

Bromham Parish Council have voted to Object to Planning applications PL/2026/04847 and PL/2026/05223

PL/2026/05223

Bromham Parish Council – Objection

Bromham Parish Council objects to this application on the following material planning grounds:

1. Noise and impact on residential amenity

The application does not provide an adequate assessment of the potential noise impact on neighbouring residential properties.

The conclusion that there would be no unacceptable impact appears to rely principally on the distance between the development and the nearest identified properties. It does not include a background noise survey or assessment of how noise will travel across the site's topography. This is particularly significant given the proposed combination of hotel accommodation, restaurant and bar, private event space, padel and tennis courts, plant, servicing and vehicle movements.

The proposed acoustic bund is itself an indication that noise requires mitigation, yet no acoustic modelling has been provided to demonstrate its effectiveness. The applicant's own assessment of future use options also identified regular large-scale events as potentially generating significant noise and activity affecting neighbours, while the current proposal retains a bar and flexible event space.

The Parish Council considers that a **comprehensive noise impact assessment should be submitted and assessed before the application is determined**, covering the full range of proposed activities, including events, outdoor activity, plant, servicing and traffic. The assessment should take account of the site's topography and the low existing background noise environment.

2. Lighting and impact on the rural environment and ecology

The proposal does not provide sufficient information regarding external lighting. A commitment to provide lighting that is “low-level” and “shielded” is not, in itself, an adequate assessment of its potential impact.

The ecological information identifies bat activity and the need for detailed consideration of lighting, while the proposed hotel, car parking and external circulation will introduce lighting into an area which currently has a predominantly dark rural character.

A detailed lighting design and assessment should therefore be provided before determination, addressing both ecological impacts and the effect on the character and amenity of the surrounding area.

3. Acoustic bund and changes to land levels

The proposed acoustic bund is a significant physical intervention and is relied upon as mitigation for the development's noise impacts. However, its acoustic effectiveness has not been demonstrated, and its landscape and heritage implications have not been adequately assessed.

Given the site's sensitive rural and historic setting, the Parish Council considers that the bund should be clearly identified, justified and assessed as part of the development, including its impact on

landscape character, the setting of the Grade II* listed asset and the effectiveness of the proposed noise mitigation.

4. Incomplete and inconsistent information

The Parish Council considers that the application does not currently contain sufficient reliable information to enable the full planning impacts to be properly assessed.

In particular:

- there is no comprehensive noise assessment or detailed lighting assessment;
- the ecological information is incomplete, with the Council's Ecology Officer identifying that the Preliminary Ecological Appraisal is technically out of date and that further surveys have not been demonstrated;
- there are inconsistencies between the submitted documents concerning the number of bedrooms and parking spaces;
- the application states that no public right of way diversion is required, whereas the submitted plans and the Council's Countryside Access Officer indicate that Public Footpath BROM2 would be obstructed;
- the submitted information appears inconsistent regarding the proposed event use; and
- the application identifies works which may already have commenced without planning permission.

The Parish Council considers that these matters should be resolved and the necessary assessments submitted and re-consulted upon **before the application is determined**.

5. Heritage impact and justification for the scale of new development

The proposal would introduce a substantial amount of new development within the setting of a Grade II* listed building. The applicant's own heritage assessment recognises the importance of the existing openness of the site and identifies a risk of suburbanising its character.

The Parish Council is concerned that the cumulative effect of the proposed new buildings, access, parking, landscaping, lighting and associated activity has not been adequately assessed.

Furthermore, the submitted information does not clearly demonstrate why the full extent of the proposed new-build development is necessary to secure an appropriate viable use of the heritage asset. The Parish Council notes the earlier advice that a lower-key, flexible letting use involving existing buildings could be acceptable in principle, subject to assessment.

The Council considers that the **necessity and scale of the proposed new development should be robustly demonstrated**, and that the cumulative impact on the significance and setting of the Grade II* listed building must be properly assessed before the application is determined.

6. Development in the open countryside and sustainability

The site is outside the Bromham settlement boundary and the proposal would introduce a substantial commercial leisure development into an open countryside location.

The proposal is heavily car-dependent, with extensive parking and significant additional vehicle movements, while the submitted Transport Statement acknowledges the limited availability of walking and cycling infrastructure in the vicinity.

The Parish Council considers that the proposal has not adequately demonstrated that the scale and nature of this new development represent an appropriate form of sustainable tourism development in this location, having regard to Wiltshire Core Policies 39, 40 and 61 and the relevant NPPF policies.

7. Public rights of way and highway safety

The proposed development appears to conflict with the existing Public Footpath BROM2. The application documentation states that the footpath will be retained and protected, whereas the submitted layout appears to place the proposed restaurant and car park across its current route. The Council's Countryside Access Officer has also identified the need for diversion.

This inconsistency must be resolved before the application can properly be determined. The increased use of the surrounding network, including BROM1A, should also be assessed in relation to the safety of pedestrians, cyclists and equestrians.

8. New residential development in the countryside

The proposal would replace the existing single Denbanks dwelling with two substantial dwellings, in addition to staff accommodation elsewhere within the scheme.

The Parish Council is concerned that the proposal has not demonstrated the exceptional circumstances or functional need necessary to justify this additional residential development in the countryside. The justification for the second dwelling also appears inconsistent, being presented both as essential accommodation and as a contribution towards general housing need.

The proposal should therefore be assessed against the relevant rural housing policies before any additional residential units are accepted.

Conclusion

For the reasons above, Bromham Parish Council considers that the application, as submitted, does not provide sufficient information to demonstrate that the proposed development would avoid unacceptable impacts on residential amenity, landscape character, ecology, heritage, highways and public rights of way.

The Parish Council therefore **objects to the application** and requests that the application is not determined until the outstanding technical information and assessments have been provided, assessed and, where necessary, subject to further consultation.