



DESIGN, ACCESS & PLANNING STATEMENT

**Erection of 4 No. Broiler Rearing Units and associated
infrastructure at
Chances Pitch, Colwall, Herefordshire, WR13 6HP**

Resubmission of P143028/F

Report Prepared By:

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Client: W H Houlbrooke & Sons

**Ockeridge Farm
Colwall
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1. Introduction

- 1.1 This report has been commissioned by W H Houlbrooke and Sons of Ockeridge Farm, Colwall, Malvern, Worcestershire, WR13 6HP.
- 1.2 Section 42 of the Planning and Compulsory Purchase Act 2004 requires a Design and Access Statement to be submitted with the majority of planning applications. The purpose of this report is to satisfy the requirements of Section 42 of the aforementioned Act.
- 1.3 This report has been prepared to illustrate the process that has led to the development proposal and to explain and justify the proposal in a structured way.
- 1.4 This report has been prepared by Ian Pick. Ian Pick is a specialist agricultural and rural planning consultant. He holds a Bachelor of Science with Honours Degree in Rural Enterprise and Land Management and is a Professional Member of Royal Institution of Chartered Surveyors, being qualified in the Rural Practice Division of the Institution.
- 1.5 Ian Pick has 17 years experience, specialising in rural planning whilst employed by MAFF, ADAS, Acorus and most recently Ian Pick Associates Limited.

2. Background Information

- 2.1 The applicants, W H Houlbrooke and Sons operate a large-scale arable and livestock farming business. The business farms a total of 1194 hectares (2950 acres) including 1072 hectares (2650 acres) of arable cropping and 121 hectares (300 acres) of grassland. The arable farming activities include combinable cropping of wheat, barley, oats and beans

(728 hectares / 1800 acres) forage cropping of maize (20 hectares / 50 acres) and potatoes (324 hectares / 800 acres). The grassland is used to support a suckler cow herd which extends to 150 breeding cows, plus fattening of the progeny.

- 2.2 The business supports four partners, Mr and Mrs Philip Houlbrooke and Mr and Mrs Richard Houlbrooke. In addition to the partners, the business significant employment which includes 7 No. full time workers, with a further 40 part time workers. The business has a total annual wage bill of £270,000, excluding the partners.
- 2.4 The business sectors in which W H Houlbrooke and Sons operate are under significant financial pressure, with wheat, cattle and potatoes suffering from depressed commodity prices, with some commodities, wheat for example, trading at below the costs of production. The HSBC estimate the costs of production for wheat to be in the order of £139 per tonne, with current commodity prices in the order of £115 per tonne.
- 2.5 In order to maintain current employment levels and to secure the long term future of the business, diversification of the business into a new profitable enterprise is essential.
- 2.6 The applicants have reviewed the prospects for farm diversification, and the development of a new enterprise in the poultry industry is the favored route. This industry has been the subject of long-term growth and profitability with a significant shift in consumer demands away from the traditional meats of beef and lamb towards chicken as an affordable source of meat.
- 2.7 The intensive production of chicken commenced in the 1950's and has been unprecedented growth over recent years. The DEFRA United

Kingdom Poultry & Poultry Meat Statistics May 2015 show that the number of birds slaughtered per week in the UK averages 17.9 million in May 2015 which represents a year on year increase year of 2.3% from May 2014.

- 2.8 The expansion of the broiler industry is being driven by the requirements of British population. Of the total broiler production in the United Kingdom, less than 5% is within the organic and free range sectors and greater than 95% of production being standard intensive reared birds. Expansion of the chicken meat industry is limited to the intensive production sector, with very limited growth in demand for the organic and free range production sectors and as such, contracts for free range production of chicken meat are not currently available.
- 2.9 Following the identification of the development of a broiler rearing unit as the favored opportunity for diversification by the business, W H Houlbrooke & Sons commenced a due diligence process, looking into the feasibility of bringing the project forward from a planning permission and environmental permitting prospective.

3. Chronology

- 3.1 The applicants conducted a review of the farm holding to endeavor to identify a suitable site for the development of the proposed broiler rearing unit. Initially a site was identified to the north of the existing potato storage complex, as shown marked red in the aerial image below.



