliance on the NHS, and prevent both hospital admissions and delayed discharges (bed blocking).

3.14 Key issues for the sector include the:

- Increasing dependency levels, meaning care home accommodation must be both suitable and flexible to enable care to be provided effectively and safely;
- Significant and growing incidence of dementia in older people;

- Continued use of care homes in converted buildings that are potentially unsuitable for continued use in their current configuration;
 - Sustainability of those care homes less able to benefit from economies of scale;
 - Increasing expectations from the market and regulators in terms of spacious, well-appointed accommodation suitable for caring for those with high-level care needs in privacy and with dignity, particularly following the pandemic;
 - Impact on the NHS from increasing numbers of older people with growing levels of dependency;
 - Impact on, and responsibility for funding, social care over the coming decades;
 - Impact of Brexit and the National Living Wage with implications on staff retention and recruitment;
 - Impact of Covid-19 in the short, medium and longer term.
- 3.15 The proposed development will provide a modern care home capable of flexibly adapting to meet the needs of elderly personal and dementia care. It will incorporate physical adaptations and an environment suited to the provision of specialist dementia care, to meet a growing need in this area.
- 3.16 All homes operated by Crystal Care offer residential care services, dementia care and respite care. The definition of these services are described as follows –
- Residential Care Services**
- 3.17 Residential care provides an ideal option for older people to benefit from extra support and security. Helping to assist in the transition to a care home, the staff and setting provides a warm, welcoming environment that promotes peace of mind. Staff help with everyday tasks, reducing the worry of dealing with personal care, reduced mobility, general frailty and isolation. Matters that become a worry with those living alone. The staff within the home provide round the clock attentive assistance, ensuring safety, comfort and emotional well-being. Regular wellness checks, personalised care plans and open communication with families keep everyone involved. The holistic approach provides an extra level of support, ensuring residents and their families have peace of mind at all times.
- 3.18 Staff understand the importance of knowing as much as possible about all residents and use specialised technology which assists in providing personalised care planning to develop a personal and individual care plan, including their hobbies and interests as well as medical needs.
- Dementia Care**
- 3.19 The proposed care home is designed to be capable of flexibly adapting to meet the needs of elderly personal and dementia care to meet the growing need in the area. The highest level of support is offered to residents living with dementia, qualified staff provide person centred care. The home provides a secure and stimulating environment, incorporating memory-enhancing activities and routines. Residents that live with dementia can sometimes find it hard to communicate what they need. The homes offer the highest level of support to residents living with dementia, providing a safe environment for all residents. It is vital to keep both mind and body active, as such daily activities are centred around dementia care incorporating memory-enhancing activities and routines.
- 3.20 Individualised care plans cater to unique needs, ensuring comfort and dignity and implementing strategies to manage behavioural changes. All homes offer a supportive and nurturing atmosphere to improve the quality of life for residents living with dementia while offering peace of mind to their families.

Respite Care

- 3.21 All our care homes offer short-term respite stays for older people who might not want or need to move in permanently, yet who need some extra help from time to time. Whether they are recovering from surgery or illness, or want to give their family carer a break, short stays can be organised and then repeated as often as they are required.
- 3.22 Any resident on a short break can take part in all daily activities and will receive the same high standard of care that full-time residents enjoy. A short break can also be an opportunity to experience the facilities the care home has to offer before deciding to make the move permanent.
- 3.23 LNT Care Developments have been constructing and operating care homes over the past three decades. The design of the homes has evolved over years of constant improvements in consultation with staff, residents and residents families to create a building/home that functions well for all those using the facility and those living in the home.
- 3.24 CQC are currently unable to carry out regular inspections of all care homes due to a variety of reasons. All Crystal care homes are independently inspected by Woodberry Partnership² to ensure all homes are operationally compliant.
- 3.25 The submitted Planning Needs Assessment (PNA) (Carterwood) provides a detailed assessment into the need within the immediate catchment area of 5 miles, the local authority catchment area and an assessment of Wiltshire Council's current policies. Carterwood's review concludes that the Wiltshire Council's position is in line with the majority of council's commissioning strategies and demonstrates trends in local policy decisions for those whose care is funded by the local authority, influenced by cost-saving measures. Full details are contained within the PNA, the key conclusions from their review are summarized below.
 - The Carterwood planning need assessment identifies a significant shortfall of full market standard care home bedrooms in the market catchment and Wiltshire Council local authority area. Even at minimum market standard level the shortfalls of care home bedspaces are clear, particularly for those who require dementia care.
 - Our assessment based on 2028, the earliest the proposed care home could be available, indicates a net need for 416 full market standard bedrooms in the market catchment and 1,087 in the Wiltshire Council local authority area. Shortfalls of full market standard dedicated dementia beds, based on 2028, are 165 and 728 in the two catchments, respectively
 - Even when assessed at more basic, minimum market standard level, there is a shortfall of 324 care bedrooms in the market catchment and 18 in the local authority, based on 2028. The undersupply of dedicated dementia beds is significant, at 161 and 569 bedrooms in the two catchments, respectively, indicating a considerable under-provision of care bedrooms best suited for this form of care.
 - By 2038, the undersupply of full market standard care bedrooms is projected to be 611 in the market catchment and 2,658 in the local authority (including 258 and 1,396 dedicated dementia beds in the two assessed catchments, respectively).
 - The COVID-19 pandemic highlighted shortcomings in the social care sector and reduced occupancy in the short term, resulting in a reduction of poorer quality supply and

² Woodberry Partnership <https://www.woodberrypartnership.co.uk/index.html>

additional need for better specified, new care home provision to cater to a still rapidly rising elderly demographic.

- The Local Housing Needs Assessment 2023 confirms this position by identifying a significant requirement for Class C2 care home bedspaces between 2020 and 2038, the equivalent of an extra 1,469 dwellings in Wiltshire (approximately an additional 2,644 care beds). These projections assume sufficient delivery of care bedspaces and highlight the role of specialist accommodation in meeting future housing and care needs.

Need

- 3.26 The PNA has calculated the gross need in the area is above the average for Great Britain to 2043 and is expected to rise by c. 68%, indicating an increased requirement for additional care home bedspaces. This equates to 416 and 1,087 care home bedspaces within the market catchment and Wiltshire Council local authority area, as at 2028 (the earliest the proposed care home could be available). Need analysis³ for the risk of admission to homes with dementia is covered within the report, indicating that 41.3% of residents were admitted to a care home with dementia. Best practice states that people living with dementia should be cared for within a specialist, dedicated dementia environment. The number of people that are at risk of requiring dedicated dementia care as of 2028 is 298 within the market catchment and 1,514 within the local authority area.

