

**APPLICATION FOR FULL-PLANNING PERMISSION (MINOR
DEVELOPMENT)
CASE OFFICER REPORT**

APPLICATION REFERENCE:	PL/2026/03086
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	Lower Odd Business Park, Crudwell, Malmesbury, SN16 9SN
DEVELOPMENT DESCRIPTION:	Erection of workshop building to support the existing agricultural and land management machinery dealership
RECOMMENDATION:	Approve with Conditions

1 SITE DESCRIPTION/CONTEXT

The application site comprises an established agricultural machinery dealership and workshop operated by Tallis Amos Group at Lower Odd Business Park, Crudwell. The site lies to the west of the junction of Culkerton Road and the A429 and is accessed directly from Culkerton Road.

The site is occupied by a modern commercial building containing workshop, office and storage facilities together with associated hardstanding, parking and operational yard areas used for the sale, servicing, repair and storage of agricultural machinery and equipment.

The site is situated between Lower Odd Farm to the west and commercial units associated with Lower Odd/Kemble Business Park to the east. Kemble Airfield lies to the north, with the wider area characterised by agricultural fields and rural countryside.

The application relates to an area of existing hardstanding on the eastern side of the site, currently used for ancillary parking, storage and general operational purposes associated with the existing business.

The site lies within the open countryside outside any defined settlement boundary and is not subject to any specific land allocation within the Wiltshire Core Strategy. The site is located within Flood Zone 1 and is not within a Conservation Area. No designated heritage assets are located within or immediately adjacent to the site.

2 PROPOSAL

The application seeks full planning permission for the erection of an additional workshop building within the existing agricultural machinery dealership.

The proposed building would be sited on an area of existing hardstanding to the east of the existing dealership/workshop building and would provide additional workshop and storage accommodation in support of the established business operation. The building would have a

footprint of approximately 390sqm (measuring approximately 13.0m by 30.0m), with an eaves height of approximately 5.5m and a ridge height of approximately 6.7m.

The proposed workshop would be used for the servicing and maintenance of smaller machinery and equipment, together with the storage of parts, components and equipment associated with the existing agricultural machinery business. The development also includes associated amendments to the site layout, including the reconfiguration of parking, servicing and circulation areas within the site.

The building would be of a simple functional design comprising profiled metal cladding, roller shutter doors and associated personnel access doors.

3 PLANNING HISTORY

Proposal / Summary
PL/2026/01295 - Prior approval Part 14 Class J: Installation or alteration etc of solar equipment on non-domestic premises Decision - Prior Approval Not Required Date: – PV solar installation
18/10385/FUL - Full planning permission Decision - Refused Date: 8/3/2019 – Development of a new tractor and agricultural machinery dealership, workshop and associated carparking together with 87 car parking spaces for those working at the existing industrial estate.
19/05387/FUL - Full planning permission Decision - Approved Date: 10/9/2019 – Development of a new tractor and agricultural machinery dealership, workshop and associated car parking together with 82 car parking spaces for those working at the existing industrial estate.
20/05866/DOC - Approval of details reserved by a condition Decision - Partial Discharge of Condition(s) Date: 21/10/2020 – Discharge of conditions 3, 4, 5, 6 & 7 on 19/05387/FUL

4 RELEVANT LEGISLATION, POLICIES AND GUIDANCE

4.1.1 Statutory Legislation:

4.1.2 National Planning Policy:

- National Planning Policy Framework (NPPF)
- Planning Practice Guidance (PPG)

4.1.3 Development Plan:

The development plan for Wiltshire comprises the *Wiltshire Core Strategy (WCS)* (adopted January 2015) and any made neighbourhood plans, which remains the principal statutory planning document guiding development across the county. In line with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.

Though the development plan is considered as a whole, those parts deemed to be particularly relevant to this application are listed below:

The adopted *Wiltshire Core Strategy (WCS)*, with particular regard to:

- Core Policy 1 Settlement Strategy;
- Core Policy 2 Delivery Strategy;
- Core Policy 13 Spatial Strategy for the Malmesbury Community Area
- Core Policy 34 Additional Employment Land
- Core Policy 50 Biodiversity and Geodiversity;
- Core Policy 51 Landscape
- Core Policy 57 Ensuring High Quality Design and Place Shaping;
- Core Policy 61 Transport & Development;
- Core Policy 64 Demand Management

4.1.4 Draft Wiltshire Local Plan

At Full Council on 19 May 2026, the elected members of Wiltshire Council agreed to withdraw the emerging Wiltshire Local Plan. The said Plan has no material weight for the purposes of the application.

