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The Planning Department
Wiltshire County Council
County Hall
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Trowbridge
Wiltshire
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26th July 2026

**LAND EAST OF BALL ROAD PEWSEY.
PERMISSION IN PRINCIPLE FOR THREE RESIDENTIAL DWELLINGS.**

SUPPORTING STATEMENT BY THE APPLICANT

Dear Sir/Madam

I am submitting this letter as my personal statement as one of the owners of the site. It is in support of the Permission in Principle planning application submitted by Fowler Architects & Planning Ltd on my behalf.

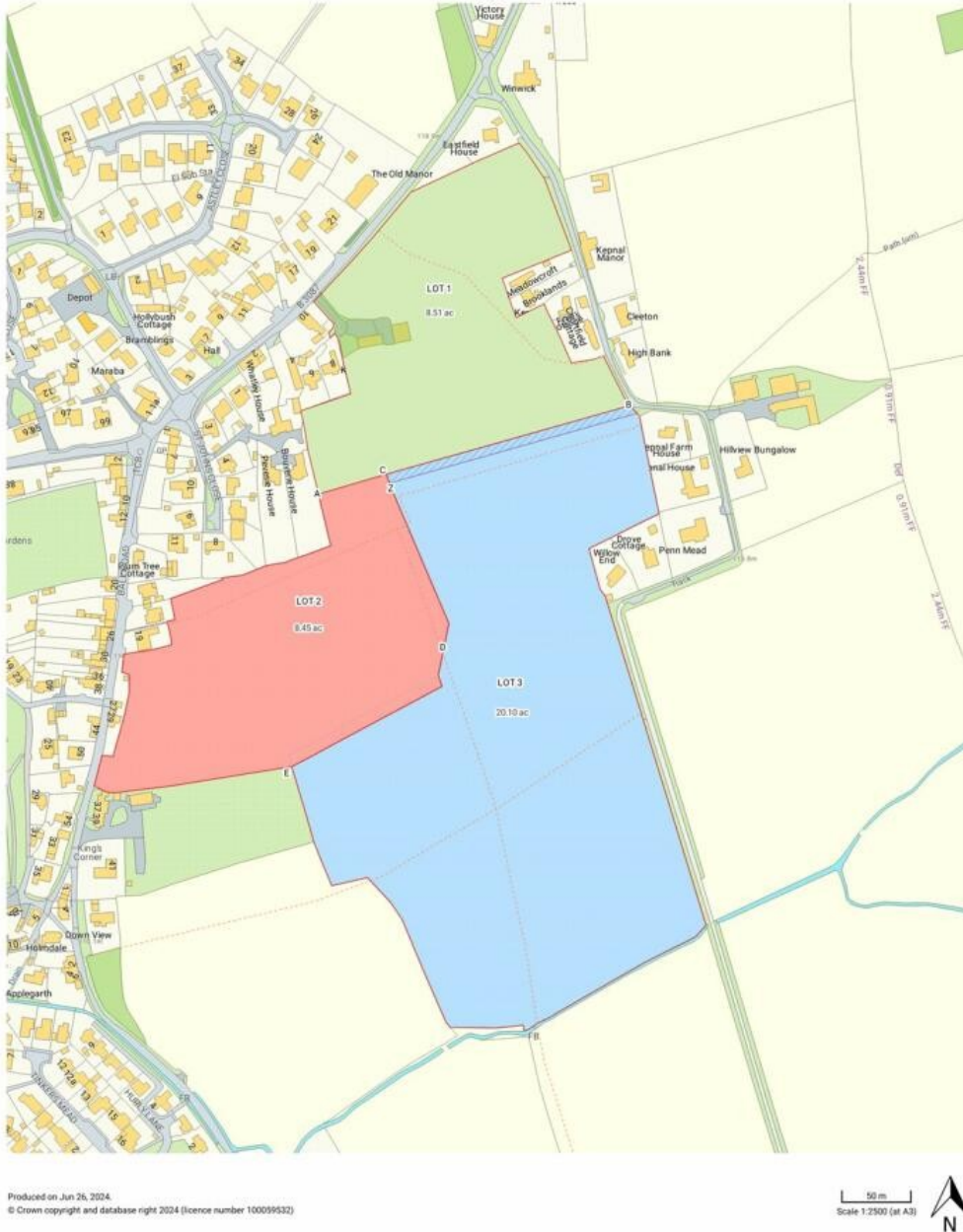
My family have owned this land since 1951 and I grew up in Kepnal on Ball Farm in the 1960's and 1970's helping my grandfather farm the land till his death in 1989. The land was in a trust (The C.R.Y King Trust) of which I was a beneficiary until 2025. The King family have connections in Pewsey going back well over 150 years.

During the time in Trust the Trustees pursued various development opportunities on the land. These included previous proposals for 10 then 7 then 4 houses on this parcel of land east of Ball Road that has always been in the village Limits of Development so is in principle suitable for housing.

Those schemes were not successful and in 2023 it was agreed that the Trustees should sell the land. It was advertised in three parts in 2024 and I purchased Lot 2 approximately eight and a half acres in 2025. Sales Plan shown below identifying Lot 2 in red.

Over the last sixty years I have therefore accumulated an extensive knowledge of the land and the previous planning applications. I thought it would be helpful to summarise that history and my reasons for believing that in the current housing environment this new plan for a maximum of three high quality well designed houses should be supported.

It is intended to self-build and maintain one of the three houses as a permanent part of the wider eight and a half acres for myself and family. This will make it possible to live on the land and make it viable to investigate a variety of small business opportunities around organic farming, horticulture, equine pursuits or small scale tourism. All of which are supported by the Core Policy in regard to economic sustainability and development of the area. Without a house and facilities on the land any such small rural businesses will be difficult to start and maintain.



Please be assured that if planning in principle is given I am committed to high quality low impact sustainable houses in full further consultation with neighbours and the wider community.

Whilst it is not possible to commit at this stage it is possible that the other two plots will also be offered to the market for self build.

Self-build is recognized as a way for people to realise a dream for their own decent and affordable home by removing the profit motive and usually results in individual better-designed and constructed homes than those provided by main house builders.

The Government is committed to providing more opportunities for self build as per the Self Build and Custom House Building Act 2015 as amended by the Housing and Planning Act 2016 and the Leveling Up and Regeneration Act 2023. Wiltshire Council maintains a self-build register. It shows a considerable lack of suitable plots at the current time and a failure to provide enough plots since the act was enacted.

The site is within the North Wessex Downs National Landscape (NWDNL) that is described as a vast dramatic, undeveloped and distinct chalk downlands with a broad low lying landscape enclosed by dramatic chalk escarpments. A mix of pastures, arable fields, hedgerows and woodlands.

However the site area is a small edge of village development that is neither open nor remote and is not visually prominent within the wider NWDNL.

It is in a highly sustainable position in Pewsey that has been defined as a service centre suitable for small-scale development to support local housing need and services. It is within easy walking distance of all facilities including shops, doctors, dentist, a library, community centre, sports facilities, a number of schools, bus stops and a mainline rail station to London. The proximity of the station coincides with recent Government plans to make applications within walking distance of a railway station a default yes subject to certain conditions.

The site is also within the Pewsey Conservation Area. The Pewsey Conservation Area Character Appraisal and Management Proposal 2007 (PCAMP) was published in 2007 and has not been updated. Therefore in planning documentation terms I believe it is considered out of date. However it still has useful guidance describing the setting of the Conservation Area and the position of Ball Road within it.

It states ***‘change is inevitable in most conservation areas; the challenge is to manage change in ways that maintain and if possible reinforce an areas special qualities. The character of a conservation area is rarely static and is susceptible to incremental as well as dramatic changes’.***

Wiltshire County Council (WCC) guidance on Conservation Areas states: ***‘Whilst in many of the village Conservation Areas only minimal amounts of new building may be envisaged it will rarely be the aim to prevent all change. Rather the intention is to control and manage it to preserve what is special about the particular area and where possible to improve it’.***

Since the PCAMP was published in 2007 there have been numerous houses built within the Pewsey Conservation Area either infilling small gaps or as in the case of Whatley Drive a substantial mixed housing development. The development of and behind the old Phoenix Hotel has been praised for its sensitive design. The Pewsey Community Housing Association is well advanced on their plans to make a major change to the Conservation Area setting right in the heart of Pewsey opposite the statue of King Alfred and a row of significant buildings. Significant new developments have also occurred close to the conservation area of Wilcot Road.

Therefore whilst the proposal is within the NWDNL and the Pewsey Conservation Area it is clear that this alone should not be a bar on development. Crucially it is also within the defined village development boundary where there is a clear ruling in NPPF24 that in principle new housing will be allowed.

The Wiltshire Core Strategy (Local Plan) adopted 2015 runs to 2026 so is nearly out of date. WCC have spent many years working on a replacement plan due to run 2020 – 2038. At a recent stage an Inspector ruled it was already out of date, did not take into account the new Government Housing Targets and should run past 2038.

