

BRIMBLE LEA

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F.A.O: Sarah Hill (Senior Planning Officer)

Wiltshire Council
Planning - Development Management
The Council Offices
County Hall
Bythesea Road
Trowbridge
BA14 8JN

Our Ref: 25067
Your Ref: PL/2026/02888

19th August 2026

Dear Sarah,

ALTERATIONS & CONVERSION WORKS TO CREATE 9 GUEST ROOMS AT THE SILVER PLOUGH, PITTON, WILTSHIRE, SP5 1DU

Further to your previous involvement with application PL/2026/02888, please find enclosed a full planning application *relating to 'The Silver Plough'* to make relevant alterations to the internal layout of the public house to create 9 guest rooms, which will be used ancillary to the operation of the public house. A new external staircase is also proposed, which will provide a means of access and fire-escape for the guest rooms on the first floor.

A further full planning application is also proposed (under a separate application) in relation to alterations and extensions to the Annexe Building to create a further 6 guest rooms (8 in total), which we are expecting the Council to consider at the same time as this planning application.

The current application has been submitted on behalf of our client, **Chickpea Group Ltd**, who run and own many public houses with similar accommodation offers to that

proposed under this application. Some of these can be viewed via the Company website here: <https://chickpea.group/our-places/>

The supporting plans for this application have been prepared by *Gary Adlem* of *Charleston Homes*.

The following documents are provided to support this planning application:

- Full Planning Application Form
- Covering Letter & Planning Statement (25067) – Main Pub
- The Silver Plough - Topographical Survey
- The Silver Plough – Site and Location Plan
- The Silver Plough - Existing South and West Elevations
- The Silver Plough - Existing North and East Elevations
- The Silver Plough, Pitton, Salisbury, Wiltshire - Measured Building Survey - Ground Floor Plans
- The Silver Plough, Pitton, Salisbury, Wiltshire - Measured Building Survey - First Floor Plans
- Supporting Statement from the CEO of Chickea Group Ltd
- Relevant Appeal Decision - The Crown Inn, Leeds
- Nutrient Neutrality Assessment and Mitigation Strategy - 9 Guest Rooms in the Public House
- Nutrient_Calculator_Solent_Maritime_V_03_01_3 - 9 Guest Rooms in the Public House
- Ecological Impact Assessment by Colmer Ecology Ltd
- CIL Form 1 – Additional Information (Main Pub)

The requisite application fee of £610, plus £91 Planning Portal processing fee, has been paid by the client through the Planning Portal

This application has been prepared following the refusal of a proposed certificate of lawfulness, application ref: **PL/2026/02888**, where Wiltshire Council considered that the creation of 9 guest rooms within the existing public house would create a 'mixed use' of C1 hotel and public house. Whilst we strongly disagree with this assertion/decision and would be willing to challenge it at appeal, our client has asked us to make a full planning application for the purposes of expediency, and because the development is business critical, to secure the viability of The Silver Plough.

PLANNING STATEMENT

1.0 APPLICATION SITE AND PROPOSAL

- 1.1 This application relates to ***The Silver Plough***, which is a public house located within the picturesque village of Pitton in Wiltshire, which is owned and operated by the *Chickpea Group Ltd*: <https://www.silverplough-pitton.co.uk/>.
- 1.2 This full planning application seeks permission for relevant alterations and conversion works to the ground and first-floors to form 9 additional guest accommodation, which will be used ancillary to the main public house. An external staircase is also proposed, to serve the first-floor guest rooms as a means of access and fire escape, and some minor alterations are proposed on the northern and western elevations to include the replacement of some timber cladding and the painting of existing rendered walls.
- 1.3 A further full planning application is also proposed (under a separate application) in relation to alterations and extensions to the Annexe Building to create a further 6 guest rooms (8 in total), which we are expecting the Council to consider at the same time as this planning application.
- 1.4 The development will support the future viability and growth of an existing business, which is a major local employer in the area, creating the need for 10 additional full-time jobs, as confirmed by the *Applicants Supporting Statement*.