Supply

- 3.27 The PNA assess supply based on minimum market standard bedspaces, which are defined as any registered bedroom providing a minimum of en-suite WC and wash-hand basin. Within the defined market catchment there are 10 homes providing 491 registered bedspaces, 84% are en-suite (minimum market standard). This should be compared with a current GB average of 79.4 per cent.

Planned Supply

- 3.28 Research into any future planned care homes was undertaken on the 24th February 2026, on applications either submitted, granted or where an appeal has been logged within the last three years (full details are contained within the PNA). Analysis has assumed that all the planned bedspaces (both those that have planning permission and those pending a decision) will be developed and it therefore potentially overestimates future supply given that a number of the proposed schemes in the planning system may never be delivered.

Care Bed Need Growth

- 3.29 The PNA states ‘the shortfall of high-quality care bedrooms within the market catchment and local authority area is clear, and is likely to remain, given the scale of the demographic change over the coming decade. An increase in planning and construction activity would be needed in order to reduce the shortfall of provision’. The impact of COVID-19 has resulted in the closure of care homes that do not offer the quality of accommodation now sought by the market, those with poor CQC ratings or those most adversely impacted by the pandemic in terms of occupancy and staffing. This is likely to reduce poorer quality supply and create additional need for new care home provision to cater for the rising elderly demographic.

Additional demand from the NHS

- 2.30 Paragraph 12.1 of the PNA states ‘Another indicator of need for elderly care beds is derived from assessing NHS data for people who remain in hospital who ‘no longer meet the criteria to reside’, which provides some insight into the availability of options for those who are ready to be discharged’. It goes on to say that transferring appropriate placements from the NHS to social care is critical due to cost savings – NHS beds cost significantly more to provide than care home beds.

³ Needs analysis based upon LaingBuisson’s 2020 adjustment to the 2012 Centre for Policy for Ageing survey regarding risk of admission with dementia.

Figures are contained within the report (Figure 12) highlighting issues within the system relating to hospital release that can be helped by the provision of respite care provided by the proposed care home.

4.0 Proposed Development

- 4.1 The proposal involves the construction of a new purpose-built 66-bed residential care facility for older people with associated access, parking and landscaping.
- 4.2 Care Homes fall within Use Class C2 (Residential Institutions) and are classed as specialist housing for older people. The proposed development will address an identified need for care beds within the region. The proposed care home will be a local facility, employing local people and housing residents from the local community or with a local connection.
- 4.3 The development comprises:
 - single room accommodation with en-suite wet room facilities throughout.
 - a variety of high-quality internal amenity spaces, including a hair salon and cinema.
 - level and amenable access throughout and vertical lift access between floors.
 - an expanse of attractive and useable landscaped gardens and surrounds.
 - 3261 sqm (Gross Internal Area) over three-floors.
 - 30 no. parking spaces (including 2 accessible and 6 EVCP) and 8 cycle spaces.
- 4.4 The care homes built by the applicant are designed with resident's comfort and well-being at the heart of the consideration, in order to provide excellent day-to-day amenities and facilities that reflect modern day domestic comforts. This includes main lounges/dining rooms, a café, bar, quiet lounges/family rooms, a garden room, a TV/cinema room, clinic and hair studio. These facilities are particularly important for residents, who will rely upon easy and amenable access, regular activity, entertainment and familiar settings in order to maintain a good quality of life and well-being.
- 4.5 The proposed building would be compliant with and exceed all national minimum standards in relation to Care Homes (now rescinded) but this provides relevant legislative stipulation of appropriate room sizes and standards in relation to the physical characteristics of care premises. It is still referred to in the design process of the Applicant's care homes, as no subsequent guidance has ever been produced offering alternative, more appropriate design guidance.
- 4.6 The care home would also be compliant with the Health and Social Care Act 2008, which also reflects the drive to improve standards in the delivery of care. This legislation led to the establishment of the Care Quality Commission (CQC), the current quality regulating Authority in respect of Social Care.
- 4.7 The above details and key design and access considerations are considered in greater detail in the accompanying Design and Access Statement (DAS).

5.0 Development Management Context

5.1 Planning legislation⁴ requires that planning applications are determined in accordance with the adopted Development Plan unless material considerations indicate otherwise.

5.2 Below is an overview of key policies and material considerations relevant to the proposals (with focus on the principle of development).

National Policy

5.3 The National Planning Policy Framework (NPPF) was amended and updated in December 2024. It is a key and overarching material consideration to prospective developers and decision makers. It is considered appropriate to assess the proposal against a number of policy areas, as identified within the new NPPF.

Achieving Sustainable Development

5.4 Chapter 2 defines the planning system's purpose as contributing to the achievement of sustainable development. This means that planning decisions should pursue economic, social and environmental objectives (set out in Paragraph 8) in mutual and supportive ways (taking opportunities to achieve net gains across all of these objectives).

5.5 It advises that these objectives should be delivered principally through the production and implementation of a Development Plan (Paragraph 9), with planning decisions looking to achieve sustainable solutions that take into account local circumstances, character, needs and opportunities.

5.6 The 'presumption in favour of sustainable development' (Paragraph 10), seeks to ensure that sustainable development 'is pursued in a positive way'. Paragraph 11 defines this presumption (for decision-taking) as approving development proposals that accord with an up-to-date Development Plan without delay.

5.7 It is also advised that proposals should be determined in accordance with the policies and guidance of the NPPF, through the balanced weighing-up of a development impacts and benefits – referred to as the 'Planning Balance'.

Delivering a Sufficient Supply of Homes

5.8 A key national policy priority is to significantly boost the supply of housing, particularly to meet the needs of groups with specific housing requirements (such as specialist care accommodation) (Paragraph 61). This should also reflect the needs of older people (Paragraph 63).

5.9 These policies make clear that the provision of care accommodation is critical and should be encouraged to contribute to the housing delivery statistics, as advised by Planning Practice Guidance (PPG).

Building a Strong, Competitive Economy

5.10 Planning decisions should also "help to create the conditions in which businesses can invest, expand and adapt". Significant weight should be attached to development that enables economic growth and productivity (Paragraph 85).

⁴ Section 70(2) of the Town and Country Planning Act (1990) (as amended) and 38(6) of the Planning and Compulsory Purchase Act (2004).

- 5.11 Decisions should also recognise the specific locational requirements of different sectors (Paragraph 87). This is important given that care homes need to address specific local needs and ensure older people can stay in comfortable and familiar settings.

