Bellway



Proposed Residential Development of

Townsend & Westward Farm

Melksham

DESIGN & ACCESS STATEMENT | OUTLINE APPLICATION | JULY 2026

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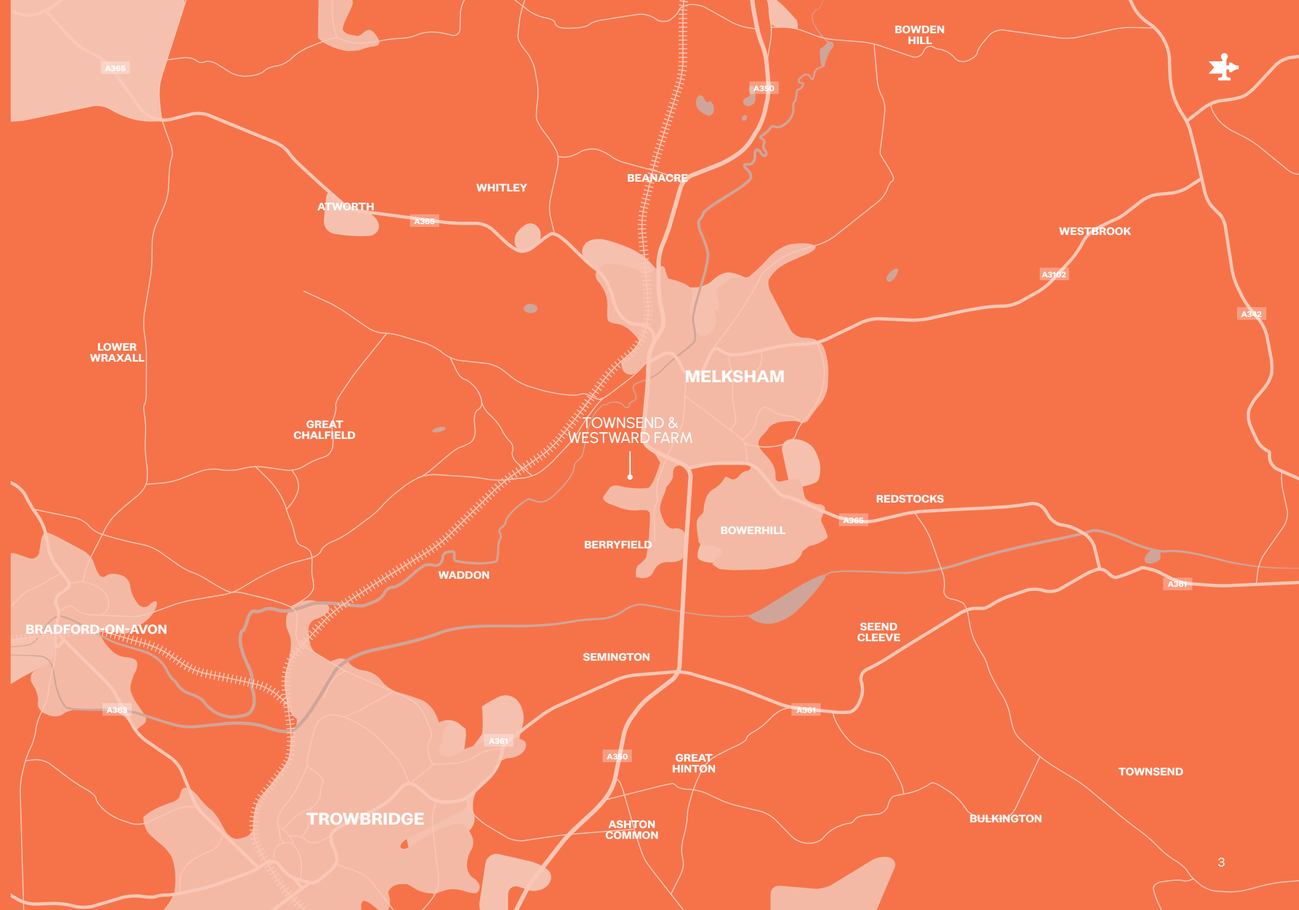
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Executive Summary

This Design & Access Statement sets out a clear explanation of the design process and the principles that underpin the outline application. This establishes a strong rationale for development of the site and presents clear concepts that can guide future applications and delivery.

The site is located to the southern edge of Melksham and provides a natural extension to the settlement. Our vision is to create an attractive new development that makes a positive impact on the local area. The proposed scheme responds positively to its setting having undergone a thorough assessment, consultation and design process. The proposal represents a high quality, well designed and sustainable development.

There is a pressing need for new housing within the Wiltshire district, which is likely to increase over the short to medium term, and the site represents an opportunity to deliver new homes on a well-connected site, outside of significantly more constrained parts of the local area, this will bring significant benefits to the existing and future community of Melksham.

Bellway Homes are committed to the creation of a high quality and distinctive place for people and nature. This will include a range of open spaces, amenity space, naturalistic play space and walking trails. This approach will ensure that the development provides existing and new residents with suitable areas for leisure and recreation.

Bellway Homes are preparing an outline application now in response to changes in national planning policies. Although the land is not allocated, it comprises land in a sustainable location, where development can be brought forward quickly. As Wiltshire's strategic policies are considered out-of-date by virtue of the Council not being able to demonstrate a sufficient housing land supply against their local housing need, the tilted balance is engaged.

Granting planning permission would direct development to a sustainable location, i.e. on the edge of Melksham which is recognised as one of the principal towns in Wiltshire. Development would make effective use of land by delivering development at an appropriate scale and density, enable delivery of a well-designed place, and make provision for a significant number of affordable homes.

This proposal represents a unique opportunity to extend the town and provide an enhanced recreational offer, alongside the delivery of much needed homes. It is contended that the principle of development of the site should be supported by the Council.





Illustrative Masterplan.





Illustrative Visualisations.

Bellway

Bellway Homes has grown from a local family firm founded in 1946 into one of the country's leading publicly listed national home providers, with 5-star quality builder status and over 3,000 direct employees.

The Bellway Homes team identifies, promotes and delivers large sites for homes, community facilities and mixed-use development. We focus on the most suitable, sustainable locations to help create lasting communities.

As one of the UK's largest homebuilders, we have an important role to play in addressing the growing national housing shortage by building high-quality new homes in locations where they're needed most. By working collaboratively with landowners, key stakeholders, and local authorities, we're helping to deliver the government's agenda to build more homes in sustainable locations throughout the country.

We have a flexible design approach and are able to adapt our houses to reflect the local vernacular architecture styles for the area to ensure they effectively integrate with the local community. We recognise that legacy is important, and we see this through from start to finish. We create places for people to live, work, rest and enjoy.



1 Introduction

Purpose of the Document

This Design & Access Statement (DAS) has been produced by Brandt Urban Design, on behalf of Bellway Homes. The document forms part of an Outline Application submitted to Wiltshire Council for development on Land at Townsend & Westward Farm, Melksham.

The DAS illustrates a proposal for up to **225 new homes,** with associated access, public open space, attenuation, and infrastructure. It presents an analysis of the Site and context and details the design principles which underpin the proposed development. The proposal is described as follows:

> *"Outline application for up to 225 dwellings, with access from Semington Road, along with public open space and landscape buffers to incorporate existing rights of way and to accommodate the route of the proposed Melksham Link Canal (under separate application W/12/01080/FUL). Demolition and clearance of all existing buildings and structures on the site. All matters reserved other than vehicular access from Semington Road."*

Aims & Objectives

This DAS demonstrates the way in which the site can be developed to meet local needs, and provide a high quality, sustainable development which responds to the Site and the local context. The format of this DAS follows National Planning Guidance for Design and Access Statements. It has also been produced within the context of CABE guidance entitled 'Design and Access Statements: How to write, read and use them' (2006).

