

CHERHILL PARISH COUNCIL

Consultation Response

Farm shop and café, land off Quemerford Road, Calne

Application: PL/2026/03392

Response date: 23rd July 2026

Council meeting: 23rd July 2026

Council resolution: SUPPORT, subject to the matters and conditions set out below

Neighbourhood plan: Calne Community Neighbourhood Plan 2023–2038 (CCNP2), Parts A and B, made March 2025

1. Formal response

Cherhill Parish Council has considered the application documents, the relevant provisions of the development plan and representations received from the local community. The council resolved to support the principle of the proposed farm shop and café, subject to the outstanding matters and requested conditions set out in this response.

The council considers that the proposal could support the diversification of an established rural business, provide local employment and contribute to the visitor economy. That support is dependent on safe and convenient pedestrian access, satisfactory control of traffic and deliveries, protection of residential amenity, and the approval and long-term management of landscaping, drainage, lighting and biodiversity measures.

This response should be read together with the appendices. They identify the relevant policies and design codes in the made neighbourhood plan, the application material relied upon, the council's assessment and the safeguards it considers necessary.

2. Development-plan context

The site lies within the Calne Community Neighbourhood Plan area and within the plan's Rural character area. It is outside, but close to, the North Wessex Downs National Landscape. The council understands the nearest point of the National Landscape boundary to be approximately 160 metres south of the site.

CCNP2 was made in March 2025 and forms part of the statutory development plan. It comprises Part A, containing the neighbourhood-plan policies, and Part B, containing the Calne Design Guidelines and Codes. Because the two documents together extend to approximately 300 pages, Appendices A and B identify the provisions that the council considers directly relevant to this application.

3. Overall planning balance

In reaching its view, the council has placed greatest weight on the principle of rural business diversification, the retail and sequential evidence, the scheme's relationship with the rural setting, highway and pedestrian safety, biodiversity and drainage, and the amenity of nearby residents.

The council's support is qualified. Several benefits and mitigation measures are presently expressed as intentions in the applicant's documents rather than secured commitments. The conditions and verification requests in this response are intended to ensure that the development delivered is the development assessed.

4. Reasons for supporting the principle of development

4.1 Rural economy, employment and visitor economy

The proposal would diversify the established farming business at Nolands Farm through a farm shop and café. The applicant states that the development would create 23 jobs (8 full time and 15 part time) and that a substantial proportion of produce would be supplied by the farm or sourced locally. The council considers that the proposal is fully aligned with CCNP2 Policies WS2 and WS3.

4.2 Retail and town-centre considerations

The submitted sequential assessment and retail-impact assessment conclude that there is no suitable sequentially preferable site and that the effect on the vitality and viability of Calne and Devizes town centres would be negligible. The reported convenience-turnover diversion is less than 1 per cent. The council considers that the proposal aligns with the town-centre objectives of CCNP2 Policy WS4.

The council has not based its conclusion on the likely effect of competition on any individual business. Its assessment is directed to the planning question of town-centre vitality and viability. The council understands that both Dandy Highwayman and Black Horse in Cherhill will derive much of their business in the evening, when the farm shop café will be closed.

4.3 Biodiversity, green infrastructure and water management

The submitted biodiversity material reports net gains for habitat, hedgerow and watercourse units and proposes a new pond, native hedgerow, scrub and tree planting. The council supports those measures under Policies NE2, NE3 and NE4. This is on the condition that the final Biodiversity Gain Plan, habitat management arrangements and any outstanding ecological surveys, or avoidance measures, are approved and secured.

The drainage proposals use sustainable drainage principles, including permeable surfacing, attenuation and a surface-water pond. The Drainage Strategy, reference 168831-R02(02), provides a reasonable approach for managing surface water accommodating a 1 in 100 year rainfall event with a 40% climate change allowance. This concept needs to be implemented in practice.

