

DESIGN, ACCESS AND HERITAGE STATEMENT

For

**FULL PLANNING APPLICATION FOR PROPOSED
DEMOLITION, NEW BUILD DEVELOPMENT AND
CHANGE OF USE TO FARM SHOP WITH CAFÉ
RESTAURANT, FUNCTION SPACE AND
ASSOCIATED CAR PARKING**

At

**POULSHOT LODGE FARM, DEVIZES ROAD,
POULSHOT, WILTSHIRE**

On behalf of

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August 2026

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Introduction

This Design, Access and Heritage Statement has been prepared by Dolman Building Surveyors to support a planning application seeking consent for development at Poulshot Lodge Farm, Devizes Road, Poulshot, SN10 1TD.

This Statement is submitted alongside a suite of drawings, a Planning Statement and Preliminary Roost Assessment to describe and consider the proposed development.

The application is described as follows:

Demolition of existing buildings and extensions to Brick Barn; change of use of existing workshop building and change of use and erection of an extension to Brick Barn, for flexible use as farm shop, cafe restaurant and function space (Use Class E and sui generis); associated car parking and landscaping; access as existing.

The proposal is for re-arrangement of existing buildings to provide a comprehensive scheme that builds on the existing retail use at the site. The proposal has been designed to reflect the scale of existing agricultural buildings, consolidate the layout of buildings and respond sympathetically to the site context in proximity to the Grade II listed Poulshot Lodge farmhouse.

The remainder of this Statement describes the proposed development and examines the design and heritage considerations against relevant planning policy.

Site and Heritage Context

Site Location

The site is located to the north of Poulshot and it falls approximately 500m north of the boundary of the Poulshot Conservation Area. Poulshot is designated as a Small Village in planning policy terms.

The site is a cluster of commercial / agricultural buildings that was historically the principal base for the established farming business. The main agricultural activities predominantly now take place at the newer grain dryer and farm machinery storage buildings, approximately 100m to the south.

The wider context is of a mixed rural character; the landscape is predominantly farmland, Poulshot Nurseries and Poulshot Solar Farm are located to the southwest and west of the site, Caenhill Countryside Centre (rural education facility) and J Jones Motor Spares (auto parts) are to the northeast, and other farming and equestrian enterprises sit within the wider landscape.

The nearest residential property to the site is the farmhouse at Poulshot Lodge Farm, where the applicant resides. Further residential properties are located at Pine Lodge, which is north of the farmyard, and other properties approximately 100m to the north of the site to the west of Devizes Road.

The established access to the site is via Devizes Road, which is approximately 370m from the main A361 that runs between

Devizes, Melksham and Trowbridge. There is also easy access from Devizes by foot or bicycle along the Avon and Kennet Canal.

The buildings now in use for commercial/business uses to the north of the site feature dark grey corrugated sheet materials and blockwork.

Site Description

The application site comprises the part of the existing farmyard complex that sits to the northeast of Poulshot Lodge, which is the Grade II listed farmhouse.

Access from Devizes Road leads to an open area of hardstanding which accesses the farmyard to the south and commercial/business uses to the north. The existing buildings within the red line boundary include:

- Brick Barn with red brick elevations and grey standing seam roof with regular small windows at eaves height along the northwest and southeast elevations.
- Old Parlour, Stores, Lean-to and Machinery Store extensions to the Brick Barn using a mix of materials including steel structure, painted blockwork and low-profile corrugated sheet roofing.
- Workshop with blockwork and timber clad elevations and corrugated metal roof.

Planning and Heritage Context

The site falls in Flood Zone 1 (low risk of flooding) as shown on the Environment Agency Flood Map for Planning. There are some parts of the site that have a likelihood of surface water flooding of depths between 150mm to 300mm.

The site is not within any designated, or potential, Site of Special Scientific Interest, Special Area of Conservation or Special Protection Area.

There are no nearby World Heritage Sites or Scheduled Monuments that would be affected by the proposed development. The nearest listed building is Poulshot Lodge (Grade II), which falls approximately 20m southwest of the site.