2.0 RELEVANT PLANNING HISTORY

- **PL/2026/02888** – Application for a proposed certificate of lawfulness for the creation of additional guest accommodation to serve The Silver Plough through re-using existing rooms within the public house – Refused 30th June 2026 for the following reasons:

“It is considered that on the balance of probabilities, the introduction of 9 guest accommodation bedrooms would require planning permission, as it reflects a material change of use to a significant area of The Silver Plough, in conflict with Section 192 of the Town and Country Planning Act 1990. The conversion of the skittle alley and owners’ accommodation into 9 guest bedrooms occupying the entire first floor, and a section of the ground floor, of the public house would reflect a mixed-use development, sui generis (public house) and C1 (hotels/guest houses), with significantly different operational impact, which cannot be allowed through a certificate of lawfulness. The proposed guest accommodation is not considered an extension of existing, as there is not currently any guest accommodation provision at the public house. The Silver Plough operates solely as a public house, and the introduction of guest accommodation would constitute a material change of use. Therefore, as the proposal would require planning permission, the certificate of lawfulness is refused”.

- **PL/2026/02887** – Application for the variation of Condition 4 of permission S/1998/1872 (Full application - erection of new building for two staff bedrooms and store, following demolition of existing store building) to allow the staff accommodation to be used by both staff and guests of the public house – Approved 17/08/2026

- **PL/2021/09770** - Insertion of French doors in principal elevation and construction of a raised decked area and balustrade – Approved 7th December 2021.
- **S/1998/1872** - Erection of new building for two staff bedrooms and store, following demolition of existing store building – Approved 19th January 1999.
- **S/1990/1619** - Construction of building to provide additional 8 bedrooms to existing public house – Approved on 2nd January 1991.

3.0 POLICY CONTEXT

Development Plan

- 3.1 The Core Strategy adopted in January 2015 and the Site Allocations Plan adopted in February 2020 form the development plan for this proposal. The following development plan policies are relevant to this application:

- Core Policy 1 (Settlement Strategy)
- Core Policy 2 (Delivery Strategy)
- Core Policy 23 (Southern Wiltshire Community Area Strategy)
- Core Policy 35 (Existing Employment Land)
- Core Policy 48 (Supporting Rural Life)
- Core Policy 50 (Biodiversity and Geo-Diversity)
- Core Policy 57 (Ensuring High-Quality Design and Place Shaping)
- Core Policy 62 (Development Impacts on the Transport Network)
- Core Policy 67 (Flood Risk)

Other Material Planning Considerations

- National Planning Policy Framework (August 2026)
- Planning Practice Guidance

4.0 ANALYSIS OF RELEVANT PLANNING CONSIDERATIONS

Principle of Development

- 4.1 The application site is occupied by *The Silver Plough* which is a long-established public house located in the heart of Pitton.
- 4.2 This application proposes mostly internal alterations and conversion works, to part of the ground-floor and the whole of the first-floor, to create 9 units of guest accommodation, to be used ancillary to the public house. An external staircase is also proposed, to serve the first-floor guest rooms as a means of access and fire escape, and some minor alterations are proposed on the northern and western elevations to include the replacement of some timber cladding and the painting of existing rendered walls.
- 4.3 Each unit of guest accommodation consists of a bedroom and en-suite bathroom, where the remaining facilities offered by the public house (bar, restaurant etc..) will be used by the guests. No separate reception area is proposed (as it is not a hotel), and guests will report to the main bar area to check-in on arrival.
- 4.4 The proposed guest accommodation will form an extension of the facilities already offered within the public house (and Annexe), and they will not have their own separate means of access, curtilage, postal address, utility supplies etc.. and will not be capable of being occupied as somebodies sole place of residence, so will always remain as temporary accommodation, used ancillary to the public house.
- 4.5 A previous application for a proposed certificate of lawfulness was refused by Wiltshire Council as they considered that the development would represent a 'change of use' of the public house to a hotel (C1 use) and public house (sui generis). This will not be the case, as all of the facilities will be used ancillary to the primary use as a public house, so in our view there will be no material change