4.4 Design, landscape and rural setting

The proposed use of muted grey metal cladding, brown timber cladding and a brick plinth reflects the agricultural context. The council also notes the retention of existing boundary vegetation and the proposed additional planting. These measures provide a reasonable basis for compliance with Policies BE1, NE4 and NE5 and the relevant Part B design codes, subject to detailed control.

The maximum height of the silo element is stated to be 8.9 metres. The council therefore asks the planning officer to be satisfied that the submitted visual material adequately assesses elevated and publicly accessible views, winter visibility, the effect on the setting of the North Wessex Downs National Landscape, and the period before new planting becomes established.

4.5 Sustainable construction

The scheme proposes air-source heat pumps, electric-vehicle charging, cycle parking, sustainable drainage and a low-carbon materials approach. These measures are supported by Policies C1 and C2 and Design Code 4h.

The planning statement appears to make photovoltaic installation conditional on viability, with possible provision for later installation. The council does not regard that as a firm commitment to provide photovoltaic generation, which is disappointing. The council would like to see PV installation as a firm part of the proposals.

4.6 Community representations

The council has taken account of representations made during the application consultation. As of 16th July 2026, the planning portal contained 53 representations that were very positive or broadly positive and no objections. The council recognises that planning applications must be determined on their planning merits rather than by counting representations, but it records this information as evidence of very positive community views.

5. Matters requiring resolution or control

5.1 Pedestrian access and highway safety

The council is concerned that residents approaching from the eastern part of Lower Compton may have to cross the road twice to reach the proposed pedestrian entrance. The planning statement refers to a new pedestrian connection, but the council has not identified it clearly on the submitted plan.

The council asks the highway authority to assess whether a direct pedestrian connection at or near the north-western corner of the site can be safely and legally delivered. If feasible, the approved plans should secure that connection before the development is brought into use. Any scheme should provide a continuous, accessible route between the site, Lower Compton and the relevant bus stops, with safe crossing arrangements where required.

The council also asks the highway authority to assess the cumulative effect of additional traffic on the nearby section of the A4, having regard to the existing speed assessment. Any proposal for a speed-indicator-device mounting pole near the site entrance should be agreed separately with the highway authority unless it is demonstrated to be necessary, relevant and deliverable through this permission.

5.2 Parking, cycling and public transport

The application proposes 73 car-parking spaces, including five accessible spaces and four electric-vehicle charging spaces, together with 12 cycle spaces. The site is on the route of the 42 bus, with the bus stop approx. 200m away. The council considers this commensurate with policy requirements GA1-GA6.

5.3 Residential amenity and operation

The stated customer opening hours are 09:00–17:00 Monday to Saturday and 10:00–16:00 on Sundays. These hours appear reasonable, but residential amenity may also be affected by deliveries,

waste collection, plant, external activity, lighting and construction. Appropriate controls should address those activities separately from customer opening hours.

5.4 Landscaping, ecology and drainage

The council supports the proposed landscape and biodiversity measures but considers that plans, specifications, implementation timing and long-term management must be secured. The drainage scheme should be integrated with the landscape and habitat proposals so that responsibilities for maintenance are clear and the intended benefits are retained for the lifetime of the development. It is important to note that Rivers Brook, which underpins the drainage strategy, has a recent history of severely flooding several properties in the Hayle Farm area.

6. Requested conditions

If Wiltshire Council is minded to grant permission, Cherhill Parish Council asks that the following matters be secured by appropriately worded conditions or, where necessary, by an approved amendment or other planning mechanism.

1. Pedestrian access scheme

Before the development is brought into use, a pedestrian-access scheme should be approved and implemented. It should demonstrate a continuous and accessible route between the site, Lower Compton and the relevant public-transport stops; identify any safe crossing provision; and assess a direct connection at or near the north-western corner of the site.

Reason: Addresses the risk of avoidable road crossings and supports Policies GA1, GA2, GA3 and GA6 and Part B Code 2a. Deliverability and land control must first be confirmed.

