

Forest Farm, Chippenham

Environmental Statement

July 2026

Technical appendix E:
Landscape and visual effects





**Land at Forest Farm,
Chippenham**

**Landscape and Visual
Impact Assessment**

Prepared by:
**The Environmental Dimension
Partnership Ltd**

On behalf of:
Gleeson Land

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Contents

Executive Summary	5
Section 1 Introduction, Purpose and Methodology	7
Section 2 Findings of EDP Data Trawl and Policy Review	11
Section 3 Existing (Baseline) Conditions: Landscape Character	20
Section 4 Existing (Baseline) Conditions: Visual Amenity	31
Section 5 Cumulative Sites	38
Section 6 The Proposed Development and Mitigation	42
Section 7 Assessment of Landscape Effects.....	45
Section 8 Assessment of Visual Effects	49
Section 9 Cumulative Effects.....	61
Section 10 Summary and Conclusions.....	74

APPENDICES

Appendix EDP 1	LVIA Methodology
Appendix EDP 2	Findings of EDP Data Trawl
Appendix EDP 3	Site Photographs/Representative Photoviewpoints (edp7351_d007a 31 January 2025 GYo/CMa)

PLANS

Plan EDP 1: Relevant Planning Designations and Considerations (edp7351_d008d 24 March 2026 VMS/MWi)
Plan EDP 2: Site Location and Context (edp7351_d003d 24 March 2026 VMS/MWi)
Plan EDP 3: Published Landscape Character (edp7351_d005d 24 March 2026 VMS/MWi)
Plan EDP 4: Topographic Relief (edp7351_d009d 24 March 2026 VMS/MWi)
Plan EDP 5: Findings of EDP's Visual Appraisal (edp7351_d010d 24 March 2026 VMS/MWi)
Plan EDP 6: Cumulative Scenarios (edp7351_d013d 11 June 2026 CMa/TRa)

Plan EDP 7: Illustrative Landscape and Ecology Strategy
(edp7351_d011j 25 June 2026 JWh/TRa)

Executive Summary

- S1 This Landscape and Visual Impact Assessment (LVIA) has been prepared by The Environmental Dimension Partnership Ltd (EDP), on behalf of Gleeson Land (hereafter referred to as 'the applicant'), to inform an outline planning application with all matters reserved except access from the A4/London Road for up to 600 dwellings, together with land for a local centre (Use Classes E and F), areas of open space and landscaping, and associated infrastructure on Land at Forest Farm, Chippenham, within Wiltshire Council Local Planning Authority (LPA).
- S2 The proposed development is to cover a site area of 40 hectares (ha) and the proposals are indicated on the Parameter Plans contained at ES Figures 2.2a, 2.2b, and 2.2c.
- S3 The site does not lie within or immediately adjacent to a nationally designated landscape, however a small part of its south-east field parcel falls within a Special Landscape Area. The site formed part of the wider Land South of Chippenham and East of Showell Farm allocation under Policy 7 of the now withdrawn Wiltshire Local Plan.
- S4 The site comprises agricultural land at the edge of Chippenham that is crossed by Public Rights of Way (PRoW) and high-voltage over-head cables. Hedgerows with occasional hedgerow tree mark field boundaries and there is a watercourse passing through the site broadly from east to west. The site abuts the A4 to the north-west and north-east and surrounds land at Forest Farm which falls outside the redline boundary. There is a strip of woodland along the west boundary and tree line parts of a disused canal along the south boundary. The site falls within Landscape Character Area (LCA) 12B Avon Open Clay Vale, and LCA 7C Bowood Greensand Hills lies to the south. Landscape receptors likely to experience significant residual effects as a result of the proposed development would be the site and its context.
- S5 It is a consequence of the nature of the development proposed that visual and sensory character of the site would change noticeably as a result of implementation. The significant effect to the character of the site is not an indication of bad design but is to be expected as the result of the change of use of any green field site to residential development. The site is not prominent in the wider landscape and has limited influence beyond its immediate surroundings. Furthermore, the most valuable site features will be retained where possible (including existing hedgerows and trees) and the most sensitive areas proposed as Public Open Space (POS).
- S6 Visual receptors within the landscape include PRoW users passing through the site and across the countryside to the south of Chippenham, road users along the A4 and Stanley Lane, residential receptors at the edge of Chippenham and on higher ground to the south and east, receptors within Stanley Park, and workers along the A4. Of the identified visual receptors, those likely to experience significant residual effects are limited to PRoW users within the site and along the north-facing slopes to the south (between approximately 0.5km and 2km) and residential receptors adjacent to the site, near to Nocketts Farm, and at Bencroft Hill.

- S7 Whilst proposed tree and woodland planting within the site would soften the new buildings and add to the wooded character of Chippenham in views, residual effects to the receptors outlined above would be significant due in part to their high to very high sensitivity. It should also be noted that, whilst relevant to landscape and visual matters, views from private residential properties are not protected by national planning guidance or local planning policy. Accordingly, changes to the character, 'quality' and nature of private views are not a material planning consideration in the determination of a planning application.
- S8 There are a number of cumulative sites identified within this report that are likely to result in significant cumulative effects. Significant cumulative landscape and visual effects are likely to occur to the local landscape character and visual amenity as a result of the urban development extending Chippenham to the south and east. Whilst there would be harm to the local landscape character along the southern and eastern edge of Chippenham the separation between Chippenham and Derry Hill would be retained and cumulative sites of residential and mixed-use development types would appear congruent with Chippenham and the site. There would be cumulative visual effects to receptors within and adjacent to the site, as well as those along Nockets Hill.

Section 1

Introduction, Purpose and Methodology

INTRODUCTION

- 1.1 The Environmental Dimension Partnership Ltd (EDP) has been commissioned by Gleeson Land (hereafter referred to as ‘the applicant’) to undertake a Landscape and Visual Impact Assessment (LVIA) of proposals to develop up to 600 residential units, land for a local centre, landscape provision and associated infrastructure on Land at Forest Farm, Chippenham (hereafter referred to as ‘the site’). The site falls within Wiltshire Local Planning Authority (LPA) area, extends to 40.14 hectares (ha), and is briefly described in **Section 2** of this LVIA.
- 1.2 EDP is an independent environmental planning consultancy with offices in Cirencester, Cheltenham and Cardiff. The practice provides advice to private and public sector clients throughout the UK in the fields of landscape, ecology, archaeology, cultural heritage, arboriculture, rights of way and masterplanning. Details of the practice can be obtained at our website (www.edp-uk.co.uk). EDP is a Registered Practice of the Landscape Institute¹ specialising in the assessment of the effects of proposed development on the landscape.

THE SITE AND THE PROPOSED DEVELOPMENT

- 1.3 **Plan EDP 1** illustrates the location of the site's boundaries and the study area for the LVIA. The site is located along the south-east edge of Chippenham. The site is bordered by the A4 London Road to the north-east and north-west, and agricultural fields of varying sizes and uses to the south-east and south-west. The site is entirely within Wiltshire LPA.
- 1.4 The site's character and local context is illustrated on the aerial photograph contained as **Plan EDP 2**. The site is located south-east of Chippenham, physically separated by the A4 road corridor and a narrow strip of vegetation comprising hedgerows and trees. Several residential properties accessed off the A4 London Road are located immediately adjacent to the far north boundary of the site, whilst the southern and eastern boundaries are defined by existing field boundary vegetation comprising hedgerow and hedgerow trees. The site itself comprises a series of individual fields of varying sizes and the existing agricultural properties associated with Forest Farm.
- 1.5 This LVIA is part of a suite of documents accompanying an outline planning application with all matters reserved except access from the A4/London Road for up to 600 dwellings, together with land for a local centre (Use Classes E and F), areas of open space and landscaping, associated infrastructure. The proposals are illustrated on the Parameter Plans contained at ES Figures 2.2a, 2.2b and 2.2c.

¹ LI Practice Number 1010

PURPOSE AND STRUCTURE OF THIS LVIA

- 1.6 The purpose of this LVIA is to identify the baseline conditions of the site and surrounding area and to determine those landscape and visual characteristics that might inform the design of the development proposals, including recommendations for mitigation. It then provides an assessment of the landscape and visual effects predicted to arise from development on the site and reports on the significance of these effects with reference to the baseline analysis.
- 1.7 In undertaking the assessment described in this LVIA, EDP has:
- Undertaken a thorough data trawl of relevant designations and background documents, described in **Section 2**;
 - Assessed the existing (baseline) condition and character of the site and its setting, described in **Section 3**;
 - Assessed the existing visual (baseline) context, especially any key views to and from the site (**Section 4**). The establishment of baseline landscape and visual conditions, when evaluated against the proposed development, allow the identification and evaluation of effects later in the LVIA at **Sections 7, 8 and 9**;
 - Described the landscape aspects of the proposed development that may influence any landscape or visual effects (**Section 6**);
 - In **Sections 7, 8 and 9**, assessed the landscape, visual and cumulative effects in accordance with the approach described below;
 - Reached overall conclusions in **Section 10**; and
 - Provided an analysis of the likely landscape and visual effects of the proposed scheme, which is determined by combining the magnitude of the predicted change with the assessed sensitivity of the identified receptors. The nature of any predicted effects is also identified (i.e. positive/negative, permanent/reversible).

METHODOLOGY ADOPTED FOR THE ASSESSMENT

- 1.8 The proposed development assessed by this LVIA is subject to an Environmental Impact Assessment (EIA). This LVIA has, therefore, been undertaken in accordance with the principles embodied in *Guidelines for Landscape and Visual Impact Assessment – Third Edition* (LI/IEMA, 2013) (GLVIA3) and other best practice guidance insofar as it is relevant to EIA schemes.
- 1.9 **Familiarisation:** EDP's study has included reviews of aerial photographs, web searches, LPA publications and landscape character assessments. EDP has also obtained, where possible, information about relevant landscape and other designations such as National Parks (NP), National Landscapes (NL), conservation areas, and gardens and parks listed on Historic England's 'Register of Historic Parks and Gardens of Special Historic Interest in England' (RPG).

- 1.10 **Consultation:** Consultation via email on proposed photoviewpoint locations was undertaken with the LPA in June 2022, with an additional four locations requested on the 13 June 2022.
- 1.11 **Field Assessment:** EDP has undertaken a comprehensive field assessment of local site circumstances, including a photographic survey of the character and fabric of the site and its surroundings, using photography from a number of representative viewpoints. The field assessment was undertaken by qualified landscape architects in clear weather conditions in February 2022 and then April 2024.
- 1.12 **Design Inputs:** EDP's field assessment has informed a process whereby the development proposals have been refined to avoid, minimise or compensate for landscape effects. Such measures are summarised in **Section 5**.
- 1.13 **Assessment Methodology:** Predicted effects on the landscape resource and visual amenity arising from the proposed development (**Section 6**) have been determined in accordance with the principles embedded within published best practice guidance insofar as the assessment adopts the following well-established, structured approach:
- Likely effects on landscape character and visual amenity are dealt with separately;
 - The assessment of likely effects is reached using a structured methodology for defining sensitivity, magnitude of change, level of effect and significance (**Appendix EDP 1**). This framework is combined with professional judgement. Professional judgement is an important part of the assessment process; it is neither 'pro' nor 'anti' development but acknowledges that development may result in beneficial change as well as landscape harm;
 - As advised in GLVIA3, the appraisal takes into account the effects of any proposed mitigation; and
 - Typically, a 15-year time horizon is used as the basis for conclusions about the residual levels of effect. Fifteen years is a well-established and accepted compromise between assessing the shorter-term effects (which may often be rather 'raw' before any proposed mitigation has had time to take effect) and an excessively long time period.

STUDY AREA

- 1.14 This LVIA refers to two boundaries throughout the report. These boundaries: the site boundary and ES boundary, are illustrated on **Plan EDP 1**. The site boundary marks the extent of the site, and the ES marks the extent of highways works beyond the boundary that would be delivered as part of the proposals to develop within the site. The assessment of effect within this LVIA gives consideration to change within both the site and ES boundaries.
- 1.15 To establish the baseline and potential limit of material effects, the study area has been considered at two geographical scales:
- First, a broad 5km 'study area' was adopted based mainly on desk-based study, allowing the geographical scope of the assessment to be defined based on the likely

extent of views to/from the site, extent of landscape effects and the site's environmental planning context; and

- Second, following initial analysis and subsequent fieldwork, the broad study area was refined down to the land that is most likely to experience landscape effects. The extent of this detailed study area is 2km from the site boundary, although occasional reference may be made to features beyond this area where appropriate. This detailed study area is illustrated on **Plan EDP 1**.

Section 2

Findings of EDP Data Trawl and Policy Review

- 2.1 The findings of EDP's data trawl of relevant environmental and planning designations are illustrated on **Plan EDP 1** and summarised in this section.

BACKGROUND PUBLISHED EVIDENCE BASE DOCUMENTS

- 2.2 The following documents are relevant and will be discussed as appropriate later in this report:
- *National Planning Policy Framework* (NPPF; updated February 2025);
 - National Character Area 117 Avon Vales;
 - Wiltshire Core Strategy (Adopted January 2015);
 - Withdrawn Wiltshire Core Strategy (Examination Version 2024);
 - Wiltshire Landscape Character Assessment (December 2005);
 - Chippenham Neighbourhood Plan 2023-2038 (Adopted May 2024); and
 - Chippenham Site Allocations Plan (Adopted 2017).

FINDINGS OF EDP DATA TRAWL

Landscape-related Designations and Other Considerations

- 2.3 Landscape-related designations and policy considerations within 2km of the are shown on **Plan EDP 1** In summary:
- National landscape designations: The site does not lie within a nationally designated landscape, the Cotswolds NL is located 7km to the west and the North Wessex Downs NL is 8km to the east;
 - Local landscape designations: The site lies partially within a Special Landscape Area (SLA) which covers a small part of the site's south-east edge and extends south-east from this point to the A3102, north-east towards the River Marden, and south-west to the A350; and
 - Other landscape-related designations: The site does not lie within Green Belt.

Special Landscape Areas

- 2.4 The site lies partially within Wiltshire's SLA as illustrated on **Plan EDP 1** and shown on the Wiltshire Planning Explorer² interactive map. The Wiltshire Council Website states that:

"Special Landscape Areas (SLA) are landscapes of County Importance. SLA is a non-statutory designation protected through County Structure Plan and Local Plan policy. Much of Wiltshire's countryside outside the AONBs is designated as SLA."

- 2.5 Whilst this is an existing designation, it should be noted that the withdrawn Wiltshire Local Plan (2024) made the following statement with regard to SLAs:

"The existing local 'Special Landscape Area' designations will no longer be saved, the council instead recognises the National Planning Policy Framework's landscape character approach to determining landscape value and will require applicants to assess the value of their sites at the local level through the use of the Landscape Institutes Technical Guidance Note TGN 02-21: 'Assessing landscape value outside national designations'."

- 2.6 This LVIA will undertake an assessment of landscape value based on TGN 02-21, the SLA designation will be considered as a factor of landscape value, both within the site and across the wider area.

Heritage Matters

- 2.7 Heritage assets can influence the visual character of the landscape and enrich its historic value. This LVIA addresses heritage assets only insofar as they are components of the wider contemporary landscape – not in terms of their significance and value as heritage assets, which is a matter addressed by the separate Heritage assessment (prepared by tor&co, ES Chapter 6).

- 2.8 Within the wider study area, the following heritage assets are components of the contemporary landscape:

- Rowden Conservation Area is located 1.3km to the west of the site, Chippenham Conservation Area is located 1.3km to the north-west, and Derry Hill (Old) Conservation Area is c.1.6km to the south-east;
- Several Registered Parks and Gardens (RPGs) can be found in proximity to the site. Bowood (Grade I) is located c.1.5km to the south-east, Spy Park (Grade II) is located c.3.1km to the south, and Lacock Abbey (Grade II) is located approximately 3.2km to the south-west; and
- There is a cluster of listed buildings located approximately 0.5km to the south-east along the A4 London Road, including Hill View (Grade II), Jeroans Upper Cottage (Grade II) and Forest Gate Farmhouse & Barn (Grade II). There is also a concentration

²<https://experience.arcgis.com/experience/88c3030c2e864645aaec7dc3e0ac4cb6/page/Page/> [accessed 27.11.2024].

of Grade I and II listed buildings within Chippenham, located approximately 1.8km to the north-west.

Ecology Matters

2.9 A separate Ecology Assessment (prepared by EAD Ecology, ES Chapter 8 and Technical Appendix F) considers the ecological assets on the site and within the study area. The following matters are relevant to the scope of this LVIA:

- Bencroft Hill Meadows site of Special Scientific Interest (SSSI) is located c.2.2km to the north-east of the site, and Spy Park SSSI is located 3.1km to the south-east; and
- One Local Nature Reserve, Mortimore's Wood, is located approximately 1.5km to the west of the site.

Arboricultural Matters

2.10 A separate Arboricultural Assessment (prepared by Tree Fabrik, report reference: TFXXX-FAB-00-XX-RP-G-8201) considers the arboricultural assets on the site and within the study area. The following matters are relevant to the scope of this LVIA:

- There is no ancient woodland located within or adjacent to the site;
- Several pockets of ancient woodland are located to the north-west and south-east of the site. The closest of these is located at 955m to the south-east; and
- Areas of woodland are located along the site's western boundary, as well as to the south-east.

Public Access and Rights of Way

2.11 A review of online mapping from Wiltshire Council reveals the following PRoW within the Study Area. These routes are illustrated on **Plan EDP 2**.

2.12 There is a PRoW route that passes through the west side of the site and part of the ES boundary formed of footpaths CHIP 16 and CALW 83. The route connects between the edge of Chippenham just north of the A4 to Pewsham Locks located some 275m south of the site.

2.13 Beyond the site boundary, there is an extensive network of PRoWs. Footpaths CALW 80 and CHIP 49 are located approximately 0.4km south of the site. These routes run roughly east to west connecting Forest Lane to the A4 London Road.

2.14 To the north-east of the site, footpath ref BREM 47 runs from the A4 at Green Lane Farm towards Stanley Lane.

2.15 South-west of the site, there are several PRoWs that connect to the development edge of Pewsham. These routes include PRoW footpath ref CHP 40 which runs from Middle Lodge Cottages, CHIP 41 which runs west of Middle Lodge Farm and CHIP 42 which runs along the edge of Pewsham.

- 2.16 Part of the National Cycle Network (NCN) is located 1.4km north of the site and links Chippenham to Marlborough and the Kennet and Avon Canal. Users of the NCN route are not considered further within this assessment as there is no intervisibility between the route and the site.

PLANNING POLICY BASELINE

National Planning Policy Framework

- 2.17 The NPPF, updated in February 2025³, includes planning policies and guidance requiring developers to respond to the natural environment and landscape character when integrating development into its local surroundings.
- 2.18 At the heart of the NPPF is a presumption in favour of sustainable development. For landscape, this means recognising the intrinsic beauty of the countryside and balancing any ‘harm’ to the landscape resource with the benefits of the scheme in other respects. This balancing exercise is to be undertaken by the decision taker (in this case the LPA) and falls outside the remit of this report. The benefits of this scheme are to be weighed against the effects on the landscape character and visual amenity as set out in this report.
- 2.19 In relation to development and landscape, Section 12 seeks to achieve “*well designed and beautiful places*”, whilst paragraph 135 specifically states that developments:
- “*will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development*”;
 - “*are visually attractive as a result of good architecture, layout and appropriate and effective landscaping*”; and
 - “*are sympathetic to local character and history including the surrounding built environment and landscape setting*”.
- 2.20 Paragraph 187 states that:
- “Planning policies and decisions should contribute to and enhance the natural and local environment by; [...] protecting and enhancing valued landscapes [...] (in a manner commensurate with their statutory status or identified quality in the development plan) [and,] recognising the intrinsic character and beauty of the countryside, [...], and of trees and woodland”.*
- 2.21 As noted above, the site does not lie within any statutory designated landscape but does fall partially within the non-statutory local SLA designation.

³ <https://www.gov.uk/guidance/national-planning-policy-framework> https://assets.publishing.service.gov.uk/media/669a25e9a3c2a28abb50d2b4/NPPF_December_2023.pdf [accessed 18.11.2024].

Local Planning Policy

Wiltshire Core Strategy (Adopted 2015)

2.22 Across Wiltshire, over-arching planning policy is set out in the adopted Wiltshire Core Strategy (2015)⁴ as produced by Wiltshire Council. This forms part of the Wiltshire Local Development Framework. A review of local planning policy circumstances, including supplementary planning documents and associated guidelines that bear relevance to this LVIA are summarised below:

- Core Policy 50 Biodiversity and Geodiversity: Seeks for *“development proposals to demonstrate how features of nature conservation and geological value can be protected as part of the design rationale”* and *“All development proposals shall incorporate appropriate measures to avoid and reduce the disturbance of sensitive wildlife species and habitats throughout the lifetime of the development”*;
- Core Policy 51 Landscape: *“Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures”*;
- Core Policy 52 Green Infrastructure: *“Development shall make provision for the retention and enhancement of Wiltshire’s green infrastructure network, and shall ensure that suitable links to the network are provided and maintained”*; and
- Core Policy 57 Ensuring High Quality Design and Place Making: Any new development within Wiltshire is expected to achieve *“a high standard of design”*. This includes:
 - *“enhancing local distinctiveness by responding to the value of the natural and historic environment”*;
 - *“the retention and enhancement of existing important landscaping and natural features in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development”*;
 - *“making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area”*; and
 - *“ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network)”*.

⁴ <https://www.wiltshire.gov.uk/planning-policy-core-strategy> - [accessed 18.11.2024].

Wiltshire Local Plan

- 2.23 Wiltshire Council submitted a draft Local Plan for examination in November 2024. Following examination hearings in 2025, the Inspectors raised fundamental concerns regarding the soundness of the plan, including in relation to insufficient housing allocations, uncertainty over the deliverability of the plan's major housing proposals, and the risk that the plan would become out of date shortly after adoption.
- 2.24 Following further discussions, the draft Local Plan was withdrawn at Full Council on 19 May 2026.
- 2.25 Notwithstanding its withdrawal, the draft plan previously identified the site as forming part of the South Chippenham allocation (Policy 7), which proposed a mixed-use development comprising approximately 2,520 dwellings, approximately 15ha of employment land, a district and local centre, education provision, and a transport corridor linking the A4 and the A350 (the Southern Distributor Road) (See **Image EDP 2.1**).
- 2.26 The withdrawal of the draft Local Plan was not attributable to any specific concerns relating to Policy 7 but instead reflected wider issues concerning the overall soundness and deliverability of the plan as a whole. The initial feasibility and technical work undertaken by the Council and the landowners confirm both the need, availability, and general acceptability of development at Forest Farm and the wider site for a mixed-use development.
- 2.27 This outline planning application has been prepared to bring forward development on this part of the site, previously identified and assessed by Wiltshire Council in the withdrawn Local Plan Review as suitable for housing-led development.
- 2.28 Land has been safeguarded within the site to accommodate a section of the potential Southern Distributor Road. The safeguarded corridor has been retained to ensure that the proposed development would not prejudice its future provision.

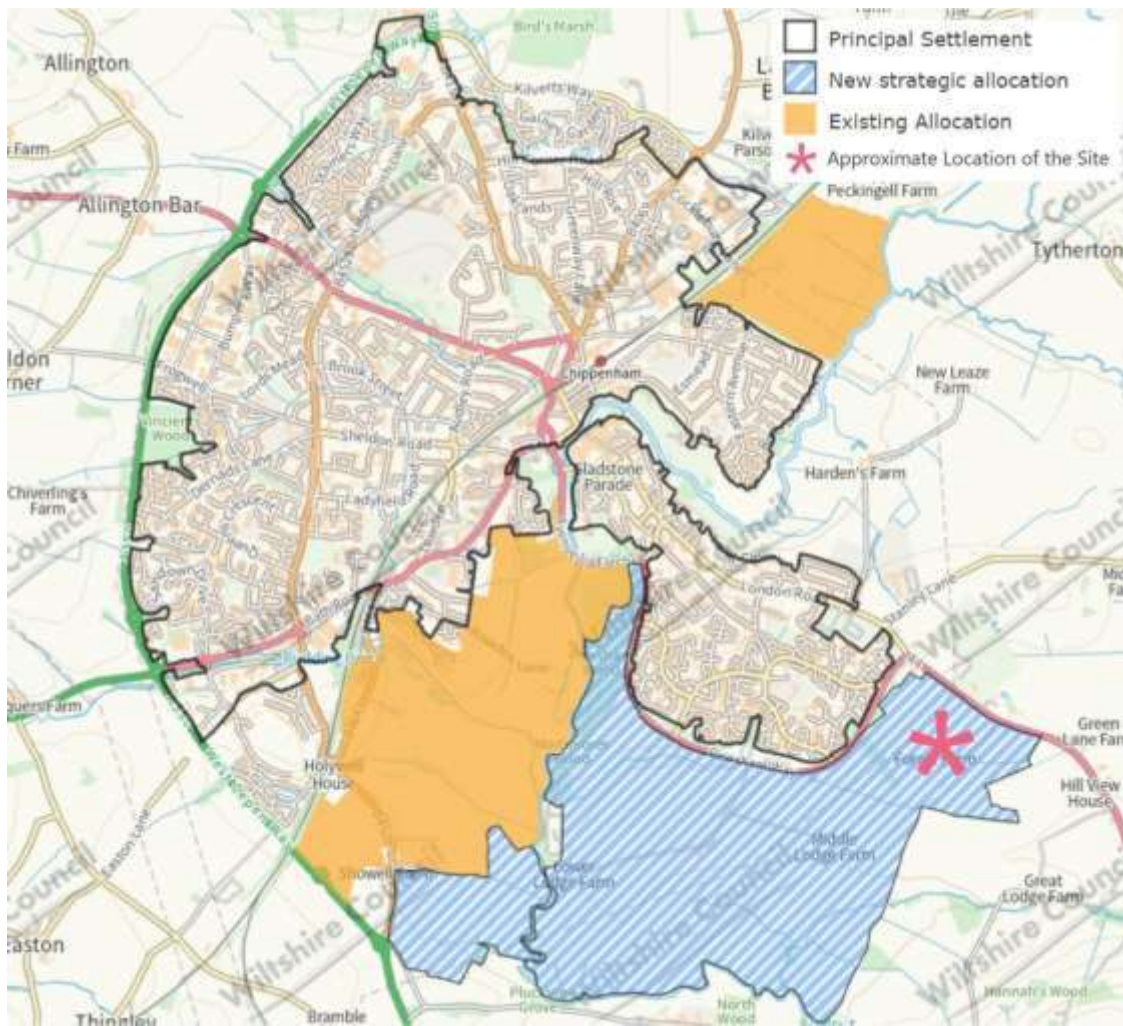


Image EDP 2.1: Excerpt from Wiltshire Local Plan Review (DRAFT) interactive map (accessed 09 December 2024) with site location marker added by EDP.

Chippenham Neighbourhood Plan (Adopted May 2024)

2.29 The Chippenham Neighbourhood Plan (May 2024)⁵ is a community-led framework for guiding the future development and growth of Chippenham town in the period up to 2038. It contains a vision, objectives, and planning policies which seek to ensure that future development within the town is sustainable. Policies relevant to the scope of this LVIA are summarised below:

- Policy SCC2 – Sustainable Design and Construction: Proposals for all major developments will demonstrate optimised sustainability credentials in terms of a) design, b) construction materials and c) methods of construction, minimising or avoiding emissions and other environmental impacts;

⁵ https://chippenhamneighbourhoodplan.org.uk/wp-content/uploads/2024/05/Chippenham_Neighbourhood_Plan_July_2024updateV2.pdf [accessed 18.11.2024].

- Policy GI1 – Protecting and Enhancing Biodiversity: Features of significant biodiversity value should be retained and enhanced, as follows:
 - Retain ancient trees and hedgerows and/or trees and hedgerows of arboricultural value, additional planting should extend tree cover;
 - Retain blue infrastructure and where sustainable drainage systems (SuDS) are being created these should be multifunctional;
 - Retain native plants and wildflower areas and extend through landscaping proposals;
 - Protect bat habitats: and
 - Incorporate into new construction: green/brown roofs (where appropriate), integrated bird and bat boxes, swift bricks and bee bricks, 13cm x 13cm holes in fencing for hedgehogs and other small mammals to pass through.
- Policy GI4 – Green Corridors: Proposals should seek to:
 - Allow movement of wildlife and people between the countryside and the urban area;
 - Protect and enhance existing green corridors as identifies on Figure 6.3 of the Neighbourhood Plan (excerpt included below as **Image EDP 2.2**); and
 - Create new green corridors and connect to the existing and strategic green corridors.
- Policy GI5 – Trees, Woodland and Hedgerows: Proposals should seek to:
 - Protect existing trees, woodland and hedgerows and avoid removal wherever possible;
 - Ancient, veteran and mature trees or trees and hedgerows of ecological, arboricultural or amenity value should be retained. Protection before and after development should be in accordance with *British Standard (BS) 5837*;
 - Incorporate gateway or landmark trees for placemaking purposes; and
 - Deliver new street trees.
- Policy H2 – Housing Design: All residential development in Chippenham will be sustainably designed in accordance with the local design guidance in the Chippenham Design Guide and other policies in the Development Plan.