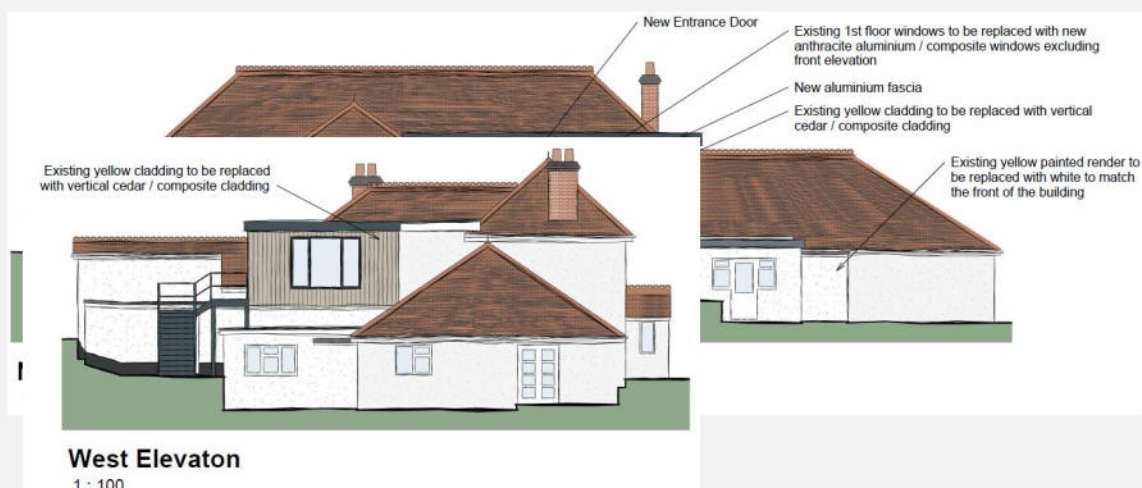
of use. This is backed up by a relevant appeal decision relating to *'The Crown Hotel, Leeds'*, which has been appended to the supporting documents.

- 4.6 Nevertheless, we are seeking full planning permission as time is of the essence, where this development is business critical and needed to secure the long-term viability of the enterprise (please refer to the Applicants Supporting Statement). No appeal has been lodged in regard to the refusal of **PL/2026/02888**, although my client reserves their right to lodge an appeal, if necessary.
- 4.7 The Silver Plough wishes to extend the accommodation they provide by allowing more guests the opportunity to stay, which makes logical sense given that many guests may want to stay over after attending functions such as conferences, parties, wakes etc.. All guests will use the existing parking facilities, which are more than capable of meeting the demands of the development, given that the guests using the accommodation will also be using the facilities in the main pub.
- 4.8 The development will support the viability and growth of an existing local business, which is a major employer in the area, creating the need for 10 additional full-time jobs, as confirmed by the *Applicants* Supporting Statement. The development will also offer wider economic benefits for the local area and community as a whole.
- 4.9 The Chickpea Group has a proven track record and portfolio of public houses that offer similar accommodation to that proposed under this application. Some of these can be viewed through the Company website here: <https://chickpea.group/our-places/>. These venues include: the *'Grosvenor Arms'* in Hindon, *'The Bell & Crown'* in Zeals, *'The Dog & Gun'* in Netheravon, *'The Pembroke Arms'* in Wilton and *'The Queen's Head'* in Broad Chalke. These are all public houses that offer ancillary guest rooms/ accommodation that are located within Wiltshire.