2. Detailed landscaping and establishment

Before commencement detailed hard- and soft-landscape proposals should be approved, including species, sizes, densities, planting plans, boundary treatments, implementation timing and a replacement requirement for failed planting. The scheme should include an appropriate establishment and maintenance period.

Reason: Protects rural character, views, biodiversity and residential amenity under Policies NE2–NE5 and BE1 and Part B Codes 1a–1c and 3a–3b.

3. Surface-water drainage

The development shall be carried out in accordance with the principles of Drainage Strategy 168831-R02(02). Before commencement, the final detailed surface-water drainage scheme should be submitted to and approved by the local planning authority. It shall include hydraulic calculations for the 1-in-30-year and 1-in-100-year plus 40% climate-change events; integration with the approved landscape and biodiversity schemes; and outflow estimates into Rivers Brook and arrangements for inspection, maintenance and long-term responsibility.

Reason: Ensures that the stated SuDS principles are deliverable and maintained, supporting Policies C1 and NE3 and Part B Code 3c.

4. External lighting

No external lighting should be installed until a detailed lighting scheme has been approved. It should show locations, heights, luminaires, light levels and spill, colour temperature, direction, controls and hours of operation, informed by the ecological and landscape context. Lighting should be downward-directed and use a colour temperature below 3000K unless otherwise justified.

Reason: Protects dark skies, biodiversity, landscape character and residential amenity under Policies NE2, NE5 and BE1 and Part B Code 2c.

5. Construction environmental management plan

No development should commence until a CEMP has been approved. It should cover construction and delivery hours, vehicle routes, parking, wheel washing, dust, noise and vibration, waste, pollution and sediment control, protection of retained vegetation and habitats, and contact arrangements for complaints.

Reason: Protects nearby residents, the highway, water environment and ecological features during construction.

6. Operational hours and servicing

Customer opening hours, delivery and servicing hours, waste collection, external activity and the operation of fixed plant should be controlled where the environmental-health and highway evidence demonstrates that this is necessary.

Reason: Protects residential amenity while avoiding an imprecise condition that controls only public opening hours.

7. Conclusion

For the reasons set out above, Cherhill Parish Council supports the principle of the proposed farm shop and café. That support is subject to the local planning authority being satisfied on pedestrian and highway safety, landscape and visual effects, detailed drainage and biodiversity delivery, and residential amenity, and to the necessary safeguards being secured through approved plans and conditions.

Appendix A — CCNP2 policy assessment

This schedule is intended to direct the planning officer to the relevant provisions of CCNP2 Part A. Short descriptions are used below;