- 3.2 Following the identification of the above site as a potential for the development of the proposed broiler unit, the applicants submitted a pre application planning enquiry to Herefordshire Council to obtain advice on the principle of the proposed development from a planning prospective. The pre application advice request was submitted on 20th March 2014 and registered under reference number: P140872/CE.
- 3.3 The pre application service offered by Herefordshire Council includes the opportunity for a site visit with representatives of the Local Authority to discuss various aspects of the development. A site meeting was convened at Chances Pitch on 30th April 2014, attended by representatives of the Local Planning Authority, Landscape Sections and County Highways.
- 3.4 At the site meeting, the County Highways confirmed that the proposed development was acceptable in principle from a highway prospective. The representatives of the Local Planning Authority and Landscape Section raised concerns regarding the proposed siting of the development from a

landscape prospective, given the sensitive location within the Malvern Hills AONB.

- 3.5 The advice received by both the Local Planning Authority and Landscape Section was to re-locate the proposal southwards to visually group the buildings on the western side of the existing potato store complex. The reasoning behind the proposed change to the siting was to mitigate the impacts of the development from views from Herefordshire Beacon Camp and the Obelisk on the Eastnor Castle Estate. The proposed location provides a visual barrier of the potato stores and adjacent woodland to provide some screening and obscure views from the Herefordshire Beacon Camp. The revised location utilises topography to mitigate against views from the Obelisk.
- 3.6 Following the pre application discussions, the applicants adopted the advice provided by the Local Planning Authority and Landscape Section and commenced further work on the feasibility of the proposed broiler unit.
- 3.7 Having agreed the proposed location with the Local Planning Authority, the next stage in the process was to ensure that the proposed development is capable of meeting the standards for the protection of the environment and residential amenity as set out within the Environmental Permitting (England and Wales) Regulations 2010.
- 3.8 The applicants submitted an application to the Environment Agency for IPPC pre application advice with regard to the ammonia impacts of the proposed development. The response from the Environment Agency is shown at Appendix 5 to the Environmental Statement and confirms that the proposed development is acceptable from an ammonia and nitrogen deposition point of view.

- 3.9 Specialist survey reports were commissioned to determine to level of impact on residential amenity, including odour impact analysis. The odour impact analysis was conducted in line with Environment Agency Guidance and concluded that the proposed development falls in line with the regulatory thresholds. The Environment Agency threshold is 3 European Odour Units at the 98th Percentile and the proposed development shows a maximum exposure of 2.17 European Odour Units. In addition to the statutory thresholds, the Environment Agency locally require additional modeling runs at the 99.5th and 99.8th percentile to determine maximum odour exposure, and these local thresholds are set at 7 European Odour Units at the 99.5th and 99.8th percentile. The maximum exposure of the proposed development at the 99.5th and 99.8th percentile is modeled at 5.79 European Odour Units. The proposed development was therefore deemed compliant with the Environmental Permitting (England and Wales) Regulations 2010.
- 3.10 On completion of the initial feasibility study, indications from the research and consultation process provided a degree of confidence that the proposed development would comply with the relevant planning and environmental policies and a planning application was worked up for submission.

4. Application Reference P143028/F

- 4.1 The applicants submitted a planning application to Herefordshire Council on 6th October 2014 for the erection of 4 No. broiler rearing units, together with associated feed bins, hardstandings, access and attenuation pond. The application was registered on 8th October 2014 under reference number P143028/F.
- 4.2 During the consultation period, responses from a number of statutory consultees required further details pertaining to the landscape and visual impacts of the development, and the potential for impacts on Heritage Assets.
- 4.3 Based on the information contained within the consultations from English Heritage; the Malvern Hills AONB Unit; and the Herefordshire Landscape Section, the application was withdrawn in order to seek to address the issues raised.
- 4.4 Following the withdrawal of application reference P143028/F, the applicants engaged in further discussions with the Local Planning Authority and English Heritage in order to provide the necessary information to address the issues raised.
- 4.5 This scheme is a resubmission of the previous proposal for the erection of 4 No. broiler rearing units, together with associated bulk bins, hardstandings, access and attenuation pond.

5. The Amendments

- 5.1 This proposal is a similar scheme to the withdrawn proposal. The notable differences with the scheme are listed below:

Physical Differences

- Building ridge heights have been reduced by 1.176m through a reduction in the pitch of the roof to further reduce visual impacts.
- Dumpy bulk bins are proposed to reduce height
- The building cladding colour scheme has been amended to provide a dark roof colouring (anthracite grey RAL 7016). The wall cladding will remain in Juniper Green (BS12B29).
- An amended landscaping scheme to reflect the advice within the AONB unit consultation response, and advice provided through consultation with English Heritage.