On that basis WCC have just taken the decision to withdraw that draft plan and start again under the new Local Plan Process. In the meantime there is a clearly identified substantial lack of housing allocations in Wiltshire and no plan to provide them.

Pewsey Neighbourhood Development Plan (NDP) 2006 – 2026.

The existing NDP is also nearly out of date. A new 2025 – 2038 draft has been prepared by the community on behalf of the Parish Council. It identifies a number of sites within Pewsey for potential housing development but in a recent Appeal decision for 30 houses at Wilcot Road the Inspector noted there is no demonstrable attempt to progress development of the villages' one large site at Marlborough Road and the Council confirmed it does not expect to see development there in the near future. There is also uncertainty about the delivery of other small sites allocated within the village Limits of Development (LOD) due to them being currently occupied by active businesses.

Whilst it is helpful to identify potential sites in the NDP if there is no visible progress on planning applications on these sites they cannot be assumed to deliver within the target timeline. Whilst the draft NDP presents an analysis of future housing growth this does not take into account the recent decision of WCC to withdraw its draft Local Plan partly due to the Inspector ruling it did not accurately reflect Government targets for new housing numbers to increase. The Parish Council website references a presentation made in July 2025 where it is clear that an increase in housing numbers in the parish is to be expected.

There is also always an assumption in Local Plans and housing targets that some of the need will still be met by 'windfall sites' that are not identified in the plans. The new draft NDP Policy is clear in its support for new housing within the LOD. During the consultation process for the new NDP a proposal was made to remove this area of land east of Ball Road but this was firmly voted against by the Parish Council presumably on the basis they acknowledge it as a potential development site.

PREVIOUS PLANNING APPLICATIONS ON THIS SITE.

The final stage of the previous three proposals to build houses on this site was a four-house scheme submitted in 2014 (14/08324/FUL). It was refused at Council Level and then at Appeal on 15th May 2015.

That 2014 proposed site plan is shown below identifying the site located north of the Coopers Arms on the east side of Ball Road in the area now proposed for Plots 2 and 3.



The 4-house scheme was refused on a number of points many of which referenced the PCAMP that was in force at the time. As noted above the PCAMP is now out of date and many things have changed in planning terms since 2015. This current proposal is also significantly different from the 2014 one.

However some of the points made in the reasons for refusal in 2014 may arise again so I aim to address those in advance to clarify the present position. Hence these refusal points are reviewed below under headings 1a, 1b, 2 and 3 that start with original text (*in bold italics*) from the previous October 2014 refusal.

The extent of the ‘open land’ referred to was not defined and hence was unclear but assuming that it is all the land between Ball Road and Kepnal Lane this was historically not ‘open’ but was a series of small fields with hedgerows dividing them as shown in the diagram below drawn by Pat Beresford from ‘A History of Pewsey’ by Michael J Duckenfield.

The map is a hand-drawn sketch of a rural landscape, possibly a farm or estate. It features several labeled areas and landmarks:

- Top Left:** "Summersetts Common", "John Stevens", "Pewsey Common", "John Pearce", "Peeres Common", "Abraham Bevan", "Robert Winter", "Robert Pearce", "David Blackmore", "Edwards & others", "Thomas Hestock & others".
- Top Center:** "Crabs Ground", "George Winter".
- Top Right:** "Kepnal Croft A", "Home Close", "Cooks", "Upper Ball Head", "Pyle", "Cooks", "Thomas Fidler", "Cooks", "House buildings & yard", "Thomas F", "Garden", "Little Orchard A", "Thomas Fidler".
- Center:** "Broomcroft", "John Stevens", "Home Ground", "George Winter", "Brick Kila", "John Pearce", "Thomas Holmes", "Home Ground", "John White", "Home Meadow", "Orchard", "John Alder", "Bouverie", "Mary", "Samuel", "Field", "Pinnegar", "East Field", "John Pinnegar", "The Croft", "John Pinnegar", "William Tarrant", "homestead", "A", "Garstons A", "homestead", "revised", "b Robert & Michael", "Cooke", "Broad Field A", "Squire's A", "Piece", "Cripps Field", "Thomas", "Cooks", "Houses", "Garden", "Cooks", "R. & M. Cooke A", "Woodlands".
- Bottom Left:** "John Stevens", "Broomcroft", "John Stevens", "Home Meadow", "Orchard", "John Alder", "Bouverie", "Mary", "Samuel", "Field", "Pinnegar", "East Field", "John Pinnegar", "The Croft", "John Pinnegar", "William Tarrant", "homestead", "A", "Garstons A", "homestead", "revised", "b Robert & Michael", "Cooke", "Broad Field A", "Squire's A", "Piece", "Cripps Field", "Thomas", "Cooks", "Houses", "Garden", "Cooks", "R. & M. Cooke A", "Woodlands".
- Bottom Center:** "Crabs Ground", "George Winter", "Brick Kila", "John Pearce", "Thomas Holmes", "Home Ground", "John White", "Home Meadow", "Orchard", "John Alder", "Bouverie", "Mary", "Samuel", "Field", "Pinnegar", "East Field", "John Pinnegar", "The Croft", "John Pinnegar", "William Tarrant", "homestead", "A", "Garstons A", "homestead", "revised", "b Robert & Michael", "Cooke", "Broad Field A", "Squire's A", "Piece", "Cripps Field", "Thomas", "Cooks", "Houses", "Garden", "Cooks", "R. & M. Cooke A", "Woodlands".
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separate ownership and it is intended to reinstate and reinforce the ancient field patterns by extensive planting of native hedgerows.

Sadly two mature oak trees have been blown over by storms in the past 10 years and other mature trees are ash that may not survive ash die back. Planting long term replacements is also part of the plan.

The land immediately east of the site would therefore have originally been part of the enclosed farmland with weak hedge structures noted as part of the make up of the NWDNL in this area.

In a confusing contradiction to the statement made by planning officers that this land is an important contribution to the Conservation Area the PCAMP specifically states that the ***‘open land to the east of the lane is largely hidden from view within the lane’***.

There is no other specific reference in the PCAMP to any importance attributed to this space and hence the statement made in the refusal is unsupported by any written evidence.

The definition of ‘open land’ and it’s relative importance therefore seemed to be largely the unsupported view of the Conservation Officer at the time of the previous application who had also expressed an ‘in principle objection’ to any development in this area. It is not known what qualifications the Conservation Office had at the time to opine on landscape issues but it was and has been contradicted by landscape qualified Wiltshire Council officers and in numerous other similar applications as further described in detail below.

Overall the site lies within the North Wessex Downs National Landscape (NWDNL) that is the third largest in England and covers some 668 square miles. Along with National Parks these are the finest landscapes and nationally protected. However this does not mean there is a blanket ban on any development within the NWDNL.

The site lies within a landscape that is not most representative of the main qualities of the NWDNL. It is some way from the more sensitive elevated and steeply sloping foothills, chalk uplands and escarpments. Nor is it within the vast tracts of flat farmland with a sense of remoteness away from settlements or within the parts recognized and characterized by a rich mix of pasture along river and canal tributaries with arable fields enclosed by woodlands and hedgerows.

The site is within the Vale of Pewsey Landscape Character Area that is described as comprising a chalk and greensand lowland landscape. The setting of Pewsey is characterized by enclosed farmland that in some places has an intact hedgerow structure and others a weak hedgerow structure. The site lies within the latter. Being next to Pewsey that is defined as a large village and a service centre it does not contribute to the pattern of discrete small villages set within a quiet rural landscape.

This plot is a small sheltered part of the land on the village boundary within the Limits of Development and bordered by hedges and a mix of old and modern houses and commercial premises on three sides. It has all the characteristics of an ‘infill’ plot. It is only a very small and hidden part of the larger piece of land separating Pewsey from Kepnal.

Open agricultural land to the east from the lane is still largely hidden from view within the lane as noted in the PCAMP and any current views are those glimpsed between No19 and No27 Ball Road that are limited by hedgerows, a garden shed and the elevation of the land above road level.

Previously a high hedge along the boundary of No27 Ball Road completely blocked these views (Photo below from 2008). No27 has recently planted a new evergreen hedge with a new access gate. No27 has planning permission for an extension to the cottage. Depending on this and how high the new hedge is allowed to grow there may be no views again in the near future.

Hedgerows are highlighted in the PCAMP as important contributors to the Conservation Area. But this has to be qualified by the reality that hedges grow, are trimmed, cut back and eventually die. They are by nature transient and cannot therefore be seen as an immutable part of the area. The old hedge and fence at No27 shown below was itself a replacement of a much earlier native one.



