

Appendix C – Landscape Sensitivity Assessment Proformas

Broad Zone 01

Assessment Areas: 2

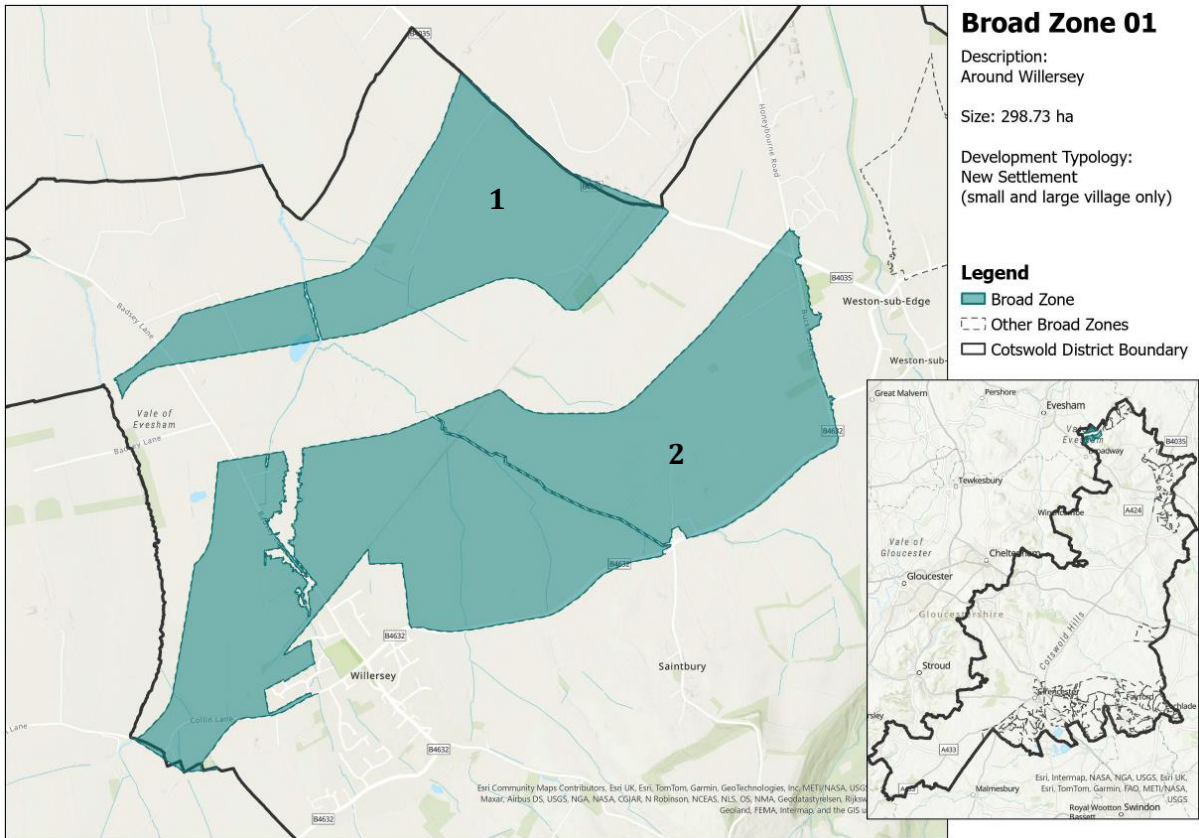


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 01 comprises approximately 299 ha of open countryside located to the north and west of Willersey, within the Unwooded Vale landscape character area and immediately adjacent to the Cotswolds National Landscape to the south. The landscape is relatively flat and expansive, with medium-to-large scale arable and pastoral fields bounded by hedgerows and lines of trees. Mature field boundaries, scattered trees, and occasional woodland blocks, particularly near the southern and eastern edges, which introduce some enclosure and texture to the otherwise open vale landscape. The southern part of the zone transitions to pasture, with signs of historic land use such as ridge and furrow visible in fields near the B4632. Willersey’s church spire is a prominent vertical element in views from the south, reinforcing the strong sense of place. A disused railway line cuts diagonally through the central portion of the zone from NE to SW, creating a subtle change in topography and offering some potential for habitat and connectivity. The wider zone includes isolated farmsteads and a dispersed pattern of rural dwellings and commercial uses along the local lane network, particularly in the southern and western edges. To the north-west, a small portion of the zone already contains solar development, although this sits within grassland fields with limited visibility from the south. Overall, the landscape has a rural and tranquil quality, with elevated land to the south overlooking the zone and offering expansive views across the vale.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landform is flat and low-lying, with minimal elevation change across most of the zone. Fields are typically medium to large in scale, with a regular structure shaped by hedgerows and tree-lined boundaries. The flat topography increases susceptibility to visual exposure from surrounding higher land, particularly from the south.	M-H
Natural Character	The area is largely dominated by intensive agriculture, with arable land in the north and west and pastoral grassland in the south, where sheep grazing is evident. Mature hedgerows, boundary trees, woodland blocks and the disused railway corridor contribute to local biodiversity and habitat connectivity, although semi-natural features are dispersed and not extensive.	M
Historic landscape character	The southern portion of the Site 2 includes visible ridge and furrow, especially near the B4632, suggesting former medieval land use. The rural landscape forms part of the setting to Willersey Conservation Area, and key views (including to the church spire) reinforce the area's heritage value.	M-H
Form, density, identity and setting of existing settlement/development	Willersey retains a compact and strongly nucleated form, with a clear distinction between the village and the surrounding open landscape. The zone plays a key role in maintaining this setting and preserving rural separation from scattered dwellings and farmsteads along the surrounding road network. Built form is dispersed and low-density throughout the zone.	M-H
Views and visual character including skylines	The zone is visually open, particularly from the north-west, where long views extend southward across open farmland. From the south and east, the zone is overlooked by elevated land within the adjacent Cotswolds National Landscape, making it more visually sensitive to development. Key skyline features include the Willersey church spire and nearby ridges, with much of the zone having undeveloped and simple skylines.	M-H
Access and recreation	A limited network of PROWs cross the zone, but these are well used and connect to wider recreational routes and settlements. The presence of open views enhances the experiential value of these paths, even though formal recreational infrastructure is minimal.	M
Perceptual and experiential qualities	The zone has a tranquil, rural character, shaped by agricultural land use, low-density settlement, and a relative absence of intrusive features. The combination of historic features, mature vegetation, and broad views reinforces a strong sense of place and naturalness. While some minor solar development exists in the north-west, this has limited perceptual impact.	M-H