The DAS details the rationale behind the masterplan. It explains how the design process and emergent iterative analysis shaped the development of the Site, which included an assessment of the site and its context, and an evaluation of constraints and opportunities.

The DAS should be read in conjunction with the whole planning package, including the supporting technical reports which make up the application suite.

The Design Team

Bellway

brandt urban design.

savills

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itransport

Local Policy & Best Practice

The development proposals set out on the following pages reflect current guidance on creating high quality development and improving the design quality of the urban environment. They draw upon guidance within the following documents:

National Design Guidance

- National Design Guide (2019)
- National Model Design Code – Part 1 & 2 (2021)
- Design Process & Tools PPG
- Design & Placemaking Planning Practice Guidance (2026 Consultation Draft)
- National Planning Policy Framework (2024 & 2025 Consultation Draft)
- Planning for the Future - White Paper (2020)
- Living with Beauty: Report of the Building Better, Building Beautiful Commission (2020)
- Urban Design Compendium 1 & 2 (2007)
- Manual for Streets (MfS) (2007)
- Manual for Streets 2 (MfS2) (2010)
- Towards an Urban Renaissance (1999)
- Responsive Environments (1985)
- Planning for Sustainable Development: Towards Better Practice (1998)
- Sustainable Settlements: A Guide for Planners, Designers & Developers (1995)
- Planning & Design for Outdoor Sports & Play: Fields in Trust (2008)
- Building for a Healthy Life (2015)

Local Design Guidance

- Wiltshire Core Strategy (2015)
- Wiltshire Housing Site Allocations Plan (2020)
- Wiltshire Open Space Assessment Update (2023)
- Wiltshire Design Guide (2024)
- Joint Melksham Neighbourhood Plan 2 - 2020-2038 (2025)
- Melksham Design Guidelines & Codes (2023)



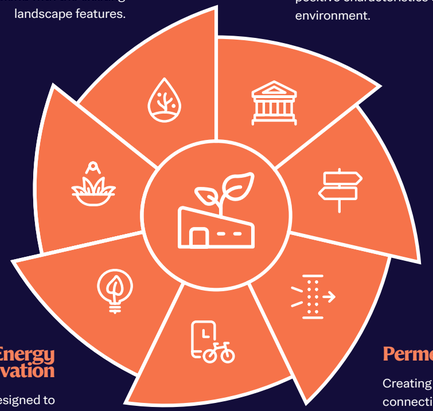




Sustainable & Well Designed Places

The documents set out objectives to create sustainable and well-designed efficient developments, planned to respond positively to local context and promote environmentally friendly activity patterns. To this end an opportunity exists to produce a unique development proposal.

The scheme should respect its setting and strive for quality in design of the built environment, townscape, and landscape. Design of the public realm should be paramount; creating a sense of place that reinforces civic pride and promotes a community spirit.
The principal points to consider in meeting these objectives are:



Sustainable Drainage

Provision of SUDS designed to blend with the existing landscape features.

Identity

Creating an environment that has its own sense of identity whilst retaining positive characteristics of its local environment.

Landscape Enhancement

Safeguarding and enhancing the existing landscape framework and mitigating the impact upon existing wildlife.

Legibility

Making a place that people can understand and negotiate with ease.

Energy Conservation

Settlement designed to reduce resource consumption and promote the use of environmentally friendly materials.

Permeability

Creating sustainable connections within the development and to the wider area.

Sustainable Transport

Encouraging walking and cycling and making public transport widely available to reduce social exclusion.

Planning Background

Bellway Homes have prepared an outline planning application for up to 225 high-quality homes on land west of Semington Road, Melksham. The Proposed Development has been designed to ensure it is consistent with both national and local planning policy guidance, and has been supported by accompanying ecological, transport, heritage, flood risk and drainage and landscape information.

The application has been brought forward within the context of the Government's drive to deliver 1.5 million new homes by the end of the parliament. Wiltshire Council's previous Local Plan is over 11 years old and is out-of-date. Furthermore, recent appeals within the Melksham area have confirmed that the Council do not have a five-year housing land supply. As a result, the Local Plan holds reduced weight in the decision-making process.

Wiltshire Council withdrew the draft Wiltshire Local Plan review on 19 May 2026 following feedback from the Inspector at examination. However, Wiltshire Council have recently started preparing a new Local Plan to address their new housing target of well over 3,000 per year. They are currently looking for sites to be submitted for inclusion in that future plan. Bellway are committed to working positively with the Council to achieve a formal site allocation through this process, which will support high-quality development at Townsend & Westward Farm and create a positive legacy.

The Joint Melksham Neighbourhood Plan 2 is also a material planning consideration that is an up-to-date part of the Development Plan and holds weight in the decision-making process. The Neighbourhood Plan contains an objective and related policies that seek to protect the rural character of settlements and countryside gaps across the plan area, but acknowledges that the gap between Berryfield and Melksham no longer fulfils this purpose due to outline planning permissions being granted at appeal. The Neighbourhood Plan also supports the safeguarding of the proposed Route of the Wilts & Berks Canal Link Project. The Proposed Development has sought to safeguard the proposed route of the canal in line with priorities of the Neighbourhood Plan.

Overall, Bellway Homes have prepared and submitted this planning application within this wider planning context. Wiltshire Council currently do not have a five-year housing land supply and there is a demonstrable need for new homes within Wiltshire as work has only just begun on the preparation of the new emerging Local Plan. The Site is located in a sustainable and accessible location, situated approximately a 15-minute walk south of Melksham town centre and its associated amenities and has good bus links. The Proposed Development has also been designed to protect the route of the Wilts & Berks Canal Link Project, and will deliver significant public open space.







2 The Site

A Sustainable Location

The town of Melksham is in Wiltshire, approximately 23km east of the city of Bath and 13km south of the town of Chippenham. It has a population of approximately 25,000 people. The town has a range of education, community, retail, recreation and sports facilities and benefits from several sustainable public transport and movement modes.

The Site itself is located on the southern edge of the town, to the north of Berryfield and the existing development (currently under construction) on Semington Road. The new development know at Bowood View is located to the east of the site on the opposite side of Semington Road and contains the Berryfield Village Hall, a well-used community building delivered by Bellway Homes.

The site is bordered to the north by new development and to the south by the area known as Berryfield where there is currently a live residential planning application under consideration by Wiltshire Council.



Wider Context Plan



Aerial Location Plan

The Site

The Site is approximately 11 hectares (ha.) in size and is made up of four agricultural fields, and an area of previously developed land comprising dilapidated WWII-era buildings, and a further area of previously development land currently occupied by chicken sheds.

The Site is bounded by residential development to the east. Agricultural land and buildings bound the Site to the west. The topography of the Site is almost wholly flat in nature, with no significant undulations or low/high points to note. Public right of way MELW2 (a footpath) crosses the Site running northwest to southeast. Public right of way MELW2 further runs along the Site's southeast border, connecting Berryfield Lane to the south, to Semington Road to the east.

Public rights of way MELW3 and Bridleway MELW5 border the Site to the west. The Site is not subject to any statutory or non-statutory environmental designations. The Site is not subject to any heritage designations, and no listed buildings are located within the Site.

Directly north of the site are the West of Semington Road planning permissions for 103 new homes (ref. PL/2023/00808 & PL/2024/11665). This development is currently under construction and form the immediate site context. Directly east of the site and on opposite side of Semington Road is the recently constructed Bellway development Bowood View for 150 new homes and Village Hall.

South of the site is the Land at Berryfield Lane application for 58 new homes by Martin Grant Homes (ref. PL/2025/00626). which is currently under consideration by Wiltshire Council.

