

**LAND AT BIRCHANGER FARM,
BRATTON ROAD, WESTBURY**

Landscape & Visual Appraisal

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GREENHALGH

Landscape Architecture



Project Address: **Land at Birchanger Farm**
Bratton Road
Westbury

For and on
behalf of: **Mr M Dhupar**

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Overview

This document addresses the separate but connected topics of landscape character and visual amenity and is presented as an appraisal. This appraisal has been undertaken by Greenhalgh Landscape Architecture Ltd to record and analyse the existing baseline conditions of the Site and its setting, and to summarily appraise the effects on views, visual amenity and landscape character that would arise from the proposed development on land at Birchanger Farm, Bratton Road, Westbury, Wiltshire.

The appraisal considers: the existing Site contexts; the development proposals; and how the proposed development would be received in those contexts. The appraisal is then used to inform siting and layout for the proposed development and the landscape mitigation design for the Site, for which retrospective full planning consent is sought to regularise the existing situation at Birchanger Farm following the serving of an enforcement notice by Wiltshire Council (WC) for breaches to Planning control.

The Site analysis and fieldwork observations were undertaken in May and June 2026.

This document has been prepared as part of the Detailed Planning Application with Wiltshire Council and is to be used in engagement with the relevant officers.

1.1 Introduction

Purpose

Greenhalgh Landscape Architecture Ltd has been commissioned by Mr M Dhupar (the ‘Client’) to prepare an appraisal of landscape character and visual amenity as part of a Detailed Planning Application which seeks permission for the outdoor storage of commercial vehicles (the ‘Proposed Development’), on land at Birchanger Farm, Bratton Road, Westbury (the ‘Site’).

This report has been prepared to assist in the regularisation of the existing situation on Site following the serving of an enforcement notice by Wiltshire Council (WC) for breaches to Planning control. The purpose of this report is to record and analyse the existing baseline conditions of the Site and its setting, and to summarily appraise the demonstrable and potential effects on the landscape and visual resource that would arise from the Proposed Development. Specific regard is given to key views including: close-range experience such as from roads and public footpaths; and longer-range positions within existing settlement and publicly accessible areas in its wider setting. The analysis and appraisal are then used to inform judgements as to the appropriateness of the Proposed Development together with layout and landscape proposals as mitigation measures.

This document has been prepared as part of a Detailed Planning Application with WC and is to be used in engagement with the relevant officers.

Brief

This report records and analyses the existing Site contexts and baseline conditions, with design recommendations used to inform the Proposed Development. It includes an appraisal (not ‘assessment’) of existing landscape character and views/ visual amenity. The report therefore demonstrates:

- site and contextual analysis;
- identification of constraints and opportunities and the presentation of key design recommendations for the siting, layout and mitigation of development proposals.

Methodology

The methodology for photography and fieldwork and the appraisal 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; and
- ‘*Technical Guidance Note 06/19: Visual Representation of Development Proposals*’, Landscape Institute, 2019.

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 with a panoramic head. Times and dates of photography are recorded alongside each of the baseline panoramic photographs in section 1.6.

1.2 Site Location and Local Context

The subject of this report is land at Birchanger Farm; a rural landholding that includes a detached farmhouse, ancillary buildings, outdoor storage areas, manege, and paddocks. For the purposes of this report and response to the enforcement notice, the Site is taken to be the well-defined manege in the south west of the landholding. There is no public access to the Site.

The wider landholding is essentially rectangular and its southern edge is formed along Bratton Road (B3098). Its northern edge is formed along Lower Westbury Road; a variable track or lane which crosses the agricultural landscape and runs parallel to Bratton Road. Aside from the roads, the wider landholding is surrounded on all sides by agricultural fields.

Birchanger Farm sits on the lower slopes beneath (north of) the Salisbury Plain scarp.



Figure 1. Site location and local context.

Key:

	Site		Main road
	Ownership boundary		Other road, drive or track
	Public Right of Way (footpaths and bridleways)		Open access land (CROW Act 2000)

Vegetation

The existing manege is essentially unvegetated internally, being laid to compacted aggregate hardstanding, though colonised in parts by insignificant patches of ruderal ground cover (photograph A). The manege is bound on all sides by earth banks densely covered by taller ruderals and grasses (photograph B).

Close to the west is an established mixed native hedgerow (photograph C). The intermediate field boundary crossing the wider land ownership area close to the north of the Site is a tall, mature mixed native hedgerow with a number of larger free-standing trees (photographs B and E). Beyond, the northern land ownership boundary is a continuous mixed native hedgerow alongside Lower Westbury Road and continuing along the eastern land ownership boundary.

At the time of survey, the areas either side of the access track south of the manege were long grassland (photograph D).

Towards the southern edge of the wider land ownership area is a line of conifer trees (photograph C) forming a tall dense hedge, serving to screen views from the road. In combination with adjacent groups of mature trees at the southern boundary, east of the farmhouse and on the southern side of Westbury Road, the conifer treeline is part of a visual screen and zone of tree cover that offers containment to the Site (photograph E).



B. Taller ruderals and grasses on the manege embankments in the foreground. Mixed hedgerow with large freestanding trees crossing the area to the north.



D. Rank grassland and informal storage of agricultural vehicles and construction materials either side of the access track.



A. The manege, colonised in parts by ruderal ground cover.



C. The western boundary hedgerow (view is looking south). The conifer treeline is prominent beyond the manege.



E. Combined groups of trees south and south east of the Site (both on- and off-site) offer good containment and visual screening.

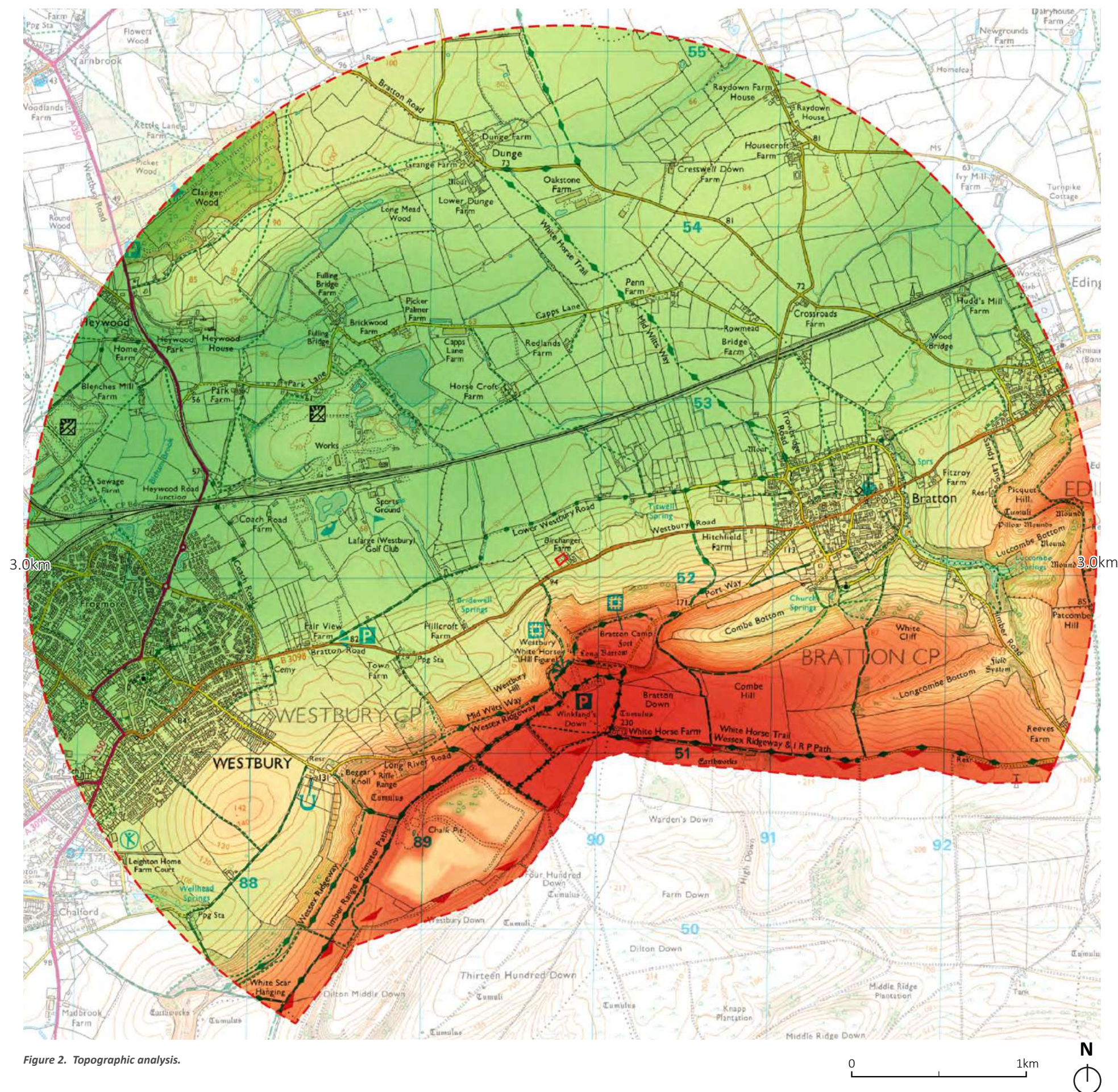


Figure 2. Topographic analysis.

