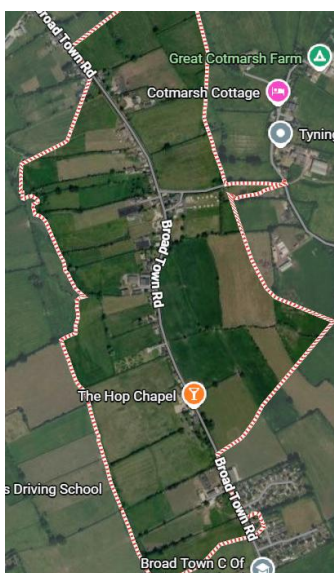


# PLANNING, DESIGN & ACCESS STATEMENT

## REPLACEMENT OF CANOPY TO FORM AN OPEN SIDED BARN (CLASS E(b)) AND ASSOCIATED WORKS AT THE HOP GARDENS, 29 BROAD TOWN, BROAD TOWN, SWINDON, SN4 7RB.



The Hop Chapel & Gardens is a monastic styled taproom and gardens with an expansive view based in Broad Town, near Royal Wootton Bassett serving real cask ales on the bar.

The micro-brewery started within the original 1830 brewery coach house.

Report Ref: 2845/PDAS

August 2026

Prepared by:

Ian Sullivan Architecture Ltd  
101 Victoria Road  
Swindon  
SN1 3BD

Tel: 01793 612663

Email: [ian@iansullivanarchitecture.co.uk](mailto:ian@iansullivanarchitecture.co.uk)

## **CONTENTS**

- 1. Background**
- 2. Application Site**
- 3. Opportunities and Constraints**
- 4. Design and Access Matters**
- 5. Planning Obligations**
- 6. Summary and Conclusions**

## 1. Background

- 1.1 This Planning, Design and Access Statement is submitted to accompany a full planning application and to explain the proposals to undertake external alterations to the existing timber decking seating area 'replacement of canopy to form an open sided barn (Class E(b)) and associated works.'
- 1.2 The application site accommodates a modest residential (Class C3) and commercial site with (Class E(b)) and Sui Generis use located on the western side of Broad Town Road in the small village of Broad Town. The site is located to the north of the main village with a commercial premises (garage and car dealership) located to the north-east. Footpath BTOW12 cuts through the site, between the main dwelling and the garage.
- 1.3 This application outlines the plan to replace the existing canopy structure with a purpose-built open-sided barn (Class E(b)). The current canopy has reached the end of its serviceable life and no longer meets operational needs. The seating area is crucial for enhancing the overall customer experience and encourages customers to linger and interact, more so in the winter months.
- 1.4 This statement should be read in conjunction with the existing and proposed plans produced by Ian Sullivan Architecture Ltd.
- 1.5 The design evolution of the proposals has been informed by a number of constraints and opportunities. This statement, therefore, sets out a framework for the replacement of canopy to form an open sided barn (Class E(b)), the design, specification and other integral matters will comply with all relevant building regulations.

### Development Plan

- 1.6 The Development Plan covering the Application Site is the adopted Wiltshire Core Strategy. This was adopted in January 2015. It covers the period to 2026.

#### *Wiltshire Core Strategy (Adopted January 2015)*

- 1.7 Core Policy 1 of the Wiltshire Core Strategy identifies four tiers of settlements, namely: Principal Settlements; Market Towns; Local Service Centres; and Large and Small Villages.
- 1.8 Wiltshire's 'Principal Settlements' are strategically important centres and the primary focus for development. This will safeguard and enhance their strategic roles as employment and service centres. They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure, meeting their economic potential in the most sustainable way to support better self containment.

- 1.9 The application site is located within the open countryside, outside of any defined settlement. The Core Strategy sets out that in the countryside, development will not be permitted other than in circumstances as permitted by other policies in the plan.
- 1.10 Core Policy 2 (Delivery Strategy) sets out that in line with Core Policy 1, the delivery strategy seeks to deliver development in Wiltshire between 2006 and 2026 in the most sustainable manner by making provision for at least 178ha of new employment land and at least 42,000 homes.
- 1.11 *The Application Site is located within the small village of Broad Town that does not have a settlement boundary. As set out in Core Policy 2 of the Wiltshire Core Strategy, development outside the defined limits of development will be limited to infill within the existing built area. This policy also stated that proposals for development at small villages will be supported where they seek to provide employment, services and facilities where they respect the existing character and form of the settlement and do not elongate the village and do not consolidate an existing sporadic loose knit related to that settlement.*
- 1.12 *The proposed new structure will provide improved durability, weather protection, and functionality while maintaining an open design for ventilation and ease of access. This proposal retains the commercial curtilage of the site and as such would accord in principle with Core Policy 2 of the Core Strategy.*
- 1.13 Core Policy 19 relates to development within the Royal Wootton Bassett and Cricklade Community Area and refers to the requirements set out in paragraph 5.102 of the Strategy. The aims include ensuring non-strategic growth is brought forward in accordance with CP1 and 2, provide a mix of employment development alongside housing, protect the distinct character of villages. *The proposal would, in a small way, contribute to these aims with the provision of a modest commercial use within an existing village.*
- 1.14 Core Policy 51 relates directly to landscape and sets out development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character. Any negative impacts are required to be mitigated as far as possible through sensitive design and landscape measures.
- 1.15 Core Policy 52 is also relevant to a degree since it relates to green infrastructure. This requires development to make provision for the retention and enhancement of Wiltshire's green infrastructure network, ensuring that suitable links to the network are provided and maintained. Where development is permitted the policy sets out developers will be required to:
- i. retain and enhance existing on site green infrastructure;