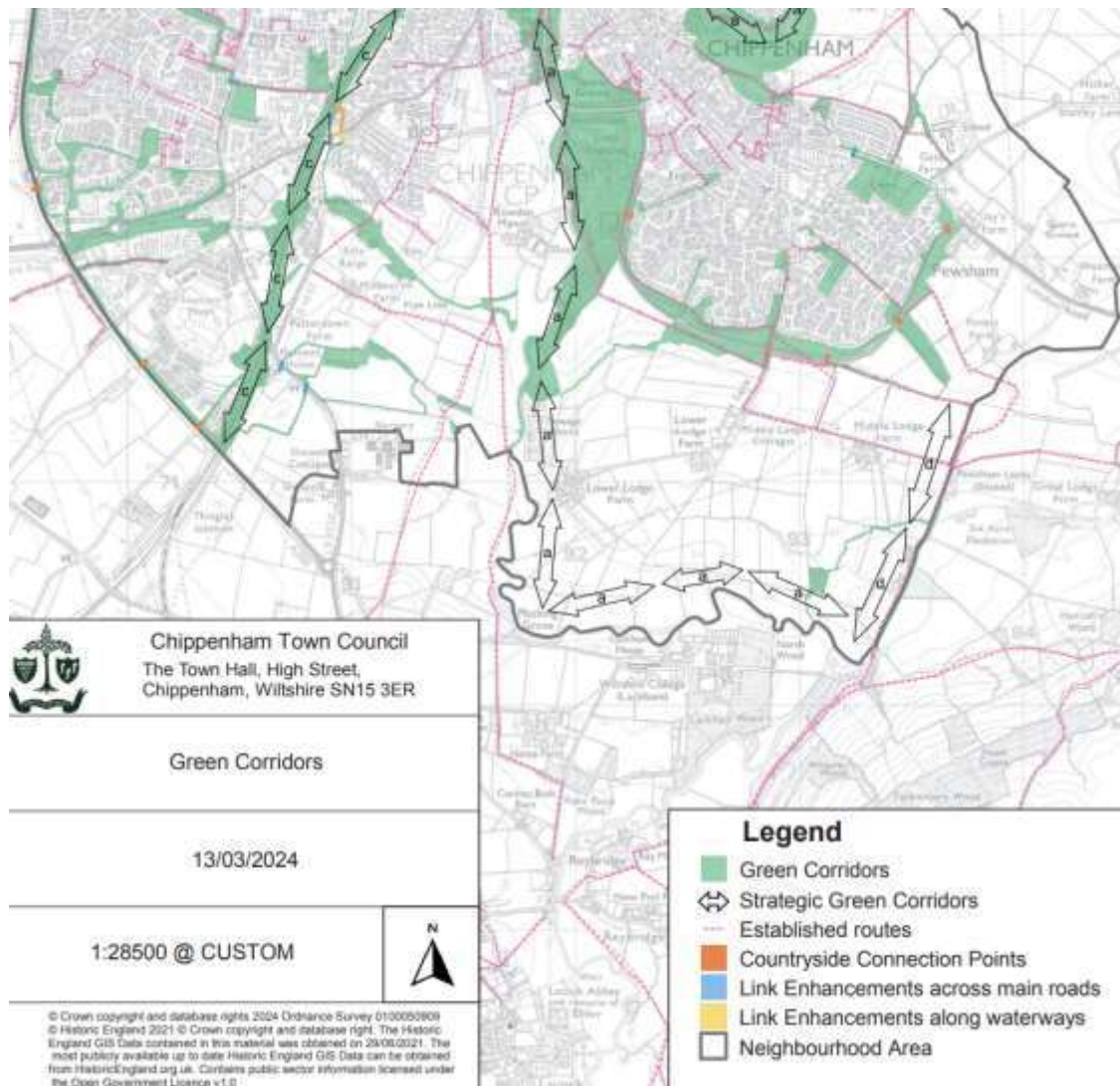


Image EDP 2.2: Excerpt from Figure 6.3, Chippenham Neighbourhood Plan.

Section 3

Existing (Baseline) Conditions: Landscape Character

- 3.1 This section provides an assessment of the ‘baseline’ (existing) conditions in respect of the character of the site and its landscape context. It summarises any relevant published landscape assessments that contribute to a better understanding of the landscape context. Such assessments provide a helpful understanding of the landscape context but rarely deliver sufficiently site-specific or up-to-date information to draw robust conclusions about the significance of any change proposed by the development.

NATIONAL CHARACTER ASSESSMENT

- 3.2 At the national level, the character of England has been described and classified in the National Character Area (NCA) profiles published by Natural England⁶. The site and its surroundings fall within NCA 117: Avon Vales.

- 3.3 NCA 117: Avon Vales is described as:

“An undulating, low-lying landscape of mixed, predominantly pastoral agriculture and small limestone-built towns, cut by the (Bristol) River Avon and its tributaries, and surrounded to the west, south and east by higher land. Woodlands lie on the steeper slopes and by watercourses, and in a few other areas within a structured farmland of medium to large fields and now straggly hedgerows.... Smaller settlements and farmsteads are clustered along streams and lesser rivers, linked by narrow winding lanes. Ancient patterns of flood meadows and drainage ditches dominate these valley floors, with their wet grasslands and woodlands.”

- 3.4 The NCA also provides ‘Statements of Environmental Quality’ (SEO). These identify potential interventions in order to repair or improve the existing landscape. The below statements are considered relevant to this development:

- *“Plan for the creation of new landscapes associated with the expansion of towns such as Chippenham, Melksham and Trowbridge, while incorporating the existing landscape features into green infrastructure planning. This will serve the interests of local landscape character, access and recreation, biomass provision, biodiversity and water flow regulation”; and*
- *“Protect and manage the varied rural landscape of small urban areas amid gently rolling arable and pasture, and thick hedges interspersed with small woods, securing wide ranging views, reinforcing landscape character, preventing soil erosion, promoting sense of place and tranquillity, and providing recreational benefits”.*

⁶ <https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making/national-character-area-profiles>.

- 3.5 For the scale of this development, it is considered that the description of landscape character undertaken at the sub-regional level is more relevant in establishing the landscape resource baseline. As such, of much greater use are the more localised assessments described in the following paragraphs. The landscape within which the site is located is described in further detail at a county level within the Wiltshire Landscape Character Assessment (2005).

LOCAL LANDSCAPE CHARACTER ASSESSMENT

Wiltshire Landscape Character Assessment (December 2005)

- 3.6 The site is covered by the Wiltshire Landscape Character Assessment Final Report (2005)⁷. The area is characterised by a variety of landscape typologies which are represented across 16 Landscape Character Types (LCTs). Each of these LCTs are then further sub-divided into component Landscape Character Areas (LCAs). The location of the published LCAs are shown on **Plan EDP 3**.
- 3.7 The site is located within LCT 12: Open Clay Vale within LCA 12B: Avon Open Clay Vale, referred to as the host landscape character units. Non host character units considered likely to be affected by the proposals include LCA 7C: Bowood Greensand Hills within LCT 7: Wooded Greensand Hills.

LCT 12: Open Clay Vale

- 3.8 LCT 12: Open Clay Vale is defined as having the following key characteristics, with those most relevant to the site underlined:
- *“Level land form with wide open skies and views to ridges and downs;*
 - *Pastoral land use with some arable;*
 - *Large scale geometric fields with hedgerows or open drainage channels defining boundaries;*
 - *Presence of rivers, tributaries, drainage channels and open water bodies;*
 - *Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded);*
 - *Floristically rich hay meadows;*
 - *Settlement pattern varies from large towns and small scattered villages to sparse farmsteads;*

⁷ <https://www.wiltshire.gov.uk/planning-landscape-conservation> [accessed 18.11.2024].

- *Buildings in varied materials of brick, render and stone;*
- *Crossed by major transport corridors, and a network of minor roads linking settlements; and*
- *Historic use for transport evident in canals.”*

LCA 12B: Avon Open Clay Vale (extracts provided at Appendix EDP 2)

3.9 The host LCA 12B: Avon Open Clay Vale is further summarised as:

“An extended area following the course of the River Avon from Great Somerford in the north to Bradford on Avon in the south. As well as the Avon the area is characterised by the presence of other rivers, tributary streams, lakes, and, to the south, the Kennet and Avon Canal. The Avon Open Clay Vale is a level, open area with views to the higher ground of the Limestone Ridge to the east. Land is predominantly intensively managed permanent pasture with some arable and small isolated pockets of meadow (such as Sutton Lane Meadow SSSI). Hedgerows, gappy or low flailed in places, enclose fields of varying size. There are sparse hedgerow trees plus willows lines (some pollarded) marking the waterways and poplar shelter belts. Sections of the area remain rural and tranquil despite major routes travelling through (the M4, A350, A342) plus railway lines in cuttings and embankments and the visual influence of modern large scale development on the edges of Chippenham, Trowbridge and Melksham. This urbanising influence is particularly prevalent to the south of the area while the northern section is more akin to area 12A with scattered settlement of small brick and stone built villages and farmsteads.”

3.10 The published report identifies the LCA as of moderate condition and strength of character with the following commentary:

“There are limited areas still managed as unimproved grassland most of the meadows, a substantial part of the hedgerow network and riparian vegetation has been lost. The condition of the Open Clay Vales is judged as moderate.”

“There are still some highly rural, tranquil areas which are dominated by the varied waterways, with small scattered villages and farmsteads of vernacular materials. However elsewhere the influence of the busy transport corridors and the large urban areas is pervasive making the type as a whole moderate in strength of character.”

3.11 The key characteristics identified above are typically reflected within the site and its immediate surroundings in that the site comprises *“geometric fields with hedgerows defining boundaries”* in the context of a varied settlement pattern being on the edge of Chippenham. The site is bordered by a key transport corridor (A4) which links settlements together yet remains rural and tranquil in places.

LCT 7: Wooded Greensand Hills

3.12 The adjacent non-host LCT is LCT 7: Wooded Greensand Hills, with the relevant component LCA being LCA 7C: Bowood Greensand Hills. LCT 7: Wooded Greensand Hills is defined as having the following key characteristics, with those underlined bearing most relevance to the site:

- *“The Greensand typically forms upstanding hills that have been eroded by tributaries of the major rivers into a series of rounded knolls and deep valleys;*
- *Hills support a large proportion of woodland, both deciduous and coniferous;*
- *Country houses and estates, set within landscaped parkland contribute to the character of the area;*
- *Distinctive pattern of settlement with villages of stone dwellings hidden in the shelter of the deep valleys;*
- *Iron age fortifications are strategically located on the hill tops;*
- *Ancient sunken lanes wind their way through the hills;*
- *Small and irregular fields characterise areas of agricultural land use; and*
- *Meadows and wet woodland are typical of the valley floors.”*

LCA 7C: Bowood Greensand Hills

3.13 The non-host LCA is further summarised as:

“Less dramatic in topography than the other areas in the type, although still rising from 40 to 180m AOD with a central fairly level area, a gentle slope down to the east and a steeper slope with wide views out over the lowland to the west. The landform is varied by the many small valleys of tributaries of the River Avon and Marden. Historic houses with parklands and wooded estates dominate the area: Bowood to the north, Spy Park to the south and Bowden Park to the east. The slopes of the hills are pastoral with an intact hedgerow network, while the more level high ground has some large scale arable fields sometimes with fences. Here deciduous and coniferous shelter belts as well as the large blocks of woodland provide enclosure. Small linear villages are strung along the roads and there is a mix of estate buildings, vernacular (of stone or brick) and more modern. Two major roads cross the area and there is a sparse network of minor roads.”

3.14 The published report identifies the LCA as of good condition and strong character with the following commentary:

“Landscape possesses a high degree of intactness and integrity with good survival of historic earthwork features, survival of the typical small scale, irregular fields showing early enclosure patterns and ancient broadleaved woodland. The overall condition of the landscape is perceived to be good.

This is a landscape of strong character as a result of its distinct and recognisable pattern of elements. It is an instantly recognisable landscape and forms a contrast to the adjacent open chalk and clay landscapes.”

Chippenham Landscape Setting Assessment

3.15 The Chippenham Landscape Setting Assessment (TEP, December 2024) aims to:

“Identify key landscape and visual characteristics of land around Chippenham and the key sensitivities and capacity of the settlement’s landscape setting, and the setting to some of the outlying villages to accommodate development.”

3.16 The site falls within the area identified as Strategic Area D and, as the excerpt below, in **Image EDP 3.1**, identifies, part of the site falls within “areas where development may be able to be accommodated with mitigation”.



Image EDP 3.1: Excerpt from Chippenham Landscape Setting Assessment (2014) showing the north-east corner of Strategic Area D.

3.17 The report identifies the following sensitivities and qualities of the landscape setting the Chippenham within Strategic Area D:

- *“Hedgerow patterns, riparian vegetation and water ways of varied character are locally valued features. Also characteristic is rural tranquillity and wide open views”;*
- *“The original settlement has expanded up valley sides, exposing these areas to wider views and affecting landscape and visual receptors. Developing exposed areas should be resisted”;*
- *“Development should include a strong landscape structure to repair urban fringe landscapes”; and*

- *“Indicators of change are the loss of hedgerows, loss of waterside vegetation, changes to riparian character, amalgamation of fields and the establishment of screen planting around Chippenham”.*

3.18 The report identifies that Strategic Area D maintains the separation between Chippenham and Derry Hill and is visually prominent from the A4 (Pewsham Way) and Naish Hill. The report provides the following recommendations:

- *“Conserve the network of intact hedgerows within the area to retain their good condition;*
- *Maintain the distinctive mature hedgerow trees and woodlands throughout the landscape and seek opportunities for new woodland and hedgerow planting to maintain green links between wooded areas; and*
- *Conserve and where possible enhance the riparian character along the River Avon with a network of planting extending from the river corridor.”*

Other Landscape Character Assessments and Sensitivity Studies

- 3.19 The North Wiltshire Landscape Character Assessment (WHITE Consultants, 2004) is available on the Wiltshire Council website⁸. This report predates the published assessment referred to above and therefore the Wiltshire Landscape Character Assessment Final Report is considered most relevant.
- 3.20 Chris Blandford Associates (CBA) (2023) Wiltshire Local Plan Review: Sites Landscape Appraisals concluded that the site lies within an area of generally medium sensitivity to housing development, with areas of higher sensitivity to the south and west of the site where there are landscape features in good condition that contribute to the tranquillity and separation of Chippenham from the River Avon. The pylons and the A4 are identified as being intrusions into the generally rural character of the landscape.

SPECIAL LANDSCAPE AREA

- 3.21 A data trawl has not revealed any document in which the characteristics of the SLAs are defined. Throughout this LVIA the SLA designation is considered as a component of landscape value. The following paragraphs provide an assessment of the character of the site and its immediate context with consideration given to the SLA designation that falls across part of the site and the landscape to the south.

REVIEW OF SITE CHARACTER

- 3.22 Site visits have taken place in February 2022 and April 2024 in clear weather conditions. The visits were complemented by a review of aerial photography, mapping and field

⁸ <https://www.wiltshire.gov.uk/planning-landscape-conservation> [accessed 11.12.2024].

assessments from publicly accessible locations (e.g. from local roads and Public Rights of Way (PRoW)).

- 3.23 The site topography ranges between approximately 54m and 65m above Ordinance Datum (aOD), broadly sloping from north-west to south-east. The topographic relief of the site and its wider context is illustrated on **Plan EDP 4**. There is a watercourse that passes through the site in an arc shape as illustrated on **Plans EDP 2** and **4** and the lowest parts of the site can be found along this watercourse. To the south-east adjacent to part of the site boundary, there is a stretch of the disused Wilts and Berks Canal which is in water but not navigable⁹. Some of the field boundaries are lined by ditches, most of which are dry.
- 3.24 The site comprises a series of grazed agricultural fields which feature mature hedgerows and trees along the boundaries. Hedgerows across the site are mostly species-rich and those along the boundaries generally contain hedgerow trees. There is a watercourse that passes through the site which is mostly lined by hedgerows. There is a block of woodland that abuts the sites west boundary and trees along the south-east boundaries are denser in places. There is a strip of scrub that abuts the sites north boundary between the A4 and the boundary hedgerow.
- 3.25 The site is situated to the south-east of the urban edge of Chippenham. The north-eastern boundary borders the A4 road corridor which links Chippenham to Marlborough. To the south and east are agricultural fields, and to the west lies Chippenham with the site physically separated from the current development edge by the A4 road corridor and a strip of scrub and hedgerow vegetation. The site is crossed by high voltage overhead cables transported by two pylons. The site is visually well contained to the north and west where it borders existing development and mature vegetation. Further south and east, the site is more open due to the sloping topography. Part of the A4 is contained within the ES boundary where it abuts the site along with a short stretch of PRoW CHIP 16 where it heads north of the A4 as well as part of the London Road where it heads north-west from the A4 at a small round-a-bout.
- 3.26 From a sensory perspective the site (and ES boundary area) is somewhat unremarkable in the immediate landscape context and landscape detractors such as the high voltage overhead cables and A4 road corridor add visual and aural intrusion the site and its immediate context.
- 3.27 The PRoW route that crosses the site is limited to the western extent and provide connections between Chippenham and the Wiltshire & Berkshire Canal. PRoW are illustrated on **Plan EDP 2**.
- 3.28 A review of historical online mapping data reveals that the site has retained its traditional hedgerow and field pattern due to its continued use as grazed agricultural land. Changes such as the introduction of the A4 and expansion of Chippenham have resulted in loss of field pattern and traditional land use in the sites immediate surroundings. The route of the disused and partially dismantled Wiltshire & Berkshire Canal follows part of the site boundary and is lined by trees. The canal is undergoing restoration in places with the

⁹ As identified on the Wilts & Berks Canal Interactive Map <https://www.wbct.org.uk/enjoy-discover/interactive-map>, [accessed 10.12.2024].

long-term goal of reconnecting the canal under Core Policy 53 of the Wiltshire Core Strategy. Beyond this, the site has no known cultural associations.

Assessing the Value of the Landscape Resource

- 3.29 GLVIA3 sets out the requirements for considering the sensitivity of landscape resources at paragraphs 5.39 to 5.47 and states that “*Landscape receptors need to be assessed firstly in terms of their sensitivity, combining judgements of their susceptibility to the type of change or development proposed and the value attached to the landscape*”.
- 3.30 Landscape value is the ‘inherent’ component, which is independent of the development proposal, while the other component, susceptibility, is development specific.
- 3.31 When considering landscape value, GLVIA3 advocates that the starting point should be a review of existing landscape designations, including those at a local and national level, to identify what it is that is valued sufficiently to warrant a greater level of protection. In this instance, the site falls partially within a locally designated landscape as confirmed on **Plan EDP 1**. GLVIA3 makes it clear that not being located within a designated landscape does not mean that the site has no value from a landscape perspective, and as such, although the site does not wholly fall within the designation, this does not necessarily, connote that the only value is to be found within the designated area.
- 3.32 Landscape value of non-designated landscapes is informed by a range of factors as set out in the Technical Guidance Note TGN 02/21: Assessing Landscape Value Outside National Designations. These factors assist in delivering a framework for an objective landscape assessment of value. The criteria defined within TGN 02/21 has been incorporated into the assessment methodology for landscape value found at **Table EDP A1.1** of **Appendix EDP 1**. **Table EDP 3.1** defines the landscape value of the site and its immediate surroundings in accordance with **Table EDP A1.1**.

Table EDP 3.1: Consideration of Landscape Value

Value Criteria	The Site and Immediate Context
Condition/Quality	The site and immediate context feature an extensive network of mature hedgerows and trees which are mostly in good condition and add to overall landscape structure and form. The development of the A4 road corridor has eroded the field pattern somewhat in the site’s immediate surroundings. This criterion is medium value.
Scenic Quality	The scenic value of the site is somewhat degraded due to the proximity to the A4 road corridor creates visual and aural disturbance within the site and its immediate surroundings. High voltage pylons crossing the site degrade its rural character further. The most scenic value is found in the southern part of the site that is located away from the settlement edge of Chippenham and the A4 corridor. The site and its immediate surroundings have some aesthetic appeal, and the value of this criteria is medium.

Value Criteria	The Site and Immediate Context
Rarity and Representativeness	Beyond being a series of agricultural fields south-east of the urban edge of Chippenham, the site has no particularly strong sense of distinctiveness or identity. Whilst the site and its immediate surroundings to the south of Chippenham have a clear purpose as agricultural land which is dominant across the character area, it does not contain any rare features. The value of this criteria is low.
Conservation Interests	The site comprises a series of agricultural fields of varying sizes, bordered by existing mature boundary vegetation, resulting in varied ecological interest, and there is woodland and scrub in the landscape immediately surrounding the site. Historic and cultural context present through historic field patterns and a strong sense of agricultural activity across the landscape. Parts of a historic canal route are marked by mature vegetation adjacent to the site boundary to the south. Urban edge of Chippenham has resulted in loss of traditional land pattern and use to the west. Part of the site falls with the local SLA designations which extends across the landscape to the south. The value of this criteria is high.
Recreational Value	The site contains a PRoW route that passes through it; however, the wider site is not accessible. The PRoW that passes through the site connects to a wider network of PRoW to the south and to the Avon Valley Walk which abuts the south site boundary. Stanley Park is located north-east of the site across the A4 and provides sports facilities including pitches and a pump track. The value of this criteria is medium to high.
Perceptual Aspects	Both the site and the wider context are degraded by urbanising factors including road corridors, proximity to settlement, and high voltage pylons. Build form at Forest Farm including agricultural buildings limit the sites tranquillity and the site has limited wildness. Traffic along the A4 is audible from within the site and the immediate surroundings and the road is visible within parts of the site. Away from these detractors however, (towards the south edge of the site) the rural character offers increased tranquillity and reflects a more traditional landscape. There are visual connections with the more rural landscape to the south. Despite this, the site and its immediate surroundings contain landscape detractors, and are not particularly wild, tranquil or unspoilt. The value of this criteria is low.
Cultural Associations	There are no known associations between the site and notable people, events or the arts. The value of this criteria is very low.
Overall Value Judgement	Overall, the value of the site is considered to be medium to high . Whilst there are notable detractors the site also contains valuable features. The most value is found in the fabric of the site and its surrounding's field boundaries and woodland, in the rural character that is strongest in the southern part of the site, the value identified by the SLA designation to the south of the site, and the disused canal along the south-east site boundary. The value of the site decreases where it falls closer to the edge of Chippenham and the A4, and the site's surroundings along the A4 is of much less value.

INTERIM CONCLUSIONS: SITE CHARACTER

- 3.33 The susceptibility of the landscape and townscape resource is defined as the ability of the receptor (whether the overall character, individual fabric elements or perceptual aspects) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation.

Overall Sensitivity of the Site and its Immediate Surroundings

- 3.34 As identified at **Table EDP 3.1** the value of the site and its immediate surroundings is medium to high. The landscape is generally intact, albeit partly degraded by the A4 corridor. There is limited complexity, however existing features are generally in reasonable condition. The site and its immediate surroundings are enclosed to the north and west by vegetation and built form along its boundaries, however, is more open to the south and east due to its sloping topography. The site and its surroundings have some tranquillity however this is depleted by infrastructure such as the A4 and high voltage pylons. Overall, the susceptibility of site and its immediate surroundings itself is judged to be medium.
- 3.35 The site and its immediate surroundings are judged to have **medium** sensitivity.

Overall Sensitivity of the Host LCA 12B Avon Open Clay Vale

- 3.36 This landscape falls partially within the local SLA designation to the south-east, whilst much of the landscape is undesignated. Landscape features such as hedgerows are in mixed condition and some distinctive features such as riparian vegetation has been lost in places. There are landscape detractors including the A4 corridor, high voltage pylons, the influence of settlements such as Chippenham. The value of this landscape is medium.
- 3.37 The landscape has some tranquillity however this is depleted surrounding Chippenham due to intrusion from the settlement and A4. As a broadly low-lying landscape, vegetation and built form curtail views and provide a sense of enclosure. There are however parts of the landscape that are more open due to local undulations and small hills. The landscape is partially intact with some of the pattern degraded by development surrounding Chippenham. The watercourses that pass through the landscape add some complexity to the structure. The susceptibility of the landscape is medium.
- 3.38 The overall sensitivity of the Host LCA is **medium**.

Overall Sensitivity of the Non-host LCA 7C Bowood Greensand Hills

- 3.39 This landscape is a locally designated SLA that contains distinctive features including ancient woodland and wooded estates. There are few detractors in this landscape. The value is therefore considered to be high.
- 3.40 The wooded character of the non-host LCA gives it a textured pattern and the landscape is generally intact. The slopes provide intervisibility with the neighbouring landscapes and there are open views gained from the open areas between woodland parcels. The landscape is generally tranquil with few landscape detractors. The susceptibility of the landscape is high.

3.41 The sensitivity of the non-host LCA is **high**.

SUMMARY OF LANDSCAPE SENSITIVITY

3.42 The landscape character receptors that are assessed have been summarised below in **Table EDP 3.2**.

Table EDP 3.2: Summary of Sensitivity

Receptor	Value	Susceptibility	Overall Sensitivity
The site and its immediate surroundings	Medium to High	Medium	Medium
Host LCA 12B: Avon Open Clay Vale	Medium	Medium	Medium
Non-host LCA 7C: Bowood Greensand Hills	High	High	High

Section 4

Existing (Baseline) Conditions: Visual Amenity

INTRODUCTION

- 4.1 Visual amenity (as opposed to ‘visual character’ described in the previous section) is not about the visual appearance of the site, but has to do with the number, distribution and character of views towards, from or within the site. An analysis of visual amenity allows conclusions to be reached about who may experience visual change, from where and to what degree those views will be affected by the proposed development.
- 4.2 This section describes the existing views; changes to views wrought by the proposed development are analysed in **Section 8**. An analysis of existing views and the ‘receptors’ likely to experience visual change is conducted in three steps described in turn below.

STEP ONE: DEFINING ZONES OF THEORETICAL AND PRIMARY VISIBILITY

- 4.3 The starting point for an assessment of visual amenity is a computer-generated ‘zone of theoretical visibility’ (ZTV). The ZTV is derived using digital landform height data only and therefore it does not account for the screening effects of intervening buildings, structures or vegetation, but it does give a prediction of the areas that, theoretically, may be able to experience visual change; it thus provides the basis for more detailed field assessment.
- 4.4 The ZTV is then refined by walking and driving local roads, rights of way and other publicly accessible viewpoints to arrive at a more accurate, ‘field-tested’ zone of primary visibility (ZPV). The ZPV is where views of the proposed development would normally be close-ranging and open, whether in the public or private domain, on foot, cycling or in a vehicle. In this instance, the field assessment was undertaken by a Chartered Landscape Architect in February 2022 and April 2024 in clear weather conditions and therefore can confidently predict the extent of views of the proposed development.
- 4.5 Beyond the ZPV lies a zone of visibility that is less open, being either partly screened or filtered. Views from within this zone would include the proposal – it may not be immediately noticeable but once recognised would be a perceptible addition to the view.
- 4.6 **Plan EDP 5** illustrates the findings of the visual appraisal, from which it can be seen that the ZPV extends:
- Across the site;
 - Along the A4 where it falls within the ES boundary;
 - Into a triangular field located between the site and the A4 extending approximately 200m south-east;
 - 300m south within a field between the site boundary and PRoW CALW 80; and

- Across elevated north-west facing slopes of Nocketts Hill and Sherwood Moor located between c.500m and 1800m south of the site.

STEP TWO: DEFINING RECEPTOR GROUPS

- 4.7 People ('receptors') likely to experience visual change can be considered as falling into a number of discernible groups.

Rights of Way Users

- 4.8 PRoW users are typically given a high sensitivity due to their dominant recreational usage and experience of enjoying the surrounding landscape.

PRoW Within the Site

- 4.9 PRoW CHIP 16 passes through the south-east edge of Chippenham before passing through the ES boundary and then into the site. Before users enter the site there are limited views of it due to screening from vegetation and built form within the edge of Chippenham. When users reach the A4 and views open up, the site boundary vegetation becomes visible, but the rest of the site remains screened. Views from this location are represented in **Photoviewpoint EDP 1**.