Additional Information

- A Landscape and Visual Impact Assessment prepared by a Chartered Landscape Architect (Allan Moss Associates Ltd) informed by the methodology within 'Guidelines for Landscape and Visual Impact Assessment: Third Edition 2013' (GLVIA3)
- A Heritage Impact Assessment, prepared by Border Archaeology, in line with a written brief provided by English Heritage.
- Photomontages of the development from Herefordshire Beacon Camp showing the development at Year 1 and Year 15.

6. Project Description

- 6.1 The proposal seeks full planning consent for the erection of 4 No. broiler rearing units and associated bulk bins, hardstandings, access and attenuation pond. The proposed buildings are all identical and extend to 106.7m x 24.38m with an eaves height of 2.9m and a ridge height of 4.97m. Each building will be served by 3 No. bulk bins which are located adjacent to the northern elevation at the eastern end of the proposed buildings.
- 6.2 The development includes associated infrastructure of hardstandings for parking and turning of vehicles, dirty water containment tanks, attenuation pond for drainage of clean roof water, gas tanks and a new access track to link with the existing farm road.
- 6.3 The proposed buildings will house up to 50,000 broilers per building with 200,000 proposed on the site in total.

7. Use

- 7.1 The proposed buildings are purpose built poultry units. Each building is of a steel portal frame construction, with the walls being blockwork to 600mm with polyester coated profile sheeting above in juniper green (BS12B29). The roof cladding will be polyester coated profile sheeting in anthracite grey (RAL 7016).
- 7.2 The proposed buildings will be fitted with high velocity ridge mounted ventilation fans and side inlet vents. Internal equipment includes hot water heating from biomass wood pellet boilers with a gas backup system, pan feeders and non-drip nipple drinkers.

- 7.3 The control room includes a specialist computer system which is thermostatically controlled to maintain the desired temperature within the bird housing area, using the heating and ventilation systems. Feeding and lighting is also controlled by the computer system.
- 7.4 The use of the proposed buildings is for the rearing of broilers from day old chicks through to finished table weight. The broiler rearing cycle operates on an all in all out system, and each cycle takes 42 – 45 days. The broilers are reared for approximately 35 days following which the building is cleaned out in preparation for the next batch of birds. The buildings are empty for cleaning and preparation for 7 – 10 days at the end of the growing cycle. The proposed unit will operate with 8 flocks per birds per annum.
- 7.5 At the end of each flock cycle, the poultry manure is removed from the buildings with the process taking approximately 2 hours per building, or 1 working day for the whole site of 4 buildings.
- 7.6 The manure removal process is undertaken with a mechanical loader. All manure will be loaded from the sheds into trailers which will be sheeted and transported away from the site for field storage prior to spreading as a sustainable fertiliser on the applicants holding.
- 7.7 Following the removal of the manure, the building is washed with high pressure hoses. The inside of the proposed building will be drained into a sealed underground dirty water containment tank. All washout water from the site is contained within the dirty water system.
- 7.8 At the end of each cleanout period, the tank is emptied by vacuum tanker for appropriate disposal. The dirty water management system is an

absolute requirement for the Environmental Permit and ensures that the proposal does not have the potential for contaminated runoff.

- 7.9 Clean roof water and yard water will be discharged to an attenuated drainage system.

8. Environmental Management

- 8.1 In order to operate, the proposed poultry unit requires an IPPC permit which is administered by the Environment Agency. The permit must take into account the whole environmental performance of the plant, covering e.g. emissions to air, water and land, generation of waste, use of raw materials, energy efficiency, noise, prevention of accidents, and restoration of the site upon closure. The purpose of the Directive is to ensure a high level of protection of the environment taken as a whole.
- 8.2 The requirements of the IPPC permit must be based on operating best available techniques. In terms of atmospheric emissions from the proposed poultry installation, the proposal is to utilise a high velocity ridge mounted ventilation system. This type of ventilation system is deemed to be best available technology for the dispersal of odour and other atmospheric emissions.

9. Layout

- 9.1 The layout of the proposed development is shown on site plan (IP/PRH/02). The proposal includes the poultry buildings, control rooms, bulk bins and associated hardstanding and infrastructure. Access will be provided using the existing access from the A449, with access to the site following the existing farm driveway and a short section of new internal farm roadway.