Promoting Healthy and Safe Communities

- 5.12 Planning decisions should aim to generate healthy, safe, accessible and inclusive communities (Paragraph 96). They should take an integrated approach to considering the location of housing, economic uses and community facilities (Paragraph 98(e)).

Making Effective Use of Land

- 5.13 The NPPF prioritises the effective use of land to meet housing needs, whilst improving the environment and ensuring safe and healthy living conditions (Paragraph 124).
- 5.14 It advises that decisions should support development that makes better use of under-utilised land, “especially where this would help to meet identified needs for housing, where land supply is constrained, and available sites could be used more effectively” (Paragraph 125d).
- 5.15 Paragraph 128 of the NPPF outlines that Local Planning Authorities should take a positive approach to applications for alternative uses of land which is currently developed but not allocated for a specific purpose in plans.

Achieving Well-Designed Places

- 5.16 Delivering high-quality, sustainable and beautiful buildings is a key element of the planning and development process, with achieving good design being a key aspect of delivering sustainable development (Paragraph 131).
- 5.17 Paragraph 135 of the NPPF sets out design criteria that policies and decisions should meet to deliver good, high-quality design. These principles centre around the quality and amenity of an area; the attractiveness of architecture, layout and landscaping; the proposal’s integration with the surrounding area; its effective function and the optimal use of land.
- 5.18 Decisions should attach significant weight to development that reflects local design policies and guidance (Paragraph 135). Broader national design policies and guidance aimed at achieving well-designed places, is set out and considered in the associated Design & Access Statement, also submitted as part of this application.

Local Planning Policy

- 5.19 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that an application for planning permission shall be determined in accordance with the development plan, unless material considerations indicate otherwise.
- 5.20 The adopted Development Plan comprises the West Wiltshire Saved Policies (2011), Core Strategy (2015), the Housing Site Allocations Plan (2021) and North Bradley Neighbourhood Plan (2021). Relevant supplementary planning documents are also considered within the development proposal.

Development Control Policies

Wiltshire Core Strategy 2015

5.21 Core Policy 1 – Settlement Strategy

Core Policy 1 sets out the Settlement Strategy for the local authority area. The application site is located within Trowbridge, which is identified as a Principal Settlement. Principal Settlements are recognised as strategically important centres and are the primary focus for growth and development. They are expected to accommodate significant levels of housing and employment development, supported by the necessary community facilities and infrastructure, in order to realise their economic potential and promote sustainable patterns of development and greater self-containment.

- 5.22 As the proposed development is located within Trowbridge and contributes towards the delivery of development in a sustainable and strategically supported location, it is considered to be in accordance with the objectives of Core Policy 1.

5.23 Core Policy 2 – Delivery Strategy

Core Policy 2 sets out the Council's delivery strategy for sustainable growth across Wiltshire between 2006 and 2026, making provision for at least 178 hectares of employment land and a minimum of 42,000 new homes. The proposed development will contribute towards meeting identified housing needs through the provision of specialist accommodation for older people, equating to a 28-dwelling equivalent contribution. The scheme will provide a purpose-built care home accommodating up to 66 residents and offering residential, dementia and respite care. As such, the proposal will assist in delivering the type and range of accommodation required to support Wiltshire's ageing population and is therefore considered to accord with the objectives of Core Policy 2.

5.24 Core Policy 3 – Infrastructure Requirements

Core Policy 3 requires all new development to provide the necessary on-site and, where appropriate, off-site infrastructure needed to support the proposal and mitigate its impacts. The proposed development is situated in a sustainable location with access to existing services and facilities, and incorporates all infrastructure necessary to support the operation of the care home within the site design. Any additional infrastructure requirements arising from the development will be secured through the planning process where necessary. Accordingly, the proposal is considered to comply with the requirements of Core Policy 3.

5.25 Core Policy 29 – Spatial Strategy: Trowbridge Community Area

Core Policy 29 confirms that development within the Trowbridge Community Area should be delivered in accordance with the Settlement Strategy set out in Core Policy 1. The policy also supports the retention and enhancement of Principal Employment Areas in line with Core Policy 35, including White Horse Business Park, within which the application site is located. In addition, the policy identifies Trowbridge as a key location for growth, with approximately 5,860 dwellings to be delivered over the plan period.

- 5.26 Whilst the site remains designated within a Principal Employment Area, the character of the immediate surroundings has evolved in recent years. Notably, the neighbouring Pavilion Court office buildings have been converted to residential apartments through a series of Prior Approval applications. This transition from employment to residential use has altered the context of the site, creating a more mixed-use and residential environment.

- 5.27 The proposed care home would provide specialist accommodation for older people in a sustainable and accessible location, contributing towards Trowbridge's housing needs whilst responding appropriately to the changing character of the area. Given the site's location within a Principal Settlement and the increasingly residential nature of its immediate surroundings, the proposal is considered to accord with the objectives of Core Policy 29.
- 5.28 **Core Policy 35 – Existing Employment Sites**
Core Policy 35 seeks to protect Wiltshire's Principal Employment Areas, including White Horse Business Park, for employment-generating uses within Use Classes B1, B2 and B8, recognising their importance to the local economy and the role and function of individual settlements. The policy states that proposals resulting in the loss of employment land within a Principal Employment Area will normally be resisted unless specific criteria are satisfied.
- 5.29 One such criterion allows for the redevelopment of employment land where there is robust evidence demonstrating that the site no longer has a long-term or strategic requirement to remain in employment use. In this regard, the context of the application site has changed significantly in recent years. The neighbouring Pavilion Court office buildings have been converted to residential apartments through a series of Prior Approval consents, introducing a substantial residential presence immediately adjacent to the site. Furthermore, the application site historically functioned as overspill parking associated with these office buildings and does not comprise an actively occupied employment unit. As part of the application a Marketing Evidence Statement has been submitted which demonstrates the extensive marketing carried out for the site from 2012 to the present day. This further supports the principle of a care home development on the site.
- 5.30 Given the site's limited employment function, its relationship with the converted residential development, and the changing character of the immediate area, there is a reasonable basis to conclude that the site no longer fulfils a strategic employment role within White Horse Business Park. The proposed care home would deliver a valuable form of specialist accommodation and employment-generating use in its own right, whilst making effective use of previously developed land in a sustainable location. Accordingly, it is considered that the proposal is capable of satisfying the relevant exception criteria within Core Policy 35 and is therefore not contrary to the objectives of the policy.
- 5.31 **Core Policy 36 – Economic Regeneration**
Core Policy 36 supports the regeneration and redevelopment of previously developed (brownfield) land within Principal Settlements where the proposed use contributes towards the delivery of the settlement strategy set out in Core Policy 1. The policy seeks to encourage the effective reuse of brownfield sites in sustainable locations, thereby reducing pressure on greenfield land and supporting the vitality and growth of Wiltshire's main settlements.
- 5.32 The application site comprises previously developed land within Trowbridge, a designated Principal Settlement where significant growth is directed under the spatial strategy. The proposed development would deliver a purpose-built care home providing specialist accommodation for older people, helping to address an identified need for residential, dementia and respite care provision within the locality. The scheme would also contribute towards Wiltshire's housing requirements through the delivery of a 28-dwelling equivalent housing provision, whilst making efficient use of a sustainable brownfield site.
- 5.33 By bringing a previously developed site back into productive use and contributing towards the strategic growth objectives for Trowbridge, the proposal accords with the aims of Core Policy 36 and supports the wider settlement strategy established by Core Policy 1.