There have been previous applications for the Brick Barn building under Class R of *The Town and Country Planning (General Permitted Development) (England) Order 2015* (as amended) where the question of whether the Brick Barn is curtilage listed has been considered. The latest Class R application was supported by a Heritage Assessment report (dated January 2022) and is submitted with this application. The report concludes that the evidence presented *“cumulatively tips the balance against a possibility that the Courts would rule that the cattle shed was covered by listed*

building legislation”. The Council then proceeded to determine the Class R application, confirming that Prior Approval was not required. It is therefore asserted that the buildings within the application site do not form part of the listing for Poulshot Lodge. Similarly, the modern agricultural structures on the site all post-date the brick barn and do not form part of the listing. However, it is acknowledged that the impact of the proposal on the setting of Poulshot Lodge as a Grade II listed building is a key consideration.

Poulshot Lodge Farm is towards the north of the parish. The Victoria County History (1953)¹ traces the manor of Poulshot through a long line of medieval and early modern holders, arriving eventually with the Long family. The manor is recorded in 1749 as being held by Walter Long, and it is suggested that when Henry Long of Rood Ashton died childless in 1672, Poulshot passed instead to the male heir, Sir Walter Long of Whaddon, descending from there to the Viscounts Long of Wraxall.

Poulshot Lodge Farm originally formed part of the estate belonging to Walter Long, who was the local MP between 1880-1892. In 1911, the farm was sold at a public auction, alongside many other Poulshot properties, and was described in the auction catalogue as being one of the ‘best grass land

¹ H F Chettle, W R Powell, P A Spalding, P M Tillott, 'Parishes: Poulshot', in *A History of the County of Wiltshire: Volume 7*, ed. R B Pugh, Elizabeth Crittall (London, 1953), *British History Online*

farms in the district`. The farmhouse was also sold at auction in 1911 and was described as "The Comfortable Residence".

The footprint of the farmhouse can be identified on the 1839 Wiltshire Tithe survey map (Figure 1). Slightly detached buildings to the northeast are present but appear to have greater depth than on later mapping. A further roadside range of buildings to the north of the farmhouse is not present today.



Figure 1 Wiltshire Tithes Map

The first edition of the Ordnance Survey mapping 1844-1888 (Figure 2) shows the name of the property and a similar footprint of the farmhouse. Further buildings have been added to enclose the farmyard.