The site is boarded by Berryfield Lane to the west and Boundary Farm and Berryfield allotments beyond. Semington Road boarders the site to the east. There are various bus stops located on Semington Road and the New Inn public house just south of the site.



North of Berryfield Lane - Outline Application Illustrative Masterplan



Land West of Semington Road - Phase 2 - Reserved Matters Consented Layout



Land West of Semington Road - Phase 1 - Reserved Matters Consented Layout



Aerial Overview of the Site

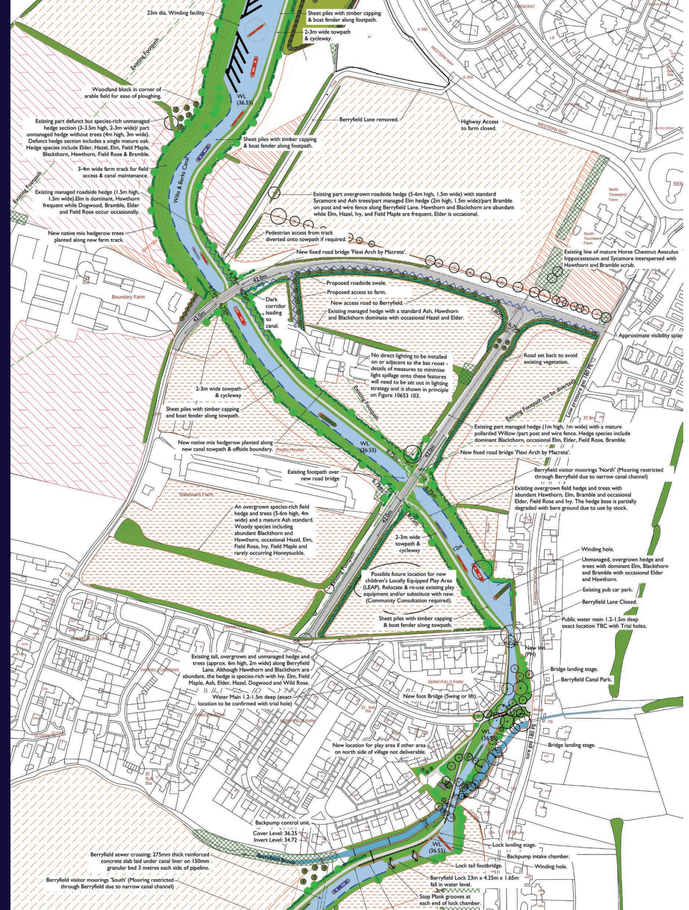
Melksham Link Canal Proposal

The site is crossed by a policy designation under the 2015 Wiltshire Core Strategy (WCS), Core Policy 15 Melksham Link Project aiming to create a new canal between the Kennet and Avon Canal and the River Avon (carried forward in the emerging Wiltshire Local Plan under Policy 94 – Wiltshire's Canals). This policy firmly resists development that would affect delivery of the canal on this alignment.

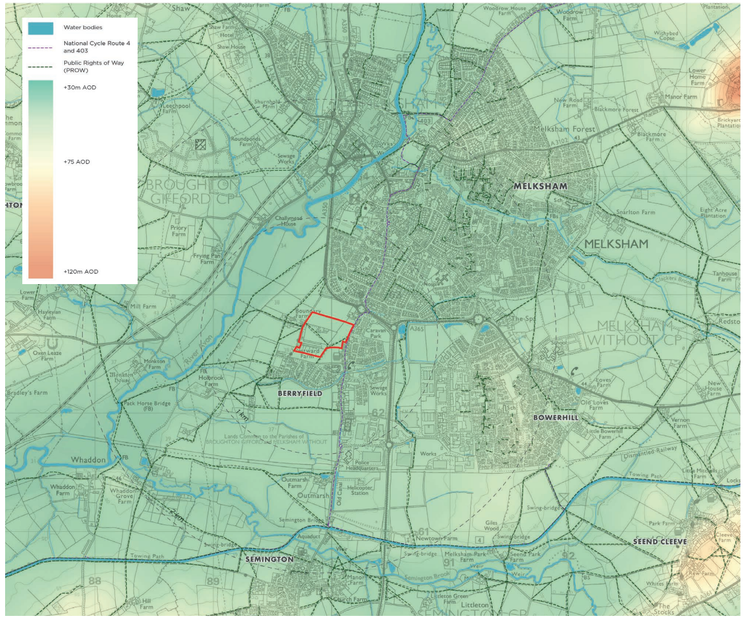
The designation aligns with a planning application by the Canal and Rivers Trust (ref. W/12/01080/FUL), originally submitted in 2012. As shown below, the canal and two new roads would cross the site.

This application is live, and there has been some correspondence on file in 2025 relating to an EIA update. The Bellway Homes strategic land team recognises the huge value and potential the restoration of the Wilts & Berks Canal brings to the community. In economic, habitat, human health and welfare terms as well as the huge impact its proximity and success could have on placemaking and commercial value.

The design team have met and consulted with the Wilts & Berks Canal Trust to ensure these applications does not prejudice the implantation of the canal project in the future. Further detail as to how both space and access have been safeguarded is presented throughout this document.



The Melksham Link Canal Proposal Extracted from W/12/01080/FUL

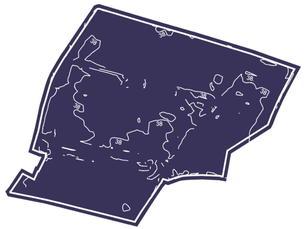


Wider Landform Plan

Topography

The site is relatively flat with minor variation in the Above Ordnance Datum (AOD) from around 36.6m in the southeastern corner gently rising up to +38.60m AOD in the northeast.

There are several existing ditches on the site, typically associated with field boundaries and hedgerow planting. These include a section of ditch extending from Berryfield Lane on the eastern edge to the collection of farm buildings located in the central part of the site; a further ditch runs between the two 'chicken shed' buildings immediately to the south of the first ditch and another ditch follows part of the field boundary that runs diagonally through the eastern portion of the site.



Site Photographs


















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3 Site Assessment

Accessibility

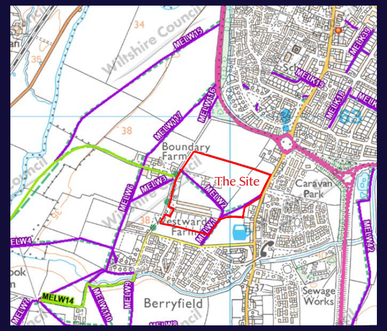
Existing Highways Network

The main site access will be to Semington Road and this forms the eastern boundary to the site. Semington Road is a two-way single carriageway road that connects Semington High Street and Hampton Park West to south Melksham. The posted speed limit is 30mph which is supported by traffic calming in the vicinity of the proposed development. The AM and PM peak hour traffic flows were recorded by an automatic traffic count (ATC) survey and these were less than 350 vehicles (two-way) in both peaks.

Semington Road connects to the A350 at a roundabout north of the site. North of the Semington Road Roundabout, Semington Road extends approximately 450m before becoming King Street, and continuing north. The road is a two-way single carriageway with a 30mph speed limit and this provides access to central Melksham, including the High Street.

Berryfield Lane forms the western boundary of the site. This is from the simple priority junction with the A350 to a series of properties to the south via a residential estate. At the Berryfield Park development Berryfield Lane splits. To the south it extends through the development, serving a small number of dwellings, and onward in a south-westerly direction as a single track road.

To the east it serves the Berryfield Park development before splitting into Berryfield Park and Berryfield Lane. Both Berryfield Park and Berryfield Lane continue to Semington Road.



Existing Public Right of Way (PRoW) Network.



Semington Road.



Berryfield Lane.