- 5.34 **Core Policy 41 – Sustainable Construction and Low Carbon Energy**
Core Policy 41 seeks to reduce Wiltshire’s contribution to climate change by encouraging new development to incorporate measures that minimise energy demand and improve energy efficiency. The policy requires non-residential developments to achieve a minimum BREEAM rating of ‘Excellent’ and to be supported by a low-carbon energy strategy demonstrating how sustainable construction and renewable energy technologies have been integrated into the design.
- 5.35 In support of the application, an EDGE assessment has been submitted, which demonstrates that the proposed care home is designed to achieve a sustainability standard equivalent to a BREEAM ‘Excellent’ rating. In addition, a Sustainable Energy Statement accompanies the proposal and outlines a range of measures aimed at reducing operational carbon emissions and energy consumption. These include the installation of roof-mounted photovoltaic solar panels and a ground source heat pump system, which will provide a significant proportion of the building’s energy and heating requirements from renewable sources.
- 5.36 The incorporation of these sustainable design features will reduce the development’s reliance on fossil fuels, improve energy efficiency and contribute towards Wiltshire’s wider climate change objectives. Accordingly, the proposal is considered to comply with the requirements of Core Policy 41.
- 5.37 **Core Policy 45 – Meeting Wiltshire’s Housing Needs**
Core Policy 45 seeks to ensure that new housing development, including both market and affordable housing, is well designed and responds to identified local housing needs. The policy promotes the delivery of a range of housing types, tenures and sizes to support the creation of mixed and balanced communities and to meet the needs of all sections of the population.
- 5.38 The proposed development will contribute towards addressing an identified need for specialist accommodation for older people through the provision of a purpose-built care home comprising 66 bedrooms. The scheme will provide residential, dementia and respite care facilities and is equivalent to a 28-dwelling housing contribution in accordance with recognised planning methodology (PPG guidance Paragraph: 016a). By delivering a specialist form of accommodation that supports the needs of an ageing population, the proposal will broaden local housing choice and contribute to meeting the full spectrum of housing requirements within the Trowbridge area. Accordingly, the development is considered to accord with the objectives of Core Policy 45 by providing well-designed specialist accommodation that responds directly to an identified local housing need.
- 5.39 **Core Policy 46- Meeting the Needs of Wiltshire’s Vulnerable and Older People**
Core Policy 46 supports the provision of accommodation to meet the specific needs of vulnerable and older people. The policy recognises the need to ensure that Wiltshire’s ageing population is provided with an appropriate range of specialist housing and care options and specifically supports the delivery of residential care homes, extra care housing and other forms of specialist accommodation where a need has been identified.
- 5.40 The policy states that such development should be located within sustainable settlements identified in Core Policy 1 and be supported by evidence demonstrating an identified need. In this case, the proposed development comprises a purpose-built care home providing residential, dementia and respite care for up to 66 residents. The submitted Carterwood Need Assessment demonstrates a clear and quantifiable need for additional care home provision within the locality, including dementia care accommodation.
- 5.41 The application site is situated within Trowbridge, a designated Principal Settlement under Core Policy 1, where growth and development are directed. The site occupies a sustainable location

with access to local services, facilities, public transport and healthcare provision, making it well suited to accommodate specialist housing and care needs. By delivering much-needed residential and dementia care accommodation in a sustainable location supported by evidence of need, the proposal directly responds to the objectives of Core Policy 46. Accordingly, the development is considered to fully accord with the requirements of the policy.

5.42 Core Policy 50 – Biodiversity and Geodiversity

Core Policy 50 seeks to ensure that development protects, conserves and, where possible, enhances Wiltshire’s biodiversity and geodiversity assets. Development proposals are required to demonstrate how features of ecological and geological importance have informed the design process and how such features will be retained, appropriately buffered and managed to maintain their ecological value, connectivity and functionality in the long term. The policy also requires development to avoid and minimise disturbance to protected species and habitats throughout both the construction and operational phases of development and to secure opportunities for biodiversity enhancement wherever possible.

5.43 In support of the application, a comprehensive suite of ecological assessments has been submitted to identify existing ecological constraints and inform the design of the proposal. These assessments include mitigation and management measures for protected species, including Great Crested Newts and Badgers, ensuring that any potential impacts are appropriately avoided, mitigated or compensated. In addition, a Biodiversity Net Gain Assessment has been prepared, demonstrating that the development will deliver measurable biodiversity enhancements beyond the site's existing baseline condition.

5.44 The proposed Landscape Masterplan further supports these objectives through the provision of new planting, habitat creation and ecological enhancement measures that will strengthen biodiversity value and ecological connectivity across the site. Collectively, the submitted ecological information demonstrates that the development has been designed with due regard to ecological interests and will deliver biodiversity improvements alongside appropriate protection measures for existing habitats and species. Accordingly, the proposal is considered to comply with the requirements of Core Policy 50.

5.45 Core Policy 51 – Landscape

Core Policy 51 seeks to protect, conserve and, where possible, enhance landscape character. Development proposals should avoid harmful impacts on the landscape and ensure that any adverse effects are appropriately mitigated through sensitive design and landscaping measures. The application site currently comprises a vacant overspill car park characterised predominantly by hardstanding and limited landscape value.

5.46 The proposed development will facilitate the regeneration of this previously developed site through the introduction of a high-quality care home set within a comprehensive landscape framework. As demonstrated by the submitted Landscape Masterplan, the scheme incorporates substantial new tree planting, soft landscaping and biodiversity enhancements, which will improve the visual appearance of the site and strengthen its contribution to the local landscape character. By replacing an underutilised area of hardstanding with a well-designed development and enhanced landscaped setting, the proposal will deliver a positive improvement to the character and appearance of the site and its surroundings. Accordingly, the development is considered to comply with the requirements of Core Policy 51.