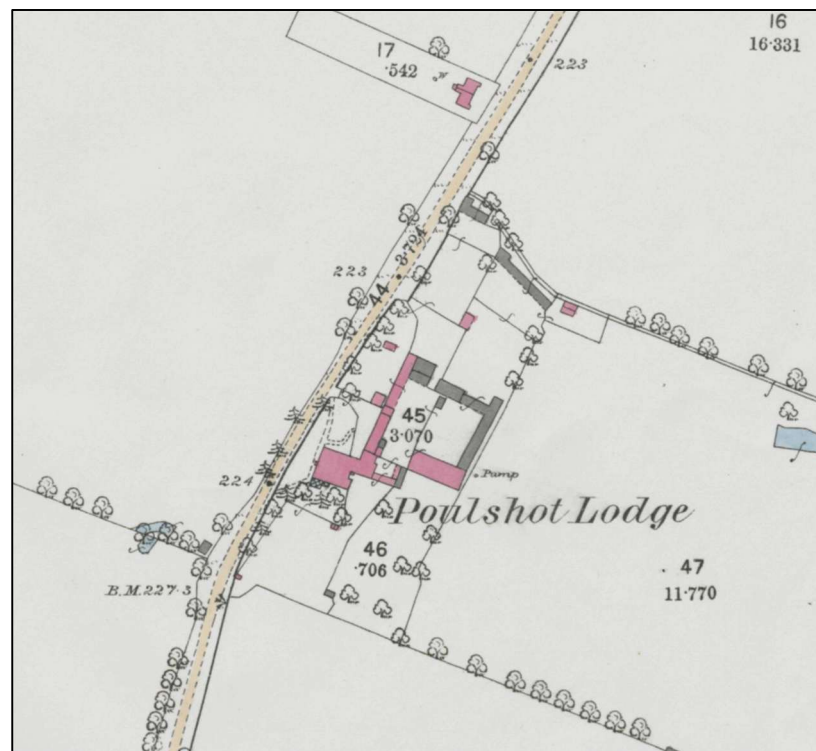


Figure 2 1844-1888 OS 25" 1st Edition

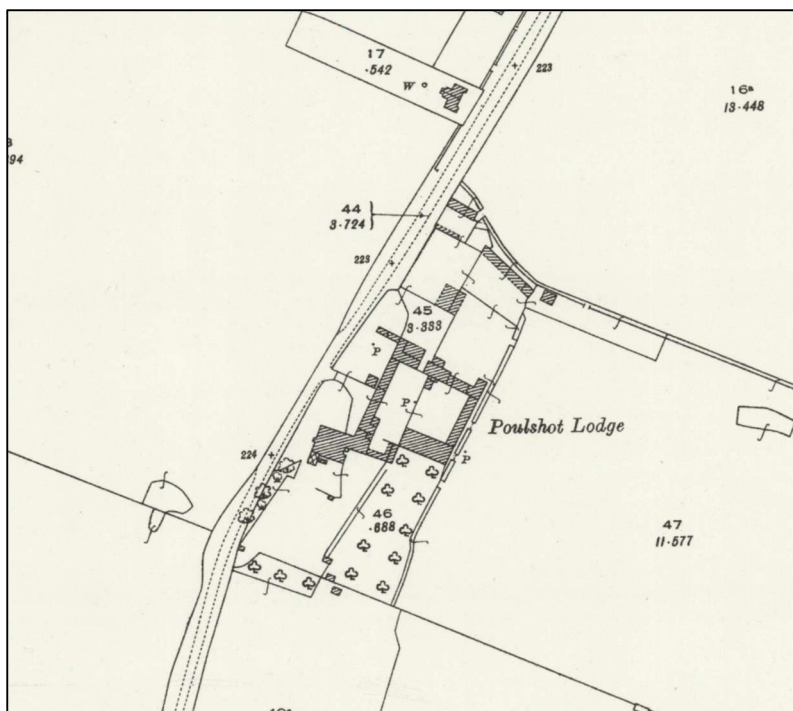


Figure 3 1898 – 1939 OS 25" 3rd Edition

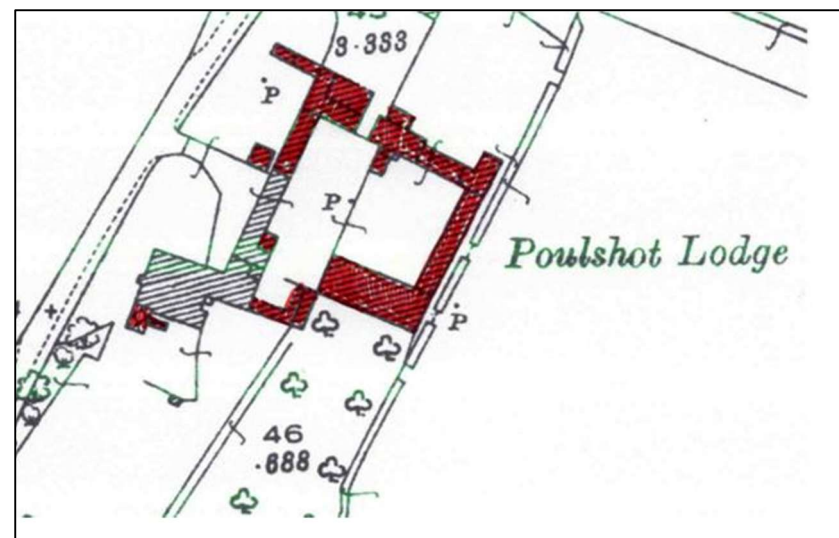


Figure 4 Structures subsequently demolished shown in red (extract from Heritage Assessment report, Dolman Building Surveyors, January 2022)

A similar arrangement of buildings is shown on the third edition Ordnance Survey mapping from 1898-1939. Several of the structures around the farmyard indicated on this map have been demolished as shown in Figure 4.

