

# Landscape Sensitivity Assessment for Proposed Housing and Employment Sites

**FINAL DRAFT**

**Swindon Borough Council**

August 2025



**LEPUS** CONSULTING  
LANDSCAPE, ECOLOGY, PLANNING & URBAN SUSTAINABILITY

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Cover photo: View towards the Cotswolds from William Morris Way, north-east of Tadpole Garden Village

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This assessment is based on the best available published information at the time of writing. No attempt to verify secondary data sources has been made and they have been assumed to be accurate as published. This report was prepared between January 2025 and August 2025 and is subject to and limited by the information available during this time.

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# Abbreviations

AONB	Area of Outstanding Natural Beauty
ha	Hectares
HGV	Heavy Goods Vehicle
LCA	Landscape Character Area
LCT	Landscape Character Type
LTR	Landscape Technical Review
LNR	Local Nature Reserve
LPA	Local Planning Authority
LSA	Landscape Sensitivity Assessment
m	Metre
NCA	National Character Area
NPPF	National Planning Policy Framework
OS	Ordnance Survey
PPG	Planning Practice Guidance
PRoW	Public Rights of Way
RAG	Red/Amber/Green
RPG	Registered Park and Garden
SBC	Swindon Borough Council
SHELAA	Strategic Housing and Economic Land Availability Assessment
SSSI	Site of Special Scientific Interest

# 1 Introduction

## 1.1 Appointment and scope of work

1.1.1 Swindon Borough Council (SBC) is in the process of preparing a new Local Plan, which will provide for the development needs of the borough until 2043. Lepus Consulting has been appointed by SBC to undertake a Landscape Sensitivity Assessment (LSA) of proposed housing and employment sites to support the development of the New Local Plan<sup>1</sup>.

1.1.2 Lepus Consulting is a multi-disciplinary environmental assessment and planning practice, based in Cheltenham, Gloucestershire, specialising in landscape appraisal and management.

## 1.2 Swindon New Local Plan

1.2.1 SBC are in the process of preparing a new Local Plan to 2043, to replace the Local Plan 2026 (adopted in 2015).

1.2.2 This LSA forms a part of the evidence base to inform the Regulation 18 stage Swindon Local Plan 2043 for public consultation from Summer 2025. The new Local Plan will set out the overall development strategy for meeting housing, employment and other needs for Swindon Borough and will develop a vision for the area in compliance with national policy. It will include strategic policies and others as may be required. The Plan will identify where development will take place, and how places within the Borough will change, or will be protected from change.

## 1.3 Landscape Sensitivity Assessment

1.3.1 LSA is the process of assessing the resilience, or robustness of landscape character and the visual resource (and valued characteristics) to defined change or changes arising from development proposals. It can help decision makers to understand likely changes and the nature of change should the development scenarios be taken forward.

## 1.4 Geographic context of Swindon

1.4.1 The borough of Swindon covers 230km<sup>2</sup> (or 23,000ha) and is located within the county of Wiltshire in the South West region of England. Swindon's southern and western boundaries meet Wiltshire Council, with Cotswold District to the north and Vale of White Horse District to the east. Swindon is approximately 70 miles to the west of central London and 35 miles to the east of central Bristol. A map showing the location of Swindon and surrounding Local Planning Authorities (LPAs) is presented in Figure 1.1.

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<sup>1</sup> Swindon Borough Council. Swindon Local Plan 2026 and New Local Plan – New Local Plan. Available at: [https://www.swindon.gov.uk/info/20113/local\\_plan\\_and\\_planning\\_policy/635/swindon\\_local\\_plan\\_2026\\_and\\_new\\_local\\_plan/2](https://www.swindon.gov.uk/info/20113/local_plan_and_planning_policy/635/swindon_local_plan_2026_and_new_local_plan/2) [Accessed: 12/06/25]

- 1.4.2 The borough includes the town of Swindon, the market town of Highworth, the large village of Wroughton, and a number of smaller villages and hamlets. Part of the North Wessex Downs National Landscape (formerly Area of Outstanding Natural Beauty (AONB)) is located within the borough, to the south, as outlined in **Chapter 4**.

## 1.5 Landscape Character Assessment

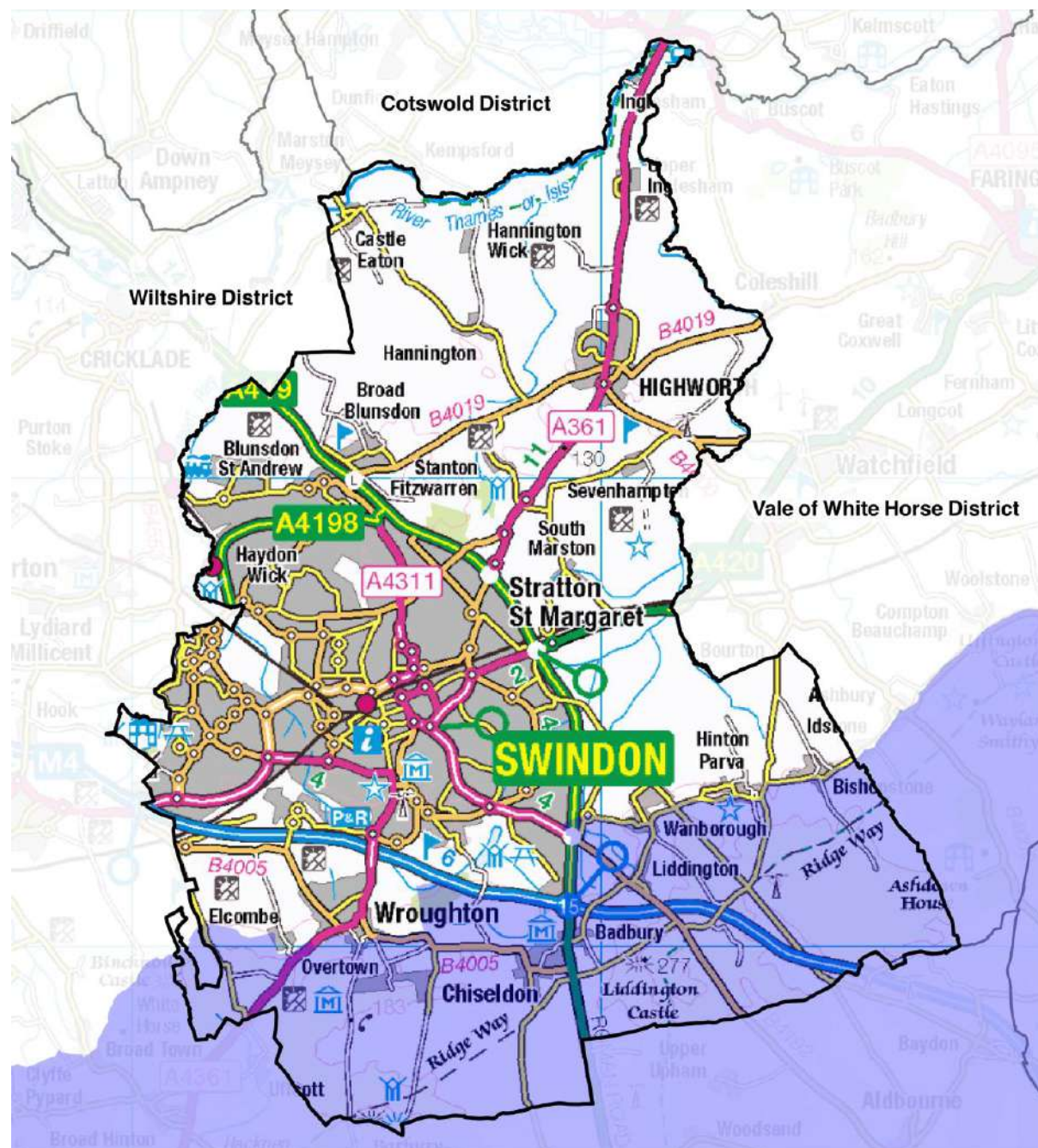
- 1.5.1 Landscape Character Assessment is the process of identifying and describing variation in the character of the landscape. It seeks to identify and explain the unique combination of elements and features (characteristics) that make landscapes distinctive. In 2025, Lepus Consulting prepared a Landscape Character Assessment to support the preparation of the new Swindon Local Plan. This Landscape Character Assessment updates the LCAs identified in 2004 and adopted in SPG<sup>2</sup> as part of SBC's Local Plan in 2011.
- 1.5.2 Please see the updated Landscape Character Assessment 2025<sup>3</sup> which has been published alongside this LSA, for further information on the landscape of Swindon Borough.

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<sup>2</sup> Swindon Borough Council (December 2004). Swindon Borough Local Plan 2011 Revised Deposit Draft: Landscape Character Areas. Adopted Summary Planning Guidance. Available at:  
[https://www.swindon.gov.uk/downloads/file/5191/landscape\\_character\\_areas\\_supplementary\\_planning\\_guidance](https://www.swindon.gov.uk/downloads/file/5191/landscape_character_areas_supplementary_planning_guidance)  
[Accessed: 13/06/25]

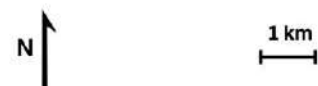
<sup>3</sup> Lepus Consulting (2025) Swindon Borough Council Landscape Character Assessment





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- ☐ Swindon Borough
- ☐ North Wessex Downs NL
- ☐ Boundaries of other Local Planning Authorities



PROJECT	Swindon Landscape Character Assessment	DRAWN	WE
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Study area location	SCALE@A4	1:105000
VERSION	LC-1246_Study_Area_3	DATE	20/02/2025

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**Figure 1.1:** Swindon Borough and surrounding LPAs

## 2 Planning policy

### 2.1 Introduction

2.1.1 This LSA has been undertaken within the context of relevant planning policy. Planning policy and other material considerations are taken from:

- The National Planning Policy Framework (NPPF)<sup>4</sup>
- Planning Practice Guidance (PPG)<sup>5</sup>
- Swindon Borough Local Plan 2026<sup>6</sup>.

2.1.2 Further details of these planning policies are provided below.

### 2.2 National Planning Policy Framework

2.2.1 The National Planning Policy Framework (NPPF) acts as guidance for local planning authorities, both in plan preparation and making decisions about planning applications. The environmental objective of the NPPF is:

*"to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy."*

2.2.2 NPPF paragraphs relevant to landscape character are set out in **Table 2.1**.

**Table 2.1:** NPPF paragraphs relevant to landscape character

Paragraph 135	"Planning policies and decisions should ensure that developments: ...c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);"
Paragraph 187	"Planning policies and decisions should contribute to and enhance the natural and local environment by: ...a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan). ...b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland."

<sup>4</sup> National Planning Policy Framework (2024). Department for Levelling Up, Housing and Communities. Available at: <https://www.gov.uk/government/publications/national-planning-policy-framework-2> [Accessed: 16/07/25]

<sup>5</sup> Planning Practice Guidance (2021). Ministry for Housing, Communities and Local Government. Available at <https://www.gov.uk/government/collections/planning-practice-guidance> [Accessed: 16/07/25]

<sup>6</sup> Swindon Borough Council (2015). Swindon Local Plan 2026. Available at: [https://www.swindon.gov.uk/downloads/file/3988/swindon\\_borough\\_local\\_plan\\_2026](https://www.swindon.gov.uk/downloads/file/3988/swindon_borough_local_plan_2026) [Accessed: 16/07/25]

## 2.3 Planning Practice Guidance

2.3.1 The Government publishes Planning Practice Guidance (PPG)<sup>7</sup> to accompany the NPPF. In relation to landscape matters, the Natural Environment PPG provides broad guidance primarily relating to the development of local planning policy and accompanying evidence.

2.3.2 Landscape matters are included as part of the guidance on the natural environment, specifically information about how policies can conserve and enhance landscapes and how the character of landscapes can be assessed<sup>8</sup>. The PPG recommends that the Local Plan identifies special characteristics and is supported by proportionate landscape evidence, setting out mitigation measures where required. Appropriate evidence may include LSA, in order to help discern the scale and type of development which may be accommodated without compromising landscape character.

## 2.4 Swindon Borough Local Plan 2026

2.4.1 The Swindon Local Plan was formally adopted in March 2015<sup>9</sup>. The Council is currently in the process of developing a New Local Plan. Policy EN5: Landscape Character and Historic Landscape, from the Local Plan 2026 has been reproduced in **Table 2.2**.

**Table 2.2: Policy EN5 from Swindon Borough Local Plan 2026**

Policy EN5: Landscape Character and Historic Landscape	<p><i>"a. Proposals for development will only be permitted when:</i></p> <ul style="list-style-type: none"> <li><i>the intrinsic character, diversity and local distinctness of landscape within Swindon Borough are protected, conserved and enhanced;</i></li> <li><i>the design of the development and materials used are sympathetic to the surrounding landscape;</i></li> <li><i>unacceptable impacts upon the landscape are avoided; and,</i></li> <li><i>where other negative impacts are considered unavoidable, they are satisfactorily mitigated.</i></li> </ul> <p><i>b. In meeting the requirements of EN5a, applications for development should demonstrate how they have taken into account Landscape Character Assessment and assessed the potential impact of the proposal upon the following attributes of the landscape:</i></p> <ul style="list-style-type: none"> <li><i>existing landscape form, features, topography and character;</i></li> <li><i>the contribution of the landscape to biodiversity and wildlife;</i></li> <li><i>local geology and geo-diversity;</i></li> <li><i>views, visual amenity and the landscape setting;</i></li> <li><i>valuable historic and heritage areas and assets;</i></li> <li><i>environmental amenity such as tranquillity &amp; noise, pollution and light pollution; and,</i></li> <li><i>the existing social, physical, economic and environmental roles and functions of the landscape at the local and strategic scale (for example as a place of cultural and leisure activity, living, employment and separation of settlements).</i></li> </ul> <p><i>c. The North Wessex Downs Area of Outstanding Natural Beauty (AONB) is a nationally recognised area of landscape protection. Proposals within the Borough which are within and or abuts the North Wessex Downs AONB must accord with relevant criteria set out in the AONB Management Plan and [in]... the NPPF. Proposals outside the AONB should not adversely affect its setting."</i></p>
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<sup>7</sup> Planning Practice Guidance (2021). Ministry for Housing, Communities and Local Government. Available at <https://www.gov.uk/government/collections/planning-practice-guidance> [Accessed on 12/06/25]

<sup>8</sup> Ministry of Housing, Communities and Local Government, Ministry of Housing, Communities & Local Government (2018 to 2021) and Department for Levelling Up, Housing and Communities. PPG. Paragraph: 036 Reference ID: 8-036-20190721. Available at: <https://www.gov.uk/guidance/natural-environment> [Accessed 12/06/25]

<sup>9</sup> Swindon Borough Council (2015). Swindon Borough Local Plan 2026. Available at: [https://www.swindon.gov.uk/downloads/file/3988/swindon\\_borough\\_local\\_plan\\_2026](https://www.swindon.gov.uk/downloads/file/3988/swindon_borough_local_plan_2026) [Accessed 12/06/25]

## 3 Landscape Sensitivity Assessment Methodology

### 3.1 Overview

3.1.1 LSA is the process of assessing how resilient or robust a landscape might be to withstanding change. It can help decision-makers understand the likely effects of different development scenarios on landscape. Detailed definitions of landscape character, sensitivity, susceptibility and value are provided in **Table 3.1** and the process of assessing landscape sensitivity is presented in **Figure 3.1**.

3.1.2 The methodology for this study has been derived principally from:

- Natural England (2019) 'An approach to landscape sensitivity assessment – to inform spatial planning and land management'<sup>10</sup>

3.1.3 The methodology is also informed by the following publications:

- 'Guidelines for Landscape and Visual and Impact Assessment Third Edition' (2013)<sup>11</sup>
- The Countryside Agency Topic Paper 6 (2002) 'Techniques and criteria for Judging Capacity and Sensitivity'<sup>12</sup>
- Natural England (2014) 'An Approach to Landscape Character Assessment'<sup>13</sup>
- Landscape Institute (2021) 'Assessing landscape value outside national designations' Technical Guidance Note 02/21<sup>14</sup>.

3.1.4 The assessment can be summarised as having three key stages:

- 1) Define the purpose and scope of the project
- 2) Gather information to inform the project (desk study and field study)
- 3) Assess landscape sensitivity of the sites (desk study and field study)

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<sup>10</sup> Natural England (2019) 'An approach to landscape sensitivity assessment – to inform spatial planning and land management' Available at:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/817928/landscape-sensitivity-assessment-2019.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/817928/landscape-sensitivity-assessment-2019.pdf) [Accessed: 16/07/25]

<sup>11</sup> Landscape Institute and Institute of Environmental Management & Assessment (2013) Guidelines for Landscape and Visual Impact Assessment (Third Edition) Abingdon: Routledge

<sup>12</sup> The Countryside Agency (2002) Topic Paper 6: Techniques and Criteria for Judging Capacity and Sensitivity. Available at: <http://publications.naturalengland.org.uk/publication/5601625141936128> [Accessed: 16/07/25]

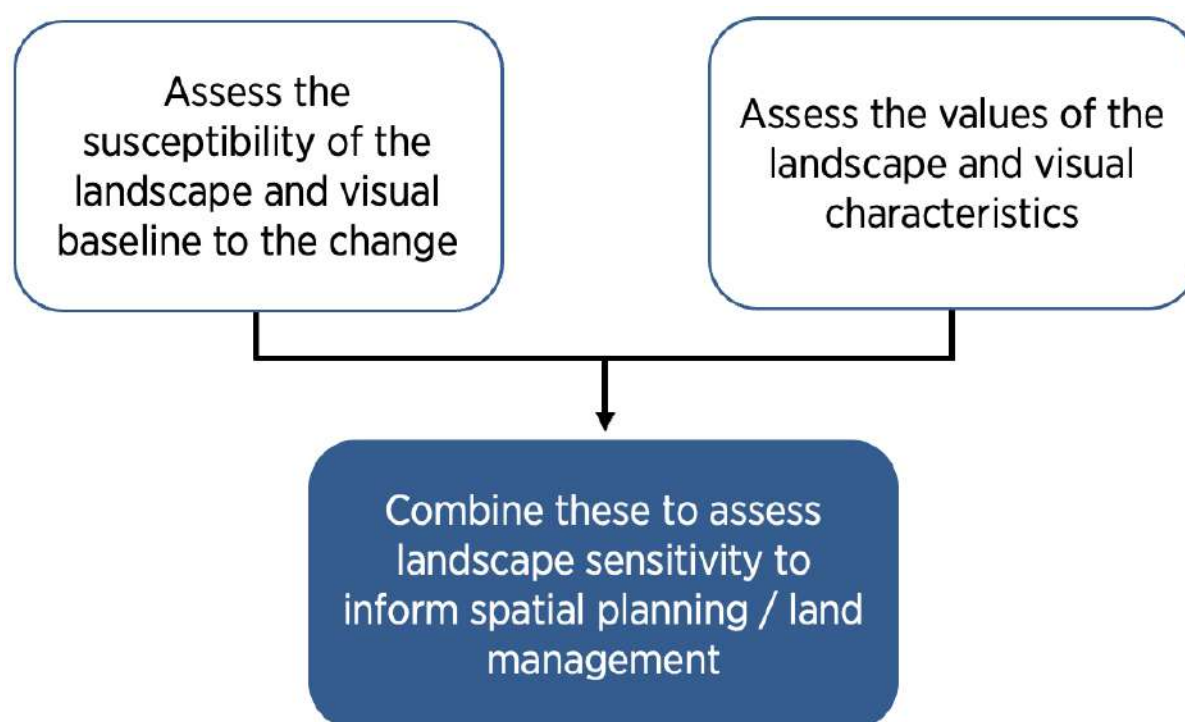
<sup>13</sup> Natural England (2014) An Approach to Landscape Character Assessment. Available at: <https://www.gov.uk/government/publications/landscape-character-assessments-identify-and-describe-landscape-types> [Accessed: 16/07/25]

<sup>14</sup> Landscape Institute (2021) 'Assessing landscape value outside national designations' TGN 02/21 Available at <https://www.landscapeinstitute.org/publication/tgn-02-21-assessing-landscape-value-outside-national-designations/> [Accessed: 16/07/25]



**Table 3.1:** *Landscape character, sensitivity, susceptibility and value definitions<sup>15</sup>*

Landscape character	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.
Landscape value	The relative value or importance attached to a landscape (often as a basis for designation or recognition), which expresses national or local consensus, because of its quality, special qualities including perceptual aspects such as scenic beauty, tranquillity or wildness, cultural associations or other conservation issues.
Landscape sensitivity	<p>Within the context of spatial planning and land management, landscape sensitivity is a term applied to landscape character and the associated visual resource, combining judgements of their susceptibility to the specific development type / development scenario or other change being considered together with the value(s) related to that landscape and visual resource.</p> <p>Landscape sensitivity may be regarded as a measure of the resilience, or robustness, of a landscape to withstand specified change arising from development types or land management practices, without undue negative effects on the landscape and visual baseline and their value.</p>
Landscape susceptibility	Within the context of spatial planning and land management, landscape susceptibility is the degree to which a defined landscape and its associated visual qualities and attributes might respond to the specific development type/development scenario or other change without undue negative effects on landscape character and the visual resource.



**Figure 3.1:** *Assessing landscape sensitivity*

3.1.5 The process of LSA is set out on the flowchart from Natural England in **Figure 3.2**.

<sup>15</sup> Natural England (2019) 'An approach to landscape sensitivity assessment – to inform spatial planning and land management' Available at:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/817928/landscape-sensitivity-assessment-2019.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/817928/landscape-sensitivity-assessment-2019.pdf) [Accessed: 16/07/25]



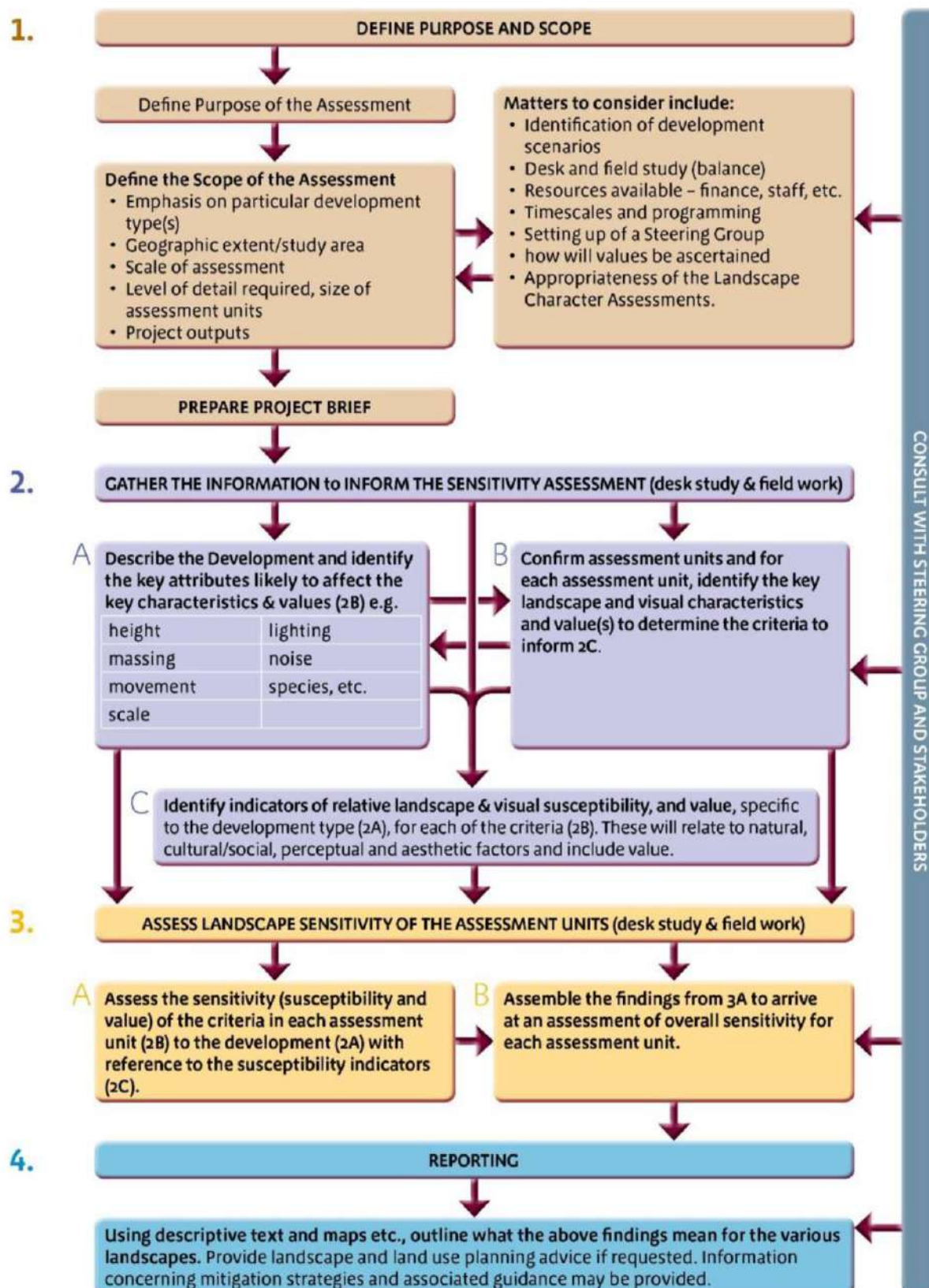


Figure 3.2: The process of LSA<sup>16</sup>

## 3.2 LSA Step 1: Define purpose and scope of the project

### **Emphasis on particular development type(s)**

- 3.2.1 The development scenarios at the sites cover housing and employment uses.
- 3.2.2 The assessment assumes the development types broadly follow the key attributes of the development scenarios described in **Table 3.2**.

### **Geographic extent of study area**

- 3.2.3 The geographic extent of the study area is the administrative boundary of Swindon Borough Council.

### **Level of detail required and size of assessment units**

- 3.2.4 The assessment units are the site allocations which range in size from approximately 0.4ha to 29.4ha. These include 14 sites/contiguous groups of sites which have been assessed and are listed as 'LSA undertaken' in **Table 5.1** and shown on the map in **Figure 5.1**.
- 3.2.5 A high-level scale of assessment 'independent technical review' has been used to review sites which have been evaluated for landscape by SBC, as presented in **Chapters 20 to 27**.

### **Project outputs**

- 3.2.6 Project outputs of the LSA are presented in this report and include the following:
- LSA methodology (**Chapter 3**);
  - Site assessments including maps of each site (**Chapters 6 to 19**);
  - Independent technical review of sites identified as being 'red' or 'amber' for landscape sensitivity by SBC (**Chapters 20 – 27**);
  - Conclusion (**Chapter 28**); and
  - Annotated photos of each site with viewpoint location maps, taken with a 50mm lens (**Appendix A**).

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<sup>16</sup> Natural England (2019). 'An approach to landscape sensitivity assessment – to inform spatial planning and land management' Available at:  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/817928/landscape-sensitivity-assessment-2019.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/817928/landscape-sensitivity-assessment-2019.pdf) [Accessed: 16/07/25]

### 3.3 LSA Step 2: Gather information to inform the LSA (desk study and field study)

3.3.1 Judgements regarding landscape sensitivity are informed by the susceptibility of landscape character and the visual resource to the prescribed changes, combined with value. Step 2 requires three sub tasks, 2A, 2B and 2C.

#### **Step 2A. Describe the development type(s) and scenarios**

3.3.2 The interaction between landscape and visual susceptibility and the attributes of the development scenario(s) determine the degree to which a site can accommodate change. As shown in **Table 5.1**, the proposed development uses at the sites cover housing and employment. The assessment assumes the development types within a lower density scenario (i.e. outside the Swindon urban area) broadly follow the key attributes of the development scenarios described in **Table 3.2**.

**Table 3.2:** Key characteristics of building types

Residential	Employment
<ul style="list-style-type: none"> <li>One to three storeys</li> <li>Approximate average height of 8-10m tall</li> <li>Small building footprints</li> <li>Mixture of housing types including detached and semi-detached properties</li> <li>Contemporary architectural styles</li> <li>Constructed using traditional materials with neutral colour palettes</li> <li>Private rear gardens</li> <li>Incorporating open green spaces</li> <li>Street lighting</li> <li>May also include educational infrastructure such as nurseries, primary schools and secondary schools</li> </ul>	<ul style="list-style-type: none"> <li>Approximate average height of 8-12m tall</li> <li>Offices, retail, factories, warehouses, distribution centres</li> <li>Contemporary architectural styles and geometric shapes</li> <li>Construction materials such as glass, steel, concrete and bricks</li> <li>Large building footprints</li> <li>Car parking areas</li> <li>Regular movement of heavy goods vehicles</li> <li>Street lighting</li> </ul>

#### **Step 2B: Confirm assessment units and establish and review the landscape and visual baseline, and identify associated value(s)**

3.3.3 This stage begins with an information gathering exercise to prepare a baseline review of natural, cultural and social aspects of the borough. This review is presented in the Swindon Borough Landscape Character Assessment (prepared by Lepus in 2025), as well as information regarding the North Wessex Downs National Landscape in **Chapter 4**.