5.47 Core Policy 52 – Green Infrastructure

Core Policy 52 seeks to protect, maintain and enhance Wiltshire’s Green Infrastructure network by ensuring that development contributes positively to the provision, connectivity and long-term management of green infrastructure assets. The policy requires development proposals to retain

existing green infrastructure where appropriate, provide new green infrastructure opportunities, and ensure that such features remain accessible, functional and sustainable over the lifetime of the development.

- 5.48 The proposed development has been designed to enhance the site's green infrastructure provision through the introduction of extensive soft landscaping, new tree planting, ecological enhancements and high-quality amenity spaces, as detailed within the submitted Landscape Masterplan. These measures will transform the site from a predominantly hardstanding overspill car park into a landscaped environment that contributes positively to local green infrastructure objectives. Furthermore, the proposed landscaping and ecological features will be managed and maintained in perpetuity, ensuring their long-term functionality, environmental value and contribution to the wider green infrastructure network. Accordingly, the proposal will deliver a net enhancement in green infrastructure provision and is considered to comply with the requirements of Core Policy 52.
- 5.49 **Core Policy 57 – Ensuring High Quality Design and Place Shaping**
Core Policy 57 requires all new development to achieve a high standard of design that creates a strong sense of place, responds positively to local character and distinctiveness, and integrates successfully with its surroundings. The policy also requires applications to demonstrate how the proposed development will make a positive contribution to the character and quality of Wiltshire's built environment.
- 5.50 The submitted Design and Access Statement demonstrates that the proposed care home has been carefully designed to reflect the site's context and surrounding townscape. The scheme incorporates a high-quality architectural design, appropriate scale and massing, and a coordinated palette of materials, ensuring that it integrates sensitively with the existing built environment. In addition, the proposed landscaping and public realm enhancements will contribute positively to the appearance of the site and reinforce local character. Accordingly, the proposal represents a well-designed form of development that will create a strong sense of place and make a positive contribution to the character and appearance of the area, in full accordance with the objectives of Core Policy 57.
- 5.51 **Core Policy 60 – Sustainable Transport**
Core Policy 60 seeks to reduce the need to travel, particularly by private car, and promote the sustainable, safe and efficient movement of people and goods throughout Wiltshire. The application site is located in a sustainable location within Trowbridge, with convenient access to public transport services, including nearby bus routes, as well as local facilities and amenities. The submitted Transport Statement and Travel Plan demonstrate that the site is well connected and outline measures to encourage sustainable modes of travel by staff and visitors. Accordingly, the proposal is considered to accord with the requirements of Core Policy 60.
- 5.52 **Core Policy 61 – Transport and New Development**
Core Policy 61 requires new development to be located and designed so as to reduce the need to travel, particularly by private car, and encourage the use of sustainable modes of transport. The application site is situated in a highly sustainable location within Trowbridge, with convenient access to public transport services, employment areas and local amenities. The proposed care home is anticipated to be a relatively low traffic-generating use and, as demonstrated within the submitted Transport Statement, will not result in any significant impacts on the local highway network. Furthermore, a comprehensive Travel Plan will be implemented to encourage sustainable travel choices amongst staff and visitors. Accordingly, the proposal is considered to accord with the requirements of Core Policy 61.
- 5.53 **Core Policy 62 – Development Impacts on the Transport Network**

Core Policy 62 seeks to ensure that development proposals provide appropriate mitigation to address any adverse impacts on the transport network during both the construction and operational phases of development. The proposed care home is a low traffic-generating use and includes a proportionate level of on-site car parking to meet the needs of residents, staff and visitors. The submitted Transport Statement demonstrates that the development would generate only a modest number of vehicle movements and would have a negligible impact on the operation and capacity of the surrounding highway network. As such, no significant transport impacts have been identified, and no additional mitigation measures are considered necessary. Accordingly, the proposed development accords with the objectives and requirements of Core Policy 62.

5.54 **Core Policy 68 – Water Resources**

Core Policy 68 outlines that non-residential development will be required to incorporate water efficiency measures. The proposed care home development incorporates a number of water efficiency measures including the following: -

- Dual Flush Mechanisms are to be installed to all toilets throughout the development, offering 2.6 / 4 litres flushes.
- Taps and shower heads are to be fitted with flow restriction mechanisms to ensure flows are at no time greater than 6 litres / minute.
- A water meter with pulsed output to allow water usage monitoring will be installed within the development.
- A mains water leak detection system is intended.
- The irrigation of landscaped areas to rely on precipitation/rainfall. During periods of drought, watering will occur from 2 No. 500 litre water butts that are to be fed via the downpipes that gather rainwater from the roof of the building.
- Only kitchen & laundry equipment offering water efficiency settings will be installed.

5.55 Pursuant to these measures being incorporated it is anticipated that residents will use no more than 150L of water per person per day. Accordingly, the proposed development accords with the objectives and requirements of Core Policy 68.

North Bradley Neighbourhood Plan 2021

5.56 **Policy 6 – Local Infrastructure Priorities**

Policy 6 states that all new housing and employment development proposals within the area will be expected to contribute towards local infrastructure requirements in accordance with national planning policy and the Wiltshire Core Strategy. The proposed development is located in a sustainable location with access to existing services and facilities and incorporates all infrastructure necessary to support the operation of the care home within the site layout and design. Any additional infrastructure requirements arising from the development will be identified and secured through the planning process, where necessary. Accordingly, the proposal is considered to accord with the requirements of Policy 6.

5.57 It should be noted that a transitional process is underway in relation to the adopted Neighbourhood Plan. Trowbridge Town Council have made an application to amend their designated neighbourhood area to include the subject site and the wider site following the April

2025 Community Governance Review. This review has recently completed its public consultation, with a decision from Wiltshire Council expected shortly.

Other Material Considerations

Planning Practice Guidance on ‘Housing for Older and Disabled People’

- 5.58 National Planning Practice Guidance (NPPG)⁵ underpins the NPPF and clarifies the appropriate application of its policies.
- 5.59 NPPG highlights a “critical” need for older peoples’ housing due to aging population projections, the guidance therefore promotes increasing the availability of a “choice of accommodation to suit [older peoples’] changing needs”⁶. It also recognises that “the health and lifestyles of older people will differ greatly, as will their housing needs”⁷.
- 5.60 There is no noted preference for specific types of accommodation, as certain types of accommodation are better suited to provide for different levels of care and the lifestyle needs of older people⁸.
- 5.61 A care home, for example, will provide a higher level of daily care for residents who need this to maintain a good quality of life. Such levels of care would not normally be provided, suited to or achievable through self-contained/independent accommodation.
- 5.62 Under current national policies and guidance, the proposal should be supported on the basis that it will improve the availability of, and access to, an enhanced quality and choice of accommodation and care.