- ii. make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standard;
- iii. put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development;
- iv. provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy;
- v. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.

1.16 In terms of relevant planning policy on design considerations, Core Strategy Policy 57 relates to ensuring schemes provide high quality design and place shaping.

1.17 The policy requires a high standard of design in all new developments, with development expected to create a strong sense of place through drawing on the local context and being complementary to the locality.

1.18 The policy sets out applications will be required to demonstrate how proposals make a positive contribution to the character of Wiltshire through a number of matters including;

- enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced;
- the retention and enhancement of existing important landscaping and natural features, (e.g. trees, hedges, banks and watercourses), 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;
- responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting;
- 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;

- 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);
- the case of major developments, ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place.

1.19 Core Policy 61 relates to transport and new development requiring it to be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.

#### *Revised National Planning Policy Framework December 2024 (NPPF)*

1.20 Planning law requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise. The National Planning Policy Framework must be taken into account in preparing the development plan and is a material consideration in planning decisions. Planning policies and decisions must also reflect relevant international obligations and statutory requirements.

1.21 Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

- 1.22 The National Planning Policy Framework (NPPF) was published in December 2024 and replaced the first NPPF published in March 2012, and minor amendments that were published in July 2018, February 2019 as well as July 2021 and the previous full versions in September 2023 and December 2023. It contains specific sections dealing with the delivery of a sufficient supply of homes (5) and achieving well designed places (12).
- 1.23 LPAs are advised that they should approach decision-taking in a positive way to secure developments which will improve the economic, social and environmental conditions of the area (paragraph 39).

This paragraph continues to emphasise the importance of approving sustainable development with the decision makers advised that they should;  
*"...seek to approve applications for sustainable development where possible."*

- 1.24 For sustainable development and decision making, paragraph 11 sets out that development should be approved without delay where it accords with an up-to-date Development Plan. In the circumstances where there are no relevant policies, or the relevant policies are out of date, permission should be granted unless there are restrictive policies in the NPPF for that area or in circumstances where the adverse impacts would significantly and demonstrably outweigh the benefits.
- 1.25 Paragraph 48 sets out that planning applications should be determined without delay, stating; *"Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. Decisions on applications should be made as quickly as possible, and within statutory timescales unless a longer period has been agreed by the applicant in writing."*
- 1.26 The NPPF now also provides guidance on the use of planning conditions and obligations confirming that the LPAs should consider whether the use of conditions would make a development acceptable (paragraph 56). This paragraph also states that planning obligations should only be used where it is not possible to use planning conditions.
- 1.27 In the use of planning conditions, the NPPF is clear that the intention should only be to use planning conditions where they meet the three tests and should be kept to a minimum. The NPPF also states the pre-commencement conditions should be avoided unless there is a clear justification. Paragraph 57 states; *"Planning conditions should be kept to a minimum and only imposed where they are necessary, relevant to planning and to the development to be permitted, enforceable, precise and reasonable in all other respects. Agreeing conditions early is beneficial to all parties involved in the process and can speed up decision*

*making. Conditions that are required to be discharged before development commences should be avoided, unless there is a clear justification”.*

#### *Making effective use of land*

1.28 Paragraph 124 confirms that planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.

1.29 As part of the approach to securing the efficient use of land, the NPPF continues at paragraph 129 to set out the approach to ensuring appropriate densities requiring decision makers to have regard to the following aspects;

*"129. Planning policies and decisions should support development that makes efficient use of land, taking into account:*

*a) the identified need for different types of housing and other forms of development, and the availability of land suitable for accommodating it;*

*b) local market conditions and viability;*

*c) the availability and capacity of infrastructure and services – both existing and proposed – as well as their potential for further improvement and the scope to promote sustainable travel modes that limit future car use;*

*d) the desirability of maintaining an area’s prevailing character and setting (including residential gardens), or of promoting regeneration and change; and*

*e) the importance of securing well-designed, attractive and healthy places."*

#### *Achieving Well-Designed Places*

1.30 Guidance on design is set out at paragraphs 131 to 141. Paragraph 131 sets out the importance of good design in sustainable development and that planning policies should be clear about design expectations as this is essential to achieving well designed places.