Representative Photographs



Open grazed pasture with sheep



Expansive meadow and views toward wooded hills beyond

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Table 3: Assessment Area 2 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H



Summary of Sensitivity to Development:

Broad Zone 01 has limited capacity to accommodate large-scale development without adversely affecting landscape character, visual amenity and settlement form. The flat topography and open views, particularly from higher land to the south, increase visual sensitivity. The area plays a key role in preserving the distinct rural setting of Willersey, as well as maintaining the physical and perceived separation between dispersed dwellings and farmsteads. The presence of ridge and furrow, tree-lined boundaries and long views across the vale all contribute to a landscape with time-depth, perceptual quality and visual openness. Some very small-scale development may be possible in visually enclosed pockets or alongside existing infrastructure, but the majority of the zone is constrained by visual prominence and settlement setting.



Broad Zone 02

Assessment Areas: 2

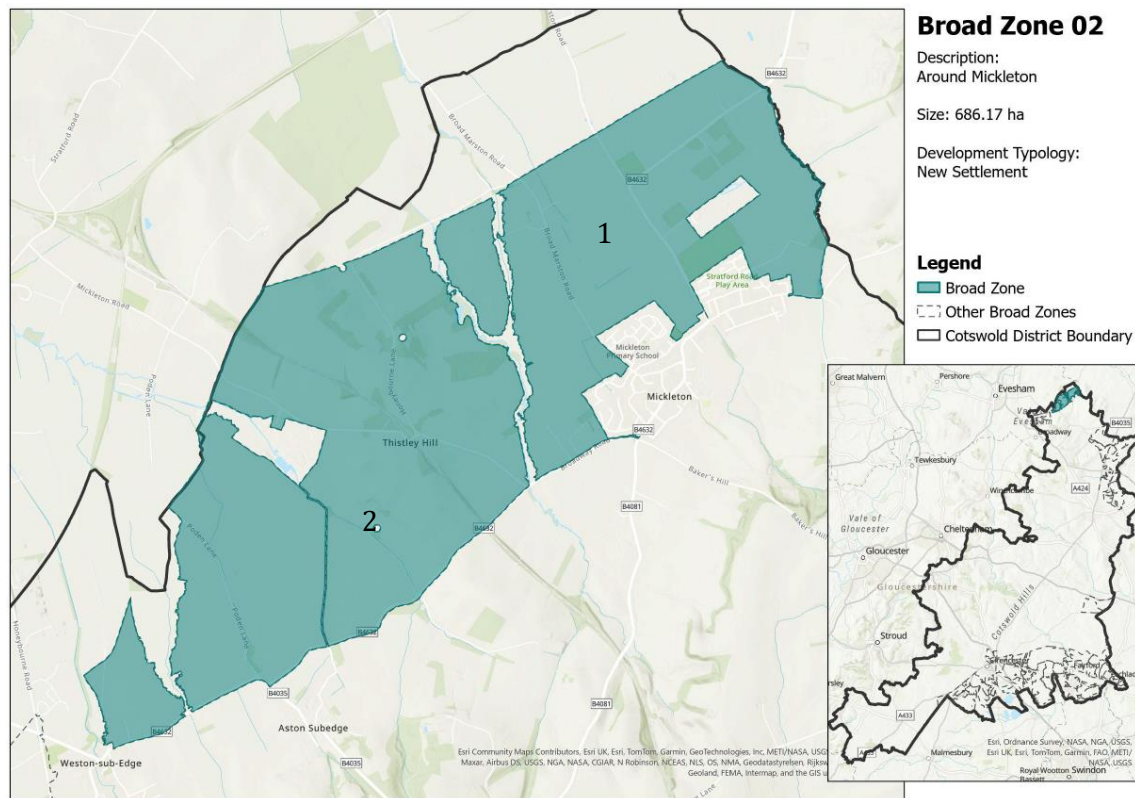


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 02 comprises approximately 686 ha of countryside extending north and west of Mickleton, encompassing the elevated feature of Thistley Hill and continuing westward towards the escarpment and northward towards Honeybourne Road. The zone lies within the Unwooded Vale landscape character area, with the western half, including Thistley Hill, lying within a Special Landscape Area (SLA). The eastern half, including land adjoining Mickleton, lies outside both the SLA and the Cotswolds National Landscape, though the National Landscape lies directly to the south-east, clearly visible from much of the zone. The eastern and western parts of the zone are defined by medium to large arable fields, pasture, and areas of enclosure and vegetation structure, particularly where a belt of woodland and mature tree cover lies between Thistley Hill and the edge of Mickleton. This wooded area softens the transition from the village into the wider landscape. Norton Brook forms a natural break between Mickleton and Thistley Hill, reinforcing the sense of separation between the village and the more elevated land to the west. Elsewhere, field boundaries are lined with mature hedgerows and trees, and scattered woodland blocks contribute to a textured rural pattern. Active rail infrastructure crosses the western side of the zone running north to south. Mickleton's recent growth on the settlement edges is visible from parts of the zone, while the Cotswolds National Landscape escarpment is visually dominant in many outward views. The area also includes



dispersed farmsteads, limited public access infrastructure, and a patchwork of recreational paddocks and arable land.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landform is largely flat or gently undulating across much of the zone, with greater complexity introduced by Thistley Hill, a locally prominent hill that contributes to a more articulated and recognisable landform. The underlying landscape structure is defined by medium to large fields and mature boundary vegetation, with stronger enclosure in the SLA-designated western half and a more open character east of Honeybourne Road.. To the south, the landscape rises steeply toward the Cotswolds National Landscape escarpment, which forms a dramatic and distinctive landform edge contributing significantly to local landscape character.	M