High hedge along boundary of No27 Ball Road in 2008

When standing on public footpath PEWS 36 in the middle of the land between Ball Road and Kepnal Lane the overriding impression when looking west towards the site and continuing on three sides to north (Milton Road) and east to Kepnal Lane is of land enclosed by scattered housing in large mature gardens with numerous trees and hedges. It is only when looking south that one is aware of the vast tracts of farmland and sloping hills that are the main characteristics of the NWDNL.

There is an intention to reinstate some of those fences and old-field patterns and plant new hedgerows around and across the 8 acres. This will limit any views from the surrounding open countryside into the site and improve the historical setting beyond the Conservation Area.

The view west into the back of cottages from the footpaths PEWS35 and PEWS36 over the fields is limited to rooflines and the upper floors of houses on both sides of Ball Road as shown in the photograph below and those in the Heritage Statement.



North of Plot 1 the current east/south face of No 19 and its recent large extension is a modern bungalow with a very hard border of modern building right up to the field boundary with high wooden panel fencing and a patio. It currently dominates the views from footpaths and fields to the east. Previously the much smaller original bungalow was set more in the middle of a large plot with vegetation on three sides softening its impact on the environment.

A new house here with sensitive high quality design and large garden with hedges, trees and shrubs will soften the hard line between the bungalow and the field. New native hedge planting will within five years further hide the bungalow and therefore significantly improve the rural feel in this corner.

The houses on the far side of Ball Road are mainly hidden by hedgerows and the difference in field levels. The lane is effectively invisible. That view will change but with the extensive new planting of native trees and hedgerows will in time be significantly softened. The view will in time largely appear as scattered rooflines over trees and hedges that will be very similar to the existing.

To the south of the site Plots 2 and 3 are adjacent to the Coopers Pub. Hedges have been removed as part of the development of domestic properties behind the pub. The view into the site from the field behind is currently dominated by the back of the building that is now three rental properties with oil tanks and a collection of sheds, rubbish bins and a smoking hut. Again the development is very close to the field-line so cannot be softened by gardens. Further along this border is a collection of old sheds, old vehicles, old storage containers, carnival floats, old harris fences and a semi permanent tent marquee.

It is intended to reinstate the dividing hedge between the site and the Coopers on the field side. The remaining hedge all along the field boundary will be substantially replanted on the field side to double its overall width. The two new houses will be set in large gardens allowing substantial planting all around them. Overall the effect will be to significantly improve rural views of the area.



View to Plots 2 and 3 behind the back of Coopers Arms three rental properties

AONB (NOW NWDNL) ASSESSMENTS OF PREVIOUS APPLICATIONS ON THIS SITE.

In 2013 a plan was proposed for seven houses on this site utilizing all the space within the conservation boundary and including a community orchard.

The Landscape Concept Plan submitted at that time is shown below.



The plan was withdrawn but prior to the withdrawal of the **plan for seven houses** on this site the **WCC AONB officer did not object to this proposal** but stated:

‘Therefore subject to great care over design, materials and landscaping of the site (particularly with the interface with the open landscape beyond) no comments are raised over the impact of this development on the wider AONB landscape outside the settlement boundary.

The Wiltshire Council Landscape and Design Officer also made detailed comments at the time that **raised no objections** on grounds of landscape stating:

‘The development proposal is for new development on a green field site, currently laid to pasture, which is the western end of a larger field located on the eastern extent of the defined Limits of Development for Pewsey. Development of this site has the potential to effect the setting of Historic Buildings, the character of the Conservation Area and the North Wessex Downs AONB Landscape designation.

The application is supported by a Landscape and Visual Impact Assessment (LVIA) prepared by Glasspoole Design Associates. Generally I concur with the findings of the landscape assessment

the submitted LVIA. I raise no landscape reasons to object to the principle of housing development at this site and find the proposals compatible with existing landscape character.

Development Plan Policy dictates that new development within Conservation Areas & AONB's must be of a high quality design and use locally appropriate building materials. While development within AONB's should deliver appropriate 'enhancement' of natural beauty.

I suggest that a high quality landscape interface with countryside along the eastern boundary will be essential to incorporate as part of the development proposal if the LPA is minded to grant planning consent for this development. Appropriate garden boundary treatments and filtering of built form with an appropriate detailed landscape scheme will also be important to deliver.

To this end I suggest an appropriately worded 'pre-commencement' planning condition should be imposed to require the submission of a detailed landscaping scheme to the LPA for written approval. The detailed landscaping scheme should include appropriate detail to ensure delivery of the prescribed mitigation and enhancement measures as listed at Section 5 of the submitted LVIA, and all the aims identified within the submitted 'landscape concept' as listed at section 6 of the submitted LVIA and illustrated on the submitted Glasspoole Design dwg. no. 2440/02.

I did not observe any significant existing trees actually within the site during my site visit, although there is a mature Ash tree located close to the Coopers Arms Holiday accommodation block bordering the site. This tree is likely to have roots extending into the proposed development site and its location is shown on the Landscape Concept Plan (dwg no. 2440/2) adjacent to Plot 4. The Root Protection Area (RPA) should be calculated for this tree by a suitably experienced arborist in line with the recommendations of BS 5837. The extent of this RPA should be included within any subsequent detailed landscaping scheme along with the line of any necessary tree protection fencing for the purpose of excluding construction activities from the RPA.

Conclusion

I do not consider that the proposed development conflicts with the purpose of the AONB or harms the visual quality of the Conservation Area. Subject to satisfactory submission, approval and implementation of a detailed landscaping scheme, the control of the design quality of the built form and hard landscaping, appropriate use of materials and detailing etc. I do not offer any landscape or visual amenity reasons to the LPA, which would support a landscape reason for refusal.

After withdrawal of the seven house scheme the following four-house proposal that was submitted in 2014 also raised no objection from the AONB. The case officer reported that:

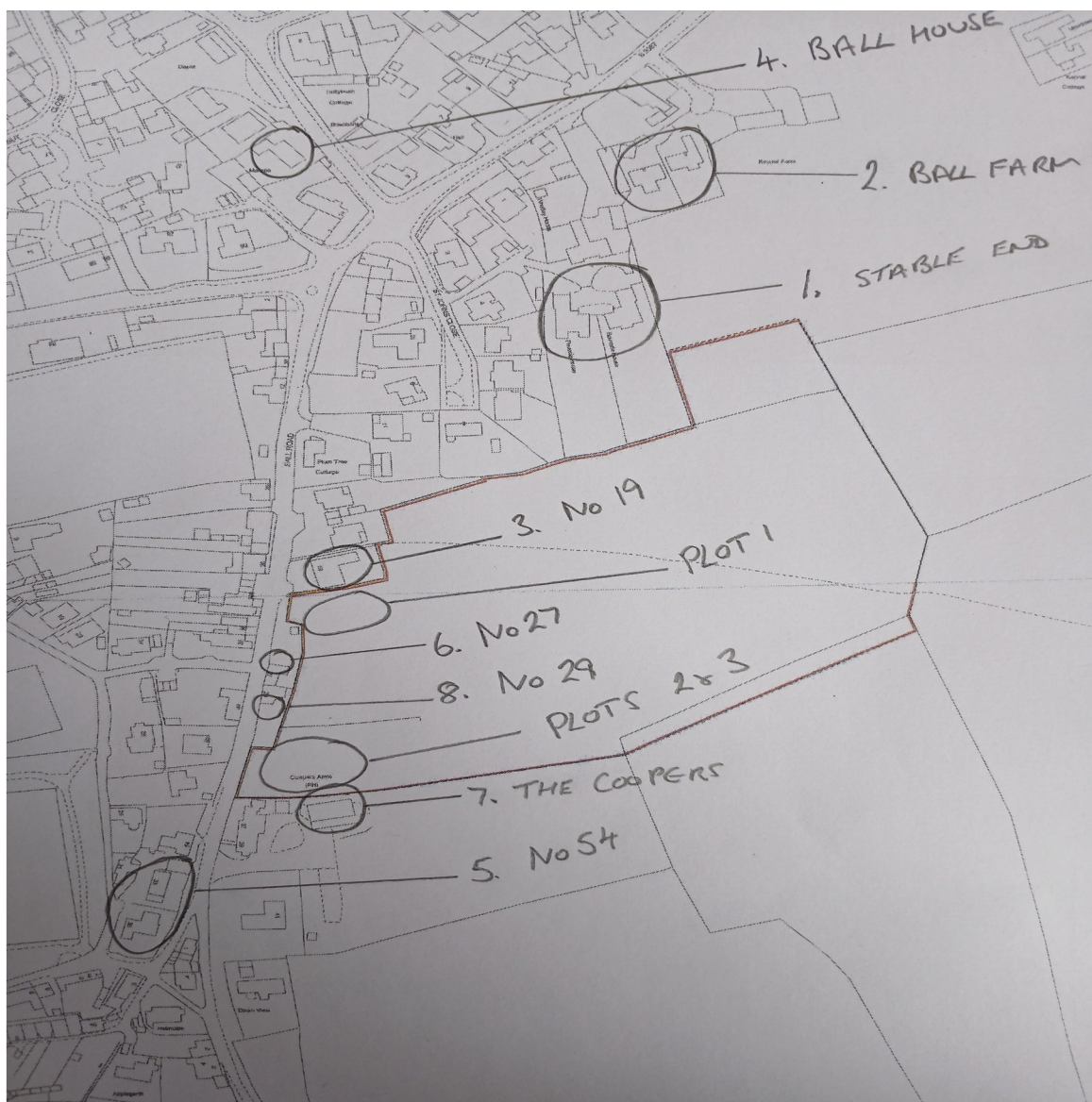
'North Wessex Downs AONB unit: The site is in the LOD. It is preferable that housing need be met through sites within the LOD than outside of it. Subject to great care over design, materials and landscaping no comments are raised over the impact of this development on the wider AONB landscape'

It further stated, ***"the Proposal would not be materially detrimental to the setting of the Coopers Arms"***.