3.3.4 A list of the spatial GIS data used to inform this LSA can be found in **Table 3.3**.

**Table 3.3:** GIS data used in this LSA

Dataset	Source
Ancient woodland	
Built-up areas	
Country Parks	
Flood zones	
Geology	
Historic environment and heritage assets (listed buildings (LBs), scheduled monuments and Registered Parks and Gardens (RPGs))	
National Character Areas	
Nature conservation designations (Sites of Special Scientific Interest (SSSIs) and Local Nature Reserves (LNRs))	
Ordnance Survey 1:25,000 Scale Colour Raster	
Priority habitat inventory	
Terrain	
Watercourses and surface water	
Woodland	

### Assessment criteria

- 3.3.5 The impact of the development scenarios on landscape character and visual qualities of the sites are evaluated by referring to assessment criteria which have been identified and listed in **Table 3.4**. The assessment criteria include key landscape elements and features (see **Figure 3.3**) that are likely to be affected by the development proposals.

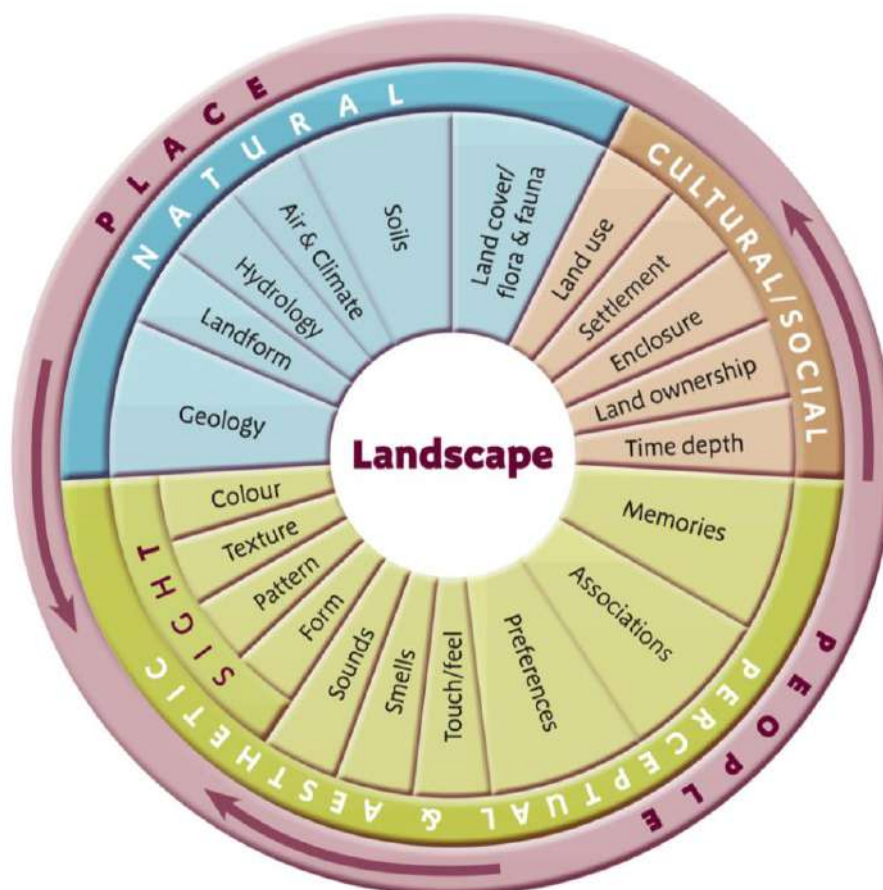
### Landscape value

- 3.3.6 Landscape value (as defined in **Table 3.1**) informs the LSA. The value of landscapes can be assessed qualitatively with reference to:
- Biodiversity and geodiversity designations (SSSI, LNR, Local Wildlife Sites, Ancient Woodland, Priority Habitat)
  - Historic environment designations (Grade II LBs of special interest, Grade II\* LB of more than special interest, and Grade I LBs of exceptional interest; scheduled monuments; RPGs; and conservation areas)
  - Valued attributes such as topography, perceptual qualities, cultural and historic features and associations, biodiversity
  - Valuation of ecosystem services (benefits which humans derive from the natural environment)
  - Local community values
  - Character and sense of place
  - Recreational value
  - Intrinsic value.

**Table 3.4:** *Landscape, visual and value assessment criteria proforma*

		H	H/M	M	M/L	L
<b>Landscape susceptibility</b>						
Scale and enclosure						
Landform						
Landcover (including biodiversity)						
Man-made influences						
Scenic quality and character						
Remoteness and tranquillity						
<b>Visual susceptibility</b>						
Skylines and settings						
Movement						
Visibility, key views, vistas and typical receptors (both within and outside of each site)						
Views to and from important landscape and cultural heritage features (both within and outside of each site)						
<b>Value</b>						
Landscape value						
Visual value						
<b>Mitigation potential</b>						
<b>Overall landscape sensitivity (landscape, visual and value) of the site</b>						





**Figure 3.3:** *What is Landscape?*<sup>17</sup>

**Step 2C: Identify indicators of susceptibility to be used when assessing landscape and visual sensitivity to the development type(s)**

3.3.7 Indicators of susceptibility have been identified for each of the assessment criteria. These are presented in **Table 3.6**. The sensitivity of the landscape to the key attributes of the development scenarios are assessed with reference to the indicators of susceptibility at Step 3.

3.4 LSA Step 3: Assess landscape sensitivity of the sites (desk study and field study)

**Step 3A: Susceptibility of the assessment criteria**

3.4.1 Step 3A involves assessing the landscape and visual susceptibility of the assessment criteria and landscape and visual value for each site against the key attributes of the development scenarios, with reference to the indicators of susceptibility identified in **Table 3.6**.

<sup>17</sup> Natural England (2014). An Approach to Landscape Character Assessment. Available at: <https://www.gov.uk/government/publications/landscape-character-assessments-identify-and-describe-landscape-types> [Accessed: 16/07/25]

Step 3B: Overall sensitivity

3.4.2 Finally, informed by the susceptibility of the landscape and visual baseline to change and the values of the landscape and visual characteristics, the overall landscape sensitivity of each proposed site allocation is systematically assessed and described using professional judgement. The overall landscape sensitivity for each site is assessed using the five-point scale outlined in **Table 3.5**. Annotated photos of each proposed site allocation, taken with a 50mm lens, are presented in **Appendix A**.

Table 3.5: Levels of sensitivity definitions<sup>18</sup>

High	
High/Medium	
Medium	
Medium/Low	
Low	

<sup>18</sup> Natural England (2019). ‘An approach to landscape sensitivity assessment – to inform spatial planning and land management’ Available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/817928/landscape-sensitivity-assessment-2019.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/817928/landscape-sensitivity-assessment-2019.pdf) [Accessed: 16/07/25]

**Table 3.6:** Indicators of susceptibility

Criteria		Indicators of higher susceptibility	Indicators of lower susceptibility
<b>Landscape</b>			
<b>Scale and enclosure</b>	<p>Landscapes with a small scale, complex and intricate landscape pattern arising from landcover elements including settlement, field pattern or vegetation cover are more likely to be susceptible to change arising from larger scale development than landscapes with a simple landcover pattern. Landscapes enclosed by buildings, trees and woodlands can offer more opportunity to accommodate development without affecting landscape character.</p> <p>This criterion considers the scale and integrity of field boundaries such as hedgerows, stone walls or fences. Intact field boundaries can help screen development but can also be susceptible to loss or degradation from development. Historic hedgerows are particularly susceptible to loss.</p>	<ul style="list-style-type: none"> <li>• Intimate and small-scale landscapes</li> <li>• Small scale field systems</li> <li>• Human scale elements</li> <li>• Field boundaries characterised by a large proportion of well managed low hedgerows, fences and/or walls</li> </ul>	<ul style="list-style-type: none"> <li>• Vast or large-scale fields</li> <li>• A large proportion of unmanaged/high hedgerows/field boundaries</li> </ul>
<b>Landform</b>	<p>Open, highly prominent and distinctive or intricate and complex landforms with sharp changes in level are more likely to be susceptible to change arising from development than flat and indistinct landforms.</p> <p>This criterion also considers whether potential development would interrupt the relationship between distinctive landform features such as escarpments, or prominent hills or open plains. In some locations development would affect skyline character.</p>	<ul style="list-style-type: none"> <li>• Irregular or complex landform</li> <li>• Narrow valleys and ridges</li> <li>• Distinctive landform features</li> </ul>	<ul style="list-style-type: none"> <li>• Simple, featureless landscape</li> <li>• Convex landform</li> <li>• Plateau</li> <li>• Flat and uniform landform</li> </ul>
<b>Landcover (including biodiversity)</b>	<p>Landscapes with a strong and positive rural character in good condition and with features worthy of conservation, will be more susceptible to change because of the potential impact on their legibility and upon features and combinations of elements which may be difficult to replace. This applies to landscapes with semi-natural habitats and valued natural features such as woodland and hedgerows with good connectivity.</p>	<ul style="list-style-type: none"> <li>• Natural/semi-natural landcover</li> <li>• Ancient woodland</li> <li>• Complex, irregular or intimate landscape</li> <li>• Open hillsides</li> <li>• Field pattern/mosaic</li> <li>• Valleys</li> <li>• Water</li> <li>• Field and hedgerow trees</li> <li>• Absence of modern development</li> <li>• Infrequent/no residential built form</li> </ul>	<ul style="list-style-type: none"> <li>• Simple, regular or uniform landscape</li> <li>• Developed land, derelict or waste ground</li> <li>• Forestry</li> <li>• Lowland farmland</li> <li>• Large scale arable fields (low grade)</li> </ul>
<b>Man-made influences</b>	<p>This criterion considers whether potential development would integrate with the general settlement form/pattern and how it may</p>		<ul style="list-style-type: none"> <li>• Major infrastructure (transport/communications/utility infrastructure/wind turbines)</li> </ul>

Criteria		Indicators of higher susceptibility	Indicators of lower susceptibility
Scenic quality and character			
Remoteness/ tranquillity			

## Visual

Movement			
Visibility, key views, vistas and typical receptors (both within and			

Criteria	Indicators of higher susceptibility	Indicators of lower susceptibility
<p><b>outside of each site)</b></p> <p>Landscapes which are visually contained with limited inward and outward views are likely to be less susceptible than open landscapes with extensive inward and outward views.</p> <p>The greater the number of sensitive visual receptors in an area, the more susceptible the area will be to change from development. The most susceptible receptors are residents, communities, people engaged in outdoor recreation where the landscape is part of the experience, visitors to landscape whose interest is focused on natural and built heritage assets and users of scenic routes. Each location brings with it certain expectations. Transport users (particularly of high-speed roads) are usually considered less susceptible receptors, unless the road is considered to be a scenic route or important gateway.</p>	<ul style="list-style-type: none"> <li>• Extensive intervisibility and little screening or filtering of views</li> <li>• Sparse woodland/tree cover</li> <li>• Field systems bounded by fences/managed hedgerows/stone walls/no field boundaries</li> <li>• Forms an important part of a view from sensitive viewpoints (such as views from scenic routes, well known landmarks, or promoted viewpoints)</li> <li>• Densely populated</li> <li>• Views from scenic routes, well-known landmarks, or views from visitor viewpoints</li> <li>• Views into or out, especially from high ground</li> <li>• Neighbouring landscapes of higher sensitivity, especially internationally and nationally designated landscapes</li> <li>• Contributes to wider landscape</li> <li>• Distinctive or complex backdrops</li> <li>• Landscapes important to the settings/approaches/gate ways to designated landscapes</li> </ul>	<ul style="list-style-type: none"> <li>• Sparsely populated or inaccessible</li> <li>• Neighbouring landscapes of lower sensitivity</li> <li>• Contributes little to wider landscape</li> <li>• Large scale simple back drops</li> <li>• The presence of woodland blocks and belts</li> <li>• Fields bounded with intact hedgerows/overgrown hedgerows/hedgerows with trees</li> <li>• Weak association with adjacent LCAs</li> </ul>



Criteria		Indicators of higher susceptibility	Indicators of lower susceptibility
<b>Views to and from important landscape and cultural heritage features (both within and outside of each site)</b>		<ul style="list-style-type: none"> <li>Strong association with adjacent LCAs</li> </ul>	
	Landscapes of attractive scenery, character, quality, integrity, strong sense of place and local distinctiveness will typically be more susceptible to development than less scenic areas. This includes landscapes that are designated for their natural beauty, but also areas of undesignated landscape, including areas that are scenic and have strong character.	<ul style="list-style-type: none"> <li>Strong association with landscape</li> <li>Intervisibility between sites</li> </ul>	<ul style="list-style-type: none"> <li>Weak association with landscape</li> <li>Little intervisibility between sites</li> </ul>

Criteria		Indicators of higher value	Indicators of lower value
<b>Landscape value</b>			
<b>Strength of landscape character/quality and condition</b>	Landscapes with a strong and positive character in good condition and with features worthy of conservation will be more susceptible to change because of the potential impact on their legibility and upon features and combinations of elements which may be difficult to replace.	<ul style="list-style-type: none"> <li>Related published documentation (tourist information), art and literature</li> <li>Historic Environment: RPG, visually prominent scheduled monuments such as hillforts and castles which are also visitor attractions</li> <li>Biodiversity and geodiversity designations (SSSI, LNR)</li> <li>Local community values</li> </ul>	<ul style="list-style-type: none"> <li>No designations present</li> </ul>
<b>Rarity</b>	Landscapes which are commonplace are less likely to be valued than landscapes which are unique or rare as these are often irreplaceable.		
<b>Geological, topographical and Geomorphological value</b>	This considers the shape and scale of the land and the extent that there may be distinctive and valued geological, topographical or hydrological features. Such features may be distinctive in their own right or may have influenced the creation of areas of distinctive and valued landscape character.		
<b>Historic landscape value</b>	The extent to which a landscape displays historic continuity and time depth – reflected in the presence of nationally or internationally designated historic landscape components and their settings. May also be a reflection of artistic or literary references. Also, whether a landscape is important to the setting and identity of designated landscapes and heritage assets.		
<b>Natural value</b>	Landscapes with a strong and positive character in good condition and with features worthy of conservation, will be more susceptible to change because of the potential impact on their legibility and upon features and combinations of elements which may be difficult		

	to replace. This applies to landscapes with semi-natural habitats and valued natural features such as woodland and hedgerows with good connectivity.		
<b>Recreational value</b>	The extent to which the experience of the landscape makes an important contribution to the recreational use and enjoyment of an area. Indicators include the presence of such features as nature reserves, country parks, allotments, outdoor sports facilities, public rights of way, green infrastructure corridors, scenic routes and promoted viewpoints. Also includes recognised scenic or promoted tourist routes.		
<b>Scenic and other aesthetic and perceptual and experiential qualities</b>	Defined by the presence of distinctive, dramatic or striking patterns of landform or land cover, or by strong aesthetic response to qualities such as rural character (traditional land uses with few human influences), perceived naturalness, sense of remoteness or tranquillity and dark skies.		

## Visual value

	Highly valued views of national or international importance which are important in relation to the special qualities of a designated landscape, the cultural associations of which are widely recognised		
<b>Views related to designated landscapes and landscape related features</b>			
<b>Regionally/ locally valued views</b>			
<b>Views valued by the community</b>			

	locally well known, well-frequented and/or promoted as a beauty spot/visitor destination and may have significant cultural associations.		
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## 4 North Wessex Downs National Landscape

### 4.1 Description

- 4.1.1 The North Wessex Downs National Landscape (formerly AONB) is an expansive chalk downland landscape spanning the counties of Berkshire, Hampshire, Oxfordshire and Wiltshire. The North Wessex Downs was designated as an AONB in 1972 under the National Parks and Access to Countryside Act 1949. The North Wessex Downs covers approximately a quarter of the borough of Swindon (6,414 hectares) (see **Figure 4.1**). The North Wessex Downs AONB Management Plan 2019-2024<sup>19</sup> describes the landscape as:

*"a visibly ancient landscape of great beauty, diversity and size. It embraces the high, open arable sweeps of the chalk downs and dramatic scarp slopes with their prehistoric monuments and beech knolls, the moulded dip slopes, sheltered chalk river valleys, intimate and secluded wooded areas and low-lying heaths with a rich mosaic of woodland, pasture, heath and commons".*

- 4.1.2 The North Wessex Downs National Landscape Character Assessment was published in 2002<sup>20</sup> and is currently in the process of being updated. The report will present the results of the range of studies that have investigated the physical, ecological, historical, social, economic and cultural, and recreational characteristics of the North Wessex Downs National Landscape.
- 4.1.3 SBC is required to 'seek to further' the statutory purposes of the North Wessex Downs National Landscape, according to the Protected Landscapes duty<sup>21</sup>. Protected Landscapes comprise National Parks, National Landscapes, and the Norfolk and Suffolk Broads. The guidance sets out duties to be upheld by Local Authorities in relation to protected landscapes, where SBC is subsequently required to "seek to avoid harm and contribute to the conservation and enhancement of the natural beauty, special qualities, and key characteristics of Protected Landscapes." With regards to development plan-making, measures to protect the North Wessex Downs National Landscape should be "embedded in the design of plans and proposals."

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<sup>19</sup> North Wessex Downs National Landscape (2019). North Wessex Downs AONB Management Plan 2019-2024. Available at: <https://www.northwessexdowns.org.uk/our-work/management-plan/> [Accessed 28/07/25]

<sup>20</sup> LUC (2002). North Wessex Downs National Landscape LCA. Available at: <https://www.northwessexdowns.org.uk/wp-content/uploads/2021/12/Landscape-Character-Assessment-Full-report1.pdf>. Available at: <https://www.northwessexdowns.org.uk/wp-content/uploads/2021/12/Landscape-Character-Assessment-Full-report1.pdf> [Accessed: 13/06/25]

<sup>21</sup> DEFRA (2024) Guidance for relevant authorities on seeking to further the purposes of Protected Landscapes. Available at: <https://www.gov.uk/government/publications/the-protected-landscapes-duty/guidance-for-relevant-authorities-on-seeking-to-further-the-purposes-of-protected-landscapes> [Date accessed: 19/06/25]

## 4.2 Special landscape qualities

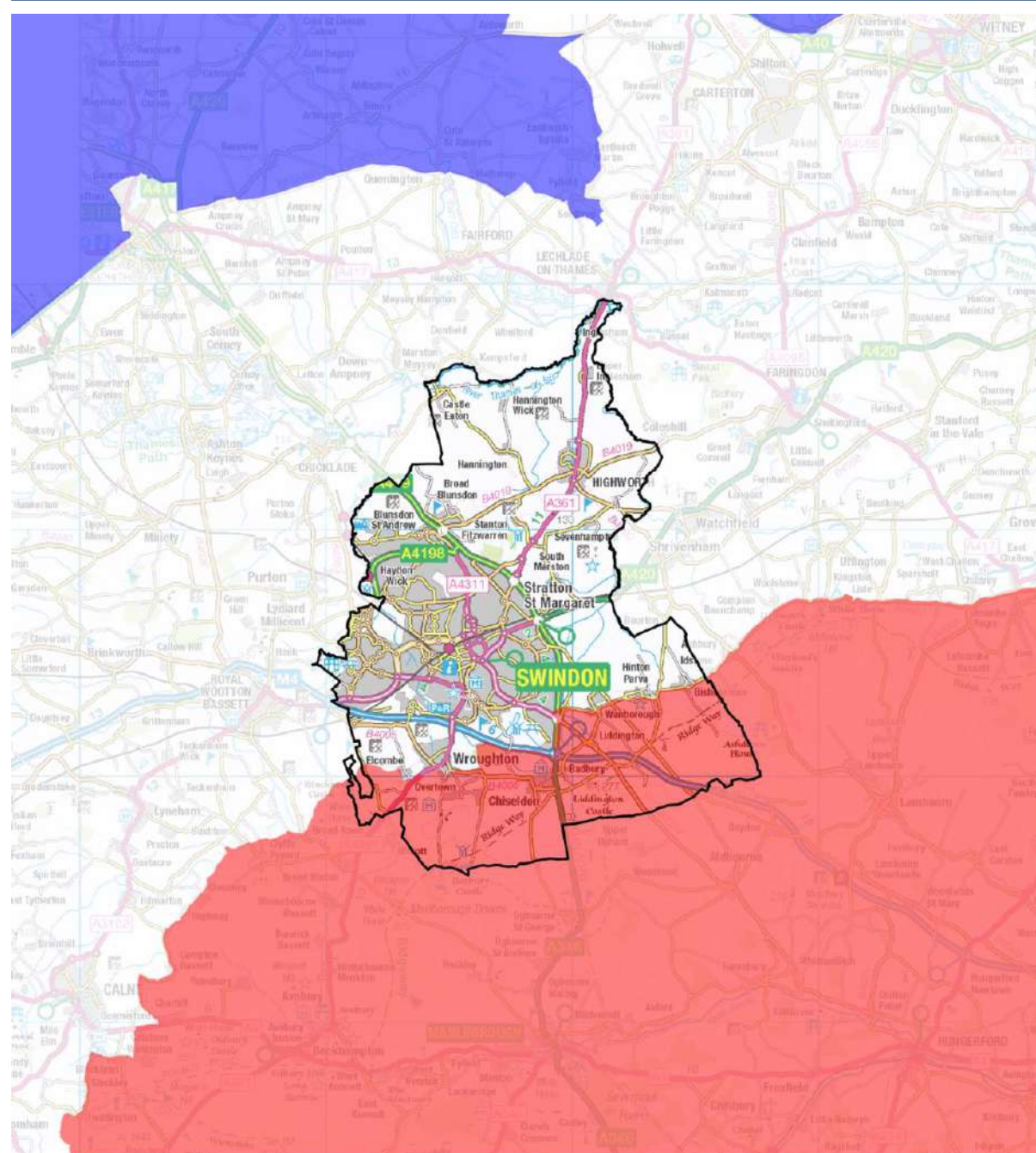
### 4.2.1 Special landscape qualities of the North Wessex Downs, identified in the AONB Management Plan 2019-2024<sup>22</sup> are listed in **Table 4.1**.

**Table 4.1:** *Special landscape qualities of the North Wessex Downs (AONB Management Plan 2019-2024)*

#### Special landscape qualities of the North Wessex Downs (AONB Management Plan 2019-2024)

- Open Downland extending from Roundway Down near Devizes to Lardon Chase overlooking the Thames at Streatley is dissected by dry valleys and long steep scarps, with limited tree cover and a sense of remoteness and tranquillity;
- Downland with Woodland on the dip slope descending to Kennet Valley and south across the Hampshire Downs, offering softer contours, woodland cover and a mix of field patterns;
- Centred on Savernake Forest and West Woods, the Wooded Plateau consists of extensive tracts of semi-natural ancient woodland, wood pasture with majestic veteran trees, and 18th and 19th century Beech plantations, as well as more recent coniferous plantations;
- At the northernmost tip of Salisbury Plain, the open rolling landform of the High Chalk Plain creates a bleak, spacious landscape under arable production and devoid of settlement, with long views and a strong sense of remoteness and isolation;
- The distinctive northern Downs Plain and Scarp plunges down from the chalk plain to the Vale of White Horse, creating a dramatic recognisable horizon;
- The Vales of Pewsey and sections of the Thames Valley floor adjoining the Chilterns AONB offer productive loamy and alluvial soils where springs issue from the chalk and compact settlements contrast with scattered farmsteads;
- The River Valleys of the Kennet, Lambourn, Pang and Bourne form very distinct linear landscapes, characterised by a rich mix of grazed pastures, water meadows, wetland and woodland. Steeply rising slopes create an intimate and enclosed character; and
- The Lowland Mosaic, curving around Newbury and the lower Kennet Valley has a varied geology of clays, silts and sands giving rise to a diverse mix of soils and, in turn, a mosaic of ancient semi-natural woodlands, plantations, remnant heathland and more open farmland areas where sunken lanes heighten the sense of seclusion.

<sup>22</sup> North Wessex Downs National Landscape (2019) North Wessex Downs AONB Management Plan 2019-2024. Available at: <https://www.northwessexdowns.org.uk/our-work/management-plan/> [Accessed 28/07/25]



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- Swindon Borough
- Cotswolds
- North Wessex Downs



0 1 km

PROJECT	Swindon Landscape Character Assessment	DRAWN	WE
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	National Landscapes	SCALE@A4	1:200000
VERSION	LC-1246_NLS_2	DATE	03/02/2025

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**Figure 4.1:** National Landscapes within and surrounding Swindon Borough



## 5 Site assessments

### 5.1 Site allocations

5.1.1 As part of the plan-making process, SBC has undertaken a call-for-sites exercise, where landowners, developers and individuals are invited to promote potential sites for development (most recently in 2023). SBC maintains a sites database of land that stakeholders would like the Council to consider and assess for development suitability. The subsequent SHELAA (Strategic Housing and Economic Land Availability Assessment) undertaken by SBC has informed options for meeting identified needs for housing, employment and town centre development. This process has resulted in a list of site allocations which are listed in **Table 5.1** and presented in **Figure 5.1**. Lepus Consulting has been appointed by SBC to evaluate these site allocations in terms of their landscape sensitivity.

### 5.2 Urban sites

5.2.1 A number of site allocations listed in **Table 5.1** comprise existing development of massing and are located within the Swindon urban area. The Swindon urban area can be defined according to the areas which lie outside the LCAs (see Landscape Character Assessment<sup>23</sup>). As agreed upon with the Council, these urban sites have not been assessed in detail since the landscape sensitivity at these sites is generally considered to be low. This is due to presence of built form which typically forms an incongruous landscape setting with limited landscape qualities or values. All 38 sites, including 24 urban sites, are presented in column five of **Table 5.1**, entitled 'urban site / LSA undertaken'.