Topography and Hydrology

The existing manège element of the Site is a flat rectangular plot, artificially levelled when it was historically formed as an enclosed area for training horses and riders. It sits at approximately 83m AOD. The access component of the Site slopes downhill northwards from the established connection with Bratton Road which is at approximately 92m AOD.

The wider ownership area ranges in elevation approximately 92m AOD at the Bratton Road boundary in the south down to approximately 69m AOD in the north west corner adjacent to Lower Westbury Road.

The B3098 (Bratton Road/ Westbury Road) threads along the lower slopes of the Salisbury Plain scarp and, within the study area, it joins Westbury in the west to Bratton in the east. As such the main settlements are concentrated along this lower area.

To the south, the landform rises dramatically up the scarp onto the substantially elevated plain, gaining 140m in elevation over a distance of approximately 500m immediately south of the Site. The highest point in the study area is approximately 240m AOD south of White Horse Farm. Bratton Camp, White Horse Car Park and the viewpoint highlighted on Ordnance Survey mapping sit at around 225m AOD.

1.3 Landscape Designation and Wider Context

The Site lies entirely within the Special Landscape Area meaning it is a landscape of County importance, a non-statutory designation protected through County Structure Plan and Local Plan policy. The County-level designation recognises important landscapes which are outside of National Landscapes.

There are extensive areas of publicly accessible land across the scarp and plain close to the south of the Site, including common land and areas identified under the Countryside and Rights of Way Act, 2000.

The closest listed buildings to the Site are the Grade II listed Horsecroft Farmhouse approximately 950m to the north, and various listed buildings towards the western edge of Bratton. All of these listed buildings are considerably separated from the Site spatially, topographically and visually.

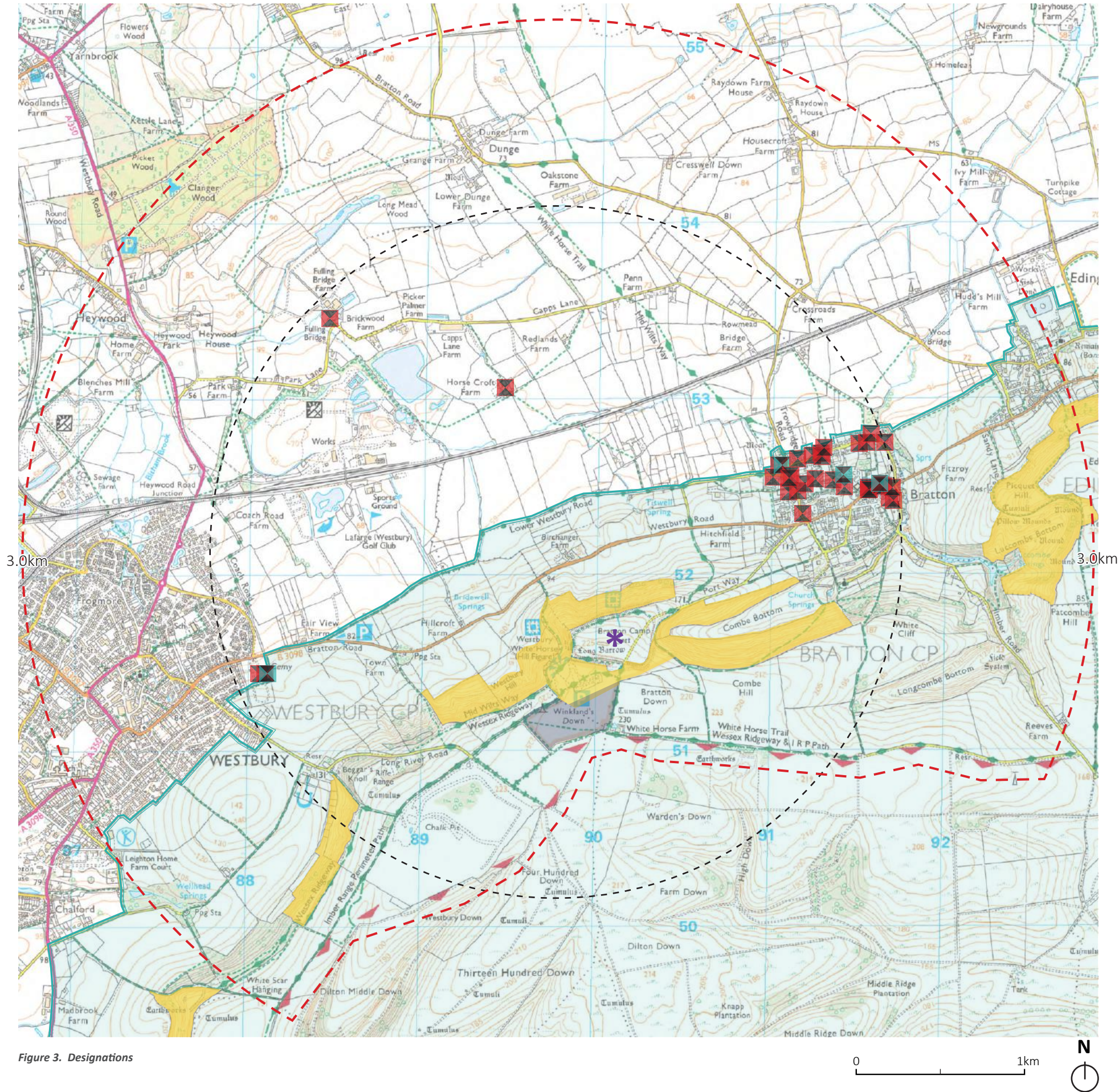
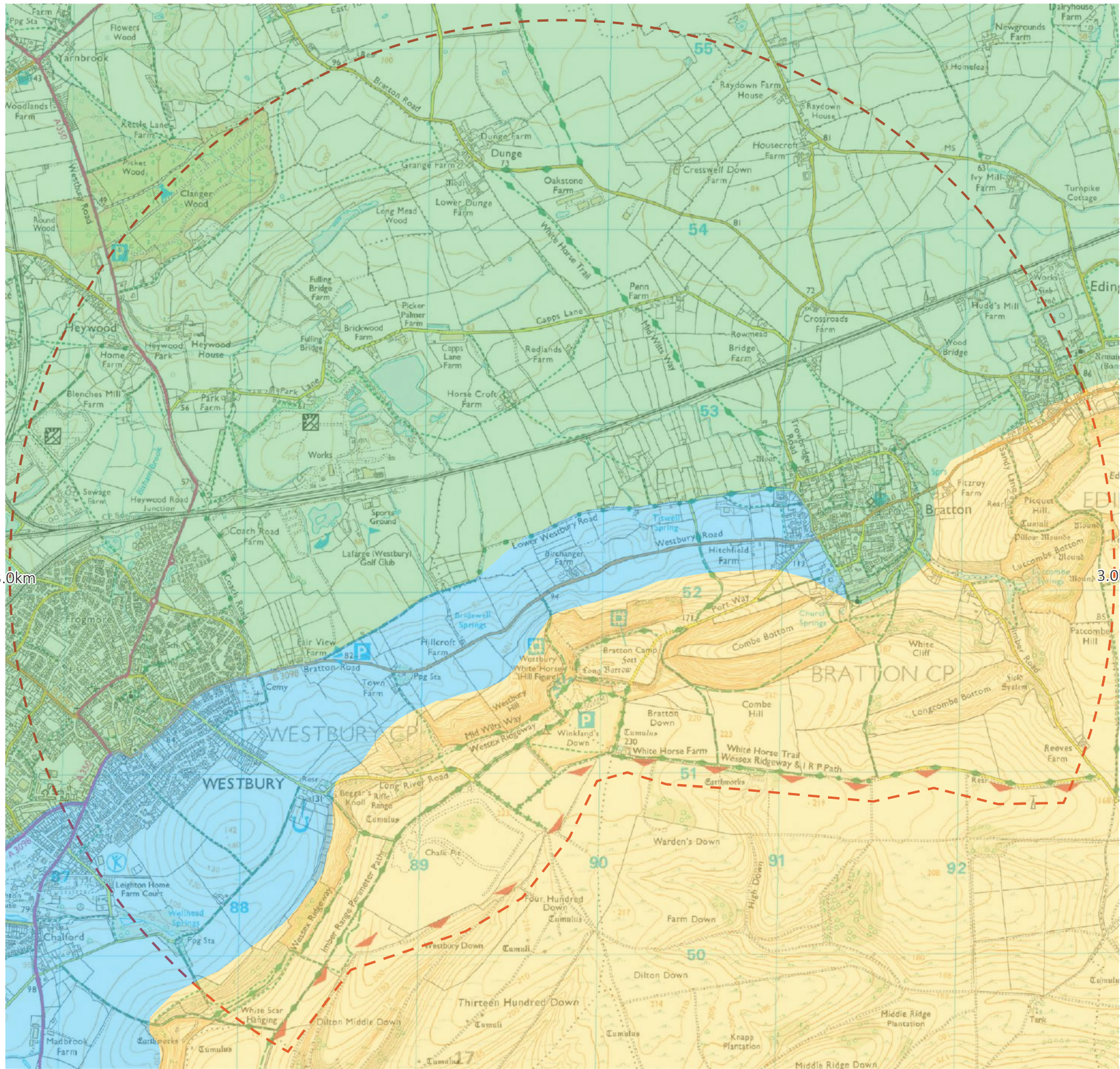