- 4.10 PRoW CHIP 16 and CALW 83 form a route through the site along which users gain direct views of it. **Photoviewpoints EDP 2** and **3** represent views from the PRoW at the site boundaries. Along these route views are generally rural in character with influences from some detractors including high voltage overhead cables which cross over the PRoW and noise disturbance from the A4.

PRoW to the South (passing within c.750m of the Site)

- 4.11 PRoW CALW 83 continues south towards the disused Pewsham Locks. Views from this part of the PRoW are similarly rural in character with some detractors including pylons and noise from the A4. The site is visible in views north as well as agricultural buildings at Forest Farm as represented in **Photoviewpoint EDP 4**. A footpath that runs parallel to this PRoW is represented in **Photoviewpoint EDP 5**. The site is visible in this view as well as built form at Forest Farm, high voltage pylons, dwellings along the A4 to the north of the site and rooftops of dwellings at the settlement edge of Chippenham to the north-west.
- 4.12 PRoW CALW 83 connects to two PRoW which head east (CHIP 49) and west (CALW 80). These are represented by **Photoviewpoints EDP 6** and **16** respectively. Due to the flat topography, the site is screened from view by vegetation along its boundaries in views from **Photoviewpoint EDP 16**. There are intermittent glimpses towards the site, however, from PRoW CHIP 49, as demonstrated in **Photoviewpoint EDP 6**. In such views the site is partially visible through gaps in vegetation along the PRoW and along the site boundaries. Built form within Forest Farm is also visible. Further west, the site is screened from PRoW by the woodland along its west site boundary.

PRoW to the South (beyond 750m)

- 4.13 To the south PRoW CALW 79, CALW 82 and CALW 85 cross north-west facing slopes, views from which are represented in **Photoviewpoints EDP 11, 12, 13, 14, and 15**. In views from the lower to middle part of the slopes (as represented by **Photoviewpoints EDP 11 and 12**) the site is visible in filtered views. Intervening trees along the slopes filter parts of the site, with field parcels visible between the trees. The settlement edge of Chippenham is also visible and appears as a well treed urban edge. Generally, view of the site becomes less filtered as the height of the PRoW increases. This is demonstrated in **Photoviewpoints EDP 13, 14 and 15**.

PRoW to the North-east

- 4.14 PRoW BREM 47 heads north from the car dealership along the A4 and crosses a small, rounded hill south of Stanley Lane. Users gain views of the site beyond the sportsground along the A4 from this route. High voltage pylons are a prominent feature of views from this location and are visible stepping across the site. Houses along the A4 are also visible in the view and although it is a rural location views are dotted with built form.

Road Users

- 4.15 Views towards the site from roads are mostly limited to those running adjacent to or in relative proximity to the site.
- 4.16 Users of A roads are typically given a low sensitivity whilst users of minor roads and lanes are generally given a medium sensitivity.

A4

- 4.17 The A4 passes the site to the north-west and north-east. Scrub, dense boundary hedgerows and residences along the road to the north-west screen views into the site beyond its boundary vegetation as represented in **Photoviewpoint EDP 1**. There are some residences adjacent to the north corner of the site which screen views into the site from the A4 as represented in **Photoviewpoint EDP 7**. Where the road passes along the sites north-east boundary, however, the site boundary is more open and oblique views into the site can be gained from this part of the road., These views are represented in **Photoviewpoints EDP 8 and 9**. Part of the A4 falls within the ES boundary where the route abuts the site. The A4 exits Chippenham where it passes around the settlement edge before heading south-east away from Chippenham. The character of this road where it passes the site is distinctly suburban, characterised by the dwellings along the settlement edge, streetlights, bus stops, and roadside pavements. As a busy transport route, users are likely to have their attention mostly on the road ahead and the overall sensitivity is low.

Other Roads

- 4.18 Other roads in the study area are generally located within Chippenham or lined by vegetation such that the site is not visible due to screening from built form and/or vegetation. Users may gain glimpsed views through gaps in vegetation/built form or in vistas along the route. Furthermore, the undulating landform often curtails longer distance views. Views of the site from roads are limited to occasions where routes pass over higher ground and afford users views across the wider landscape such as at Bencroft Hill along Stanley Lane as

represented in **Photoviewpoint EDP 10**. Views from this location are open and long distance. Chippenham is visible in the view, and the site can be seen beyond the sports fields along the A4. The view is transient and oblique. As a minor road it is likely to be used mostly by local residents and users would have some appreciation of the roads rural character. The sensitivity of this receptor is medium.

Residential Dwellings/Groups

4.19 Views from private residential properties, although likely to be of high to very high sensitivity to changes in the view, are not protected by national planning guidance or local planning policy. Accordingly, changes to the character, 'quality' and nature of private views are not a material planning consideration in the determination of a planning application. However, they remain relevant to this review of the predicted extent and nature of visual change, so are reviewed briefly below:

- Residential receptors at Forest Farm are likely to have views into the site being located at the centre of it. The receptors are located within a rural setting and would be of very high sensitivity;
- Residential receptors between the north site boundary and the A4 are likely to gain views into the site from upper floor rooms facing broadly south. It is likely, however, that views into the site would not be gained from lower floor rooms or gardens due to screening from vegetation and fences within the property curtilage. Receptors within these properties would likely gain views of the A4 where it falls within the ES boundary. Due to the sub-urban context of these receptors their sensitivity is high;
- Residential receptors to the north of the A4 at 7 and 8 Ailesbury Close may gain views into the site and A4 within the ES boundary from upper floor rooms that face south-east. Such views would be heavily filtered by vegetation along the curtilage and views from lower floor rooms would be screened entirely. Views from other properties along the north side of the A4 are unlikely due to the dense vegetation along the route. Due to the sub-urban context of these receptors, their sensitivity is high;
- Residential receptors within Bencroft Hill Farm Cottage and Holly House along Stanley Lane are likely to gain views of the site from lower and upper floor rooms facing south. The views are long-distance and would be similar to those represented in **Photoviewpoint EDP 10**. These dwellings are located within a rural setting and would be of very high sensitivity;
- Residential receptors near Nocketts Hill, namely Nocketts Hill Farm, The Studio, Old Farm House, and The Cottage, may gain views of the site from rooms facing broadly north. The properties are located adjacent to mature vegetation which may filter and in some cases screen views. Where views are visible, they may be similar to those represented in **Photoviewpoint EDP 11**. These dwellings are located within a rural setting and would be of very high sensitivity; and
- Residential receptors at Derry Hill are not likely to gain views of the site due to screening provided by the woodland block to the north as well as buildings and

vegetation within the settlement area. Receptors at Derry hill are not considered further.

Other Receptors

- 4.20 To the north-east of the site along the A4 is Stanley Park; a sport ground with football pitches, a pump track, car parking, and indoor facilities. There is a row of trees between the A4 and the Stanley Park car park which filter views of the site west from the car park and building. The football pitches are separated from the road by the park building, car park, and a field parcel to the west of the car park. The topography between the site and the picture is relatively flat intervening vegetation and built form can curtail or filter views easily. The site and A4 within the ES boundary would be glimpsed through gaps in intervening trees and hedgerows in views from the pitches. Users of Stanley Park are likely to have their focus on their activities within the site, albeit with some limited appreciation of the wider context. The park is located near the settlement edge of Chippenham and along a busy A road. The sensitivity of this receptor would be low.
- 4.21 There is a car dealership along the A4 to the south-east of the site. The dealership consists of a building, external showrooms and customer parking. The dealership is located just off the A4 and there is a reservation with mature trees between the dealership and the road. The site is visible in filtered views from the dealership and are broadly represented in **Photoviewpoint EDP 9**. Despite the semi-rural location away from the edge of Chippenham, a car dealership is in itself sub-urban in characters, generally being located close to the edge of settlements. Receptors would likely be focused on car sales with limited appreciation of the wider surroundings. The sensitivity of receptors within the dealership is low.
- 4.22 There is no intervisibility between the site and the RPGs that fall within the study area, and they have therefore been scoped out of this assessment.

STEP THREE: DEFINING REPRESENTATIVE VIEWPOINTS

- 4.23 Within the ZPV, there are clearly many individual points at which views towards the site are gained. EDP has selected a number of viewpoints that are considered representative of the nature of the views from each of the receptor groups. The selection of the representative viewpoints is based on the principle that the assessment needs to test the 'worst case' scenario, and in selecting these viewpoints, EDP has sought to include:
- A range of viewpoints from all points of the compass, north, south, east and west;
 - A range of viewpoints from distances at close quarters at the site boundary and up to distant viewpoints at 2km and more from the site; and
 - Viewpoints from all the above receptor groups.

- 4.24 The representation of views is supported by 16 Photoviewpoints, the number and location of which has been agreed with the LPA¹⁰. Their location is illustrated on **Plan EDP 5**. Photographs from the selected viewpoints are contained in **Appendix EDP 3**. The purpose of these viewpoints is to aid assessment of a visual receptor(s). These viewpoints are not assessed separately.
- 4.25 The representative Photoviewpoints are listed in **Table EDP 4.1** below together with an appraisal of their sensitivity. The sensitivity has been derived from the baseline knowledge of the viewpoints, a knowledge of the type of development proposed, and the criteria set out in the methodology at **Appendix EDP 1**. The appraisal of sensitivity has been included in the baseline, rather than in the assessment, to maintain flow and avoid repetition.

Table EDP 4.1: Summary of Representative Photoviewpoints

PVP No.	Location	Grid Reference	Distance and Direction of View	Reason(s) for Selection and Sensitivity of Receptor
1	View from PRoW CHIP 16 and the A4	393467, 171771	30m, south-east	PRoW users – high sensitivity Road users – low sensitivity
2	View from PRoW CHIP 16 at the site boundary	393601, 171845	0m, south-east	PRoW users – high sensitivity
3	View from PRoW CALW 83 at site boundary	393916, 171329	0m, north	PRoW users – high sensitivity
4	View from PRoW CALW 83	393727, 171177	180m, north	PRoW users – high sensitivity
5	View from Avon Valley Walk	393712, 171180	180m, north	Footpath – high sensitivity
6	View from PRoW CHIP 49 near Middle Lodge Farm	393416, 171144	300m, north-east	PRoW users – high sensitivity
7	View from A4 near Jay's Farm	393780, 172120	70m, south	Road users – low sensitivity Residential receptors – high sensitivity
8	View from A4 between Stanley Park and Wedmore Farm	394101, 171884	20m, south-east	Road users – low sensitivity
9	View from A4 near car dealership	394560, 171686	145m, west	Road users – low sensitivity Receptors within the car dealership – low sensitivity

¹⁰ Consultation was made via email in June 2022 in which the methodology and Photoviewpoint locations were agreed. Further contact was made in October 2024 in which EDP provided proposed Photoviewpoint locations based on the previous consultation as well as an updated LVIA methodology. The Landscape Officer was unable to provide further feedback prior to completion of this LVIA.

PVP No.	Location	Grid Reference	Distance and Direction of View	Reason(s) for Selection and Sensitivity of Receptor
10	View from Stanley Lane on Bencroft Hill	396323, 172923	2.3km, south-west	Road users – medium sensitivity Residential receptors – Very high sensitivity
11	View from PRoW CALW 79 near Nocketts Farm	394411, 170169	1.1km, north	PRoW users – high sensitivity Residential receptors – Very high sensitivity
12	View from PRoW CALW 79 between Nocketts hill and the A4	394763, 170506	880m, north	PRoW users – high sensitivity
13	View from PRoW CALW 79 between Nocketts Farm and Ash Hill Farm	394220, 170015	1.2km, north	PRoW users – high sensitivity
14	View from PRoW CALW 79 near Nash Hill Farm	394090, 169447	1.8km, north	PRoW users – high sensitivity
15	View from PRoW CALW 85 near Sherwood Moor	394743, 169947	1.4km, north	PRoW users – high sensitivity
16	View from PRoW CALW 80 near Great Lodge Farm	394447, 171075	220m, north-west	PRoW users – high sensitivity

Section 5 Cumulative Sites

5.1 Cumulative landscape and visual effects are considered with **Section 9** of this report. The table below lists the cumulative sites identified within the ES and outlines their relevance to landscape and visual matters. The location of cumulative sites is shown on **Plan EDP 6**.

Table EDP 5.1: Cumulative Sites

No.	Planning Reference	Description	Relevance to LVIA
1	N/12/00560/OUT	Land at North Chippenham, Hill Corner Road, East of A350, Chippenham – up to 750 dwellings, up to 12,710 m2 of employment development (B1/B2/B8), a local centre (A1 (retail), D1 (non-residential institutions), D2 (assembly and leisure)), a primary school, woodland management facilities, a new link road and Public Open Space (POS).	Approved and partially constructed. This cumulative site is considered too distant from the Site, obscured by existing intervening development, topography and vegetation, and any cumulative landscape and visual effect would be minimal, if experienced at all. This cumulative site has therefore been scoped out.
2	PL/2022/04681	Land off the B4069 East of Barrow Farm, Langley Burrell, Chippenham – Up to 230 dwellings, a local centre comprising commercial business and service uses (Use Class E) with a gross internal area limit of 675m2, of which no more than 200m2 shall be used for retail (E(a)), drinking establishment and hot food takeaway (sui generis), and POS.	Approved and not yet constructed. This cumulative site is considered too distant from the Site, separated by existing development, topography and vegetation, and any cumulative landscape and visual effect would be minimal, if experienced at all. This cumulative site has therefore been scoped out.
3	15/12351/OUT	Land at Rawlings Farm, Cocklebury Lane, Chippenham - Up to 650 dwellings, 5ha employment-generating space, a two-form entry primary school and up to 10ha of new POS, including a country park.	Approved and not yet constructed. This cumulative site is relevant has been scoped in.

No.	Planning Reference	Description	Relevance to LVIA
4	14/12118/OUT	Rowden Park, Patterdown Road, Chippenham – mixed use urban extension comprising up to 1,000 dwellings, one-form entry primary school, up to 400m2 retail convenience store, four shops up to 400 m2 (A1-A5 (retail, financial and professional services, restaurants and cafés, drinking establishments and hot food takeaways)), community uses up to 700m2 (D1 and D2), and POS including a riverside park, formal and informal recreational facilities and allotments). Update 04.12.2025: Construction ongoing, 894 dwellings and all other uses remaining to be constructed as of April 2024.	Approved and partially constructed. This cumulative site is relevant has been scoped in.
5	16/12493/FUL	Land at Hunters Moon, Chippenham – outline application for the demolition of existing buildings and structures and the development of up to 450 dwellings, up to 2.41ha of employment (B1, B2 and B8) development and POS and a full application for 140 dwellings, 10 B1 employment units and POS.	Approved and constructed. As this site is already constructed it has been considered as part of the existing baseline. This cumulative site has been scoped out.
6	N/13/00308/OUT	Land at Showell Farm, Patterdown Road, Chippenham – 50,000m2 of B1(b) (research and development), B1(c) (light industrial), B2 (general industrial) with ancillary B1(a) (office), and B8 (storage and distribution) with ancillary B1(a) employment development. Construction works ongoing and the opening of the first 19,305 sqm is due in 2026.	Approved and partially constructed. This cumulative site is relevant has been scoped in.
7	17/08554/OUT	Land at Showell Nurseries, Chippenham – approximately 120 dwellings and POS.	Approved and not yet constructed. This cumulative site is relevant has been scoped in.

No.	Planning Reference	Description	Relevance to LVIA
8	16/03515/OUT	Langley Park, Chippenham – demolition of existing buildings and redevelopment for up to 400 dwellings, a 69-bed hotel with up to 199m ² café, discount food store of up to 1,741m ² and up to 13,656m ² of B1, B2 and B8 floorspace (construction ongoing, 329 dwellings and employment floorspace remaining to be constructed).	Approved and construction started. This site is currently industrial/commercial, and the redevelopment would extend existing built form. The cumulative site is also located within the existing urban extent of Chippenham. The magnitude of change would be limited and therefore, significant cumulative landscape and visual effects are not likely. This cumulative site has therefore been scoped out.
9	PL/2021/06112	Land at Forest Gate, Pewsham, Chippenham – development of a solar farm of up to 49.9 MW of generating capacity, comprising the installation of solar photovoltaic panels and associated infrastructure, including customer cabin, customer substation, DNO substation and equipment, inverter and transformer substations, spare part container, associated battery storage, access tracks, fencing and landscape planting.	Approved and not yet constructed. Whilst EDP do not ordinarily consider different development types in cumulative assessment, due to its proximity to the site, this cumulative site will be considered and has therefore been scoped in.
10	PL/2026/03545	Land East of Showell Farm, Chippenham: Up to 400 dwellings, land for a local centre, accommodating commercial, business and service uses (use class E), drinking establishment and hot food takeaway (sui generis), and local community uses (use class F2), open space and landscaping to include natural green space, amenity green space, area of formal play, allotments and community orchard, sustainable drainage infrastructure and ground remodelling	Application recently submitted. Of a similar scale and within reasonable proximity to the site. This cumulative site is relevant has been scoped in.

No.	Planning Reference	Description	Relevance to LVIA
11	N/A	Land South of Chippenham: up to 650 dwellings, including provisions for a primary school, youth play provision (a neighbourhood equipped area of play and local equipped area of play) and natural play area, allotments and associated highways, landscape, drainage and infrastructure works (scoping reference PL/2025/06656).	Application not yet submitted but of a similar scale and within reasonable proximity to the site. This cumulative site is relevant has been scoped in.

Section 6

The Proposed Development and Mitigation

- 6.1 Having defined the baseline conditions in the previous two sections, this report now reviews the proposed development and (in the next section) undertakes an assessment of the likely effects in landscape terms.

THE PROPOSED DEVELOPMENT

- 6.2 The proposed development is illustrated in the Parameter Plans found at ES Figures 2.2a, 2.2b, and 2.2c. The Design and Access Statement (DAS) supporting this application provides full details of the development proposals. To summarise, these comprise:
- Outline planning application with all matters reserved except access from the A4/London Road for up to 600 dwellings, together with land for a local centre (Use Classes E and F), areas of open space and landscaping, associated infrastructure.

OVERALL LANDSCAPE STRATEGY

- 6.3 The Illustrative Landscape and Ecology Strategy is contained as **Plan EDP 7**.
- 6.4 The key principles of the landscape strategy are to:
- Create a multifunctional Green Infrastructure (GI) that links across the site and to the wider landscape context including the existing settlement;
 - Where possible, retain existing vegetation and enhance through gapping up and widening with native infill planting;
 - Set out the built form in a manner that is sensitive to the existing landform and settlement pattern with lower densities towards the new settlement edge, and lower-lying land proposed as POS along the south-eastern boundary that is informal in character to soften the development edge;
 - Proposed large trees throughout the development to break up and soften the roofscape in views; and
 - Retain the existing PRoW and create new routes within the site that connect to the PRoW, including a mixture of formal surfaced routes and informal routes that are more rural in character such as mown paths.

Proposed Landscape Mitigation

- 6.5 The following mitigation measures have been informed by the baseline studies of this report:
- A large area of the site to the south-east will be used as POS to soften the new settlement edge maintaining the separation between Chippenham and Derry Hill;

- Development parcels are located following the existing field pattern to avoid removal of existing vegetation where possible and allow these features to be retained;
- Building heights have been sensitivity planned with lower building heights adjacent to existing properties;
- Where there is loss of existing hedgerows, these will be compensated for with the provision new hedgerows. A 5m buffer is proposed to all existing retained hedgerows;
- The existing PRoW will be retained along their definitive alignment;
- Tree and hedgerow planting is proposed along the pedestrian/cycle way to help filter views of the built form from the south and south-east;
- Proposed tree planting along the edge of development parcels and proposed woodland within the POS will filter views of the proposed built form in views from the south and south-east;
- Proposed street trees and tree planting along green corridors will break up the roofscape of the proposed development, softening its appearance in views;
- Retention of the existing watercourse within a 10m buffer zone; and
- A 10m buffer is proposed surrounding existing woodland.

Proposed Landscape Enhancement

6.6 The following landscape enhancements have been embedded into the design:

- Gapping up and widening of existing hedgerows with native infill planting to boost connectivity, species diversity, and longevity; and
- Proposed land along the south-east edge of the site will provide a mosaic of habitats including:
 - Woodland;
 - Scrub;
 - Hedgerows;
 - Scattered trees;
 - Species-rich grassland; and
 - Ponds with marginal and aquatic planting;
- The POS to the south-east will also provide a transitional space between the sub-urban POS to the north and the wider countryside beyond the site boundary. This space will

provide public access to a previously inaccessible part of the countryside creating amenity and recreational value;

- The POS to the south-east of the site also provides future opportunity for reconstruction of the Wilts and Berks Canal as identified in Core Policy 53 of the Wiltshire Core Strategy; and
- Enhance the watercourse corridor with riparian planting along the 10m buffer zone including species-rich grassland and tree planting.

Section 7

Assessment of Landscape Effects

INTRODUCTION

- 7.1 In this section, the predicted effects on landscape character are assessed. The assessment uses the thresholds for magnitude, sensitivity and significance defined at **Appendix EDP 1** as a guide, but moderated where appropriate with professional judgement. Professional judgement is an important part of the assessment process; it is neither 'pro' nor 'anti' development but acknowledges that development may result in beneficial change as well as landscape harm. The assessment also takes account of the likely effectiveness of any proposed mitigation. All effects identified within this section are direct unless specified otherwise.

CONSTRUCTION EFFECTS

Character of the Site and its Immediate Surroundings

- 7.2 Construction activities, movement of site traffic, lighting, noise and sounds will be ever-present during the construction process. This is not unusual and will be carefully controlled by a conditioned construction method statement. Recommendations for protection of retained trees and hedgerows, in accordance with relevant British Standards such as *BS 5837*, will ensure that the rooting areas of trees and hedgerows are not adversely affected by the construction process. The magnitude of change will, however, be very large (on both the site itself and immediate context) and when combined with the medium sensitivity of the site, will result in a **major** adverse level of effect. The effect will, however, be temporary extending only for the duration of the construction process.

Host LCA 12B: Avon Open Clay Vale

- 7.3 Construction works would result in loss of key characteristics including short sections of hedgerow, and a reduction of tranquillity however this would be contained largely within the site and its immediate surroundings (including within the ES boundary). The scale of change to the host-LCA where it falls within the study area would be small, however, and the magnitude of change would be low. This, combined with the medium sensitivity of the receptor, would result in a **moderate/slight** adverse level of effect.

Non-host LCA 7C: Bowood Greensand Hills

- 7.4 Construction works within the site and ES boundary would result in limited change to the character of the non-host LCA. One feature of the LCA are views west in which the works would be visible. Such views are not, however, defined as undeveloped and the addition of construction works within the site/ES boundary would represent a small alteration to views rather than a loss of views altogether. Most key features and characterises of the non-host LCA would remain intact and the magnitude of change would be very small. The level of effect would be **moderate/slight** adverse.

OPERATION EFFECTS (YEARS 1 AND 15)

Character of the Site and its Immediate Surroundings

- 7.5 Following construction, the predicted effects take into account suitable and appropriate management of existing and proposed landscape features, undertaken in accordance with a landscape management plan or similar.
- 7.6 It is a consequence of the nature of the development proposed that visual and sensory character of the site would change noticeably as a result of implementation. The magnitude of change is not an indication of bad design but is to be expected as the result of the change of use of any green field site to residential development.
- 7.7 The changes predicted to occur on the dimensions that contribute to the character of the site are described below and evaluated overall:
- The physical landscape: Ground works including site levelling, construction of foundations, and excavation of attenuation basins, swales, and ponds would change the site's topographic relief and hydrology. Whilst the existing falls of the site would be broadly maintained the ground works would introduce a notable change to the physical landscape of the site. The existing watercourse would be retained within a 10m buffer, albeit it is anticipated that this will culverted beneath the potential future link road. The topography and hydrology of the sites immediate surroundings would be unaltered save for the limited levelling required for the access works along the A4;
 - The site's visual and sensory character: The introduction of build from within the site would create enclosure and curtail views from the site within the development parcels. The proposed woodland, and tree planting within POS would result in a much more enclosed character and the addition of built form would render the character of the site and its immediate surroundings intrinsically suburban;
 - Landscape fabric and habitats: Whilst the proposed development aims to retain existing vegetation wherever possible there will be some loss of existing hedgerows within the site – approximately 250m. Whilst this loss would be compensated for, the proposed replacement planting would not mature until Year 15. Along with the compensatory planting, a mosaic of new habitat is proposed and at Year 15 would have matured. This new planting would provide diversity and complexity to the landscape resource within the south-eastern field parcel of the site. The existing watercourse would be retained and enhanced with proposed riparian planting which would add value to the feature once established. There would be no change to vegetation in the landscape immediately surrounding the site; and
 - Historic landscape character: The development of a residential scheme would change the historic land use within the site. The route of historic Wilts and Berks Canal would not be developed and kept free of and structural planting providing opportunity for future reconstruction of the canal.

- 7.8 Changes within the ES boundary would relate to widening of footpaths, the creation of a new footpath, and changes to the A4 such as creation of new crossing points. These changes would result in some minor loss of roadside vegetation.
- 7.9 Overall, the proposed development would result in a major alteration to key characteristics of the site and its immediate surroundings, and the magnitude of change would be very large at both Years 1 and 15. This, when combined with the medium sensitivity of the site would result in a **major** adverse effect at Years 1 and 15. Whilst the effect at Year 1 would be adverse, it should be noted that there would also be beneficial effect in the provision of 19.96ha of accessible POS on land that was previously private. Furthermore, at Year 15 proposed structural planting across the site, including woodland, trees and hedgerows, would have matured providing increased tree canopy cover and net gain as well as amenity value. Although the overall effect would be adverse at Year 15, the benefits resulting from the proposed development are not insignificant.

Host LCA 12B: Avon Open Clay Vale

- 7.10 The overall sensitivity of the host LCA, examined in **Section 3**, was judged to be medium.
- 7.11 The proposed development would cause a reduction in tranquillity across the site/ES boundary and immediate surroundings and would extend the urban influence of Chippenham further south into the host LCA. The scale of this change forms a small part of the host LCA and would result in only a minor loss of key characteristics including loss of short sections of hedgerow, and a slight and localised reduction of tranquillity. Furthermore, the proposed development would be congruent within the existing settlement of Chippenham. The magnitude of change would be small at Year 1 and the resulting level of effect would be **moderate/slight** adverse to the host LCA at Year 1.
- 7.12 At Year 15 the proposed woodland and tree planting would have matured and would reduce the extent of intervisibility between the site and the wider LCA. This would reduce the extent of impact on perceptual characteristics such as tranquillity. The woodland and tree planting along the south-east edge of the site would create a more defined separation between urban and rural areas. The magnitude of change would reduce to very small, and the resulting level of effect would be **slight** adverse.

Non-host LCA 7C: Bowood Greensand Hills

- 7.13 The overall sensitivity of the non-host LCA, examined in **Section 3**, was judged to be high.
- 7.14 The proposed development would result in limited change to the character of the non-host LCA at Years 1 and 15. One feature of the non-host LCA that would change are views west in which the proposed development would be visible. Such views are not, however, defined as undeveloped and the addition of the proposed development would represent a small alteration to views rather than a loss of views altogether. Furthermore, the proposed development would appear congruent with the settlement edge of Chippenham. Most key features and characterises of the non-host LCA would remain intact and the magnitude of change at Year 1 would be very small. The level of effect would be **moderate/slight** adverse. At Year 15 the proposed woodland and tree planting within the site would soften the proposed development and break up the roofscape. The overall change to the non-host LCA

would be less than very small and the resulting level of effect would be **negligible** and neutral.

SUMMARY OF LANDSCAPE EFFECTS

Table EDP 7.1: Summary of Landscape Effects During Construction

Receptor	Sensitivity	Magnitude of Change	Effect and Significance Construction effects are short to medium term
The Site and Immediate Surroundings	Medium	Very large	Major adverse and significant
Host LCA	Medium	Small	Moderate/slight and not significant
Non-host LCA	High	Very small	Moderate/slight and not significant

Table EDP 7.2: Summary of Landscape Effects During Operation

Receptor	Sensitivity	Operation: Year 1 Year 1 effects are medium-to long-term		Operation: Year 15 (Residual) Year 15 effects are long-term	
		Magnitude of Change	Effect and Significance	Magnitude of Change	Effect and Significance
The Site and Immediate Surroundings	Medium	Very large	Major adverse and significant	Very large	Major adverse and significant
Host LCA	Medium	Small	Moderate/- slight and not significant	Very small	Slight and not significant
Non-host LCA	High	Very small	Moderate/- slight and not significant	Imperceptible	Negligible neutral and not significant

Section 8

Assessment of Visual Effects

INTRODUCTION

- 8.1 In this section, the predicted effects on visual amenity are assessed. The assessment uses the thresholds for magnitude, sensitivity and significance defined at **Appendix EDP 1** as a guide, but moderated where appropriate with professional judgement. Professional judgement is an important part of the assessment process; it is neither 'pro' nor 'anti' development but acknowledges that development may result in beneficial change as well as landscape harm. The assessment also takes account of the likely effectiveness of any proposed mitigation. All effects identified within this section are direct unless specified otherwise.