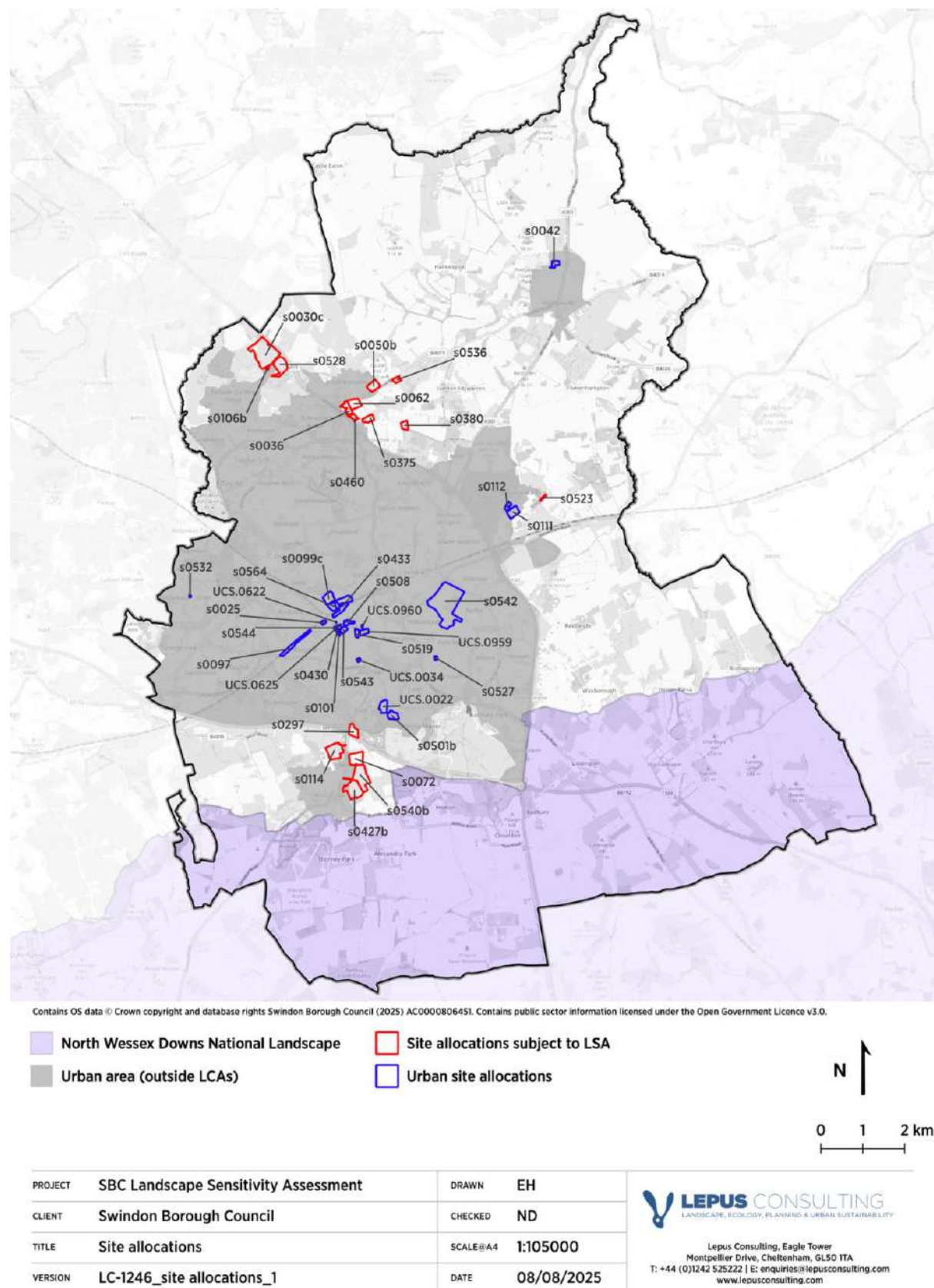
**Table 5.1:** Site allocations for housing and employment sites in Swindon

Site ref.	Site name	Site use	Area (ha)	Urban site / LSA undertaken
s0025	Bristol Street Car Park, Swindon	Not specified	0.9	Urban site
s0030c	Lower Widhill Farm (Hallam option 2)	Residential	29.4	LSA undertaken
s0036 S0062 S0460	Land at Turnpike Rd, Blunsdon Land south of Highworth Road, Blunsdon Land at 12 Turnpike Road, Blunsdon	Mixed-use residential and specialist housing	12.18	LSA undertaken
s0042	Land at Pentylands Lane, Highworth (Crane Furlong)	Not specified	2.3	Urban site
s0050b	Land at Sams Lane (southern part)	Residential	5.1	LSA undertaken
s0072	Land east of Swindon Road, Wroughton (South)	Residential	9.1	LSA undertaken
s0097	Newburn Sidings	Residential	5.4	Urban site
s0099c	North Star (Oasis Leisure Centre)	Not specified	5.9	Urban site
s0101	Tented Market	Mixed-use residential	0.2	Urban site

<sup>23</sup> Lepus Consulting (2025) Swindon Borough Council Landscape Character Assessment.

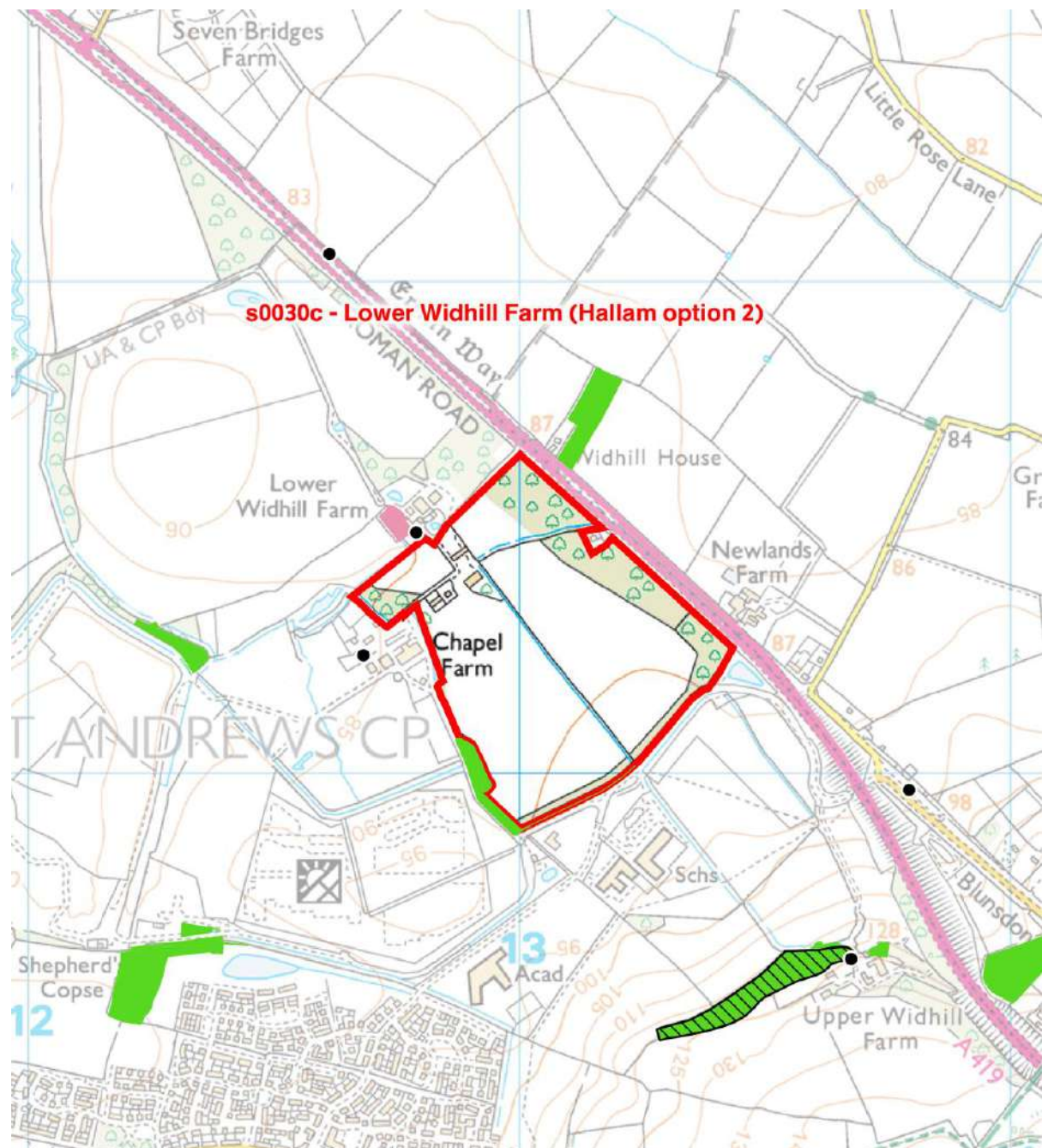


s0106b	Tadpole Triangle	Residential	0.4	LSA undertaken
s0111	Thornhill Industrial Estate	Residential	5.1	Urban site
s0112	Crown Timber Site	Residential	1.9	Urban site
s0114	Land at North Wroughton	Residential	11.7	LSA undertaken
s0297	Former Wroughton Park and Ride	Residential	5.04	LSA undertaken
s0375	Land North of Kingsdown Lane	Residential	3.4	LSA undertaken
s0380	Kingsdown Nursery	Residential	2.9	LSA undertaken
s0427b	Akers Land (western side)	Residential	13.32	LSA undertaken
s0430	Brunel West Car Park and House of Fraser, Swindon	Mixed-use residential	1.0	Urban site
s0433	Swindon Station Redevelopment	Not specified	4.5	Urban site
s0501b	Wakefield House	Residential	4.0	Urban site
s0508	The Parade	Retail and other	2.0	Urban site
s0519	Regents Place	Mixed-use residential and community-led	1.7	Urban site
s0523	Land within Meadow Cottage	Residential	0.6	LSA undertaken
s0527	Site of former Whitbourne House care home	Residential	0.6	Urban site
s0528	Land off Tadpole Farm	Residential	10.1	LSA undertaken
s0532	Site at Shaw Village Centre	Employment	0.2	Urban site
s0536	Stubbs Hill Farm	Not specified	1.9	LSA undertaken
s0540b	Berkeley	Residential	16.24	LSA undertaken
s0542	Marlowe Avenue Regeneration Area	Not specified	52.1	Urban site
s0543	Brunel Shopping Centre (Regent Street)	Mixed-use residential, town centre and entertainment / cultural uses (theatre / events space)	1.9	Urban site
s0544	Former House of Fraser and MSCP	Residential and employment	1.8	Urban site
S0564	Land to the north of the Station	Mixed-use residential	11.3	Urban site
UCS.0022	Intel	Residential	4.9	Urban site
UCS.0034	Vacant Bus Depot	Not specified	0.6	Urban site
UCS.0622	Land at Holbrook Way	Not specified	0.1	Urban site
UCS.0625	Queen Street Car Park	Not specified	0.04	Urban site
UCS.0959	Civic Offices	Not specified	2.3	Urban site
UCS.0960	Spring Gardens car park	Not specified	0.3	Urban site



**Figure 5.1:** Site allocations of LSA and urban sites

## 6 Site s0030C: Lower Widhill Farm



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  s0030c - Lower Widhill Farm (Hallam option 2)

● Grade II Listed Building

  Ancient Woodland

### Priority Habitats

  Deciduous woodland

  Traditional orchard



0 100 200 m

PROJECT	SBC Landscape Sensitivity Assessment
CLIENT	Swindon Borough Council
TITLE	Site s0030c - Lower Widhill Farm
VERSION	LC-1246_s0030c_1

DRAWN	EH
CHECKED	WE
SCALE@A4	1:10000
DATE	18/02/2025

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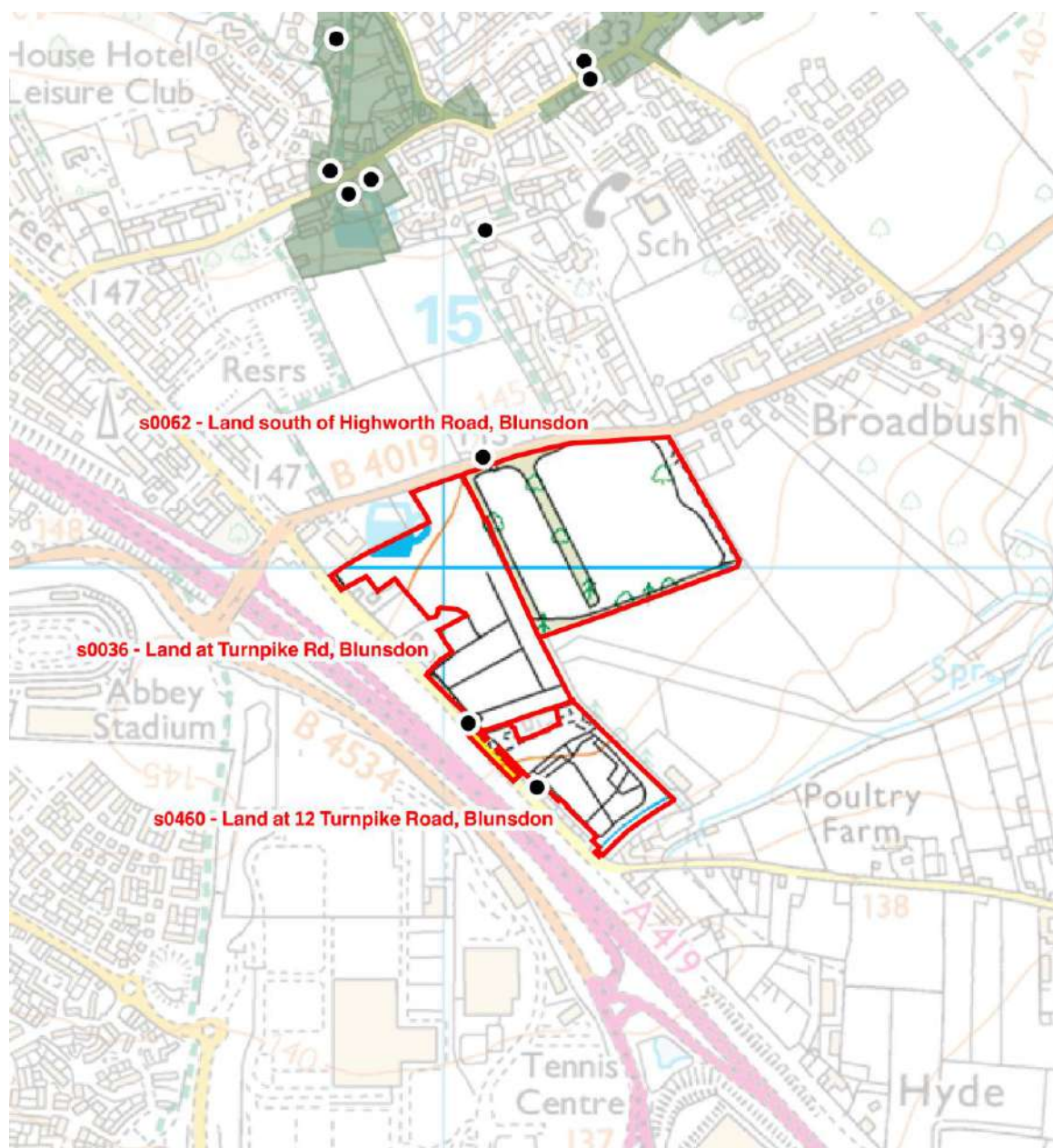
Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	Upper Thames Clay Vales
Landscape Character Area (Swindon LCA)	
Date of site visit	

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						
Landform					M/L	
Landcover (including biodiversity)				M		
Man-made influences				M		
Scenic quality and character				M		
Remoteness and tranquillity					M/L	
Visual susceptibility						
Skylines and settings			H/M			

Movement			
Visibility, key views, vistas and typical receptors (both within and outside of each site)			M/L
Views to and from important landscape and cultural heritage features (both within and outside of each site)			M/L
Value			
Landscape value			
Visual value			M
Mitigation potential			
Views into the site from William Morris Way are substantially obscured by hedgerows and trees. Views into the			
Overall landscape sensitivity (landscape, visual and value) of the site			
			H/M

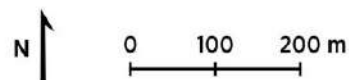


## 7 Sites s0036, s0062, and s0460: Land at Turnpike Road



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- Site boundary
- Broad Blunsdon Conservation Area
- Grade II Listed Building



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Sites s0036, s0062, and s0460	SCALE@A4	1:6500
VERSION	LC-1246_s0036 sites_1	DATE	23/06/2025

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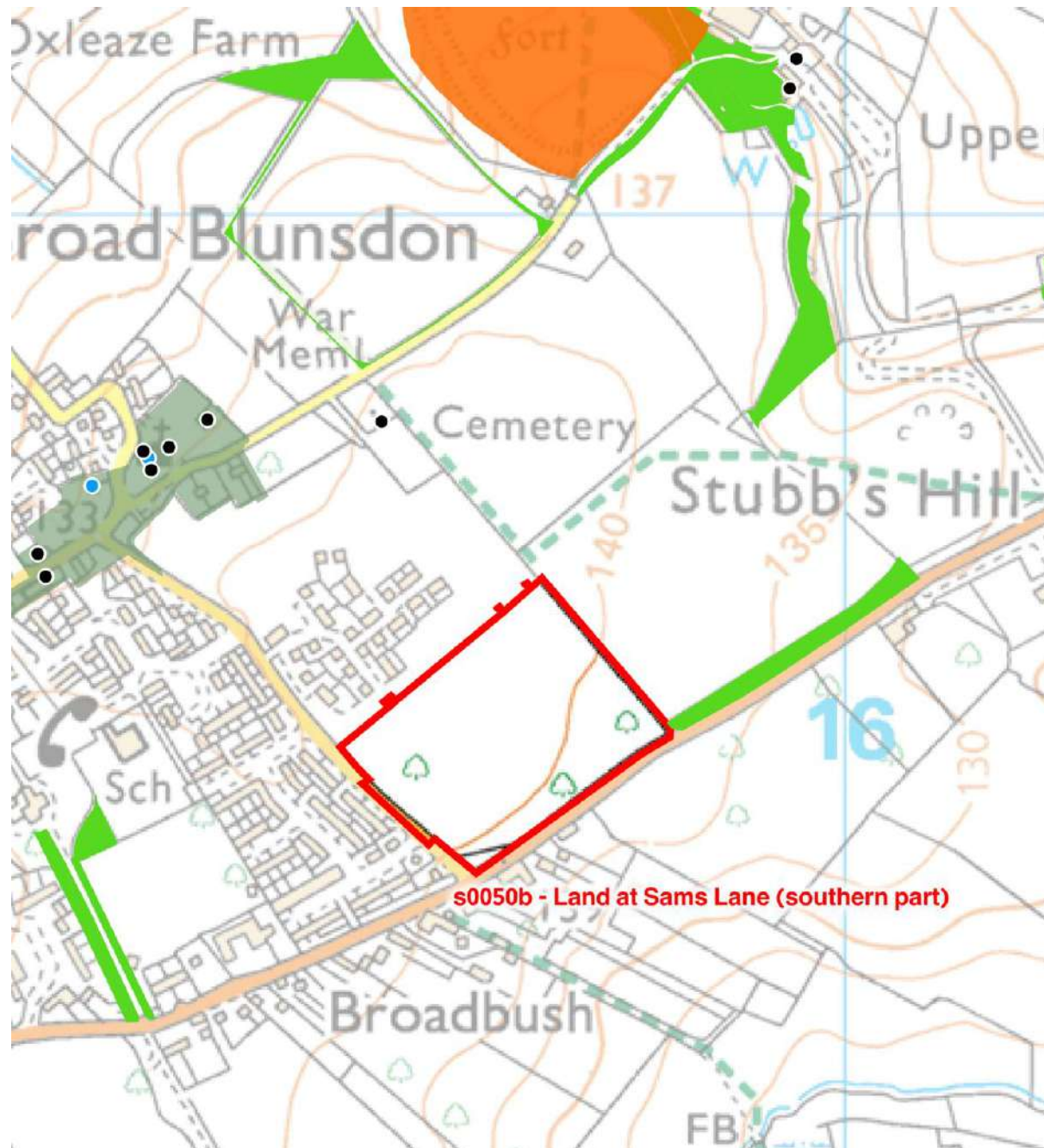
Site information	
	S0036, S0062 and S0460
Site names	Land at Turnpike Road, Blunsdon; Land south of Highworth Road, Blunsdon; and Land at 12 Turnpike Road, Blunsdon
Location	North of Swindon; Broad Blunsdon
Site size	12.18ha
Development type	Mixed-use residential and specialist housing
National Character Area	Midvale Ridge
Landscape Character Area (Swindon LCA)	Midvale Ridge
Date of site visit	06/02/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						
Landform						L
Landcover (including biodiversity)						
Man-made influences					M/L	
Scenic quality and character					M/L	
Remoteness and tranquillity						L
Visual susceptibility						
Skylines and settings						
Movement						L
Visibility, key views, vistas and typical receptors (both					M/L	



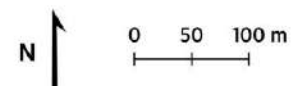
within and outside of each site)	Views into the site from the A419 are likely to be substantially obscured by vegetation.		
Views to and from important landscape and cultural heritage features (both within and outside of each site)	Three Grade II Listed Buildings are located adjacent to the site, comprising 'Milestone West of Dinton' to the north, and to the west, 'Milestone near No 8 Hyde Road' and 'The Old School'. Development is likely to be partially visible above the trees from 'The Old School'.		M/L
<b>Value</b>			
Landscape value	The site comprises pasture. There are no historic environment or biodiversity designations within the site.		L
Visual value	There is potential for limited views into the site from PRow's to the north. Boundary hedgerows and trees and existing built form help obscure views into the site from surrounding visual receptors, although coverage is likely to be sparser during the winter months.		L
<b>Mitigation potential</b>			
Additional tree planting to increase vegetation density could be implemented along the B4019 boundary.			
<b>Overall landscape sensitivity (landscape, visual and value) of the site</b>			
The site comprises pastoral fields with dense lines of mature broadleaved and coniferous trees dividing field boundaries. The nearby presence of main roads and built form reduce detract from rural qualities and tranquillity levels. Views into the site are possible from parts of Turnpike Road and above hedgerows along the B4190. Limited views into the site from PRow's to the north may be possible. The Grade II Listed Building 'The Old School' is located adjacent to the site boundary at Turnpike Road.			M/L

## 8 Site s0050b: Land at Sams Lane



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- s0050b - Land at Sams Lane (southern part)
- Broad Blunsdon Conservation Area
- Scheduled Monument
- Grade II Listed Building
- Grade II\* Listed Building
- Deciduous woodland priority habitat



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0050b - Land at Sams Lane	SCALE@A4	1:5000
VERSION	LC-1246_s0050b_1	DATE	18/02/2025

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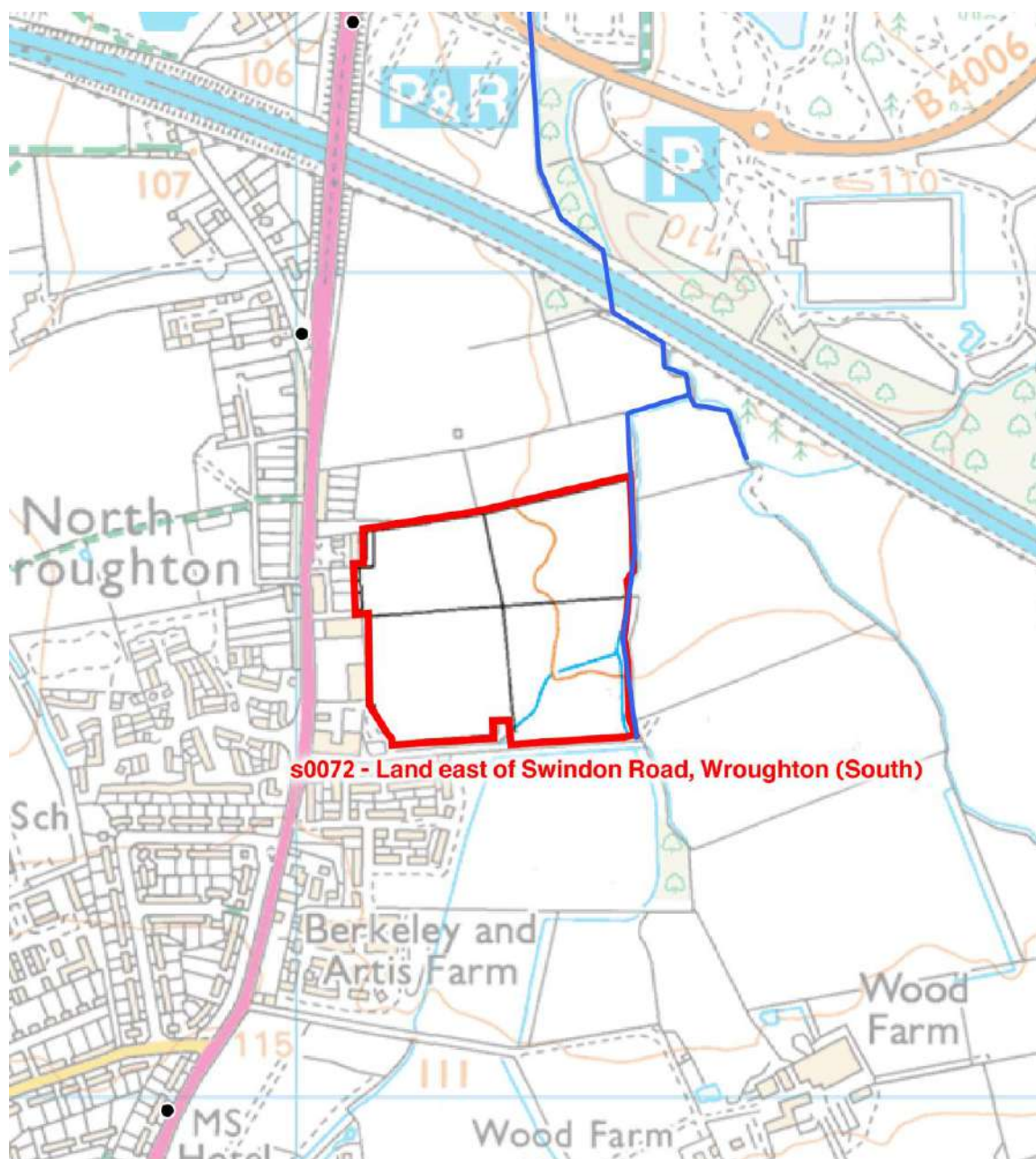
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Site information	
	S0050b
Site name	Land at Sams Lane (southern part)
Location	North of Swindon; Broad Blunsdon
Site size	5.12ha
Development type	Residential
National Character Area	Midvale Ridge
Landscape Character Area (Swindon LCA)	Midvale Ridge
Date of site visit	06/02/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						L
Landform						L
Landcover (including biodiversity)					M/L	
Man-made influences					M/L	
Scenic quality and character					M/L	
Remoteness and tranquillity						L
Visual susceptibility						
Skylines and settings						
Movement					M/L	
Visibility, key views, vistas and typical receptors (both within and outside of each site)					M/L	
Views to and from important landscape and cultural heritage features (both within and outside of each site)						L
Value						

Visual value		M/L
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		
		M/L

## 9 Site s0072: Land East of Swindon Road, Wroughton

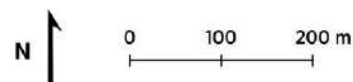


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s0072 - Land east of Swindon Road, Wroughton (South)

● Grade II Listed Building

— Watercourse



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0072 - Land East of Swindon Road	SCALE@A4	1:6000
VERSION	LC-1246_s0072_1	DATE	18/02/2025

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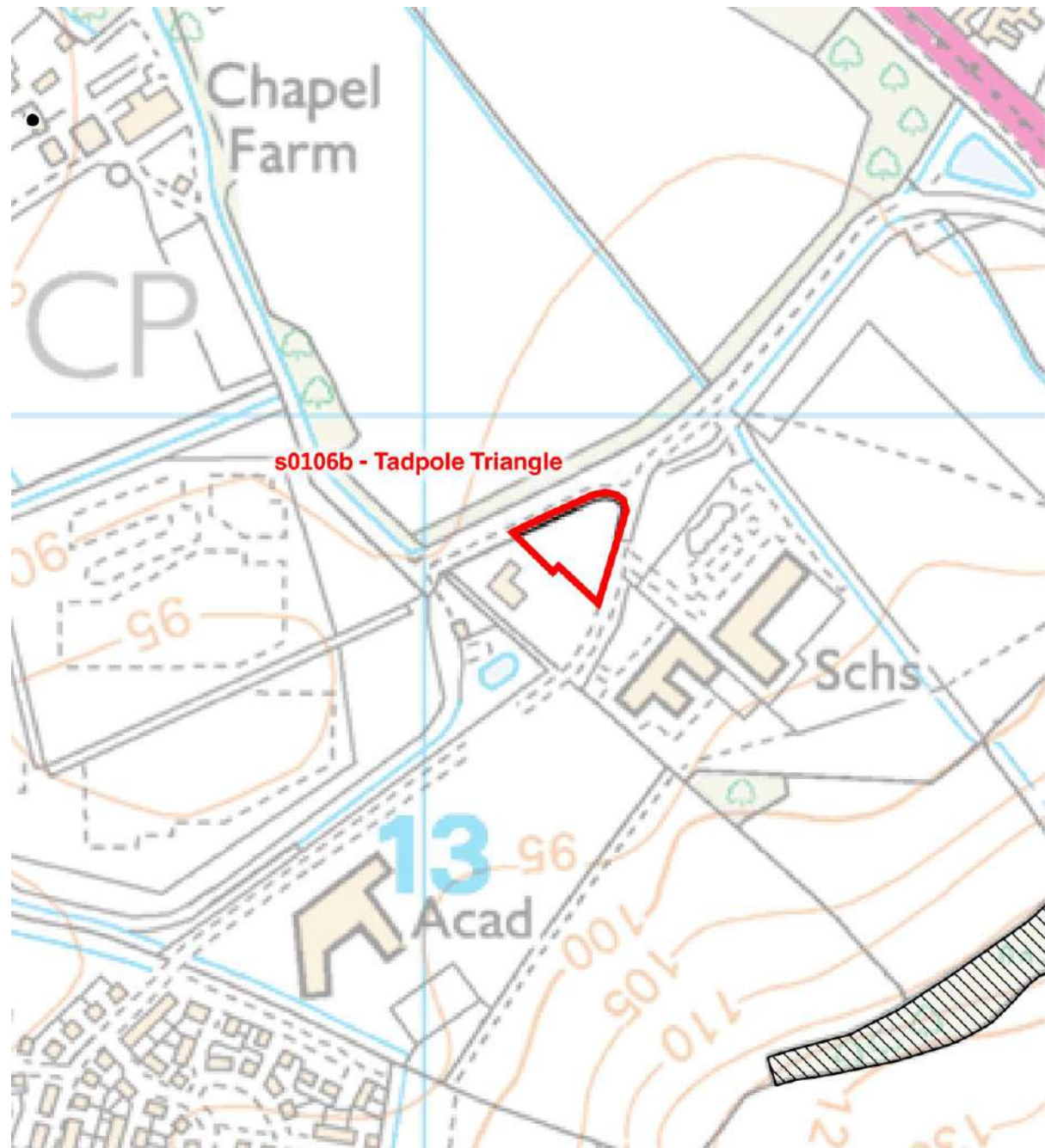
Site information	
	S0072
Site name	Land East of Swindon Road, Wroughton (South)
Location	North-west of Wroughton
Site size	9.11ha
Development type	Residential
National Character Area	Upper Thames Clay Vales
Landscape Character Area (Swindon LCA)	Wroughton Vale
Date of site visit	06/02/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						L
Landform						L
Landcover (including biodiversity)					M/L	
Man-made influences				M		
Scenic quality and character					M/L	
Remoteness and tranquillity					M/L	
Visual susceptibility						
Skylines and settings						
Movement				M		
Visibility, key views, vistas and typical receptors (both within and outside of each site)					M/L	