1.31 Paragraph 132 of the NPPF states that design policies should set clear design expectations and provide a framework of consistent design standards. It does caution that the local circumstances are particularly relevant to the level of detail and prescription to allow for a suitable variety in developments.

1.32 This is carried forward in paragraph 135 which explains that: "*Planning policies and decisions should ensure that developments:*

- a) 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;*
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience."*

1.33 Section 15 (Conserving and enhancing the natural environment) Paragraph 187 states that planning policies and decisions should contribute to and enhance the natural and local environment by:

- a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);
- b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;
- c) maintaining the character of the undeveloped coast, while improving public access to it where appropriate;
- d) minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;

- e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans; and
- f) remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.

1.34 The guidance at 139 summarises the approach advising that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions, considering any local design standards or style guides in plans or supplementary planning documents. It goes on to state that conversely, where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development.

#### *National Planning Policy Framework August 2026 (NPPF)* *Plan-making and national decision-making policies*

1.35 This version replaces the previous National Planning Policy Framework published in December 2024.

#### *Purpose of the planning system*

1.36 The purpose of the planning system is to contribute to the achievement of sustainable development, by managing the use and development of land in the long-term public interest.

1.37 This proposal seeks planning permission for the ‘[replacement of canopy to form an open sided barn \(Class E\(b\)\) and associated works](#)’, designed to support the operational needs of an existing business while enhancing the site’s visual quality. The structure has been developed in accordance with the National Planning Policy Framework ([NPPF, August 2026](#)), particularly the provisions relating to sustainable rural development, efficient use of land, and clear decision-making criteria. The design respects the character of the surrounding landscape, minimises environmental impact, and contributes positively to the long-term viability of the ‘[The Hop Gardens](#)’ (an existing business within a rural community).

### 1.38 Relevant NPPF (August 2026)

The proposal is consistent with the following NPPF policies:

### 1.39 Supporting a prosperous rural economy (Building a strong, effective economy)

The updated NPPF emphasises that planning policies and decisions should create the conditions for sustainable economic growth in rural areas. Significant weight is given to supporting business investment, expansion, and adaptation, including farm diversification, rural enterprise hubs, and tourism. The framework encourages flexible use of land and buildings, improved infrastructure, and digital connectivity to strengthen local economies. Proposals that enhance productivity, provide rural employment, and respect environmental and community character are supported, ensuring economic resilience while safeguarding the countryside's distinct qualities.

### 1.40 Making effective use of land

This section highlights optimising land use to meet housing, economic, and community needs while safeguarding environmental quality. It encourages higher densities in well-connected locations, the reuse of previously developed land, and the integration of mixed uses where appropriate. Planning decisions should balance efficient land use with the creation of high-quality, well-designed places, ensuring developments respect local character, support biodiversity net gain, and contribute positively to climate resilience. *The proposed open sided barn (Class E(b)) reuses an existing developed area, avoiding unnecessary encroachment into undeveloped countryside.*

### 1.41 Achieving well-designed places

Development plans should, at the most appropriate level, set out clear design expectations (paragraphs DP1 – DP4) confirm that good design is a fundamental aspect of sustainable development, creating places that are functional, visually attractive, and adaptable over time. Development should respond positively to local character, history, and identity while fostering a sense of place. Proposals are expected to ensure high standards of architecture, support healthy and inclusive communities, and integrate well with surrounding built form, landscape, and movement networks. Design should also address climate resilience, biodiversity, and long-term maintenance, ensuring developments are both beautiful and enduring.

## 1.42 Climate Change

The August 2026 update to the National Planning Policy Framework strengthens the role of climate change mitigation and adaptation in decision-making. New policies emphasise:

*Integration of climate resilience* into all stages of plan-making and development proposals, with explicit reference to aligning with the UK's net zero commitments.

*Flood risk and drainage*: Introduction of F1–F9 policies requiring robust flood risk assessments, prioritisation of sustainable drainage systems (SuDS), and avoidance of high-risk areas unless fully justified.

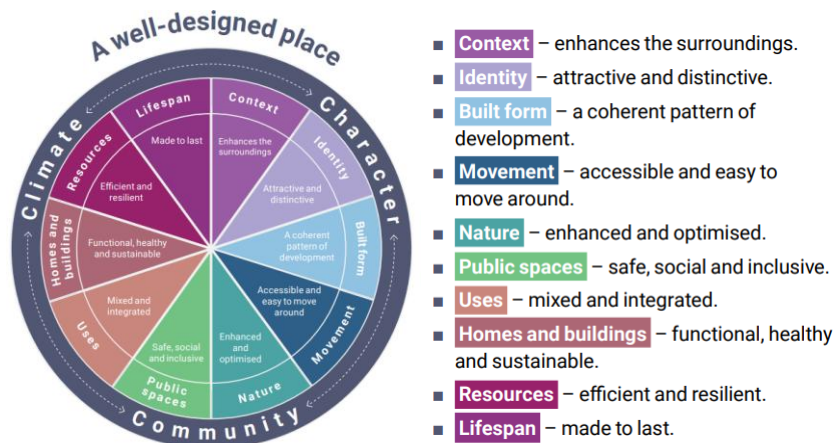
*Low-carbon design*: Greater weight given to renewable energy generation, energy efficiency, and sustainable transport measures in determining applications.