10. Scale

- 10.1 The proposed broiler units are of dimensions 106.7m x 24.383m with an eaves height of 2.9m and a ridge height of 4.97m; together with 12 No. bulk bins, and hardstandings for parking and turning. The proposed buildings will house 50000 broiler chickens each with 200000 broilers in total.

11. Landscaping

- 11.1 The proposed broiler rearing unit has been sited to minimise impact on the landscape, utilising existing landscape features. The siting of the proposed unit was selected in consultation with the Herefordshire Council landscape officer. The proposed site is located adjacent to existing substantial potato storage buildings. The site is located within the AONB and a full landscape and visual impact assessment has been provided, including extensive mitigation proposal in the form of new planting in order to provide additional screening for the development.

12. Appearance

- 12.1 The buildings proposed are purpose built livestock buildings, designed with functionality in mind. The buildings will be constructed from an internal steel frame, with polyester coated profile sheeting for the walls in Juniper green (BS 12B29) and polyester coated profile sheeting for the roof in Anthracite Grey (RAL 7016) The hardstanding will be constructed of concrete.

13. Access

13.1 Access to the proposed development will be from the A449 using the existing farm access.

13.2 In terms of traffic generation, the proposed development will create the following additional commercial traffic:

Activity	Vehicle	Frequency
Chick Delivery	Articulated HGV	3 per flock cycle
Feed Delivery	Articulated HGV	25 per flock cycle
Bird Collection	Articulated HGV	27 per flock cycle
Carcass Collection	Box Van	5 per flock cycle
Manure Removal	Tractor and trailer	19 per flock cycle
Fuel Delivery	Articulated HGV	2 per flock cycle
Shavings Delivery	Articulated HGV	2 per flock cycle
Total		83 per flock cycle
Total per Annum (8 flocks)		664 per Annum (1328 movements)

13.3 The total commercial traffic generation for the proposed poultry unit is 83 visits per flock cycle. Additional traffic will be generated by farm staff in the form of car journeys.

13.4 In terms of overall transport for the whole business, the applicants currently import 2000 tonnes of poultry manure into the farm each year. This requirement will cease as the manure generated by the development will replace the manure imported. This equate to 150 tractor and trailer loads per annum. The proposed development will utilise whole grain wheat produced on the farm, amounting to a reduction of 5 HGV's per annum to take wheat from the farm.

- 13.5 The applicants are also reducing the acreage of potatoes grown by 30%. This equates to 200 less HGV's per annum collecting potatoes and approx. 500 tractor and trailer movements.

14. Planning Policy

- 14.1 Planning Policy is contained within the National Planning Policy Framework, the Herefordshire Unitary Development Plan, and supplementary information contained within the Malvern Hills AONB Management Plan.
- 14.2 This section looks at the relevant planning policies within the three core documents, together with an assessment of the proposed development in the light of the core planning policies.

National Planning Policy Framework

- 14.3 The National Planning Policy Framework confirms that the purpose of the planning system is to contribute towards the achievement of sustainable development. Paragraph 7 of the NPPF states that there are three dimensions to sustainable development, being economic, social and environmental.

Economic Role

- 14.4 The development proposal has strong economic benefits both within the construction and operational phases. The driving force behind the development is farm diversification to provide an additional income stream to a large-scale agricultural business which is currently under significant financial pressure. The existing business is a large-scale employer within the area, providing a livelihood for 4 full time partners, 7 full time workers and an additional 40 part time workers.

- 14.5 The proposed development involves an investment in buildings and infrastructure by the applicants of approximately £2.2 million. This includes groundworks and concrete, buildings, and internal equipment fitting. The poultry building industry is a significant employer within Herefordshire with shed builders, groundworkers and equipment suppliers all based within the county. The proposed development will offer a substantial initial cash injection into the rural economy through the construction phase.
- 14.6 Once operational, the development will require two full time workers on the site, however, it is likely that these will be existing jobs within the business which are secured by the development, rather than new jobs initially.
- 14.7 The proposed development will also provide a significant contribution to the associated services industries within the poultry sector. These industries include haulage contractors, chick suppliers, poultry feed suppliers, veterinary and medicine, fuel suppliers, bedding suppliers, catching contractors, cleaning contractors, electricians, plumbers, pest control contractors etc. The added value to the local economy through direct and indirect employment for the development is substantial.
- 14.8 The proposed development will also provide significant costs savings across the whole business. An intensive poultry unit is a sensible and sustainable choice for diversification within an arable farming system. The proposed poultry unit will provide manure as a valuable source of fertilizer for use within the arable enterprises, reducing the businesses reliance on imported purchased manure, and will also reduce reliance on manufactured fertilizer which is derived from fossil fuels. The business can also add value to their wheat crop production, through blending as whole grain into the poultry feed on site.