		H/M	
Value			
Landscape value			
Visual value		M	
Mitigation potential			
Retaining existing trees and planting new trees along the site boundaries can help to soften the visual impact			
Overall landscape sensitivity (landscape, visual and value) of the site			
		M	



# 10 Site s0106b: Tadpole Triangle



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s0106b - Tadpole Triangle

● Grade II Listed Building

Ancient Woodland



0 100 200 m

PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0106b - Tadpole Triangle	SCALE@A4	1:4000
VERSION	LC-1246_s0106b_1	DATE	18/02/2025



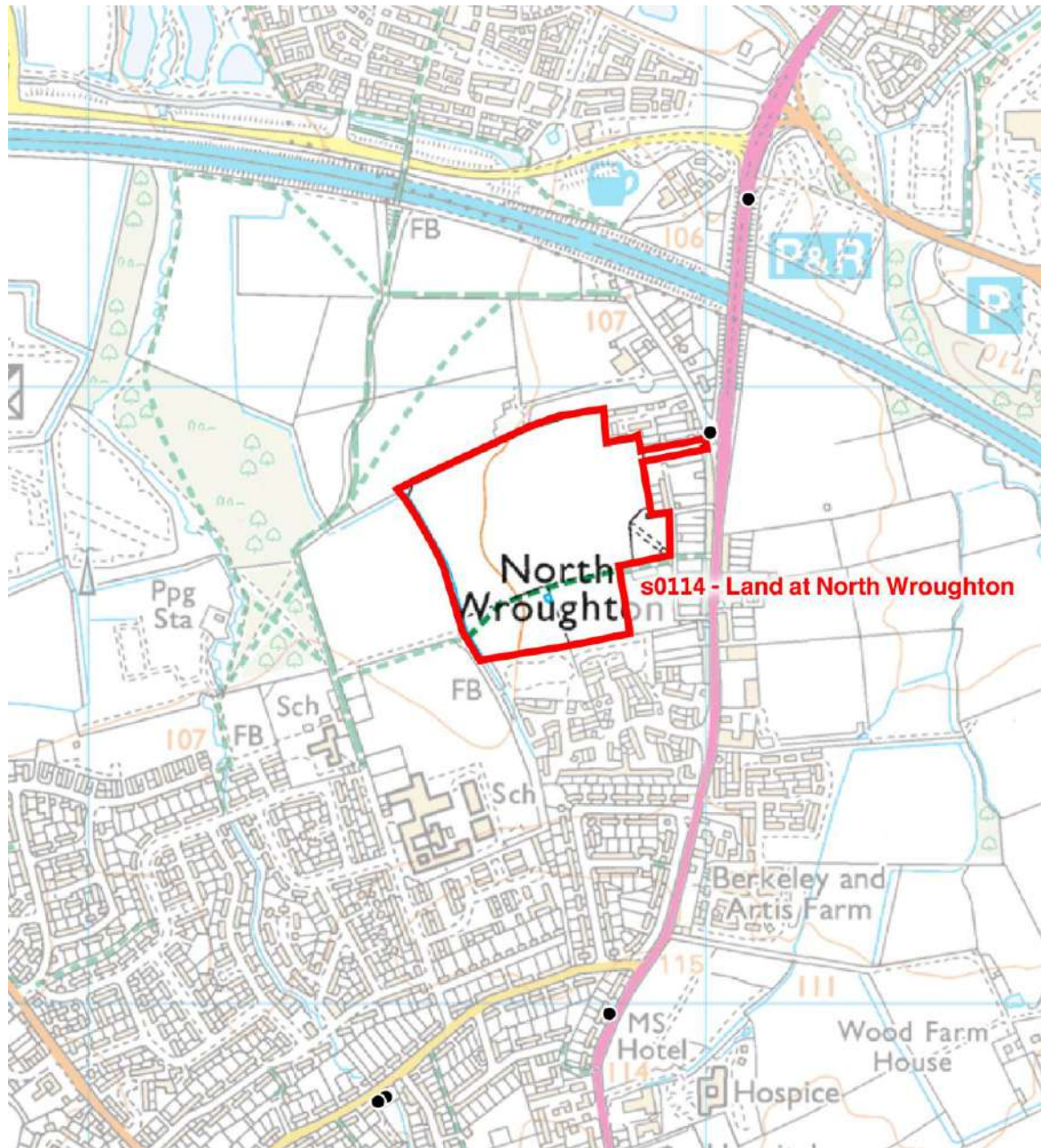
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Site information	
	S0106b
Site name	Tadpole Triangle
Location	North of Tadpole Garden Village
Site size	0.43ha
Development type	Residential
National Character Area	Upper Thames Clay Vales
Landscape Character Area (Swindon LCA)	Thames Vale
Date of site visit	06/02/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						L
Landform						L
Landcover (including biodiversity)						L
Man-made influences						L
Scenic quality and character						L
Remoteness and tranquillity						L
Visual susceptibility						
Skylines and settings						L
Movement						L
Visibility, key views, vistas and typical receptors (both within and outside of each site)						L
Views to and from important landscape and cultural heritage features (both within and outside of each site)						L
Value						
Landscape value						L

		L
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		
<p>The site comprises a small, triangular plot of land to the north of Tadpole Garden Village, bounded by gappy, low hedgerows and fencing. A GP surgery and schools are in close proximity to the site. Tranquility levels are detracted by the presence of nearby road infrastructure and surrounding built form. The site is not publicly accessible and does not offer any recreational value.</p>		L

# 11 Site s0114: Land at North Wroughton



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  s0114 - Land at North Wroughton

● Grade II Listed Building



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0114 - Land at North Wroughton	SCALE@A4	1:8000
VERSION	LC-1246_s0114_1	DATE	18/02/2025



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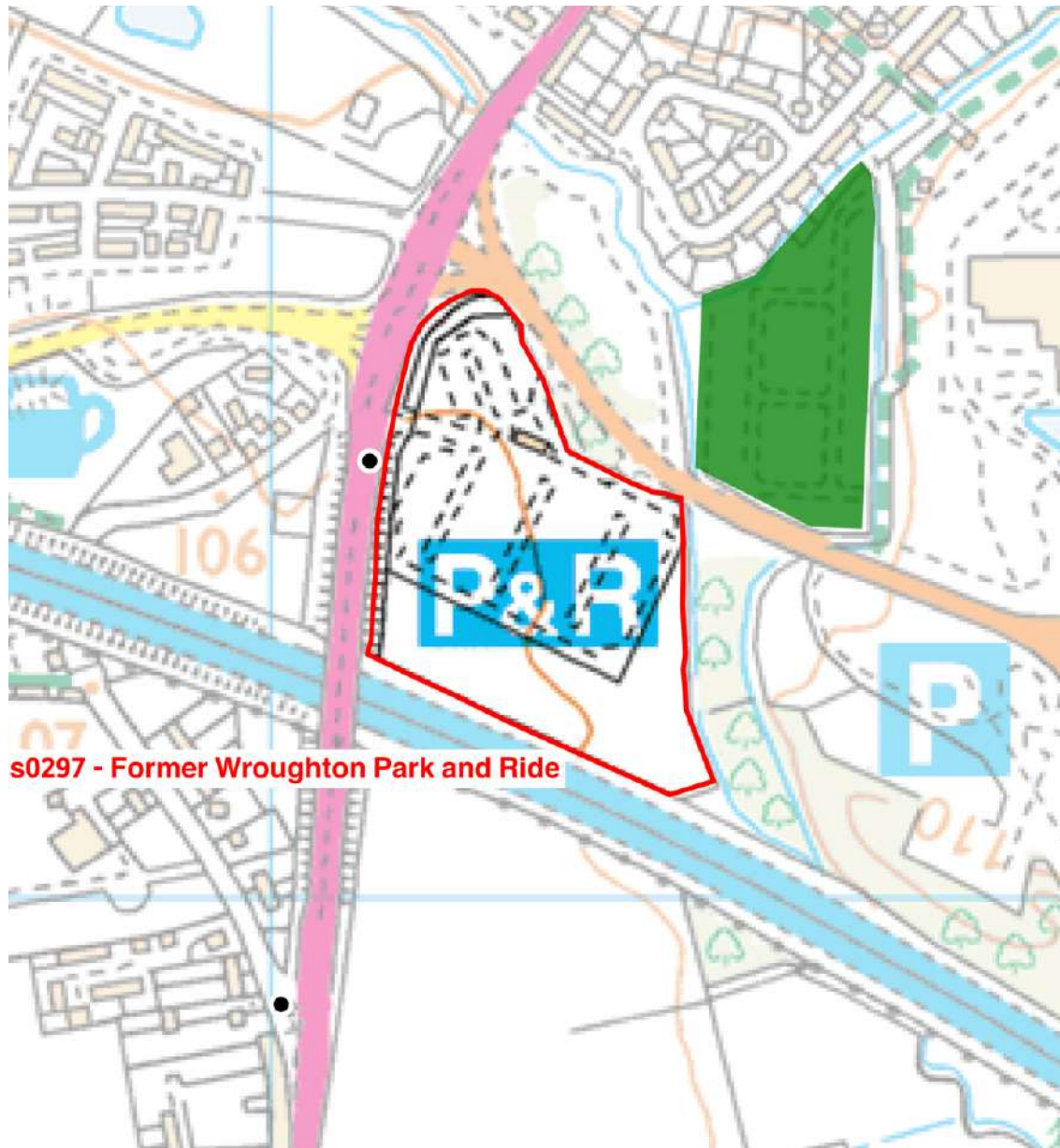
Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	Upper Thames Clay Vales
Landscape Character Area (Swindon LCA)	
Date of site visit	

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						
Landform				M		
Landcover (including biodiversity)				M		
Man-made influences				M		
Scenic quality and character				M		
Remoteness and tranquillity				M		
Visual susceptibility						
Skylines and settings						
Movement				M		
Visibility, key views, vistas and typical receptors (both within and outside of each site)				M		



Value			
Landscape value	The site is likely of recreational value to local residents due to the location of a PRoW within the site.		M
Visual value	Hills within the North Wessex Downs National Landscape to the south are visible on the skyline, though obscured in places by trees and buildings.		M
Mitigation potential			
Overall landscape sensitivity (landscape, visual and value) of the site			

## 12 Site s0297: Former Wroughton Park and Ride



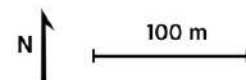
s0297 - Former Wroughton Park and Ride


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  s0297 - Former Wroughton Park and Ride

● Grade II listed building

OS Open Greenspace



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	WE	 <p>Lepus Consulting, Eagle Tower Montpellier Drive, Cheltenham, GL50 1TA T: +44 (0)1242 525222   E: enquiries@lepusconsulting.com www.lepusconsulting.com</p>
CLIENT	Swindon Borough Council	CHECKED	ND	
TITLE	Site s0297 - Former Wroughton Park and Ride	SCALE@A4	1:3500	
VERSION	LC-1246_s0297_1	DATE	14/04/2025	



Site information	
Site reference	s0297
Site name	Former Wroughton Park and Ride
Location	Southern edge of Swindon
Site size	5.04ha
Development type	Residential
National Character Area	Midvale Ridge (northern half of site) Upper Thames Clay Vales (southern half of site)
Landscape Character Area (Swindon LCA)	Urban / Midvale Ridge
Date of site visit	15/04/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure	This site is well enclosed with dense vegetation and trees.					L
Landform	Relatively flat topography across the site.					L
Landcover (including biodiversity)	This site is mostly a car park surrounded by trees and woodland to the east (Croft Wood).					L
Man-made influences	This site comprises the former Wroughton Park and Ride. This site is surrounded by roads on three sides, the M4 motorway to the south, Croft Road to the west and Pipers Way to the north.					L
Scenic quality and character	Scenic qualities are limited due to the heavy presence of built form and transport infrastructure within and surrounding the site.					L
Remoteness and tranquillity	Remoteness and tranquillity levels are low. Noise from nearby roads diminish tranquillity levels.					L
Visual susceptibility						
Skylines and settings	The strong presence of trees and roads define the environment within and immediately surrounding the site.				M/L	
Movement	Traffic movements surrounding the site are busy.					L
Visibility, key views, vistas and typical receptors (both within and outside of each site)	Road users and pedestrians are the main visual receptors. Views into the site are substantially obscured by trees.					L
Views to and from important landscape and cultural heritage features (both within and outside of each site)	Trees along the southern boundary of this site are visible from Brimble Hill at the edge of the North Wessex Downs National Landscape at a distance of approximately 2km.				M/L	
Value						
Landscape value	This site comprises a car park surrounded by trees. The site is surrounded by roads on three sides including the M4 motorway to the south. Croft Wood is located to the east of the site.					L
Visual value	This site is well contained with trees substantially obscuring views into the site. Trees along the southern boundary of this site are visible from Brimble Hill at the edge of the North Wessex Downs National Landscape at a distance of approximately 2km.				M/L	

#### Mitigation potential

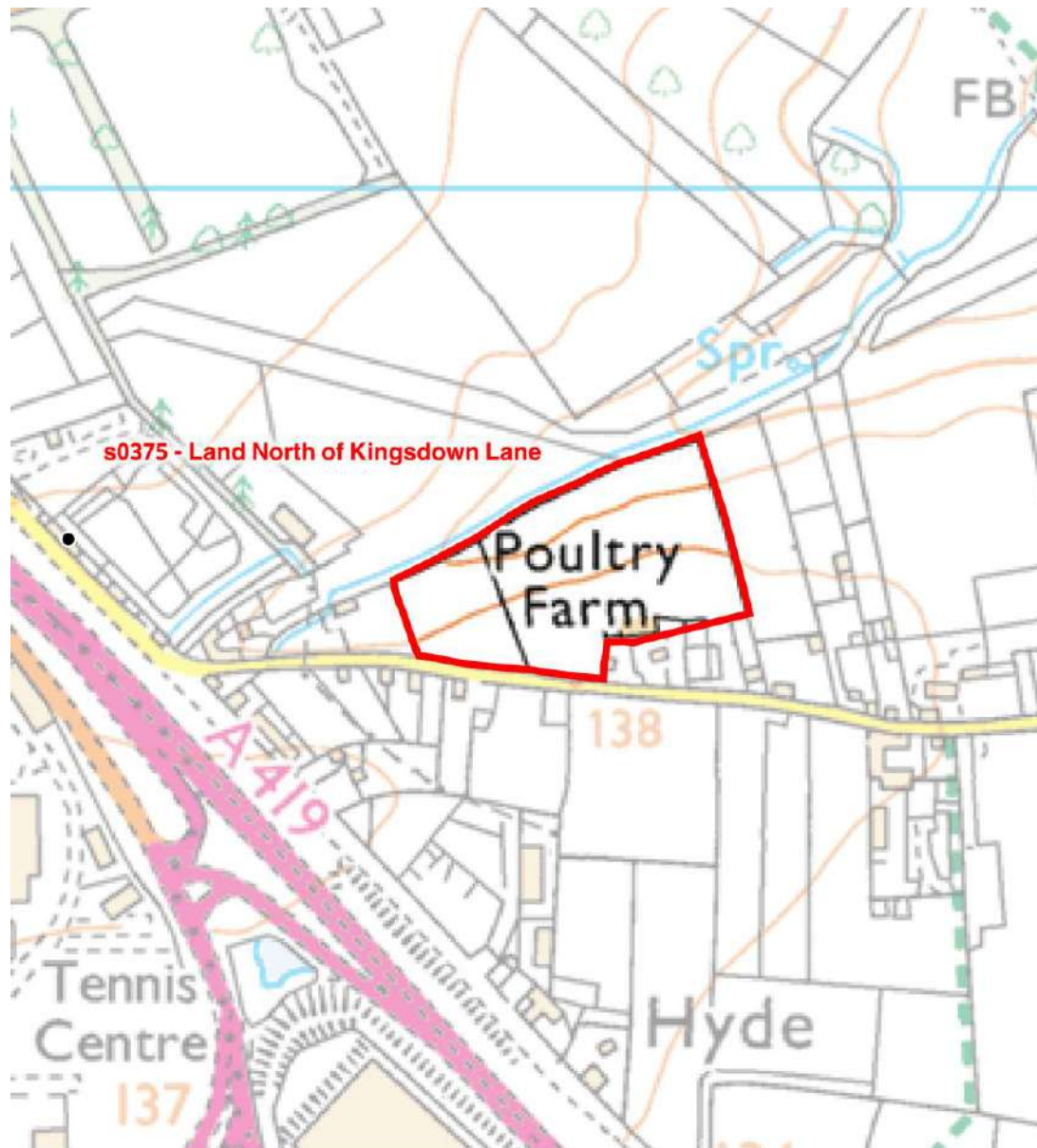
Trees surrounding the site should be retained and enhanced where possible to screen views of new development. The height of new buildings should be carefully designed to not adversely impact views from the North Wessex Downs National Landscape.

#### Overall landscape sensitivity (landscape, visual and value) of the site

This site is the former Wroughton Park and Ride and includes a car park surrounded by trees. Croft Wood is to the east of the site. This site is surrounded by roads on three sides, the M4 motorway to the south, Croft Road to the west and Pipers Way to the north. Trees along the southern boundary of this site are visible from Brimble Hill at the edge of the North Wessex Downs National Landscape at a distance of approximately 2km.

M/L

# 13 Site s0375: Land North of Kingsdown Lane



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□ s0375 - Land North of Kingsdown Lane

● Grade II Listed Building



0 100 200 m

PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0375 - Land North of Kingsdown Lane	SCALE@A4	1:4000
VERSION	LC-1246_s0375_1	DATE	18/02/2025

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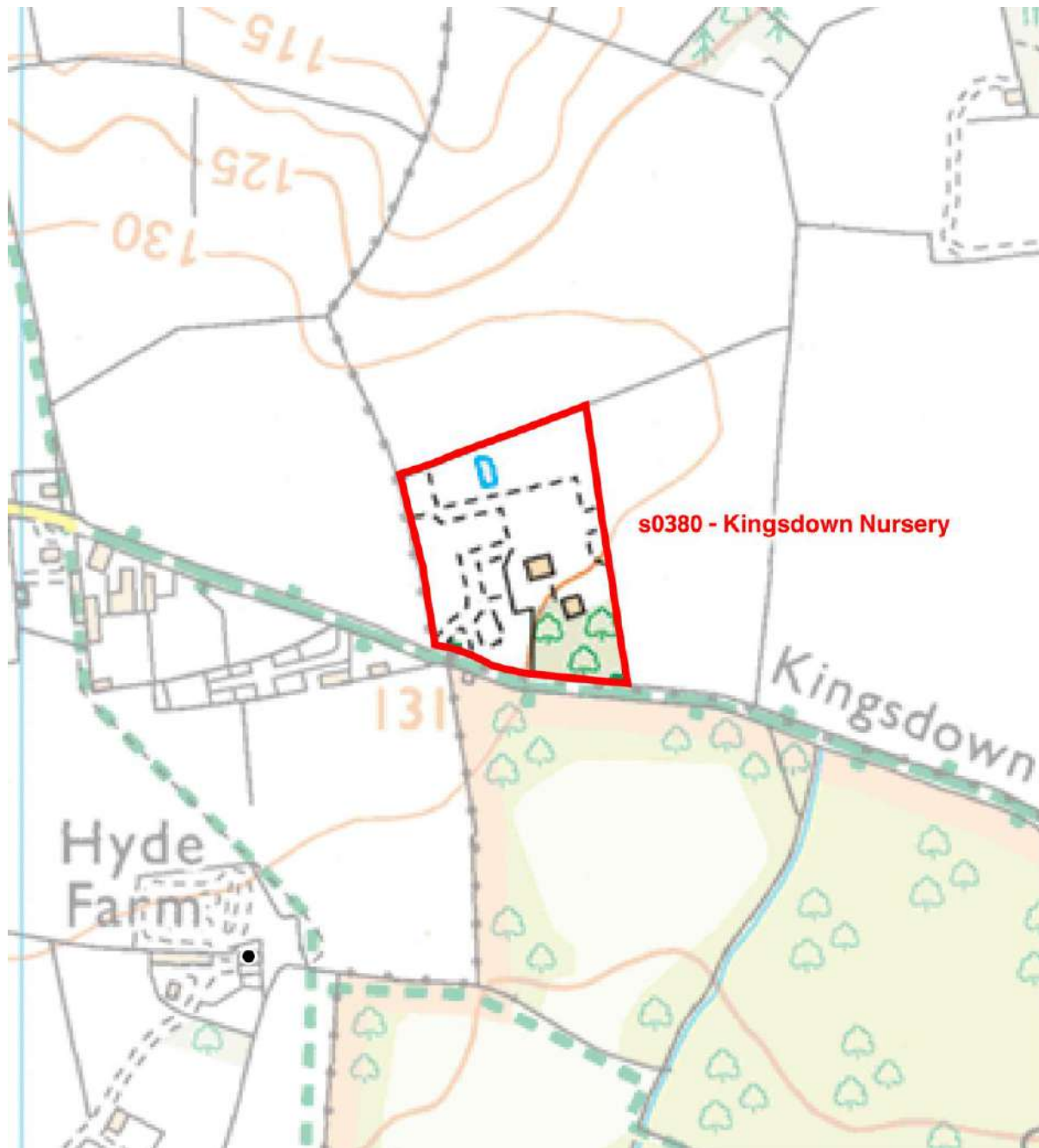
Site information	
	S0375
Site name	Land North of Kingsdown Lane
Location	North-west of Swindon
Site size	3.42ha
Development type	Residential
National Character Area	Midvale Ridge
Landscape Character Area (Swindon LCA)	Midvale Ridge
Date of site visit	06/02/25
Existing permissions	S/OUT/20/0549 (Outline application for the erection of 8 no. self-build dwellings) S/22/0705 (Erection of 3no. detached dwellings) S/21/1444 (Erection of 3no. dwellings)

H H/M M M/L L

Landscape susceptibility					
Scale and enclosure	The site comprises two fields, the eastern field is greater in size. The site is bounded by trees and hedgerows which create a strong sense of enclosure.				L
Landform	The topography across the site rises towards the south.				L
Landcover (including biodiversity)	The site mostly comprises two pastoral fields, divided and bounded by hedgerows with trees. The site contains hardstanding areas with industrial buildings.				L
Man-made influences	The site contains hardstanding areas with industrial buildings. Kingsdown Lane runs adjacent to the south of the site, whilst the A419 is located 240m to the east. The construction of residential development was in progress during the time of the site visit in February 2025.				L
Scenic quality and character	The scenic quality and character of the site is diminished by presence of industrial buildings within the site. Despite these influences, the western part of the site retains scenic rural qualities.			M/L	
Remoteness and tranquillity	The site is in close proximity to the urban edge of Swindon and the A419 road which contributes to vehicular noise. Remoteness and tranquillity levels are low.				L
Visual susceptibility					
Skylines and settings	Looking into the site from entrances along Kingsdown Lane, the skyline is defined by industrial buildings, hedgerows and trees.				L
Movement	Vehicles are visible along Kingsdown Lane and entering the industrial area within the site.			M/L	
Visibility, key views, vistas and typical receptors (both within and outside of each site)	Views into the site from surrounding visual receptors are substantially obscured by built form and vegetation. Views into the site from Kingsdown Lane are possible through field entrances. The interior of the site is not publicly accessible.				L
Views to and from important landscape and cultural	There are no cultural heritage or landscape features within or adjacent to the site.				L

Value			
Landscape value			L
Visual value			L
Mitigation potential			
Hedgerows and trees surrounding the site should be retained and enhanced to reduce visual impacts of new development from surrounding visual receptors.			
Overall landscape sensitivity (landscape, visual and value) of the site			
The site is comprised of pastoral fields and industrial buildings with hardstanding areas. Boundary hedgerows and trees substantially obscure views into the site from surrounding visual receptors. The site is in close proximity to the urban edge of Swindon and the A419 road which can be heard from the site.			M/L

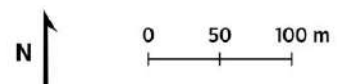
# 14 Site s0380: Kingsdown Nursery



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  s0380 - Kingsdown Nursery

● Grade II Listed Building



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0380 - Kingsdown Nursery	SCALE@A4	1:4000
VERSION	LC-1246_s0380_1	DATE	18/02/2025



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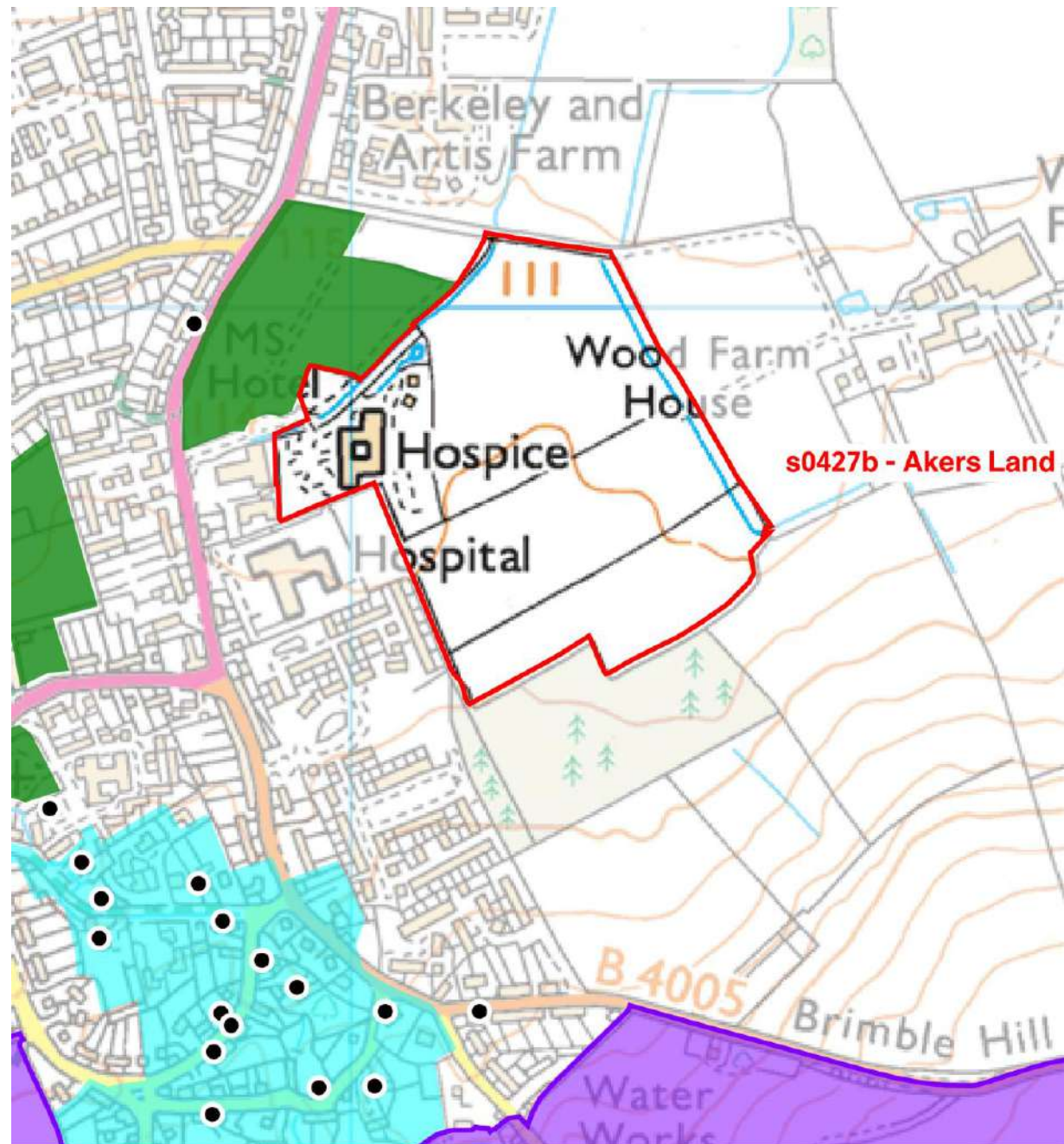