AONB (NOW NWDNL) ASSESSMENTS ON RECENT SIMILAR NEARBY SITES.

I have identified at least eight other similar developments in the past twenty years on the borders of the same surrounding fields or affecting the Ball Road Conservation Area that have not raised any significant objections or comments about the effect on the AONB. There have also been two new houses and two rebuilding of cottages in Kepnal Lane and five modern houses built along Southcott Lane to the south.

Plan below showing positions of nearest sites 1-8 relative to the proposed plots.



Six of them are highly visible from the same 'open countryside' where the effect was deemed part of the decision to refuse the previous 4 house scheme.

Four of them enclose this proposal on three sides.

They are described in more detail below with extracts taken from Officer reports and other Council consultees regarding the minimal impact of any of these sites on the AONB at the time.

1. 2008. Stable End Milton Road.

Two very large new detached houses in what was the large garden of a single dwelling bordering Ball Farm. Both houses are clearly visible from surrounding fields and footpaths as shown in the photograph below taken recently. Details and comments are no longer available on the Council Planning website. The large gardens, trees and hedgerows reduce the impact on the surrounding countryside and the open land to the east and south.



2. 2008. Ball Farm Milton Road.

Two large detached houses built in the old farmyard at Ball Farm. Both houses are clearly visible from surrounding fields and footpaths and from the open countryside NWDNL to the south. The first photograph below is just after they were built in 2008 and the second is recent showing how new trees and hedges now screen and break up the impact on the surrounding countryside.



3. 2014. No19 Ball Road extensions next to proposed site Plot 1.



Extending considerably into a large modern bungalow highly visible from the fields, footpaths and open land to the east there were no objections on AONB grounds and the officer's report stated:

Conservation Area	<i>The proposed extensions being single storey would result in this bungalow having a balanced frontage. The rear extension would not be visible from the highway only the fields to the rear of the site. Although the extension extends 6.7 metres from the rear the proposal would not have a detrimental impact on the character or appearance of the Conservation Area because of its position and sympathetic design having a natural impact on the Conservation Area.</i>
Visual amenity inc. AONB	<i>The proposed extensions would form sympathetic additions to the host bungalow. Although visible from the fields to the rear and side the extensions would not appear discordant or incongruous. The northern boundary would screen the rear extension from the footpath running along the side and consequently the extensions would adversely harm the character of the bungalow or the surrounding area.</i>

(It is assumed there is a typographical error in the last sentence that it should read 'not adversely'.)

The assessment on the effect on the Conservation Area that is mainly appreciated from Ball Road only goes as far to say that the bungalow would have a balanced frontage but the works at the front have recently involved removal of a wall, hedge and flower bank that previously screened views to the open land as shown in the two photographs below.

On the other hand the fine old oak tree behind was more visible before. This highlights again how features such as walls, banks, hedges and trees are transient and not necessarily vitally important in Conservation Area terms and subject to incremental or sudden change.



No 19 Ball Road original bungalow with small garage in 2008 seen from Ball Road with wall, shrubs and bushes hiding views to open land to the east.



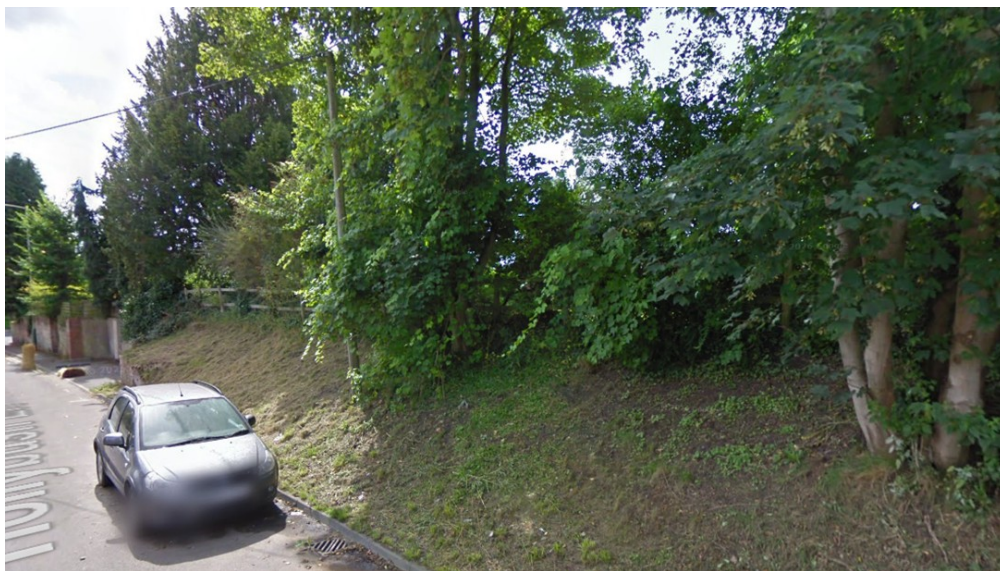
No 19 Ball Road 2026 seen from Ball Road now opening up views to open land to the east.

4. 2015 Single house to rear of Ball House, Hollybush Lane at Ball Corner.

This application is notable in that it is very nearby and within the grounds of Ball House, a Grade II listed building that is a key part of Ball Corner and is considered an important part of the Ball Road Conservation Area. Whilst the main view is from Hollybush lane the roofline is also visible behind Ball House from the main junction at Ball Corner.

This application is similar in many respects to the present application (especially Plot 1) and the case officers report addresses many of the same potential issues such as LOD, elevated position, heritage, design, surrounding properties, effect on Conservation Area and balance with public benefit.

Hollybush Lane is also an ancient sunken lane. The house is of a very modern appearance and has a very wide modern drive replacing the original substantial bank and hedge making it strikingly visible within the conservation area as shown in the before and after pictures below.



The Case Officers report noted:

Principle of Development

The site falls within the Pewsey Limits of Development (LOD) where there is a general presumption in favour of residential development. The site lies in a sustainable location, close to the village centre and within reach of the train station, within a predominantly residential area.

The modest proportions of the house would mean that the site's elevated position would not make the house appear overbearing and dominant within the street scene or the conservation area. Neither would the house dominate or compete visually with Ball House.

Juxtapositioning a modern design with the traditional could be argued to serve to better reveal the significance of the listed building. Whilst a traditional dwelling would draw more closely on the appearance of the existing property, it would arguably compete with and confuse the historic significance of Ball House. A bespoke modern design is not considered inappropriate, ensuring that both the existing and new stand apart from each other. It would add interest to the variety of properties found in this part of the village.

Indeed, there are many modern properties of undistinguished design in and around Hollybush Lane and a new dwelling of high quality modern design would enhance the character of the area.

Notwithstanding the above, the setting of the listed building and the conservation area would best be served by the site remaining undeveloped. To develop the site would cause a level of harm greater than nought to both the setting of the listed building and to the character and appearance of the conservation area. Hence "less than substantial harm", albeit at the lower end of such harm, is considered likely to be caused to the significance of these heritage assets. However NPPF paragraph 134 requires that this harm should be weighed against the public benefits of the proposal. In this particular case the proposal would allow the construction of an additional house towards housing targets in a sustainable location whose proposed development has proven uncontroversial.

Conclusion

Although the proposed development would cause "less than substantial harm" to the significance of the heritage assets that are Ball House and Pewsey Conservation area, this harm is outweighed by the public benefit of developing the site.

5. 2014. Two new detached houses in garden of No 54 Ball Road.

Opposite the Grade II listed Coopers Arms and within the Conservation Area of Ball Road very close to the proposed site. Built up on the bank they are visible from the road over the retained hedges.



AONB Officer made no observations or objections.

Conservation Office did not object but made detailed suggestions that were implemented by the applicant.

This site is very similar in many ways to the proposed Plots 2 and 3 being on an elevated bank close to the Coopers Arms and in the conservation area so many of the comments made by the case officer are interesting in this respect.