Social Role

- 14.9 The proposed development is a modern and efficient, livestock production unit that is designed to fulfill a modern demand for cheap and environmentally efficiently produced food. It therefore contributes to food production and national food security in a sustainable way. It represents an effective increase in UK food production in a way that makes optimum use of increasingly scarce resources and without causing harm to the environment. The Poultry Council have presented evidence to the Environmental Audit Select Committee that poultry meat is the most sustainable form of meat production. The reality of feeding the population of the UK in a sustainable way means that it is necessary for there to be construction of more modern, increasingly efficient buildings. The Government has highlighted the need to promote home food production and there is pressure to produce more food at a price the consumer can afford to pay.
- 14.10 Another social benefit of the appeal scheme is that it provides employment security local people who live in the countryside and in doing so helping to retain the vibrancy of the community.
- 14.11 The success of rural farming businesses provides increased employment opportunities within the countryside, providing additional social benefits to other rural businesses including local shops and public houses.

Environmental Role

- 14.12 The proposed development includes renewable heating in the form of a biomass heating system to minimize its carbon footprint.
- 14.13 The proposal will increase the supply of poultry meat, reducing the need for imports and so reduce food miles. The proposed development is within

easy reach of local poultry processors, and well within the 50 mile limit for transport of live bird set by major food retailers.

- 14.14 The proposed development has been screened by the Environment Agency for ammonia and nitrogen deposition impacts on off site biodiversity including SAC's, SSSI's, Ancient Woodlands and Local Wildlife Sites. The proposed development has screened out and is acceptable in term of aerial emission impacts to sites of biodiversity importance.
- 14.15 The proposed development includes an attenuation pond together with new hedgerows and tree planting areas. These features will create new habitats and wildlife corridors for nesting birds, bats and amphibians. The landscape is currently arable land and lacking in diversity of habitat and hence the scheme will be an enhancement to the natural environment.
- 14.16 The poultry litter from the farm will be used as a fertilizer on the applicants arable land. This will reduce the reliance on imported inorganic fertilisers which are derived from fossil fuels.
- 14.17 The proposed development requires an IPPC permit from the Environment Agency in order to operate. The IPPC permitting regime places the highest levels of protection on the operation of the proposed poultry unit in order to protect residential neighbours and the environment as a whole.
- 14.18 Paragraph 18 and 19 of the NPPF set the Governments position on economic growth, and provide evidence of the Governments commitment securing economic growth in order to create jobs and prosperity.
- 14.19 Paragraph 28 provides support for economic growth in rural areas, providing clear support for the proposed development as farm diversification and sustainable growth and expansion of businesses in rural areas. The proposal is clearly supported by paragraph 28.

- 14.20 Paragraph 115 relates to development within designated areas, such as AONB areas and attaches great weight to conserving and enhancing such areas. The proposed development has been very sensitively sited to ensure the impacts of the development are kept to a minimum, whilst providing for the needs of agriculture and economic development on the farming business.
- 14.21 Paragraph 122 refers to developments where a separate Environmental Permit is required in terms of the operation of the site. Essentially, paragraph 122 confirms that if an Environmental Permit is required, the planning system should not focus on issues which are controlled by the permitting process. In this instance, the permit controls all emissions from the site – odour, noise, dust, ammonia, waste disposal, dirty water management etc.
- 14.22 Paragraph 128 relates to the significance of any Heritage Assets potentially affected by a development proposal. The planning application includes a specific heritage statement to address the issues raised within paragraph 128, prepared to a specific brief provided by English Heritage.