⁵ ‘Housing for Older and Disabled People’

⁶ Paragraph: 001 Reference ID: 63-001-20190626

⁷ Paragraph: 003 Reference ID: 63-003-20190626

⁸ Paragraph: 010 Reference ID: 63-010-20190626

6.0 Scheme Appraisal

Principle of Development

- 6.1 The proposed care home is very much intended as a local community care facility for older people from the local area and those in need of care with a clear local connection. The proposal is intended to deliver a desired mix of employment and community uses within Trowbridge.
- 6.2 The application site and its surrounding area fall within the White Horse Business Park Principal Employment Area, as designated under Core Policy 29 (CP29). However, notwithstanding this designation, the character of the immediate area has evolved significantly in recent years. In particular, the Pavilion Court office buildings have been converted to residential apartments through a number of Prior Approval applications, introducing a substantial residential element into the business park environment.
- 6.3 This transition from traditional employment uses to residential accommodation has materially altered the context and character of the site and its surroundings. In this regard, the proposed care home represents a compatible and complementary use that would integrate successfully with both the remaining employment uses and the emerging residential character of the area. The development would sit comfortably within its surroundings, contribute positively to the ongoing evolution of the local area, and make effective use of a sustainable site. Accordingly, having regard to the changing character of the area and the nature of the proposed use, the principle of development is considered acceptable.
- 6.4 The site, by virtue of its location, existing and planned context, makes it highly suitable and sustainable for the development of a Crystal Care Collection care home. Situated within White Horse Business Park, Trowbridge the site is located with convenient public transport links and within a desirable location.
- 6.5 The proposed development will positively contribute to both the districts residential care needs and local employment opportunities. The proposed care home will create between 50-60 new jobs which will bolster employment opportunities within the district. Whilst the additional 66 care beds will mitigate against the current undersupply within the area and offer an additional enhanced choice and quality of care accommodation within the region.
- 6.6 The development will be in accordance with Core Policy 46 of the Wiltshire Core Strategy 2015 which supports the provision of accommodation to meet the specific needs of vulnerable and older people
- 6.7 In light of the above, the proposals are demonstrably and positively acceptable in principle and will address the critical care objectives and identified needs in national policies and guidance.

Site Design/Layout

- 6.8 The site comprises a vacant brownfield plot and is primed for development. The development proposal seeks to regenerate the vacant site for a purpose-built 66-bedroom care home. The proposed development will sit facing south east with ancillary parking to the south east of the building, The garden spaces will be enclosed and will provide an attractively landscaped space for residents and staff.
- 6.9 There are a number of factors which have influenced the site design and layout of the proposed development. This includes the setting of the site within an established mixed-use setting and the impact on the street scene. The material palette proposed is in keeping with the surrounding built environment in order to integrate the care home successfully.

- 6.10 The proposed care home has been positioned in the north-west of the site to optimise the experience of future residents and reflect the established pattern of development. Parking is arranged within a courtyard to the south-east, creating a logical and efficient site layout. The development will be set within an attractive landscaped setting, with mature tree planting along the northern, western and southern boundaries helping to soften its appearance and enhance visual amenity.
- 6.11 Access into the site will come via the sites existing access point from Towcester Road to the south east of the plot. The existing access will be improved in order to facilitate the proposed development.
- 6.12 The proposal will enhance pedestrian connectivity through the provision of a new footpath linking the site to Bradley Road to the north. Internal footpaths will provide safe and convenient access throughout the site and connect with the existing footpath network beyond the site boundary. Together, these measures will improve accessibility for residents, staff and visitors, whilst encouraging sustainable travel to and from the development.
- 6.13 The proposals will achieve local and national design objectives as set out in Wiltshire Core Strategy Policy 57 and Paragraphs 131 and 132 of the NPPF.

Building, Scale, Massing & Design

- 6.14 A three-storey, 66-bedroom care home is proposed to be built off an “L” shaped floor plan and be of a contemporary form, design and external appearance. This is a product of the applicant’s desire to construct a practical purpose-built care home with the residents’ needs taken into each design consideration.
- 6.15 The proposed development will be in-keeping with the established wider developments design and material palette and will reflect both its character and appearance. The care home will be situated within the centre of the site with proportionate separation distance to the neighbouring apartment block. The development of the site will therefore not cause any unacceptable amenity impacts on the neighbouring residential apartments.

Design

- 6.16 As set out in the accompanying Design & Access Statement, the proposed development is intended to positively contribute to the local built environment, in terms of its proposed design and external appearance. This is to be achieved through the creation of an attractive and contemporary community building with good architectural character and form that reflects and enhances the character and distinctiveness of its context.
- 6.17 The form and layout of the development will enable the proposed care home to function efficiently and effectively whilst providing two distinctive forms of care, general purpose residential care, and more specialised residential dementia care, in a safe, secure and comfortable environment. The proposed care home is purpose built with the needs of its future residents at the forefront of its design.
- 6.18 The submitted Sustainability Statement also confirms how the proposals will be constructed and operated to efficiently and effectively manage resource and infrastructure demands and to be resilient to climate change effects; whilst providing a comfortable and amenable living environment that utilises natural and renewable means to power, heat and cool the building.

- 6.19 The overall design approach will establish a strong sense of place, provide a visually attractive, functional and safe building, within enhanced and biodiverse landscaping.
- 6.20 The development will not result in any adverse impacts on existing and future residents' amenity (e.g. from overlooking, overshadowing or over-dominance). The proposals will provide excellent health and wellbeing for future residents (of all abilities), and will promote socialisation, inclusion and diversity in the local community.
- 6.21 Given all of the above, it is evident that the proposed development should be agreeable and fully in accordance with Policy 57 of the Wiltshire Core Strategy 2015 and paragraphs 96, 98, 131, 135 and 137 of the NPPF.