In accordance with Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2026, on 30th June 2026 Wiltshire Council published a notice of intention to prepare a new local plan for Wiltshire. The next stage is a Scoping Consultation which commences on 2nd September 2026. This plan is at a very early stage and currently carries no weight for decision making.

4.1.5 Neighbourhood Plan:

Crudwell Neighbourhood Plan 2029-2026 Made May 2021

- Policy DD2 Design

4.1.6 Supplementary Planning Documents and other Guidance:

- Wiltshire Design Guide (adopted April 2024)
- National Design Guide

5 ISSUES

The main issues that need to be addressed in this case include:

- Whether the development is acceptable in principle (CP 1 and 2)
- Whether the scheme constitutes high quality design (CP 57)
- Whether the scheme would have an acceptable impact upon the reasonable living conditions of the adjoining occupants (CP 57)
- Whether the scheme would have an acceptable landscape impact (CP 51)
- Whether the proposal would have a negative effect upon highway safety, including if there is sufficient parking for the proposed development (CP 61 and 64)
- Whether there would be any harmful impacts upon protected species or priority habitats (CP 50)

6 CONSULTATION RESPONSES

The views of consultees are material considerations in the determination of the application. However, the decision-maker must exercise their own planning judgement. Where consultees raise concerns or recommend conditions, these have been considered and are addressed within the assessment section of this report.

WC Highways: No objection.

Crudwell Parish Council: No comment.

The consultee responses have been carefully considered. Whilst significant weight is afforded to specialist technical advice, the decision remains a matter for the Local Planning Authority and the officer assessment below reaches an independent planning judgement on the issues raised.

7 REPRESENTATIONS

In accordance with the requirements of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), the application was publicised by way of:

- Neighbour notification letters sent to adjoining and nearby properties;
- A site notice displayed near the site;

These methods were used to inform interested parties and provide a period of 21 days for comments to be submitted.

Below is a summary of the representations received during the consultation period. Only material planning considerations have been taken into account in the assessment of this application. Non-material issues, such as property values or private legal disputes, cannot be considered in the determination process.

No comments received.

8 ASSESSMENT

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

"If regard is to be had to the development plan for the purposes of any determination to be made under the planning Acts, the determination must be made in accordance with the plan unless material considerations indicate otherwise."

In accordance with this statutory requirement, this application has been assessed against the relevant policies of the Development Plan, including the Wiltshire Core Strategy (2015) and,

where applicable, any made Neighbourhood Plans. Consideration has also been given to the policies of the NPPF (NPPF) as a material consideration in the assessment.

The assessment below considers each of the main issues identified above. Each topic is assessed in turn with reference to the relevant policy context, the evidence submitted, consultee responses, and all other material considerations, before a conclusion is reached.

8.1 Principle of Development

8.1.1 Policy Context

Core Policies 1 and 2 of the Wiltshire Core Strategy establish the overarching spatial strategy for Wiltshire and provide the primary Development Plan framework for determining whether development is appropriately located. Together, these policies seek to direct growth towards the most sustainable locations whilst protecting the intrinsic character and beauty of the countryside. The strategy prioritises development within Principal Settlements, Market Towns, Local Service Centres and larger villages, whilst development in the countryside will only be supported where it accords with specific development plan policies or where material considerations indicate otherwise.

The NPPF also contains national policies relating to the location of development. Policies S3-S5 distinguish between development within settlements and development in the countryside, support sustainable patterns of growth, and require decisions to have regard to the role and function of settlements, accessibility to services and facilities, and other site-specific considerations.

The principle of development should be assessed having regard to the Development Plan as a whole, the NPPF and all other material considerations. The weight afforded to individual policies will depend upon the nature, scale and location of the development proposed.

8.1.2 Planning History

Of particular relevance is planning permission 19/05387/FUL, which granted consent for the development of a tractor and agricultural machinery dealership, workshop and associated car parking together with additional parking provision for the adjacent industrial estate. That permission established the principle of an agricultural machinery sales, servicing and repair business operating from the site and has subsequently been implemented.

The current proposal seeks to provide additional workshop and storage accommodation in association with the established business and would remain within the existing commercial holding. As such, the application represents an expansion of an existing authorised use rather than the introduction of a new commercial operation in the countryside.

Planning application 18/10385/FUL was refused for a similar form of development prior to the grant of planning permission under 19/05387/FUL. However, the subsequent approval and implementation of planning permission 19/05387/FUL is considered to be the most significant material consideration and establishes the lawful commercial use of the site.

The planning history confirms the established employment use of the site and demonstrates that the principle of agricultural machinery sales, servicing and associated workshop activities at this location has previously been accepted by the Local Planning Authority.