CONSTRUCTION EFFECTS

PRoW Users

PRoW within the Site

- 8.2 Construction works within the site would create a new focus in views from PRoW that pass through the site. Users would gain close ranging views of the works at all levels including hoarding/fences, partially constructed buildings, and movement of machinery and vehicles such as cranes. This change would be experienced along PRoW CHIP 16 and CALW 83 where the route passes through the site. Where the route passes beyond the site boundaries, the experience of this change would be lessened. For example, to the north the dense vegetation along the site boundary would heavily filter views into the site and works along the A4 within the ES boundary would be visible and high-level works such as use of cranes or partially constructed buildings would be visible in filtered views. To the south of the site construction works would be visible in the view surrounding the agricultural buildings at Forest Farm. Although the works would be clearly visible in the view from this part of the PRoW, they would not be in such close proximity to the user.
- 8.3 The overall experience of PRoW users along this route would be a major change to views (represented by **Photoviewpoints EDP 1, 2, 3 and 4**). What was previously a route passing from the suburban edge of Chippenham into the countryside, would become a route through a construction site to the countryside. The magnitude of change to users of CHIP 16 and CALW 83 would be very large, and the resulting level of effect would be **substantial** adverse.

PRoW to the South (passing within c.750m of the Site)

- 8.4 Users of Avon Valley Walk (represented by **Photoviewpoint EDP 5**) would gain views of the construction works within the site. All levels of construction would be visible: most of which within the south-west field parcels as much of the wider development would be heavily filtered by vegetation to the east of the path. The construction works would be clearly noticeable along approximately 500m of the route where it passed the site boundary then heads south. Beyond this stretch the construction would be heavily filtered or screened by vegetation along the path with short stretches where gaps in vegetation allow brief views to

the site. The magnitude of change experienced along the route as a whole would be small, and the resulting level of effect **moderate** adverse.

- 8.5 Constriction works would be heavily filtered in views along much of CHIP 49 by intervening vegetation (as represented in **Photoviewpoint EDP 16**), however higher-level construction activities such as use of cranes and partially constructed buildings would be visible above the trees and through gaps in vegetation to the west. The works would be barely noticeable, and the magnitude of change would be very small. The resulting level of effect would be **moderate/slight** adverse.
- 8.6 Construction works within the site would be visible in intermittent views through gaps in and over vegetation along CALW 80 (as represented in **Photoviewpoint EDP 6**). All levels (low to high) of construction activities would be visible within the site when visible, however much of the works would be heavily filtered by vegetation along the site boundaries and only a small portion of the works would be visible. Construction works within the site form a minor component of views from the route and the magnitude of change would be small. The resulting level of effect to users of PRoW CAL 80 would be **moderate** adverse.

PRoW to the South (beyond 750m)

- 8.7 PRoW users along the north-facing slopes to the south of the site experience a variety of views towards the site. The most open views are those represented in **Photoviewpoints EDP 13, 14** and **15**. PRoW users in these locations are likely to experience the most notable change. Whilst along other parts of the PRoW vegetation provide some filtering (such as represented in **Photoviewpoints EDP 11** and **12**) and in places the site is entirely screened. Construction works within the site would be visible from these PRoW. This would include works such as movement of vehicles and partially constructed buildings. Although part of a much wider views, the works would be recognisable. The magnitude of change would be medium and the resulting level of effect **major/moderate** adverse.

PRoW to the North-east

- 8.8 Construction works would be visible within the site beyond the sports grounds in views from BREM 47. This would include all levels of works such as hoarding/fences, movement of vehicles including cranes, and partially constructed buildings. The works would be in the context of a partially developed landscape and would form a minor component of the view. The magnitude of change would be small, and the resulting level of effect would be **moderate** adverse.

Road Users

A4

- 8.9 The A4 passes the site to the north and east, views from which are represented in **Photoviewpoints EDP 1, 7, 8** and **9**. The site is most visible from the A4 to the north-east where it falls within the ES boundary (as represented in **Photoviewpoint EDP 8**), and construction works would be clearly visible from this part of the road. Hoarding and fences would be visible along the site boundaries, movement of construction traffic would also be visible, as well as partially constructed buildings and use of machinery including cranes. The works along the A4 within the both the site and ES boundaries would also be clearly visible

from the road including construction of a round-a-bout. Along this part of the road the magnitude of change would be very large during construction and the resulting level of effect would be **major/moderate** adverse. This, however, represented that effect that would be experienced along a short stretch of the route and the effect experienced beyond the site and ES boundary would be reduced, as assessed below.

- 8.10 Further west and north along the route (such as from **Photoviewpoints EDP 1** and **7** respectively) the construction works within the site would be less visible due to screening from intervening built form and vegetation. Higher level works such as use of cranes and partially constructed buildings would be visible in filtered views and works along the A4 within the ES boundary would be clearly visible. To the south (such as from **Photoviewpoint EDP 9**) the construction works would be recognisable in views with some filtering of the works by intervening vegetation. Works along the A4 within the site boundary would also be visible from this part of the road.
- 8.11 The stretch of the A4 described above is approximately 1.5km in length, beyond which views of the construction works would reduce significantly and would be largely screened. Whilst the magnitude of change would be large when passing the site's east boundary, the change experienced by those using the route (for example between Chippenham and Derry Hill) would be medium. This, combined with the low sensitivity of the receptor would result in a **moderate/slight** adverse effect.

Stanley Lane

- 8.12 Construction work would be visible within the site from Stanley Lane where the road passes over higher ground at Bencroft Hill (as represented in **Photoviewpoint EDP 10**). The works would appear adjacent to the existing built form of Chippenham and beyond the buildings at Stanley Park. Hoarding/fences, moving vehicles and machinery (including cranes) and partially built houses would be visible within the site. The works would, however, be viewed at a distance and form only a small part of the wider view. Nevertheless, the works would be recognisable in the view and the magnitude of change would be medium. This, combined with the medium sensitivity of the receptor would result in a **moderate** adverse level of effect.

Residential Receptors

Forest Farm

- 8.13 Receptors at Forest Farm, being surrounded by the proposed development would experience change to views in all directions. All levels of construction works would be visible from the property and the magnitude of change would be very large. This, when combined with the very high sensitivity of the receptor would result in a **very substantial** adverse effect.

Residential Receptors between the North Site Boundary and the A4

- 8.14 Construction works within the site would create a new focus in views from upper floor rooms of property to the south of the A4 that neighbour the site. Construction works along the A4 would also be clearly visible. The magnitude of change would be very large, and the resulting level of effect would be **substantial** adverse.

7 and 8 Ailesbury Close

- 8.15 Partially constructed buildings and use of cranes would likely be visible in filtered views from upper floor, south-facing rooms at 7 and 8 Ailesbury Close and construction works along the A4 would also be visible. The construction works would be clearly noticeable in views and the magnitude of change would be large. The resulting level of effect would be **major** adverse.

Bencroft Hill Farm Cottage and Holly House

- 8.16 Construction works within the site would be visible adjacent to the existing built form of Chippenham in views from properties on Bencroft Hill. Hoarding/fences, moving vehicles and machinery (including cranes) and partially built houses would be recognisable within the view and, although they would be viewed at a distance, the magnitude of change would be medium. The resulting level of effect would be **major** adverse.

Nocketts Hill

- 8.17 Construction works within the site would be visible in views from properties at Nocketts Hill. Partially constructed buildings, and movement of vehicles and machinery including cranes would be visible with the site adjacent to the existing agricultural buildings at Forest Farm. The works would appear somewhat congruous with the edge of Chippenham and at a medium distance from the receptor. The works would be recognisable, and the magnitude of change would be medium. The resulting level of effect would be **major** adverse.

Other Receptors

Stanley Park

- 8.18 Construction works within the site would be most visible from the car park at Stanley Park. Here site hoarding/fences, partially constructed buildings, and use of cranes would be visible within the site, albeit filtered by intervening trees and hedgerows. The works would be clearly noticeable. Across the wider sports facility the works within the site would be less visible due to screening and filtering provided by intervening vegetation and build form. Overall, the change to views experienced by users of Stanley Park would be medium. This, combined with the low sensitivity of the receptor, would result in a **moderate/slight** adverse level of effect.

Car Dealership

- 8.19 Construction works including partially constructed buildings, movement of vehicles and machinery (including cranes) hoarding/fences, and works on the site access would be visible from the car dealership along the A4. The works would be partially filtered by intervening trees, however, would be recognisable in views. These works would be most visible from the entrance to the dealership and become more filtered the closer receptors are to the building. The magnitude of change would be medium, which would result in a **moderate/slight** adverse level of effect.

OPERATION EFFECTS (YEARS 1 AND 15)

PRoW Users

PRoW within the Site

- 8.20 PRoW users that pass through the site along PRoW CHIP 16 and CALW 83 would gain clear views of the proposed development. The proposed buildings and roads would be visible adjacent to the PRoW where it passes through the site. To the north of the site the proposed development within the site would be less visible as vegetation along the site boundary would heavily filter it. Changes to the A4 would be visible but would largely go unnoticed as the change would be minor. To the south, the proposed development, although visible, would be less prominent being slightly further from the receptor. The overall magnitude of change experienced by users of these PRoW would be very large at Year 1, resulting in a **substantial** adverse level of effect.
- 8.21 At Year 15 the proposed tree planting within the proposed development would have matured which, along with the weathering of building materials, would soften the appearance of the development in views from the PRoW where it passes through the development parcels. Tree and woodland planting would also filter views of the proposed development from the PRoW where it exists the site to the south. The overall magnitude of change experience by users of CHIP 16 and CALW 83 would reduce to large at Year 15. The resulting level of effect would be **major** adverse.

PRoW to the South (passing within c.750m of the Site)

- 8.22 The proposed development would be clearly noticeable at Year 1 from approximately 500m of the Avon Valley Walk. Along much of the rest of the route the proposed development would be heavily filtered or entirely screened by intervening vegetation along the route. Where visible, new homes would be visible in the south-west parts of the site. Overall, the magnitude of change experienced by users of the route would be small and the resulting level of effect at Year 1 would be **moderate** adverse.
- 8.23 At Year 15 the proposed tree planting along the site boundaries and within the site including the POS would have matured. This matured vegetation, combined with the weathering of building materials, would soften the proposed development in views. The magnitude of change experience across the route as a whole would reduce to very small and the resulting level of effect would be **moderate/slight** adverse.
- 8.24 The proposed development would be heavily filtered in views along much of CHIP 49 at Year 1 by intervening vegetation along the site boundary. There may be glimpses of the new homes through gaps in vegetation however this would be barely noticeable. The magnitude of change would be very small at Year 1 and the resulting level of effect would be **moderate/slight** adverse.
- 8.25 At Year 15 proposed woodland and tree planting within the site would have matured and would bolster the filtering effect of existing vegetation. The magnitude of change would be less than very small at Year 15 and the resulting level of effect would be **negligible** neutral.

- 8.26 The proposed development would be visible in intermittent views through gaps in and over vegetation along CALW 80. Where visible, new homes would be visible in the south-west parts of the site. The magnitude of change experience along this route at Year 1 would be small as the proposed development would form only a minor constituent of views. The resulting level of effect would be **moderate** adverse.
- 8.27 At Year 15 proposed trees within the site would have matured which, combined with the weathering of building materials, would filter and soften the proposed development and break up the roofscape of the new homes. The magnitude of change would reduce to very small, and the resulting level of effect would be **moderate/slight** adverse.

PRoW to the South (beyond 750m)

- 8.28 The proposed development would be visible in the foreground of Chippenham in views from PRoW to the south of the site (namely CALW 79, CALW 82 and CALW 85). Although congruous with Chippenham, the building materials would not yet have weathered and would be recognisable as new development within the views. The magnitude of change would be medium and the resulting level of effect would be **major/moderate** adverse.
- 8.29 At Year 15 the proposed tree and woodland planting within the site would have matured. Street trees would break up the roofscape in views, and trees along the southern edge of development parcels would filter the houses. This, combined with woodland within the POS would soften the development and be consistent with the existing wooded character of Chippenham. The weathered building materials would support the softening of the proposed development further. The magnitude of change experienced by receptors using these routes would reduce to small, and the resulting level of effect would be **moderate** adverse at Year 15.

PRoW to the North-east

- 8.30 The proposed development would be visible at Year 1 in views from BREM 47. The new houses would appear beyond the sports ground with a wide corridor following the line of the high voltage pylons. The proposed development would form a minor constituent of the view, and the magnitude of change would be small. The resulting level of effect would be **moderate** adverse at Year 1.
- 8.31 At Year 15 the proposed tree planting with the site would have matured and would filter the proposed development in views and break up the roofscape. The appearance of the buildings would also have softened due to the weathering of building materials. The magnitude of change would reduce to very small, and the resulting level of effect to BREM 47 users would be **moderate/slight** adverse at Year 15.

Road Users

A4

- 8.32 Users of the A4 would experience the greatest level of change when passing the site's east boundary near to **Photoviewpoint EDP 8**. The proposed development would be clearly visible from the road including new homes and the new round-a-bout along the A4. Along this part of the road the magnitude of change would be very large at Year 1, and the resulting level of effect would be **major/moderate** adverse.

- 8.33 At Year 15 proposed tree planting within the site would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to large, and the resulting level of effect would be **moderate** adverse. The Year 1 and Year 15 effects, however, represent only a short stretch of the route and the effect experienced beyond the site boundary would be reduced, as assessed below.
- 8.34 The proposed development becomes less visible as road users move away from the site, with much of the built form being filtered or partially screened. Changes to the A4 within the ES boundary, such as the provision of a new path, would be visible from the A4, although changes within the ES boundary would not be particularly noticeable. The stretch of road where the proposed development and changes within the ES boundary would be visible is approximately 1.5km of the A4 beyond which it would be almost entirely screened. At Year 1 the magnitude of change experienced by users of the A4 between Chippenham and Derry Hill would be medium. This would result in a **moderate/slight** adverse effect.
- 8.35 At Year 15 proposed tree planting within the site would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to small, and the level of effect would be **slight** adverse.

Stanley Lane

- 8.36 The proposed development would be visible in views from Stanley Lane where it passes over higher ground at Bencroft Hill. Here the proposed development would appear adjacent to Chippenham and beyond buildings at Stanley Park. The proposed development would, however, be viewed at a distance and would form only a small part of the wider view. Nevertheless, the proposed development would be recognisable at Year 1, and the magnitude of change would be medium. The resulting level of effect would be **moderate** adverse.
- 8.37 At Year 15 proposed tree planting within the site would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to small, and the level of effect would be **moderate/slight** adverse.

Residential Receptors

Forest Farm

- 8.38 The proposed development would form a new focus in views from properties at Forest Farm. This is due to its proximity to the proposed development. The magnitude of change would be very large, which when combined with the very high sensitivity of the receptor would result in a **very substantial** adverse level of effect at Year 1.
- 8.39 At Year 15 the proposed tree planting would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to large, and the resulting level of effect would be **substantial** adverse.

Residential Receptors between the North Site Boundary and the A4

- 8.40 The proposed development would create a new focus in views from upper floor rooms of property to the south of the A4 that neighbour the site, and changes to the A4 would be

visible, although not particularly noticeable. The magnitude of change would be very large at Year 1, and the resulting level of effect would be **substantial** adverse.

- 8.41 At Year 15 the proposed tree planting would have matured and building materials would have weathered softening the proposed development in views into the site. The magnitude of change would reduce to large, and the resulting level of effect would be **major** adverse.

7 and 8 Ailesbury Close

- 8.42 Proposed buildings would likely be visible in filtered views from upper floor, south-facing rooms at 7 and 8 Ailesbury Close and changes along the A4 would also be visible. The proposed development would form a recognisable element of the view, and the magnitude of change would be medium. This would result in a **major/moderate** adverse effect at Year 1.

- 8.43 At Year 15 the proposed tree planting would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to small, and the resulting level of effect would be **moderate** adverse.

Bencroft Hill Farm Cottage and Holly House

- 8.44 The proposed development would be visible adjacent to Chippenham and appear somewhat congruous within the existing settlement in views from properties on Bencroft Hill. Nevertheless, the proposed development would form a recognisable new element in the view, and the magnitude of change would be medium at Year 1. The level of effect would be **major** adverse.
- 8.45 At Year 15 the proposed tree planting would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to small, and the resulting level of effect would be **major/moderate** adverse.

Nocketts Hill

- 8.46 The proposed development would be visible in the foreground of Chippenham in views from properties near Nocketts Hill. New houses would be visible with the site adjacent to the existing agricultural buildings at Forest Farm. The proposed development would appear somewhat congruous with the edge of Chippenham and at a medium distance from the receptor. The proposed development would be recognisable at Year 1, and the magnitude of change would be medium. The resulting level of effect would be **major** adverse.
- 8.47 At Year 15 the proposed tree and woodland planting within the site would have matured. Street trees would break up the roofscape in views, and trees along the southern edge of development parcels would filter the houses. This, combined with woodland within the POS, would soften the development and be consistent with the existing wooded character of Chippenham. The weathered building materials would support the softening of the proposed development further. The magnitude of change would reduce to small, and the resulting level of effect would be **major/moderate** adverse at Year 15.

Other Receptors

Stanley Park

- 8.48 The proposed development would be visible from Stanley Park and would be most prominent in views from the car park. Here new homes would be visible, albeit filtered by trees and hedgerows, along the opposite side of the A4 and the proposed development would be clearly noticeable. The proposed development would be less visible in views from the wider sports facility however due to filtering and screening of view by intervening vegetation and built form. Overall, the change to views experienced by users of Stanley Park at Year 1 would be medium. This, combined with the low sensitivity of the receptor, would result in a **moderate/slight** adverse level of effect.
- 8.49 At Year 15 the proposed tree planting would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to small, and the resulting level of effect would be **slight** adverse.

Car Dealership

- 8.50 The proposed development would be visible from the car dealership along the A4. The new homes would be partially filtered by intervening trees, however, would be recognisable in views. This would be most visible from the entrance to the dealership and become more filtered the closer receptors are to the building. The magnitude of change would be medium, which would result in a **moderate/slight** adverse level of effect at Year 1.
- 8.51 At Year 15 the proposed tree and woodland planting would have matured and building materials would have weathered softening the proposed development in views. The magnitude of change would reduce to small, and the resulting level of effect would be **slight** adverse.

SUMMARY OF VISUAL EFFECTS

Table EDP 8.1: Summary of Effects to Visual Amenity During Construction

Receptor	Sensitivity	Magnitude of Change	Effect and Significance Construction Effects Are Short to Medium Term
PRoW Users			
CHIP 16 and CALW 83	High	Very large	Substantial adverse and significant
Avon Valley Walk	High	Small	Moderate adverse and significant
CHIP 49	High	Very small	Moderate/slight adverse and not significant
CALW 80	High	Small	Moderate adverse and significant
BREM 47	High	Small	Moderate adverse and significant
PRoW CALW 79, CALW 82 and CALW 85	High	Medium	Major/moderate adverse and significant

Receptor	Sensitivity	Magnitude of Change	Effect and Significance Construction Effects Are Short to Medium Term
Road Users			
A4 (passing the site boundary)	Low	Very large	Major/moderate adverse and significant
A4 (c.1.5km of the route)	Low	Medium	Moderate/slight adverse and not significant
Stanley Lane	Medium	Medium	Moderate adverse and significant
Residential Receptors			
Forest Farm	Very high	Very large	Very substantial adverse and significant
Properties south of A4	High	Very large	Substantial adverse and significant
7 and 8 Ailesbury Close	High	Large	Major adverse and significant
Bencroft Hill	Very high	Medium	Major adverse and significant
Nocketts Hill	Very high	Medium	Major adverse and significant
Other Receptors			
Stanley Park	Low	Medium	Moderate/slight adverse and not significant
Workers at the Car Dealership	Low	Medium	Moderate/slight adverse and not significant

Table EDP 8.2: Summary of Visual Effects During Operation

Receptor	Sensitivity	Operation: Year 1 Year 1 Effects Are Medium-to Long-term		Operation: Year 15 (Residual) Year 15 Effects Are Long-term	
		Magnitude of Change	Effect and Significance	Magnitude of Change	Effect and Significance
PRoW Users					
CHIP 16 and CALW 83	High	Very large	Substantial adverse and significant	Large	Major adverse and significant
Avon Valley Wall	High	Small	Moderate adverse and significant	Very small	Moderate/ slight adverse and not significant
CHIP 49	High	Very small	Moderate/ slight adverse and not significant	Imperceptible	Negligible neutral and not significant

Receptor	Sensitivity	Operation: Year 1 Year 1 Effects Are Medium-to Long-term		Operation: Year 15 (Residual) Year 15 Effects Are Long-term	
		Magnitude of Change	Effect and Significance	Magnitude of Change	Effect and Significance
CALW 80	High	Small	Moderate adverse and significant	Very small	Moderate/ slight adverse and not significant
BREM 47	High	Small	Moderate adverse and significant	Very small	Moderate/ slight adverse and not significant
PRoW CALW 79, CALW 82 and CALW 85	High	Medium	Major/ moderate adverse and significant	Small	Moderate adverse and significant
Road Users					
A4 (passing the site boundary)	Low	Very large	Major/ moderate adverse and significant	Large	Moderate adverse and significant
A4 (c.1.5km of the route)	Low	Medium	Moderate/ slight adverse and not significant	Small	Slight adverse and not significant
Stanley Lane	Medium	Medium	Moderate adverse and significant	Small	Moderate/ slight adverse and not significant
Residential Receptors					
Forest Farm	Very high	Very large	Very Substantial adverse and significant	Large	Substantial adverse and significant
Properties south of A4	High	Very large	Substantial adverse and significant	Large	Major adverse and significant
7 and 8 Ailesbury Close	High	Medium	Major/ moderate adverse and significant	Small	Moderate adverse and significant
Bencroft Hill	Very high	Medium	Major adverse and significant	Small	Major/ moderate adverse and significant

Receptor	Sensitivity	Operation: Year 1 Year 1 Effects Are Medium-to Long-term		Operation: Year 15 (Residual) Year 15 Effects Are Long-term	
		Magnitude of Change	Effect and Significance	Magnitude of Change	Effect and Significance
Nocketts Hill	Very high	Medium	Major adverse and significant	Small	Major/- moderate adverse and significant
Other Receptors					
Stanley Park	Low	Medium	Moderate/- slight adverse and significant	Small	Slight adverse and significant
Workers at the Car Dealership	Low	Medium	Moderate/- slight adverse and significant	Small	Slight adverse and significant

Section 9 Cumulative Effects

- 9.1 Cumulative landscape and visual effects of the proposed development and the cumulative sites, identified and scoped in at **Section 5** of this report, are considered below.
- 9.2 For the purpose of this assessment the cumulative scenarios outlined in **Table EDP 9.1** below and shown on **Plan EDP 6** have been assessed individually.

Table EDP 9.1: Cumulative Scenarios

Scenario	Cumulative Sites	Reason for Grouping
A	11 and 10	These sites fall within the former Policy 7 of the withdrawn Local Plan.
B	4, 6 and 7	These cumulative sites fall adjacent to each other. They are all approved. They are grouped as any cumulative effects are likely to affect a similar distribution of receptors.
C	9	This cumulative site has been addressed separately as it sits on its own geographically and is a different type of development to other cumulative sites.
D	3	This cumulative site has been addressed separately as it sits on its own geographically and is a different type of development to other cumulative site.

- 9.3 At each stage that is considered (Construction and Operation Year 1 and 15) it is assumed that the development and the cumulative sites in each scenario would be at the same stage as the site. Whilst this identifies the worst-case cumulative effect, it is not necessarily likely to occur, and the actual cumulative effects may be lower as a result.

CUMULATIVE LANDSCAPE EFFECTS

Scenario A: Current sites within the former Policy 7

Character of the Site and its Immediate Surroundings

- 9.4 During construction, the change to the site and the current sites within the former allocation would result in a major alteration of landscape from agricultural land to construction works. Whilst there would be a large quantum of POS provision (excluding sports pitches) where construction works would be much less intrusive/limited to landscaping works the overall change to the landscape character would be notable. The cumulative change would be very large, which when combined with the medium sensitivity of the landscape yields a cumulative effect of **major** adverse and **significant**.
- 9.5 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major** adverse and **significant**.

- 9.6 At Year 15 the proposed street trees and vegetation within POS would have matured softening the settlement edge as well as providing increased tree canopy cover across the site and former allocation. Despite this, the level of change would not reduce, and the resulting level of effect would be **major** and **significant**. The effect would be adverse with some benefit to landscape fabric.

Host LCA 12B: Avon Open Clay Vale

- 9.7 The construction of the site and the current sites within the former allocation would result in notable increase in the urban extent of Chippenham taking up much of the part of the host LCA that lies south-east of Chippenham. Whilst there would be limited change to the wider LCA there would remain a recognisable change in the extent of Chippenham in this area. The cumulative change during construction would be medium. This, combined with medium sensitivity of the receptor would result in a **moderate** adverse and **significant** cumulative effect.
- 9.8 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate** adverse and **significant**.
- 9.9 At Year 15 the proposed street trees and vegetation within parkland would have matured softening the settlement edge as well as providing increased tree canopy cover across the site and former allocation. The cumulative magnitude of change would reduce slightly to small, and the resulting level of effect would be **moderate/slight** adverse and **not significant**.

Non-host LCA 7C: Bowood Greensand Hills

- 9.10 Construction works within the site and the current sites within the former allocation would result in limited change to the non-host LCA with the only change relating to views from west to the site from the LCA. As a small component of the areas character, the cumulative change would be very small. This, combined with the low sensitivity of the landscape would result in a **moderate/slight** adverse and **not significant** cumulative effect.
- 9.11 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate/slight** adverse and **not significant**.
- 9.12 At Year 15 the proposed street trees and vegetation within parkland would have matured softening the settlement edge as well as providing increased tree canopy cover across the site and former allocation. The cumulative magnitude of change would reduce to less than very small, and the resulting level of effect would be **negligible** neutral and **not significant**.

Scenario B: Rowden Park, Showell Farm, and Showell Nurseries

Character of the Site and its Immediate Surroundings

- 9.13 The cumulative sited are not located within or adjacent to the site nor do they influence the character of the site and its immediate surroundings. There would be no cumulative change and therefore no cumulative effect.

Host LCA 12B: Avon Open Clay Vale

- 9.14 The construction of the site and cumulative sites in scenario 2 would result in notable increase in the urban extent of Chippenham taking up a large part of the west edge of the host LCA that lies south of Chippenham. Whilst there would be limited change to the wider LCA there would remain a recognisable change in the extent of Chippenham in this character area. The cumulative change during construction would be medium. This, combined with medium sensitivity of the receptor would result in a **moderate** adverse and **significant** cumulative effect.
- 9.15 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate** adverse and **significant**.
- 9.16 At Year 15 the proposed street trees and vegetation within parkland would have matured softening the settlement edge as well as providing increased tree canopy cover across the site and cumulative sites. The cumulative magnitude of change would reduce slightly to small, and the resulting level of effect would be **moderate/slight** adverse and **not significant**.

Non-host LCA 7C: Bowood Greensand Hills

- 9.17 Construction works within the site and cumulative sites in scenario 2 would result in limited change to the non-host LCA with the only change relating to views west from the non-host LCA. Whilst the construction works would expand the current urban extent of Chippenham such views are not defined as undeveloped in the non-host LCAs character description. As a small component of the areas character, the cumulative change would be very small. This, combined with the low sensitivity of the landscape would result in a **moderate/slight** adverse and **not significant** cumulative effect.
- 9.18 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate/slight** adverse and **not significant**.
- 9.19 At Year 15 the proposed street trees and vegetation within parkland would have matured softening the settlement edge as well as providing increased tree canopy cover across the site and cumulative sites. The cumulative magnitude of change would reduce to less than very small, and the resulting level of effect would be **negligible** neutral and **not significant**.

Scenario C: Forest Gate Solar

Character of the Site and its Immediate Surroundings

- 9.20 The most notable cumulative change would be as a result of the construction of the site, and construction works within the solar site would result in very limited change to the site and its immediate surroundings. This is due to the unintrusive nature of solar construction and the limited extent of the solar site that falls in proximity to the site. The combined construction of the site and the solar development would likely result in reduced tranquillity, mainly caused by movement of construction traffic along the A4, however the construction of the solar development would be over a much shorter period than that of the site. The cumulative magnitude of change would be very large which combined with the medium sensitivity of the site would result in **major** adverse and **significant** cumulative effect. The

cumulative site contributes very little to this effect however, and the cumulative effect is mainly a result of construction works within the site.