Google Earth imagery from August 2016 (Figure 5) shows the arrangement of buildings in the farmyard as they are arranged today. The new grain store is visible at the bottom of the image to the south of the farmhouse. A further machinery store building has now been erected immediately to the north of the grain store as shown in Figure 6.



Figure 5 Google Earth 30th August 2016



Figure 6 Google Earth present day

After its sale, the house was home of reputed local cheese maker Harry Upshaw who made a hard white cheese. It then became home to Lemons Dairy where milk was bottled and sold directly from the yard.

Poulshot Lodge was listed on 3rd April 1987 and is described on the official list entry (List Entry Number 1243178) as:

House, c1800 on earlier core, red brick with hipped slate low-pitched roofs. Formal 2-storey, 3-window front with south end stack and north-east valley stack, the window spacing slightly uneven. Three first floor 12-pane sashes over ground floor 4:12:4-pane Venetian windows each side of half-glazed door with traceried fanlight set in early C19 ashlar enclosed porch with panelled piers and cornice. Front window of 2 arched lights, half-glazed door with similar lights to north side. All openings have gauged brick heads and windows have exposed boxes. North end has similar 2-window elevation with hipped valley roof. South-east rear wing has steep-pitch roof, west end stack and painted brick 2-storey, 4-window range of casements, possibly an early C19 recasing of a timber-framed structure.

The historic, cultural and architectural significance of the building have been considered. The site history indicates the rapid evolution of a farm cottage into a substantial, polite property formed at the beginning of the 19th century. This is of local historic significance as evidence of the confidence the

Rood Ashton estate had in the potential of agriculture at the beginning of the 19th century of the It is evidence.

The building is of some architectural significance but there is no indication to suggest an architect or artist was involved with the building's construction and taken as a whole, the property is lacking in architectural cohesion. There is no evidence that the building was ever provided with a planned landscape setting. The building evolved as a working farmhouse that balanced the need for practicalities against the wish to provide a pleasant habitation for the head farmer and his family.

In terms of setting, the house now reads as a standalone dwelling and is the only listed building at the farm with no obvious designed landscape around it. It is concluded from the site history that the functional and visual relationship with any of the historic wider estate would have been severed when the estate was broken up in the 1911 estate sale. Furthermore, the farmhouse has its own independent domestic curtilage that is accessed separately to the farmyard.

The primary element in the setting of the building that contributes to its significance is the immediate domestic curtilage. The buildings within the farmyard have been altered and rearranged substantially. Therefore, the wider agricultural farmyard and building complex contribute to the significance

of the building insofar as they support the understanding of the building as a property occupied by the farmer.

The following points from the Wiltshire and Swindon Historic Environment Record fall within 500m of the site:

1. Record number ST96SEU01 - Fragment of a Neolithic polished flint axehead was found at Poulshot Lodge Farm in March 1959. Exact location not known.
2. Record number MWI69062 - Partially extant 19th century farmstead of regular courtyard plan. The farm buildings are dispersed across multiple yards. The farmhouse is attached to the agricultural range. Isolated location. There has been a partial loss (less than 50%) of traditional buildings.
3. Record number MWI69061 - Site of Outfarm southeast of Poulshot Lodge, Poulshot. Demolished 19th century outfarm constructed as a singular structure. Isolated location. The farmstead and all historic buildings have been lost.
4. Record number MWI69064 - Outfarm northeast of Poulshot Lodge, Poulshot. Partially extant 19th century outfarm of regular courtyard plan. The courtyard is of L-plan (with a detached house) with additional detached elements to the main plan. Isolated location. There has been significant loss (greater than 50%) of traditional buildings.
5. Record number MWI80515 - A complex of linear features, probably representing a ditched trackway, field boundaries

and enclosures visible as cropmarks on air photographs. [mapped location may be inaccurate].