Policy	Relevant matter	Application evidence	Parish council assessment	Action / safeguard
C1	Sustainable development and climate resilience	Planning statement refers to SuDS, EV charging, cycle parking and air-source heat pumps.	Relevant and supportive in principle. Detailed drainage and delivery of energy measures remain to be secured.	Condition 4.
C2	Reduction of greenhouse-gas emissions and net-zero operation	Air-source heat pumps, possible PV provision and a low-carbon materials strategy are described.	Partly demonstrated. PV installation is not yet a firm commitment but would be very welcome	No condition requested.
NE1	Local Green Space	The site is not identified as Local Green Space.	No conflict identified; otherwise not determinative.	Confirm mapping; no condition requested.
NE2	Protection and enhancement of biodiversity	BNG report and preliminary ecological appraisal; habitat creation and species measures proposed.	Supportive	No condition requested.
NE3	Green and blue infrastructure	New pond, drainage feature, hedgerows, scrub and tree planting are proposed.	Potential enhancement of connectivity, subject to detailed design and management.	Conditions 2&3.
NE4	Trees, woodland and hedgerows	Removal of a defunct hedgerow is reported; replacement native hedgerow and tree planting are proposed.	Acceptable in principle if replacement quantity, quality and establishment are secured.	Condition 2; verify hedgerow and tree planting quantities against the submitted BNG plan.
NE5	Rural setting and important views	Muted materials, retained vegetation and new screening are relied upon; protected views are discussed.	Potential compliance, but nine-metre silo element and National Landscape setting require officer assessment.	Condition 2; verify visual material and winter views.
BE1	Design informed by adopted design guidance	Planning statement refers to CCNP2 Part B and proposes agricultural-form materials and controlled lighting.	Broadly aligned, subject to detailed landscape, lighting and materials controls.	Conditions 2 and 4; Appendix B.
BE2	Heritage assets	Hayle Farmhouse is stated to be approximately 100m south; no heritage asset lies on the site.	No harm is anticipated on the submitted evidence, but the officer should verify the setting assessment.	Confirm distance and heritage consultation.
CF1	Community facilities	Applicant describes the farm shop and café as a community hub for residents and walkers.	Whilst there is no formal submitted evidenced need for this, the overwhelming local support indicates that such a need exists.	No condition requested.
GA1	Access and highway impact	Existing access would be improved; visibility splays and a limited trip increase are reported.	Supportive in principle, subject to highway-authority advice and pedestrian-safety concerns.	Condition 1; assess A4 traffic and speeds.
GA2	Public realm and movement environment	Parking and servicing are separated; internal pedestrian routes and permeable surfacing are proposed.	Relevant to the quality and safety of the site layout.	Conditions 1 and 2.
GA3	Walking, cycling and public transport priority	Twelve cycle spaces and proximity to bus stops are reported.	Partly demonstrated. The practical pedestrian route and bus service must be verified.	Conditions 1.
GA4	Low-emission vehicle charging	Four EV charging spaces are shown.	Complies in principle if installed and retained.	No condition requested.
GA5	Design-led parking provision	Seventy-three spaces, including accessible and EV spaces, are proposed.	Layout may be acceptable, but 73 parking spaces does very high.	Officer/highway authority to verify standards.
GA6	Leisure walking and cycling routes	A pedestrian connection to the western-side footpath is described.	Potential enhancement, but the route and status are unclear on the information reviewed.	Condition 1; distinguish public right of way, permissive path and internal path.

Policy	Relevant matter	Application evidence	Parish council assessment	Action / safeguard
WS2	Diversification of an existing rural business	Farm-shop and café proposal associated with Nolands Farm; 23 jobs (8 full time and 15 part time) and local sourcing are claimed.	Strong support.	No condition requested.
WS3	Visitor economy	Café, shop and toilets would serve residents, walkers and visitors; no overnight accommodation is proposed.	Supportive in principle, provided landscape, access and amenity effects are acceptable.	Conditions 1, 2, 4 and 6.
WS4	Town-centre policy	Sequential and retail-impact assessments report no preferable site and 1% convenience-turnover diversion.	No conflict identified on the submitted evidence.	No condition requested.

Appendix B — CCNP2 Part B design-code assessment

This schedule identifies the design codes considered relevant to the proposal. Codes that concern housing, residential infill or other clearly unrelated development types have not been treated as determinative.