Figure 3. Designations



1.4 Landscape Character

Published Landscape Character Assessment

Key:

- Site
- Land ownership boundary
- 3A: Salisbury Plain West
- 6A: Warminster Terrace
- 11C: Trowbridge Rolling Clay Lowland

Wiltshire Landscape Character Assessment (2005)

Figure 4. Wiltshire Landscape Character Assessment.

Landscape Character Areas are described on the following page.

Published Landscape Character Assessment

Wiltshire Council (WC) published Wiltshire Landscape Character Assessment (2005) which identifies a series of landscape types and landscape character areas, illustrated in Figure 8. The Site lies within Type 6: Greensand Terrace which is characterised by the following:

- *‘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.*
- *Coniferous belts planted as game coverts.*
- *Mixed woodland runs in discontinuous belts along the base of the chalk escarpment.*
- *Sparse settlement of scattered farmsteads and a few villages.*
- *General absence of prehistoric earthworks in contrast to the surrounding chalk landscapes.’*

The Site is entirely within Landscape Character Area **6A: Westbury Terrace**. Of the published character area description, the following is relevant to the study area:

- *‘An open area bounded to the east by the chalk scarp of Salisbury Plain East and the the west by the Lingleat-Stourhead Greensand Hills.*
- *Although level compared to the surrounding uplands, the area is more gently rolling than the others in the type and also more affected by settlement with the edge of Westbury to the north and Warminster to the south.*
- *Other settlement is in the form of a few scattered farms... ...but large scale arable fields dominate elsewhere with hedgerows patchy and low flailed in*

places.

- *Two major roads cross the area [including the A350] which along with a railway line entailing large scale cuttings and embankments.*
- *The slightly more varied landscape, the proximity of settlement and the busy transport corridors make this area less rural and more fragmented than the others in the type.’*

The Landscape Character Assessment notes several ‘Positive landscape features of significance’ which include:

- *‘Level terrace landform with wide open skies contrasts with the smaller scale, enclosed landscape of the adjacent Wooded Greensand Hills landscape type.*
- *Dramatic views from the terraces to the steeply rising backdrop of the Chalk escarpments, with added interest due to features such as the Fovant Badges.*
- *Belts of mixed woodland running along the base of the chalk escarpment visually emphasise the change in topography and enrich the biodiversity of the landscape type.’*

‘Forces for change’ of relevance to the study area include:

- *‘The previous loss (through field enlargement for arable farming) and continued decline of hedgerow boundaries in places has diluted the field pattern across the terrace.*
- *Over maturity and non-replacement of old tree stock (evident within the hedgerows) has resulted in the loss of trees as landscape features.*
- *The intensity and expansion of arable farming has reduced ecological value and resulted in the loss of archaeological features.*
- *Loss of semi-natural woodland plus creation of new coniferous plantations has resulted in a change in visual and ecological character.*
- *Future pressure for... ...infill and expansion of towns and villages may lead*

to loss of settlement identity.

- *Amalgamation and enlargement of arable fields and addition of new agricultural buildings in the past has resulted in increasing landscape scale.*
- *The loss and decline of field boundaries is apparent... ...Some planned hedgerow restoration is in evidence.*
- *Growing intensity of farming practices, including the shift from spring sown to autumn sown crops, has resulted in a change in landscape character and decline in farmland birds.’*

Local landscape character from observation



Photograph F- The wider landscape across the Warminster Terrace and rolling lowland contains a wide variety of uses and developments and is much more diverse and settled than an agricultural hinterland between Westbury and Bratton. The Tarmac Westbury site is prominent and its large buildings and wide open areas of disturbed land are a landmark. The settlements of Westbury and Trowbridge are also prominent, so too is Bratton in the eastwards view. Expansive solar farms are clearly evident. Closer to the Site the landscape is scattered with farmstead clusters, ‘horsiculture’ (paddocks, stables, manege), camp site, golf course, football pitches, model railway and numerous isolated or small-clustered dwellings.



Photograph G- Hedgerows are variable in condition and density. Trees are a feature of the agricultural landscape, freestanding within hedgerows, as small woodland blocks, or as groups particularly towards the edges of settlement.



Photograph H- The scarp is strongly defined in contrast to the gently rolling lowland north of it. The scarp is an ever-present landmark and the Westbury White Horse is frequently visible too. Contrastingly, visibility across the lowland is frequently limited by layers of vegetation with PRow and roads generally running alongside field boundaries.



Photograph I- It is common to find glimpses of roofscape from the agricultural, industrial, domestic or equestrian buildings across the largely farmed landscape.

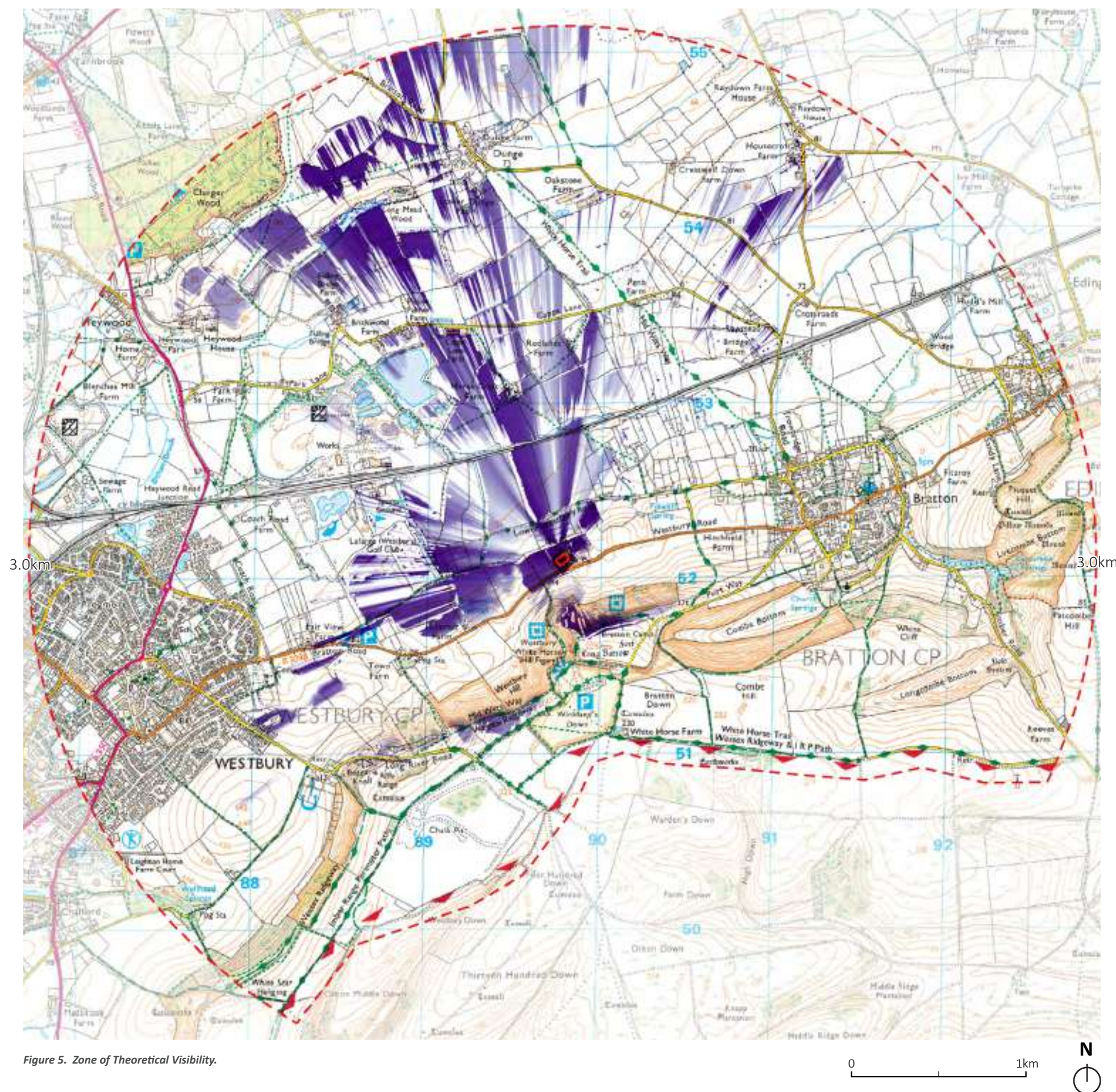


Figure 5. Zone of Theoretical Visibility.