- 9.21 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major** adverse and **significant**. As with during construction, the cumulative site contributes very little to this effect, and the cumulative effect is mainly a result of the proposed development.
- 9.22 At Year 15 the proposed street trees and woodland within the site would have matured softening the settlement edge as well as providing increased tree canopy cover across the site. Proposed mitigation within the solar development would also have matured and the solar panels would be become filtered in views. Despite this the cumulative magnitude of change would remain very large, and the resulting level of effect would be **major** and **significant**. The effect would be adverse with some benefit to landscape fabric. As with during construction and at Year 1, the cumulative site contributes very little to this effect and the cumulative effect is mainly a result of the proposed development.

Host LCA 12B: Avon Open Clay Vale

- 9.23 Construction works would result in loss of key characteristics including short sections of hedgerow, and a reduction of tranquillity however this would be contained largely within the site and its immediate surroundings, and much of the existing vegetation within the cumulative site would be retained. Overall, the change to the host LCA would be small and the resulting cumulative effect would be **moderate/slight** adverse and **not significant**.
- 9.24 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate/slight** adverse and **not significant**.
- 9.25 At Year 15 the proposed tree and woodland within the site and cumulative site would have matured softening the settlement edge within the site as well as providing increased tree canopy cover across the site and cumulative site. The cumulative magnitude of change would reduce slightly to very small, and the resulting level of effect would be **slight** adverse and **not significant**.

Non-host LCA 7C: Bowood Greensand Hills

- 9.26 Construction works within the site and scenario 3 cumulative site would result in limited change to the non-host LCA with the only change relating to views west from the non-host LCA. Such views are not, however, defined as undeveloped and the addition of construction works within the site would represent a small alteration to views rather than a loss of views altogether. As a small component of the areas character, the cumulative change would be very small. This, combined with the low sensitivity of the landscape would result in a **moderate/slight** adverse and **not significant** cumulative effect.
- 9.27 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate/slight** adverse and **not significant**.
- 9.28 At Year 15 the proposed tree and woodland within the site and cumulative site would have matured softening the settlement edge within the site as well as providing increased tree canopy cover across the site and cumulative site. The cumulative magnitude of change

would reduce less than very small, and the resulting level of effect would be **negligible** neutral and **not significant**.

Scenario D: Rawlings Farm

Character of the Site and its Immediate Surroundings

- 9.29 The cumulative sited is not located within or adjacent to the site nor does it influence the character of the site and its immediate surroundings. There would be no cumulative change and therefore no cumulative effect.

Host LCA 12B: Avon Open Clay Vale

- 9.30 The construction of the site and cumulative scenario D would result in an increase in the urban extent of Chippenham. Whilst there would be limited change to the wider LCA there would remain a recognisable change in the urban extent of Chippenham in this character area. The cumulative change during construction would be small. This, combined with medium sensitivity of the receptor would result in a **moderate/slight** adverse and **not significant** cumulative effect.
- 9.31 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate/slight** adverse and **not significant**.
- 9.32 At Year 15 the proposed street trees and vegetation within parkland would have matured softening the settlement edge as well as providing increased tree canopy cover across the site and cumulative sites. The cumulative magnitude of change would reduce slightly to very small, and the resulting level of effect would be **slight** adverse and **not significant**.

Non-host LCA 7C: Bowood Greensand Hills

- 9.33 The cumulative site is not located within the non-host LCA, nor does it influence its character. There would, therefore, be no cumulative change and no cumulative effect.

Summary of Cumulative Landscape Effects

- 9.34 Overall, significant cumulative landscape effects are likely to occur within the host-LCA as a result of cumulative Scenarios 1, 2 and 4. **Tables EDP 9.2** and **9.3** below list the cumulative landscape effects for ease of reference.

Table EDP 9.2: Summary of Cumulative Landscape Effects During Construction

Receptor	Cumulative Scenario	Cumulative Effect Construction effects are short to medium term	Significance
Character of the Site and its immediate surroundings	A	Major adverse	Significant
	B	No cumulative effect	N/A
	C	Major adverse	Significant
	D	No cumulative effect	N/A

Receptor	Cumulative Scenario	Cumulative Effect Construction effects are short to medium term	Significance
Host LCA 12B: Avon Open Clay Vale	A	Moderate adverse	Significant
	B	Moderate adverse	Significant
	C	Moderate/slight adverse	Not Significant
	D	Moderate/slight adverse	Not Significant
Non-host LCA 7C: Bowood Greensand Hills	A	Moderate/slight adverse	Not Significant
	B	Moderate/slight adverse	Not Significant
	C	Moderate/slight adverse	Not Significant
	D	No cumulative effect	N/A

Table EDP 9.3: Summary of Cumulative Landscape Effects During Operation

Receptor	Cumulative Scenario	Operation: Year 1 Year 1 cumulative effects are medium- to long-term		Operation: Year 15 (Residual) Year 15 cumulative effects are long-term	
		Cumulative Effect	Significance	Cumulative Effect	Significance
Character of the Site and its immediate surroundings	A	Major adverse	Significant	Major adverse	Significant
	B	No cumulative effect.	N/A	No cumulative effect.	N/A
	C	Major adverse	Significant	Major adverse	Significant
	D	No cumulative effect.	N/A	No cumulative effect.	N/A
Host LCA 12B: Avon Open Clay Vale	A	Moderate adverse	Significant	Moderate/slight adverse	Not significant
	B	Moderate adverse	Significant	Moderate/slight adverse	Not significant
	C	Moderate/slight adverse	Not Significant	Slight adverse	Not Significant
	D	Moderate/slight adverse	Not Significant	Slight adverse	Not significant
Non-host LCA 7C: Bowood Greensand Hills	A	Moderate/slight adverse	Not Significant	Negligible neutral	Not Significant
	B	Moderate/slight adverse	Not Significant	Negligible neutral	Not Significant
	C	Moderate/slight adverse	Not Significant	Negligible neutral	Not Significant
	D	No cumulative effect.	N/A	No cumulative effect.	N/A

CUMULATIVE VISUAL EFFECTS

Scenario A: Current Sites Within the (now withdrawn) Policy 7

- 9.35 The receptors assessed below have been identified as likely to experience cumulative change either in-combination or sequentially.

PRoW Users

PRoW Within the Site and Allocation Area

- 9.36 A group of PRoW connect through and adjacent to the allocation area (including through the site) including footpaths, CHIP 16, CHIP 41, CHIP 49, and CALW 83, bridleway CHIP 40 and Avon Valley Walk. Users of these route would experience views of the cumulative site and the site both in-combination and sequentially along different parts of the route. Much of these route pass through allocation area (including the site) and the construction works within them would be clearly visible. The magnitude of change would be very large, and the resulting cumulative effect would be **substantial** adverse and **significant**.
- 9.37 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **substantial** adverse and **significant**.
- 9.38 At Year 15 proposed tree planting along the routes would have matured and building materials would have weathered softening the appearance of the built form. Tree planting would also filter built form in views from the short stretch of CALW 83 where it passes south of the site. The overall change experience by PRoW users would however remain very large due to the extent of them that passes through the allocation area (including the site). The cumulative effect would be **substantial** adverse and **significant**.
- 9.39 CALW 80 heads east from the allocated area. Whilst not located within it, construction works within the site and former allocation would be visible intermittently in filtered views and above the intervening vegetation. The works would be recognisable, and the cumulative change would be medium. The cumulative effect would be **major/moderate** adverse and **significant**.
- 9.40 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major/moderate** adverse and **significant**.
- 9.41 At Year 15 proposed trees and woodland within the site and allocated area would have matured which, combined with the weathering of building materials, would filter and soften the proposed development and break up the roofscape of the new homes. The magnitude of change would reduce to small, and the resulting cumulative level of effect would be **moderate** adverse and **significant**.

PRoW Along the North Facing Slopes to the South

- 9.42 Users of PRoW along the north facing slopes of the south of the site (namely CALW 79, CALW 82 and CALW 85) would gain views of construction works within the site and the former allocation. The works bring notable change to views and the magnitude of change would be large. The resulting cumulative effect would be **major** adverse and **significant**.

- 9.43 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major** adverse and **significant**.
- 9.44 At Year 15 the proposed tree and woodland planting within the site and former allocation would have matured which, along with the weathering of building materials, would soften the appearance of the developments in views. The developments would appear congruent with Chippenham. The cumulative change would reduce to medium, and the resulting effect would be **major/moderate** adverse and **significant**.

Road Users

A4

- 9.45 During construction works within the site and former allocation would be visible from the A4 where it passes the southern edge of Pewsham and heads south-east past the site. High level works such as use of cranes and partially constructed buildings would be visible along much of the route and low to medium level activities would also be visible in places. The magnitude of change would be very large. The resulting cumulative effect would be **major/moderate** adverse and **significant**.
- 9.46 At Year 1 there would be short stretches of the road where development is clearly visible however, along much of the route, built form would either be set back from the road or separated by existing vegetation. The magnitude of change would be large at Year 1, and the resulting cumulative effect would be **moderate** adverse and **significant**.
- 9.47 At Year 15 the combination of mature tree planting and weathering of building materials would soften and filter built form in views and the magnitude change would reduce to medium. The cumulative effect would be **moderate/slight** adverse and **not significant**.

Stanley Lane

- 9.48 Works within the former allocation and the site would appear congruent in views from Stanley Lane. The well treed landscape would provide some filtering of the works however they would be recognisable in the view and the magnitude of change would be medium. The cumulative effect would be **moderate** adverse and **significant**.
- 9.49 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate** adverse and significant.
- 9.50 At Year 15 the proposed tree and woodland planting within the site and former allocation would have matured which, along with the weathering of building materials, would soften the appearance of the developments in views. The developments would appear congruent with Chippenham. The cumulative change would reduce to small, and the resulting effect would be **moderate/slight** adverse and **not significant**.

Residential Receptors

Bencroft Hill Farm Cottage and Holly House

- 9.51 Works within the former allocation and the site would appear congruent in views from Bencroft Hill Farm Cottage and Holly House. The well treed landscape would provide some

filtering of the works however they would be recognisable in the view and the magnitude of change would be medium. The cumulative effect would be **major** adverse and **significant**.

9.52 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major** adverse and **significant**.

9.53 At Year 15 the proposed tree and woodland planting within the site and former allocation would have matured which, along with the weathering of building materials, would soften the appearance of the developments in views. The developments would appear congruent with Chippenham. The cumulative change would reduce to small, and the resulting effect would be **major/moderate** adverse and **significant**.

Nocketts Hill

9.54 Receptors within properties at Nocketts Hill would gain views of construction works within the site and the former allocation. The works bring notable change to views and the magnitude of change would be large. The resulting cumulative effect would be **substantial** adverse and **significant**.

9.55 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **substantial** adverse and **significant**.

9.56 At Year 15 the proposed tree and woodland planting within the site and former allocation would have matured which, along with the weathering of building materials, would soften the appearance of the developments in views. The developments would appear congruent with Chippenham. The cumulative change would reduce to medium, and the resulting effect would be **major** adverse and **significant**.

Scenario B Rowden Park, Showell Farm, and Showell Nurseries

9.57 Cumulative sites would appear congruent with the edge of Chippenham but separate from the site due to a combination of distance and the well treed character of the landscape. The combined construction and development of the site and scenario 2 cumulative sites are not likely to result in any significant cumulative visual effects either in-combination or sequentially.

Scenario C Forest Gate Solar

Road Users

A4

9.58 During construction works within the site and the cumulative site would be visible mostly in sequential views but in-combination in some cases. The works would result in a very large magnitude of change along the stretch of road that passes the sites and a short way beyond, after which the sites would become screened. The cumulative effect would be **major/moderate** adverse and **significant** during construction.

9.59 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major/moderate** adverse and **significant**.

- 9.60 At Year 15 the proposed tree planting within the site and buffer planting within along the west edge of the solar development would have matured. Most of the solar site would be screened from view with the exception of the isolated parcel of solar to the west of the road which would be filtered. The built form within the site would be softened and filtered. The magnitude of change would reduce to large, and the cumulative effect would be **moderate** adverse and **significant**. The cumulative site contributes very little to this effect however, and the cumulative effect is mainly a result of the proposed development within the site.

Stanley Lane

- 9.61 Construction works within the site and cumulative site would be visible in-combination in views from high ground along Stanley Lane. The works would appear separate from each other and would be clearly noticeable in the view. The magnitude of change would be large and the cumulative effect would be **major/moderate** adverse and **significant**.
- 9.62 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major/moderate** adverse and **significant**.
- 9.63 At Year 15 proposed tree planting within the site would have matured and building materials would have weathered softening the proposed development in views. The solar development would be recognisable in the view however and the magnitude of change would be medium. The cumulative effect would be **moderate** adverse and **significant**.

Residential Receptors

Bencroft Hill Farm Cottage and Holly House

- 9.64 Construction works within the site and cumulative site would be visible in views from Bencroft Hill Farm Cottage and Holly House. The works would appear separate from each other and would be clearly noticeable in the view. The magnitude of change would be large and the cumulative effect would be **major** adverse and **significant**.
- 9.65 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major** adverse and **significant**.
- 9.66 At Year 15 proposed tree planting within the site would have matured and building materials would have weathered softening the proposed development in views. The solar development would be recognisable in the view however and the magnitude of change would be medium. The cumulative effect would be **major/moderate** adverse and **significant**.

Scenario D Rawlings Farm

Road Users

Stanley Lane

- 9.67 Construction works within the site, and the cumulative sites would be visible from Stanley Lane, although not located side by side, they would both be visible in the foreground of Chippenham and would be congruent with it. The extent of works across the view would

be noticeable and the magnitude of change would be medium. The resulting cumulative effect would be **moderate** adverse and **significant**.

9.68 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **moderate** adverse and **significant**.

9.69 At Year 15 proposed tree and woodland planting with the site and cumulative site would have matured which combined with the weathering of materials would soften the built form in views. The magnitude of change would reduce to small, and the resulting cumulative effect would be **moderate/slight** adverse and not significant.

Residential Receptors

Bencroft Hill Farm Cottage and Holly House

9.70 Construction works within the site and the cumulative sites would be visible from Bencroft Hill Farm Cottage and Holly House, although not located side by side and not necessarily within the same view, they would both be visible in the foreground of Chippenham and would be congruent with it. The extent of works across the view would be noticeable and the magnitude of change would be medium. The resulting cumulative effect would be **major** adverse and **significant**.

9.71 At Year 1 the cumulative change would be similar to that during construction and the cumulative effect would be **major** adverse and **significant**.

9.72 At Year 15 proposed tree and woodland planting with the site and cumulative site would have matured which combined with the weathering of materials would soften the built form in views. The magnitude of change would reduce to medium, and the resulting cumulative effect would be **major/moderate** adverse and **significant**.

Summary of Cumulative Visual Effects

9.73 Overall, significant cumulative visual effects are likely to occur as a result of cumulative scenarios 1, 3 and 4. **Tables EDP 9.4** and **9.5** lists the cumulative landscape effects for ease of reference.

Table EDP 9.4: Summary of Cumulative Visual Effects During Construction

Receptor	Cumulative Scenario	Cumulative Effect Construction effects are short to medium term	Significance
PRoW Users			
CHIP 16, 40, 41, and 49, CALW 83, and Avon Valley Walk	A	Substantial adverse	Significant
CALW80	A	Major/moderate adverse	Significant
CALW 79, 82 and 85	A	Major adverse	Significant

Receptor	Cumulative Scenario	Cumulative Effect Construction effects are short to medium term	Significance
Road Users			
A4	A	Major/moderate adverse	Significant
	C	Major/moderate adverse	Significant
Stanley Lane	A	Moderate adverse	Significant
	C	Major/moderate adverse	Significant
	D	Moderate adverse	Significant
Residential Receptors			
Bencroft Hill Farm Cottage and Holly House	A	Major adverse	Significant
	C	Major adverse	Significant
	D	Major adverse	Significant
Nocketts Hill	A	Substantial adverse	Significant

Table EDP 9.5: Summary of Cumulative Visual Effects During Operation

Receptor	Cumulative Scenario	Operation: Year 1 Year 1 cumulative effects are medium- to long-term		Operation: Year 15 (Residual) Year 15 cumulative effects are long-term	
		Cumulative Effect	Significance	Cumulative Effect	Significance
PRoW Users					
CHIP 16, 40, 41, and 49, CALW 83, and Avon Valley Walk	A	Substantial adverse	Significant	Substantial adverse	Significant
CALW 80	A	Major/moderate adverse	Significant	Moderate adverse	Significant
CALW 79, 82 and 85	A	Major adverse	Significant	Major/moderate adverse	Significant
Road Users					
A4	A	Moderate adverse	Significant	Moderate/slight adverse	Not significant
	C	Major/moderate adverse	Significant	Moderate adverse	Significant
Stanley Lane	A	Moderate adverse	Significant	Moderate/slight adverse	Not significant

Receptor	Cumulative Scenario	Operation: Year 1 Year 1 cumulative effects are medium- to long-term		Operation: Year 15 (Residual) Year 15 cumulative effects are long-term	
		Cumulative Effect	Significance	Cumulative Effect	Significance
	C	Major/ moderate adverse	Significant	Moderate adverse	Significant
	D	Moderate adverse	Significant	Moderate/ slight adverse	Not Significant
Residential Receptors					
Bencroft Hill Farm Cottage and Holly House	A	Major adverse	Significant	Major/ moderate adverse	Significant
	C	Major adverse	Significant	Major/ moderate adverse	Significant
	D	Major adverse	Significant	Major/ moderate adverse	Significant
Nocketts Hill	D	Substantial adverse	Significant	Major adverse	Significant

Section 10 Summary and Conclusions

- 10.1 EDP is an independent environmental consultancy and Registered Practice of the Landscape Institute specialising the assessment of developments at all scales across the UK.
- 10.2 This report has summarised the findings of a comprehensive landscape data trawl and field appraisal undertaken by EDP's landscape team (**Sections 2, 3 and 4**). In **Section 6**, the proposed development is described with any proposed mitigation. **Sections 7 and 8** undertakes an assessment of the likely landscape and visual effects having regard to the above and based on a combination of the thresholds set out in **Appendix EDP 1** coupled with professional judgement.
- 10.3 It is a consequence of the nature of the development proposed that visual and sensory character of the site would change noticeably as a result of implementation. The significant effect to the character of the site is not an indication of bad design but is to be expected as the result of the change of use of any green field site to residential development. The site is not prominent in the wider landscape and has limited influence beyond its immediate surroundings. Furthermore, the most valuable site features will be retained where possible (including existing hedgerows and trees) and the most sensitive areas proposed as POS.
- 10.4 Of the identified visual receptors, those likely to experience significant residual effects are limited to PRow users within the site and along the north facing slopes to the south (between approximately 0.5km and 2km) and residential receptors adjacent to the site, near to Nocketts Farm, and at Bencroft Hill.
- 10.5 Whilst proposed tree and woodland planting within the site would soften the new buildings and add to the wooded character of Chippenham in views, residual effects to the receptors outlined above would be significant due in part to their high to very high sensitivity. It should also be noted that, whilst relevant to landscape and visual matters, views from private residential properties are not protected by national planning guidance or local planning policy. Accordingly, changes to the character, 'quality' and nature of private views are not a material planning consideration in the determination of a planning application.
- 10.6 The following significant effects are likely (see **Table EDP 10.1**).

Table EDP 10.1: Significant Landscape and Visual Effects

Receptor	Construction Effect	Operation Year 1 Effect	Operation Year 15 (Residual) Effects
Landscape			
Site and Immediate Surroundings	Major adverse and significant	Major adverse and significant	Major adverse and significant
Visual			
PRoW Users			
CHIP 16 and CALW 83	Substantial adverse and significant	Substantial adverse and significant	Major adverse and significant
Avon Valley Wall	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
CALW 80	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
BREM 47	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
PRoW CALW 79, CALW 82 and CALW 85	Major/moderate adverse and significant	Major/moderate adverse and significant	Moderate adverse and significant
Road Users			
A4 (passing the site boundary)	Major/moderate adverse and significant	Major/moderate adverse and significant	Moderate adverse and significant
Stanley Lane	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
Residential Receptors			
Forest Farm	Very substantial adverse and significant	Very Substantial adverse and significant	Substantial adverse and significant
Properties south off A4	Substantial adverse and significant	Substantial adverse and significant	Major adverse and significant
7 and 8 Ailesbury Close	Major adverse and significant	Major/moderate adverse and significant	Moderate adverse and significant
Bencroft Hill	Major adverse and significant	Major adverse and significant	Major/moderate adverse and significant
Nocketts Hill	Major adverse and significant	Major adverse and significant	Major/moderate adverse and significant

10.7 There are a number of cumulative sites identified within this report that are likely to result in significant cumulative effects. Significant cumulative landscape and visual effects are likely to occur to the local landscape character and visual amenity as a result of the urban development extending Chippenham to the south and east. Whilst there would be harm to the local landscape character along the southern and eastern edge of Chippenham the separation between Chippenham and Derry Hill would be retained and cumulative sites of residential and mixed-use development types would appear congruent with Chippenham and the site. There would be cumulative visual effects to receptors within and adjacent to the site, as well as those along Nockets Hill.

10.8 **Table EDP 10.2** summarises the likely significant cumulative effects.

Table EDP 10.2: Significant Cumulative Effects

Receptor	Cumulative Scenario	Construction Effect	Operation Year 1 Effect	Operation Year 15 (Residual) Effects
Landscape				
Site and Immediate Surroundings	1	Major adverse and significant	Major adverse and significant	Major adverse and significant
	3	Major adverse and significant	Major adverse and significant	Major adverse and significant
Host LCA 12B: Avon Open Clay Vale	1	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
	2	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
	4	Moderate/slight adverse and not significant	Moderate/slight adverse and not significant	Slight adverse and not significant
Visual				
PRoW Users				
CHIP 16, CHIP 41, CHIP 49, CALW 83, CHIP 40, and Avon Valley Walk	1	Substantial adverse and significant	Substantial adverse and significant	Substantial adverse and significant
CALW80	1	Major/moderate adverse and significant	Major/moderate adverse and significant	Moderate adverse and significant
CALW 79, CALW 82 and CALW 85	1	Major adverse and significant	Major adverse and significant	Major/moderate adverse and significant

Receptor	Cumulative Scenario	Construction Effect	Operation Year 1 Effect	Operation Year 15 (Residual) Effects
Road Users				
A4	1	Major/moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
	3	Major/moderate adverse and significant	Major/moderate adverse and significant	Moderate adverse and significant
Stanley Lane	1	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
	3	Major/moderate adverse and significant	Major/moderate adverse and significant	Moderate adverse and significant
	4	Moderate adverse and significant	Moderate adverse and significant	Moderate/slight adverse and not significant
Residential Receptors				
Bencroft Hill Farm Cottage and Holly House	1	Major adverse and significant	Major adverse and significant	Major/moderate adverse and significant
	3	Major adverse and significant	Major adverse and significant	Major/moderate adverse and significant
	4	Major adverse and significant	Major adverse and significant	Major/moderate adverse and significant
Nocketts Hill	1	Substantial adverse and significant	Substantial adverse and significant	Major adverse and significant

Appendix EDP 1 LVIA Methodology

INTRODUCTION

- A1.1 This section provides a methodology for landscape and visual impact assessment as used by EDP.

METHODOLOGY

- A1.2 The assessment methodology for assessing landscape and visual effects prepared by EDP is based on the following best practice guidance:

- *Guidelines for Landscape and Visual Impact Assessment – Third Edition* (LI/IEMA, 2013);
- *An Approach to Landscape Character Assessment* (Natural England, 2014);
- *Landscape Institute Technical Guidance Note (TNG) 06/19 Visual Representation of Development Proposals* (17 September 2019); and
- *Landscape Institute Technical Guidance Note (TNG) TGN 02-21: Assessing Landscape Value Outside National Designations*.

- A1.3 Other reference documents used to understand the baseline position in landscape terms comprise published landscape character assessments appropriate to the site's location and the nature of the proposed development.

- A1.4 The nature of landscape and visual assessment requires both objective analysis and subjective professional judgement. Accordingly, the following assessment is based on the best practice guidance listed above, information and data analysis technique, it uses quantifiable factors wherever possible and subjective professional judgement where necessary, and is based on clearly defined terms.

Landscape Assessment

- A1.5 Landscape effects derive from changes to the landscape that may give rise to changes in its character and how this is experienced. These effects need to be considered in line with changes already occurring within the landscape and which help define the character of it.
- A1.6 Effects upon the wider landscape resource, i.e. the landscape surrounding the development, requires an assessment of visibility of the proposals from adjacent landscape character areas, but remains an assessment of landscape character and not visual amenity.

Visual Assessment

- A1.7 The assessment of effects on visual amenity draws on the predicted effects of the development, the landscape and visual context, and the visibility and viewpoint analyses,

and considers the significance of the overall effects of the proposed development on the visual amenity of the main visual receptor types in the study area.

Identifying Landscape and Visual Receptors

- A1.8 This assessment has sought to identify the key landscape and visual receptors that may be affected by the changes proposed.
- A1.9 The assessment of effects on landscape, as a resource in its own right, draws on the description of the development, the landscape context and the visibility and viewpoint analysis to identify receptors, which, for the proposed development may include, but not be limited to, the following:
- The landscape fabric of the development site;
 - The key landscape characteristics of the local context;
 - The 'host' landscape character area that contains the proposed development;
 - The 'non-host' landscape character areas surrounding the host character area that may be affected by the proposals (where relevant); and
 - Landscape designations on a national, regional or local level (where relevant).
- A1.10 The locations and types of visual receptors within the defined study areas are identified from Ordnance Survey maps and other published information (such as walking guides), from fieldwork observations and from local knowledge provided during the consultation process. Examples of visual receptors may include, but not be limited to, the following:
- Settlements and private residences;
 - Users of National Cycle Routes and National Trails;
 - Users of local/regional cycle and walking routes;
 - Those using local rights of way – walkers, horse riders, cyclists;
 - Users of open spaces with public access;
 - People using major (motorways, A and B) roads;
 - People using minor roads; and
 - People using railways.

Assessment of Landscape and Visual Effects

A1.11 The assessment of effects on the landscape resource includes consideration of the potential changes to those key elements and components that contribute towards recognised landscape character or the quality of designated landscape areas; these features are termed landscape receptors. The assessment of visual amenity requires the identification of potential visual receptors that may be affected by the development. As noted, following the identification of each of these various landscape and visual receptors, the effect of the development on each of them is assessed through consideration of a combination of:

- Their overall sensitivity to the proposed form of development, which includes the susceptibility of the receptor to the change proposed and the value attached to the receptor; and
- The overall magnitude of change that will occur - based on the size and scale of the change, its duration and reversibility.

Defining Receptor Sensitivity

A1.12 A number of factors influence professional judgement when assessing the degree to which a particular landscape or visual receptor can accommodate change arising from a particular development. Sensitivity is made up of judgements about the 'value' attached to the receptor, which is determined at baseline stage, and the 'susceptibility' of the receptor, which is determined at the assessment stage when the nature of the proposals, and therefore the susceptibility of the landscape and visual resource to change, is better understood.

A1.13 Susceptibility indicates *"the ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences"*¹¹. Susceptibility of visual receptors is primarily a function of the expectations and occupation or activity of the receptor. A degree of professional judgement applies in arriving at the susceptibility for both landscape and visual receptors and this is clearly set out in the technical appendices to this assessment.

A1.14 A location may have different levels of sensitivity according to the types of visual receptors at that location and any one receptor type may be accorded different levels of sensitivity at different locations.

With reference to Box 5.1 within GLVIA3 (Page 84), **Table EDP A1.1** provides an indication of the criteria by which the overall value of a landscape receptor may be judged. Within the assessment, further reference to the Landscape Institute's *TGN 02-21: Assessing Landscape Value Outside National Designations* may be applied where appropriate. **Table EDP A1.2** provides an indication of the criteria by which the overall susceptibility of the landscape in relation to the type of development proposed.

¹¹ Landscape Institute and Institute of Environmental Management and Assessment (2013). *Guidelines for Landscape and Visual Impact Assessment, Third Edition*. Page 158.