*Biodiversity and green infrastructure*: Encouragement of multifunctional landscapes that support carbon sequestration, urban cooling, and ecological networks.

## *National Design Guide January 2021 (NDG)*

- 1.43 The NDG is intended to complement the Revised NPPF.
- 1.44 The National Design Guide (NDG) published by the Ministry of Housing, Communities and Local Government (MHCLG) in 2019 and updated in January 2021 further reinforces the way in which the design process can be used to ensure the delivery of quality places: “In a well-designed place, an integrated design process brings the ten characteristics together in a mutually supporting way. They interact to create an overall character of place.” (Para. 13, NDG 2021).
- 1.45 The NDG states that ‘the long-standing, fundamental principles for good design are that it is: fit for purpose; durable; and brings delight. It is relatively straightforward to define and assess these qualities for a building. We can identify its activities and users, the quality of detail, materials, construction and its potential flexibility. We can also make judgements about its beauty’.
- 1.46 As well as helping to inform development proposals and their assessment by local planning authorities, it supports paragraph 134 of the National Planning Policy Framework which states that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

- 1.47 Paragraph 41 (C1 - Understand and relate well to the site, its local and wider context) requires that well-designed new development responds positively to the features of the site itself and the surrounding context beyond the site boundary. It enhances positive qualities and improves negative ones.
- 1.48 It also suggests that well-designed development proposals are shaped by an understanding of the context that identifies opportunities for design as well as constraints upon it. This is proportionate to the nature, size and sensitivity of the site and proposal. A simple analysis may be appropriate for a small scale proposal.
- 1.49 The ten characteristics contribute towards the cross discipline themes for good design set out in the NPPF and fall under three broad aims:
- To create physical character;
  - To help to nurture and sustain a sense of community; and
  - To positively address environmental issues affecting climate.



- 1.50 The NDG outlines and illustrates the Governments priorities for well-designed places in the form of ten characteristics, based on national planning policy, planning guidance and objectives for good design.

## 2. Application Site

### Location and Context

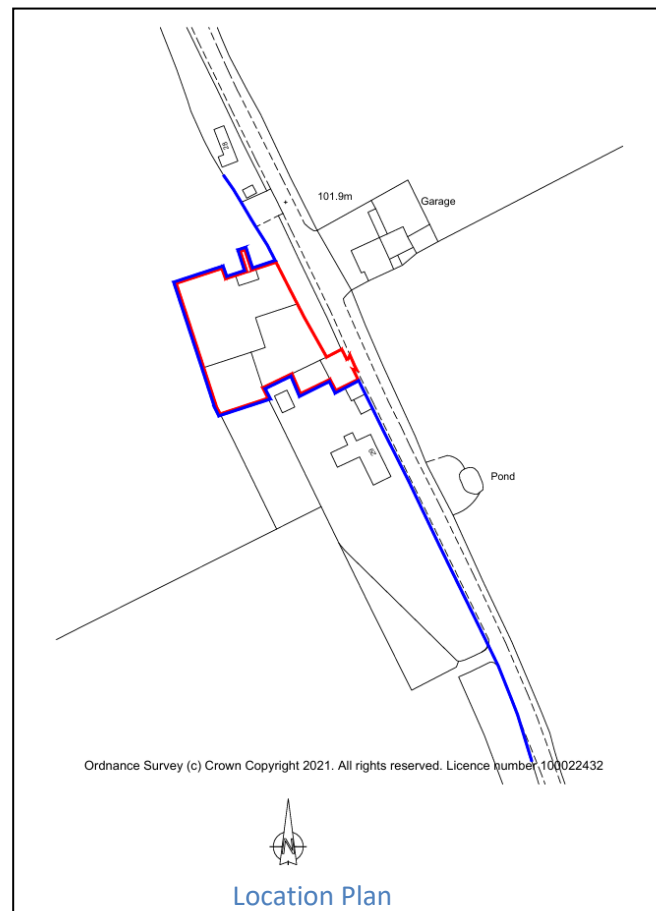


Extract from google maps

This section describes the Application Site and the characteristics and key features of the surrounding area.