6. Record number MWI69136 - Orchard Down Farm (Marsh Farm), Potterne. 19th century farmstead of loose courtyard plan. Two sides of the loose courtyard are formed by working agricultural buildings with additional detached elements to the main plan. The farmhouse is set away from the yard. Isolated location. Large modern sheds have been identified on the site of the farmstead, and may have destroyed or obscured historic buildings. The farmhouse is the only surviving historic structure.

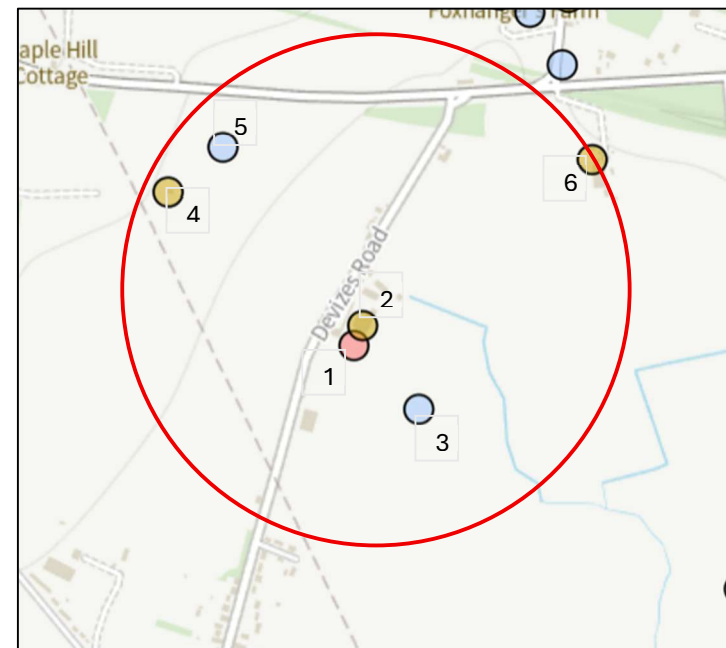


Figure 7 Wiltshire and Swindon HER Map Extract with 500m radius

Planning Policy

Legislative Context

Section 38(6) of the *Planning and Compulsory Purchase Act 2004* requires that planning applications be determined in accordance with the development plan unless material considerations indicate otherwise.

The statutory framework for the protection of listed buildings and their settings is established under the *Planning (Listed Buildings and Conservation Areas) Act 1990*.

Section 16(2) requires that, when considering whether to grant listed building consent for any works, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 66(1) places a corresponding duty on local planning authorities, when considering whether to grant planning permission for development which affects a listed building or its setting, to have special regard to the desirability of preserving the building or its setting.

This statutory requirement establishes a strong presumption in favour of the preservation of heritage assets and their settings.

Development Plan

The development plan relevant to the determination of this application comprises:

- Wiltshire Core Strategy 2015
- Saved policies from the Kennet District Local Plan 2011

Relevant Supplementary Planning Documents and Guidance, the National Planning Policy Framework and Planning Practice Guidance are also material considerations.

National Planning Policy Framework

The National Planning Policy Framework (NPPF) was last updated in February 2025 and provides the Government's overarching policy framework for decision making. It states that the purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development and supporting infrastructure in a sustainable manner.

Paragraph 8 defines the three objectives of sustainable development — economic, social, and environmental. Paragraph 11 sets out a presumption in favour of sustainable development. For decision-taking this means approving development proposals that accord with an up-to-date development plan without delay.

Chapter 12 of the NPPF sets out the importance of design quality.

In summary:

- Development should function well and add to the overall quality of the area.
- It should be visually attractive as a result of good layout, appropriate scale, high quality materials and landscaping.
- Respond positively to local character and history, and reflect the identity of the local surroundings and materials.
- Foster safe inclusive environments that are accessible and easy to move around.