Transport

- 6.22 As set out in the accompanying Transport Statement and Travel Plan, the site is easily accessible by foot, cycle and public transport. This is particularly beneficial as a majority of the site's users (staff and visitors) are expected to originate from within the local area, making all of these viable modes of travel in this instance.
- 6.23 Given this, the nature of the proposal and the site's location, the level of anticipated traffic generation and parking demand, should prove to be relatively insignificant. Based on LNT's experience with other similar types and sizes of facilities; no access, parking, adverse highways or pedestrian safety impacts should arise in the future day-to-day operation of the care home.
- 6.24 The accompanying Travel Plan intends to make best use of the site's good access and existing infrastructure. The plan aims to promote a meaningful shift towards the uptake of alternative, sustainable and healthy modes of travel to and from the site.
- 6.25 The proposals will achieve local and national sustainable transport objectives as set out in Policies 60, 61 and 62 of the Wiltshire Core Strategy 2015 and paragraphs 109, 110 and 111 of the NPPF.

Drainage

- 6.26 The accompanying Drainage Strategy sets out the proposed approach to surface and foul water drainage.
- 6.27 It considers the Site's characteristics, flood risks, drainage matters and SuDS hierarchy. It confirms that an appropriate process has been undertaken to develop an acceptable and sustainable drainage solution for the proposals. The development proposal intends to connect into an existing surface water sewer adjacent to the site. The submitted Drainage Strategy provides comprehensive details of the proposed connection.
- 6.28 The proposals will accord with the Wiltshire Core Strategy 2015 and Paragraph 175 of the NPPF.

Ecology

- 6.29 The accompanying Preliminary Ecological Assessment assesses the site's ecological quality and suitability for habitats.
- 6.30 The submitted Ecological Appraisal confirms that the proposals will not result in adverse impacts on any statutory or locally designated sites or other priority areas if recommendations are followed.

- 6.31 There are no unacceptable impacts anticipated from the proposed development that cannot be managed, mitigated and enhanced over the development's lifetime. The proposals therefore accord with Policy 50 of the Wiltshire Core Strategy 2015 and Paragraphs 187 and 192 of the NPPF.

7.0 Sustainable Development

- 7.1 In addition to the above considerations, the proposed development will bring with it important sustainable development benefits that will achieve and deliver NPPF Paragraph 11 objectives.

Economic

- 7.2 There will be considerable important benefits for the local economy, particularly in terms of employment opportunities, investment in construction and operational spending. At a high-level, the proposals will strengthen the local economy and improve its ability to provide much needed care accommodation, in accordance with Paragraph 11(a) of the NPPF.
- 7.3 A study undertaken on behalf of the UK Contractors Group found that a £1 investment in construction results in £2.84 in terms of benefits to the broader economy, as shown in **Figure 2** below.

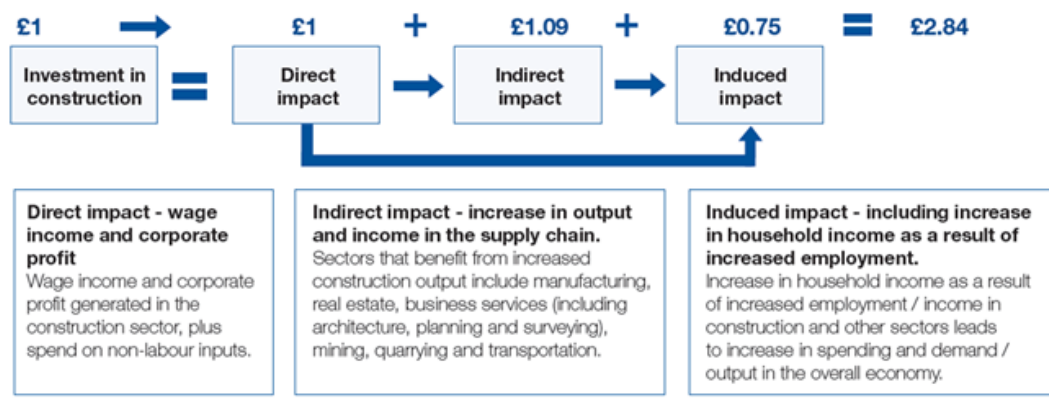


Figure 2: UK Contractors Group Study

- 7.4 The construction cost alone of the proposed development is substantial and given the above, this development will provide a significant contribution to the local economy; whilst creating a range of job opportunities (direct and indirect).
- 7.5 In terms of operational employment generation, between 50-60 jobs will be created and offered to suitable candidates from the local area. These jobs would range from Home Manager and Care Worker, through to Catering and Domestic Assistants.
- 7.6 Only 24 members of staff are likely to be present on-site at any one time, due to the shift patterns and staggered shift changes that would occur. Staffing levels are based on dependency needs and generally homes are run at a dependence level of 8 to 10 care staff per shift. These jobs will have a long-term positive impact on the local economy, particularly local businesses.
- 7.7 Planning Inspectors have also highlighted in appeal decisions the significant weight to be attributed to the need to support economic growth through the planning system and the contribution that new development can make to economic growth. This approach reflects and prioritises NPPF policies (notably Paragraph 85) that require significant weight to be attached to supporting economic growth and productivity.
- 7.8 In light of the above, significant weight should be applied to the proposal's important economic benefits.

Social

- 7.9 Tied closely to the development's economic benefits, there will be considerable benefits for the local community, in accordance with Paragraph 8(b) of the NPPF.
- 7.10 The proposed development will address the identified need for care facilities and will act as an important local community facility with significant social benefits (through improved inclusion and population balance).
- 7.11 Residents of the home are expected to emanate from no more than three- five miles from the site (or be associated with families/relatives that reside in the same area). This ensures that local residents benefit from the proposal and will remain in close contact with their communities and families.
- 7.12 The home has significant links to the wider community and provides facilities that can be used by others. The Customer Relationship Manager at Crystal Care will make contact with the wider community before the home is complete to build relationships with local schools, GP surgeries, libraries, churches and other community establishments. The local schools are a key link, providing intergenerational care that is beneficial for both the children and the residents. The care home has regular visits from local children from nurseries, schools and colleges, utilising the library within the home for reading with the children, the cinema room for watching films or key events, the garden areas in the summer months for games and activities and the lounge areas for tabletop games.
- 7.13 The home has a variety of amenity spaces that are used to host events for the wider community. The cinema room has been used for local film societies, families to gather to watch sporting events. The dining areas hold events such as 'Fish and Chip Fridays' and 'Big Family Sunday Roast' which are arranged and open to all in the community. Easter Egg Hunt, Community BBQ's, Gardening events are a variety of events that are organised by the homes and open to the wider community. Each new care home has ongoing commitment to fostering strong community relationships, as such it is considered to be very much part of the community for members of the public to utilise.
- 7.14 As noted, a majority of the jobs created at the care home are also expected to be filled by suitable candidates from the same local area.
- 7.15 The proposed care home would provide an important local support service and offer high-quality care accommodation outside the Local Authority and NHS Primary Care Trust services and functions. Due to the extensive care provided, there will be no burden on existing health and social care services. There will be economies and efficiencies of scale for local health care practitioners, who will be able to visit a greater number of people in need of care in one location.
- 7.16 The proposed facility will meet identified needs and offer those in need of care improved quality and choice of accommodation to that which currently exists. This contribution will remain over the long-term to the benefit of future generations. The proposals will immediately assist the development of a more accessible, socially inclusive and sustainable community in and around the site, by virtue of its high-quality design and landscaping.