- 2.1 The 'Red Line Boundary' is predominantly a 'roughly rectangular' shaped piece of level land, approximately 2460m<sup>2</sup> in area and is situated on the western side of Broad Town Road within the small village of Broad Town. The Application Site is located outside any settlement boundary, but bounded by existing residential/ commercial properties.
- 2.2 Broad Town is a village and civil parish in Wiltshire, about 3 miles southeast of Royal Wootton Bassett and 6 miles southwest of Swindon. The parish includes the hamlet of Thornhill and the farming of Cotmarsh.
- 2.3 The village is situated on the edge of the Marlborough Downs, which is an area of outstanding natural beauty. The village has a population of around 600 people and is known for its picturesque



countryside, historic buildings, and friendly community.

- 2.4 One of the most notable landmarks in Broad Town is the St. Bartholomew's Church, which dates back to the 13th century. The church is a Grade II listed building and features a beautiful stained glass window, a bell tower, and a graveyard. The church is still in use today and is a popular destination for visitors who want to learn more about the village's history.
- 2.5 Broad Town is also home to several local businesses, including a village hall, garage and car dealership and The Hop Chapel and Gardens. The Hop Chapel and Gardens is a great place to grab a pint and catch up with friends. There are also camping / glamping facilities locally. Overall, Broad Town is a charming village that offers a peaceful and welcoming atmosphere for visitors and residents alike.



Existing Site Plan

The applicant is seeking full planning permission for replacement of canopy to form an open sided barn (Class E(b)) and associated works.

The proposal offers several advantages and is well screened from the surrounding landscape by existing mature trees and vegetation.

The decking area, known as 'Hop Gardens' comprises a subtle fully covered outdoor bar, located adjacent to The Hop Chapel with extensive views of the surrounding rural area.

## 2.6 Planning and Development History

The planning history records of Wiltshire Council indicate that the Application Site has been the subject of recent planning applications for development and those approved by the Council include the following: -

- **Application Ref: PL/2024/03141**  
**Site Address:** Broadtown Brewery, 29 Broad Town Road, Broad Town, Swindon, SN4 7RB.  
**Description:** Variation of Conditions 2 and 7 for PL/2023/00830 – Relating to approved plans and to complete car parking area with gravel confinement system.  
**Status:** Permission Granted 22/01/2025.
- **Application Ref: PL/2024/03140**  
**Site Address:** Broadtown Brewery, 29 Broad Town Road, Broad Town, Swindon, SN4 7RB.  
**Description:** Variation of conditions 1, 2 & 6 of PL/2022/07367 – To remove fence from the soil bund, ceasing of micro-brewery use and to complete car parking area with gravel confinement system.  
**Status:** Permission Granted 22/01/2025.
- **Application Ref: PL/2023/06117**  
**Site Address:** Broadtown Brewery, 29 Broad Town Road, Broad Town, Swindon, SN4 7RB.  
**Description:** Variation of condition 2 on PL/2022/07367 to enable the acoustic fence to be erected by April 2024.  
**Status:** Permission Granted 21/09/2023.
- **Application Ref: PL/2023/00830**  
**Site Address:** Micro Brewery, 29 Broad Town Road, Broad Town, Swindon, SN4 7RB.  
**Description:** Retrospective application for the: change of use of building from sales and tasting area (Class E(a)) and microbrewery (Class B2) to sui generis drinking establishment; erection of attached toilet block; and insertion of rooflights.  
**Status:** Permission Granted 10/11/2023.
- **Application Ref: PL/2022/07367**  
**Site Address:** Broadtown Brewery, 29 Broad Town Road, Broad Town, Swindon, SN4 7RB.  
**Description:** Retrospective change of use from agricultural and extension of commercial curtilage (Class E(b)) with retention of car parking, toilet facilities, covered canopy and decking area + associated works.  
**Status:** Permission Granted 19/04/2023.

- **Application Ref: PL/2021/08484**  
**Site Address:** Micro Brewery, 29 Broad Town Road, Broad Town, Swindon, SN4 7RB.  
**Description:** Retrospective application for a change of use from agricultural and extension of commercial curtilage (Class A1) with retention of car parking, toilet facilities, covered canopy and decking area and associated works.  
**Status:** Application Refused 26/04/2022.
- **Application Ref: 20/00419/FUL**  
**Site Address:** Thorncroft House, 29 Broad Town Road, Broad Town, Swindon, SN4 7RB.  
**Description:** Part retrospective change of use from domestic garage (C3) to sales and tasting area (A1) and micro-brewery (B2) and change of use of 1st floor to staff office (B1) and change of use of outbuilding to be used as micro-brewery (B2).  
**Status:** Permission Granted 12/03/2020.