Section 16 sets out policies for the conservation and enhancement of the historic environment.

- Paragraph 207 sets out that local planning authorities should require an applicant to describe the significance of any heritage assets affected by an application, including any contribution made by their setting. The detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- Paragraph 208 states that local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposed, including by development affecting the setting of an asset.
- Paragraph 210 states that determination of an application should take account of: the desirability of sustaining and enhancing the significance of a heritage asset; the positive contribution that conservation can make to economic

vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.

- Paragraph 212 gives great weight to the conservation of heritage assets when considering the impact of a proposal on their significance.

Wiltshire Core Strategy

The Wiltshire Core Strategy 2015 sets out policies to guide development across Wiltshire.

The following policies are of relevance to the proposed development.

- Core Policy 1: Settlement Strategy
- Core Policy 15: Spatial Strategy: Melksham Community Area
- Core Policy 34: Additional employment land
- Core Policy 38: Retail and Leisure
- Core Policy 48: Supporting Rural Life
- Core Policy 50: Biodiversity and Geodiversity
- Core Policy 57: Ensuring High Quality Design and Place Shaping
- Core Policy 58: Ensuring the Conservation of the Historic Environment
- Core Policy 61: Transport and Development
- Core Policy 67: Flood Risk

A detailed assessment of the proposal against relevant planning policy is set out within the Planning and Retail Statement that accompanies the application.

Historic England Advice Notes

GPA2: Managing Significance in Decision-Taking in the Historic Environment (2015) provides guidance on assessing and managing change to heritage assets through the planning process. It emphasises that decisions should be based on a clear understanding of the significance of the heritage asset and the contribution that setting, materials, and form make to that significance. The guidance sets out a proportionate approach to assessment, requiring applicants to describe the significance of any heritage assets affected and to demonstrate how this understanding has informed the design.

GPA3: The Setting of Heritage Assets (2nd Edition, 2017) provides detailed guidance on how to assess the contribution of setting to the significance of heritage assets and how to evaluate the effect of change. It defines setting as *“the surroundings in which a heritage asset is experienced”* and recognises that setting is not fixed, but can include a range of visual, spatial, and experiential factors.

The Proposed Development

Design Considerations

The project design brief is to transform a cluster of existing disused agricultural buildings into a cohesive well-designed development that combines a café / restaurant, an event / function space, a farm shop, bakery and butchery, supporting commercial kitchens, customer toilets and staff facilities, and a new workshop.

Key opportunities and constraints that have influenced the design concept are:

- The retention and refurbishment of the existing Brick Barn with its agricultural character that complements the site history;
- Providing a positive response to the wider heritage context, particularly the Grade II listed Poulshot Lodge farmhouse;
- Demolition of redundant low-quality agricultural outbuildings that detract from the heritage context;
- Built form, scale, appearance and use of external materials that will integrate coherently with the rural and agricultural setting;
- The need to provide clear operational zones for customers, staff and servicing;
- Use of the existing site access and hardstanding for car parking;

- Delivering a high standard of design quality to respond to design and heritage policies within the NPPF and Wiltshire Core Strategy.

The Proposal

The design considerations have evolved to reach the proposal as submitted. The design draws on the agricultural character of the site and the higher quality design elements to rationalise the redundant outbuildings and reorganise the yard to create a single building that integrates comfortably with its setting.

The brick barn is proposed to be retained and refurbished as the primary public building and the existing workshop is also proposed to be retained and converted into a bakery and butchery. The proposal will remove several low-quality ancillary structures to create a coherent footprint for a new extension and external customer areas. Specifically, the Store, Old Parlour, Machinery Store and Lean-to are to be demolished to make way for the new single storey extension and associated external spaces. The demolition strategy is targeted and selective so that the higher quality historic mass and presence of the brick barn remain the dominant element within the farmstead composition.

The proposal is described as below.

Demolition of existing buildings and extensions to Brick Barn; change of use of existing workshop building and change of

use and erection of an extension to Brick Barn, for flexible use as farm shop, cafe restaurant and function space (Use Class E and sui generis); associated car parking and landscaping; access as existing.