Code	Design issue	Application evidence	Parish council assessment
1a–1b	Context and character	Muted metal and timber cladding, brick plinth and an agricultural form are proposed.	Broadly aligned with the Rural character area, subject to confirmation of the correct character-area description and material details.
1c	Key views	The application discusses views including those from the Cherhill White Horse and relies on design and planting.	Officer should verify important public views, winter visibility and the effect before planting matures.
1d	Heritage setting	Hayle Farmhouse is reported to be about 100m south, with no harm anticipated.	No conflict identified on current evidence.
1e	Industrial proximity / buffer	Site is agricultural rather than industrial; retained and enhanced planting is proposed.	Not directly applicable.
2a	Pedestrian connectivity	Pedestrian links and a connection to the western-side footpath are described.	Relevant, but plans and deliverability require clarification; see requested pedestrian-access scheme.
2b	Street and movement design	Customer parking and servicing are separated; the existing access would be widened.	Broadly acceptable subject to highway-authority advice and safe pedestrian arrangements.
2c	Dark-sky lighting	Low-level, time-controlled lighting is proposed and dark-sky requirements are acknowledged.	Principle accepted; a detailed lighting scheme remains necessary.
2d	Parking integration and porous surfacing	Seventy-three spaces, including accessible and EV spaces; permeable systems are proposed.	Detailed compliance depends on parking justification, landscape integration and drainage design.
3a	Green-network connectivity	Native scrub, pond, hedgerow and tree planting are proposed.	Potential enhancement subject to detailed design, implementation and long-term management.
3b	Habitats and wildlife corridors	Species measures, Reasonable Avoidance Method Statements and BNG habitat creation are described.	Supportive.
3c	Surface-water management	Permeable paving, attenuation, a pond and flow controls are proposed.	Compliant in principle, subject to implementation of the Drainage Strategy.
4a	Height and built form	Parts are single and two-storey; maximum silo ridge height is stated to be 8.9 metres.	The silo element requires careful landscape assessment rather than an unqualified compliance finding.
4b–4c	Boundary treatment	Existing vegetation to the south-west would be retained; fencing and planting would be added.	Acceptable in principle subject to details and establishment.
4f	Materials	Grey metal, brown timber, glazing and brick plinth in muted tones are proposed.	Generally appropriate to an agricultural context; final samples/details should be controlled if necessary.
4g	Shopfront and active frontage	Glazing and an active farm-shop/café frontage are proposed.	Only partly applicable because this is not a high-street context.
4h	Eco-design and renewable energy	Air-source heat pumps are proposed; PV is conditional on viability or future provision.	Partly demonstrated. A firm energy and carbon-reduction strategy is required.

Appendix C: Wiltshire Council Planning Portal Comment Analysis

Summary

The vast majority of respondents support the application. The primary drivers for support are the economic benefit to local agriculture, the creation of a social hub on the eastern side of Calne, and the provision of local employment. Minority concerns relate to material planning considerations: pedestrian safety, traffic speed/volume, visual impact on the AONB fringe, and potential competition with existing local businesses. One statutory request for archaeological mitigation was received.

Key Feedback Categories

Note: Categories overlap — individual respondents may appear in multiple categories. The first eight categories represent positive feedback; the remainder represent concerns or conditions sought.

Category	No. of Resp'ts	Nature of Feedback
Local Economy & Farming	20	Support for British farming, reduced food miles, local produce outlets
Employment	14	Positive view on job creation for local residents
Design & Landscape	10	General agreement that design is sympathetic and blends with surroundings
Community & Social Value	9	Desire for a social focal point/meeting place in this part of town
Convenience & Reduced Travel	8	Support for reducing need to travel across town to supermarkets
Environmental / Wildlife	6	Support for biodiversity, grazing, sustainability features
Strategic Location (A4 access)	4	Good access from A4, well-positioned for eastern Calne
Preferred Over Housing	2	Viewed as preferable to housing development
Pedestrian Access / Safety	4	Requests for safe footpaths from Cherhill and Lower Compton estate
Traffic & Speed Limits	3	Concerns over current 40mph limit; requests for reduction to 20/30mph
Traffic / A4 Junction Safety	2	Concerns about junction danger and landfill/recycling vehicle traffic
Car Park Scale / Visual Impact	2	Car park considered excessive; hardstanding on AONB fringe

Impact on Existing Businesses	2	Concerns regarding competition with existing café and pub
Noise / Light / Smell Pollution	1	Risk of light spill, noise disturbance to nearby residents
Proximity to Residential Properties	1	Commercial activity close to family homes
Visual Impact (Tree Line)	1	Proposed tree line blocking views of Morgans Hill
Transport Survey Validity	1	Survey timing questioned; tip closed and lorry traffic absent on survey days
Archaeology	1	Geophysical survey required prior to commencement