Existing Agricultural Access onto Berryfield Lane.



Existing uncontrolled crossing of Semington Road at Bus Stop.

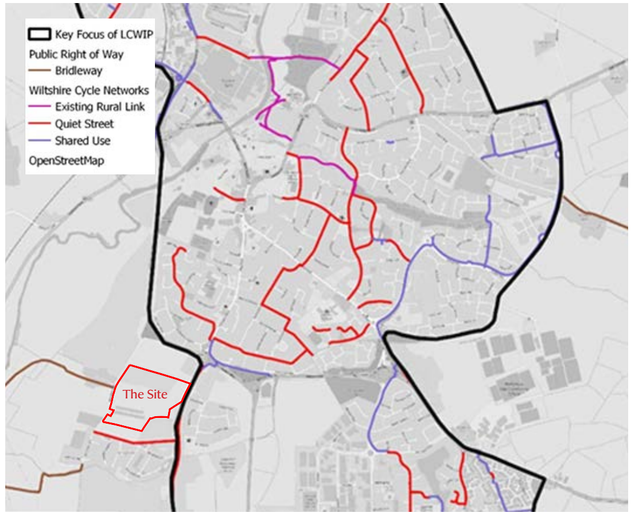
Walking & Cycling

The site benefits from existing pedestrian and cycle infrastructure and networks. Semington Road forms the eastern site boundary and runs north-south from Hampton Park West to King Street. This provides the most direct route for pedestrians and cyclists to the town centre. The National Cycle Network Route 403 routes along Semington Road and as set out in the LCWIP Semington Road is designated as a quiet street for cycling.

At the roundabout with the A350 Western Way, the southern, northern and eastern arms have shared footway/cycleway provision, with pedestrian and cyclist crossings on the southern and eastern arms. The southern arm features a zebra crossing with pedestrian and cycle refuge on the splitter island. On the eastern arm, a staggered signalised toucan crossing enables users to cross the A350 carriageway and join the shared footway/ cycleway. The western arm is an uncontrolled crossing with a pedestrian refuge.

South of the site, Semington Road has pedestrian footway provision on the western side of the carriageway, and there are footways on the eastern side of some sections of Semington Road. There is a zebra crossing north of the Semington Road/ Berryfield Park junction which supports crossing between the western and eastern footways.

Public footpaths pass through the site, MELW1 which routes from Semington Road to Berryfield Lane (to the south) and MEWL2 which connects Berryfield Lane to the west with MELW1.



Existing Cycling Routes Plan.

Public Transport

Bus Services

There are existing bus stops located on Semington Road, at the site boundary. These "Telford Drive" stops can be identified by shelters with seating, and an attached flagpole.

Timetable information is provided in the shelters and an uncontrolled pedestrian crossing with dropped kerbs and tactile paving facilities crossing between the northbound and southbound stops. From these stops, faresaver service X34 offers connections to Chippenham, Melksham, Trowbridge and Frome. Additional stops can be found to the south of the site. The New Inn stops, situated near Berryfield Park, are served by the additional route 15 (a Fromebus service).

Service	Destination	Service Frequency		
		Wednesday	Saturday	Sunday
X34	Chippenham - Frome	Every 40 minutes from 6:54 – 17:55	Hourly from 07:10 – 18:07	Hourly from 08:57- 17:58
15	Melksham and Berryfield	Outbound services at 10:23 & 12:23. Returning at 13:59, 16:49 and 17:54.	Outbound services at 10:23 & 12:23. Returning at 13:59, 15:04, 16:04, 16:44 and 17:24.	N/A

Rail Services

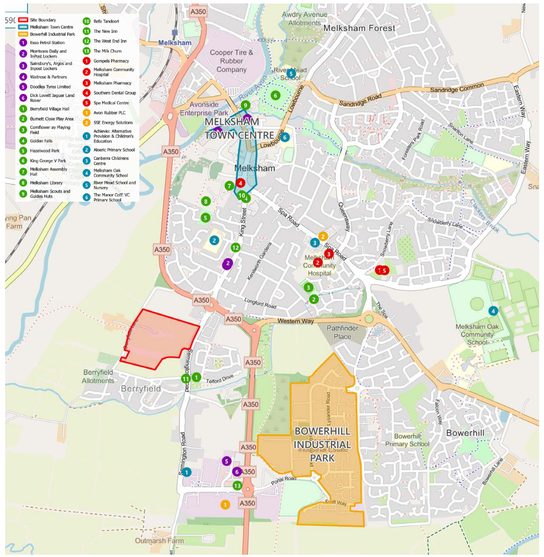
The closest station to the proposed development is the Melksham Railway Station, situated in north-west Melksham. The station lies within the maximum walking distance of 3.2km, accessible on foot and by cycling via the high street.

The station features eight cycle parking spaces, in the form of stands which are sheltered and covered by CCTV in addition to 10 vehicle parking spaces. Regarding accessibility, the station has step free access to all platforms, sheltered waiting and seating areas.

Destination	Journey Duration	Peak	Off Peak
Swindon	27 Minutes	Every 2 Hours	
Westbury	17 Minutes	Every 2 Hours	

Local Facilities

The site is located to the southwest of Melksham Town Centre, benefiting from a wide range of facilities and services. Other notable areas include Bowerhill and Semington. A summary of some key local facilities and areas is presented below:



Local Facilities Plan

Purpose	Destination	Distance from Site (m)	Walk Journey Time (mins)	Cycle Journey Time (mins)
Leisure	The New Inn	470	6	2
	Berryfield Village Hall	530	6	2
	The West End Inn	780	9	3
	Golden Falls	1,130	13	4
	Burnett Close Play Area	1,180	14	4
	Refa Tandoori	1,180	14	4
	Melksham Assembly Hall	1,180	14	4
	Hazelwood Park	1,280	15	5
	Cornflower Way Playing Field	1,380	16	5
	Melksham Library	1,380	16	5
	The Milk Churn	1,580	19	6
	Melksham Scout Group	1,780	21	7
	King George V Park	1,880	22	7
Retail	Esso Petrol Station	630	8	2
	Morrisons Daily	830	10	3
	Melksham Town Centre	1,380	16	5
	Dick Lovett Land Rover	1,580	19	6
	Waitrose	1,580	19	6
	Doodles Tyres Limited	1,680	20	6
	Sainsbury, Inpost & Argos	1,780	21	7
Education	Aloeric Primary School	930	11	3
	Achievio: Alternative Provision & Children's Education in Melksham, Wiltshire	1,480	18	6
	Canberra Childrens Centre	1,480	18	6
	St Mary's CofE School	1,780	21	7
	River Mead School & Nursery	2,080	25	8
	Melksham Oak Community School	2,380	28	9
Health	Southern Dental Group	1,180	14	4
	Melksham Community Hospital	1,580	19	6
	Melksham Pharmacy	1,580	19	6
	Spa Medical Centre	1,680	20	6
	Gompels Pharmacy	1,680	20	6
Employment	SSE Energy Solutions	1,480	18	6
	Avon Technologies	1,780	21	7
	Bowerhill Industrial Park	2,180	26	8
Transport	Caraven Park Bus Stop	204	2	1
	Melksham Station	2,280	27	9

Context & Local Character

Historic Growth

The historic Saxon core of Melksham was established at the location of a ford across the River Avon on what was to become the main road between Bath and Devizes. The town developed incrementally in a linear form along this route (now formed by Spa Road, High Street, Bank Street and Bath Road) and a loop feeding off it to the north of St. Michael's Church (formed by Church Street, Cannon Square and Church Walk.

The Wilts and Berks Canal was opened in the town in the early 19th century followed by the railway in 1848, which connected Melksham with Chippenham to the north and Westbury to the south.