The following works are proposed:

- Demolition of Store, Old Parlour, Machinery Store and Lean-To.
- Construction of extension on footprint of demolished buildings to form larger farm shop, 2 commercial kitchens including bakery, staff room and 2 customer toilets.
- Renovation and conversion of brick barn to form café restaurant and function room, and Workshop to form back-of-house areas for farm shop. Internal arrangement to include:
 - Café restaurant dining area, lounge area and a servery with takeaway hatch.
 - Back-of-house area to include cold storage and meat preparation space.
- Existing openings to brick barn retained and modified to provide appealing door openings to customers and taller window openings to improve views and maximise natural daylight.
- New external walls to be brickwork plinth with horizontal and vertical timber boarding.
- New roof finish to be standing seam metal roof. Solar panels installed to new roofs.

- Demarcation of 11 staff parking spaces (2 disabled). 51 customer parking (2 disabled) spaces to be provided with overflow parking available. 4 spaces to be EV spaces.
- Bicycle parking to be provided.

Amount and Layout

The converted brick barn will provide a café restaurant together with a flexible function space that can operate separate to the café/restaurant. The café is designed to accommodate a main dining area, with a separate lounge area featuring two log burners, and a servery with a takeaway hatch. The existing openings in the barn will be retained and sensitively modified to form attractive customer entrances and taller windows to maximise natural daylight. The existing workshop will be adapted to provide direct access to the farm shop for efficient circulation of produce dedicated zones for storage and meat preparation.

A new single storey extension, located on the footprint of the demolished buildings, will accommodate two commercial kitchens, staff facilities and the farm shop. Each commercial kitchen is arranged to include food preparation, cooking, wash up, hot lamp provision, a walk-in fridge, dry food store, plant room and freezer capacity. One kitchen will also provide space for a bakery that serves the farm shop and the café.

The farm shop is configured with tills, produce shelving, meat and vegetable chillers, an office and storage; it is accessible both from the café interior and via a separate external

entrance to allow independent trading. Customer and staff circulation are carefully separated so that deliveries, waste handling and back of house activity do not conflict with front of house movement.

Scale, Materials and Appearance

The new extension is designed to read as a simple agricultural building that is subordinate to the retained brick barn. The external treatment comprises a robust brickwork plinth with horizontal and vertical timber boarding above, creating a clear base and a lightweight cladding language that references traditional farm outbuildings. Roofs are finished in standing seam metal to provide a durable, low maintenance surface with a clean, contemporary agricultural aesthetic. Fenestration and openings are composed to retain the character of the barn while improving daylight and views; where existing openings are blocked or underused, masonry will be carefully removed and new doors or taller windows inserted to create welcoming customer entrances and visual connections to the external areas.

Access, Parking and Movement

The site layout provides a clear and legible arrangement of parking, pedestrian routes and servicing areas. Staff parking is provided separately from customer parking to maintain operational clarity; the proposals include staff spaces, two of which are accessible, and customer spaces, two of which are accessible, with four customer spaces equipped for electric vehicle charging and additional overflow parking available to accommodate peak demand. Secure bicycle storage will be provided on site.

Vehicle access and visibility splays are shown on the proposed site plan to ensure safe entry and egress onto Devizes Road. Pedestrian routes link the car park to the café and farm shop entrances with level access provided to the farm shop and accessible WC facilities. Servicing and delivery routes are arranged to avoid conflict with customer circulation and to provide direct access to the kitchens and farm shop preparation areas for efficient unloading and waste collection.

Sustainability, Services and Operations

Sustainability measures are integrated into the design to reduce operational carbon and running costs. Solar photovoltaic panels are proposed on the new roofs to supply low carbon electricity for the kitchens, refrigeration and public areas. Plant rooms and refrigeration equipment are located and screened to minimise noise and visual impact, with service access arranged to keep deliveries and waste management away from customer entrances.