Case Officer report stated:

Principle of development

The application site lies within the defined Limits of Development for Pewsey where both existing and emerging local planning policies (as well as national planning policy guidance) permit new residential development in principle. The key issue to consider therefore is whether the development can be satisfactorily accommodated on the site in-line with other planning policies and material planning considerations, which are discussed below.

Impact on character and appearance of area

The site lies within the built up area of Pewsey and within the wider landscape designation

of the North Wessex Downs Area of Outstanding Natural Beauty (AONB). The site also falls within the Pewsey Conservation Area and as such the application is supported by a Heritage Statement.

The proposal represents an infill development and views from the countryside and immediate right of way network will be similar to that which exists at present. As such, the proposal will not have a detrimental visual impact on the landscape and AONB.

From a conservation viewpoint, the development of the proposed site will obviously add to the built forms along this rural lane. Whilst Conservation Area status does not preclude any form of development, any proposals should respect the character and appearance of the area of which it will become part. The loss of green space such as this is likely to have an impact on the area and therefore any proposals should be carefully designed to respect the cottage proportions and styles of existing development and take into account the raised land level to limit the visual impact any proposals are likely to have on the area.

There is no objection in principle of some form of development here from a Conservation point of view, but careful consideration is required in relation to overall design/size/scale and orientation within the plot to produce a successful scheme that will relate more to the established character and appearance of this part of the conservation area than the current proposals appear to.”

The scale and design of the proposed dwellings will be comparable to the adjoining dwellings. The dwellings will follow the natural gradient of the site and will be a storey and a half in order to ensure the sites elevated position does not make the dwellings appear overbearing or overly dominant from Ball Road or neighbouring properties. The external finishes will be similar to the adjacent properties.

Impact on neighbour amenity

Due to the layout of the scheme and the design of the proposed dwellings the development will not adversely affect the amenity of neighboring properties. The site itself is fairly flat, but it stands at a higher level to Ball Road and the properties to the south and east. However, due to the design of the proposed dwellings and the separation distances between existing dwellings, the proposed dwelling will not appear overbearing or overlook the existing dwelling to an unacceptable degree.

In summary, the proposed development has been amended to try and address the concerns of the Conservation Officer and the revised design and scale of the dwellings is considered to be acceptable. The scheme will not have a significant impact on the character of the area or the amenity of neighbouring properties. The impact on the local highway network will not be severe and therefore, on balance, the scheme is considered acceptable in the context of its surroundings and accords with the general criteria set out in the aforementioned policies of the local development plan.

6. 2025. No 27 Ball Road permission to extend. No objection on AONB grounds.

7. 2025. Coopers Arms retrospective permission to change holiday lets to three market properties.

This adjoins Plots 2 and 3 of the proposal and is within the grounds of the Grade II listed Coopers Arms. Case officers report stated:

Principle of Development

The site is located within the settlement boundary of Pewsey, a Local Service Centre within the development plan, where appropriate residential development is generally permissible. The principle of residential development here is acceptable.

Impact on visual amenity – National Landscape & Conservation Area

The site is located within the North Wessex Downs National Landscape where Core Policy 51 aims to protect the beauty of the wider landscape. Core Policy 58 states that development should protect, conserve and where possible, enhance the historic environment.

The application does not include any alterations to the building or site layout. The site is located within the built-up part of the village hidden from wider landscape views. Accordingly, there would be no additional impact on the rural character and natural beauty of the surrounding landscape or to the character and appearance of the conservation area.

8. 2026. No29 Ball Road permission to extend at the back of the cottage with a glass balustrade looking out over the open land to the east and widen drive off Ball Road. No objection on AONB grounds.

In addition to the eight very similar developments described above, none of which raised substantive objections on AONB or Conservation Area grounds, there have been other major developments in Pewsey over the past twenty years including Whatley Drive, Hurly Lake and the Phoenix Hotel. In particular the two below raised similar issues although they are not in the Conservation Area.

2013. A major development of 10 large detached houses. Swan Meadow Pewsey.

A green field development in an established orchard opposite Swan Meadow on the southern boundary of the village on the southern outskirts of Pewsey not far from Ball Road where it continues into Southcott Road.

Not in the Conservation Area but extended the village significantly into the ‘open’ countryside close to the Grade II listed Southcott Manor and has similarities to this proposal with regard to the LOD and effect on the NWDNL.

A significant loss of green space cutting down 150 apple trees and highly visible within the NWDNL especially from the raised downs to the south that are a defining part of the landscape status.

In this case there were objections from the AONB officer but they were overruled and the planning officer report stated that:

‘However the site does lie within the Pewsey Limits of Development (LOD) within which there is no ‘in principle’ objection to residential development. There are no features on the ground to indicate why the line of the LOD has been drawn where it has However research has indicated that the line dates back to the mid 1980’s (being in the four most recent local plans) and most probably further back still. It is clearly an anomaly but it is where it is and has previously been unchallenged in the local plan process’

‘And the fact that the site lies within the LOD is a strong material planning consideration indicating that the development is acceptable in principle’

‘The whole of Pewsey is washed over by the AONB. The AONB designation is not a bar on development. Although the site is not without character it is not considered to perform a wider visual role within the overall landscape of the AONB and hence it’s development would not materially harm the scenic quality of the AONB’

2026. Wilcot Road Appeal. Major Development of 30 houses.

30 houses have recently been approved at Appeal within the NWDNL on a site to the west of Pewsey off the narrow rural lane of Wilcot Road and outside the village Limits of Development.

Outline permission was granted at Appeal on 20th January 2026. APP/Y3940/W/25/3369891. The application was made in outline with approval sought for access and all other details to be determined later. The access requires a large cut through the existing roadside bank in Wilcot Road.

This followed a refusal at Appeal in January 2022 for a 50 house scheme.

Significant issues listed were the effect on the NWDNL, highway safety and particular regard to the supply of housing.

In brief summary the Inspector stated:

The Site is adjacent to a built up area of Pewsey bounded by rural roads that contribute to the Landscape Character Area and the wider NL. There is a sense of separation and a recently created access through a bank provides open views into the site from where it is clearly read as part of the lightly developed generally open landscape of the wider area. There is an openness elevation and connection to the surrounding landscape

Visually houses would be highly noticeable and would at first be highly intrusive in the rural scene but within 15 years new boundary landscaping would result in only filtered views. The site is elevated from the road and screened by a substantial hedgerows that combine to mask most of the site from view.

Wilcot Road would be subject to significant change and there would be an effective joining of the built form from this point to the main village but the extent to which this is harmful is tempered by the sports pitches.

The site therefore has many similarities to this proposal regarding an edge of village development impacting on narrow rural roads and visible within the NWDNL. The mitigating effect of the sports fields is similar to the effect of Coopers Arms field south of this proposal that is regularly used for large social events and has a permanent array of sheds, toilets, marquees and container vehicles along the southern border.

In his analysis of the effect on the NWDNL whilst asserting that this would have a negative effect on the NWDNL the Inspector ruled in favour on the basis that the positive benefit of new homes outweighed the limited negative effects.

The area around the site is not a truly rural one and houses would only be moderately harmful to the character and within 15 years the adverse visual effects would be relatively small.

Change in landscape character would be more significant although the site does not represent the most valued features of the LCA. There would be permanent irreversible change to the landscape character but would not have a significant effect on the wider character of the NL

His Housing Supply analysis was that there is no realistic plan in Pewsey to deliver the necessary houses and there are significant benefits to the supply of market housing as well as the affordable housing the scheme offers. As a Local Service Centre with a range of services and facilities Pewsey is the most suitable location in the community area to meet local housing needs.

It is assessed that the current supply of deliverable housing in Wiltshire equates to 2.42 years.

Overall the Inspector's Planning Balance was that:

The development would harm the National Landscape. Some limited harm to the appearance of Woodborough Lane and significant harm to Wilcot Road. But the site does not form a component particularly representative of the general character of the LCA or defining features for which the NL is known. It is also at the very edge of the open vale.

Overall he determined that the 30 houses in this location on the edge of the village outside the LOD would not have a significant effect on the National Landscape.

Positive benefits include a substantial contribution to market housing and although some residual harm would remain the landscape mitigation and introduction of an historic field boundary at the edge of the development will ensure that this is reduced as far as possible.

The Inspector found that adverse impacts on the landscape and scenic beauty of the area would not be significant and that lack of significant harm to the NL means the policies of the Framework do not provide a strong reason for refusal. The proposal therefore benefits from the presumption in

favour of sustainable development that is a strong material consideration in favour of the development.

The Inspector also acknowledged the previous negative planning decisions against the site but that he has to consider on the basis of the situation and available evidence now and granted approval.

1b. The proposed development would also erode and undermine the physical separation of the historic hamlets of Ball and Kings Corner, which the Pewsey Conservation Area Appraisal identifies as a key feature of the conservation area.