During the inter-war and post-war period, Melksham experienced a period of significant growth, principally to the south and east of the town centre. The form of this growth was typical of development from this period, principally consisting of estates of semidetached dwellings laid out on interconnected street networks. One of several estates established during this period was Berryfield Park, which is located immediately south of the development site in Berryfield and was constructed to house members of the Womens Royal Air Force stationed at the new RAF Station at Bowerhill.

Melksham has continued to grow steadily over the last 50 years, including a significant number of recent developments on the southern and eastern edges of the town. This development is typically characterised by semi-detached and detached dwellings laid out on cul-de-sacs and loop roads and largely fails to demonstrate



1886 Historic Map



1936 Historic Map



1970-1973 Historic Map



Grade II Listed Berryfields Cottages

Local Character

The proposed built form would be designed to reflect some of the principles of architectural style, materials and building form evident within the local area. The site is situated in a suburban, edge of settlement location, and proposals should therefore respect the established street morphology, density and rural transition.

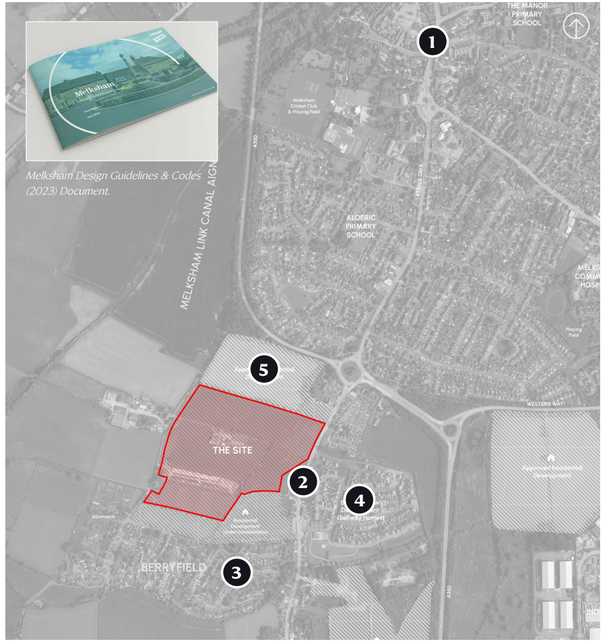
Melksham's character and identity is not defined by only one style. There are a mixture of architectural styles, details, settlement patterns and building layouts that together contribute to the unique character of the town. These include the historic core and linear development, 20th century residential neighbourhoods; and more recent 21st century residential neighbourhoods. Many of the older properties in the area are rural cottages, Victorian villas or cottages and Georgian town houses, characterised using stone and red brick facades and decorative architectural details

More recent residential developments in the immediate vicinity of the site include more modern architectural features and materials, with a focus on energy efficiency. The sites immediate context predominantly features detached, semidetached and terraced houses, catering to families and individuals.

The following text and images will summarise the local character evident within this part of Melksham offering an important reference point for all future detailed design work. This includes references and information taken from the Melksham Design Guidelines & Codes (2023) which alongside the information contained within this document should be used to influence future detailed design work.

The adjacent plan illustrates the site's immediate context identifying various developments and residential areas. These areas are listed below and on the following pages.

1. **Town Centre & Historic Core**
2. **Semington Road**
3. **Berryfield**
4. **Bowood View**
5. **Land West of Semington Road**



Local Character Key Plan

Town Centre & Historic Core

This character area includes the older parts of Melksham, which is laid out in an organic pattern. The conservation area is dense and includes a variety of land uses and facilities set out along the gently meandering streets.

There is a mixture of housing typologies in the historic core including farms and rural cottages, Georgian town houses and terraces and Victorian villas and cottages. The predominant material is stone, which is seen on many of the older and more prestigious buildings. The style of stone varies and includes coursed rubblestone, ashlar stone, blockwork and random rubble. Stone is also used in combination with red brick as window surrounds, lintels, quoins at building corners and boundary wall pillars. Red brick can be seen throughout the historic core character area and bricks follow either a stretcher or English bond pattern.

Other facade styles include white painted brick, white render and off-white/ cream render. Pitched, hipped and mansard roofs are the predominant roof types. There are two main roof materials: dark clay plain tile and grey slate tile and dormer windows are common. Most buildings in this character area have chimneys with either stone, red brick or rendered chimney stacks. Windows are mainly sash, vertical in proportion and often have white or light-coloured frames and panelling. Door styles vary and some have gabled or flat roofs.

The town centre and historic core of Melksham contribute significantly towards the identity of the town. However, because the development site is located on the southern edge of the town it doesn't have a direct relationship with the town centre or a requirement for certain settlement core attributes e.g. higher densities or a mix of uses. It will therefore be inappropriate to replicate some of the above features within the design of any development.

However, several of the key attributes, principally at plot and building level e.g. boundary treatments and building heights, features and materials, can be applied to ensure that the proposed development helps to reinforce the identity of the town.

At neighbourhood and street level, there is also the opportunity to reapply the urban design principles of creating permeable route structures and well-defined public open spaces as well as to reflect the attributes of some of the older side streets characteristic of Melksham's early rural origins.





Semington Road

Dwellings along Semington Road display an eclectic mix of styles, materials and architectural details, reflecting their incremental development over time. The buildings generally follow little formal pattern, contributing to a rural, countryside character. Some newer dwellings close to the site frontage adopt a more linear and formal arrangement and are set back from the roadside.

Generally, property along this road is older in nature, and therefore utilises more traditional detailing and Materials These elevations are very simple in nature. Some of the key Architectural details and treatments that can be found are stone quoins, window surrounds and flat roof canopies. Standard gable roof arrangements are common with parapet gable walls and coping stone above.

Older dwellings generally have clipped eaves and verges, while more modern dwellings have boxed eaves and bargeboard verges. A variety of different style chimneys are used, with less being shown to the more modern developments.

A large variety of facing materials can be found along Semington Road, mainly due to the different ages of the dwellings. The older, more traditional dwellings showcase coursed natural stone, slate or stone roof tiles and stone surrounds. The more modern dwellings are generally faced with brick or render, in a variety of shades, predominantly red/orange brick and white/off-white render.

Generally, windows are white upvc casement styles, with a mixture of materials and styles to the older more traditional dwellings. The use of a mixture of heads and sills, including brick soldier and reconstituted stone. There is a wide array of front door styles and colours, but generally these are white upvc.















Berryfield

Berryfield is a small development formed of a mix of c.1950s/1960s housing including several bungalows. A mix of cul-de-sacs and large perimeter blocks are arranged with generally frontage parking and areas of open space.

The area was originally constructed to house members of the Womens Royal Air Force stationed at the new RAF Station at Bowerhill.

Generally, elevations are very simple in nature. Some of the key architectural details and treatments that can be found are standard gable roof, with boxed eaves and brick corbel to the corners. No window heads, the use of thin 75mm stone sills to windows. Simple flat roof concrete canopies have been used on these elevations.

The main facing material is red brickwork with little variation, other than extensions over time. The bungalows to the within the area, are faced with stone. Concrete roof tiles in grey/brown shades are commonplace, Fascias/soffits and rainwater goods in white upvc. Windows are generally white upvc, in plain casement styles, with no fenestration bars. There is an eclectic mix of front door colours and styles, but generally these are white upvc, with a variety of window lights.

Generous landscaping and mature trees give the area an attractive verdant character.











Bowood View

The new development know at Bowood View is located to the east of the site on the opposite side of Semington Road and contains the 150 new homes and Berryfield Village Hall, a well-used community building delivered by Bellway Homes.

The development comprises traditional perimeter blocks with a mix of parking arrangements. A large central green space provides a focal point. It has a low- to medium-density suburban character, although it appears denser than Berryfield due to smaller front gardens and its street typologies.