Environment

- 7.17 As discussed above and in supporting information, the proposals will provide important environmental benefits, that meet the objectives of Paragraph 8(c) of the NPPF.
- 7.18 The proposals will enhance the site and surrounding area's natural and built environment and will provide new landscaping to integrate with the setting and surrounding area.

- 7.19 They will also make effective use of the site, which is currently under-utilised; and has been designed to minimise waste and pollution; and will mitigate and adapt to climate change through the inclusion of discretely located on-site renewables and overall design and operational measures.
- 7.20 The landscape proposals will also aim to deliver important and lasting enhancements to local amenity and biodiversity.
- 7.21 The proposals comprise, and will deliver, sustainable development. Through this they will generate substantial important benefits for the local area's environment, economy, and community. The numerous benefits outlined above weigh heavily in favour of the proposals and outweigh any minor potential harms.

8.0 Conclusion

- 8.1 This Planning Statement supports a proposal for a care home for older people on this sustainable and accessible site. LNT are a well-renowned care home developer with extensive experience and understanding of delivering care to older people and are committed to delivering the proposed development.
- 8.2 The development will make effective use of the land in a highly appropriate location. It will consolidate and enhance the available mix of uses and make a lasting positive impact on community cohesion and diversity.
- 8.3 This development will provide much needed care accommodation, to meet identified needs and relieve local pressures on housing land supply generally. The proposal will be well-served by existing community and shopping facilities, accessible to local transport infrastructure, and will make an important contribution to the locality's economic performance and social wellbeing.
- 8.4 The proposed care home is intended to be a community facility which provides an enhanced choice of residential care within the region. The development will also provide important employment opportunities (both directly within the care home and indirectly through supply chain/servicing/associated businesses).
- 8.5 The proposals will significantly improve the built and natural environment in this location by providing a high-quality, sustainably built community building that is surrounded by enhanced and diverse landscaping. This approach appropriately achieves key design principles and ensures that the proposed care home will positively enhance the character and amenity of the site and surrounding area.
- 8.6 The proposal accords with adopted Development Plan policies and relevant material considerations (such as national planning policy) support the proposal. All key technical and environmental considerations have been appropriately assessed and there are no matters that would preclude development from taking place.
- 8.7 The overall planning and sustainable development benefits that are generated by the proposed development are significant and far outweigh the minor impacts that may be generated. The proposed development will comprise high-quality sustainable development and will provide an enhanced care choice within the region.

APPENDICES

Appendix 1 – Bigmap Zone Report

Demographic, social grades and fees

Local Authority Fees

	Nursing Care				Residential Care				
	Elderly		Dementia		Elderly		Dementia		
	Min	Max	Min	Max	Min	Max	Min	Max	Fee Year
Wiltshire	-	£877	-	£877	-	£716	-	£716	2020/21

Social Grades (per household)

	United Kingdom		Zone Area		Difference
	Population	%	Population	%	%
Total Sample (2025)	21,457,024	-	24,226	-	-
AB	4,812,635	22.43%	5,270	21.75%	-0.68%
C1	6,645,211	30.97%	7,246	29.91%	-1.06%
C2	4,471,431	20.84%	5,441	22.46%	1.62%
DE	5,527,747	25.76%	6,269	25.88%	0.12%

Tenure Statistics

	United Kingdom		Zone Area		Difference
	Population	%	Population	%	%
Total sample size	66,039,204	-	75,118	-	-
Owned	42,887,571	64.94%	50,070	66.66%	1.72%
Owned - Outright	21,215,875	32.13%	23,915	31.84%	-0.29%
Owned - Mortgage Loan	21,244,440	32.17%	25,900	34.48%	2.31%
Social - Total	10,734,558	16.25%	10,266	13.67%	-2.58%

Demographic Age Groups

	United Kingdom		Zone Area		Difference
	Population	%	Population	%	%
Total Population (2025)	67,857,454	-	75,909	-	-
Over 65	13,020,154	19.19%	15,914	20.96%	1.77%
Over 75	6,372,956	9.39%	8,069	10.63%	1.24%
Over 85 and more	1,730,440	2.55%	2,068	2.72%	0.17%

Population Estimates

	United Kingdom		Zone Area		Difference
	Population	%	Population	%	%
Estimated population 2028	69,141,023	2.18%	77,441	2.31%	0.13%
Estimated population 2030	69,598,097	5.35%	77,946	5.59%	0.24%

Pricing Averages

	United Kingdom		Zone Area	Difference
Average Property Value	£367,485		£339,832	-7.53%
Average Household Income	£53,814		£50,381	-6.38%

Care bed analysis

Demand for care beds by age group

		United Kingdom		Zone Area	
	Percentage	Population	Demand	Population	Demand
Aged 65-74 years	0.57%	6,647,198	37,889	7,845	45
Aged 75-84 years	3.06%	4,642,516	142,061	6,001	184
Aged 85 or more years	13.60%	1,730,440	235,340	2,068	281

Supply of Care Beds

	Total Population (Over 65)	Demand	Ensuite nursing care beds	Ensuite residential care beds	Total ensuite care beds	Over / under supply of ensuite care beds	Total wetroom care beds	Over / under supply of wetroom care beds
England & Wales	13,020,154	388,292	276,837	181,098	457,935	-69,643	137,118	251,174
Zone	15,914	510	17	292	309	201	221	289

Competition and Area Analysis

Competition Analysis

Zone Area	Nursing			Residential		
	Corporate	Non-corporate	Total	Corporate	Non-corporate	Total
Total No of Homes	0	2	2	6	2	8
Total No of Beds	0	24	24	326	33	359
Average Size of Home	0	12	12	54	17	45
Total Single Rooms	0	24	24	326	33	359
Total En-Suites	0	17	17	270	22	292
Overall % Single Rooms	0%	100%	100%	100%	100%	100%
Overall % En-Suites	0%	70.83%	70.83%	82.82%	66.66%	81.33%