1.5 Zone of Theoretical Visibility

Zone of Theoretical Visibility

The Zone of Theoretical Visibility (ZTV) is a computer-generated analysis of theoretical visibility of the Proposed Development, specifically vehicle parking/storage within the existing manege.

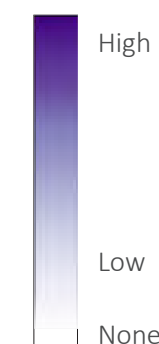
The ZTV is generated from a receptor height of 1.6m (approximate average UK adult eye level) and receiver/target heights of 2.8m to represent approximate maximum heights of the types of vehicles parked/ stored. Multiple targets were placed within and bounding the manege area to best represent points that may be visible. The ZTV is a tool to guide fieldwork and is not a measure of absolute visibility. Visibility is confirmed or disproven through fieldwork.

This 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.

Key:

- Site
- Ownership boundary
- Study area (excluding Danger Area)

Theoretical visibility of Proposed Development



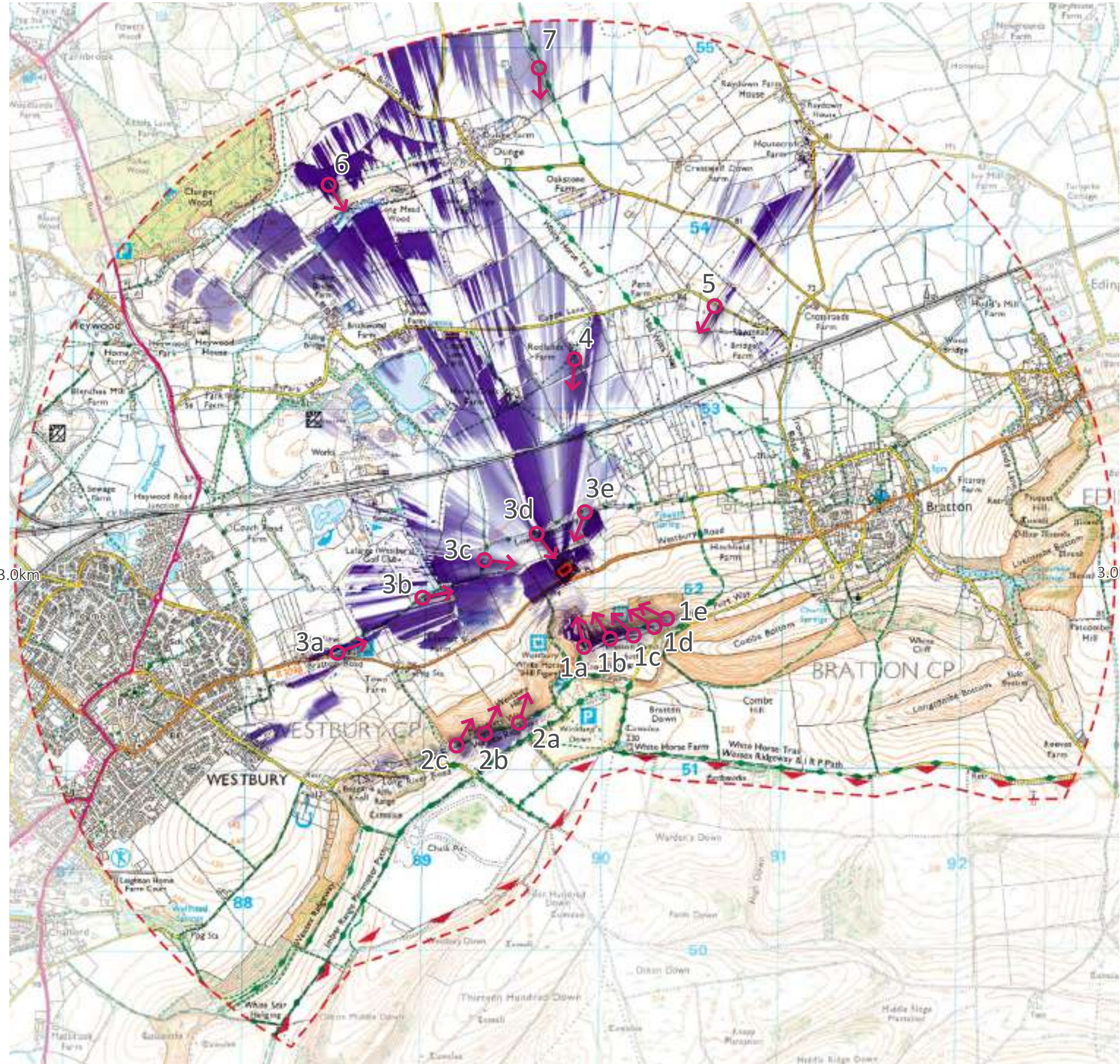


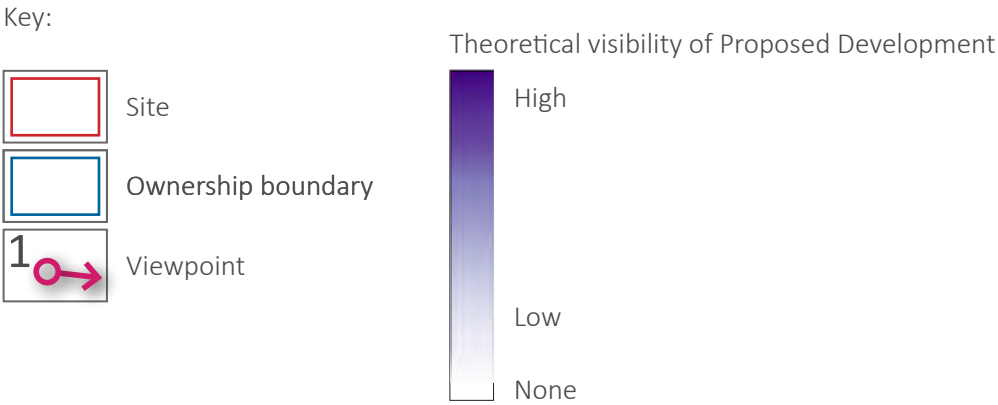
Figure 6. Viewpoint location plan.

1.6 Visual Baseline

Viewpoints

The visual baseline presented in this report 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 7 and images of these views are included as viewpoint photographs 1a-7 presented in the following pages.

All viewpoints are 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 during May and June 2026 at which time deciduous trees and vegetation were in full leaf cover and therefore a scenario of maximum visual screening was encountered.