The development has a unified materials palette and appearance with the use of red/multi brick and reconstituted stone and pale renders used on some plots and around key spaces. Roof tiles are grey and red tones.







Land West of Semington Road

Directly north of the site are the West of Semington Road planning permissions for 103 new homes (ref. PL/2023/00808 & PL/2024/11665). This development is currently under construction and forms the immediate site context.

The proposed dwellings have a traditional elevational treatment with well-proportioned windows. Building projections add variety between neighbouring house types and help articulate the building line. The principal facing materials are red brick and render, with grey and red roof tiles used to reflect the local vernacular.



Landscape Assessment

Visual Context

The site lies to the south of Melksham and comprises several grazing fields, with boundaries defined by existing hedgerows and hedgerow trees. Several agricultural buildings are present on site, including large barn-like structures. Two public footpaths cross the site, connecting Semington Road with Berryfield Lane and the residential area of Berryfield to the south.

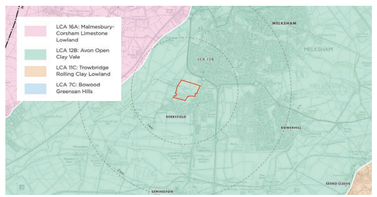
Views from the north are restricted by existing vegetation associated with Western Way (A350) which wraps around the southern edge of Melksham. Immediately to the north of the site is a new residential development currently under construction with existing vegetation associated with the northern boundary, including a line of established trees, helping to provide separation (20/07334/OUT, PL/2023/00808 & PL/2024/11665).

The eastern boundary of the site is defined by Semington Road which provides a link between Melksham, to the north, and the village of Semington to the south. An existing hedgerow extends along much of this boundary, although various gaps occur in the planting at the northern extents of the site. The rear boundaries of two residential properties fronting onto Semington Road adjoin the site and comprise a close board timber fence. Further to the east views are limited by existing vegetation with some glimpsed views from the Bowood View development located off Semington Road.

The southern extents of the site are defined by an existing hedge with hedgerow trees; a further strip of agricultural land lies between the site and the settlement of Berryfield; an application for housing on this land has been submitted and is currently under consideration (Martin Grant Homes – PL/2025/00626). Views to the site from the edge of Berryfield are limited due to existing vegetation associated with Berryfield Lane, which is to be retained with the proposed development on the strip of land beyond.

Berryfield Lane runs along the western edge of the site with existing hedgerows associated with both sides of this route. Several public footpaths run through the agricultural land further to the west, immediately beyond Berryfield Lane. The existing buildings on the site are visible when in close proximity, but further to the west existing vegetation restricts or entirely screens views. Numerous overhead power lines and associated pylons and poles run through the landscape to the west of the site and act as a detracting feature in the landscape.

Users of the public footpaths that run through the site will experience the greatest level of visual change as a result of the proposals with views from these routes changing from grazing land to new housing. The proposals include extensive areas of open space, including a generous new park located centrally between the areas of new housing, meaning that the public footpaths will run through open space along their current alignments; with much of the existing vegetation retained and incorporated into the layout.

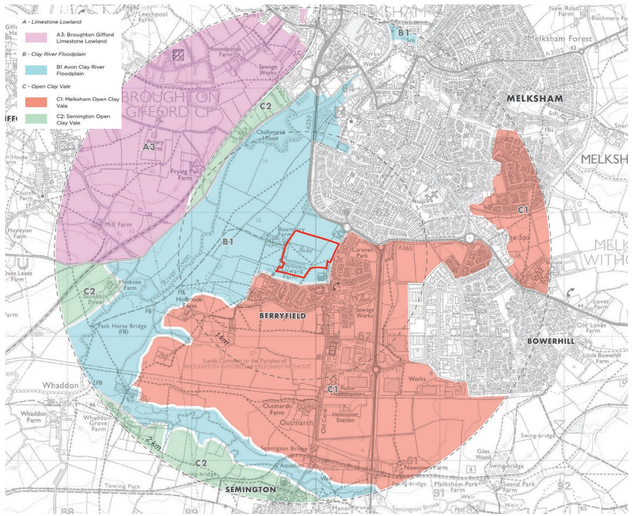


Wiltshire Landscape Character Types & Areas

Ecology & Biodiversity

A comprehensive suite of ecological surveys is being undertaken by FPCR Environment and Design Ltd across the 2026 survey season, to establish the baseline ecological conditions. These include surveys for habitats, bat activity, breeding birds, reptiles, dormice, and badgers. Buildings and trees within the site have also been assessed for their potential to support roosting bats.

The site lies on the edge of an existing urban settlement and is of limited ecological value. It primarily comprises grazed pasture and previously developed land of typically low ecological interest, with a few small pockets of moderately valued grassland in less disturbed areas. Boundary features within the site are of varying quality, with many of the hedgerows in poor condition, offering opportunities for enhancement.



West Wiltshire District Landscape Character Types & Areas



Ecological Constraints & Opportunities Plan

Summary of Site Assessment

As part of the analysis and design process which has been undertaken to understand the Site and its context, several constraints and opportunities have been identified and are set out below and illustrated on the adjacent plan:

Considerations

- The relationship of the Site to adjacent developments and outline planning applications currently being considered by Wiltshire Council.
- Existing woodland, trees, and hedgerows of high ecological, landscape and arboriculture value (Cat A, B C and U). All existing trees have Root Protection Areas (RPAs) which need to be considered. The age and size of the trees mean suitable space should be provided for future growth and shadowing.
- The Site's topography and ground conditions with specific reference to the lack of significant changes and challenges this may pose when seeking to form a drainage strategy.
- The existing ecology and existing habitats on site. Including buffer zones to existing vegetation and habitats.
- Existing Public Rights of Way (PRoW) which cross the site and abut site boundaries.
- Existing agricultural structures and features within the site.
- The Melksham Link Canal planning applications and its alignment (as defined by the W/12/01080/FUL).
- Site boundaries where residential properties back or overlook onto the site.
- Site boundaries where there is limited vegetation or enclosure.
- Listed buildings in close proximity to the site (Berryfield Cottage – Grade II).
- Existing Wessex Water Main which crosses the site.
- Areas at risk of surface water pooling as identified by the Environmental Agency (EA) mapping.

Opportunities

- Create a high-quality and responsive addition to Melksham, positively extending into existing built-up residential edge.
- Provide an attractive open space which includes habitat areas, natural landscapes, and maximise the opportunity created by the Melksham Link Canal project.
- To create permanent space between Berryfield and Melksham.
- To provide a unique, waterside character that 'raises the bar' on design.
- To retain and enhance the existing trees and hedgerows within and on the edge of the site.
- To reduce the visual impact of development through careful location of buildings, open spaces and green infrastructure.
- To provide an attractive neighbourhood presenting a clear hierarchy of street and spaces.
- Integration of sustainable drainage systems including ponds and swales to attenuate, and control run off associated with the proposed development.
- To protect and enhance existing habitats providing Biodiversity Net Gain (BNG).





4 Design Process

Our Vision

Our vision is to make a positive impact on the local area creating an attractive, sustainable neighbourhood complementing Melksham and Berryfield. A landscape led design process will be at the heart of the concept with the masterplan designed to allow easy access to open space, water, walking routes and play facilities from all plots. The creation of a walkable neighbourhood and the development of attractive streets will elevate the community and create a great place to live, visit and enjoy.

The inclusion of a generous area of open space at the heart of the scheme will benefit the wider community, provides a unique waterside character that both safeguards land for the implementation of the Melksham Link Canal and raises the bar on design. The proposal will bring nature to people's doorsteps and further enhance the south of Melksham as a great place to live.