## 2.7 Application Site Photographic Survey



## Application Site Photographic Survey



## Application Site Photographic Survey



## Application Site Photographic Survey



### 3. Opportunities and Constraints

- 3.1 Having assessed the character and nature of the Application Site within its immediate setting and wider (Broad Town) context, a detailed assessment of the site itself is required to identify key constraints and opportunities which require consideration in the design of the proposed development.
- 3.2 The Application Site is a family-run business in Broad Town and previously comprised of a micro-brewery before this element ceased in more recent years. The micro-brewery started within the original 1830 brewery coach house and was the first of its kind to open in Broad Town since The Queens Head Public House closed over 15 years ago.
- 3.3 The original Brewery played a big part in the community in the 19<sup>th</sup> century and remains so to this day. It provides a base for local residents to meet and enjoy the locally brewed beer. It is also popular with the wider community whereby residents from the surrounding areas, including Royal Wootton Bassett, Purton, Swindon and Cricklade visit on a regular basis. The Hop Gardens is an outdoor venue overlooking the grasslands of the surrounding area, where regular events such as quiz nights, cheese clubs and family-friendly events are held in both The Hop Chapel and Hop Gardens.

#### Supporting Rural Economic Development

- 3.4 Beer and Cider/ Business/ Pubs and Bars News (report by Darren – 13/04/2026) stated the following: -

*“Breweries have expanded their local offering and are now selling more beer directly to drinkers. Around half of independent breweries now have a shop (51%) and 46% have a taproom on their brewery sites with a third (33%) selling beer through market stalls and events. To help manage this expansion, breweries say they intend to create over 780 jobs this year and more see investment in developing staff as a top priority.*

*This is in response to growing consumer interest, with the latest SIBA/YouGov survey showing that eight out of 10 beer drinkers, along with 89% of 18- to 24-year-olds, say it's important to have a range of beers from small breweries on offer alongside global brands. And in positive momentum for the sector, the number of consumers that ever drink beer has clocked up to 50% in this year's results, reversing the declines seen in previous years.*

*The majority of the beers made by independent breweries continues to be packaged into cask (58%), with pale ales, bitters and golden ales dominating the top three beer styles. While only nearly a quarter (27%) of beer consumers drink cask beer, our survey shows the best ways to engage with consumers. Four in ten would try cask beer if they were offered a free sample, and 31% would try it if it was made locally. And to demonstrate the importance of advocacy, 43% of drinkers said they would try a new drink if it was recommended by a friend or family member.*

*Despite this evolving demand, the market remains restricted. While the new report shows that 82% of small breweries can sell some beer to local pubs, they report being unable to sell on average to 62% of the pubs in their local area, due to the dominance of the larger global brewers.*

*The report also shows that the independent sector remains fragile. Significant pressures — such as from the cost of living crisis, government regulation and taxation, and overseas uncertainty — are combining and threatening to storm the sector. Almost half (49%) of breweries say that survival is their top priority, and nearly a third (32%) expect turnover to fall this year. More than half (53%) of brewers sought no investment last year, which saw 137 independent breweries close and one pub a day shutting its doors.*

*“There is no doubt that trade is tough and events are changing rapidly, but small independent breweries demonstrate what successful local community businesses can achieve if they have the right conditions,” SIBA chief executive Andy Slee”.*

### **3.5 The Vital Role of Independent Breweries in Our Communities Economic Boost**

Independent breweries are powerful engines of local economic growth. Unlike large breweries that may be located far from the communities they serve, independent breweries typically operate close to their customer base. This proximity has several economic benefits:

**Job Creation:** Independent breweries create jobs at various levels, from brewing and bottling to marketing and sales. These jobs often require specialised skills, contributing to a diverse and skilled local workforce. Moreover, the growth of craft breweries has led to a rise in related businesses such as hop farms, malt houses, and yeast production facilities, further expanding job opportunities.

**Tourism:** Breweries attract tourists, both local and from afar. Brewery tours, tasting sessions, and beer festivals draw visitors who spend money on accommodation, dining, and other local attractions. This influx of visitors supports hotels, restaurants, and retail businesses, creating a vibrant local economy.

**Local Suppliers:** Many independent breweries source their ingredients locally, including hops, barley, and other raw materials. This practice not only ensures fresher ingredients but also supports local farmers and suppliers, keeping money within the community and fostering strong local business networks.

- 3.6 **Community Engagement:** The proposal for replacement of canopy to form an open sided barn can demonstrate a positive impact on the local area, by fostering community engagement and supporting local initiatives.
- 3.7 There will be no intensification of use of the site (i.e. replacement of canopy to form an open sided barn (Class E(b) and associated works) is not considered to be significant enough to result in any unacceptable impact to residential amenity.
- 3.8 An assessment of relevant local plan policies confirms that an opportunity exists to provide an open sided barn (Class E(b)) upon the Application Site.
- 3.9 An opportunity exists to layout the barn in a fashion that will complement the surrounding environment. For these reasons it is deemed that the proposal is acceptable in design terms with the structure appearing in character of the local area in accordance with the requirements of adopted Local Plan Core Policy 57.
- 3.10 It also presents an opportunity to introduce additional ecology as part of the application site. The scheme incorporates mitigation measures sympathetic to local landscape character and would safeguard the natural and built environment in accordance with Core Policy 51.
- 3.11 Taking account of national and local planning policy, including the 'weight' that should be afforded to such, we would submit that the balance of material considerations indicate that the proposed open sided barn is acceptable, in-principle.
- 3.12 The topography of the Application Site is level and not seen as a constraint. As such, there is no intention to alter the existing levels.