- 4.10 Overall, there is considered to be no significant difference in the character of activities offered at The Silver Plough, as the overall planning unit will remain in single occupation - as a public house with ancillary guest accommodation.
- 4.11 The proposal is therefore supported by Core Strategy Policies 1, 23, 35 and 48 and Chapter 7 of the National Planning Policy Framework (the Framework) as a matter of principle.

Character & Appearance

- 4.12 The site is not located within a conservation area and the building itself is not a listed building. The site is also not part of any National Landscape designations.
- 4.13 The proposed alterations to the public house are largely internal, with the only external alterations being the installation of an external staircase, which is positioned on the northern (rear) elevation of the premises, to serve the first floor as a means of access and fire escape. Other minor external alterations to the northern and western elevations include the replacement of some timber cladding and the painting of some rendered walls. These external changes are shown within the below plan extracts:



- 4.14 The proposed external alterations to the public house are in areas of the site that are not viewed prominently from public vantage points, and regardless have been sensitively designed to respect the character and appearance of the existing

building and the wider area without causing any visual harm. The development will therefore accord with Core Strategy Policy 48, 51 and 57 and Chapter 19 of the Framework.

Historic Environment

- 4.15 The site is not a designated or non-designated heritage asset and does not contribute towards the setting or significance of any such assets. The historic environment will therefore be conserved in accordance with Core Strategy Policy 67 and Chapter 20 of the Framework.

Residential Amenity

- 4.16 The units of guest accommodation/ bedrooms are not capable of being occupied as somebodies sole place of residence (as a residential dwelling/ flat), so will always remain as temporary accommodation, used ancillary to the existing public house, as guest accommodation.
- 4.17 Given the siting, design and layout of the development proposed and the separation distances to the nearest neighbours, it is considered that the development will not create any adverse harm to the residential amenities of neighbours.
- 4.18 The proposal accords with Core Strategy Policy 57 and Chapter 14 of the Framework.

Highway Safety

- 4.19 No alterations to parking or access arrangements are proposed. The current parking spaces offered by the public house (37 spaces in total) will be utilised by the guests of the rooms, who will be staying to use the services offered within the establishment. The development will therefore preserve the safety of highway and pedestrian users in accordance with Core Strategy Policy 62 and Chapter 15 of the Framework.

Biodiversity

- 4.20 The development is exempt from the statutory Biodiversity Net Gain (BNG) as the proposed site area is less than 0.2ha.
- 4.21 The development will secure relevant nitrogen credits to mitigate the impact of the development towards the Solent. Please see the relevant NNAMS report provided.
- 4.22 The proposed works will not affect any existing roof voids and the internal alterations proposed are limited to the ground and first floors of the premises. As such the development will not harm protected species, and the development will therefore have a neutral impact on biodiversity in accordance with Core Strategy Policy 50 and Chapter 19 of the NPPF.

Flood Risk

- 4.23 The application site is not located within an area at risk of flooding and surface water run-off from the development will be no different to the current situation/arrangement. As such, the proposal accords with Core Strategy Policy 67 and Chapter 18 of the Framework.

5.0 CONCLUSION

- 5.1 The proposal fully complies with the development plan and the Council is therefore respectfully requested to grant planning permission in accordance with the ordinary (statutory) planning balance and presumption in favour set out in Section 38(6) of the Planning and Compulsory Purchase Act 2004, Section 70(2) of the Town and Country Planning Act 1990 and paragraph 11 (c) of the Framework.
- 5.2 Overall there is considered to be no significant difference in the character of activities as the overall planning unit will remain in single occupation, as a public house with ancillary guest accommodation.

5.4 Should you wish to discuss this proposal further, please do not hesitate to contact me. Otherwise, I would be extremely grateful if you could provide me with some feedback following the expiry of the publicity period, and before a recommendation/ decision is made, please.

Many thanks.

Yours faithfully,



James U'Dell BSc (Hons) MSc RTPI

Planning Consultant

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