



RCC TOWN PLANNING CONSULTANCY



Site: Apetito, Canal Road, Trowbridge BA14 8RJ

Proposal: Erection of three modular offices

On behalf of: Apetito Ltd

Date of Issue: September 2026



RCC TOWN PLANNING CONSULTANCY

PLANNING STATEMENT

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1.0 SITE

- 1.1 This Planning Statement has been prepared on behalf of Apetito Ltd in support of an application for additional modular office accommodation within the established Apetito premises at Canal Road Industrial Estate, Trowbridge. The proposal is required to provide additional office space to accommodate the growth in staff numbers as a result of the expansion of the Product Development and Innovation department.
- 1.2 Apetito is a long-established food manufacturing business based on Canal Road in Trowbridge, producing prepared meals for the healthcare, care home, education and social care sectors, as well as supplying meals to customers in their own homes through its Wiltshire Farm Foods business. The Trowbridge site is an established and important part of the business, supporting a significant local workforce and its continued growth.
- 1.3 The Trowbridge operations are centred on two principal sites: the existing Kitchen East operation on Canal Road, to which this application relates, and the separately permitted Kitchen West development on adjoining land to the west. Kitchen East will remain operational alongside the new Kitchen West facility, which is being developed to provide additional production capacity and support the company's longer-term growth.



Figure 1: Apetito premises and surrounding industrial estate

- 1.4 The proposal comprises three elements within the existing operational site (Kitchen East):
 - a) new modular office within the yard close to the main entrance, and
 - b) the replacement of an existing refrigeration unit further within the site with two further modular office structures.

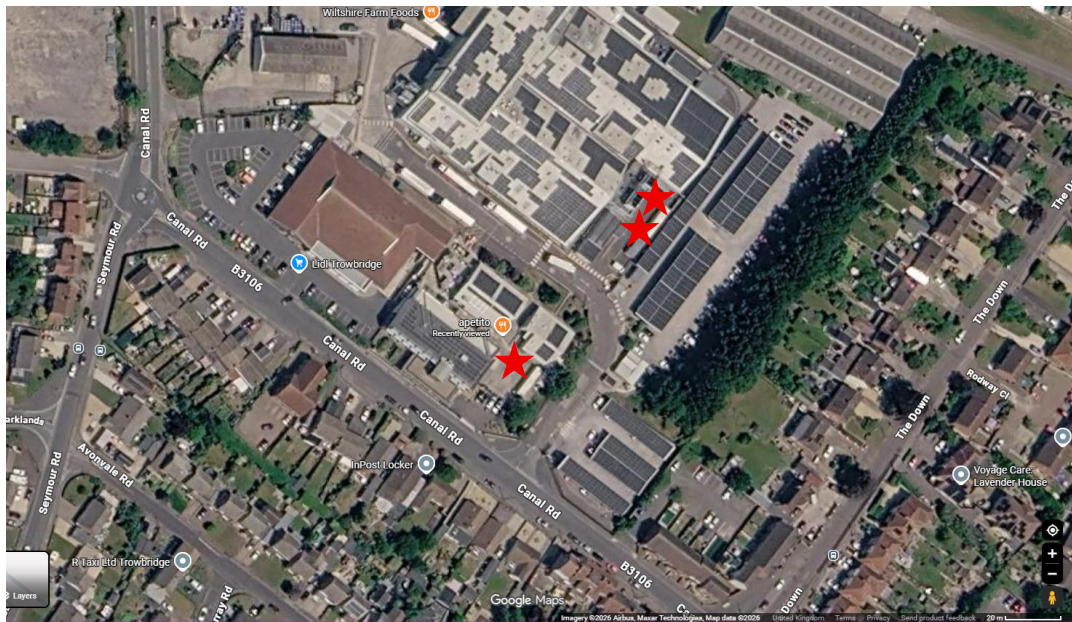


Figure 2: Aerial view of part of the Apetito premises with the position of the new office accommodation shown (red stars)

- 1.5 No parking spaces will be lost as a result of the proposal.
- 1.6 The application area extends to approximately 0.12 hectares and is wholly contained within the established brownfield Apetito site.
- 1.7 This Statement considers the proposal against the relevant development plan policies and material considerations, including the National Planning Policy Framework (NPPF) 2026.