Positive Features Identified

1. Feature	Count	Respondent References
Support for British farming / local produce	20	R02, R03, R04, R08, R12, R14, R22, R23, R24, R29, R32, R38, R40, R42, R43, R44, R45, R46, R48, R53
Employment / job opportunities	14	R02, R03, R04, R09, R14, R16, R21, R24, R30, R32, R42, R43, R45, R46
Sympathetic design / blending with landscape	10	R02, R11, R13, R17, R18, R20, R21, R22, R23, R24
Community social hub / meeting place	9	R02, R08, R09, R13, R16, R22, R24, R26, R46
Reduced travel / local convenience	8	R02, R12, R24, R38, R41, R43, R44, R51
Sustainability / environmental / wildlife features	6	R02, R05, R19, R21, R24, R27
Strategic location / A4 access	4	R02, R14, R22, R24
Preferred over housing development	2	R12, R21

Negative Features & Concerns

Feature / Concern	Count	Respondent References
Requirement for geophysical survey (Archaeology)	1	R01

Pedestrian safety / lack of safe access paths	4	R07, R15, R19, R25
Traffic speed (request for limit reduction)	3	R18, R19, R25
Traffic / A4 junction safety	2	R25, R27
Car park scale / visual impact on AONB fringe	2	R27, R52
Impact on existing businesses (café / pub)	2	R27, R52
Noise, light, and smell pollution risk	1	R52
Proximity to residential properties	1	R52
Visual impact — tree line blocking views	1	R06
Validity of transport survey timing	1	R25

Note: R17 referenced noise, light, and smell pollution as positively addressed by the applicant — counted under positive design features, NOT here as a concern.

Key Quotes

On Planning & Infrastructure:

#	Quote	Ref
1	"This geophysical survey should be undertaken on the entirety of the land under the applicant's control to allow for more intelligible results and for possible re-design should significant archaeological remains be identified."	R01
2	"The footpath [via the A4] is often overgrown and runs adjacent to the NSL A road for ¾ of a mile. It also requires navigating and crossing the junction with the Lower Compton road, compounding the risk to those approaching on foot. If the existing public right of way from Marsh Lane to the A4 can be used as an access point for a permissive path to the new development, it would enable local residents in Cherhill to access and return safely."	R07
3	"Please include a pedestrian path from the Lower Compton estate down to the entrance to the proposed Farm Shop. This would prevent Lower Compton residents needing to cross the road onto the existing path and then to cross again to access the development on foot."	R15
4	"The transport survey was carried out on a Thursday and Saturday — interesting to note that the Lower Compton tip... was not open on Thursday and that on a Saturday Hills lorries would not be trundling up the road at speed. So I would suggest that the transport survey is incorrect and needs to be completed when the tip is open and on a Monday to Wednesday to get a true picture."	R25
5	"An extensive area of tarmac/hardstanding on the fringe of an AONB will have a significant visual impact and will severely affect the outlook of the properties on the neighbouring Atcherley Road."	R52
6	"A nearby independent café (The Dandy Highwayman) has recently invested heavily in extending its premises... any food, drink or café element within the farm shop must be restricted via conditions to remain strictly ancillary (Ancillary A1/E use) to the retail of farm produce."	R52

On Community Benefit:

#	Quote	Ref
7	"In my view a much more appealing addition to this AONB than more housing."	R12
8	"The consideration for minimising light pollution, noise pollution, smell pollution and preserving the green outlook from our road has put my mind at ease."	R17
9	"As a local beef and lamb farmer it would be brilliant to have a local outlet like this for our produce, as it would allow reduced food miles and local traceability, as well as hopefully helping to improve our margins."	R29
10	"At a time when farming businesses face increasing economic pressures, opportunities to sell locally and retain more of the value of their produce are incredibly important."	R43

On Conditions Sought:

#	Quote	Ref
11	"I would suggest the speed limit along Lower Compton Road should be reduced from 40 to 30 miles per hour."	R18
12	"I would, however, like to see the speed limit for the road reduced to 20 mph with provision for safe pedestrian access."	R19
13	"I would appreciate the line of trees not blocking my view of Morgans Hill. The proposed tree line appears to extend level with my property."	R06