8.1.3 Assessment

Whilst the site lies outside any defined settlement boundary, the proposal relates to the expansion of an existing agricultural machinery dealership and workshop that was granted planning permission under application reference 19/05387/FUL and is now established on site.

The proposal is considered to accord with Core Policy 34 of the Wiltshire Core Strategy, which supports the expansion of existing rural businesses where supported by evidence of need and where development would not adversely affect the surrounding area. The development would provide additional workshop and storage accommodation to support the existing operation and would remain ancillary to the established business use.

The proposal would support the continued operation and growth of a rural business serving the agricultural sector and wider rural economy. Furthermore, no objections have been raised by the Highway Authority, and the development would utilise land already forming part of the existing commercial site.

Accordingly, the principle of development is considered acceptable, subject to compliance with all other relevant Development Plan policies and material considerations.

8.1.4 Neighbourhood Plan

The site lies within the area covered by the Crudwell Neighbourhood Plan 2019-2026.

The following neighbourhood plan policy is relevant to the consideration of this application:

- Policy DD2: Design

Policy DD2 seeks to ensure that development is of a high-quality design that responds positively to its surroundings and local character.

The proposal relates to the expansion of an existing commercial site and does not raise any in-principle conflict with Policy DD2. Detailed consideration of the proposal's design and its impact on the character and appearance of the area is undertaken elsewhere within this report.

Accordingly, the proposal is considered to accord with the objectives of the Crudwell Neighbourhood Plan.

8.1.5 Conclusion

The proposal accords with the Development Plan and the principle of development is supported in this location.

The proposal must nevertheless be assessed against all other relevant Development Plan policies, national policy and material considerations. Subject to that assessment, the principle of development is considered acceptable.

8.2 Design and Impact on the Character and Appearance of the Area

8.2.1 Policy Context

Core Policy 57 of the Wiltshire Core Strategy requires development to achieve a high standard of design that responds positively to local character, context and distinctiveness.

Policies DP1-DP4 of the NPPF seek to ensure that development is well-designed, visually attractive, sustainable and responsive to its surroundings. Development should contribute positively to local character, create high quality places and support healthy and inclusive communities.

The Wiltshire Design Guide provides further guidance on achieving high quality, context-led design and should be taken into account where relevant.

8.2.2 Assessment

The site forms part of an existing cluster of commercial and agricultural development, comprising the Tallis Amos Group premises, neighbouring business units and associated yard areas. As such, the proposal would be viewed in the context of existing built development rather than as an isolated structure within the wider countryside.

In design terms, the building adopts a simple and functional appearance, incorporating profiled metal cladding and roller shutter doors. These materials and design features reflect the utilitarian character of the existing dealership building and surrounding commercial development. The proposal is therefore considered appropriate to its commercial setting.

The proposed building would remain subordinate to the existing dealership building and would integrate satisfactorily within the established pattern of development on the site. Given its siting within the existing operational area, the proposal would not appear visually intrusive or result in an unacceptable impact on the character and appearance of the surrounding area.

Accordingly, the development is considered to respond appropriately to its context and would maintain the character of the site and its surroundings.

8.2.3 Conclusion

Having regard to the above, it is considered that the proposal would represent an appropriate form of development that respects the character and appearance of the site and surrounding area. The proposal therefore complies with Core Policy 57 of the Wiltshire Core Strategy, Policy DD2 of the Crudwell Neighbourhood Plan, the relevant provisions of the NPPF and the objectives of the Wiltshire Design Guide.

8.3 Amenity

8.3.1 Policy Context

Core Policy 57 (Point vii) of the Wiltshire Core Strategy requires development to respect the amenity of existing occupants and ensure appropriate amenity levels for future residents.

Policy P3 of the NPPF requires development to be appropriate for its location, taking account of its likely effects on health, living conditions and the environment. In particular, Policy

P3(2)(b) requires development to avoid giving rise to unacceptable impacts on the living conditions of neighbouring residents and occupiers. In assessing amenity impacts, regard should be had to matters including daylight and sunlight, outlook, privacy, overbearing impacts and other effects on residential amenity.

These policies guide the assessment of amenity impacts. Each of the below matters has been assessed having regard to the specific site context and layout of the proposal.

8.3.2 Overlooking / loss of privacy

The building would not introduce any windows or openings that would result in direct overlooking of neighbouring residential properties. Given the commercial nature of the surrounding development and the separation distances involved, the proposal would not give rise to any material loss of privacy.

8.3.3 Loss of light / overshadowing

The proposed building would be located within an established commercial yard and is sufficiently separated from neighbouring residential properties. As such, it would not result in any material loss of daylight, sunlight or significant overshadowing impacts to neighbouring occupiers.