2.0 BACKGROUND AND DEVELOPMENT PROPOSAL

- 2.1 The Apetito premises are located on the northern side of Trowbridge within the Canal Road Industrial Estate. The site forms part of an established industrial and employment area containing a range of large-scale buildings, manufacturing facilities, offices, storage areas, plant and associated hardstanding.
- 2.2 The Canal Road Industrial Estate is identified within the adopted Wiltshire Core Strategy as a Principal Employment Area. The Apetito premises have been established at this location for many years and the proposed offices would be located within existing operational yard areas associated with the business.
- 2.3 As noted above, the need for additional accommodation arises principally from the growth of Apetito's Product Development and Innovation team. The existing Product Development building opened in 2005 and was originally designed to accommodate a team of approximately six people. Since then, the business has expanded and the existing office serving this team has been repurposed as a regeneration and food tasting room, while the office accommodation has been expanded and refitted to provide 14 desks.
- 2.4 The Product Development and Innovation team has continued to grow and is expected to comprise approximately 30 people. The existing accommodation is therefore no longer sufficient for the team, while the manufacturing office is also becoming overcrowded.
- 2.5 The proposals are therefore intended to address this immediate operational need by providing additional, practical office accommodation within the existing premises. It will allow the business to accommodate additional staff whilst works to Kitchen West are underway.
- 2.6 Apetito has also secured planning permission for the wider Kitchen West development, which will provide improved Product Development facilities on the future development site and adjoining land to the west. However, the wider development remains some way from completion and the current lack of suitable accommodation is already placing increasing pressure on the business and its ability to deliver projects effectively. The proposed offices will therefore help to address this accommodation gap in the interim, supporting the continued growth and operation of the business.
- 2.7 The use of modular buildings provides a practical and proportionate response to this requirement. The proposed units will be located amongst existing buildings, plant and hardstanding and will form part of the established operational character of the site.
- 2.8 Apetito has operated from its Canal Road premises for many years and, as would be expected for an established business, there is a history of planning applications relating to the wider site. There are none considered directly relevant to the current proposal. The most pertinent is planning permission PL/2025/06057 (approved by Wiltshire Council in April 2026) for the wider Kitchen West development, the major new food production facility on land adjoining the existing Kitchen East operation. The existing Kitchen East site will remain operational alongside the new facility.





3.0 PLANNING POLICY CONTEXT

- 3.1 Under the provisions of section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004, applications for planning permission must be determined in accordance with the Development Plan, unless material considerations indicate otherwise.
- 3.2 At the current time, the Development Plan comprises the Wiltshire Core Strategy (WCS) and 'saved' policies of the West Wiltshire District Plan (WWDP).
- 3.3 At the national level, the National Planning Policy Framework (NPPF) is the foremost material consideration. This is supplemented with the National Planning Practice Guidance (NPPG).
- 3.4 At the local level, the pertinent material considerations are:
- Wiltshire Design Guide (2024)
 - Wiltshire Local Transport Plan 2011-2026 (2015)

WILTSHIRE CORE STRATEGY

Policy	Title
1	Settlement Strategy
2	Delivery Strategy
29	Spatial Strategy for Trowbridge Community Area
35	Existing Employment Land
57	Ensuring High Quality Design and Place Shaping
60	Sustainable Transport
61	Transport & Development

NATIONAL PLANNING POLICY FRAMEWORK

Chapter	Title
3	Decision-making policies
4	Achieving sustainable development
7	Building a strong, effective economy
14	Achieving well designed places
15	Promoting sustainable transport
17	Pollution, public protection and security





4.0 PLANNING ASSESSMENT

4.1 The key planning issues relevant to this proposal are:

- The principle of the proposed development
- Visual impact
- Highway safety
- Residential amenity

Principle of Development

- 4.2 The application seeks permission for additional modular office accommodation within the established Apetito premises on Canal Road Industrial Estate (as set out in Section 2.0 of this Statement). The proposal comprises a new modular office close to the main entrance, the replacement of an existing refrigeration unit with a further modular office, and the relocation of an existing office unit from elsewhere within the Apetito site.
- 4.3 The application site forms part of the established Canal Road Industrial Estate, which is identified within Policy CP29 of the Wiltshire Core Strategy as a Principal Employment Area. Policy CP35 seeks to retain such areas for employment purposes and supports the renewal and intensification of employment uses. The proposal is therefore consistent with the established employment use of the site.
- 4.4 The proposal also accords with the general principles of Policies CP1 and CP2, which seek to direct development towards sustainable locations and support the delivery of development in accordance with the spatial strategy. The application site is within the established settlement of Trowbridge and forms part of an existing employment area with the necessary infrastructure and services to support its continued use.
- 4.5 Apetito has secured planning permission for the wider Kitchen West development on the adjoining land to the west of the existing site and development has already commenced. However, that development remains some way from completion and the existing business therefore requires additional accommodation in the interim. The proposed modular offices provide a practical and proportionate means of addressing this immediate need and will help to accommodate the growing workforce until the wider Kitchen West development is operational.
- 4.6 The economic benefits of supporting an established and growing employer are a material consideration in favour of the proposal. Chapter 7 of the NPPF seeks to create the conditions in which businesses can invest, expand and adapt, with Policy E2 confirming that substantial weight should be given to the economic benefits of commercial development which allows businesses to “invest, expand and/or adapt”.
- 4.7 The proposal would assist Apetito in accommodating its growing workforce and continuing to develop its product innovation and manufacturing activities from an established employment location. It therefore accords with the economic objectives of both the development plan and the NPPF.