Site information	
	S0380
Site name	Kingsdown Nursery
Location	North of Swindon
Site size	2.86ha
Development type	Residential
National Character Area	Midvale Ridge
Landscape Character Area (Swindon LCA)	Midvale Ridge
Date of site visit	15/04/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						L
Landform						L
Landcover (including biodiversity)						L
Man-made influences					M/L	
Scenic quality and character					M/L	
Remoteness and tranquillity					M/L	
Visual susceptibility						
Skylines and settings						
Movement					M/L	
Visibility, key views, vistas and typical receptors (both within and outside of each site)					M/L	
Views to and from important landscape and cultural heritage features (both within and outside of each site)					M/L	

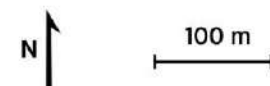
Value		
Landscape value	The site comprises previously developed land, surrounded by arable farmland and woodland.	M/L
Visual value	The site is well-contained with mature trees along site boundaries. A PRoW runs adjacent to the southern site boundary where filtered views into the site are possible, particularly during the winter months when foliage cover is reduced.	M/L
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		

# 15 Site s0427b: Akers Land



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- s0427b - Akers Land
- Wroughton Conservation Area
- North Wessex Downs NL
- OS Open Greenspace
- Grade II listed building



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	WE
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Site s0427b - Akers Land	SCALE@A4	1:5000
VERSION	LC-1246_s0427b_1	DATE	14/04/2025



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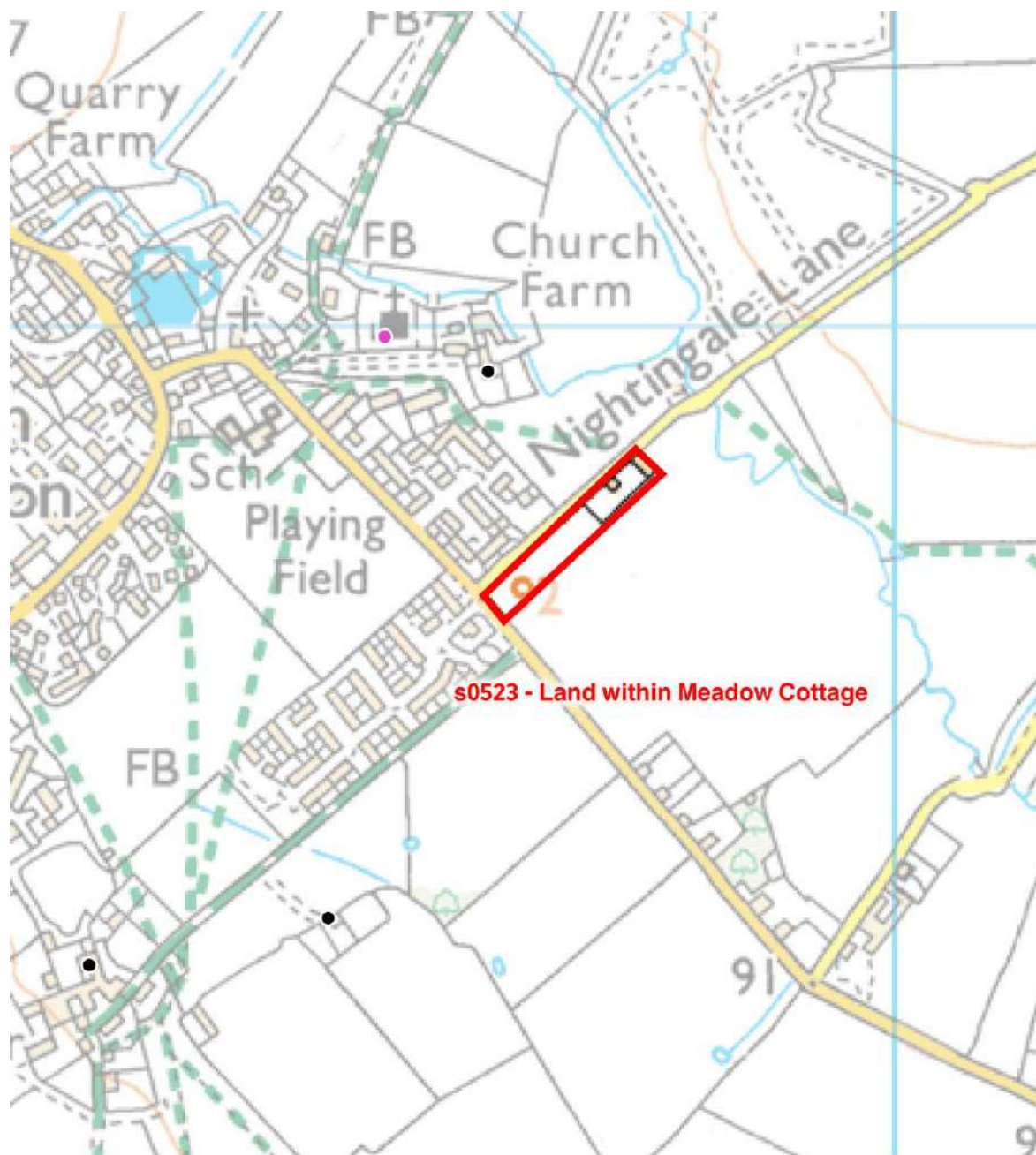
Site information				
Site name				
Location				
Site size				
Development type				
National Character Area	Upper Thames Clay Vales			
Landscape Character Area (Swindon LCA)				
Date of site visit				

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						
Landform						L
Landcover (including biodiversity)						
Man-made influences				M		
Scenic quality and character				M		
Remoteness and tranquillity				M		
Visual susceptibility						
Skylines and settings		H/M				
Movement		H/M				
Visibility, key views, vistas and typical receptors (both within and outside of each site)		H/M				

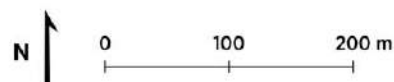
Views to and from important landscape and cultural heritage features (both within and outside of each site)		H/M
Value		
Landscape value		H/M
Visual value		H/M
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		
		H/M

# 16 Site s0523: Land within Meadow Cottage



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- s0523 - Land within Meadow Cottage
- Grade I Listed Building
- Grade II Listed Building



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0523 - Land within Meadow Cottage	SCALE@A4	1:4500
VERSION	LC-1246_s0523_1	DATE	18/02/2025

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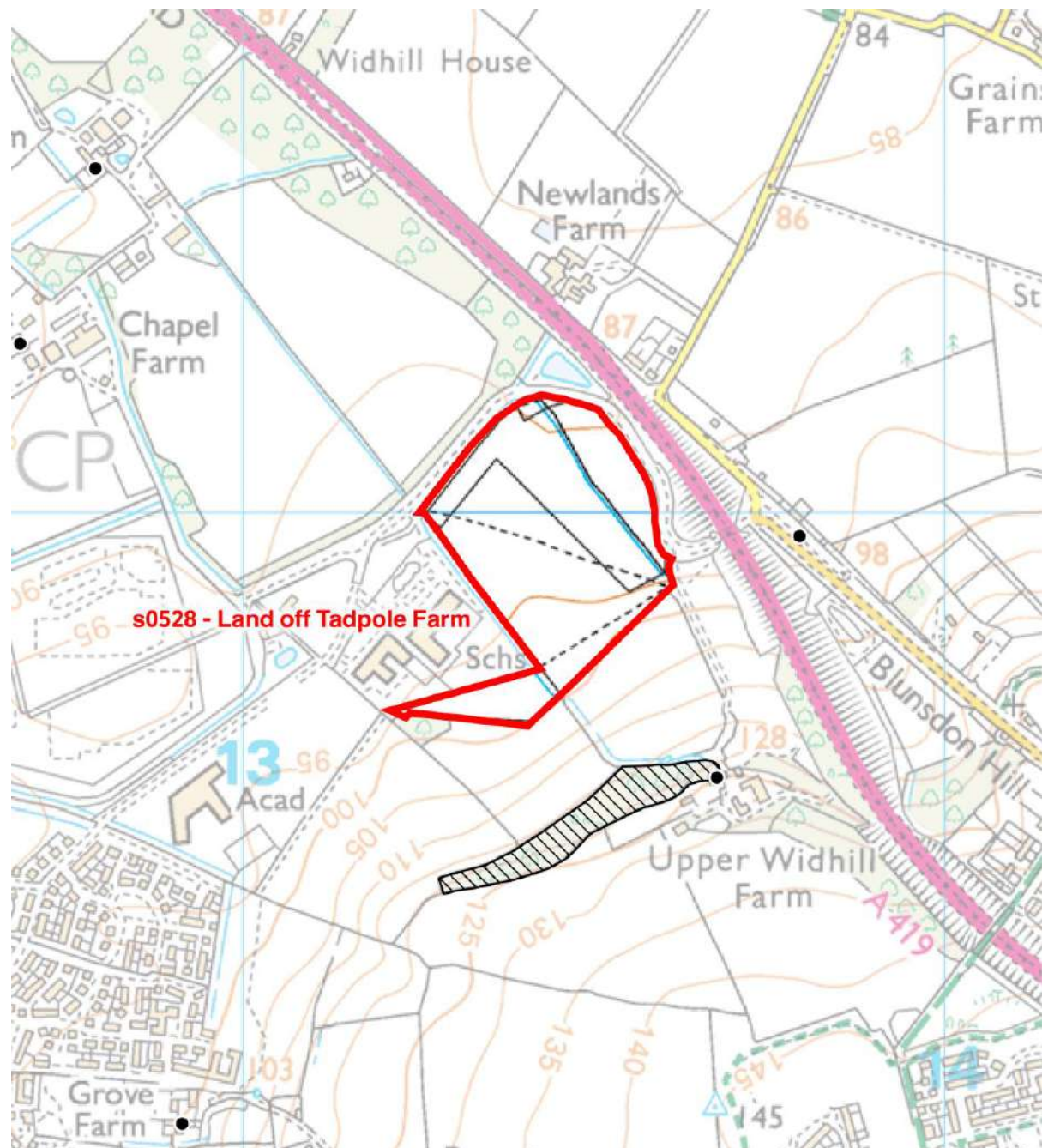


Site information	
	S0523
Site name	Land within Meadow Cottage
Location	North-west of Swindon; South Marston
Site size	0.61ha
Development type	Residential
National Character Area	Midvale Ridge
Landscape Character Area (Swindon LCA)	Vale of White Horse
Date of site visit	06/02/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						L
Landform						L
Landcover (including biodiversity)						L
Man-made influences					M/L	
Scenic quality and character					M/L	
Remoteness and tranquillity					M/L	
Visual susceptibility						
Skylines and settings						
Movement					M/L	
Visibility, key views, vistas and typical receptors (both within and outside of each site)					M/L	
Views to and from important landscape and cultural heritage features (both within and outside of each site)						L
Value						

	This site exhibits minimal positive landscape	
		L
Mitigation potential		
Hedgerows and trees should be retained and enhanced where possible, particularly along Old Vicarage Lane.		
Overall landscape sensitivity (landscape, visual and value) of the site		
This small site comprises a rectangular shape within a larger field to the south of South Marston. The site is surrounded by roads and existing residential development to the north and east. Hedgerows and trees line the site boundaries along Nightingale Lane and Old Vicarage Lane.		M/L

# 17 Site s0528: Land off Tadpole Farm



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s0528 - Land off Tadpole Farm

● Grade II Listed Building

Ancient Woodland



0 100 200 m

PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0528 - Land off Tadpole Farm	SCALE@A4	1:7000
VERSION	LC-1246_s0528_1	DATE	18/02/2025



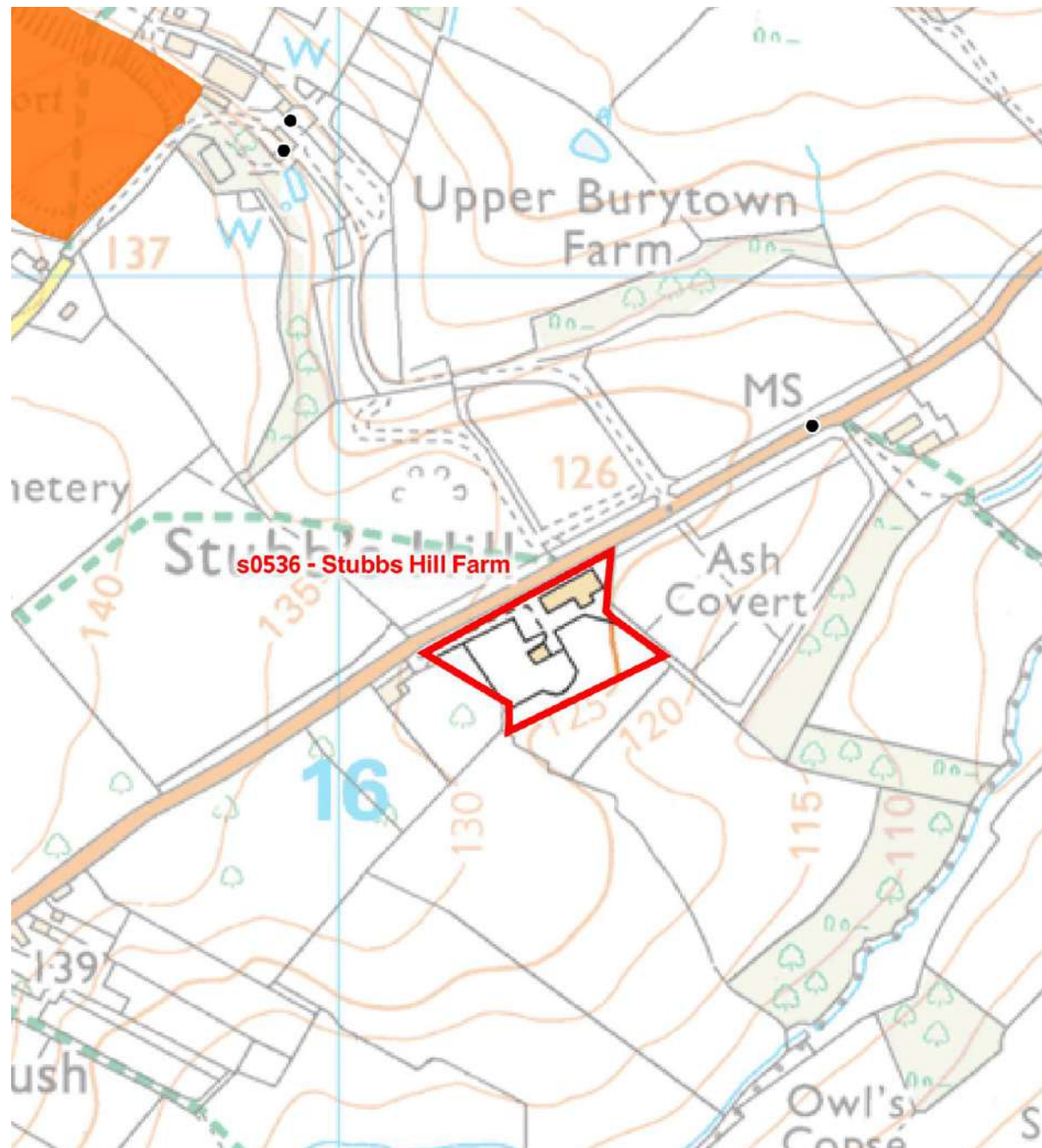
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Site information	
	S0528
Site name	Land off Tadpole Farm
Location	North of Tadpole Garden Village
Site size	10.07ha
Development type	Residential
National Character Area	Upper Thames Clay Vales
Landscape Character Area (Swindon LCA)	Thames Vale
Date of site visit	06/02/25

		H	H/M		M/L	L
Landscape susceptibility						
Scale and enclosure						
Landform				M		
Landcover (including biodiversity)					M/L	
Man-made influences				M		
Scenic quality and character				M		
Remoteness and tranquillity					M/L	
Visual susceptibility						
Skylines and settings				M		
Movement					M/L	
Visibility, key views, vistas and typical receptors (both within and outside of each site)					M/L	
Views to and from important landscape and cultural heritage features (both within and outside of each site)					M/L	
Value						

Visual value		M/L
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		
		M

# 18 Site s0536: Stubbs Hill Farm



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- s0536 - Stubbs Hill Farm
- Scheduled Monument
- Grade II Listed Building



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	WE
TITLE	Site s0536 - Stubbs Hill Farm	SCALE@A4	1:5000
VERSION	LC-1246_s0536_1	DATE	18/02/2025

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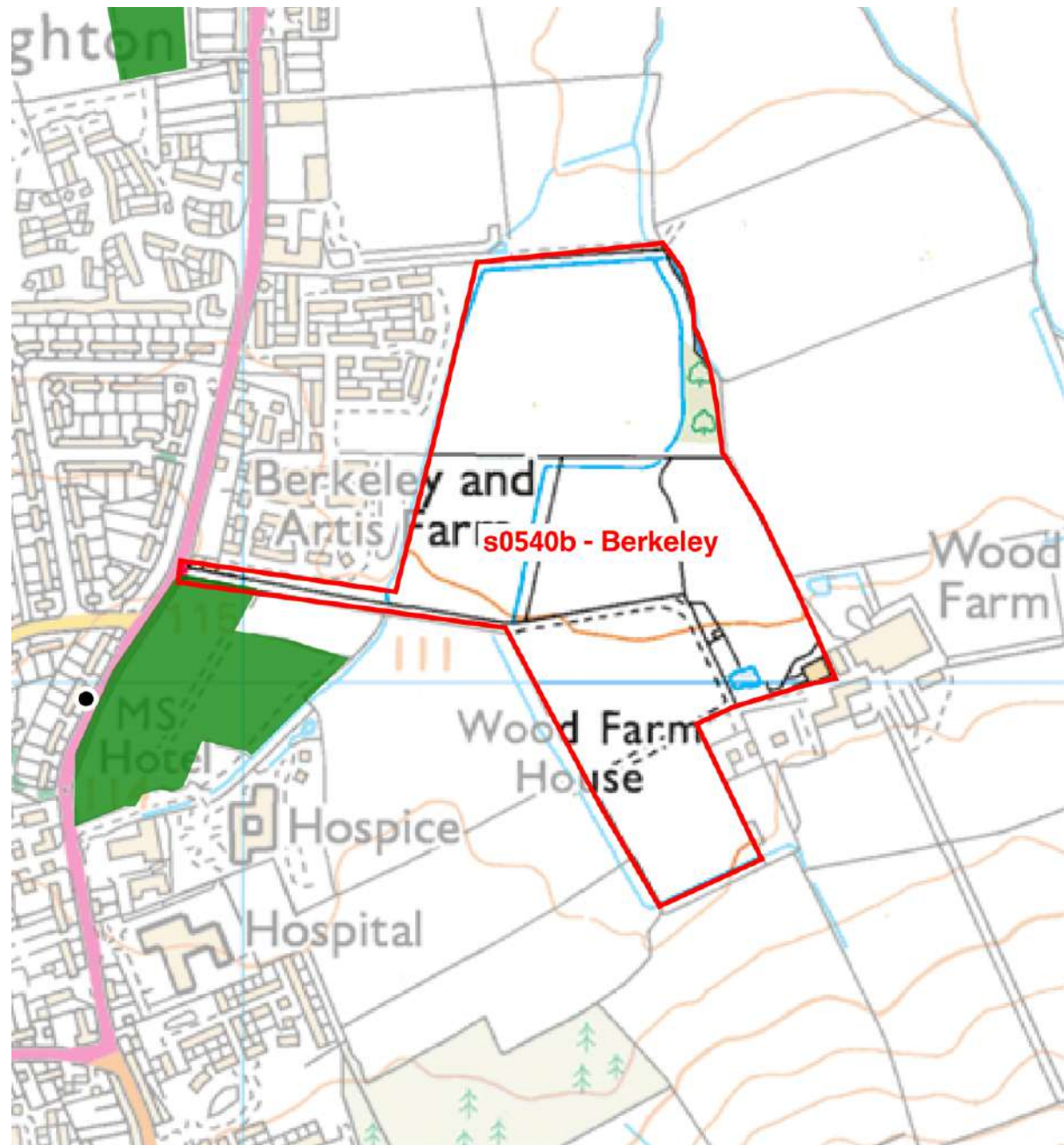


Site information	
	S0536
Site name	Stubbs Hill Farm
Location	North of Swindon; Broad Blunsdon
Site size	1.93ha
Development type	Not specified
National Character Area	Midvale Ridge
Landscape Character Area (Swindon LCA)	Midvale Ridge
Date of site visit	06/02/25

		H	H/M		M/L	L
Landscape susceptibility						
Scale and enclosure						L
Landform						L
Landcover (including biodiversity)					M/L	
Man-made influences				M		
Scenic quality and character				M		
Remoteness and tranquillity					M/L	
Visual susceptibility						
Skylines and settings				M		
Movement					M/L	
Visibility, key views, vistas and typical receptors (both within and outside of each site)					M/L	
Views to and from important landscape and cultural heritage features (both within and outside of each site)						L
Value						

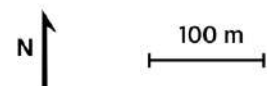
Visual value		M/L
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		
		M

# 19 Site s0540b: Berkeley



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- s0540b - Berkeley
- Grade II listed building
- OS Open Greenspace



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	WE
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Site s0540b - Berkeley	SCALE@A4	1:5000
VERSION	LC-1246_s0540b_1	DATE	14/04/2025

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Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	
Landscape Character Area (Swindon LCA)	
Date of site visit	

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure	This site comprises medium/large scale fields of pasture. Fields are divided and partially enclosed by hedgerows with trees, including some low hedgerows.			M		
Landform	Topography across the site is relatively flat.					L
Landcover (including biodiversity)	Land cover comprises pastoral fields grazed by cows with mature hedgerows and trees delineating fields. A small block of deciduous woodland is present to the north-east of the site.	H/M				
Man-made influences	This site is situated at the eastern edge of Wroughton. A solar farm is present within this site. A private driveway accessing Wood Farm crosses through the site. A single residential dwelling is present within the site, near Wood Farm. The landscape to the east is rural in character. The M4 motorway is approximately 450m from the site at its closest point. Utility cables intersect the site.			M		
Scenic quality and character	This site is characterised by pastoral farmland containing mature hedgerows, and is in close proximity to the North Wessex Downs National Landscape.	H/M				
Remoteness and tranquillity	Despite the proximity to the village of Wroughton, the site has a strong sense of remoteness. Levels of tranquillity are diminished by surrounding built form and vehicular noise from the nearby M4 motorway, however these increase towards the south and east of the site.			M		
Visual susceptibility						
Skylines and settings	This site is within the setting of the North Wessex Downs National Landscape. The northern escarpment rises to the south of the site.	H/M				
Movement	A private driveway accessing Wood Farm crosses through the site. This site is well enclosed from surrounding roads, however some movement is visible from the B4005 along Brimble Hill. Infrequent movement from agricultural vehicles within and surrounding the site is likely. The M4 motorway is audible from the site.			M		

		H/M
Views to and from important landscape and cultural heritage features (both within and outside of each site)		H/M
Value		
Landscape value	This site is in close proximity to the North Wessex Downs National Landscape. Hedgerow networks delineating the site provide ecological connectivity, including to Burderop Wood SSSI which is located approximately 500m to the east of the site.	H/M
Visual value	This site is visible from the North Wessex Downs National Landscape.	H/M
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		
		H/M

## 20 Independent landscape technical review of sites determined as 'red' for landscape sensitivity by SBC

### 20.1 Introduction

20.1.1 As part of the process of assessing sites, SBC undertook an in-house screening assessment of landscape sensitivity of all submitted sites to assist in refining the site allocations. SBC's assessment determined each site to be either 'green', 'amber' or 'red' (RAG) for landscape sensitivity. SBC commissioned Lepus to undertake an independent landscape technical review (LTR) 'on the principle of development' of sites which received a 'red' rating by SBC on landscape terms, to assist the Council's approach to site selection.

### 20.2 Landscape technical review

20.2.1 Lepus has undertaken an independent technical review of landscape sensitivity for 82 sites which received a 'red' rating by SBC listed in **Table 20.2**. This is an early filtering exercise to inform the site selection process. This review is not intended to serve as a diagnostic mechanism. A comprehensive evaluation in landscape terms will require a Landscape and Visual Impact Assessment (LVIA). For each site, Lepus has provided an opinion on SBC's assessment and comments for each site.

20.2.2 Any site in which the conclusions of the LTR differed from the Council's 'red' assessment i.e. those which Lepus have assessed to be 'amber' or 'green' for landscape, have been evaluated in more detail using the LSA methodology that was applied to the site allocations (see **Chapters 21 to 25**).

20.2.3 The Council's RAG landscape site assessment methodology was informed by the following criteria:

- Is it likely to alter the setting of / views from, the North Wessex Downs National Landscape?
- Is it likely to have visual impacts?
- Is it likely to have landscape (or townscape) character impacts?
- Is it likely to have impacts on access to green space - PRoW, open access land or public open space?
- Are there likely to be any cumulative landscape impact issues?
- Will the scheme adversely affect any designations such as TPO, National Landscape or the landscape setting of such?

20.2.4 For the purpose of the LTR undertaken by Lepus, landscape sensitivity definitions for 'green', 'amber' or 'red' are set out in **Table 20.1**.



**Table 20.1:** *Levels of sensitivity definitions*

Red	
Amber	
Green	

**Table 20.2:** *Technical review of sites determined as 'red' for landscape by SBC*

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0015				Red	
s0018				Red	
s0019				Red	Potential visual impacts from Lydiard Park (Country Park and Registered Park & Garden). Almost duplicate of site S0019b.
s0019b				Red	Almost duplicate of site S0019; see above.
s0022				Red	
s0027				Red	
s0028				Red	
s0030				Red	
s0030b				Red	Comprises large area of S0030; see above.

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0032 s0032b s0032d				Red	Large site with Topography gently rising from west to east. Development at this location would disrupt green corridor surrounding Tadpole Garden Village. Development at this location likely to be highly visible from surrounding visual receptors, particularly to the south-east where the topography rises towards Upper Widhill Farm and Blunsdon St Andrew.
s0032c				Red	Topography gently rising from west to east. Development at this location would disrupt green corridor surrounding Tadpole Garden Village. Part of sites s0032 and s0379.
s0034				Red	Southern site boundary meets northern edge of North Wessex Downs National Landscape escarpment. PRowS (footpaths) cross through site. Potential impact on views towards Upper Wanborough and Liddington Hill from PRowS and 'The Marsh' road.
s0037				Red	Development at this site has potential to overwhelm the small-scale linear settlement pattern at the village of Sevenhampton. Site includes part of Sevenhampton Conservation Area and PRowS (footpaths) cross through site.
s0039				Red	Site located within North Wessex Downs National Landscape. Encompasses part of scheduled monument 'Medieval Settlement Remains at Overtown'. Adjacent to ancient woodland at Coombe Bottom. PRow (footpath) crosses through northern part of site.
s0041				Red	Site located within North Wessex Downs National Landscape. Development at this location likely to be visible from surrounding PRowS including from Ridgeway National Trail at Barbury Castle. A PRow (footpath) runs along the southern site boundary. Northern half of site encompasses part of scheduled monument 'Medieval Settlement Remains at Overtown'. Southern half of site includes linear blocks of deciduous woodland.
s0043				Red	Large site extending into open countryside including Nightingale Wood. PRowS cross through site. The River Cole follows part of the eastern boundary. Site includes a solar farm at Roves Farm.
s0047				Red	Coincides with s0019 and s0019b.
s0048				Red	

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
					affected by development at this location. Adjacent to two Conservation Areas: 'Lower Blunsdon' and 'Broad Blunsdon'. Almost duplicate of s0048c.
s0048b				Red	Comprises western part of site s0048 (see above).
s0048c				Red	Almost duplicate of site s0048 (see above).
s0051				Red	
s0060				Red	
s0065				Red	
s0071				Red	
s0072b				Red	
s0076				Red	
s0078				Red	

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0079				Red	Lower Wanborough Conservation Area covers half of this site. A PRoW (footpath) crosses through site centre.
s0293				Red	Site likely of high recreational value for local residents.
s0371				Red	
s0373				Red	
s0377				Red	
s0378				Red	
s0379				Red	
s0419				Red	Surrounded by open countryside. Disconnected from Highworth.