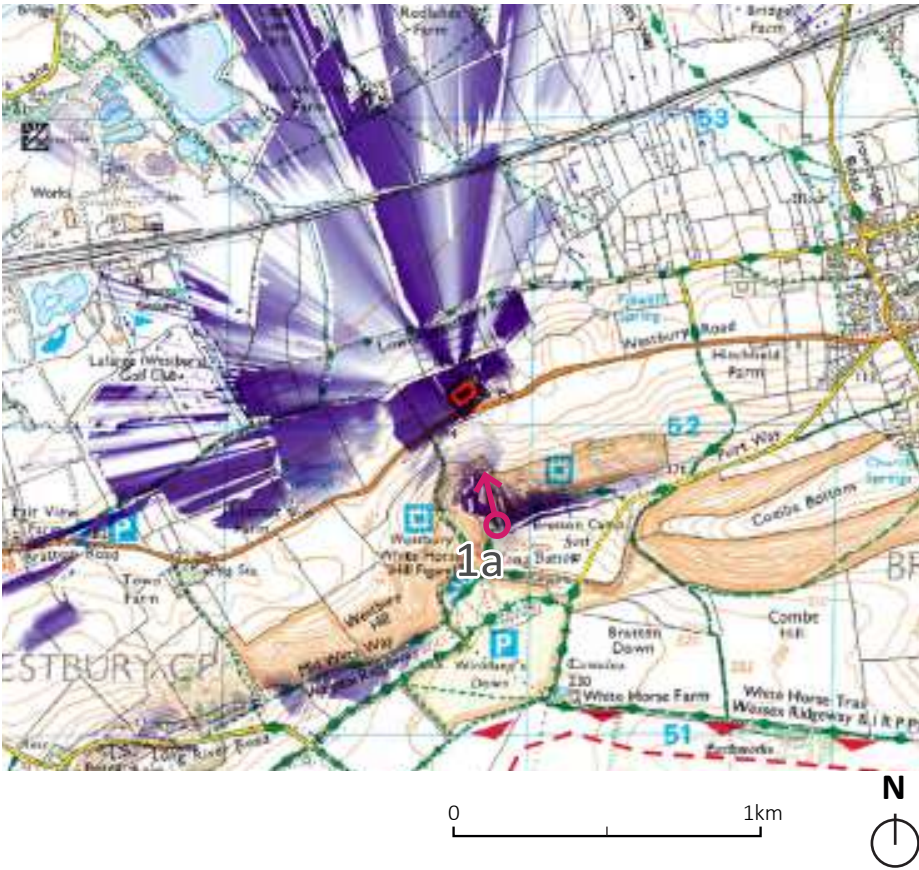


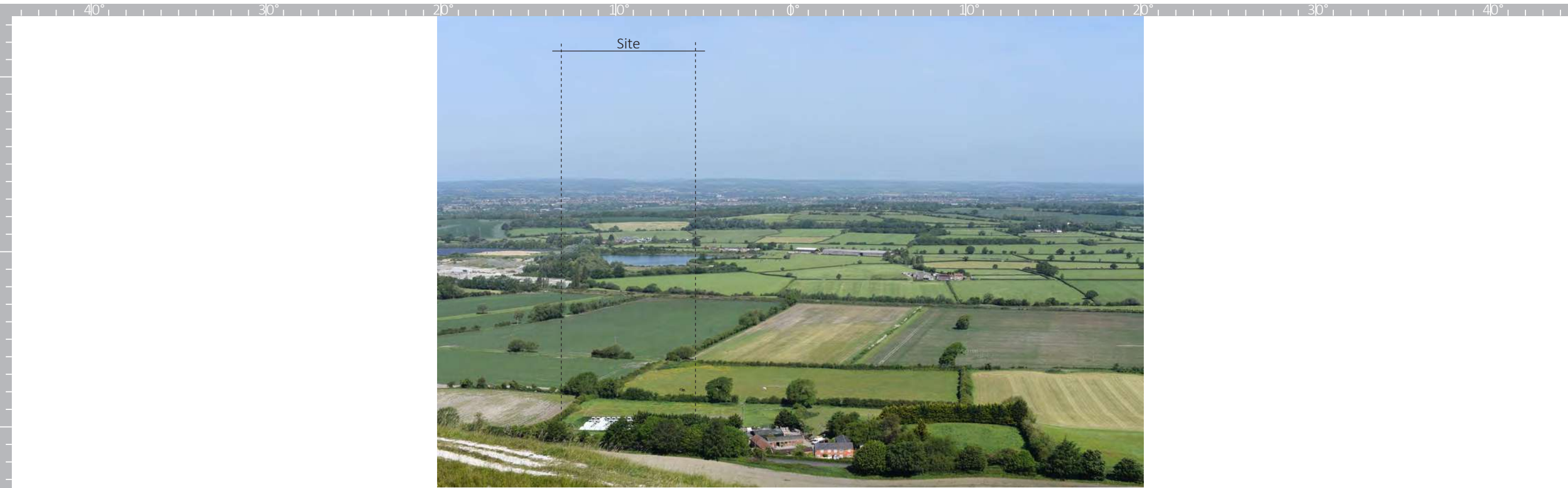


Note:

This is a single frame photograph and has been captured with the camera on a level tripod with the head set to 15° below vertical level, to represent the downwards view towards the Site from a relatively elevated position. From this location the Site is not visible with the camera set at 0° vertical level. Photography captured above or below 0° vertical level cannot usefully be presented as a panoramic image because its creation would result in curvature and distortion due to the camera not rotating on a level plain.

Viewpoint 1a: View from public footpath BRAT39 from the frontward edge of the scarp close to the east of Westbury White Horse			
Visual Receptors	• Users of the PRoW		
Distance from closest point of site boundary:	5m	Direction of view:	NE
Date/ time:	21.11.2025/ 12:55	Approximate elevation (AOD):	104m

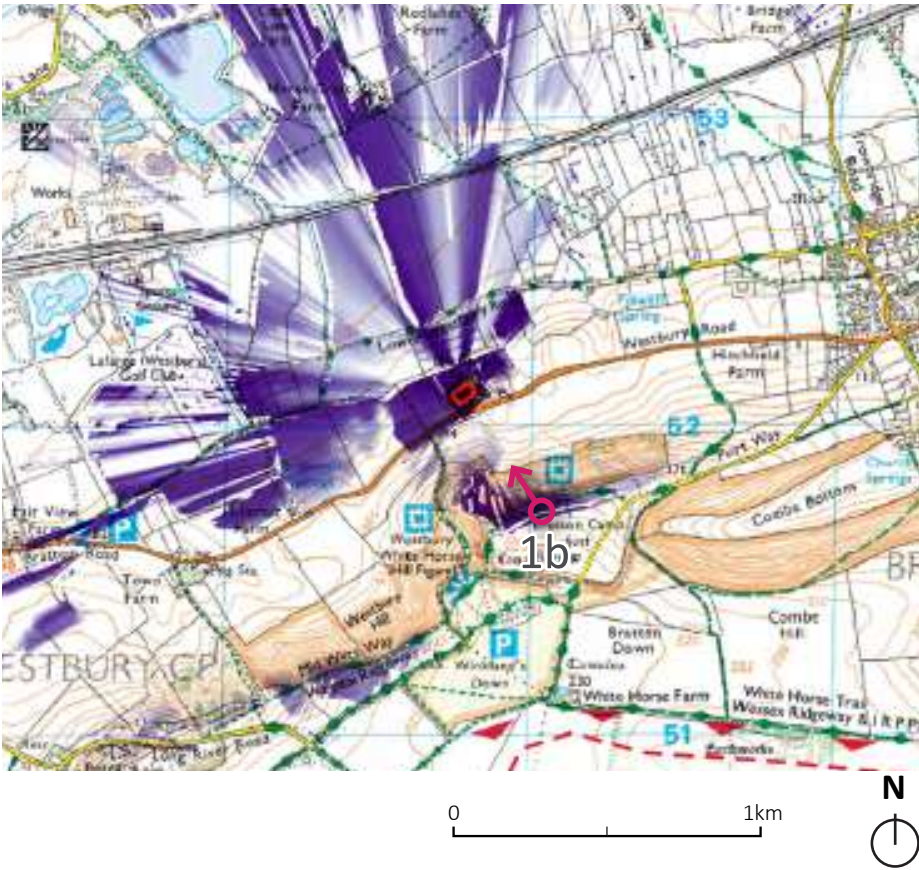


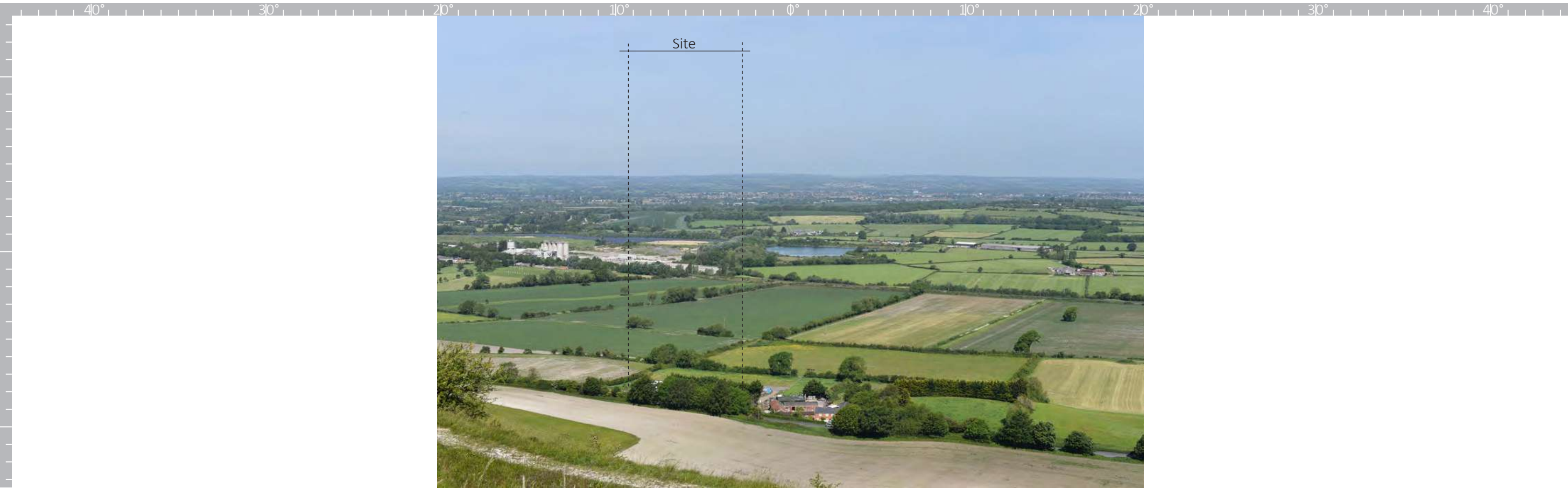


Note:

This is a single frame photograph and has been captured with the camera on a level tripod with the head set to 5° below vertical level, to represent the downwards view towards the Site from a relatively elevated position. From this location the Site is not visible with the camera set at 0° vertical level. Photography captured above or below 0° vertical level cannot usefully be presented as a panoramic image because its creation would result in curvature and distortion due to the camera not rotating on a level plain.