Contrary to the statement above after careful reading I can find no mention anywhere in the PCAMP about maintaining the physical separation of Ball and Kings Corner. This is a misleading or misunderstanding reading of the PCAMP that simply does not stand up to any scrutiny.

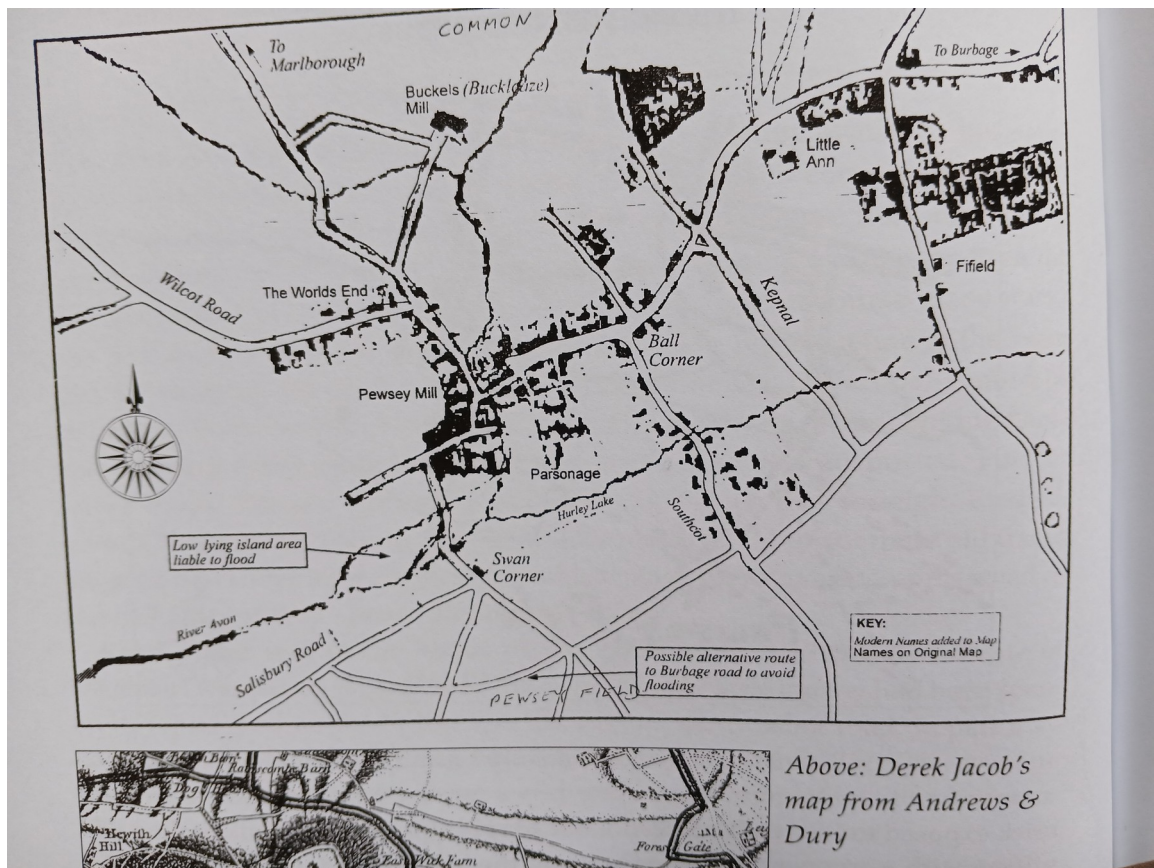
Section 2.5.10 of the PCAMP leads with, ***‘Ball Road is an ancient narrow sunken lane linking the outlying settlements of Ball and Kings Corner’.*** However that is clearly written and should be read in the context of both of them being separate from the centre of the village and not a comment on any importance of them being physically separated from each other.

PCAMP also consistently refers to them as the ‘former hamlets’ confirming that any historical separation is now no longer evident. This was confirmed in Conservation Area comments made by the Conservation Officer at the time.

There is no separation of this effect visible from within the road. When walking down the road it appears built up the whole way down to Southcott Lane and any separation currently provided by this site is only visible on a plan view.

Pewsey is an ancient settlement going back to at least Saxon times based on a marshy island in what is now the centre of the village on and around the river Avon. Whilst the village grew up around this area it was not until 1797 that a bridge was built over the Avon in the centre of Pewsey. Until then it is highly likely that Ball Road linking up to Wilderness Row and Raffin Lane was the main road from east to west and south of Pewsey to avoid the river Avon in the centre. It is also possible that an ancient route from Marlborough and Oare to the north came down Hollybush Lane to Ball Corner and on down Ball Road.

The old map below copied from Michael Duckenfield’s History of Pewsey is based on the Andrews and Drury map 1773. It has been annotated with ‘Possible alternative route to Burbage Road to avoid flooding’. It also shows considerable scattered buildings along both sides of Southcott Road further south. It does not support the hypothesis that Ball and Kings Corner were ever ancient separate hamlets.

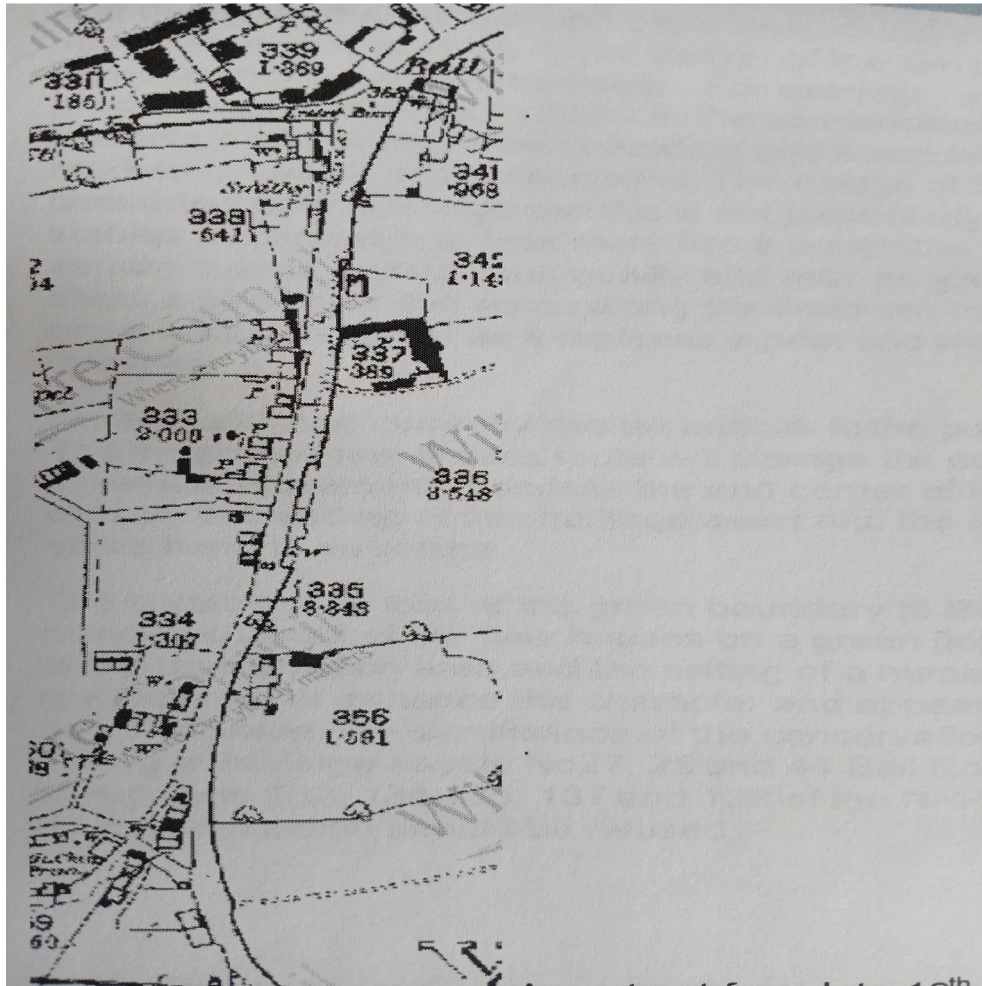


Above: Derek Jacob's map from Andrews & Dury

In addition a 19th century map presented by the case officer in his report on the four house plan copied below clearly shows linear development on both sides of the road within three main areas.

Between Ball Corner and Kings Corner there is a clear large grouping around Somerset House and Somerset Farm. The associated houses, cottages and businesses existed in the middle as a distinct grouping of houses as large as those at Ball Corner and Kings Corner.

The PCAMP confirms this in the statement, “Between the two key junctions a number of important groups of historic road edge properties along Ball Road emphasize the enclosed nature of the route. Open agricultural land to the east of the lane is largely hidden from view within the lane.”