Table EDP A1.1: Assessment of Landscape Value

Landscape Character Area Value				
Very Low	Low	Medium	High	Very High
Undesignated countryside and landscape features; absence of distinctive landscape characteristics; despoiled/-degraded by the presence of many landscape detractors.	Undesignated countryside and landscape features; few distinctive landscape characteristics; presence of landscape detractors.	Undesignated countryside and landscape features; some distinctive landscape characteristics; few landscape detractors.	Locally designated/valued countryside (e.g. Areas of High Landscape Value, Regional Scenic Areas) and landscape features; many distinctive landscape characteristics; very few landscape detractors.	Nationally/internationally designated/valued countryside and landscape features; strong/distinctive landscape characteristics; absence of landscape detractors.
Consideration of Other Value Criteria				
Condition/Quality				
A landscape with no or few areas intact and/or in poor condition.	A landscape with few areas that are intact and/or in a reasonable condition.	A landscape with some areas that are intact and/or in reasonable condition.	A landscape with many areas that are intact and/or in a reasonable condition.	A landscape with most areas intact and/or in good condition.
Scenic Quality				
A landscape of little or no aesthetic appeal.	A landscape of low aesthetic appeal.	A landscape of some aesthetic appeal.	A landscape of high aesthetic appeal.	A landscape of very high aesthetic appeal.
Rarity and Representativeness				
A landscape that does not contain rare landscape types or features.	A landscape that contains few distinct landscape types or features.	A landscape that contains distinct but not rare landscape types or features.	A landscape that contains one or more rare landscape types or features.	A landscape that is abundant in rare landscape types or features.

Landscape Character Area Value				
Conservation Interests				
A landscape with no or very limited cultural, geological and/or nature conservation content.	A landscape with limited cultural, geological and/or nature conservation content.	A landscape with some cultural, geological and/or nature conservation content.	A landscape with rich cultural, geological and/or nature conservation content.	A landscape with abundant cultural, geological and/or nature conservation content.
Recreation Value				
A landscape with no or very limited contribution to recreational experience.	A landscape with no or limited contribution to recreational experience.	A landscape that provides some contribution to recreational experience.	A landscape that provides a good contribution to recreational experience.	A distinct landscape that forms a strong contribution to recreational experience.
Perceptual Aspects				
A landscape with prominent detractors, probably part of the key characteristics.	A landscape with landscape detractors, and is not particularly wild, tranquil or unspoilt.	A landscape with few detractors that also retains some perceptual values.	A landscape with very few detractors that has a relatively wild, tranquil or unspoilt landscape.	A wild, tranquil or unspoilt landscape without noticeable detractors.
Cultural Associations				
A landscape without recorded associations.	A landscape with few recorded associations.	A landscape with some and/or moderately valued associations.	A landscape with numerous and/or highly valued associations.	A landscape of rich and/or very highly valued associations.
Overall Judgement of Landscape Value				
Very Low value – receptor largely reflects very low value criteria above.	Low value – receptor largely reflects low value criteria above.	Medium value – receptor largely reflects medium value criteria above.	High value – receptor largely reflects high value criteria above.	Very High value – receptor largely reflects very high value criteria above.

Table EDP A1.2: Assessment of Landscape Susceptibility

Very Low Susceptibility to Change	Low Susceptibility to Change	Medium Susceptibility to Change	High Susceptibility to Change	Very High Susceptibility to Change
Pattern, Complexity and Physical Susceptibility to Change to the Proposed Development				
A simple, monotonous and/or degraded landscape with common/indistinct features and minimal variation in landscape pattern.	A landscape with an occasionally intact pattern and/or with a low degree of complexity and with few features in reasonable condition.	A landscape with some intact pattern and/or with a degree of complexity and with features mostly in reasonable condition.	A landscape with mostly patterned/textured or a simple but distinctive landscape and/or with high value features and essentially intact.	A strongly patterned/-textured or a simple but distinctive landscape and/or with high value features intact.
Visual Susceptibility to Change to the Proposed Development				
A very enclosed landscape that contains or strongly filters views, with an absence of visual landmarks and a lack of intervisibility with designated landscapes.	A predominantly enclosed landscape that contains or filters most views, with very few views of visual landmarks or intervisibility with designated landscapes.	A partially enclosed landscape with some visual containment and filtering, possible limited intervisibility with visual landmarks and designated landscapes.	An open landscape with intervisibility and limited visual filtering or enclosure. Prominent visual landmarks may be present, and/or intervisibility with designated landscapes may occur.	An open or exposed landscape with extensive intervisibility and no or very limited visual filtering or enclosure. Prominent visual landmarks are present, and/or intervisibility with designated landscapes occurs.

Very Low Susceptibility to Change	Low Susceptibility to Change	Medium Susceptibility to Change	High Susceptibility to Change	Very High Susceptibility to Change
Experiential Susceptibility to Change to the Proposed Development				
A landscape with prominent visual and/or aural intrusion and close relationship with large-scale built development/infrastructure. A landscape that contains many light sources and essentially suffers from widespread light pollution.	A busy landscape with frequent visual and/or aural intrusion and nearby relationship with large-scale built development/- infrastructure. A landscape that contains frequent light sources and suffers from light pollution.	A partially tranquil landscape with limited visual and/or aural intrusion, some relationship with built development/ infrastructure may be present. A landscape that contains some light sources.	A tranquil landscape with limited visual and/or aural intrusion, some relationship with built development/- infrastructure may be present. A landscape that contains few light sources.	A very tranquil, wild or remote landscape with little or no sense of visual or aural intrusion. A landscape that contains very few light sources and provides dark skies.
Overall Judgement of Susceptibility to Change to the Proposed Development				
Very Low susceptibility – receptor largely reflects very low criteria above.	Low susceptibility – receptor largely reflects low criteria above.	Medium susceptibility – receptor largely reflects medium criteria above.	High susceptibility – receptor largely reflects high criteria above.	Very High susceptibility – receptor largely reflects very high criteria above.

A1.15 **Table EDP A1.3** provides an indication of the criteria by which the overall sensitivity of the landscape resource is judged within this assessment and considers both value and susceptibility independently.

Table EDP A1.3: Assessment of Landscape Sensitivity

		Susceptibility of Landscape Receptor				
		Very High	High	Medium	Low	Very Low
Receptor Value	Very High	Very High	Very High/High	High	High/Medium	Medium
	High	Very High/High	High	High/Medium	Medium	Medium/Small
	Medium	High	High/Medium	Medium	Medium/Low	Low
	Low	High/Medium	Medium	Medium/Low	Low	Low/Very Low
	Very Low	Medium	Medium/Low	Low	Low/Very Low	Very Low

A1.16 For visual receptors, judgements of susceptibility and value are closely interlinked considerations. For example, the most valued views are those that people go and visit because of the available view, and it is at those viewpoints that their expectations will be highest and thus most susceptible to change.

A1.17 **Table EDP A1.4** provides an indication of the criteria by which the overall sensitivity of a visual receptor is judged within this assessment and considers both value and susceptibility independently.

Table EDP A1.4: Visual Receptor Sensitivity

Category	Visual Receptor Criteria
Very High	Designed view (which may be to or from a recognised heritage asset or other important viewpoint), or where views of the surroundings are an important contributor to the experience. Key promoted viewpoint, e.g., interpretative signs. References in literature and art and/or guidebooks tourist maps. Protected view recognised in planning policy designation. Visual receptors with a very high susceptibility to change may include those with views from residential properties, especially from rooms normally occupied in waking or daylight hours; national public rights of way, e.g., National Trails and nationally designated countryside/landscape features with public access, which people might visit purely to experience the view; and visitors to heritage assets of national importance.

Category	Visual Receptor Criteria
High	View of clear value but may not be formally recognised, e.g. framed view of high scenic value, or destination hill summits. It may also be inferred that the view is likely to have value, e.g. to local residents. Visual receptors with a high susceptibility to change are considered to be those whose attention or interest is focussed on their surroundings and may include those with views from recreational receptors where there is some appreciation of the landscape, e.g., golf and fishing; local public rights of way, access land and National Trust land, also panoramic viewpoints marked on maps; road routes promoted in tourist guides for their scenic value.
Medium	View is not promoted or recorded in any published sources and may be typical of the views experienced from a given receptor. Visual receptors with a medium susceptibility to change may include people engaged in outdoor sport other than appreciation of the landscape, e.g. football and rugby, or road users on minor routes passing through rural or scenic areas.
Low	View of clearly lesser value than similar views experienced from nearby visual receptors that may be more accessible. Visual receptors with a low susceptibility to change may include road users on main road routes (motorways/A roads) and users of rail routes or people at their place of work (where the place of work may be in a sensitive location). Also views from commercial buildings where views of the surrounding landscape may have some limited importance.
Very Low	View affected by many landscape detractors and unlikely to be valued. Visual receptors with a very low susceptibility to change may include people at their place of work, indoor recreational or leisure facilities or other locations where views of the wider landscape have little or no importance.

A1.18 The tables above offer a template for assessing overall sensitivity of any landscape or visual receptor as determined by combining judgements of their susceptibility to the type of change or development proposed and the value attached to the landscape as set out at paragraph 5.39 of GLVIA3. However, the narrative in this report may demonstrate that assessment of overall sensitivity can change on a case-by-case basis.

A1.19 For example, a high susceptibility to change and a low value may result in a medium overall sensitivity, unless it can be demonstrated that the receptor is unusually susceptible or is in some particular way more valuable. A degree of professional judgement applies in arriving at the overall sensitivity for both landscape and visual receptors.

Magnitude of Change

A1.20 The magnitude of any landscape or visual change is determined through a range of considerations particular to each receptor. As set out within GLVIA3 (Page 39), the following steps are considered in defining the magnitude of change.

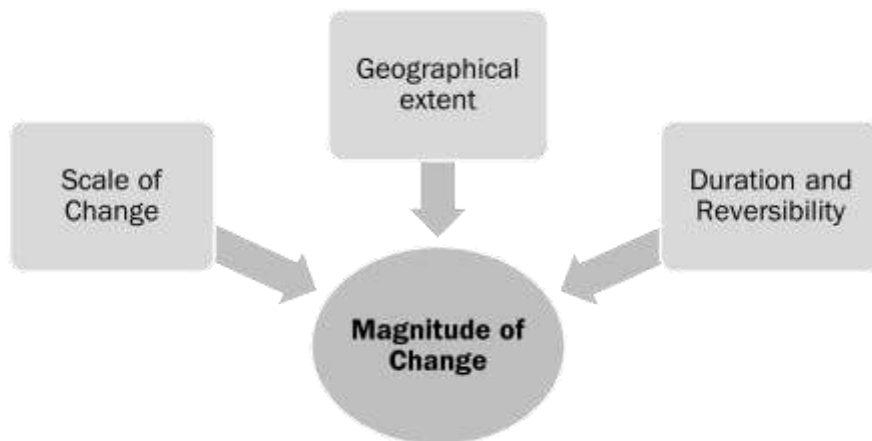


Figure EDP A2.1: Assessing the Magnitude of Change.

A1.21 Receptor locations from which views of the proposed development are not likely to occur will receive no change and therefore no effect. With reference to the ZTV and site survey, the magnitude of change is defined for receptor locations from where visibility of the proposed development is predicted to occur.

A1.22 **Table EDP A1.5** provides an indication of the criteria by which the size/scale of change at a landscape or visual receptor is judged within this assessment.

Table EDP A1.5: Landscape and Visual Receptor Size/Scale of Change Criteria

Category	Landscape Receptor Criteria	Visual Receptor Criteria
Large Scale 	Total loss of or major alteration to key elements/features/characteristics of the baseline condition. Addition of elements which strongly conflict with the key characteristics of the existing landscape.	There would be a substantial change to the baseline, with the proposed development creating a new focus and having a defining influence on the view.
	Notable loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that are prominent and may conflict with the key characteristics of the existing landscape.	The proposed development will be clearly noticeable, and the view would be fundamentally altered by its presence.
	Partial loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that may be evident but do not necessarily conflict with the key characteristics of the existing landscape.	The proposed development will form a new and recognisable element within the view which is likely to be recognised by the receptor.

- Short-term (1 year to 5 years); or
- Temporary (less than 12 months).

Reversibility:

- Permanent with unlikely restoration to original state, e.g. major road corridor, power station, urban extension, etc.;
- Permanent with possible conversion to original state, e.g. agricultural buildings, retail units;
- Partially reversible to a different state, e.g. mineral workings;
- Reversible after decommissioning to a similar original state, e.g. wind energy development; or
- Quickly reversible, e.g. temporary structures.

A1.25 With consideration of the judgements set out above, **Table EDP A1.7** combines these judgements to provide the overall criteria by which the magnitude of change may be judged. While not all of the criteria may apply, the size/scale, geographical extent Criteria and the duration/reversibility of effects on receptors are taken together to form a reasoned assessment of the magnitude of change. The overall magnitude of change is derived using professional judgement.

Table EDP A1.7: The Assessment of the Overall Magnitude of Change

Category	Receptor Criteria
Very Large	Total loss of, or major alteration to key elements/features/characteristics of the baseline condition. Addition of elements which strongly conflict with the key characteristics of the existing landscape. The proposed development would create a new focus and have a defining influence on the view. Landscape and visual effects are typically large in scale, resulting in a permanent and irreversible change, influencing several landscape types or character areas. Visual changes would be experienced in direct, close ranging views with changes over a wide horizontal and vertical extent.
Large	Notable loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that are prominent and may conflict with the key characteristics of the existing landscape. The proposed development would be clearly noticeable, and the view would be fundamentally altered by its presence. Direct or oblique views at close range with changes over a notable horizontal and/or vertical extent. Notable landscape and visual effects may be experienced in the medium to long-term, with possible conversion to original state, at the scale of the landscape type or character area/s within which the proposal lies.

Category	Receptor Criteria
Medium	Partial loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that may be evident but do not necessarily conflict with the key characteristics of the existing landscape within the immediate setting of the site. The proposed development would form a new and recognisable element within the view which is likely to be recognised by the receptor. Visual change would be experienced in direct or oblique views at medium range with a moderate horizontal and/or vertical extent of the view affected. Effects may be partially reversible to a different state, being experienced in the medium term.
Small	Minor loss or alteration to one or more key elements/features/characteristics of the baseline landscape. Addition of elements, largely at the site level, that may not be uncharacteristic within the existing landscape. The proposed development would form a minor constituent of an oblique view, being partially visible or at sufficient distance to be a small component at medium or long range and with a small horizontal/vertical extent of the view affected. The duration of the change may be short-term, being reversible to a similar original state.
Very Small	Barely discernible loss or alteration to key elements/features/characteristics of the baseline landscape. Addition of elements, experienced on parts of the site at a very localised level, not uncharacteristic within the existing landscape. The proposed development would form a barely noticeable component of the view, often being seen as a small component in a long-range view where, although slightly altered, the change would be similar to the baseline situation. Effects may be temporary and quickly reversible to the original state of the baseline context.

Significance of Effect

A1.26 The purpose of the EIA process is to identify the significant environmental effects (both beneficial and adverse) of development proposals. Schedule 4 to the EIA Regulations specifies the information to be included in all environmental statements, which should include a description of:

“The description of the likely significant effects ...should cover the direct effects and any indirect, secondary, cumulative, transboundary, short-term, medium-term and long-term, permanent and temporary, positive and negative effects of the development.”

A1.27 In order to consider the likely significance of any effect, the sensitivity of each receptor is combined with the predicted magnitude of change to determine the significance of effect, with reference also made to the geographical extent, duration and reversibility of the effect within the assessment. Having taken such a wide range of factors into account when assessing sensitivity and magnitude at each receptor, the significance of effect can be derived by combining the sensitivity and magnitude in accordance with the matrix in **Table EDP A1.8**.

Table EDP A1.8: Level of Effects Matrix

Overall Sensitivity	Overall Magnitude of Change				
	Very Large	Large	Medium	Small	Very Small
Very High	Very Substantial	Substantial	Major	Major/- Moderate	Moderate
High	Substantial	Major	Major/- Moderate	Moderate	Moderate/- Slight
Medium	Major	Major/- Moderate	Moderate	Moderate/- Slight	Slight
Low	Major/- Moderate	Moderate	Moderate/- Slight	Slight	Slight/- Negligible
Very Low	Moderate	Moderate/- Slight	Slight	Slight/- Negligible	Negligible

A1.28 In certain cases, where additional factors may arise, a further degree of professional judgement may be applied when determining whether the overall change in the view will be significant or not. For example, in cases where a moderate effect is experienced by a high or very high sensitivity receptor, this may be considered to be significant. Similarly, where a moderate effect is experienced by a very low sensitivity receptor, this may not be considered significant. Where this occurs, further explanation is given within the assessment.

Definition of Effects

A1.29 Taking into account the levels of effect described above, and with regard to effects being either adverse or beneficial, the following table represents a description of the range of effects likely at any one receptor.

Table EDP A1.9: Definition of Effect

Category	Definition of Adverse Effects	Definition of Beneficial Effects
Very Substantial	Typically, the landscape or visual receptor is very highly sensitive with the proposals representing a very large adverse magnitude of change. The changes would be at complete variance with the landscape character and would permanently diminish the integrity of a valued landscape or view.	The removal of substantial existing incongruous landscape or visual elements and the introduction or restoration of highly valued landscape elements or built form which would reinforce local landscape character and substantially improve landscape condition and visual amenity.

Category	Definition of Adverse Effects	Definition of Beneficial Effects
Substantial	Typically, the landscape or visual receptor has a very high to high sensitivity with the proposals representing a very large to large adverse magnitude of change to the view or landscape resource. Changes would result in a fundamental change to the landscape resource or visual amenity.	The removal of existing incongruous landscape/visual elements and the introduction or restoration of some valued landscape or visual elements would complement landscape character and improve landscape condition and improve the local visual amenity.
Major	Typically, the landscape or visual receptor has a high to medium sensitivity with the proposals representing a large to medium magnitude of change. The proposals would represent a material but non-fundamental change to the landscape resource or visual amenity.	The removal of some existing incongruous landscape elements and/or the introduction or restoration of some potentially valued landscape elements which reflect landscape character and result in some improvements to landscape condition and/or visual amenity.
Moderate	Typically, the landscape or visual receptor has a medium sensitivity with the proposals representing a medium magnitude of change. The proposals would result in a slight but non-material change to the landscape resource or visual amenity.	Some potential removal of incongruous landscape features or visual amenity, although more likely the existing landscape and/or resource is complemented by new landscape features or built features compliant with the local landscape and published landscape character assessments.
Slight	Typically, the landscape or visual receptor has a low sensitivity with the proposals representing a low magnitude of change. There would be a detectable but non-material change to the landscape resource or visual amenity.	The proposals would result in minimal positive change to the landscape or visual resource, either through perceptual or physical change, and any change would not be readily apparent but would be coherent with ongoing change and process, and coherent with published landscape character assessments.
Negligible	Typically, the landscape receptor has a very low sensitivity with the proposals resulting in very limited loss or alteration to the landscape resource or change to the view. There would be a barely perceptible change to the landscape resource or visual amenity.	There would be a barely perceptible positive or negative change to the landscape resource or visual amenity.

- A1.30 Effects can be adverse (negative), beneficial (positive) or neutral. The landscape effects will be considered against the landscape baseline, which includes published landscape strategies or policies if they exist. Changes involving the addition of large-scale, man-made objects are typically considered to be adverse as they are not usually actively promoted as part of published landscape strategies. Accordingly, the assessment of landscape effects as a result of these aspects of the proposed development will be assumed to be adverse, unless otherwise stated within the assessment.
- A1.31 Visual effects are more subjective as people's perception of development varies through the spectrum of negative, neutral and positive attitudes. In the assessment of visual effects, the assessor will exercise objective professional judgement in assessing the level of effects and, unless otherwise stated, will assume that all effects are adverse, thus representing the worst-case scenario.

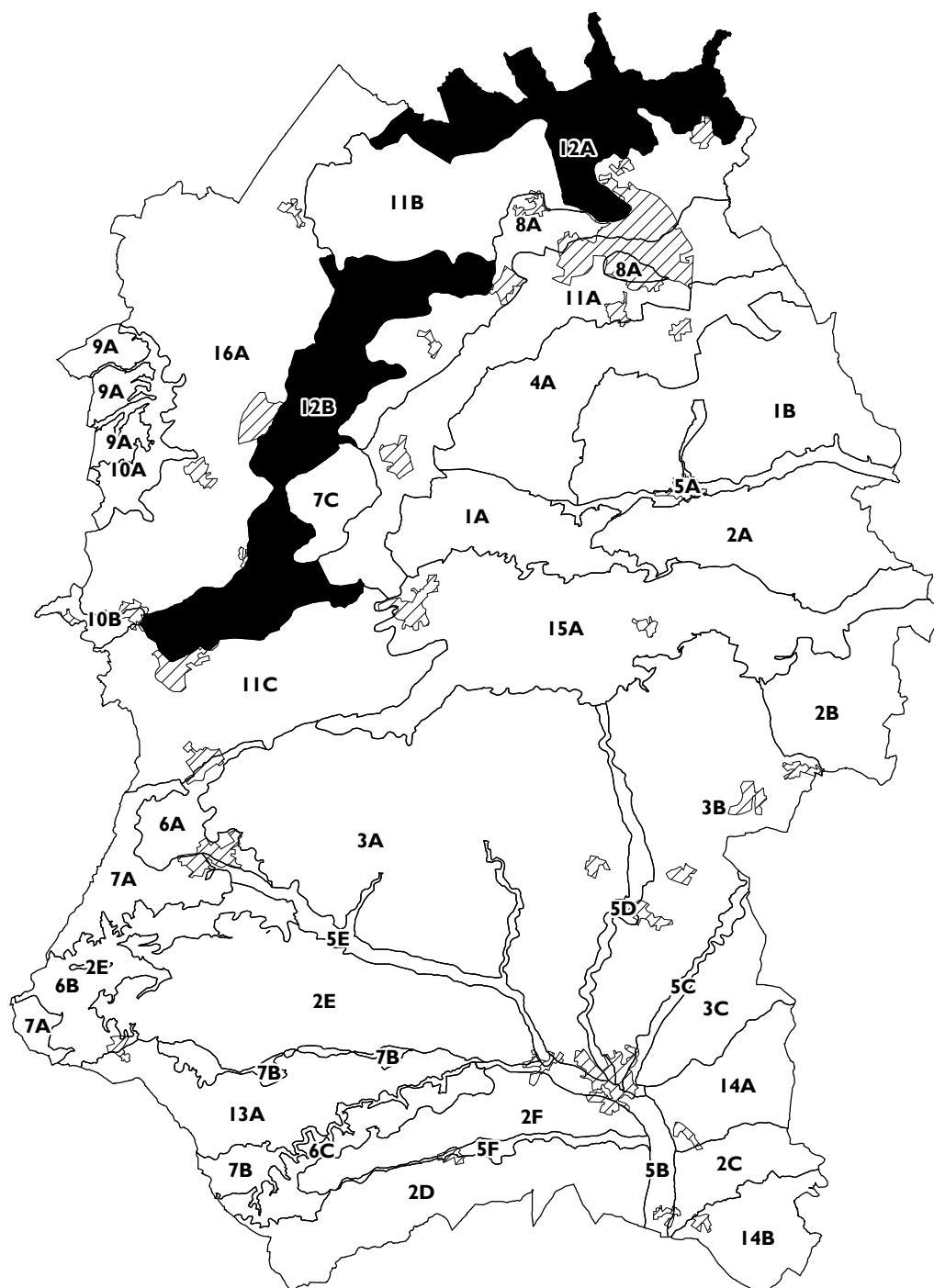
Appendix EDP 2

Findings of EDP Data Trawl

LANDSCAPE TYPE 12: OPEN CLAY VALE



I2: OPEN CLAY VALE



LANDSCAPE CHARACTER AREAS

I2A Thames Open Clay Vale

I2B Avon Open Clay Vale

 Urban Area

TYPE 12: OPEN CLAY VALES

DESCRIPTION

Location and boundaries

The *Open Clay Vales* Landscape Type contains the open lowland centred on the floodplains of the Rivers Thames and Avon. Area *12A: Thames Open Clay Vale* is situated at the far north of the county and area *12B: Avon Open Clay Vale* runs through the north western section of the county. Boundaries are defined by topography and usually follow a physical feature, often a road that runs along the first contour above winter flooding level.

Key characteristics

- Level land form with wide open skies and views to ridges and downs.
- Pastoral land use with some arable.
- Large scale geometric fields with hedgerows or open drainage channels defining boundaries.
- Presence of rivers, tributaries, drainage channels and open water bodies.
- Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).
- Floristically rich hay meadows.
- Settlement pattern varies from large towns and small scattered villages to sparse farmsteads.
- Buildings in varied materials of brick, render and stone.
- Crossed by major transport corridors, and a network of minor roads linking settlements.
- Historic use for transport evident in canals.

Physical influences

The *Open Clay Vales* have a varied geology with Alluvium and River Terrace Gravels around the watercourses to Oxford and Kellaway Clays in the slightly higher marginal areas and tracts of Sand throughout the vales. Soils vary from loam over gravel to seasonally wet deep clay and land use reflects this in a concentration of arable in the free draining soil over sand and gravel and of pasture on the wet Alluvium and Clay. During the 20th century there was extensive quarrying of Sand, Gravel and some Clay (deriving from the Jurassic Limestone of the Cotswolds Hills) in area *12A: Thames Open Clay Vale*. These pits flooded and the lime rich waters have formed the Marl lakes of the Cotswold Water Park.

Landform is level or very gently shelving with area *12A: Thames Open Clay Vale* ranging from 70m to 100m AOD and *12B: Avon Open Clay Vale* ranging from 30m to 70m AOD.

Biodiversity

The *Open Clay Vale* landscape type is predominantly intensively farmed pasture and arable however there are some unimproved hay that are nationally significant for their diversity of grassland plants. These include Clattinger Farm SAC, the only lowland farm in Britain known to have received no agricultural chemicals, plus Pike Corner SSSI, Sutton Lane Meadows SSSI, Upper Waterhay Meadow SSSI, Haydon Meadow SSSI, Acres Farm Meadow SSSI and North Meadow SAC, Cricklade SSSI.

Another site of ecological importance is the Cotswold Water Park SSSI, located in area *12A*. Here quarrying has created over a hundred lakes with nationally scarce marl waters caused by the lime rich geology. The series of lakes that form the SSSI include a range of the varied plant communities including open water (including those associated with marl waters), reed beds and surrounding grassland habitats. The area supports a wide range notable species including wintering and breeding birds such as pochard and gadwall, as well as water vole, otter, bittern, freshwater white clawed crayfish, and the lesser bearded stonewort *Chara curta* all of which are targets of the Cotswold Water Park BAP.

County Wildlife Sites include: Swillbrook Lakes Reserve, former gravel pits within the Cotswold Water Park which are rich in bird and dragonfly diversity, including reed warbler, nightingale, hobby and four-spotted chaser and downy emerald dragonflies; and Grove Farm Meadows, high quality unimproved neutral grassland which is mostly cut for hay. Species indicative of old hay meadows present here include betony and pignut.

Historic environment

Although the lowlands do not have the outstanding archaeological sites of the nearby Chalk uplands there is evidence of continuity of settlement on the gravel spreads of the vales from the Iron Age through the Saxon and Roman periods and beyond. Place names of the Saxon period indicate that much of the land had been cleared. Development during the Romano-British period included the major communication route of the Ermine Way built on a raised embankment above the floodplain of the Thames. Other major roads followed, along with canals (the Kennet and Avon Canal is still a prominent feature) and railways. The surviving pattern of scattered nucleated villages is largely medieval.

In the post-medieval period the process and sale of woollen cloth became concentrated along the Avon Valley leading to the growth of towns along the river. These continued to expand in the 20th century and modern developments at the edges of Chippenham, Melksham and Trowbridge making the southern section of area *12B: Avon Open Clay Vale* more settled and urbanised in character.

The long history of water meadows in the *Open Clay Vale* landscape type is shown by the inclusion of grazed meadows at Cricklade in the Domesday Book. Ancient field systems are evident as crop marks on gravel areas. Ridge and furrow is evident for instance at Haydon Meadow SSSI where it has been protected from damage by ploughing. Field patterns vary with the topography and geology with small scale irregular water meadows and pasture on alluvial areas and large regular arable fields on free draining gravels.

Settlement and built character

Throughout the type are small, nucleated villages and 19th century isolated farmsteads, usually sited on slightly elevated gravels to avoid flooding. Area 12A: *Thames Open Clay Vale* is sparsely settled while 12B: *Avon Open Clay Vale* is more settled to the south with the large towns of Chippenham, Melksham and Trowbridge. The widespread use of brick and tile reflects the use of local clay, but there is also render and Oolitic Limestone, a mixture of the latter and the local brick characterising the historic centres of settlements. The expansion of the towns in area 12B during the 20th century has led to large scale developments which are prominent in the level vale landscape. This is combined with major trunk roads throughout the area.