Design and Visual Impact

- 4.8 The proposed offices are located within existing operational yard areas of the Apetito premises. The site is characterised by large-scale industrial and manufacturing buildings, offices, plant, storage areas and extensive areas of hardstanding. The proposal would therefore be viewed within an established industrial setting.
- 4.9 The modular nature of the proposed accommodation reflects its purpose and location. The units are modest in scale and would be positioned within the existing site rather than extending development into an undeveloped or sensitive area. The proposals would read as part of the wider Apetito complex and would not introduce a form of development that is out of character with the surrounding employment area or one that would be visually prominent or obtrusive.
- 4.10 Policy CP57 of the Wiltshire Core Strategy seeks to secure a high standard of design and development that responds positively to its context. This is consistent with Chapter 14 of the NPPF and Policy DP3, which require development to respond appropriately to its context and to integrate effectively with its surroundings.
- 4.11 Given the established industrial character of the site, the scale and location of the proposed offices and the absence of any significant change to the wider site, the proposal would not result in material harm to the character or appearance of the locality. The development is therefore considered to accord with Policy CP57 and the relevant design principles of the NPPF.

Access, Parking and Transport

- 4.12 The proposed offices would utilise the existing access arrangements serving the Apetito premises. No new access onto the highway is proposed and no existing parking spaces would be lost as a result of the development.
- 4.13 The proposal is modest in scale and relates to office accommodation within an established employment site. It is not expected to generate a significant level of additional movement or materially alter the established traffic patterns associated with the site. There are sufficient parking spaces across the site to adequately accommodate the modest increase in employee numbers.
- 4.14 Policy TR6 of the NPPF relates to proposals likely to generate significant movement and the need for proportionate transport assessments where appropriate. Given the modest scale and nature of the proposal, it is not considered to constitute development that would generate significant movement or warrant a separate transport assessment.
- 4.15 The proposal is therefore considered acceptable in transport and parking terms and accords with the relevant requirements of the NPPF.

Residential Amenity

- 4.16 The application site is located within an established industrial estate and is surrounded predominantly by employment, manufacturing and industrial uses. The proposed use is office accommodation associated with the existing Apetito operation and is inherently low impact in terms of noise, odour and other potential environmental effects.





- 4.17 The proposal would not therefore introduce a use resulting in significant additional noise, vibration, odour or other disturbance to neighbouring properties. There would also be no material change to the established operation of the wider industrial site as a result of the provision of the additional office accommodation.
- 4.18 Policy CP57 seeks to ensure that development has regard to the amenity of existing and proposed uses. This is reinforced by Chapter 17 of the NPPF, including Policies P3 and P4. Policy P3 seeks to ensure that development is appropriate for its location having regard to potential pollution effects, while Policy P4 seeks to avoid placing unreasonable restrictions on existing businesses and requires proposals to integrate effectively with existing businesses and infrastructure.
- 4.19 In this case, the proposed offices form part of the established Apetito operation and would be located within the existing operational yard areas. The proposal would not give rise to unacceptable environmental effects or conflict with the continued operation of surrounding employment uses. The proposal is therefore considered acceptable in terms of residential amenity and the relationship with existing businesses.

Biodiversity Net Gain

- 4.20 The application site extends to approximately 0.12 hectares and comprises existing developed yard areas associated with the established Apetito premises. The proposed development is confined to these existing hardstanding areas and does not involve the loss or impact of any priority habitat.
- 4.21 On this basis, the proposal falls within the current exemption from the mandatory Biodiversity Net Gain requirement for development on sites of 0.2 hectares or less, subject to the relevant priority habitat provisions being satisfied. The proposal is therefore not considered to be subject to the mandatory biodiversity gain condition and no Biodiversity Net Gain provision is required as part of the application.
- 4.22 The proposal is accordingly considered to be consistent with the relevant requirements of Chapter 19 of the NPPF, subject to confirmation that the priority habitat criteria for the exemption are met.



5.0 CONCLUSION

- 5.1 The proposal provides additional modular office accommodation within the established Apetito premises at Canal Road Industrial Estate, Trowbridge. It represents a modest and proportionate intensification of an existing employment use within a Principal Employment Area.
- 5.2 There is a clear operational need for the additional accommodation arising from the growth of Apetito's Product Development and Innovation team and pressure on existing office accommodation. Although planning permission has been secured for the wider Kitchen West development on the adjoining land, that development remains some way from completion. The proposed offices will therefore provide much-needed additional accommodation in the interim, supporting the continued growth and productivity of an established local employer.
- 5.3 The proposal accords with Policies CP29 and CP35 of the Wiltshire Core Strategy, which support the continued use, renewal and intensification of Principal Employment Areas. It also accords with Policies CP1, CP2 and CP57 insofar as it represents appropriately located development that responds to its established context and provides a suitable standard of design.
- 5.4 The proposed offices would be contained within existing developed areas and, given the scale and nature of the development, there would be no significant transport or amenity implications.
- 5.5 Overall, the proposal represents an appropriate and proportionate form of development which would support the continued growth of an established business within a designated Principal Employment Area. The economic benefits attract substantial weight and there are no identified environmental, amenity, design, parking or transport impacts that would outweigh those benefits.
- 5.6 The proposal is therefore considered to accord with the development plan when read as a whole and with the relevant provisions of the National Planning Policy Framework. Planning permission is accordingly requested.