Guiding Principles

- **Maximise the opportunity created by the Melksham Link Canal project.**
- **Create permanent space between Berryfield and Melksham**
- **Provide a unique, waterside character that 'raises the bar' on design**
- **Inclusive placemaking with a mix of housing typologies and tenures.**
- **Bring nature to people's doorsteps**









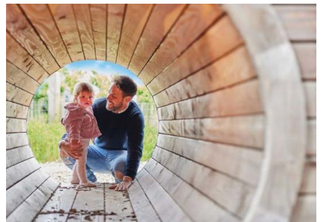















Involvement & Consultation

Public Consultation

A drop-in public exhibition for residents, businesses and stakeholders was held on Friday 10th July 2026 at Berryfields Village Hall from 1pm until 5.30pm then following a short break 7.30pm until 9.30pm. Representatives of Bellway Homes and the design team attended to explain proposals and take questions. Display boards provided details of the emerging development with topics including:

1. **Introduction**
2. **About Bellway**
3. **The Site**
4. **Our Vision**
5. **Transport**
6. **Drainage**
7. **Landscape**
8. **Ecology**
9. **Planning Policy**
10. **Placemaking Policy**
11. **Delivery & Next Steps**

The event was well attended with drop-in attendees able to examine the display boards and engage with consultants from various technical disciplines, who discussed the plans and answered questions.

A bespoke feedback form for the consultation was produced and made available at the event. Several questions about the plans were posed in the feedback form to gather visitors' views on the information featured on the display boards.

All attendees were encouraged to complete the feedback forms with their personal details and with their comments on the proposals. These could either be dropped into a comments box at the event or returned by post.

The display board material and feedback form was replicated online through a dedicated consultation website. Both the public exhibition and website were advertised via the distribution of information leaflets to neighbouring residents.

Further information regarding our consultation programme is outlined in more detail in the accompanying Statement of Community Involvement produced by Savills.



Public Consultation Banners.



The Public Consultation Website.

Pre-Application Discussions

To ensure that the proposals for the site have a positive impact on both the immediate and surrounding area, we have undertaken a pre application request and a pre-application highways meeting with Wiltshire Council's highways department. Meetings and our formal pre application submission focused on principles of development, access and sustainable movement matters. The meetings and written submission were used to present the merit of the proposal and discuss the design strategy and technical proposals.

Additionally, we have also presented latest proposals to the Melksham Town Council and held various meetings, presentations and ongoing dialogue with the Wilts & Berks Canal Trust. All meetings and liaison were positive, with officers and consultees proactively engaging with the design team and applicant about items which should be considered in the formulation of an application.

For further detail regarding all pre-application discussions and the subsequent outcomes, please refer to the relevant technical reports that accompany the application.



5 Development Framework

Development Framework

Following on from the site assessment and concept formulation stages of the design process the team sought to define a broad framework to ensure policy compliance regarding land use distribution and amount.

The outcome of this process was the preparation of the Development Framework drawing which was used to inform discussion throughout the consultation and the design evolution process. The drawing seeks to define the land use distribution, access principles and quantum of development appropriate on the site as well as some of the key design principles and concepts.

This Development Framework underpins the whole application package and was used to inform the Parameter Plans and Illustrative Masterplan (both presented later in the document). The diagrammatic style of the plan defines the land use quantum and structure ensuring there is enough green infrastructure integrated to serve the **up to 225 homes** applied for as well as allowing for the appropriate design requirements set out within local design guidance.

The proposed framework aims to strengthen green corridors along the site boundaries with specific emphasis on Semington Road, Berryfield Lane and the relationships with adjacent development to the north and south, this will create stronger and more efficient habitats connections within the site and to the wider landscape.

There is also an opportunity to provide a permanent open space and gap between Melksham and Berryfield in for the form of a new destination parkland called 'Townsend Park'.

This arrangement maximises the opportunity created by the Melksham Link Canal project to provide a unique, waterside character that 'raises the bar' on design. The retention of the PRoW's crossing the site ensure there are direct links into 'Townsend Park' from the wider community and seamless integration with the existing neighbourhood.

The Development Framework aims to create a well-connected and nature-led framework that is established by conserving and enhancing key existing landscape features and forming multifunctional green infrastructure that integrates a variety of open spaces supporting both the community, wildlife and placemaking.

Key Features

- Delivery of up to **225 high-quality new homes.** A range of house typologies to provide homes for people at different stages of their lives.
- **Affordable homes** – helping local people on the housing waiting list access quality housing and those aiming to get on the housing ladder.
- Provision of a new destination open space called **'Townsend Park'** at the heart of the scheme.
- **Vehicular access from Semington Road** with additional pedestrian, cycle and emergency access connections to Berryfields Lane.
- Space allowed for the implementation of the **Melksham Link Canal** proposal and **safeguarded access corridors**.
- Extensive new public open space, including open spaces for **recreation, walking and cycling routes**, new children's play areas and enhanced public rights of way to enable access to the countryside.
- Retention of most of the **existing trees and hedgerows** of merit with additional planting set within a high-quality landscape and green infrastructure framework.
- **Biodiversity and habitat improvements**, including protecting and strengthening existing hedgerows, extensive new tree planting and a significant area reserved exclusively for wildlife creation and biodiversity enhancements.
- **New sustainable drainage improvements** integrated into the site, ensuring that water is managed sustainably with no increase in surface water flood risk.



Access & Movement

Access Principles

Vehicular Access is proposed via Semington Road, and the location of this was discussed with the highways authority as part of pre-application discussions. The junction has the following characteristics:

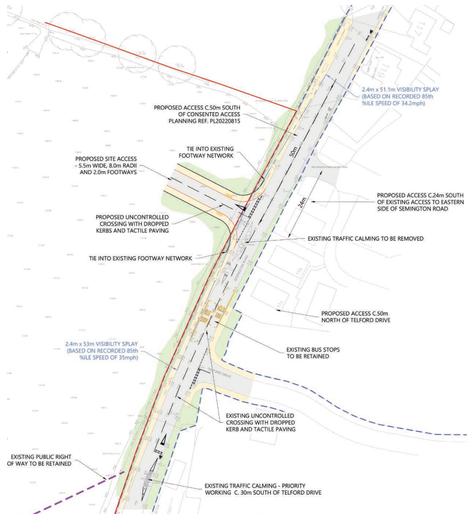
- **5.5m wide carriageway with 2m wide footway**
- **Visibility splays of 2.4m x 51.1m to the north and 2.4m x 53m to the south.**
- **Removal of the existing traffic calming**

The primary site access junction has sufficient capacity to accommodate the proposed development. The site also includes two secondary point of access which provide emergency vehicle, pedestrian and cycle access. Three points of access for only pedestrians and cyclists are shown in the parameter plan. The existing public rights of way would be accommodated within the proposed development and the treatment of these would be set out as part of a reserved matters application.

Safeguarded Melksham Link Canal Crossing & Berryfield Access

The Development Framework and Parameter Plan's also illustrates the indicative location of the internal residential access road that connects the northern and southern parts of the site, and the safeguarded corridor for access into Berryfields via the Melksham Link Canal Bridge proposal.

A corridor for the canal is reserved in the Parameter Plan so that this can be brought forward by the Canal and River Trust at a later date.



Proposed Vehicular Access Arrangement to Semington Road.