8.3.4 Overbearing Impact / Overall sense of enclosure

Having regard to the siting of the proposed building within the existing commercial site and its relationship with surrounding development, the proposal would not appear unduly dominant or oppressive when viewed from neighbouring land. The development would therefore not result in an unacceptable overbearing impact or undue sense of enclosure.

8.3.5 Noise

The proposed building would be used in association with the existing authorised agricultural machinery dealership and workshop use. The proposal does not introduce a new use to the site and no significant increase in vehicle movements or operational activity is anticipated. Given the site's established commercial use and the separation from nearby residential properties, it is not considered that the proposal would result in unacceptable noise impacts.

8.4 Highways Impacts and Parking

8.4.1 Policy Context

Policies TR3-TR8 of the NPPF seek to ensure that development is supported by safe, suitable and sustainable transport arrangements. Development should provide appropriate access, promote sustainable travel choices where possible and avoid unacceptable impacts on highway safety and the operation of the transport network.

Core Policies 60-64 of the Wiltshire Core Strategy require development to provide safe access, promote sustainable transport, minimise transport impacts and provide appropriate parking arrangements.

Where relevant, regard should also be had to the Wiltshire Local Transport Plan, the Council's parking standards and any applicable Local Cycling and Walking Infrastructure Plans (LCWIPs).

8.4.2 Assessment

The development would utilise the existing access arrangements from Culkerton Road, with no alterations proposed to the site access.

The proposal is intended to support the existing business operation through the provision of additional workshop and storage space and does not introduce a new use. As such, it is not anticipated to result in a significant increase in vehicle movements over and above those already associated with the existing authorised use.

Parking provision would be retained within the site through a reconfiguration of the existing layout. The submitted details demonstrate that adequate parking, manoeuvring and circulation space would remain available to serve the development.

Wiltshire Council Highways have been consulted on the application and raise no objection to the proposal.

Given the nature of the development, the retention of suitable access arrangements and the absence of any objection from the Highway Authority, the proposal is not considered to result in an unacceptable impact on highway safety or the operation of the local highway network.

8.4.3 Conclusion

Having regard to the above, it is considered that the proposal would retain safe and suitable access arrangements and provide adequate parking and manoeuvring facilities. The development would not result in an unacceptable impact on highway safety or the operation of the local highway network and therefore accords with Core Policy 61 of the Wiltshire Core Strategy and the relevant provisions of the NPPF.

8.5 Ecology and Biodiversity

8.5.1 Policy Context

Core Policy 50 of the Wiltshire Core Strategy requires development to protect and, where appropriate, enhance biodiversity and geodiversity interests.

Policy N2 of the NPPF seeks to conserve and enhance biodiversity, support nature recovery, protect habitats and species, and strengthen ecological networks.

Where relevant, proposals should assess impacts upon protected species, habitats, ecological networks and green and blue infrastructure and demonstrate that any adverse impacts can be appropriately avoided, mitigated or compensated for.

Biodiversity Net Gain (BNG) is mandatory for most development and proposals should demonstrate compliance with the statutory requirements unless an exemption applies.

8.5.2 Assessment

The proposed development would be undertaken on an area of existing hardstanding within an established commercial yard. The site is in active operational use and does not comprise habitat of notable ecological value.

Given the nature and location of the development, no significant impacts upon protected species, priority habitats, ecological networks or designated ecological sites are anticipated. The proposal would not result in the loss of any trees, hedgerows or other notable landscape features.

In respect of Biodiversity Net Gain, the development is proposed on sealed hardstanding and is therefore considered to be exempt from the mandatory Biodiversity Net Gain requirements under the relevant de minimis provisions.

Accordingly, the proposal is not considered to give rise to adverse ecological impacts and there is no evidence before the Local Planning Authority to indicate otherwise.

8.5.3 Conclusion

Having regard to the above, it is considered that the proposal would not result in unacceptable harm to biodiversity or ecological interests. The development therefore complies with Core Policy 50 of the Wiltshire Core Strategy and the relevant provisions of the NPPF.

8.6 Landscape and Visual Impact

8.6.1 Policy Context

Core Policy 51 of the Wiltshire Core Strategy seeks to protect, conserve and enhance landscape character and quality and requires development to respond appropriately to its landscape setting.

Policy N2 of the NPPF seeks to conserve and enhance the natural environment and requires development to take account of landscape character, local distinctiveness and the natural beauty of the countryside.

The Wiltshire Design Guide promotes a context-led approach that integrates development with landscape features and local character.