Viewpoint 1b: View from Bratton Camp Iron Age hillfort at the frontward edge of the scarp close to the east of Westbury White Horse			
Visual Receptors	• Visitors to the hillfort/ users of the local PRow		
Distance from closest point of site boundary:	427m	Direction of view:	NE
Date/ time:	22.06.2026/ 09:22	Approximate elevation (AOD):	212m

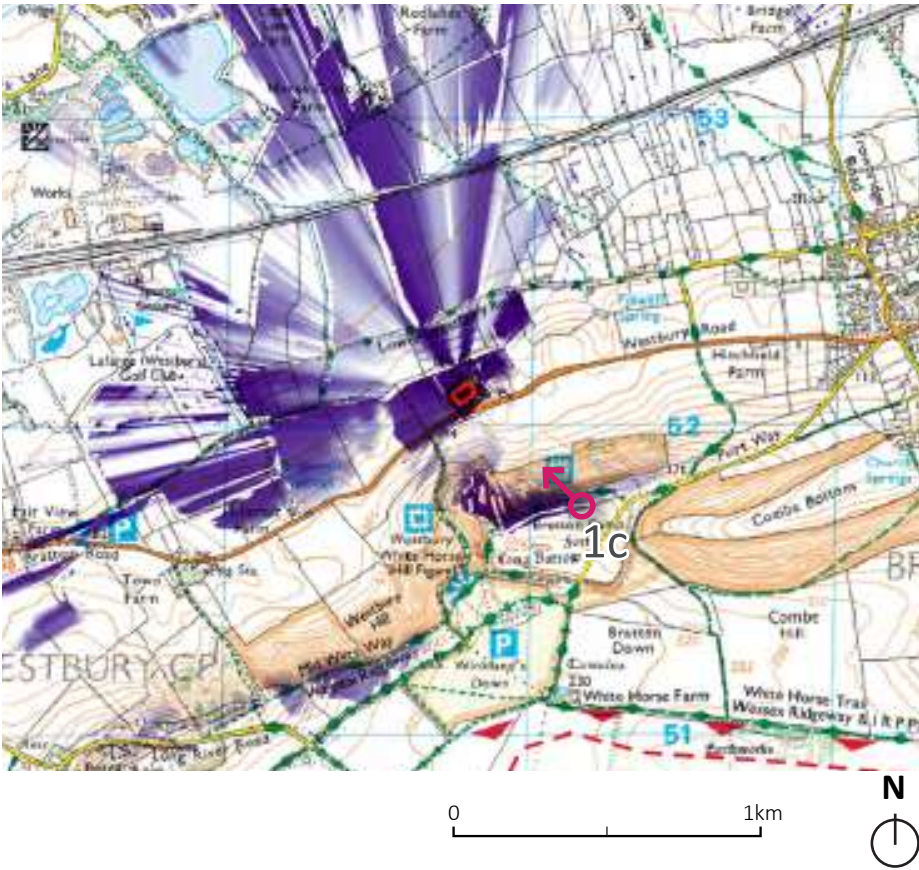


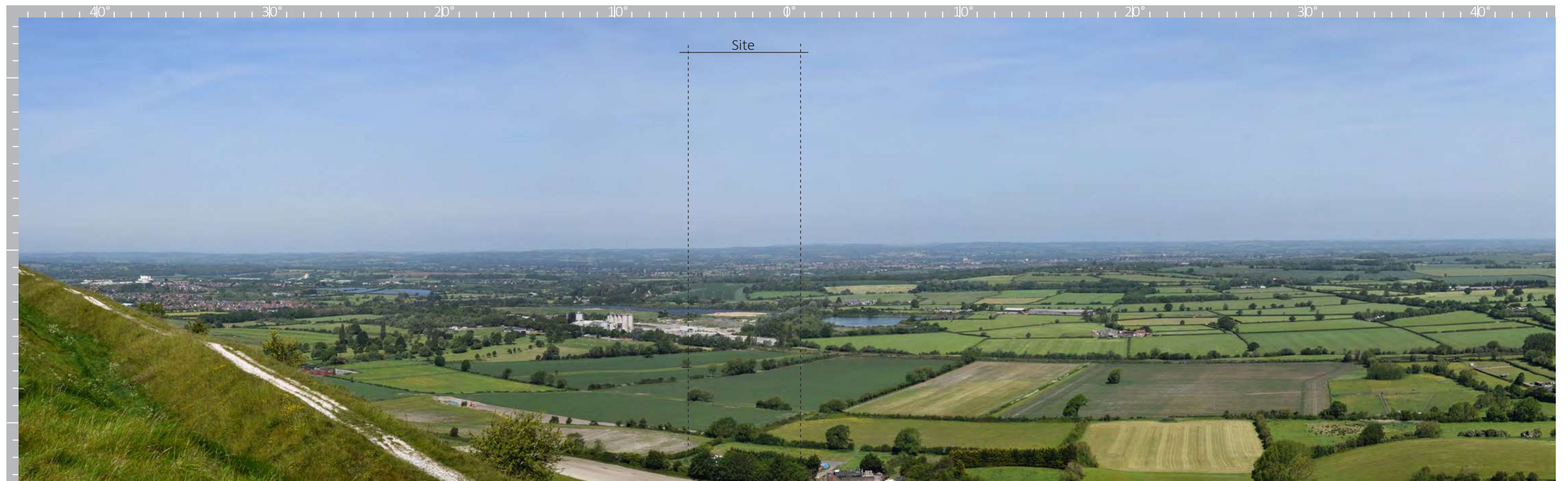


Note:

This is a single frame photograph and has been captured with the camera on a level tripod with the head set to 5° below vertical level, to represent the downwards view towards the Site from a relatively elevated position. Photography captured off 0° vertical level cannot usefully be presented as a panoramic image because its creation would result in curvature and distortion due to the camera not rotating on a level plain. The following page presents the panoramic view from the location with the camera set at 0° vertical level.

Viewpoint 1c: View from Bratton Camp Iron Age hillfort at the frontward edge of the scarp close to east of Westbury White Horse			
Visual Receptors	• Visitors to the hillfort/ users of the local PRow		
Distance from closest point of site boundary:	483m	Direction of view:	NE
Date/ time:	22.05.2026/ 09:29	Approximate elevation (AOD):	205m