Pedestrian & Cycle Access

Parking provision across the development will be provided in accordance with the Wiltshire residential parking standards set out in Wiltshire Local Transport Plan 2011- 2026 Car Parking Strategy and Cycle Strategy. The development's car parking will be accommodated in a positive manner to achieve the following aims:

- **Minimise the visual impact of parked cars on the street scene.**
- **Provide residents and visitors alike with safe and convenient access to their vehicles.**
- **Ensure that the parked cars do not obstruct pedestrians and cyclists.**

Most car owners like to be able to see their vehicles and/ or to know that they are securely parked and on plot parking satisfies this strong desire. Most of the parking will therefore be provided within the curtilage of dwellings using on-plot spaces. The on-plot parking provision will be supplemented by a small number of well-designed parking courts for any apartment areas as well as unallocated / visitor parking spaces that will be predominantly comprised of on-street parking bays.

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Service Vehicles

The detailed design and dimensions of the development's new streets will be submitted and agreed as part of the future Reserved Matters submissions. Critically, the streets will be designed to accommodate service vehicles without allowing their requirements to dominate the layout. The detailed layout design will accord with Schedule 1, Part H of the Building Regulations to ensure appropriate waste collection vehicle access and bin carry distance standards are achieved.

Emergency Vehicles

The detailed design of the layout will be designed in accordance with Part B of the Building Regulations, 'Access and Facilities for the Fire Service' to ensure sufficient carriageway widths and appropriate access for fire appliances can be achieved.





Parameter Plans

To maintain flexibility at detailed design stage for the developer & local authority, the application is defined by three regulating Parameter Plans. These plans clearly define the land use, access, building heights and green infrastructure arrangements for the new community.

Land Use & Access

This parameter plan sets out the location and maximum extents of proposed residential parcels, area of public open space, and location of access infrastructure. The table below illustrates the land use areas as defined by the adjacent Parameter Plan.

The residential developable area illustrated on the Land Use & Access Parameter Plan measures **6.45 ha.** An average net density of **35 dwelling per hectare (DPH)** will be used to deliver **up to 225 new homes**. The gross density based on the total site area is 20 dwellings per hectare (DPH).

This average density level is consistent with the desire to respect the settlement edge location. It is also at a level comparable to the recently built adjacent residential development (Bowood Park), sites under construction (Land West of Semington Road) and the current planning application under consideration by Martin Grant Homes to the south (Land North of Berryfield Lane).

Land Use Breakdown	Area (hectares)
Residential Development	6.45
Public Open Space (Inc. SUDs & Play)	2.72
Space for Implementation of the Melksham Link Canal proposal (W/12/01080/FUL)	1.94
Total Site Area	11.11







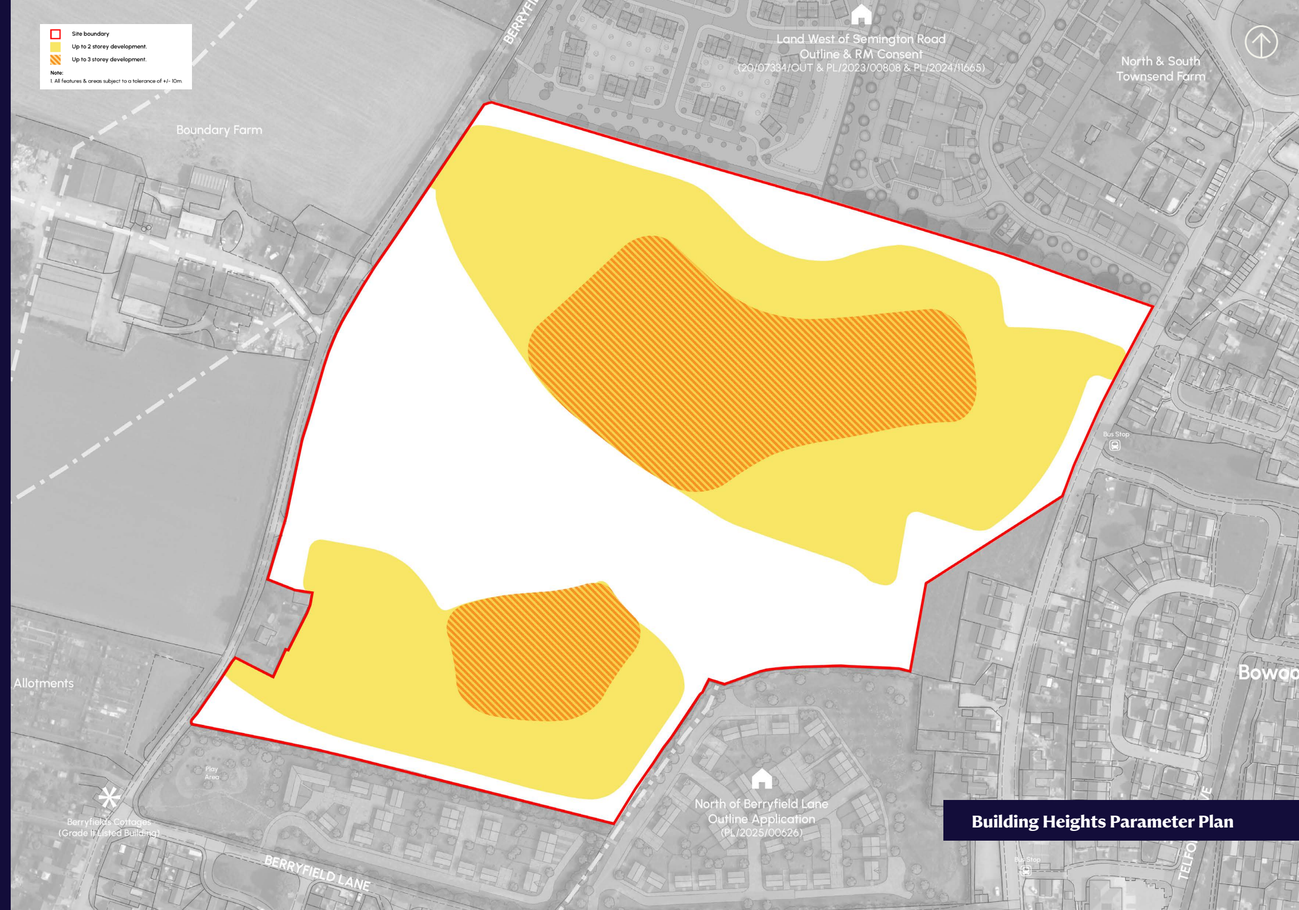
Building Heights

Density and scale will vary across the site and when combined with landscape and building form, this will assist in providing different areas of recognisable character. This variety of character will reinforce a sense of place and provide legibility to the scheme.

As defined by the adjacent plan, much of the development will be 2 storeys with some 2.5 and 3 storey development utilised in key locations. This diversity of scale will add variety and help achieve a rich grain of urban and architectural design, reflecting the character of the local area.

Taller buildings will tend to be situated at key junctions and visually prominent areas such as fronting open spaces and at the end of view corridors, but not in more visually sensitive locations on the edge of the development area.





Green Infrastructure

This Parameter Plan details the respective features within the site that will be retained and those that are to be removed. In addition to the retained landscaping, the plan identifies indicative locations of play and SUDs features. Important pedestrian and cycle links are also identified which facilitate improved connectivity to nearby services and facilities and the proposed internal circular walks through the POS wrapping around the development area.

2.72 ha. of POS is shown on the adjacent Green Infrastructure Parameter Plan. An over-provision of when compared to the policy requirement (as set out in the Wiltshire Open Space Assessment Update-2023) of 2.48 ha for a site of **up to 225 new homes**.

The POS area defined on the plan is made up from various types of space, including the retained play, amenity space, existing hedgerows, trees and woodland, sustainable urban drainage features and pedestrian and cycle links (inc. retained PRoW).

It should also be noted the development framework allows for an **additional 1.94 ha. of space for the implementation of the Melksham Link Canal proposals (W/12/01080/FUL)**. This land although not formally counting towards the open space provision will be laid out as open space in the short term and integrated into the central parkland post implementation of the canal.

