A photo from 1880 on display in the Pewsey Heritage Centre shows a view from Somerset Farm down towards the Coopers Arms and is shown below. The area on the left to the south of Somerset Farm between the edge of the old farm building down to the original cottages appears to be open land without a substantial bank at that time. This corresponds to the reduced level of the field here confirming the view in the Heritage Statement that this was once part of the farmyard that may have been open to and level with the road.

It shows a busy rural road. It is clearly not a sunken road at this stage due to the local topography where the land rises from Ball Corner to this point before dropping away again to the south. It also shows a large mature tree beyond the cottages that is no longer there. This highlights again that Conservation Areas are subject to change. Whilst hard features like roads and houses may last centuries softer features like banks, trees and hedges are subject to continual change.



Ball Road in the 1880's, showing Somerset Farm.

Ball Road reflects the continuous changes in the historical pattern of development in Pewsey from a medieval settlement with 16 and 17th century timber framed buildings to Georgian expansion as a result of the canal now interspersed with modern 20th century buildings on both sides of the road.

The key aspect of Ball Road is therefore a sense of linear mixed development along the road with closely positioned houses close to road on the west and more widely spaced plots up on the banks to the east. The key views identified in the PCAMP from the north and south are up and down the lane not out to either side.

2. The proposed development in terms of the number of houses, their siting and layout would have an adverse impact on the character and appearance of the conservation area and the setting of the adjacent heritage assets.

Notes presented by the case officer and made in the Appeal suggested that the main concern was to the extension of development back from the road frontage in a cul-de-sac arrangement that is contrary to the general historic development pattern found within this part of the Pewsey Conservation Area.

The reduction from four to three houses spread out into two distinct areas separated by open land is a significant change that addresses this cul-de-sac objection. Plot 1 will now continue the linear development along the north part of Ball road by one sympathetically designed high quality house. Details to be left to TDC but it is envisaged likely to be set back to blend the boundary between the modern bungalows and the old cottages that clearly sit right on the roadside.

Plots 2 and 3 together reflect both the backland development of the three new properties and sheds behind the Coopers Arms and also mirrors the scattered modern houses on the bank opposite behind No44.

Most importantly like the older houses opposite and the new ones in the garden of No54 these two new houses will be largely invisible from Ball Road due to being set back and behind the established hedge on the bank. That hedge will be substantially reinforced by native planting.

Nos 27 and 29 will still be seen as distinct old cottages on the road frontage sitting on their own along with No44 opposite forming a distinct grouping of old roadside properties that will be well separated from and hence not be affected by the newer houses.

It was specifically stated in other parts of the documentation at that time that the development would not affect the setting of the Coopers Arms. The detailed Heritage Statement accompanying this new application supports the view that there are no significant adverse effects on any heritage assets in Ball Road.

3. In order to gain vehicular access to the site a large opening in the hedge and bank is proposed. The Pewsey Conservation Area Appraisal identifies the retention of the bank and hedges enclosing the sunken lane to be an important element of Ball Road. The loss of a section of green bank and enclosure of the lane and the introduction of a wide access road and hard landscaping will have an adverse impact on the character and appearance of this part of the conservation area and the setting of the heritage asset that is no 44 Ball Road.

This new proposal removes this large modern vehicular opening and proposes two narrow rural entrances.

NEW ACCESS TO PLOTS 2 AND 3.

The access to the two southern plots is now mainly part of the existing driveway of No29 and therefore makes no significant difference to the existing bank and hedges in this area apart from the removal of leylandii which is a benefit. It only extends the existing drive by approximately two meters in width.

There is evidence that the land south of No29 up to the end of No44 opposite was historically level to the lane and bounded by a small wall. That wall has now collapsed into the lane and has two of the leylandii growing out of it. The two meter widening will be within this area. The undisturbed bank starts further down the lane towards the Coopers.

Whilst this application is for Planning in Principle and hence cannot go into detail about access and drives new parking arrangements for No29 and the change of use from a parking area into a drive have the potential to considerably improve the amenity of No29 and remove the visual detriment of two cars parked by the side of the house with associated garden sheds and bins.

It would also improve the setting of No44 opposite by permanently removing the visual presence of cars and household items shown in the photograph below.



There would also be a significant positive benefit to road safety with the occupants of No29 able to park, turn round and drive forwards out onto the lane. Note Paragraph 18 of the Appeal for the four-house plan in 2015 stated:

‘The replacement parking arrangements to serve No29 Ball Road would certainly represent a significant improvement to highway safety and this therefore weighs in favour of the scheme’

Removal of 4 Leylandii.

The removal of four Leylandii trees should not be contentious. They have not been here long and are not native plants or particularly attractive. If not removed the leylandii will constantly need trimming to clear the road and overhead wires and as they do not regrow well from cutting they will become unsightly bare trunks with dead branches dominant. Removal and replacement with native bushes and small trees should be seen as a positive change.

The proposed removal of four leylandii and replanting with native hedgerows is not a significant change to the views along Ball Road. In comments submitted by the Conservation Officer to the 2014 four house scheme she noted that’ ***“the native planting has unfortunately been replaced with some leylandii”***.

There are already some mature native hedge plants within or close to the leylandii that will be retained and will benefit from being given more space. More planting will be made along the top of the bank to substantially thicken and improve the hedgerow down to the Coopers Arms.

A similar local example is the granting of permission 16/11708/FUL in 2017 for the demolition of The Knoll opposite the Grade I listed Church of St John the Baptist. The Knoll (built by my Great Grandfather) was listed in the PCAMP as a building of significant historical interest and was in a very prominent position on a high bank above Church Road on the entrance to Pewsey.

The bank was densely covered by a mixture of hedge plants, mature trees and a row of old Leylandii trees largely hiding the house from views and providing a green boundary along the corner of Church Street and the Crescent. The fact it could not be seen was part of the justification for allowing it to be demolished and replaced with two large detached houses.

The PCAMP states that: ***“The approach to the village along Church Street is in a cutting with high retaining walls and mature trees dominating the views. The pattern of built development in the area is of quite randomly scattered large 20th century dwellings well hidden on the outer curve of the road by banks and gardens”***. ***“On the opposite side of Church Street there are important mixed garden tree plantings which are growing on top of the cutting in which the road is contained giving a well wooded appearance along the road”***

Since then the entire bank on the corner has had all the established hedges and trees removed and replaced with rustic timber terracing. This exposes one of the two new houses with striking white render and photovoltaic roof panels to full view. Photo from 2026 below. This is a significant change to the original landscape of green hedges and mature trees but has been allowed to proceed and so is assumed not been deemed harmful to the overall Conservation Area.



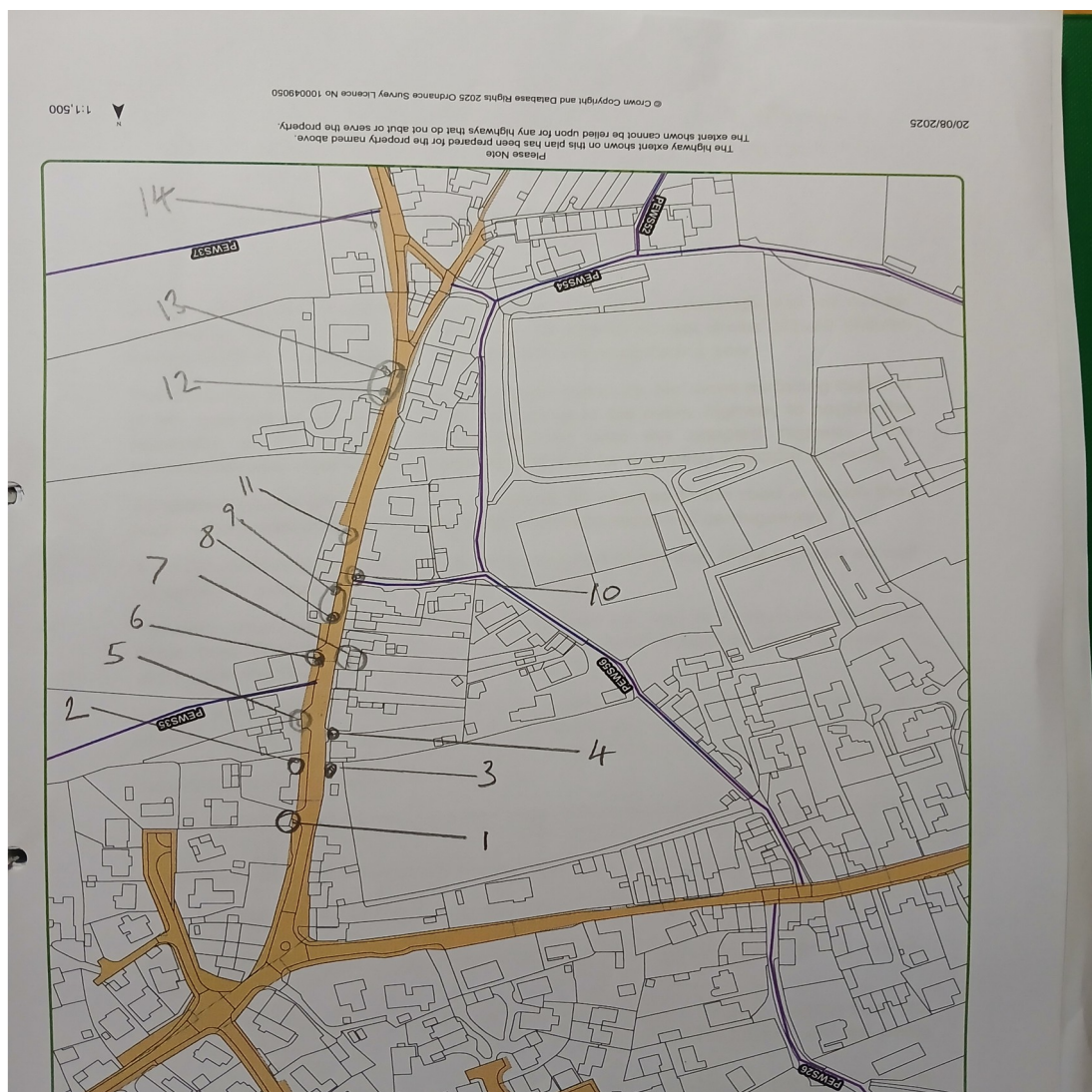
NEW ACCESS TO PLOT 1.