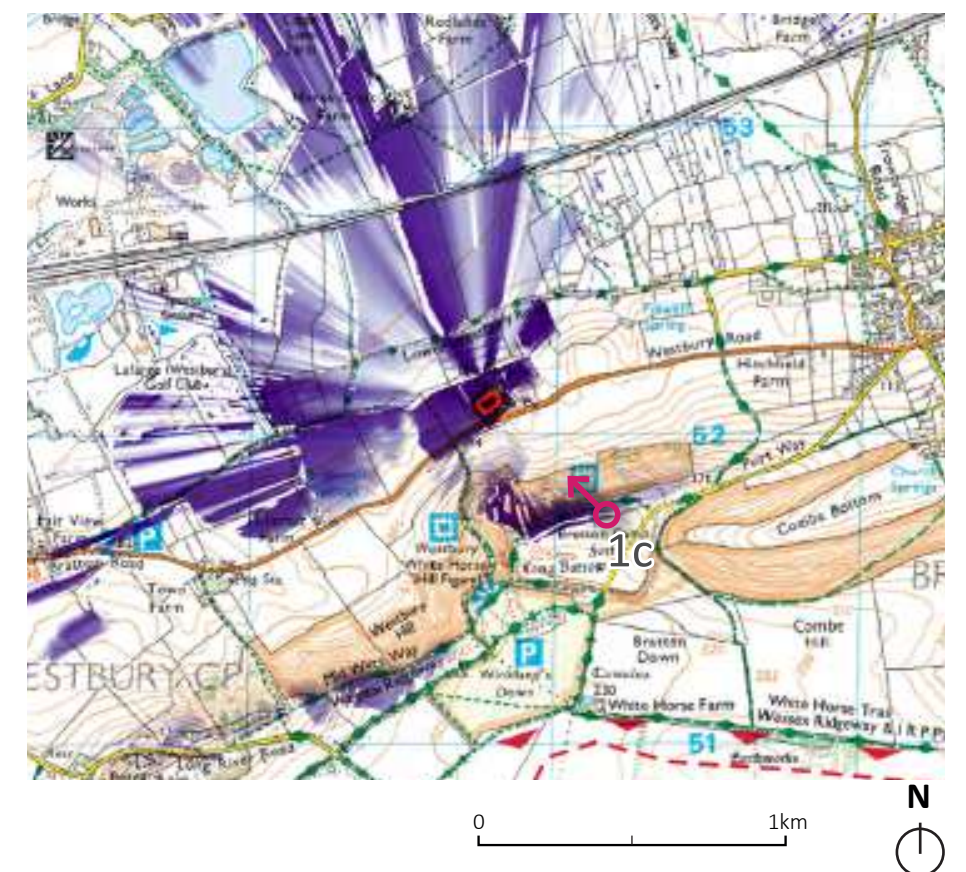


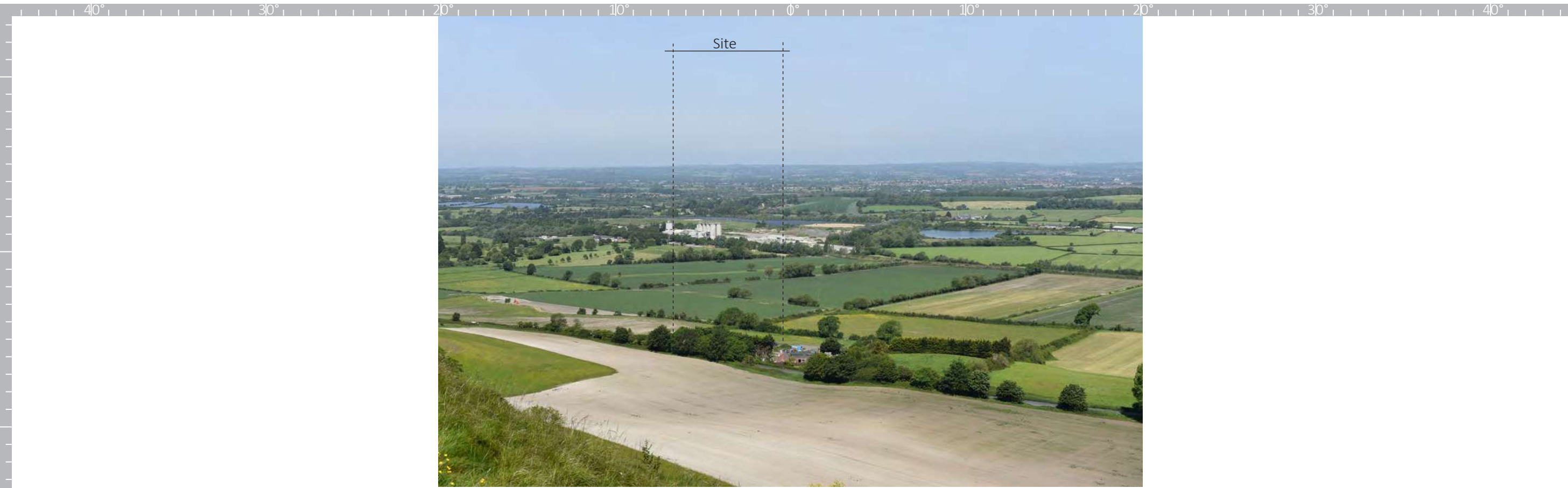


Note:

In addition to the previous page, this page presents the panoramic view from viewpoint location 1b with the camera set at 0° vertical level.

Viewpoint 1c: View from Bratton Camp Iron Age hillfort at the frontward edge of the scarp close to east of Westbury White Horse

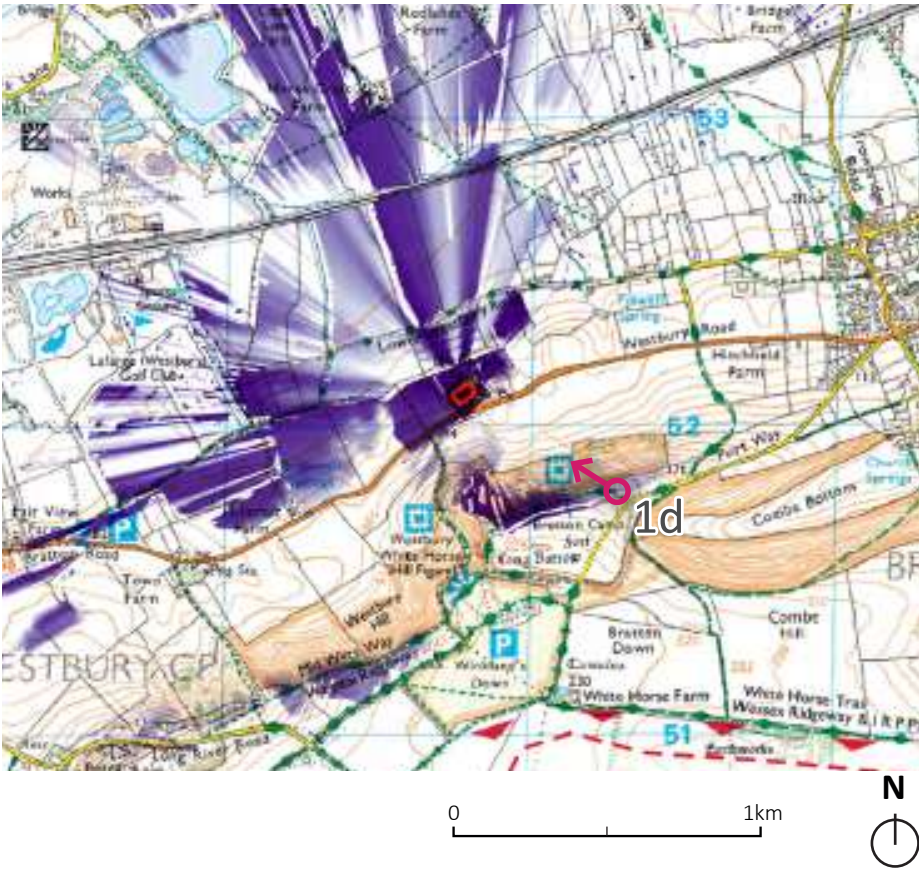


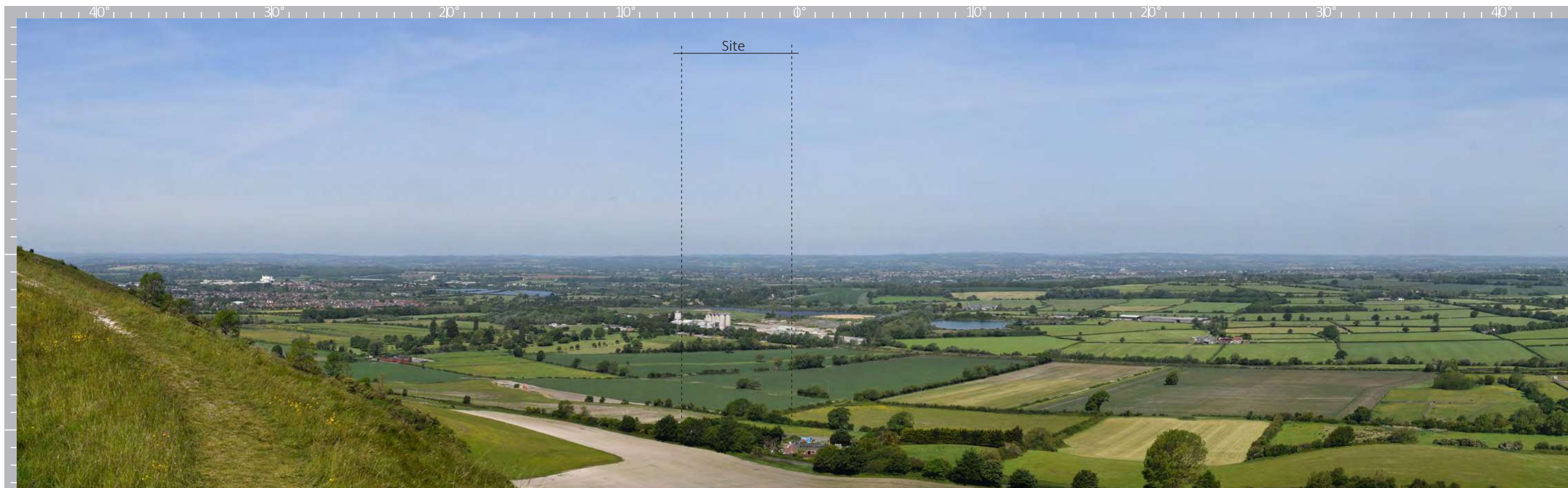


Note:

This is a single frame photograph and has been captured with the camera on a level tripod with the head set to 5° below vertical level, to represent the downwards view towards the Site from a relatively elevated position. Photography captured above or below 0° vertical level cannot usefully be presented as a panoramic image because its creation would result in curvature and distortion due to the camera not rotating on a level plain. The following page presents the panoramic view from the location with the camera set at 0° vertical level.