## 4. Design and Access Matters

### Introduction

- 4.1 The application is submitted for full planning approval for proposed replacement of canopy to form an open sided barn (Class E(b)) and associated works. This Design and Access Statement forms an important part of information that should be read in conjunction with the forming part of the submitted application. The proposals put forward refers to the layout, scale, landscape, appearance, character of the Application Site and surrounding area. This full application sets out why the proposed development is deemed to be acceptable in design terms.
- 4.2 The proposals affecting The Hop Gardens take account of the distinctive character of the site, including natural features and reflect this in the proposed indicative layout, design, form, scale, mass, use of materials and detailing.
- 4.3 The Application Site has potential to retain the connection to, and enhance, the wider area context and character.
- 4.4 The interest of the area as a whole is diverse and mixed with 20th century developments both residential and commercial forming compatible elements within the village by virtue of design and material. The diversity of the area forms part of its character and appearance.
- 4.5 In addition, the site is located remotely from nearby residential uses, the application is also supported by many local residents in the village. There would be no conflict with Saved Policy NE18 of the North Wiltshire Local Plan 2011.

### Design Response to Opportunities and Constraints

- 4.6 An opportunity exists to ensure that the design and layout of the open sided barn (Class E(b)) is sympathetic to the location with privacy maintained both in terms of visual appearance and overall quality.
- 4.7 There is an opportunity to improve and contribute towards the commercial use of the site, it is considered the application seeks to enhance the local context, therefore the relevant policy for consideration is Core Policy 57 (Ensuring High Quality Design and Place Shaping).
- 4.8 Meeting Community Needs – providing a welcoming space for social interaction, contributing to community cohesion.



## Amount

4.10 The footprint of the existing decking area with canopy over is 332m<sup>2</sup>.

4.11 The footprint of the proposed open sided barn is 406m<sup>2</sup>.

## Scale

4.12 The proposed open sided barn is single storey in height.

## Appearance

4.13 The building, in terms of the form, materials and character takes account of the local vernacular and evolution of development within the village. Therefore, the character and appearance of the development itself accord with the principles established in the village so as to sustain its significance.

4.14 The scheme will need to respond to attributes of the site:

- Ensure that future development preserves and enhances the setting of the existing character of the local area and within open countryside.
- Ensure future development is well-designed using high quality materials.
- Sustain and enhance the Application Site in accordance with policy CP57.
- Existing boundaries incorporating planting (grass bund 4.5m high + native hedge), which are both characteristic of the area.

4.15 The materials selected complement the design solution. They are seen as being durable so as to maintain a consistent finish and longevity of the built form.

## 4.16 Benefits of an Open Sided Barn

There are several advantages of an open sided barn including: -

- **Natural Ventilation:** Open sided barns provide fresh air circulation, which is vital for comfort in warmer months and can reduce reliance on artificial systems, potentially lowering operational costs and environmental impact.
- **Enhanced Light:** The open design allows more sunlight which can enhance the ambiance and customer satisfaction.
- **Cost-Effective and Low Maintenance:** Open sided barns can be more cost-effective due to long-term durability, minimal maintenance, reducing long-term costs and the need for frequent repairs.

- **Versatility:** They can be used for various purposes, such as storing equipment if needed
- **Durability:** The open sided design can withstand various weather conditions, provide protection, shelter and increased ventilation.

These benefits make open sided barns a practical and economical solution looking to optimise their space and operations.

#### 4.17 **Vehicular**

##### *Ingress/egress*

- 4.18 The development is accessed via Broad Town Road which provides acceptable visibility and safe access along the eastern boundary of the Application Site.
- 4.19 The submitted plans and particulars of the application indicate that the Applicant intends to utilise the existing gravel courtyard area to serve the development as a whole.