8.6.2 Assessment

Whilst the site is located within the open countryside, it forms part of an existing cluster of commercial and agricultural development comprising the Tallis Amos Group premises, neighbouring business units and associated agricultural buildings. The proposal would therefore be viewed in the context of existing built development rather than as an isolated feature within the wider rural landscape.

The proposed building would be positioned adjacent to the existing dealership building and contained within the established commercial curtilage. As such, the proposal would not extend development into previously undeveloped countryside or result in any significant encroachment into the surrounding landscape.

Having regard to the siting of the building and its relationship with the existing commercial development, the proposal is not considered to result in unacceptable harm to the character of the wider landscape.

8.6.3 Conclusion

Having regard to the above, it is considered that the proposal would not result in unacceptable harm to the character or appearance of the surrounding landscape. The development therefore complies with Core Policy 51 of the Wiltshire Core Strategy, the relevant provisions of the NPPF and the objectives of the Wiltshire Design Guide.

9 Public Sector Equality Duty (PSED)

In reaching this decision, due regard has been had to the Public Sector Equality Duty under Section 149 of the Equality Act 2010. This requires the Local Planning Authority to have regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between persons who share a protected characteristic and those who do not.

The Local Planning Authority is satisfied that the proposal would not result in any unlawful discrimination and that any impacts on protected groups have been appropriately considered as part of this assessment.

10 PLANNING BALANCE AND CONCLUSION

10.1 Policy Context

In reaching a decision, all identified harms and benefits must be weighed in the overall planning balance, having regard to Section 38(6) of the Planning and Compulsory Purchase Act 2004, the provisions of the Development Plan and the NPPF.

The NPPF contains a presumption in favour of sustainable development. Applications should be determined in accordance with the development plan unless material considerations indicate otherwise.

The weight to be afforded to any identified benefits must be considered alongside all other material considerations, including whether the proposal accords with the Development Plan and whether any other policies of the NPPF indicate that development should be refused or that substantial weight should be attributed to identified harms.

Having regard to Section 38(6) of the Planning and Compulsory Purchase Act 2004, the proposal is considered to accord with the Development Plan when read as a whole.

The proposal is also considered to accord with the relevant policies of the NPPF.

The principle of development is therefore considered acceptable, subject to the detailed assessment of all other material planning considerations set out elsewhere in this report.

10.2 The Balance

The proposal seeks planning permission for an additional workshop building in association with an established agricultural machinery dealership and workshop. The development would

support the continued operation and expansion of an existing rural business and make more effective use of land already forming part of the authorised commercial site.

The proposal has been found to accord with the relevant provisions of the Development Plan, including Core Policies 34, 50, 51, 57 and 61 of the Wiltshire Core Strategy. The development would support an existing rural enterprise, would not result in unacceptable impacts upon the character and appearance of the area, neighbouring amenity, highway safety or biodiversity, and no technical objections have been raised by consultees.

The proposal would deliver economic benefits through investment in an established business and support a commercial operation serving the agricultural and wider rural economy. These benefits attract moderate weight in favour of the development.

No material harms have been identified that would outweigh the benefits of the proposal.

10.3 Conclusion

Having regard to Section 38(6) of the Planning and Compulsory Purchase Act 2004, the proposal is considered to accord with the Development Plan when read as a whole.

The proposal is also considered to accord with the relevant policies of the NPPF.

The principle of development is therefore considered acceptable and, having considered all other material planning considerations, the application is recommended for approval subject to appropriate planning conditions.

Accordingly, planning permission should be granted.

RECOMMENDATION:

That Planning Permission be GRANTED, subject to conditions:

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Location Plan; DGW No. 2605.02 A; Received 13 May 2026
Existing Block Plan; DGW No. 2605.04 A; Received 13 May 2026
Proposed Block Plan; DGW No. 2605.01 B; Received 13 May 2026
Proposed Plans & Elevations; DGW No. 2605.03; Received 13 May 2026
Planning, Design & Access Statement; Received 27 May 2026
Explanation of Need; Dated May 2026; Received 13 May 2026
Planning Form; Received 27 May 2026

REASON: For the avoidance of doubt and in the interests of proper planning.

3. The materials to be used in the construction of the external surfaces of the development hereby permitted shall match in material, colour and texture those used in the existing building unless otherwise stated on the approved plans.

REASON: In the interests of visual amenity and the character and appearance of the area.

4. The workshop building hereby approved shall be used solely for purposes ancillary to the sale and servicing of agricultural and land maintenance equipment undertaken within the wider site and shall not be occupied, leased, sold or operated as a separate planning unit.

REASON: To ensure the development remains ancillary to the approved use of the site and in the interests of the proper planning of the area.