Viewpoint 1d: View from public footpath BRAT39 at the frontward edge of the scarp at the north eastern corner of the main hillfort earthworks			
Visual Receptors	• Visitors to the hillfort/ users of the local PRow		
Distance from closest point of site boundary:	545m	Direction of view:	NW
Date/ time:	22.05.2026/ 09:35	Approximate elevation (AOD):	191m

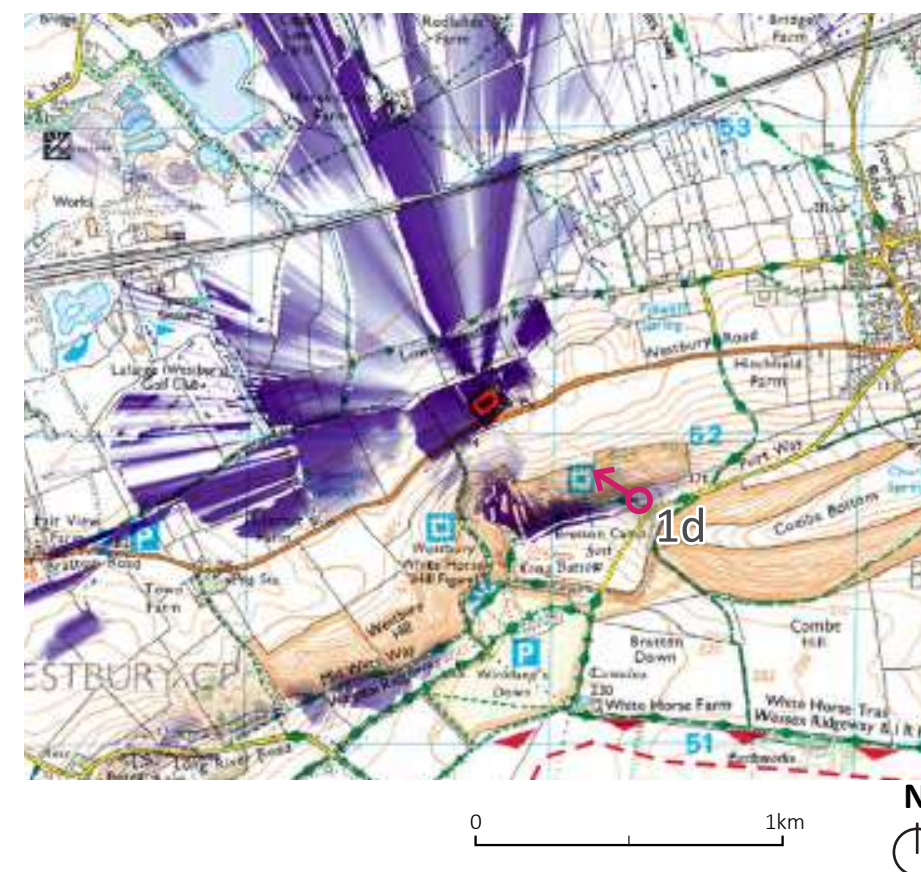




Note:

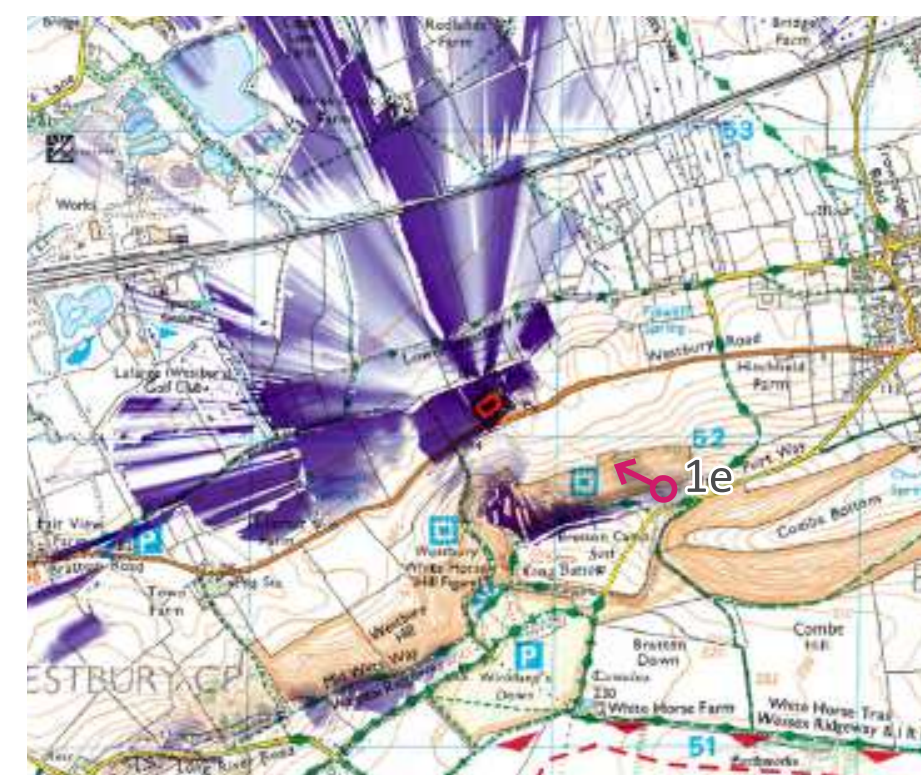
In addition to the previous page, this page presents the panoramic view from viewpoint location 1c with the camera set at 0° vertical level.

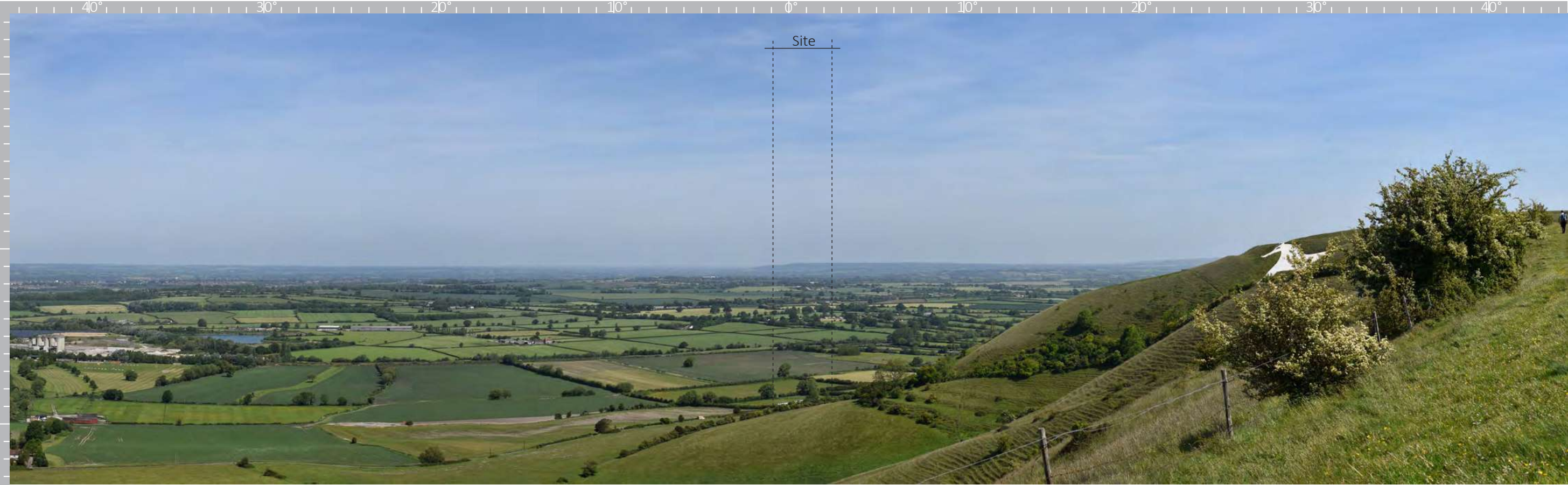
Viewpoint 1d: View from public footpath BRAT39 at the frontward edge of the scarp at the north eastern corner of the main hillfort earthworks





Viewpoint 1e: View from the north eastern area of Bratton Camp Iron Age hillfort at the frontward edge of the scarp			
Visual Receptors	Visitors to the hillfort/ users of the PRoW		
Distance from closest point of site boundary:	590m	Direction of view:	NW
Date/ time:	22.05.2026/ 09:42	Approximate elevation (AOD):	187m





Viewpoint 2a: View from public footpath WEST53 at the frontward edge of the scarp close to west of Westbury White Horse			
Visual Receptors	• Users of the PRow		
Distance from closest point of site boundary:	850m	Direction of view:	NW
Date/ time:	22.05.2026/ 10:02	Approximate elevation (AOD):	210m