CHARACTER AREAS

12A: Thames Open Clay Vale

Area 12A: *Thames Open Clay Vale* is a low lying area centred on the River Thames and its floodplain. It is a largely tranquil, rural landscape, predominantly level, with vertical elements of lines of willow and other wetland trees. The agricultural use of the area combines arable and wet pasture, with open water ditches as well as hedgerows defining boundaries. Field patterns vary from small and irregular to larger, geometric fields often in arable use on dryer or drained gravel areas. A major feature of the area is the large extent of open water resulting from gravel extraction and afterwards put to leisure use as the Cotswold Water Park. The many water bodies with their varied vegetation are of national significance as scarce marl waters (Cotswold Water Park SSSI). There are also a number of hay meadows of high ecological interest. The presence of water is felt throughout this area in the rivers, tributaries, drainage ditches with frequent lines of willows and other wetland vegetation. Settlement is sparse in the *Thames Open Clay Vale* with a few small settlements such as the village of Ashton Keynes and the town of Cricklade, but mainly scattered isolated farmsteads. Vernacular building materials are brick and stone. Although the Roman Ermine Way, now the busy trunk road of the A419, runs through the area, most of the roads are minor rural routes with small bridges crossing the waterways and ditches.

12B: Avon Open Clay Vale

Area 12B: *Avon Open Clay Vale* is an extended area following the course of the River Avon from Great Somerford in the north to Bradford on Avon in the south. As well as the Avon the area is characterised by the presence of other rivers, tributary streams, lakes, and, to the south, the Kennet and Avon Canal. The *Avon Open Clay Vale* is a level, open area with views to the higher ground of the *Limestone Ridge* to the east. Land is predominantly intensively managed permanent pasture with some arable and small isolated pockets of meadow (such as Sutton Lane Meadow SSSI). Hedgerows, gappy or low flailed in places, enclose fields of varying size. There are sparse hedgerow trees plus willows lines (some pollarded) marking the waterways and poplar shelter belts. Sections of the area remain rural and tranquil despite major routes travelling through (the M4, A350, A342) plus railway lines in cuttings and embankments and the visual influence of modern large scale development on the edges of Chippenham, Trowbridge and Melksham. This urbanising influence is particularly prevalent to the south of the area while the northern section is more akin to area 12A with scattered settlement of small brick and stone built villages and farmsteads.

EVALUATION

Positive landscape features of significance

- Wide open skies and views to ridges and downs.
- Rich variety of rivers, tributaries, drainage channels and open water bodies, including scarce marl water habitats.
- Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).
- Hay meadows with unimproved grassland of ecological interest.
- Villages and farmsteads with vernacular mix of local stone and brick.
- Visible archaeology in Roman roads, pattern of medieval villages, long established grazing meadows, and the Kennet and Avon Canal corridor.

Forces for change

- Agricultural intensification threatens the remaining small scale field patterns and traditional pastoral landscape.
- Loss of hedgerows boundaries and particularly mature hedgerow trees, plus poor management of remaining hedgerows.
- Elm loss of the 1970s.
- Intensification in farming leading to drainage and improvement of permanent pasture and water meadows on the floodplain and loss of riparian vegetation.
- Pressure for further expansion of settlement and new development threatening the character of the small villages and scattered farmsteads.
- The presence of major transport corridors particularly the trunk roads has brought pressures for development and associated amenity planting and signage.
- Increasing road use which will further diminish the rural tranquillity of the vale landscape.
- Pressure to upgrade roads through additional kerbing and signage to accommodate an increase in traffic volume.

Condition

The *Open Clay Vales* are an intensively managed type with large areas under arable cultivation. Although there are limited areas still managed as unimproved grassland most of the meadows, a substantial part of the hedgerow network and riparian vegetation has been lost. The condition of the *Open Clay Vales* is judged as **moderate**.

Strength of character

There are still some highly rural, tranquil areas within the *Open Clay Vales* which are dominated by the varied waterways with their lush vegetation, with small scattered villages and farmsteads of vernacular materials. However elsewhere in the type the influence of the busy transport corridors and the large urban areas is pervasive making the type as a whole **moderate** in strength of character.

Inherent landscape sensitivities

- Rural tranquillity.
- Hedgerow pattern.
- Water bodies and water ways of varied character and ecological value.
- Streamside willows and other riparian vegetation.
- Remnant hay meadows.
- Wide open views.
- Settlement pattern of nucleated villages with variety of vernacular building materials.

STRATEGY

The strategy for the *Open Clay Vales* Landscape Type is to **conserve** the elements that contribute to the rural, tranquil landscape; the rivers, streams and open water, the meadows and riverside tree lines, the brick and stone villages and farmsteads and to **improve** elements in decline such as the hedgerows and hedgerow trees, and the visual influence of the large settlement edges and major transport corridors.

Broad management objectives

- Retain and manage the hedgerow network and nurture new hedgerow trees.
- Promote appropriate management of arable land including retaining areas of fallow land and maintaining an unploughed margin around fields to encourage wildlife, particularly farmland birds.
- Retain and manage hay meadows.
- Introduce new tree planting along watercourses using typical riparian species such as alder and willow.
- Take opportunities to extend and enhance the varied wetland habitats (reedbeds, wet grassland and wet woodland) of the Cotswold Water Park through appropriate restoration of mineral workings.
- Minimise small scale incremental change such as signage, fencing or improvements to the road network which could change the rural peaceful character of the landscape.

- Consider developing guidance for built development to ensure both future construction and changes to existing buildings are designed to integrate with the existing character and structure of settlements.
- Consider screening views to intrusive urban edges through planting new woodland.

THE LANDSCAPE CHARACTER CONTEXT

The character of the Wiltshire landscape has already been investigated in a number of studies as detailed in Appendices 1 and 2. The *Open Clay Vales* Landscape Type is covered in the Swindon Landscape Character Assessment and the North Wiltshire District Landscape Character Assessment.

Area 12A: Thames Open Clay Vale is partially within Area 2D: Thames Vale, within the Clay Vales type of the Swindon assessment and also includes areas of the North Wiltshire types Alluvium River Terrace Farmland (Area 1: Thames Valley Floor) and Lowland Clay Farmland (Area 2: Thames Valley Lowland).

Area 12B: Avon Open Clay Vale is, apart from its southern end which is outside the district, largely contiguous with the North Wiltshire character area Avon Valley Lowland of the Lowland River Farmland type.

Appendix EDP 3

Site Photographs/Representative Photoviewpoints (edp7351_d007a 31 January 2025 GYo/CMa)

Photoviewpoint EDP 1: View from PRoW CHIP 16 and the A4

Photoviewpoint EDP 2: View from PRoW CHIP 16 at the Site boundary

Photoviewpoint EDP 3: View from PRoW CALW 83 at the Site boundary

Photoviewpoint EDP 4: View from PRoW CALW 83

Photoviewpoint EDP 5: View from Avon Valley Walk

Photoviewpoint EDP 6: View from PRoW CHIP 49 near Middle Lodge Farm

Photoviewpoint EDP 7: View from A4 near Jay's Farm

Photoviewpoint EDP 8: View from A4 between Stanley Park and Wedmore Farm

Photoviewpoint EDP 9: View from A4 near car dealership

Photoviewpoint EDP 10: View from Stanley Lane on Bencroft Hill

Photoviewpoint EDP 11: View from PRoW CALW 79 near Nocketts Farm

Photoviewpoint EDP 12: View from PRoW CALW 79 between Nocketts Hill and the A4

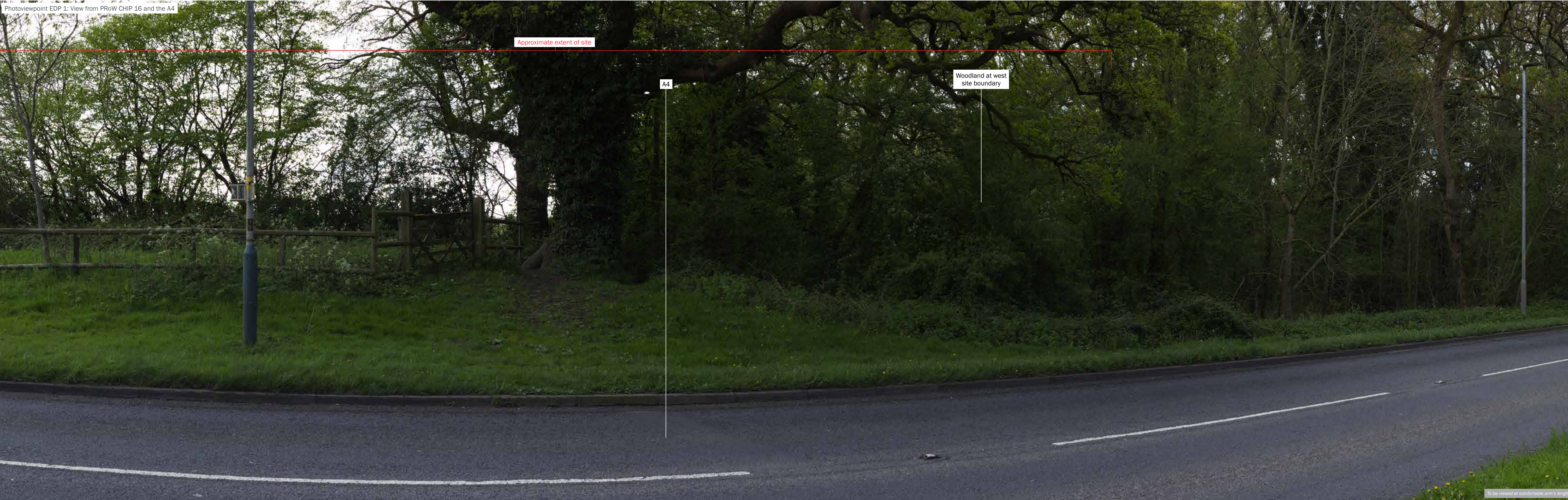
Photoviewpoint EDP 13: View from PRoW CALW 79 between Nocketts Farm and Ash Hill Farm

Photoviewpoint EDP 14: View from PRoW CALW 79 near Nash Hill Farm

Photoviewpoint EDP 15: View from PRoW CALW 85 near Sherwood Moor

Photoviewpoint EDP 16: View from PRoW CALW 80 near Great Lodge Farm









To be viewed at comfortable arm's length



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Grid Coordinates: 393916, 171329
Date and Time: 16/04/2024 @ 14:42
Projection: Cylindrical
Visualisation Type: 1

Horizontal Field of View: 90°
Height of Camera: 1.6m
Make, Model, Sensor: Canon 5D MK2, FFS
Enlargement Factor: 96% @ A1 width

Direction of View: N
Distance: 0m
aOD: 54m
Focal Length: 50mm

date
drawing number
drawn by
checked
QA
31 JANUARY 2025
edp7351_0007a
GYo
CMa
RBa

client
project title
drawing title
Gleeson Land
Land at Forest Farm, Chippenham
Photoviewpoint EDP 3 (Sheet 1 of 2)



To be viewed at comfortable arm's length



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Grid Coordinates: 393916, 171329
Date and Time: 16/04/2024 @ 14:42
Projection: Cylindrical
Visualisation Type: 1

Horizontal Field of View: 90°
Height of Camera: 1.6m
Make, Model, Sensor: Canon 5D MK2, FFS
Enlargement Factor: 96% @ A1 width

Direction of View: N
Distance: 0m
aOD: 54m
Focal Length: 50mm

date
drawing number
drawn by
checked
QA
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client
project title
drawing title
Gleeson Land
Land at Forest Farm, Chippenham
Photoviewpoint EDP 3 (Sheet 2 of 2)



To be viewed at comfortable arm's length



Photoviewpoint EDP 6: View from PRoW CHIP 49 near Middle Lodge Farm



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Grid Coordinates: 393416, 171144
Date and Time: 16/04/2024 @ 13:54
Projection: Cylindrical
Visualisation Type: 1

Horizontal Field of View: 90°
Height of Camera: 1.6m
Make, Model, Sensor: Canon 5D MK2, FFS
Enlargement Factor: 96% @ A1 width

Direction of View: NE
Distance: 310m
aOD: 50m
Focal Length: 50mm

date
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Photoviewpoint EDP 6



Photoviewpoint EDP 8: View from A4 between Stanley Park and Wedmore Farm



To be viewed at comfortable arm's length



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Grid Coordinates: **394101, 171884**
Date and Time: **16/04/2024 @ 09:34**
Projection: **Cylindrical**
Visualisation Type: **1**

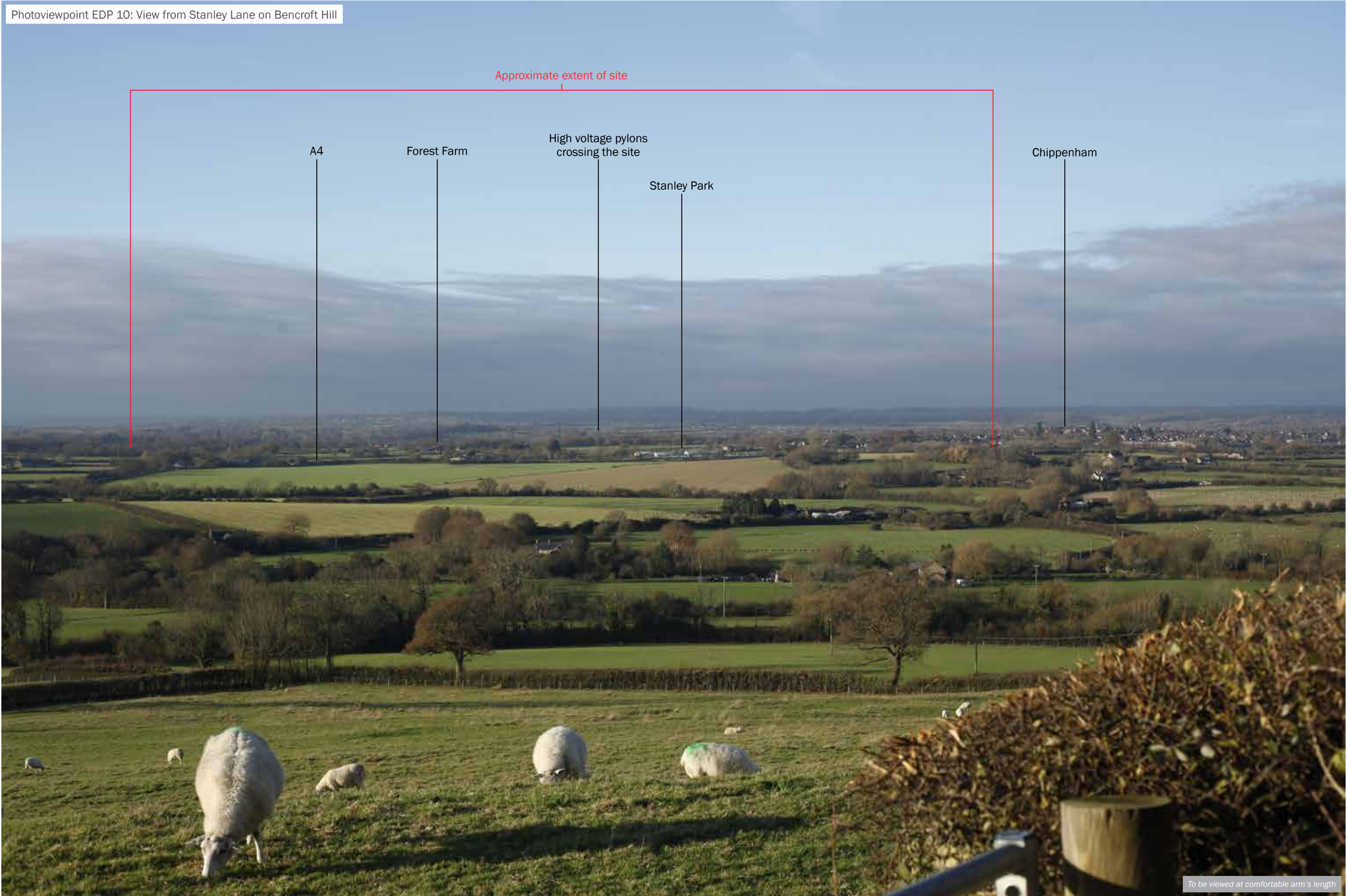
Horizontal Field of View: **90°**
Height of Camera: **1.6m**
Make, Model, Sensor: **Canon 5D MK2, FFS**
Enlargement Factor: **96% @ A1 width**

Direction of View: **SW**
Distance: **20m**
aOD: **59m**
Focal Length: **50mm**

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drawn by
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project title
drawing title
Gleeson Land
Land at Forest Farm, Chippenham
Photoviewpoint EDP 8





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Grid Coordinates: **396323, 172923**
Date and Time: **29/11/2024 @ 09:43**
Projection: **Planar**
Visualisation Type: **1**

Horizontal Field of View: **39.6°**
Height of Camera: **1.6m**
Make, Model, Sensor: **Canon 5D MK2, FFS**
Enlargement Factor: **100% @ A3**

Direction of View: **SW**
Distance: **2.2km**
aOD: **103m**
Focal Length: **50mm**

date
drawing number
drawn by
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project title
drawing title
Gleeson Land
Forest Farm, Chippenham
Photoviewpoint EDP 10



To be viewed at comfortable arm's length



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Registered office: 01285 740427
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Grid Coordinates: **394411, 170169**
Date and Time: **16/04/2024 @ 11:51**
Projection: **Planar**
Visualisation Type: **1**

Horizontal Field of View: **39.6°**
Height of Camera: **1.6m**
Make, Model, Sensor: **Canon 5D MK2, FFS**
Enlargement Factor: **100% @ A3**

Direction of View: **N**
Distance: **1.13km**
aOD: **107m**
Focal Length: **50mm**

date
drawing number
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client
project title
drawing title
Gleeson Land
Forest Farm, Chippenham
Photoviewpoint EDP 11



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Registered office: 01285 740427
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Grid Coordinates: **394763, 170506**
Date and Time: **16/04/2024 @ 11:27**
Projection: **Planar**
Visualisation Type: **1**

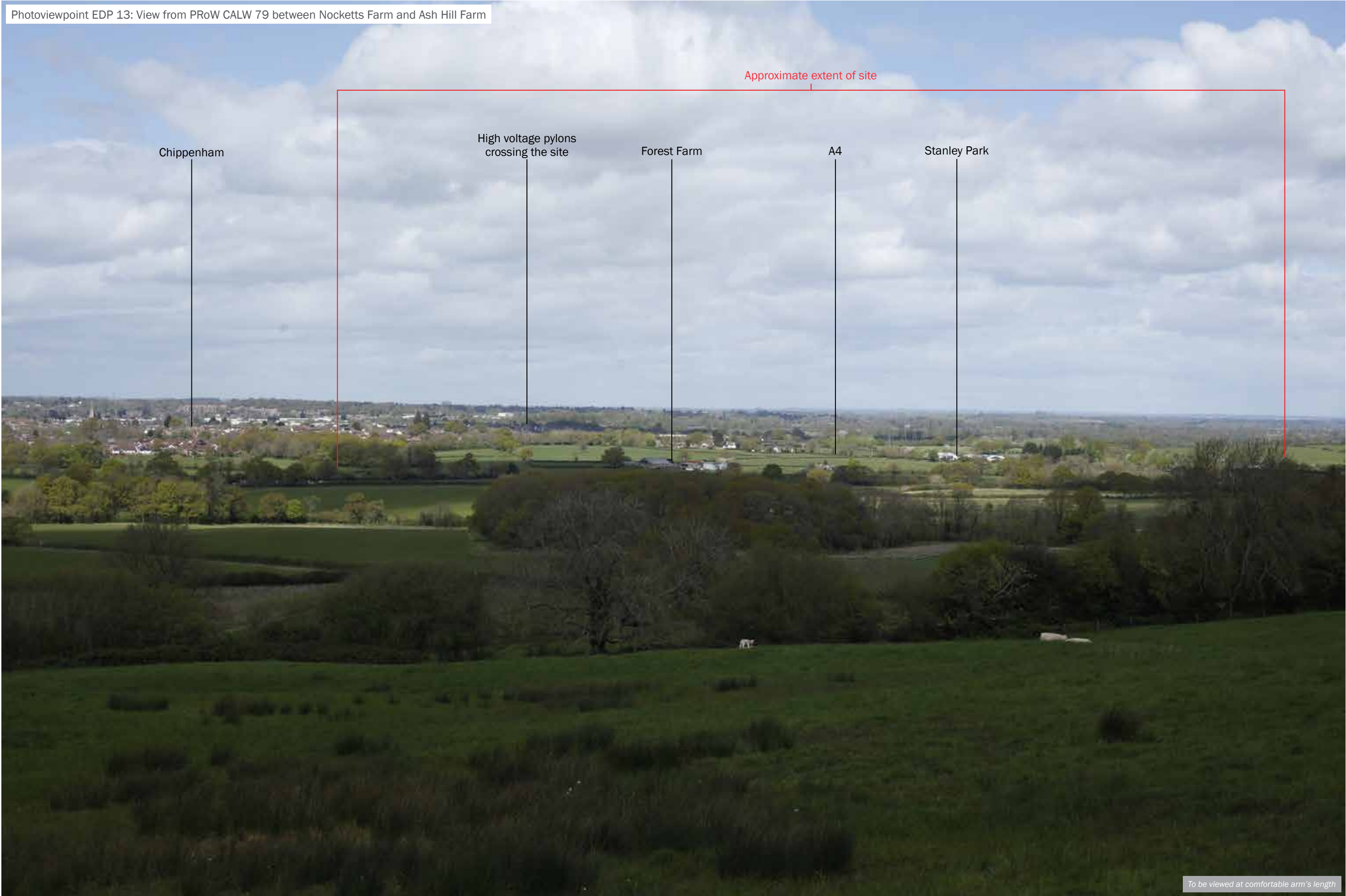
Horizontal Field of View: **39.6°**
Height of Camera: **1.6m**
Make, Model, Sensor: **Canon 5D MK2, FFS**
Enlargement Factor: **100% @ A3**

Direction of View: **NW**
Distance: **890m**
aOD: **84m**
Focal Length: **50mm**

date
drawing number
drawn by
checked
QA
31 JANUARY 2025
edp7351_d007a
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client
project title
drawing title
Gleeson Land
Forest Farm, Chippenham
Photoviewpoint EDP 12

Photoviewpoint EDP 13: View from PRoW CALW 79 between Nocketts Farm and Ash Hill Farm



To be viewed at comfortable arm's length



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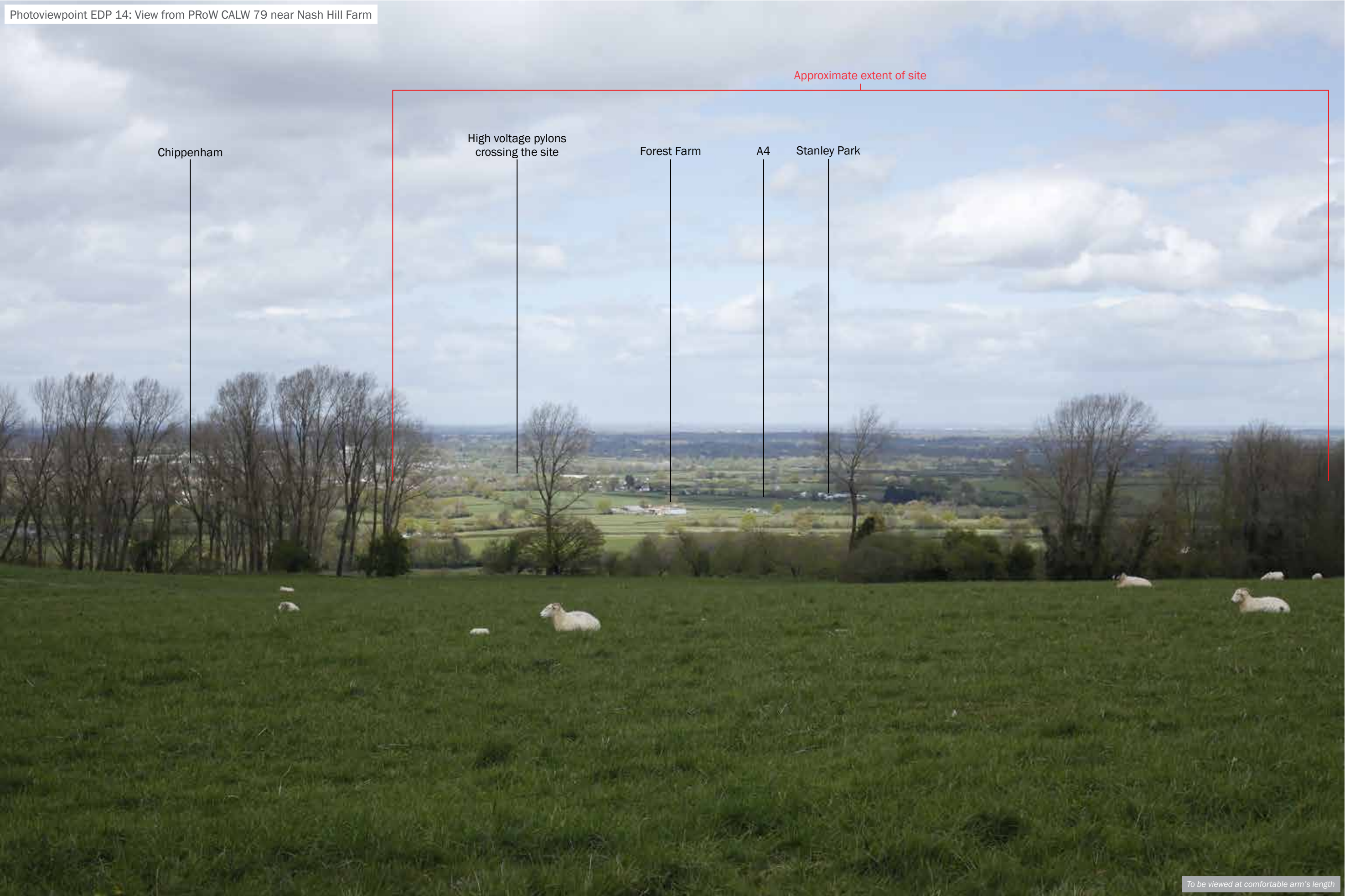
Grid Coordinates: 394220, 170015
Date and Time: 16/04/2024 @ 11:59
Projection: Planar
Visualisation Type: 1

Horizontal Field of View: 39.6°
Height of Camera: 1.6m
Make, Model, Sensor: Canon 5D MK2, FFS
Enlargement Factor: 100% @ A3

Direction of View: N
Distance: 1.27km
aOD: 103m
Focal Length: 50mm

date
drawing number
drawn by
checked
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client
project title
drawing title
Gleeson Land
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Photoviewpoint EDP 13



To be viewed at comfortable arm's length



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Grid Coordinates: **394090, 169447**
Date and Time: **16/04/2024 @ 12:26**
Projection: **Planar**
Visualisation Type: **1**

Horizontal Field of View: **39.6°**
Height of Camera: **1.6m**
Make, Model, Sensor: **Canon 5D MK2, FFS**
Enlargement Factor: **100% @ A3**

Direction of View: **N**
Distance: **1.85km**
aOD: **154m**
Focal Length: **50mm**

date
drawing number
drawn by
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client
project title
drawing title
Gleeson Land
Forest Farm, Chippenham
Photoviewpoint EDP 14



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Grid Coordinates: **394743, 169947**
Date and Time: **16/04/2024 @ 12:46**
Projection: **Planar**
Visualisation Type: **1**

Horizontal Field of View: **39.6°**
Height of Camera: **1.6m**
Make, Model, Sensor: **Canon 5D MK2, FFS**
Enlargement Factor: **100% @ A3**

Direction of View: **NW**
Distance: **1.45km**
aOD: **135m**
Focal Length: **50mm**

date
drawing number
drawn by
checked
QA
31 JANUARY 2025
edp7351_d007a
GYo
CMa
RBa

client
project title
drawing title
Gleeson Land
Forest Farm, Chippenham
Photoviewpoint EDP 15



Plans

Plan EDP 1: Relevant Planning Designations and Considerations
(edp7351_d008d 24 March 2026 VMS/MWi)

Plan EDP 2: Site Location and Context
(edp7351_d003d 24 March 2026 VMS/MWi)