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0419b				Red	Surrounded by open countryside. Disconnected from Highworth.
s0425				Red	
s0427				Red	
s0428				Red	
s0429				Red	
s0432				Red	
s0439				Red	
s0442				Red	



Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0452	West of West Leaze Farm, Mill Lane, Swindon	0.46	Not specified	<b>Amber</b>	See LSA in <b>Chapter 24</b> .
s0456	Stanton Waters Farm	17.17	Not specified	Red	Surrounded by open countryside. B4019 runs along northern boundary. PRoW (footpath crosses through site). Bydemill Brook adjacent to site. Includes blocks of deciduous woodland. Stanton Fitzwarren Conservation Area approximately 200m to the south of the site.
s0478	Former STW site	5.96	Not specified	Red	PRoW (footpath) adjacent to eastern site boundary. Solar farm to north. Accessible areas of young deciduous woodland to east and west (Blackhorse Farm Woods). Tall communications mast in north-west corner of site. Pumping station within the site. Site is disconnected from Wroughton urban area by playing fields.
s0479	Land north of Ridgeway School	5.15	Not specified	Red	The site includes sports pitches which hold recreational value. Adjacent to accessible young deciduous woodlands to the west (Blackhorse Farm Woods). Surrounded by PRoWs with views across site. Wroughton Timberland Trail runs along western site boundary.
s0481	Wrag Barn Golf Club	2.38	Residential	Red	Site comprises part of a golf course which holds recreational value. Surrounded by open countryside and disconnected from Highworth.
s0483	Land at Eastrop, Highworth	13.80	Not specified	Red	Development at this site would be highly visible and disrupt long-distance rural views to the east from Roundhills Mead and local residents at Highworth. A PRoW (footpath) runs along northern boundary. Site likely to be visible from Grade II Listed Building 'Gateways' to the south. Scheduled monument within site; 'Medieval settlement and associated ridge and furrow south-west of Eastrop Farm'.
s0486	Green Land East	50.75	Not specified	Red	Large site surrounded by open countryside. Likely visibility from the North Wessex Downs National Landscape. Delineated by small watercourse on the western boundary. Adjacent to Grade II Listed Building 'Lower Earls court Farmhouse'.
s0487	Prior's Hill, Wroughton	4.94	Residential	Red	Within the North Wessex Downs National Landscape. Adjacent to Wroughton Conservation Area. Rising topography from north to south. PRoW (footpath) crosses through site centre. Bounded by woodland to west and residential development to east and north.

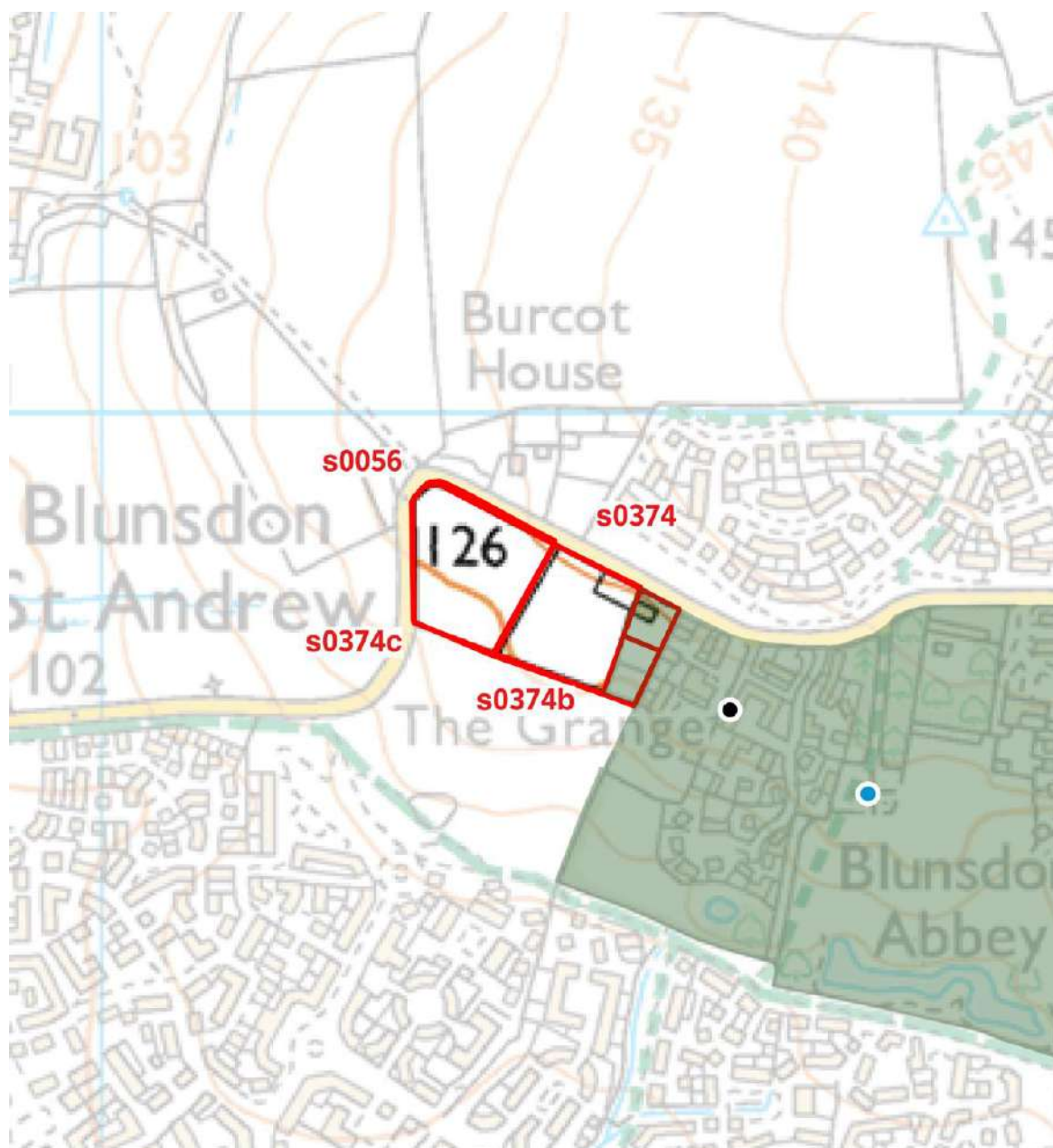
Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0488	Former Highworth Golf Course	41.22	Not specified	Red	Former golf course now public open greenspace which holds recreational value. PRoWs (footpaths) cross through site. Blocks of deciduous woodland and trees scattered across site.
s0493	Land at Longfield Farm, Lower Village, Blunsdon	49.33	Not specified	Red	Large rural site adjacent to Lower Blunsdon Conservation Area. PRoWs (footpaths) cross through site. Development potentially visible from 'Hillfort and Lynchets on Castle Hill' scheduled monument.
s0500	Lower Burytown Farm	481.84	Residential	Red	Vast area of open countryside encompassing a mosaic of fields, mostly arable. Includes areas of deciduous woodland including ancient woodlands at Ashmead Brake and Crabtree Copse. Part of Hannington Conservation Area within site to north. Listed building 'Lower Burytown Farmhouse' (Grade II) within site. PRoWs (footpaths and bridleways) cross through the site. The topography rises towards Hannington to the north-east and rises towards Castle Hill to the south-west.
s0503	Land at Redlands Airfield (parcels A, B and C)	36.18	Not specified	Red	Site surrounded by open countryside within an area of raised downland. Likely to overwhelm and largely alter the character of small, isolated settlements such as Horpit, as well as Wanborough. Development likely visible from visual receptors within the North Wessex Downs National Landscape. PRoW (footpath) within the site.
s0503b	Horpit Farm	18.59	Not specified	Red	Lies within s0503 (see above). Site surrounded by open countryside. Site surrounded by open countryside within an area of raised downland. Likely to overwhelm and largely alter the character of small, isolated settlements such as Horpit, as well as Wanborough. Development likely visible from visual receptors within the North Wessex Downs National Landscape. PRoW (footpath) within the site.
s0503c	Billy Gibbs Field	7.51	Not specified	Red	Lies within s0503 (see above). Site surrounded by open countryside. Site surrounded by open countryside within an area of raised downland. Likely to overwhelm and largely alter the character of small, isolated settlements such as Horpit, as well as Wanborough. Development likely visible from visual receptors within the North Wessex Downs National Landscape. PRoW (footpath) within the site.
s0503d	Breach Farm	5.93	Not specified	Red	Lies within s0503 (see above). Site surrounded by open countryside within an area of raised downland. Likely to overwhelm and largely alter the character of small, isolated settlements such as Horpit, as well as Wanborough. Development likely visible from visual receptors within the North Wessex Downs National Landscape. PRoW (footpath) within the site.

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0507				Red	
s0510				Red	
s0511				Red	
s0516				Red	Small rural site surrounded by open countryside. Disconnected from nearby settlements.
s0517				Red	Small rural site surrounded by open countryside. Disconnected from nearby settlements.
s0518				Red	
s0529a				Red	
s0529b				Red	
s0537				Red	Large site including deciduous woodlands surrounded by open countryside. Watercourse runs along south-eastern boundary.
s0539				Red	

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0540				Red	
s0541				Red	
s0546				Red	
s0548				Red	
s0549				Red	Surrounded by open countryside with areas of deciduous woodland within and adjacent to the site. Disconnected from nearby settlements.
s0550				Red	
s0554				Red	

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0561				Red	
s0562				Red	Scheduled monument 'Hillfort and Lynchets on Castle Hill' located outside of site in close proximity to north.
s0563				Red	

## 21 Sites s0056, s0374, s0374b, and s0374c: Stepside



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  s0056, s0374, s0374b and s0374c - Stepside    ● Grade II Listed Building

  Blunsdon St Andrew Conservation Area    ● Grade II\* Listed Building



0 50 100 m

PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Sites s0056, s0374, s0374b and s0374c - Stepside	SCALE@A4	1:4000
VERSION	LC-1246_s0374 sites_1	DATE	14/07/2025

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Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	
Landscape Character Area (Swindon LCA)	
Date of site visit	

		H	H/M			
Landscape susceptibility						
Scale and enclosure						L
Landform						
Landcover (including biodiversity)						M/L
Man-made influences						M/L
Scenic quality and character						M/L
Remoteness and tranquillity						M/L
Visual susceptibility						
Skylines and settings						
Movement						M/L
Visibility, key views, vistas and typical receptors (both within and outside of each site)						M/L
Views to and from important landscape and cultural heritage features (both within and outside of each site)					M	

Value		
Landscape value		
Visual value		M/L
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		
		M

## 22 Site s0228: Verge between Lynt Road and WPS



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  s0228 - Verge between Lynt Road and WPS

Upper Inglesham Conservation Area

● Grade II Listed Building



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Site s0228 - Verge between Lynt Road and WPS	SCALE@A4	1:2400
VERSION	LC-1246_s0228_1	DATE	08/07/2025

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Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	
Landscape Character Area (Swindon LCA)	
Date of site visit	

Landscape susceptibility		H	H/M			
Scale and enclosure						
Landform					M/L	
Landcover (including biodiversity)					M/L	
Man-made influences					M/L	
Scenic quality and character				M		
Remoteness and tranquillity				M		

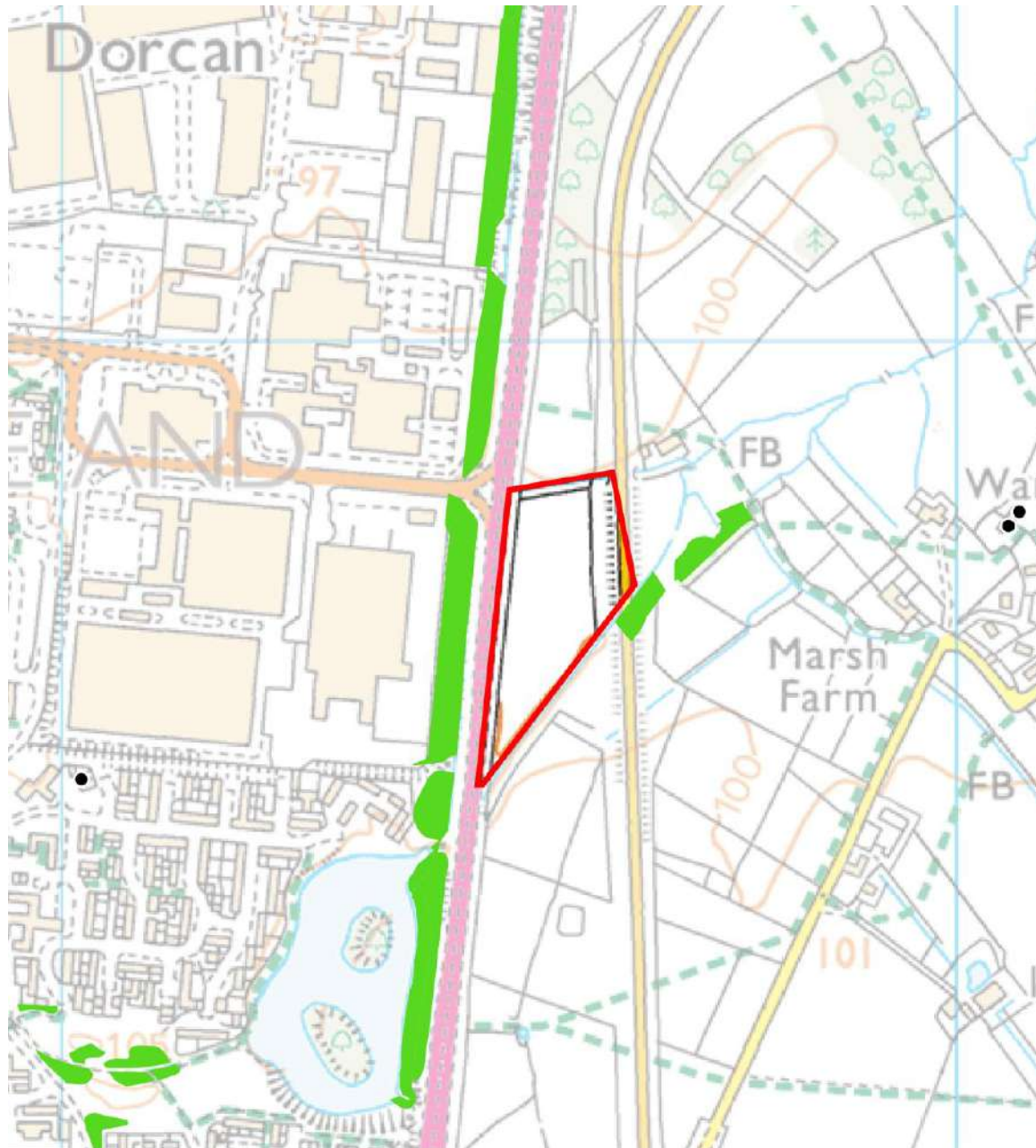
  

Visual susceptibility					
Skylines and settings					
Movement		M			
Visibility, key views, vistas and typical receptors (both within and outside of each site)				M/L	
Views to and from important landscape and cultural heritage features (both within and outside of each site)		M			

Value		
Landscape value		
Visual value		M
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		

<sup>24</sup> Swindon Borough Council (2009) Upper Inglesham Conservation Area Appraisal and Management Plan. Available at: [https://www.swindon.gov.uk/download/downloads/id/5260/conservation\\_area\\_appraisal\\_-\\_upper\\_inglesham.pdf](https://www.swindon.gov.uk/download/downloads/id/5260/conservation_area_appraisal_-_upper_inglesham.pdf) [Date accessed: 10/07/25]

## 23 Site s0442b: Land south west of Thistle Field Farm

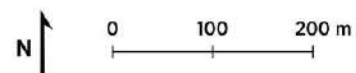


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**s0442b - Land south west of Thistle Field Farm**

● Grade II Listed Building

■ Deciduous woodland priority habitat



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Site s0442b - Land south west of Thistle Field Farm	SCALE@A4	1:5500
VERSION	LC-1246_s0442b_1	DATE	08/07/2025

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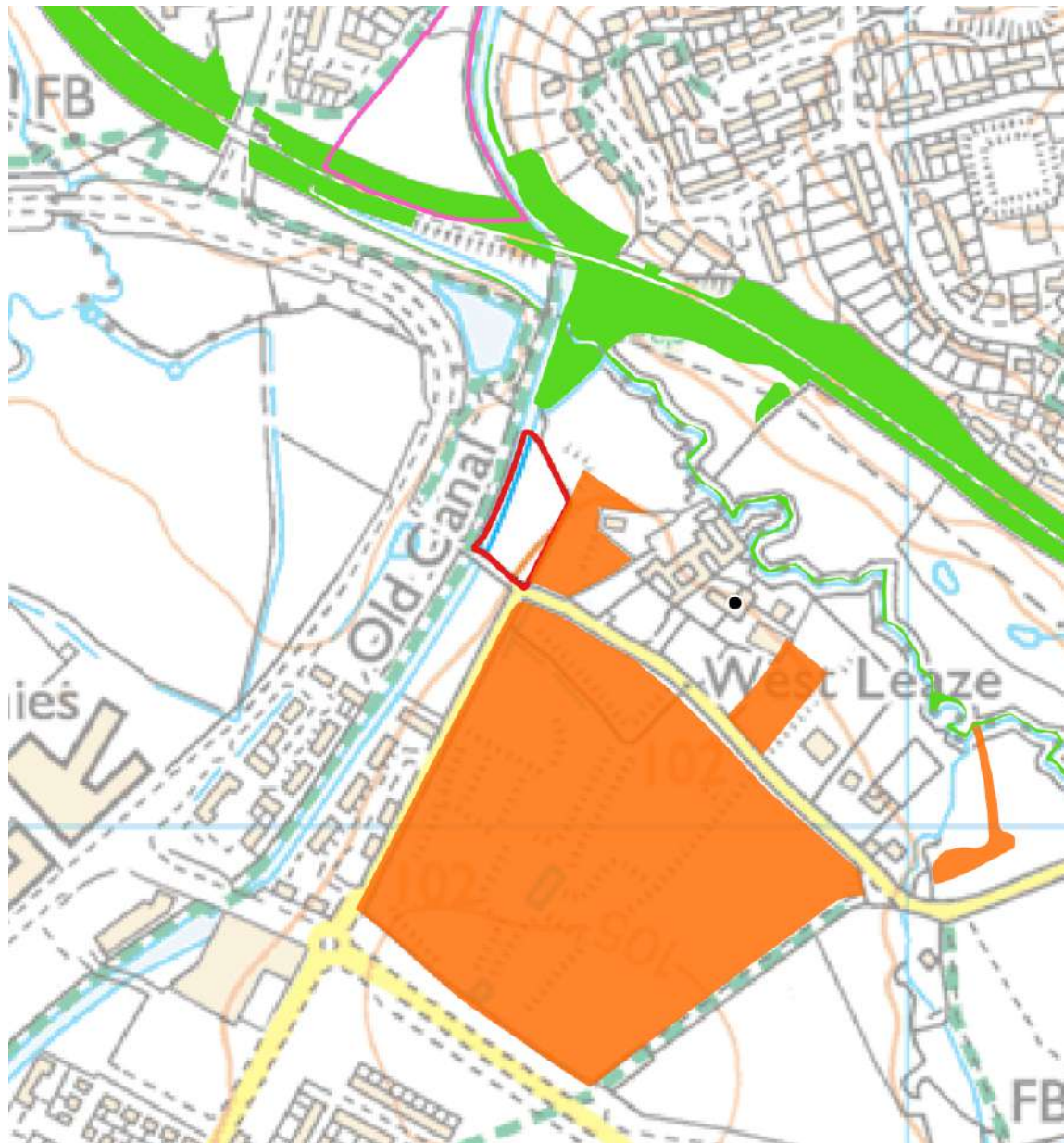


Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	
Landscape Character Area (Swindon LCA)	
Date of site visit	
Note	

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure						
Landform						L
Landcover (including biodiversity)						L
Man-made influences						L
Scenic quality and character					M/L	
Remoteness and tranquillity					M/L	
Visual susceptibility						
Skylines and settings	The escarpment of the North Wessex Downs National Landscape is visible to the south, whilst historic settlement Wanborough is visible on the hill to the east of the site.			M		
Movement	There is a strong sense of movement from passing traffic along the A419.					L
Visibility, key views, vistas and typical receptors (both within and outside of each site)	Intervisibility between vegetation provides far-reaching views towards surrounding countryside to the east and south. Views are enclosed towards the west.			M		
Views to and from important landscape and cultural heritage features (both within and outside of each site)	The North Wessex Downs National Landscape is partially visible towards the south of the site.			M		

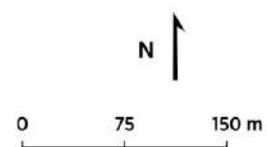
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## 24 Site s0452: West of West Leaze Farm



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- s0452 - West of West Leaze Farm
- Deciduous woodland priority habitat
- Grade II Listed Building
- Rushey Platt Canalside Park LNR
- Scheduled Monument



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Site s0452 - West of West Leaze Farm	SCALE@A4	1:4000
VERSION	LC-1246_s0452_1	DATE	11/08/2025

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Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	
Landscape Character Area (Swindon LCA)	
Date of site visit	
Note	

Landscape susceptibility		H	H/M			
Scale and enclosure						
Landform						L
Landcover (including biodiversity)						L
Man-made influences					M/L	
Scenic quality and character					M/L	
Remoteness and tranquillity					M/L	

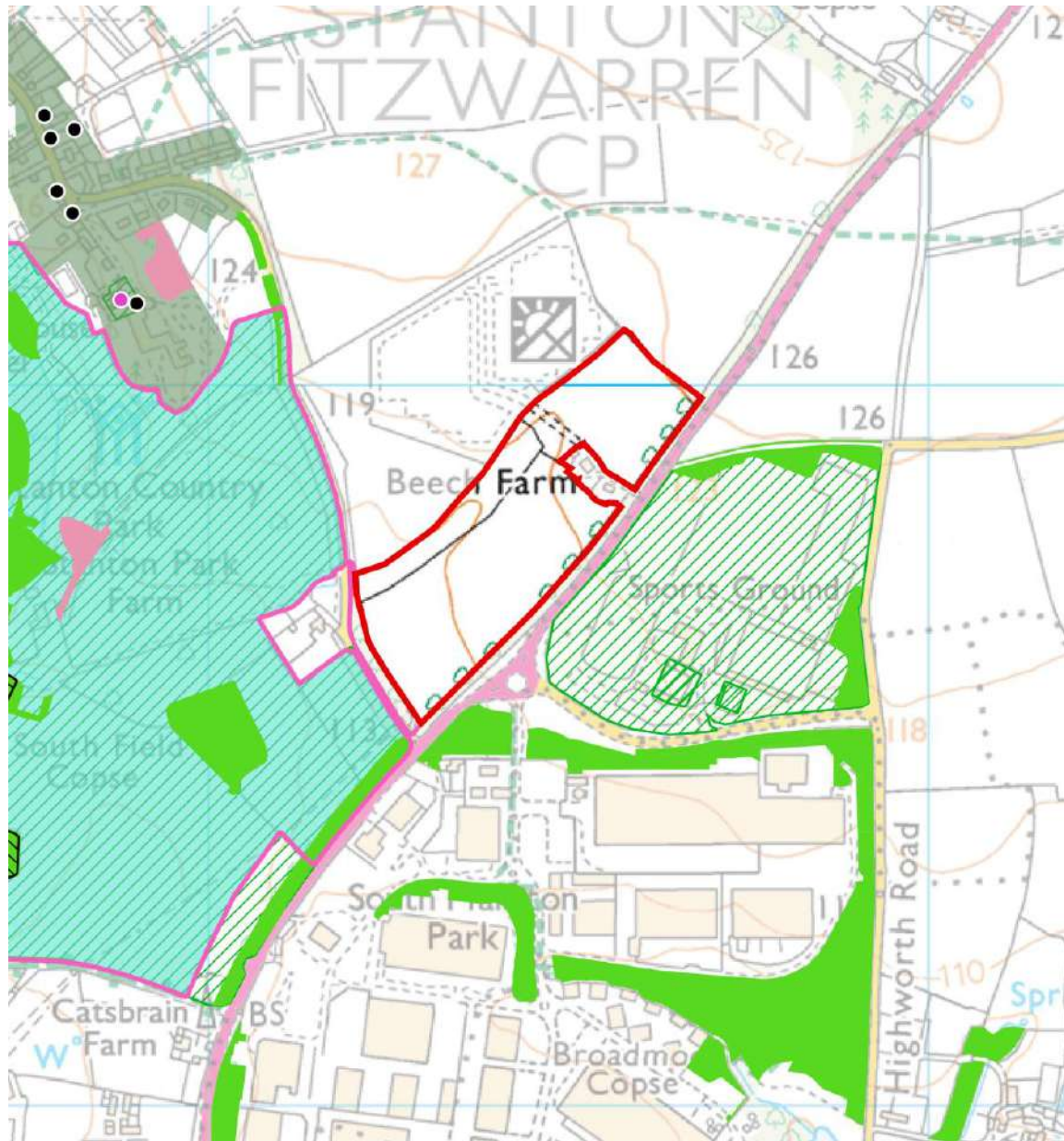
  

Visual susceptibility	
Skylines and settings	
Movement	
Visibility, key views, vistas and typical receptors (both within and outside of each site)	
Views to and from important landscape and cultural heritage features	

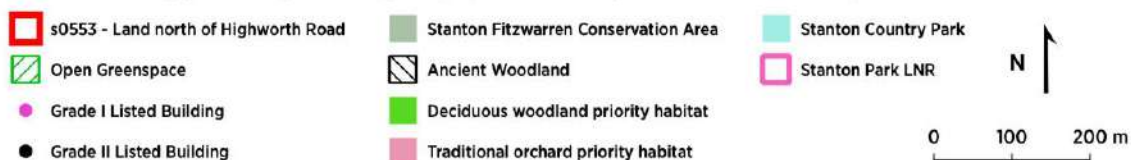
Value		
Landscape value	A PROW is located alongside the canal which lies adjacent to the site, connecting to Beavan's Bridge, a single arch stone bridge over the canal connecting Peglars Way to Mill Lane. The site forms the setting of heritage assets including the 'Medieval Settlement and adjacent Ridge and Furrow, West Leaze' Scheduled Monument and Grade II Listed Building 'West Leaze Farmhouse'. The site has potential to increase coalescence between Wichelstowe and Swindon.	M
Visual value	Distant views towards the wooded escarpment of the North Wessex Downs National Landscape are visible to the south of the site. Filtered views are possible towards the adjacent 'Medieval Settlement and adjacent Ridge and Furrow, West Leaze' Scheduled Monument, and Grade II Listed Building 'West Leaze Farmhouse'.	M
Mitigation potential		
Overall landscape sensitivity (landscape, visual and value) of the site		



## 25 Site s0553: Land north of Highworth Road



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PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Site s0553 - Land north of Highworth Road	SCALE@A4	1:7000
VERSION	LC-1246_s0553_1	DATE	08/07/2025

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www.lepusconsulting.com



Site information	
Site reference	s0553
Site name	Land north of Highworth Road
Location	North of South Marston
Site size	9.76ha
Development type	Residential
National Character Area	Midvale Ridge
Landscape Character Area (Swindon LCA)	Midvale Ridge
Date of site visit	09/07/25

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure	The site comprises one large, pastoral field, bounded and well-enclosed by tall hedgerows and trees.					L
Landform	The site slopes gently upwards towards the northeastern edge.				M/L	
Landcover (including biodiversity)	A pastoral landscape grazed by horses is delineated by a combination of unmanaged and mature hedgerows. The site is located within 25m of the Stanton Country Park Nature Reserve.				M/L	
Man-made influences	Utility poles intersect the site. Industrial farm buildings are located towards the northern section of the site. Highworth Road runs adjacent to the eastern site boundary and acts as an auditory detractor. A smaller road ;'The Avenue' runs adjacent to the western boundary. Solar panels are located adjacent to the site to the northwest.					L
Scenic quality and character	The site is located in a pastoral setting with a large open field, however; scenic quality is low where utility poles dominate the site.				M/L	
Remoteness and tranquillity	The site retains some sense of remoteness where it connects to surrounding countryside and nearby small settlements, however, tranquillity is low where traffic is highly audible from the adjacent road.				M/L	
Visual susceptibility						
Skylines and settings	Skyline views are largely enclosed and dominated by boundary trees.					L
Movement	Filtered views of vehicular movement along Highworth Road and The Avenue are visible through the trees, as well as occasional movement from farm vehicles.			M		
Visibility, key views, vistas and typical receptors (both within and outside of each site)	Views to and from the site are limited where vegetation is high, mostly comprising vegetation, utility poles and farm buildings. A funneled view across the site is possible from the entrance at the southern boundary.				M/L	
Views to and from important landscape and cultural heritage features (both within and outside of each site)	Views to and from Stanton Country Park are largely enclosed by boundary vegetation, although filtered views towards may be possible in winter.				M/L	
Value						
Landscape value	The site is located 25m from Stanton LNR and Stanton Country Park. The site is not accessible to the public.				M/L	

Visual value	Glimpsed views from the Country Park may be possible, particularly during the winter months where vegetation cover will likely be more sparse. There is potential for limited views from the PRoW network which is located to the north of the site.	M/L
Mitigation potential		
Boundary trees and hedgerows should be retained. Building height should be considered to avoid visual impacts from views relation to Stanton Country Park.		
Overall landscape sensitivity (landscape, visual and value) of the site		
The site lies within an area of open countryside disconnected with other residential development. Tall trees and vegetation delineate the site, limiting inward and outward views. Utility poles and farm buildings dominate views within the site. Roads adjacent to the site act as an auditory detractor. The site is located approximately 25m from Stanton Park Country Park and Stanton LNR.		M/L

## 26 Independent technical review of sites determined as 'amber' for landscape sensitivity by SBC

### 26.1 Introduction

- 26.1.1 Following SBC's in-house screening assessment of landscape sensitivity for all sites determined as 'red' as outlined in **Chapter 20**, SBC commissioned Lepus undertake an independent technical review 'on the principle of development' of sites which received a 'amber' rating by SBC on landscape terms, to assist the Council's approach to site selection.