The layout provides dedicated plant and storage spaces for walk in chillers and freezers, and the kitchens are planned to support efficient workflows and hygiene standards. Operational separation between customer front of house and staff back of house areas is a key design principle, ensuring safe, hygienic and efficient food preparation and service while preserving the quality of the customer experience.

Impact on Heritage Assets

The proposal has been designed to accord with Core Policy 57 of the Wiltshire Core Strategy, which requires development to enhance local distinctiveness, relate positively to its landscape setting, and respond appropriately to the character and appearance of the locality. Core Policy 58 seeks for development proposals to conserve heritage assets.

The design approach follows the principles set out in Historic England's Good Practice Advice Notes 2 and 3, ensuring that the proposal is informed by an understanding of the listed building's significance and the contribution made by its setting. The development will remove incongruous structures and replace them with a sensitively designed extension that complements the agricultural and rural character of the site.

Windows and doors to the brick barn are proposed to be modified to suit the proposed uses whilst also being sympathetic to the character of the existing building. Through demolition of the low-quality outbuildings on site, a well-designed extension to the brick barn can be constructed. The extension is subservient in scale and massing to the brick barn and the use of different materials in the elevations of the extension means that it remains a distinct characterful building within the farmyard. The proposed extension includes a brickwork plinth and timber boarding that complements the brick barn whilst also reflecting the simple form and traditional agricultural character of the site. The layout maintains the

historic pattern of development on the plot by continuing to preserve an enclosed farmyard to the north of the farmhouse.

The demolition of existing outbuildings will have no harmful impact upon the Grade II listed Poulshot Lodge. These structures are utilitarian low-quality agricultural buildings, and it is considered these structures do not contribute to the significance of Poulshot Lodge or its setting. There will be no loss of historic fabric. In particular, the machinery store is closest to the listed building with a large footprint and scale that visually dominates the farmyard. Its demolition and replacement with a more modest extension that is designed to integrate coherently with the brick barn will respond more sensitively to the setting of the listed building.

The proposed extension and refurbishment of the brick barn and new workshop building will use materials that are typical of the previous planning permissions for development on the site and the wider agricultural setting. The form and scale of the proposed buildings have been carefully considered so that the proposal does not detract from Poulshot Lodge as the main residential farmhouse for the farmstead.

The proposed demolition, re-use and adaptation of existing redundant outbuildings will also rationalise the farmyard and improve the overall character and appearance of the site. The proposals are considered to have at worst a neutral impact on the significance of the Grade II listed Poulshot Lodge. It is

considered that the proposal has the potential to make a positive contribution to the setting of the listed building.

In accordance with Section 66 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*, the proposal would preserve the listed building and its setting. It is therefore consistent with the aims of the NPPF and with Core Policy 58 of the Wiltshire Core Strategy.

Conclusion

This Design, Access and Heritage Statement has described and examined the key design and heritage considerations for proposed development at Poulshot Lodge Farm, Devizes Road, Poulshot, SN10 1TD.

The application is described as follows:

Demolition of existing buildings and extensions to Brick Barn; change of use of existing workshop building and change of use and erection of an extension to Brick Barn, for flexible use as farm shop, cafe restaurant and function space (Use Class E and sui generis); associated car parking and landscaping; access as existing.

It has established that the proposed development is within the setting of the Grade II listed Poulshot Lodge farmhouse. The contribution of the site to setting is limited as there is clear separation between the residential and agricultural uses within the farmstead, and Poulshot Lodge has its own access and defined residential curtilage. The site contributes to setting primarily by its location within the farmyard that supports the historic understanding of Poulshot Lodge Farm.

The proposals are considered to have at worst a neutral effect and could be considered beneficial to the site overall.

Regard has been given to policies within the Wiltshire Core Strategy, NPPF and Historic England guidance. In particular,

the need to understand the historic significance of the listed building and its setting.

Accordingly, the proposed development would preserve the listed building and its setting in accordance with Section 66 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*, the NPPF and Wiltshire Core Strategy policies.