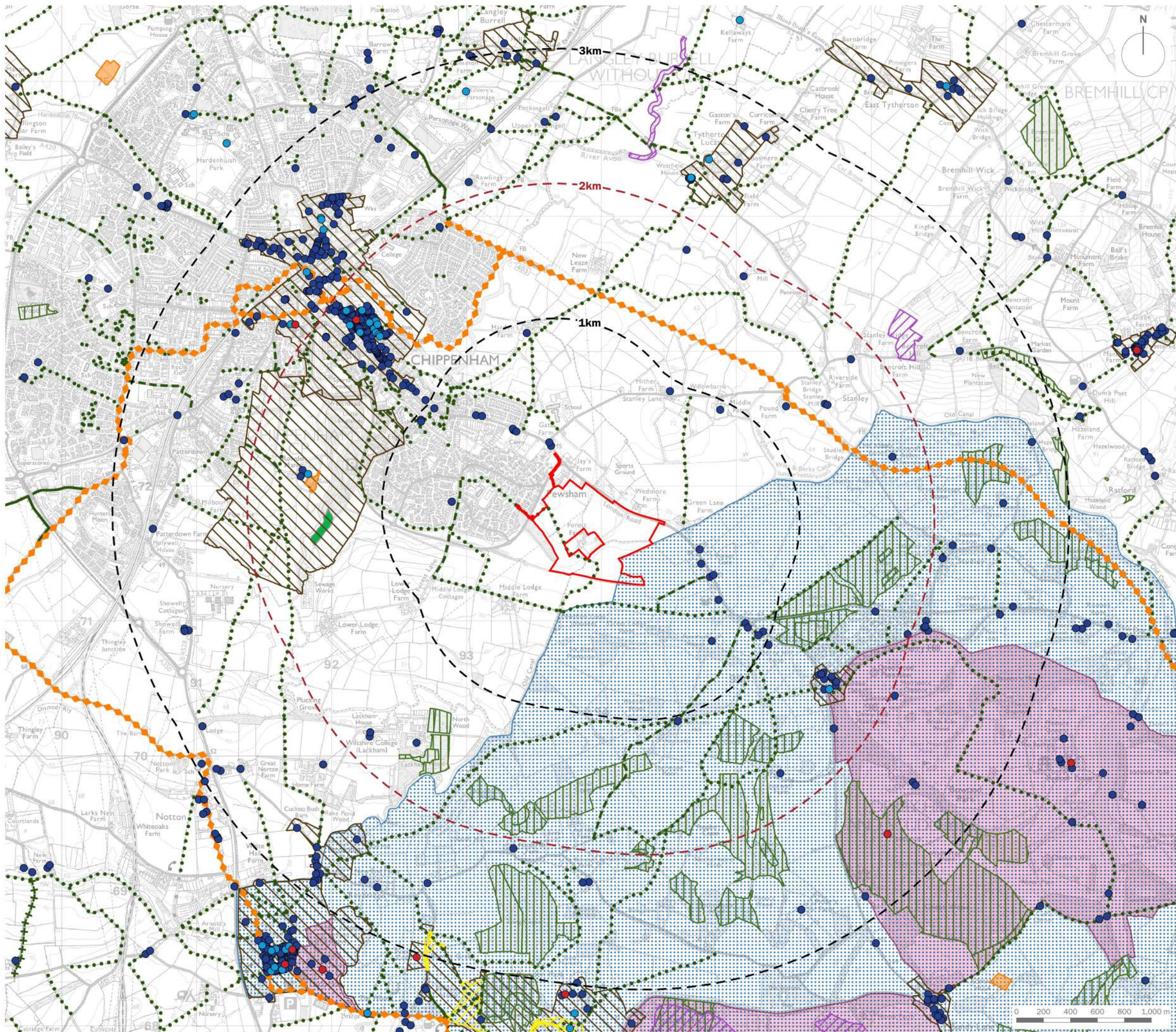
Plan EDP 3: Published Landscape Character
(edp7351_d005d 24 March 2026 VMS/MWi)

Plan EDP 4: Topographic Relief
(edp7351_d009d 24 March 2026 VMS/MWi)

Plan EDP 5: Findings of EDP's Visual Appraisal
(edp7351_d010d 24 March 2026 VMS/MWi)

Plan EDP 6: Cumulative Scenarios
(edp7351_d013d 11 June 2026 CMa/TRa)

Plan EDP 7: Illustrative Landscape and Ecology Strategy
(edp7351_d011j 25 June 2026 JWh/TRa)



- Site Boundary**
- Range Rings (at 1km intervals from main site)
 - 2km Detailed Study Area
- Landscape**
- Wiltshire Special Landscape Area
 - Open Access Land
 - National Cycle Network
 - Footpath
 - Bridleway
 - Byway
 - Restricted Byway
- Ecology**
- Site of Special Scientific Interest (SSSI)
 - Local Nature Reserve
 - Ancient Woodland Inventory
- Heritage**
- Conservation Area
 - Scheduled Monument
 - Registered Parks and Gardens
 - Grade I Listed Building
 - Grade II* Listed Building
 - Grade II Listed Building

client

Gleeson Land

project title

Land at Forest Farm, Chippenham

drawing title

Relevant Planning Designations and Considerations

date **24 MARCH 2026**

drawing number **edp7351_d008d**

scale **1:27,500 @ A3**

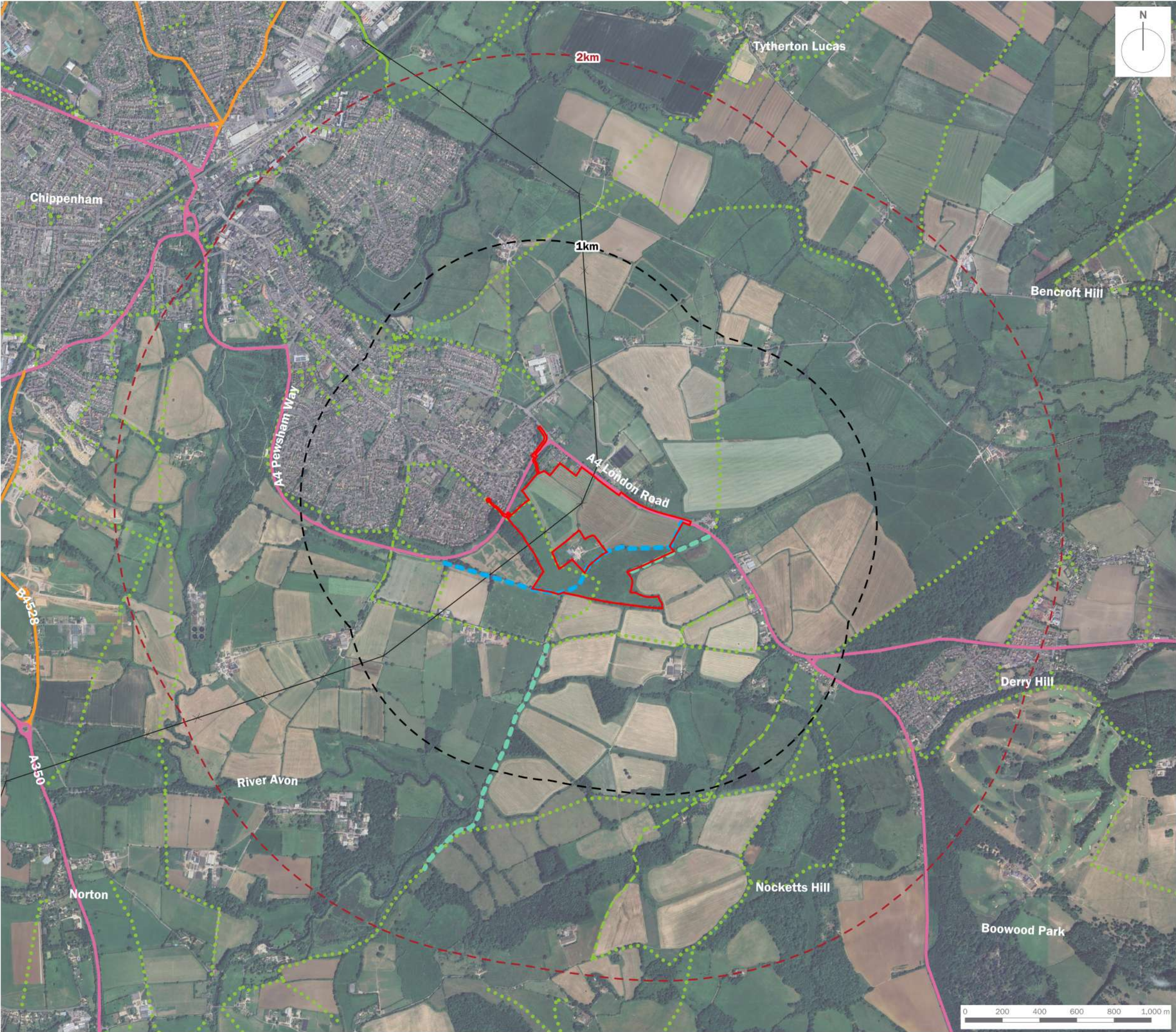
drawn by **VMS**

checked **MWI**

QA **RBa**

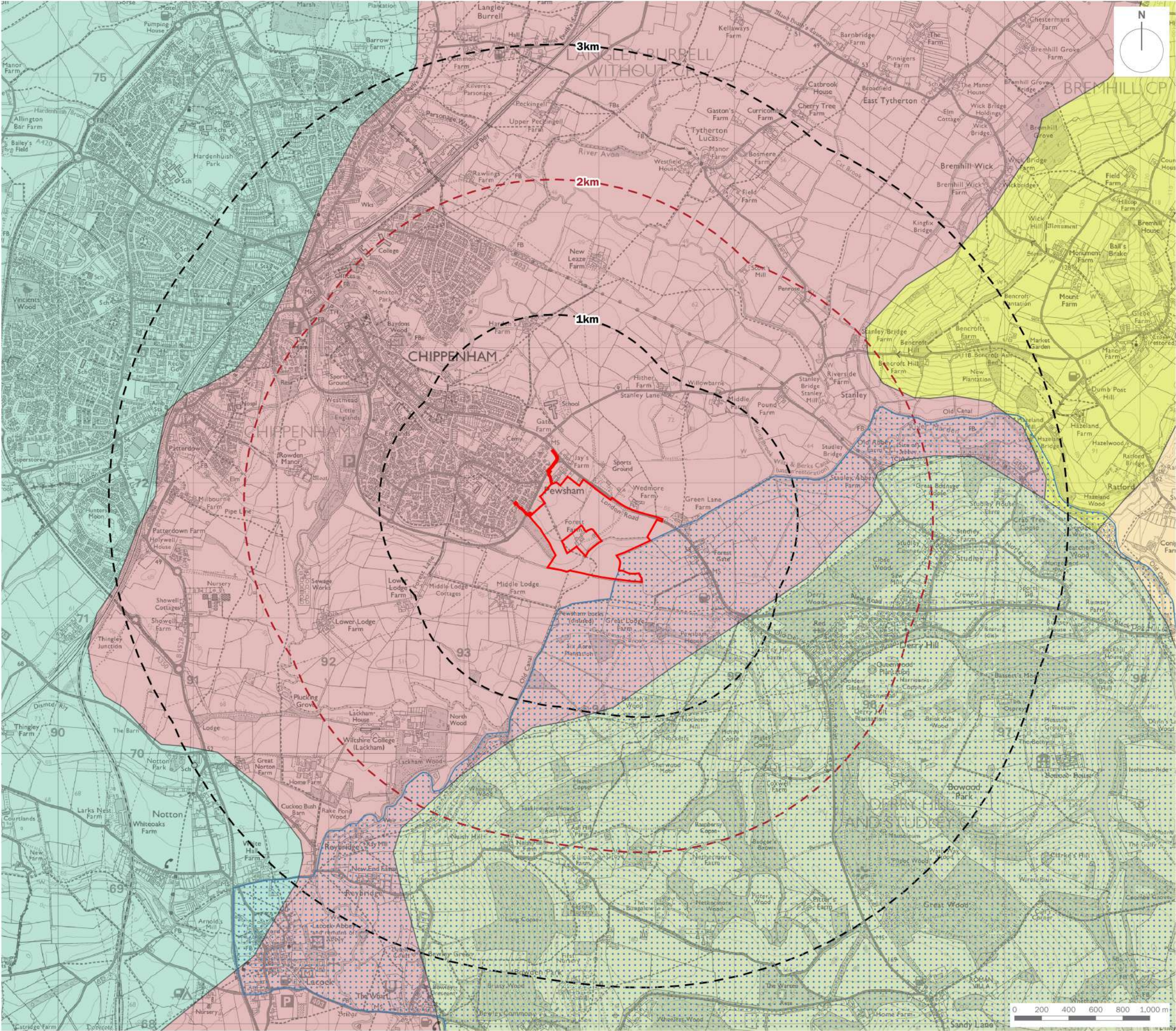
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- Site Boundary
- Range Rings (at 1km intervals from main site)
- 2km Detailed Study Area
- A Road
- B Road
- Footpath
- Bridleway
- Byway Open to All Traffic
- Watercourse within the Site
- Historic Disused Canal in Water
- High Voltage Pylons

client	Gleeson Land		
project title	Land at Forest Farm, Chippenham		
drawing title	Site Location and Context		
date	24 MARCH 2026	drawn by	VMS
drawing number	edp7351_d003d	checked	MWI
scale	1:20,000 @ A3	QA	RBa



Site Boundary

Range Rings (at 1km intervals from main site)

2km Detailed Study Area

Wiltshire Special Landscape Area

Wiltshire Landscape Character Assessment
Final Report (2005)

LCT 16 Limestone Lowland:
LCA 16A Malmesbury-Corsham
Limestone Lowland

LCT 7 Wooded Greensand Hills:
LCA 7C Bowood Greensand Hills

LCT 12 Open Clay Vale:
LCA 12B Avon Open Clay Vale

LCT 8 Limestone Ridge:
LCA 8A Swindon - Lyneham Limestone
Ridge

LCT 11-Rolling Clay Lowland
LCA 11A - Swindon - Calne Rolling
Clay Lowland

client

Gleeson Land

project title

Land at Forest Farm, Chippenham

drawing title

Published Landscape Character

date

24 MARCH 2026

drawn by

VMS

drawing number

edp7351_d005d

checked

MWI

scale

1:27,500 @ A3

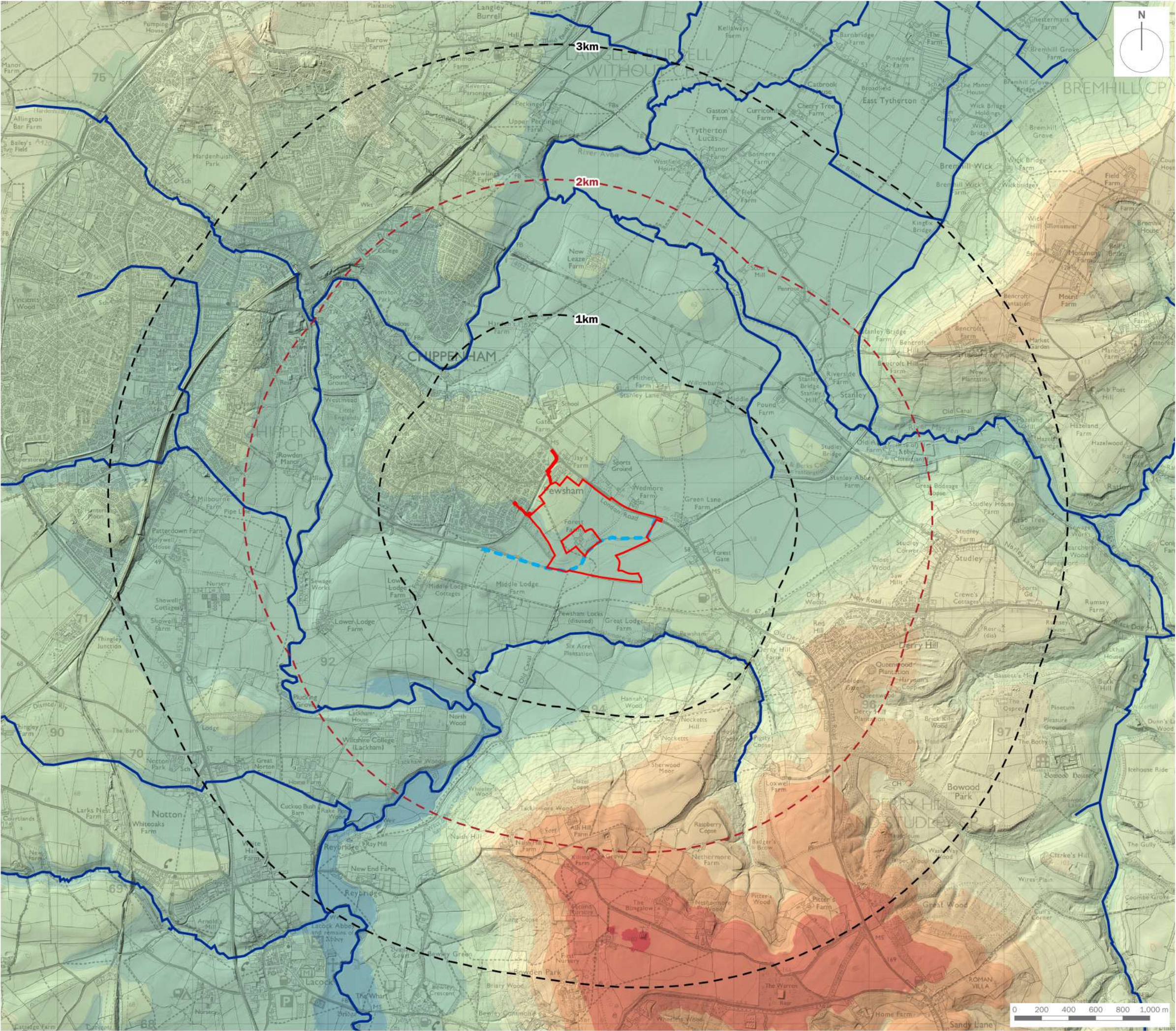
QA

RBa

edp

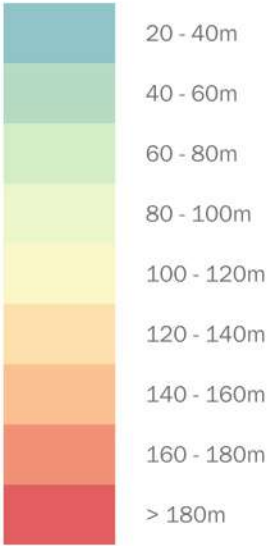
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- Site Boundary
- Range Rings (at 1km intervals from main site)
- 2km Detailed Study Area
- Watercourse
- Watercourse within the Site

Elevation (aOD)



client

Gleeson Land

project title

Land at Forest Farm, Chippenham

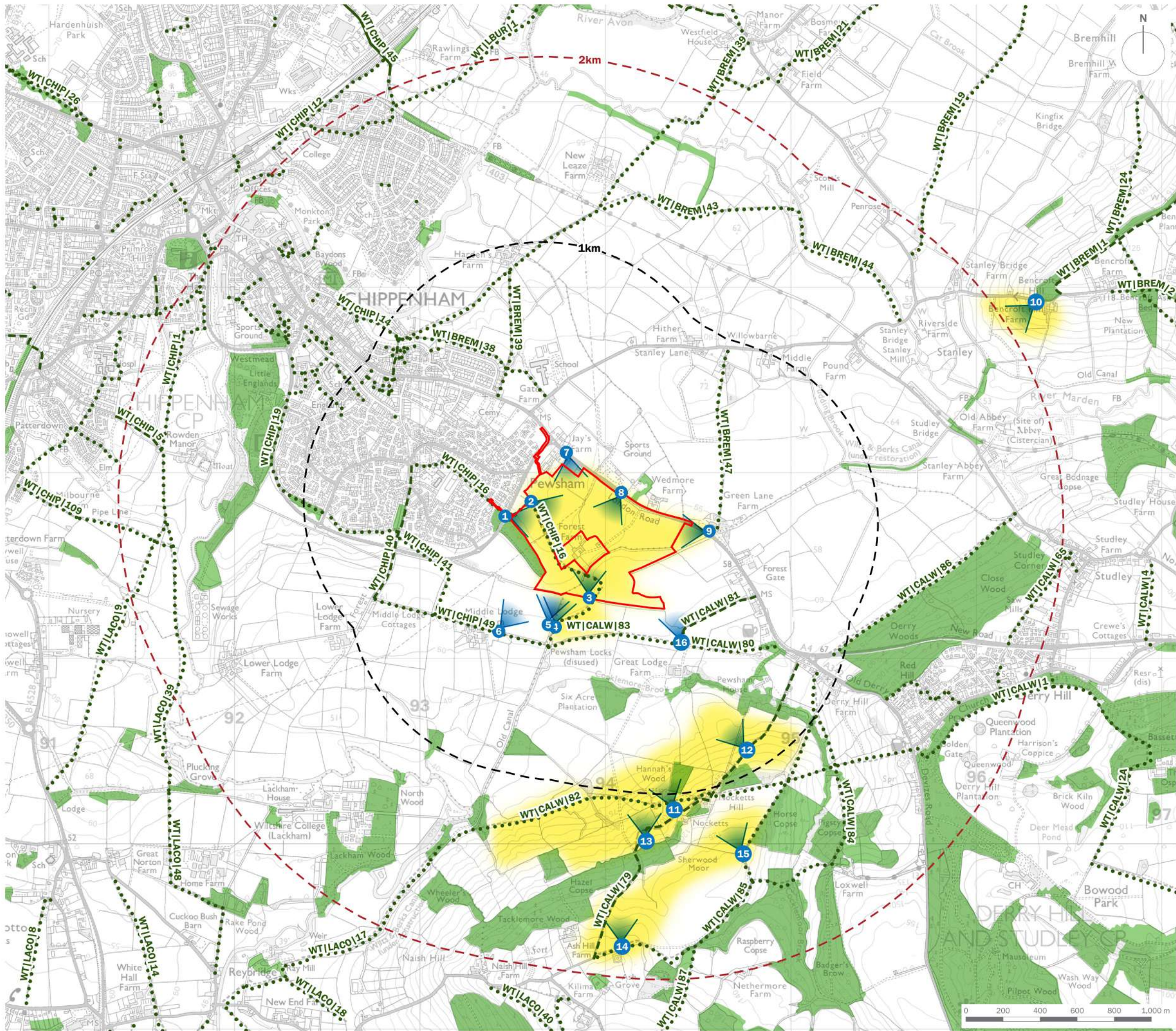
drawing title

Topographic Relief

date	24 MARCH 2026	drawn by	VMS
drawing number	edp7351_d009d	checked	MWI
scale	1:27,500 @ A3	QA	RBa



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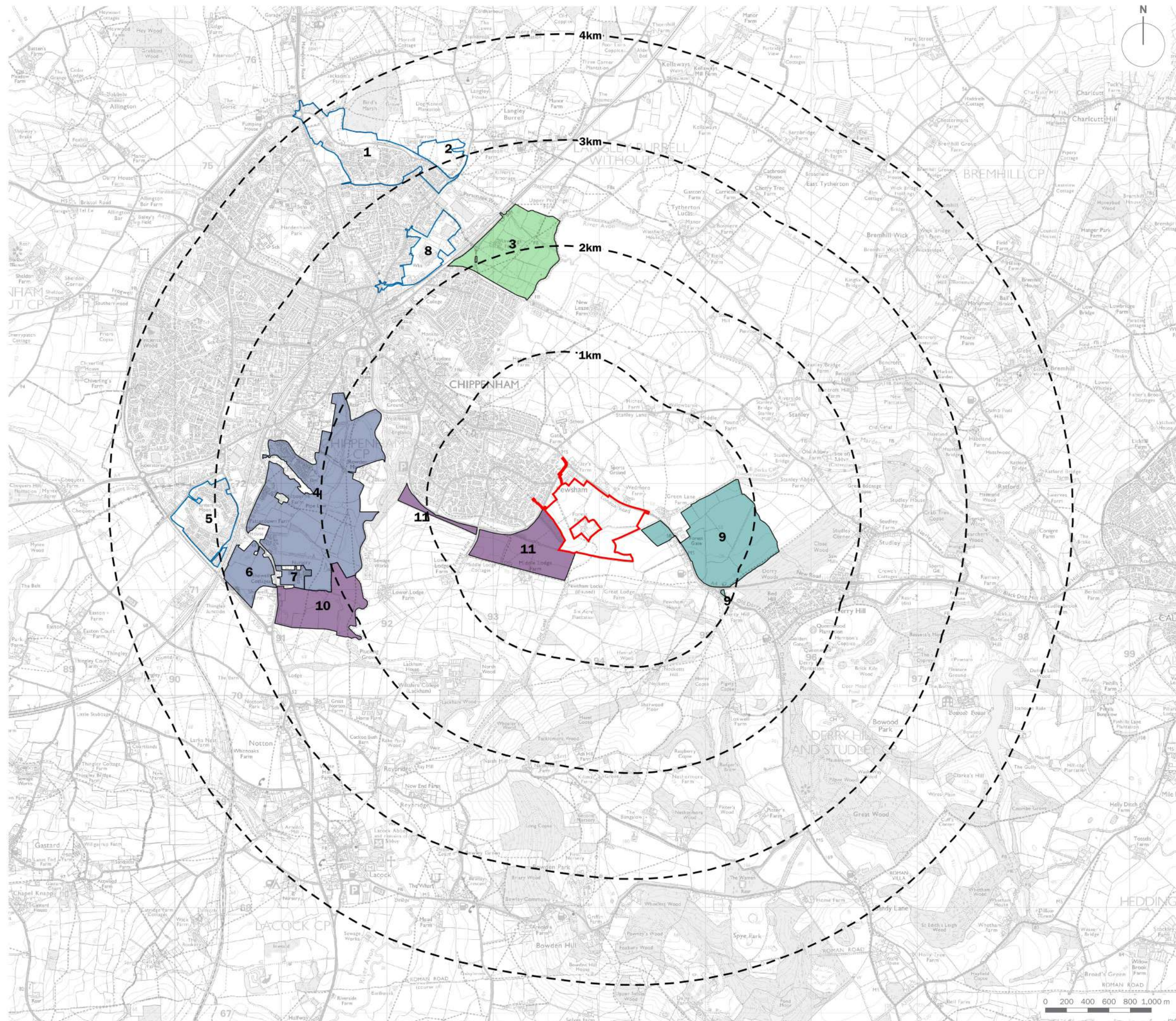


- Site Boundary
- Range Rings (at 1km intervals from main site)
- 2km Detailed Study Area
- National Forest Inventory
- Zone of Primary Visibility (ZPV)
- Bridleway
- Byway Open to All Traffic
- Footpath
- Photoviewpoints Location

client	Gleeson Land		
project title	Land at Forest Farm, Chippenham		
drawing title	Findings of EDP's Visual Appraisal		
date	24 MARCH 2026	drawn by	VMS
drawing number	edp7351_d010d	checked	MWI
scale	1:20,000 @ A3	QA	RBa



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- Site Boundary
- Range Rings (at 1km intervals from main site)
- Cumulative Scenario A:
Cumulative Site 10 - Land at Showell Farm
Cumulative Site 11 - Land South of Chippenham
- Cumulative Scenario B:
Cumulative Site 4 - 14/12118/OUT
Cumulative Site 6 - N/13/00308/OUT
Cumulative Site 7 - 17/08554/OUT
- Cumulative Scenario C:
Cumulative Site 9 - PL/2021/06112
- Cumulative Scenario D:
Cumulative Site 3 - 15/12351/OUT
- Scoped out Cumulative Sites:
Cumulative Site 1 - N/12/00560/OUT
Cumulative Site 2 - PL/2022/04681
Cumulative Site 5 - 16/12493/FUL
Cumulative Site 8 - 16/03515/OUT

client	Gleeson Land		
project title	Land at Forest Farm, Chippenham		
drawing title	Cumulative Scenarios		
date	11 JUNE 2026	drawn by	CMA
drawing number	edp7351_d013d	checked	TRa
scale	1:35,000 @ A3	QA	RBa



- Site Boundary
- Existing Woodland with 10m Buffer
- Existing Veteran Tree
- Existing Scrub
- Existing Hedgerow
- Existing Watercourse
- Existing Occasionally Wet Grassland
- Proposed Woodland
- Proposed Tree
- Proposed Scrub
- Proposed Hedgerow
- Proposed Species Rich Hedgerow with Bank
- Proposed Attenuation
- Proposed Wildlife Pond with Marginal Planting
- Proposed Swale
- Proposed Species Rich Grassland
- Proposed Amenity Grass
- Proposed Surfaced Path
- Proposed Mown and Loose Chip Path
- Proposed Cycle Path
- Public Right of Way
- Indicative Play Location
- Proposed Allotment

client	Gleeson Land		
project title	Land at Forest Farm, Chippenham		
drawing title	Illustrative Landscape and Ecology Strategy		
date	25 JUNE 2026	drawn by	JWh
drawing number	edp7351_d011j	checked	TRa
scale	1:2,500 @ A2	QA	DJo



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