The new entrance to Plot 1 will go through part of a low and less significant bank. As detailed in the Heritage Statement whilst the sunken character of the road with the banks and hedges rising up either side is undoubtedly an important characteristic this is not a character that relates to the full length of the road. Historically there is evidence that this area was once open and level with the lane as part of Somerset farmyard.

The PCAMP identifies important views down Ball Road from Ball Corner and up Ball Road from the Coopers Arms. This new entrance is the furthest point in the lane away from these two views. It is opposite modern garages and parking spaces.

The PCAMP is also somewhat misleading with regard to drives where it states that ***“Although the driveways of more recent developments have occasionally interrupted the bordering banks and hedges, the intimate atmosphere of this narrow sunken lane has survived for most of its length”***.

It fails to acknowledge the numerous older drives and openings especially in the central area identified in the annotated plan of Ball Road below. The majority of which are between Ball Corner and Easterton Lane. This area is where the new entrance is proposed between 6 and 8 below.



1. Wide modern access to two modern houses up on the bank
2. Parking space for two cars that have to reverse in or out
3. Narrow rough drive into garden.
4. Narrow parking space to reverse in or out
5. Very wide modern tarmac drive to two new bungalows
6. Wide modern drive to No19 with block walls.
7. Three modern block garages with parking in front.
8. Original Gate to No27 parking area
9. New Gate for No27 parking area
- 10 Easterton Road leading to access for ten properties
11. Parking area for two cars for No29
- 12 & 13. Wide access to Coopers Arms and detached house
14. Wide drive to new house going through the bank

So in reality, in contradiction to the impression given by PCAMP, the middle part of the lane is characterized by houses on both sides interspersed by driveways new and old, narrow and wide. It is only at the far ends near Ball Corner and around Kings Corner where the banks and hedges are still significant and unbroken.

The new access is envisaged to be as narrow as possible with the minimum turning radii and visibility splays consistent with a minimum level of road safety. This will retain over half of the banks to either side and with existing trees and hedge plants remaining in place will not be different to the numerous other drives and parking areas in this part of Ball Road.

Note the PCAMP section 3.4 specifically recommends that highway policies should be relaxed where they would be in conflict with the preservation or enhancement of the area's character or appearance and it is hoped that Highways will take an appropriate view here.

It is envisaged to look similar to one of the many other drives off Ball Road shown in the photo below.

This should be contrasted to the new drive off Hollybush Lane in the conservation area described previously where the entire substantial bank was removed without any apparent concerns being raised.

A new narrow rural drive to Plot 1 between 6 and 8 above and opposite the garages at 7 will not significantly harm the setting of this part of the Conservation Area.



Ecological Assessment:

This is a PIP and hence does not require details of an ecological assessment. Nor is any of this included in the red line of the planning application. However the land east of the site shown on the plan below are now owned by the applicant who is keen to examine all opportunities for sustainable agriculture, environmental protection and improvement.

It is generally accepted that large rural gardens are in themselves better ecological environments than intensively farmed or grazed agricultural land. The three new houses sitting in large garden plots will by themselves improve the biodiversity in the area and provide a soft green boundary with the village.

The applicant also intends (subject to agricultural regulations) to plant extensive new native hedgerows in the immediate area of the site and intersperse with larger native trees. Details can be agreed if necessary as part of the detailed design process.

This would significantly restore both the ecological state and the historical pattern of small fields with hedges in this area hence improving the setting of the Conservation Area and the wider NWDNL.

Summary

A previous scheme for four houses in 2014 in this area was refused but as highlighted by the Inspector at the recent Wilcot Road Appeal the planning environment has changed significantly in recent years and decisions made over ten years ago do not reflect the current need for new houses.

This new application is also significantly different from the previously refused 4-house layout and deals with the major points raised previously especially with regard to minimizing the effects of the access required and the significance attributed to the open countryside.

It is clear that the balance between a perceived harm of, and the need for, new housing has substantially shifted since 2015 as extensively detailed in the recent approval for 30 new houses off Wilcot road that are outside the Limits of Development.

These three plots are within the village Limits of Development where in principle planning should be granted in accordance with the latest Government policy and in particular NPPF 24 regarding the principle in favour of sustainable development.

NPPF 24 is now very specific that development proposals within settlements should be approved unless the benefits of doing so would be substantially outweighed by any adverse effects.

This site is in a highly sustainable position in Pewsey that has been defined as a service centre suitable for small-scale development to support local housing need and services. It is within easy walking distance of all facilities including shops, doctors, a library, sports facilities, a number of schools, bus stops and a mainline rail station to London.

Wiltshire currently has no up to date local plan, has abandoned the recent draft and embarked on a new Local Plan process. It is clear that it only has approximately 2.8 years housing supply well below that required to demonstrate a 5 year supply. It has no current plan to correct that.

Pewsey Parish Council has previously been notified that it has to expect to accommodate further new housing above what is identified in the draft NDP. The draft NDP consistently expresses support for new housing within the Limits of Development at Pewsey.

The previous open countryside objection has been addressed in detail and shown to contradict the Wiltshire Council AONB and Landscape Officers who have consistently determined that similar developments in and around Pewsey have no significant effect on the setting of the NWDNL.

The four immediately neighbouring properties on three sides of this proposal bordering Ball Road within the Conservation Area have all had planning permission granted for extensions or new builds without any significant objections on NWDNL or Conservation Area grounds.

Where concerns have been raised they have been consistently overruled by Case Officers or at Appeal on the basis that the minimal harm to the NWDNL is outweighed by the public good of providing new houses.

An earlier proposal for 7 houses on the same site raised no AONB or Landscape Concerns. The 2015 Appeal on four houses stated that due to the overall size of the Conservation Area in comparison to the appeal site the harm described would not amount to substantial within the context of the whole Conservation Area.

The main and substantive previous objection of creating a large new entrance to the south in the highest most important part of the bank has been overcome by utilising an existing one with minimal widening and removal of some Leylandii trees. The other entrance with a narrow rural design takes only part of a much less significant bank in an area of Ball Road characterized by many similar entrances.

The new scheme is smaller and reflects the historical pattern of development along Ball Road.

There will be no negative impact on the Coopers Arms and the new gardens and hedges will screen the back of the three domestic properties and the assorted commercial features in the Coopers Arms field.

Hedge planting and garden spaces will considerably screen the visibility of the modern large bungalow No19 when viewed from the popular footpath to the village through the fields along PEWS35.

There will be no impact on Somerset House.

There is the potential subject to detailed design for a significant increased residential amenity and road safety for No29.

The view from and setting of No 44 will be improved.

The removal of Leylandii and increase in native hedge planting along the bank will be an improvement.

There can be significant landscape benefits from the reestablishment of historic field patterns.

It is intended to self-build and maintain one of the 3 houses as a permanent part of the wider eight and a half acres. This will make it possible to live on the land and make it viable to investigate a variety of small business opportunities around organic farming, horticulture, equine pursuits or small scale tourism. All of which are supported by the Core Policy in regard to economic sustainability and development of the area.

There is potential for all three plots to be self-build plots meeting one of the aims of government policy and Wiltshire Council.

In summary given all the evidence and analysis provided above it seems clear that the positive provision of three sympathetically well designed houses reflecting the historical development of housing along Ball Road along with environmental and ecological improvements to the surrounding eight acres outweighs the minimal adverse effects of minor changes to Ball Road and minimal impact on the wider Conservation Area and NWDNL.

Yours Truly.

Dr M Patching.