### 26.2 Landscape technical review

- 26.2.1 Lepus has undertaken an independent technical review of landscape sensitivity for seven sites which received an 'amber' rating by SBC listed in **Table 26.1**. This is an early filtering exercise to inform the site selection process. This review is not intended to serve as a diagnostic mechanism. A comprehensive evaluation in landscape terms will require an LVIA. For each site, Lepus has provided an opinion on SBC's assessment and comments for each site.
- 26.2.2 SBC have informed Lepus that the overall RAG landscape assessment for each site was informed by the following criteria for landscape sensitivity outlined in **Section 20.2**. For the purpose of the technical review undertaken by Lepus, landscape sensitivity definitions for 'green', 'amber' or 'red' are set out in **Table 20.1**.
- 26.2.3 All sites which Lepus has identified to deviate from the Council's 'amber' assessment i.e. those which Lepus have assessed to be 'red' or 'green' for landscape, have undergone a full in-house LSA in **Chapter 27**.

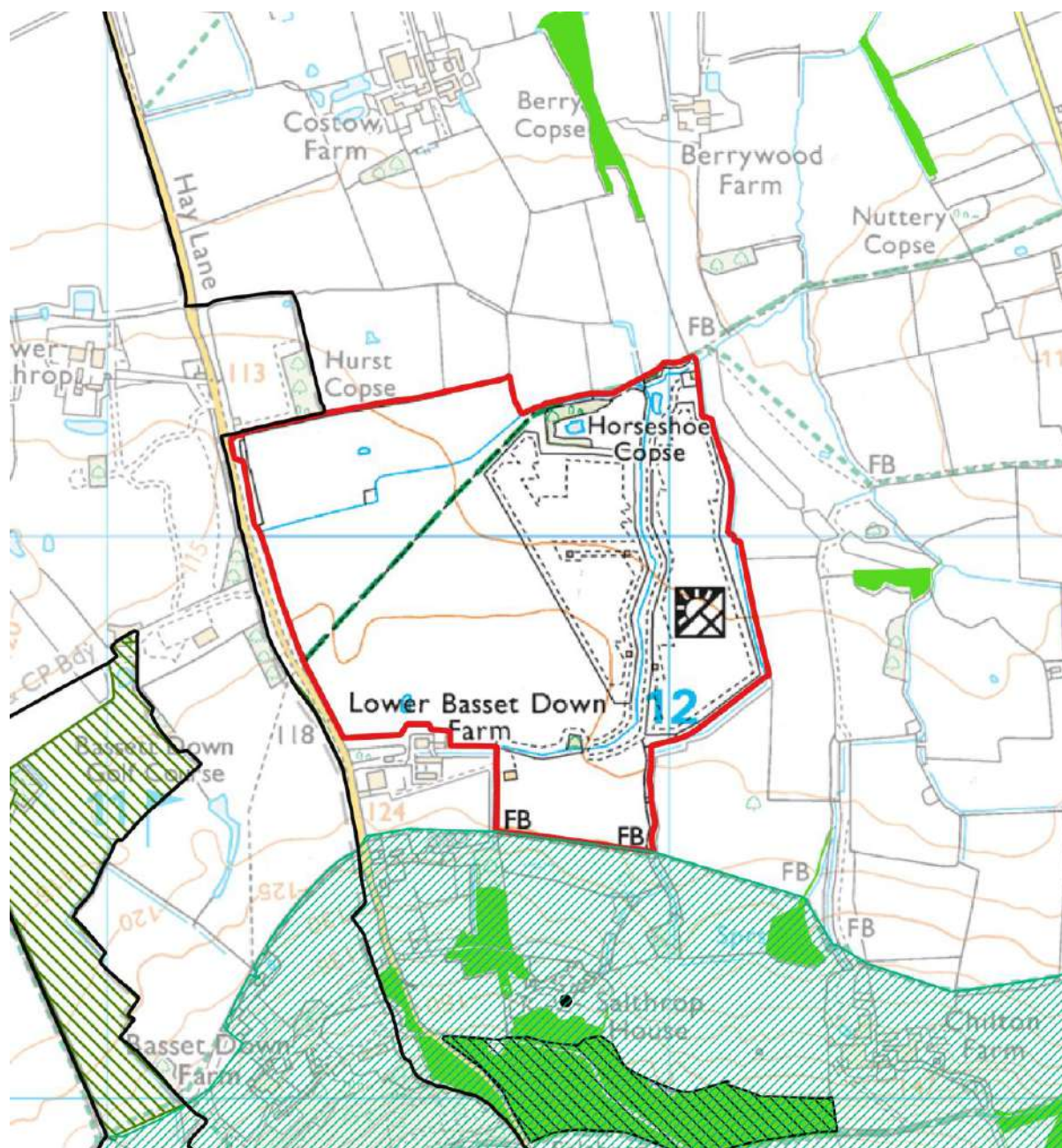
**Table 26.1:** Technical review of sites determined as 'amber' for landscape by SBC

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0044				Amber	This site is currently in use as a solar farm, where it lies adjacent to additional solar panels to the east. An area of woodland is located adjacent to the northwest of the site, Highworth Road, a memorial park and allotments to the west and agricultural fields to the north and south. There are filtered views into the site where site boundaries, as well as fields within the site, are defined by trees and low hedgerows. Potential mitigation may involve scaling down the size of development in order to retain the rural character of South Marston, as well as increasing tree planting around site boundaries.
s0046	Land east of Hay Lane, Lower Bassett Down	54.64	Residential / employment	Red	See LSA in <b>Chapter 27</b> .
s0055				Amber	This small site is situated on the outskirts of Blunsdon St Andrew. The site lies adjacent to agricultural fields in the north, west and south, Tadpole Lane to the south where vehicular traffic is an auditory detractor, and residential development can be found to the east. Views are largely contained by mature deciduous boundary trees providing a strong sense of enclosure within the site. The height of potential development should be considerate of the setting of Blunsdon St Andrew Conservation Area which lies in close proximity to the site. Trees within and surrounding the site should be retained where possible to help soften the visual impact of new development.
s0064				Amber	This site comprises low lying-wetland which has potential to be ecologically connected to the Haydon Meadow SSSI, which is located directly next to the historic Swindon and Cricklade railway which runs adjacent to the site. Habitat corridors of deciduous woodland line the adjacent railway and the eastern boundary of the site. The location of the site extends development outside the urban area of Swindon, where it is enclosed by the River Ray on the western boundary. Views from Grade II Listed Building Moredon Aqueduct and Mouldon Hill country park are likely to be affected where the site lies adjacent to the park in the north, where adequate screening from vegetation would be required and habitat corridors linking with the SSSI should be retained.

Site ref.	Name	Size (ha)	Development type	Landscape review outcome	Comments from landscape technical review
s0467	Land east of Roundhills Mead	13.18	Not specified	Amber	This site extends the Highworth beyond its boundary to the north into an area of open countryside, where long distance views prevail towards the east. Site boundaries are defined by boundary trees and predominantly low fencing to the south, where appropriate vegetation and tree planting would help reduce visual impacts of development. Siting development within the southern portion of the site is more likely to be appropriate than extending development to the north of the site boundary.
s0490	Land West of Wharf Road	7.5	Residential	Amber	The site comprises fields on the western edge of Wroughton. Site boundaries are defined by hedgerows and trees which vary in height and density, and offer exposed views into the site in places, particularly from Wharf Road. The site is likely of recreational value to local residents due to the location of a PRoW within the site. Rural views towards the escarpment of the North Wessex Downs National Landscape are experienced from the footpath which crosses through the site. However, scenic qualities and tranquillity levels are detracted by surrounding built form and vehicular noise from Wharf Road. Increased tree planting around the edges of the site, as well as along the PRoW network, can help to reduce visual impacts of new development. Locating development towards the eastern portion of the site is likely to limit the extent of urban encroachment into the countryside.
s0556	The Quest	1.62	Residential	Amber	The site comprises two rectilinear fields to the south of South Marston. The site includes a residential property and garden. The site is well enclosed from surrounding visual receptors. Nearby roads and railway lines reduce tranquillity levels. Development in the southern part of the site, near Old Vicarage Lane, is more likely to be suitable than extending north, in order to align with the development pattern further along the lane.

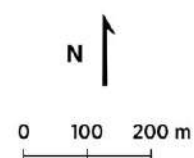


## 27 Site s0046: Land east of Hay Lane



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- s0046 - Land East of Hay Lane
- North Wessex Downs National Landscape
- Open Greenspace
- Grade II Listed Building
- Ancient Woodland
- Deciduous woodland priority habitat



PROJECT	SBC Landscape Sensitivity Assessment	DRAWN	EH
CLIENT	Swindon Borough Council	CHECKED	ND
TITLE	Site s0046 - Land east of Hay Lane	SCALE@A4	1:9000
VERSION	LC-1246_s0046_1	DATE	08/07/2025

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Site information	
Site name	
Location	
Site size	
Development type	
National Character Area	
Landscape Character Area (Swindon LCA)	
Date of site visit	

		H	H/M	M	M/L	L
Landscape susceptibility						
Scale and enclosure			H/M			
Landform			H/M			
Landcover (including biodiversity)						
Man-made influences				M		
Scenic quality and character				M		
Remoteness and tranquillity				M		
Visual susceptibility						
Skylines and settings			H/M			

Movement		H/M	
Visibility, key views, vistas and typical receptors (both within and outside of each site)			M
Views to and from important landscape and cultural heritage features (both within and outside of each site)		H/M	
Landscape value	The PRoW network which intersects the site connects to the adjacent golf course and wider landscape, however the footpath was not intact when visiting the site. A PRoW also runs adjacent to the south of the site along the boundary of the North Wessex Downs National Landscape, where the rising escarpment acts as a distinct topographical feature. Ecological networks of trees and hedgerows within the site connect to nearby deciduous woodlands, ancient woodland and the Brincknoll Dip Woods SSSI.	H/M	
Visual value	The North Wessex Downs National Landscape is highly visible where the escarpment rises adjacent to the south of the site. The site is directly connected to the setting of the National Landscape, particularly where this is intersected by PRoW networks. There is potential for the site to be visible from Grade II Listed building 'Salthrop House'.	H/M	
Mitigation potential			
The site is disconnected from other urban areas and is unlikely to be appropriate for development. Should			
Overall landscape sensitivity (landscape, visual and value) of the site			
		H/M	

## 28 Conclusion

### 28.1 About this report

- 28.1.1 This report comprises a LSA of proposed housing and employment sites to support the development of the SBC New Local Plan<sup>25</sup>.

### 28.2 Landscape Sensitivity Assessment

- 28.2.1 LSA is the process of assessing the resilience, or robustness of landscape character and the visual resource (and valued characteristics) to defined change or changes arising from development proposals. It can help decision makers to understand likely changes and the nature of change should the development scenarios be taken forward.
- 28.2.2 The methodology for this study has been derived principally from: Natural England (2019) '*An approach to landscape sensitivity assessment – to inform spatial planning and land management*'<sup>26</sup>

### 28.3 Overall sensitivity of the site allocations

- 28.3.1 A total of 14 sites/contiguous groups of sites have been evaluated as part of the LSA for site allocations, which range in size from approximately 0.4ha to 29.4ha. Informed by the susceptibility of the landscape and visual baseline to change and the values of the landscape and visual characteristics, the overall landscape sensitivity of each proposed site allocation have been systematically assessed and described using the five-point scale (high, high/medium, medium, medium/low and low). No sites have been assessed as being of high sensitivity overall. The distribution of site allocations across the borough are focused around the urban edges of Swindon, including Broad Blunsdon, Tadpole Garden Village, South Marston and Wroughton.
- 28.3.2 The overall LSAs for each site allocation are listed in **Table 28.1**. Annotated photos of each proposed site allocation are presented in **Appendix A**.
- Low sensitivity sites**
- 28.3.3 Sites assessed as having low overall landscape sensitivity comprise site s0106b. This site is small, ruderal and in proximity to main roads and the urban area of Swindon, with minimal positive landscape characteristics. Sites with low overall landscape sensitivity are considered to be robust with high thresholds for change.

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<sup>25</sup> Swindon Borough Council. Swindon Local Plan 2026 and New Local Plan – New Local Plan. Available at: [https://www.swindon.gov.uk/info/20113/local\\_plan\\_and\\_planning\\_policy/635/swindon\\_local\\_plan\\_2026\\_and\\_new\\_local\\_plan/2](https://www.swindon.gov.uk/info/20113/local_plan_and_planning_policy/635/swindon_local_plan_2026_and_new_local_plan/2) [Accessed: 30/05/25]

<sup>26</sup> Natural England (2019) 'An approach to landscape sensitivity assessment – to inform spatial planning and land management' Available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/817928/landscape-sensitivity-assessment-2019.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/817928/landscape-sensitivity-assessment-2019.pdf) [Accessed: 19/03/25]

### **Medium/low sensitivity sites**

- 28.3.4 A total of six sites have been assessed as being of medium / low overall landscape sensitivity, comprising s0036, s0062 and s0460; s0050b; s0297; s0375; s0380; and s0523. These sites are typically located in close proximity to main roads and urban areas but contain some elements which contribute positively to the landscape or visual baseline including PRoW, biodiversity or proximity to cultural heritage features. In general, these sites are considered have ability able to accept change without severe adverse effects on landscape.

### **Medium sensitivity sites**

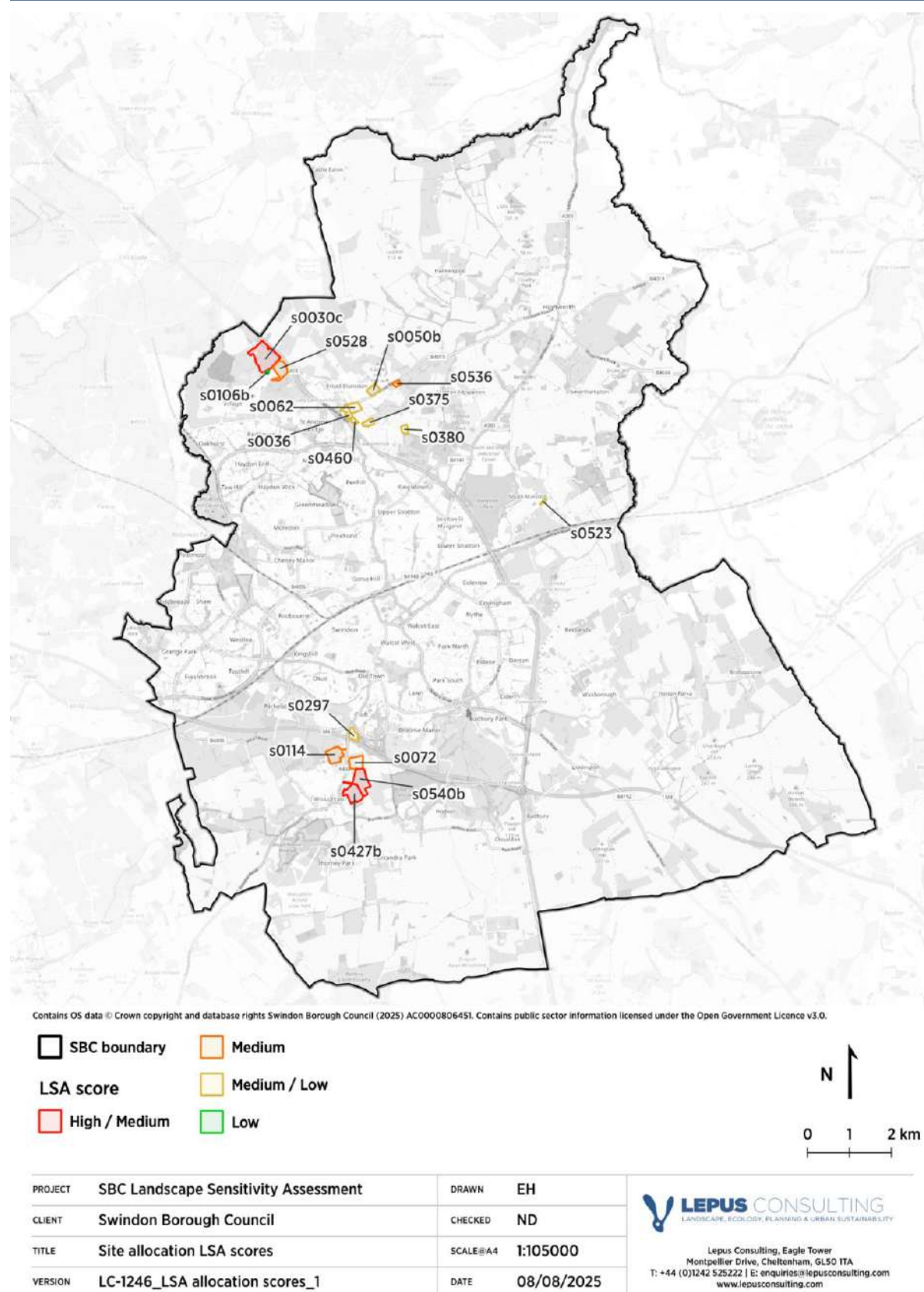
- 28.3.5 A total of four sites have been evaluated as being of medium sensitivity. These sites include s0072, s0114, s0528 and s0536. These sites are considered to be susceptible to change but may have some limited potential to accommodate sensitively designed development.

### **High/medium sensitivity sites**

- 28.3.6 A total of three sites have been evaluated as being of high / medium overall landscape sensitivity. These sites comprises s0030c, s0427b, and s0540b. Thresholds for significant change at these sites are considered to be low. These sites are primarily considered to be of high/medium overall landscape sensitivity due to the elevated topography and southern aspect which allows for long distance views towards the North Wessex Downs National Landscape and the Cotswolds National Landscape.

**Table 28.1:** LSA of site allocations

Site ref.	Site name	Site use	Area (ha)	Overall landscape sensitivity
<b>s0030c</b>				High / Medium
<b>s0036</b> <b>S0062</b> <b>S0460</b>				Medium / Low
<b>s0050b</b>				Medium / Low
<b>s0072</b>				Medium
<b>s0106b</b>				Low
<b>s0114</b>				Medium
<b>s0297</b>				Medium / Low
<b>s0375</b>				Medium / Low
<b>s0380</b>				Medium / Low
<b>s0427b</b>				High / Medium
<b>s0523</b>				Medium / Low
<b>s0528</b>				Medium
<b>s0536</b>				Medium
<b>s0540b</b>				High / Medium



**Figure 28.1:** Overall landscape sensitivity score for site allocations



## 28.4 Overall outcomes of independent landscape technical review

### Independent landscape technical review of sites determined as 'red' for landscape by SBC

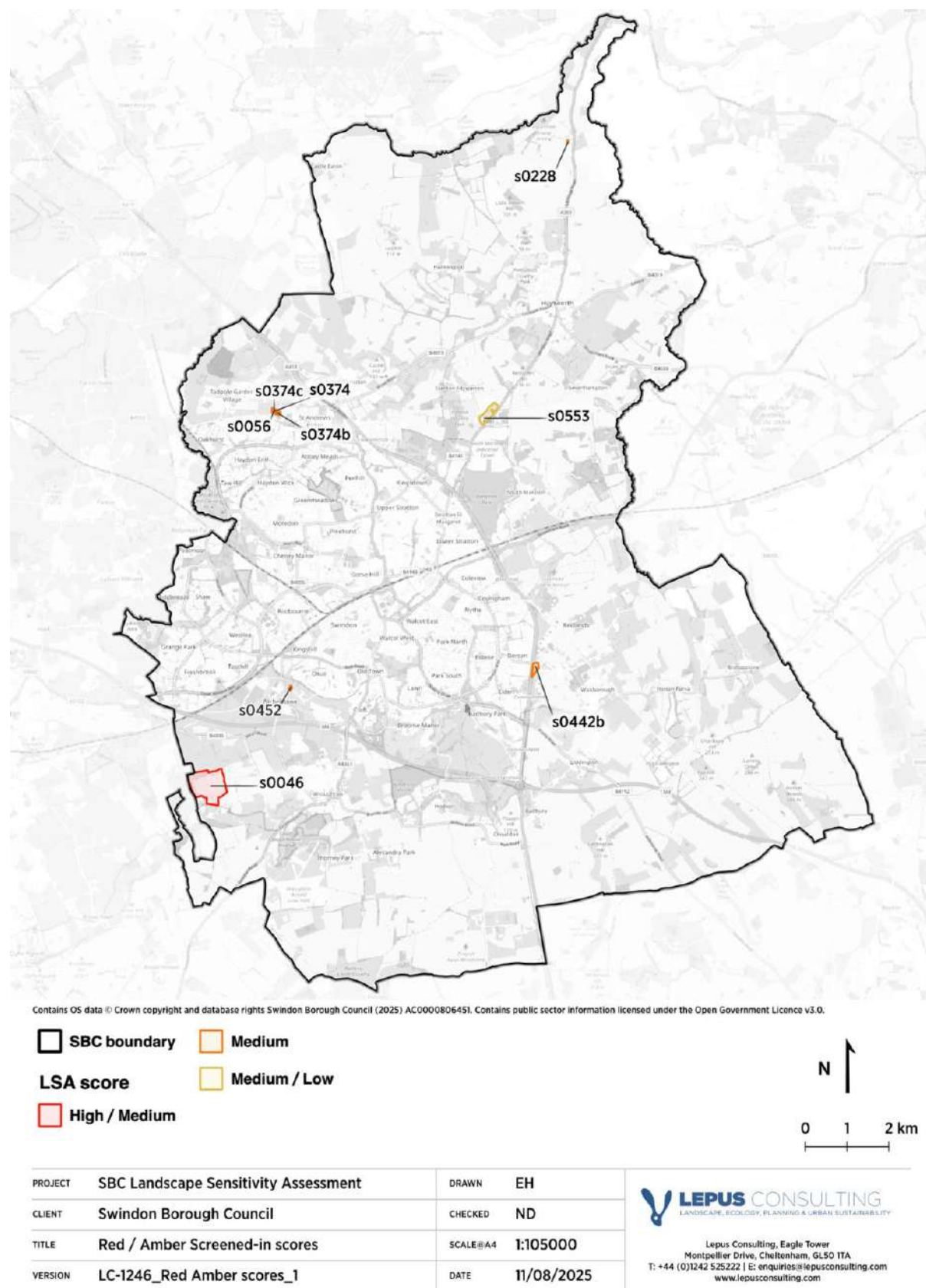
28.4.1 A total of 82 sites / contiguous groups of sites determined as being 'red' for landscape by SBC have undertaken an independent LTR by Lepus. A total of five sites were determined as having deviating conclusions, where sites have been assessed to be 'amber' or 'green' for landscape and subsequently been subject to an LSA. The overall result concluded that sites s0056, s0374, s0374b and s0374c; s0228; s0442b; and s0452 were determined as being 'medium' for landscape sensitivity, whilst site s0553 was considered to be 'medium / low'.

### Overall sensitivity of sites screened as amber

28.4.2 A total of seven sites determined as being 'amber' for landscape by SBC have undertaken an independent LTR by Lepus. **Table 28.2** and **Figure 28.2** show all sites which have been subject to an LSA as part of the LTR. Site s0046 was determined as having a deviating conclusion, where the site was subject to an LSA having been considered 'red' for landscape by Lepus. The overall result concluded that site s0046 is of 'high / medium' for landscape sensitivity.