Local Planning Policy – Herefordshire Unitary Development Plan

- 14.23 Policy E13 of the Herefordshire UDP relates to Agricultural and forestry development, and provides support for these proposals, subject to specific criterion relating to siting, amenity and environment, landscape impact and design.
- 14.24 The proposed development has been sited in accordance with requirements of policy E13, being grouped with the existing potato storage complex on the farm holding, and using this physical feature for screening purposes. The proposed development has been sited to assimilate the

development into the landscape, with particular regard to the views from the Herefordshire Beacon. In terms of amenity, the proposed development has been assessed and modeled using appropriate procedures to ensure compliance with legislation designed to protect the amenity of residents.

- 14.25 Policy E16 of the Herefordshire UDP relates to intensive livestock units, and provides a number of criterion against which the proposal will be assessed. These criterion relates to the protection of amenity of neighbours, adequate provision for the disposal of waste, minimize landscape impact and are satisfactory in terms of highway safety.
- 14.26 The proposed development has been assessed for impacts on residential amenity within the ES with regard to odours, noise and dust. The proposals also require an Environmental Permit from the Environment Agency in order to operate which provides the highest level of protection for the environment and residential amenity and is a significant failsafe mechanism. The proposed development involves the disposal of poultry litter as a sustainable fertilizer and the appropriate hydrological risk assessments have been carried out. Landscape impacts are and mitigation are covered within the ES and the LVIA attached to this application.
- 14.27 Policy LA1 of the Herefordshire UDP relates specifically to developments within the Areas of Outstanding Natural Beauty and confirms that priority will be given to the protection and enhancement of the natural beauty and amenity of the area in the national interest and in accordance with the relevant management plans. The policy directs development to be small in scale, however, this is not defined within the policy. In terms of the scale of the development, other development within the AONB has been reviewed. The adjacent potato storage complex is a substantial building with a footprint of 5402 sq m, however, the eaves and ridge heights of the potato

storage complex are substantially higher than proposed poultry units. The potato stores are 8.5m to eaves, and 11m to the ridge, compared to the proposed poultry units at 2.9m to eaves and 5m to the ridge. The cubic capacity of the developments is shown below:

Proposed Poultry Units = 40537 m³.

Existing Potato Store = 52693 m³.

- 14.28 The proposed development of the 4 No. poultry units is therefore at a substantially smaller scale than the adjacent potato storage complex.

Malvern Hills AONB Management Plan 2014/2019

- 14.29 Page 5 of the AONB Management Plan states that the primary purpose of designation of an AONB is to conserve and enhance natural beauty. In pursuing the primary purpose, **account should be taken of the needs of agriculture**, forestry and other rural industries and of the economic and social needs of local communities.

- 14.30 On page 7 the plan states that “agricultural change can lead to a decline in the quality of the landscape but it can also enhance the character of an area. Agri-environment schemes are now directing financial support for farmers to retain and enhance traditional character”.

- 14.31 Page 13 of the plan states that farming, forestry and hunting are the most important uses of the land over thousands of years; these have shaped and influenced the unique character of the Malvern Hills AONB. Traditionally, these activities have been the economic bedrock of the rural communities. They still support livelihoods and provide local foods and products.

- 14.32 The proposed development fits with the AONB vision for 2040 which includes a stated aim that “There is a profitable and buoyant farm economy”
- 14.32 Page 39 - There is a general decline in profitable forms of farming and forestry despite the increases in the global price of raw materials such as wheat and timber. The competition from imported goods is increasing. There is less money in the rural economy and fewer jobs in agriculture. Despite some increases in the price of milk and meat, livestock farming can still be difficult. This is due to the rapidly increasing price of fuel and animal feedstuffs, coupled with higher standards of animal welfare. Collectively these could threaten the future of this key land use.
- 14.33 The main driving force behind the planning application for the proposed poultry unit is to diversify a large scale farming business which is currently under significant financial pressure. The reasons for the development are recognized within the above paragraph from page 39 of the management plan.
- 14.33 Page 53 - Agricultural buildings are often located in areas of open countryside, where permission for other buildings is hard to obtain. Their construction and refurbishment can have an effect on the rural landscape and on people’s enjoyment of it. There is a need to make sure that such buildings and any associated access are appropriately sited, scaled and designed.
- 14.34 The proposed buildings have been subject to significant attention to detail with regard to their siting, with a location selected which has negligible impacts on the important views within the AONB, namely from the Herefordshire Beacon Camp. The scale of the proposed development is appropriate for a modern poultry unit, and the design reflects the sensitive

location with heights and choice of materials to ensure that the development blends into the surroundings without undue harm.

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June 2015.