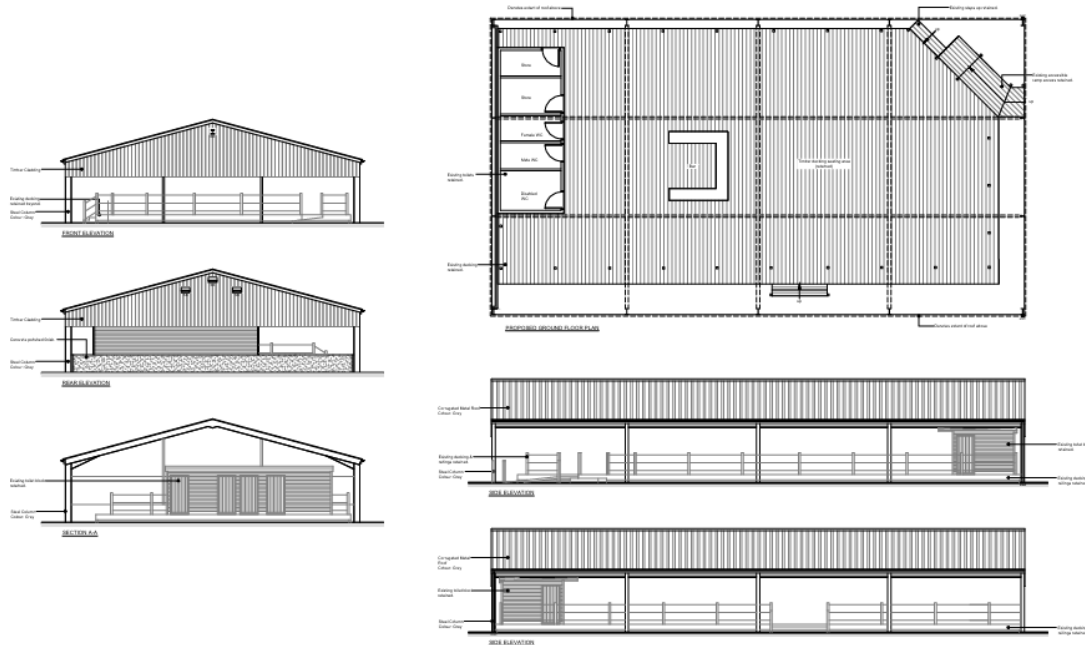
##### **Car Parking and Cycling**

- 4.20 The existing car park consists of a gravel surface, a confinement system, which provides patrons an area to park at the back (western boundary) of the Application Site.

##### **Pedestrian**

- 4.21 The submitted plans and particulars of the application indicate that the Applicant intends to provide, within the confines of the Application Site, all entrances as existing.

## Proposed Floor Plans and Elevations – Open Sided Barn (Class E(b))



Proposed Floor Plan and Elevations

### 4.22 Proposed General Works

- Existing decking seating area / toilets / decking and railing retained;
- Proposed timber cladding with corrugated metal roof; and
- Steel columns and portal framework (grey).

### Landscape

- 4.23 The proposed scheme has no impact or changes to the current landscape or characteristics of the area. The existing 1.2m high post & wire fence and existing mature planting buffer surrounding remains as per the Application Site.

These assist in defining the boundaries between Broad Town Road and open fields to the eastern boundary.



## Lighting

- 4.24 The existing external lighting serving The Hop Gardens and bar area with sensor lighting to car parking area will be subject to change to suit the new building. Utilise the existing lighting as necessary.

## Ecology

- 4.25 Traditional (vivaro pro madrid) swift nest boxes (To be installed as per manufacturers design & details).



Swift nest box example

- 4.26 Traditional bat access panel (To be installed as per manufacturers design & details).



Bat access panel example

## Flood Risk and Drainage

- 4.27 The Application Site is located within Flood Zone 1 and is therefore at low risk from flooding. Neither would the site increase the risk of flooding elsewhere.
- 4.28 Surface water drainage to discharge into existing soakaway in accordance with BRE DIGEST 365.

## **5. Planning Obligations**

### **5.1 No CIL obligations are liable.**

## 6. Summary and Conclusions

- 6.1 The Application Site is located within the county of Wiltshire and comprises of an existing outdoor timber decking seating area with car/ cycle parking to the rear. The boundaries of the Application Site are all well-defined.
- 6.2 The proposed scheme takes this opportunity to enhance this part of the commercial curtilage and support local/ community needs.
- 6.3 Residential amenity - the proposal would maintain the amenity of adjoining neighbours and would not result in overlooking/loss of privacy/loss of light/visual dominance to a degree that would be contrary to the above policies.
- 6.4 The Application Site is located in the small village of Broad Town which is well served with facilities. The immediate area around the Application Site is both residential/ commercial in character.
- 6.5 The Applicant is seeking replacement of canopy to form an open sided barn (Class E(b)) and associated works. This involves retaining the existing decking seating area, without impacting upon the character of the rural countryside.
- 6.6 The proposal aligns with both national and local planning policy objectives, including: -
- Supporting rural economic development;
  - Encouraging sustainable tourism;
  - Promoting the reuse of an existing commercial area;
  - Supporting small local businesses; and
  - Enhancing community facilities.
- 6.7 The proposals are compatible with the existing seating area in terms of scale, proportion, shape, mass, vertical or horizontal emphasis, pattern of openings, materials, colour, siting, visual intrusion, privacy, noise disturbance, smell, pollution (including light pollution), safety, landscaping, vehicular access and car parking. The development proposal is, therefore, compliant with the provisions of the design, amenity, landscape and highways policies of the Local Plan.
- 6.8 Safe and convenient access to the site is readily available and car parking is provided.
- 6.9 In conclusion, we would therefore submit that the application scheme is acceptable in all respects and request that full planning permission is granted subject to conditions.

**Ian Sullivan**

**August 2026**