**Table 288.2:** LSA of sites determined as red / amber by SBC screen-in through LTR

Site ref.	Site name	Site use	Area (ha)	SBC conclusion (red / amber)	Overall landscape sensitivity
<b>s0056</b> <b>s0374</b> <b>s0374b</b> <b>s0374c</b>	Land adjacent to Stepside, Blunsdon St Andrew	Not specified	2.08	Red	Medium
<b>s0228</b>	Verge between Lynt Road and WPS	Not specified	0.093	Red	Medium
<b>s0442b</b>	Land South West of Thistle Field Farm	Mixed-use including residential and employment, community	3.29	Red	Medium
<b>S0452</b>	West of West Leaze Farm, Mill Lane, Swindon	Not specified	0.46	Red	Medium
<b>s0553</b>	Land north of Highworth Road	Residential	9.76	Red	Medium / Low
<b>s0046</b>	Land east of Hay Lane, Lower Bassett Down	Residential / employment	54.64	Amber	High / Medium

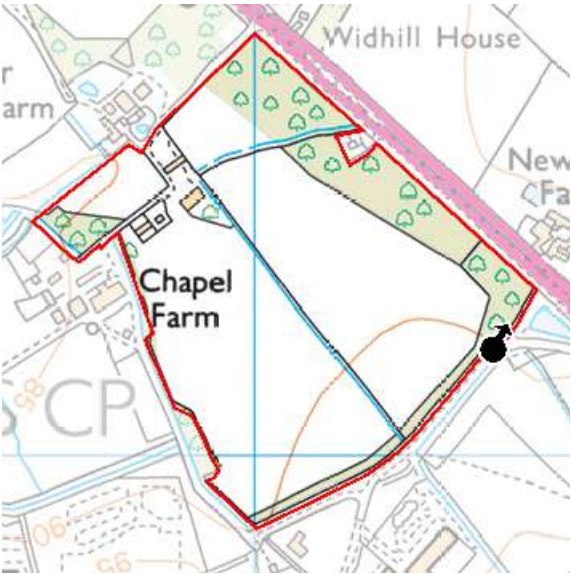


**Figure 28.2:** LSA of sites determined as red / amber by SBC screen-in through LTR

# Appendix A   Site photos

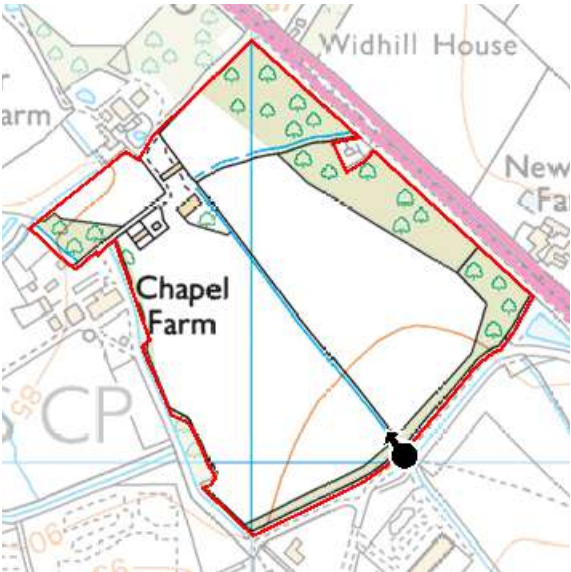


Lower Widhill Farm (Site ref: s0030c)  
**View from William Morris Way**



A419

Lower Widhill Farm (Site ref: s0030c)  
**View from William Morris Way**



St Sampson's Church,  
Cricklade





Land off Turnpike Road (Site ref: s0036, s0062, & s0460)

View from Turnpike Road



Land off Turnpike Road (Site ref: s0036, s0062, & s0460)

View from Turnpike Road





Land at Sams Lane (Site ref: s0050b)

View from Ashanti Way



Land at Sams Lane (Site ref: s0050b)

View from Ashanti Way





Land East of Swindon Road, Wroughton (Site ref: s0072)

## View from Freeman Crescent



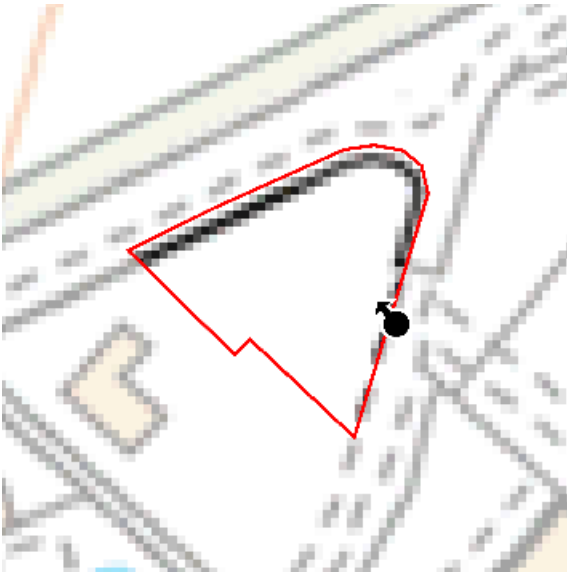
Land East of Swindon Road, Wroughton (Site ref: s0072)

## View from Freeman Crescent

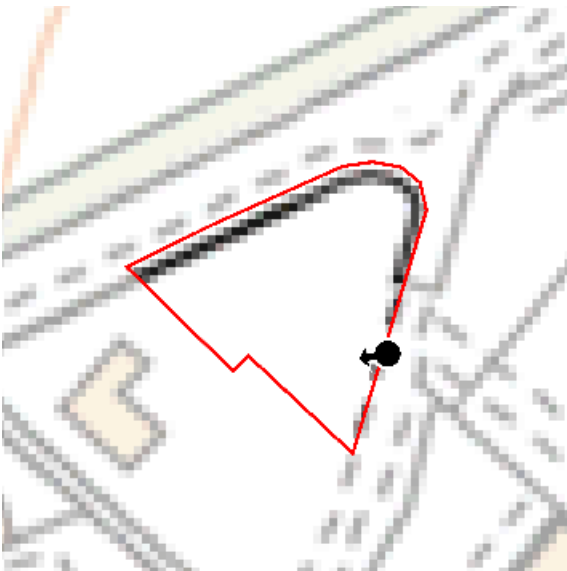




Tadpole Triangle (Site ref: s0106b)  
**View from William Morris Way**



Tadpole Triangle (Site ref: s0106b)  
**View from William Morris Way**





Land at North Wroughton (Site ref: s0114)

View from PRow



Long-distance views of North  
Wessex Downs



Land at North Wroughton (Site ref: s0114)

View from PRow



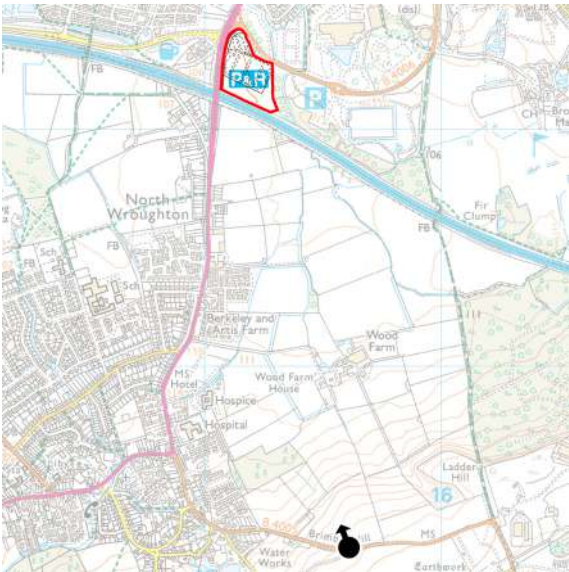
Skyline views of  
Swindon





Former Wroughton Park and Ride (Site ref: s0297)

**View from Brimble Hill**



Site located behind trees



Former Wroughton Park and Ride (Site ref: S0297)

**View from A4361 Bridge**

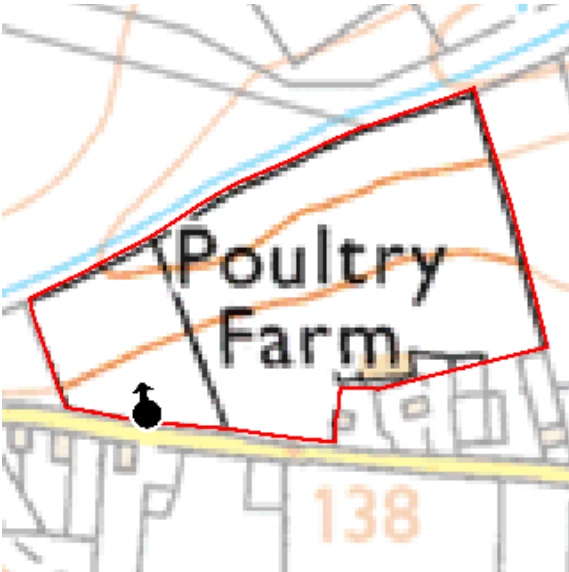


Southern site boundary

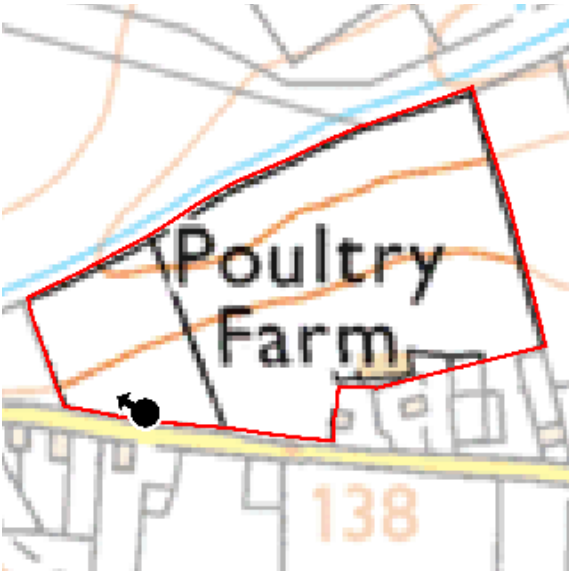




Land North of Kingsdown Lane (Site ref: s0375)  
View from Kingsdown Lane



Land North of Kingsdown Lane (Site ref: s0375)  
View from Kingsdown Lane





Kingsdown Nursery (Site ref: S0380)

## View from Kingsdown Lane



Western site boundary



Kingsdown Nursery (Site ref: s0380)

## View from Kingsdown Lane



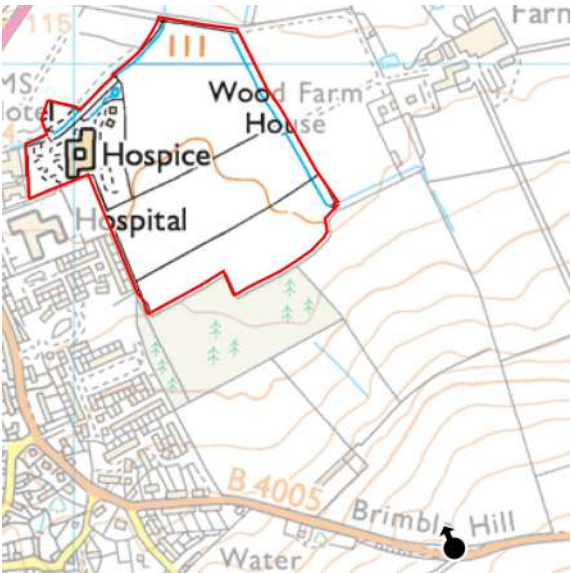
Southern site boundary





Akers Land (Site ref: s0427b)

# View from Brimble Hill



Site location



Akers Land (Site ref: s0427b)

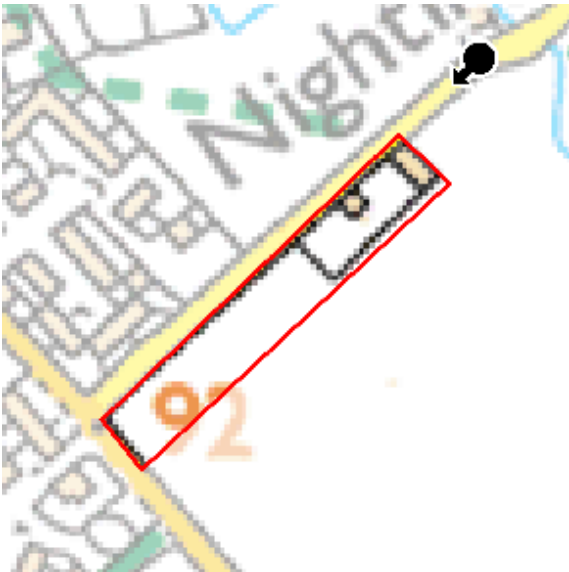
# View from adjacent allotments





Land within Meadow Cottage (Site ref: s0523)

View from Nightingale Lane



Site interior parallel to adjacent road

Land within Meadow Cottage (Site ref: s0523)

View from Magdalene Close

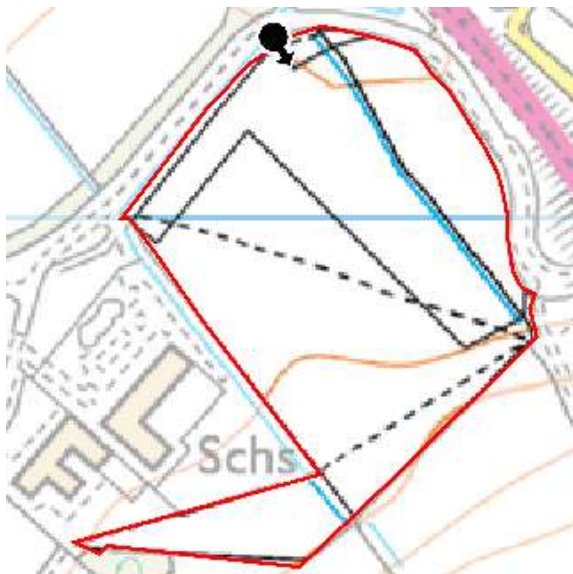


Site interior behind hedgerows



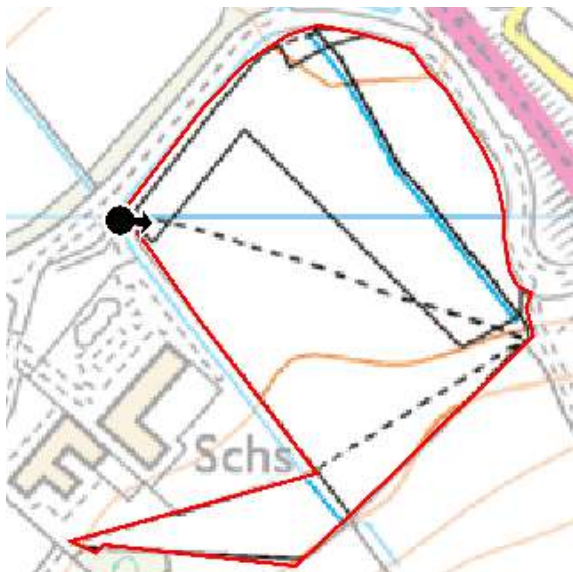
Land off Tadpole Farm (Site ref: s0528)

## View from William Morris Way



Land off Tadpole Farm (Site ref: s0528)

## View from William Morris Way



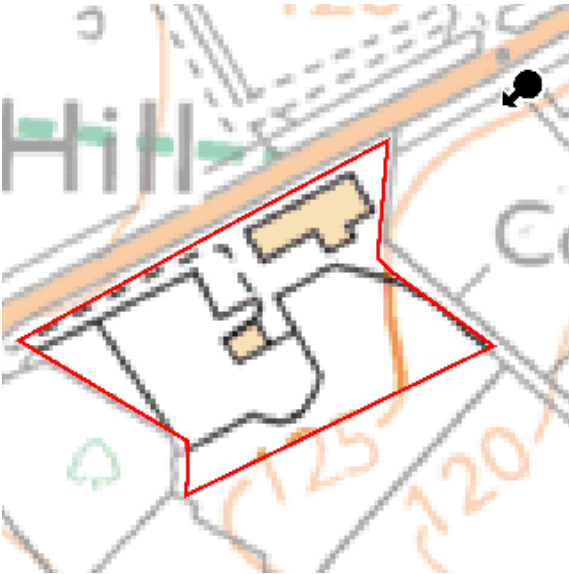
A419 directly behind  
boundary trees





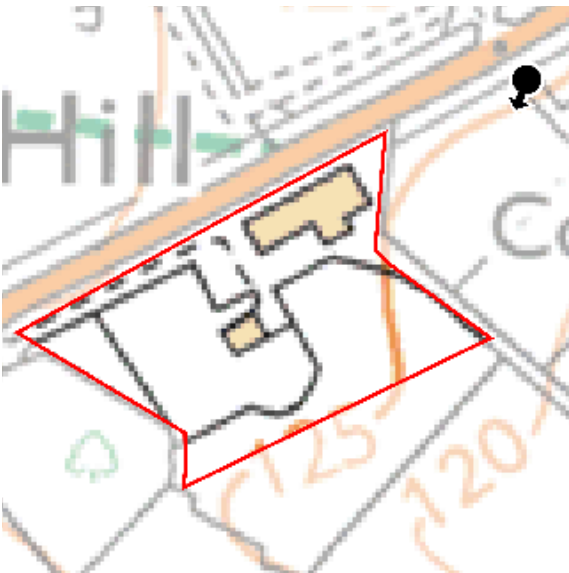
Stubbs Hill Farm (Site ref: s0536)

View from B4019



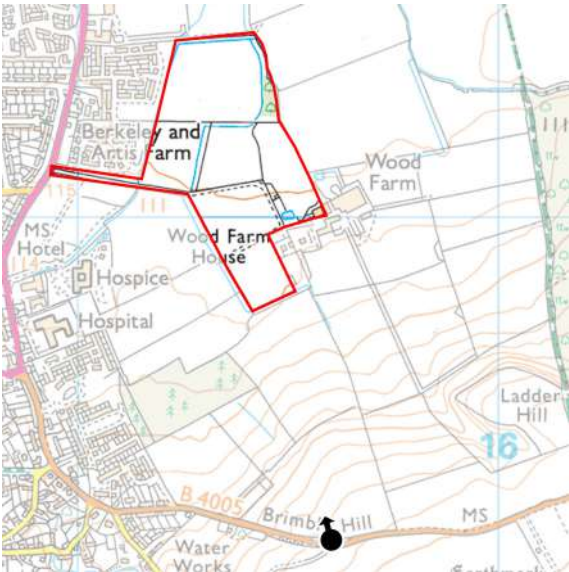
Stubbs Hill Farm (Site ref: s0536)

View from B4019

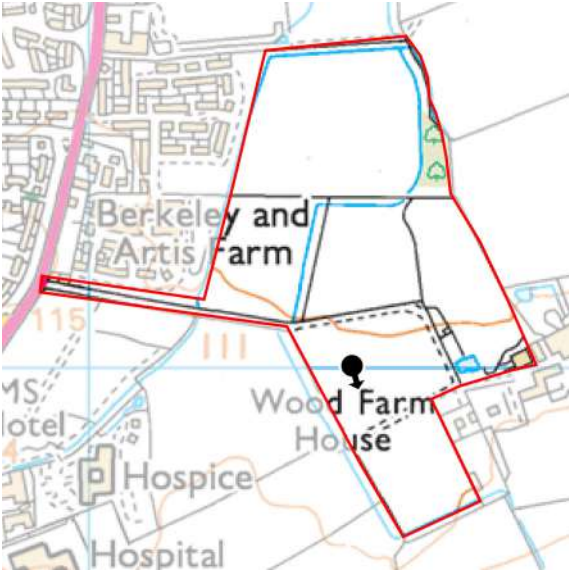




Berkeley (Site ref: s0540b)  
**View from Brimble Hill**

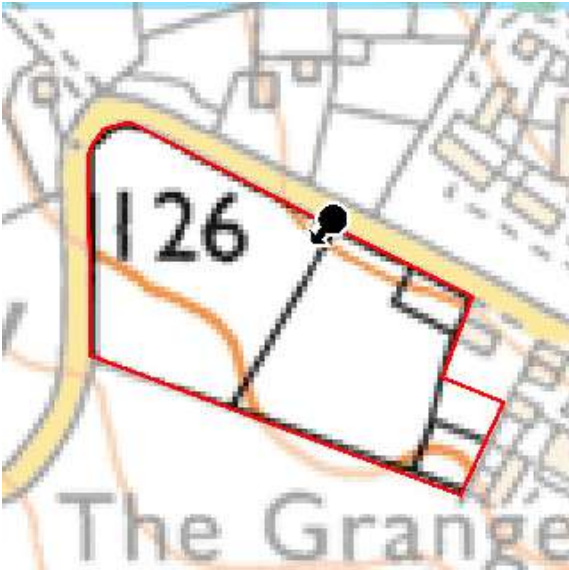


Berkeley (Site ref: s0540b)  
**View from edge of solar park**





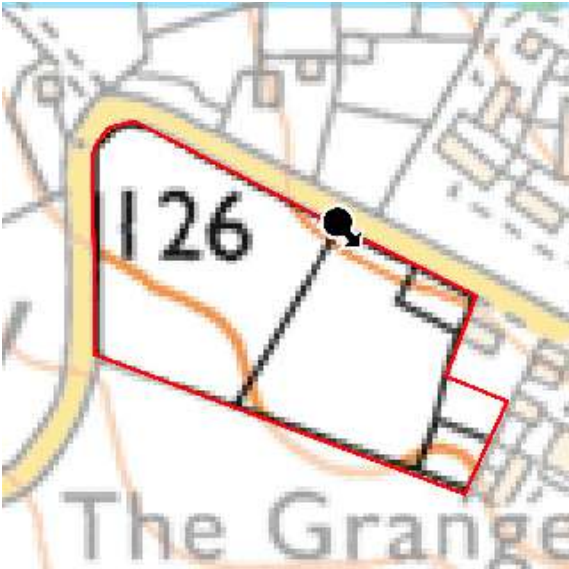
Stepaside (Site ref: s0374c)  
View from Tadpole Lane



Long-distance views of North  
Wessex Downs



Stepaside (Site ref: s0374c)  
View from Tadpole Lane



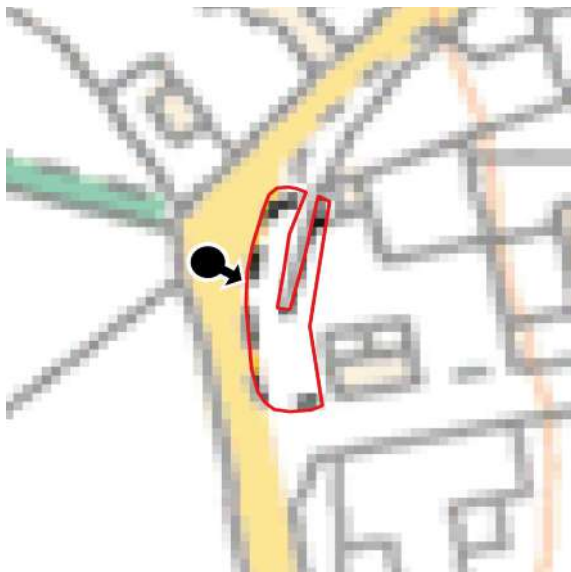
St Andrew's Church      Blundson St Andrew  
CA





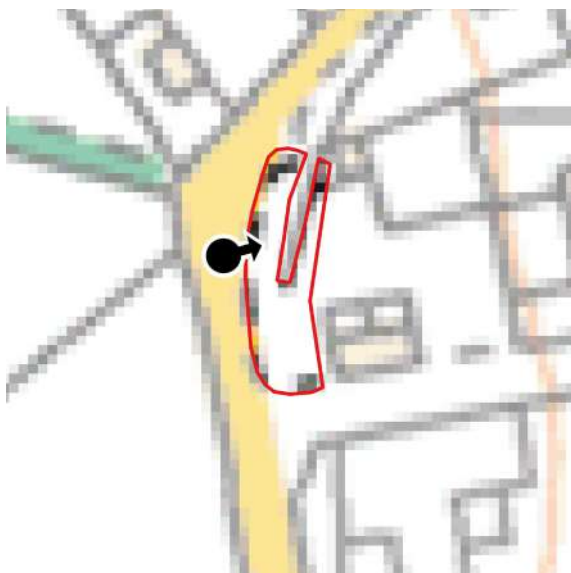
Verge between Lynt Road and WPS (Site ref: s0228)

## View from Lynt Road



Verge between Lynt Road and WPS (Site ref: s0228)

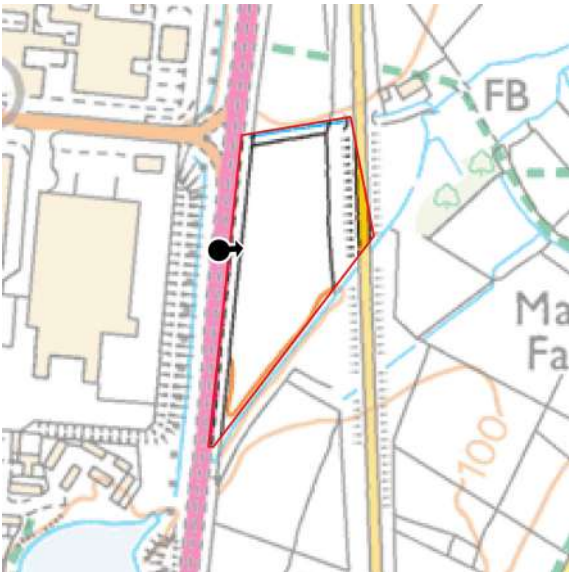
## View from Lynt Road





Land south west of Thistle Field Farm (Site ref: s0442b)

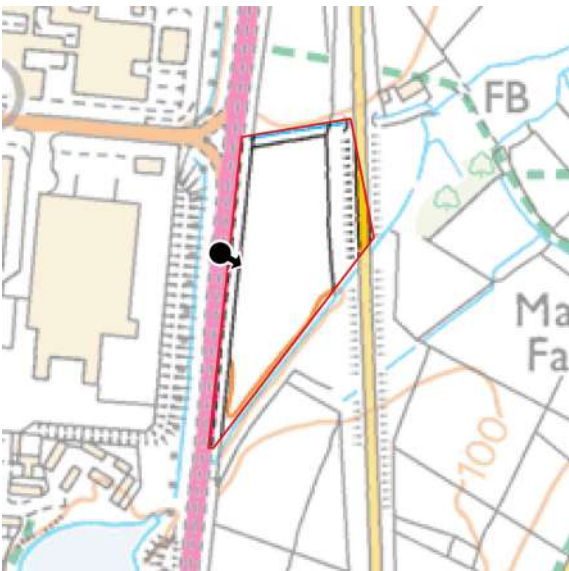
View from A419 (Google)



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Land south west of Thistle Field Farm (Site ref: s0442b)

View from A419 (Google)

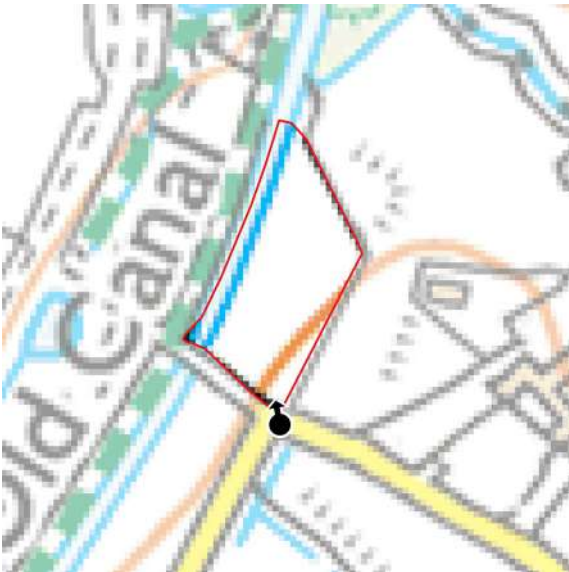


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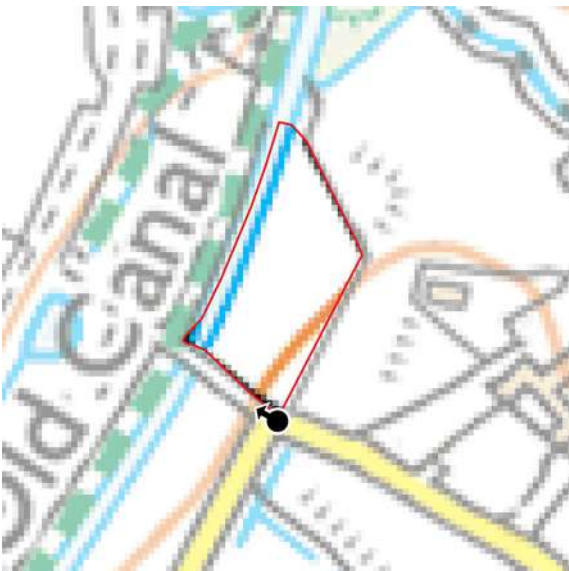
West of West Leaze Farm (Site ref: s0452)

View from Mill Lane



West of West Leaze Farm (Site ref: s0452)

View from Mill Lane





Land north of Highworth Road (Site ref: s0553)

View from The Avenue



Land north of Highworth Road (Site ref: s0553)

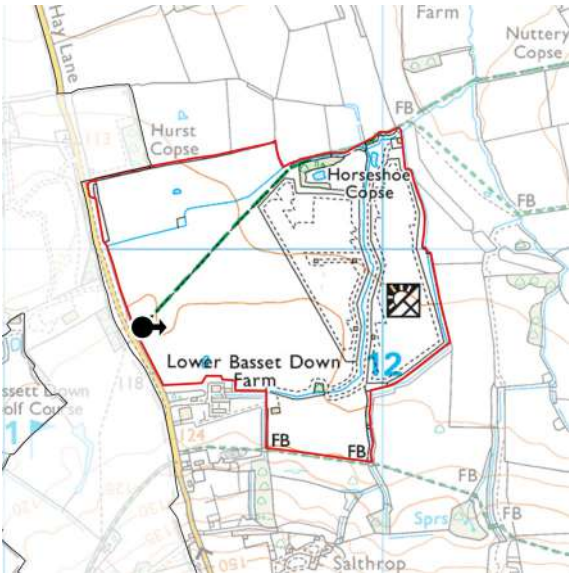
View from Highworth Road  
(Google)





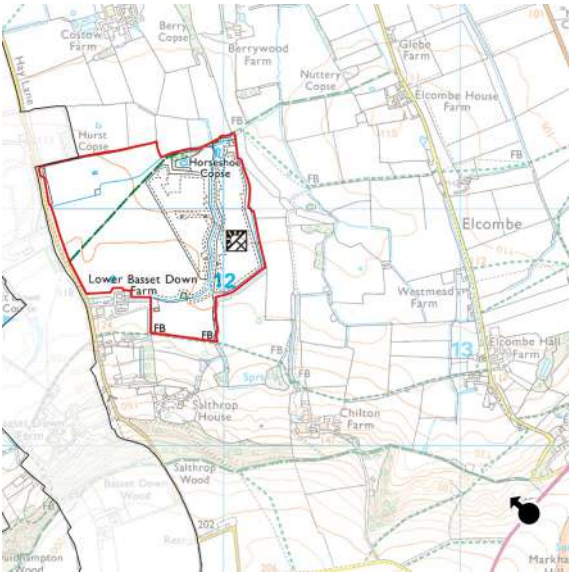
Land east of Hay Lane (Site ref: s0046)

View from Hay Lane



Land east of Hay Lane (Site ref: s0046)

View from A4361



Site s0046



Habitats Regulations Assessments

Sustainability Appraisals

Strategic Environmental Assessments

Landscape Character Assessments

Landscape and Visual Impact Assessments

Green Belt Reviews

Expert Witness

Ecological Impact Assessments

Habitat and Ecology Surveys



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