Natural Character	The area includes a strong hedgerow network, numerous mature trees, woodland belts, and ecological features along former railway lines. The woodland on Thistley Hill enhances the area's habitat diversity and provides a buffer to settlement edge impacts. Proximity to the Cotswolds National Landscape and the wooded escarpment strengthens ecological connectivity.	M
Historic landscape character	The landscape forms part of the rural setting to Mickleton Conservation Area, and there are field patterns of historic origin, including areas of ridge and furrow, especially near Aston-Subedge. Historic field enclosures, sunken lanes and mature boundaries further reinforce time-depth and landscape continuity.	M-H
Form, density, identity and setting of existing settlement/development	The zone plays a key role in maintaining the distinct rural setting of Mickleton, while also preserving settlement separation from Aston-Subedge. The wooded area between Mickleton and Thistley Hill provides natural enclosure and a soft transition between village and countryside.	M-H
Views and visual character including skylines	The landscape is open in parts, especially from elevated ground such as Thistley Hill, but views from and towards Mickleton are often filtered by woodland and hedgerow vegetation. The Cotswolds escarpment dominates southern views, with wooded slopes forming a strong skyline. While some detractors such as pylons exist, much of the landscape retains a coherent and undeveloped skyline.	M-H
Access and recreation	PRoWs are concentrated close to Mickleton, and Thistley Hill but access is sparse across the rest of the zone. Despite this, the area provides a visually and experientially valuable recreational setting, especially along local lanes and edges of woodland.	M
Perceptual and experiential qualities	The area retains a tranquil, rural character, particularly around Thistley Hill, the wooded belt west of Mickleton, and open fields north of Aston-Subedge. There is limited modern intrusion, and the combination of visual containment and scenic backdrop lends a strong sense of place.	M-H



Representative Photographs



Arable field with wildflower verge and rising farmland forming a prominent skyline.



Relatively flat pasture with low vegetation, overhead powerlines, and a wooded backdrop

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings			M		
Large village 5,000-10,000 dwellings				M-H	
Town/city 10,000 + dwellings					H

Table 3: Assessment Area 2 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H



Town/city 10,000 + dwellings					H
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Summary of Sensitivity to Development:

Broad Zone 02 encompasses a diverse rural landscape with strong visual and perceptual qualities, particularly in its SLA-designated western half. This area includes Thistley Hill, which is highly prominent, exposed to views, and contributes strongly to local character and scenic value. The eastern part of the zone is flatter, more open, and closer to Mickleton's edge, offering slightly greater scope for landscape integration if sensitively designed. However, the entire zone is visually connected to the Cotswolds National Landscape, with long views to its escarpment from within the site and reciprocal views from higher ground. Development in this area risks compromising the setting of both Mickleton and the wider rural landscape, particularly where it would intrude into the open skylines or SLA-designated areas.

Broad Area 03

Assessment Areas: 1

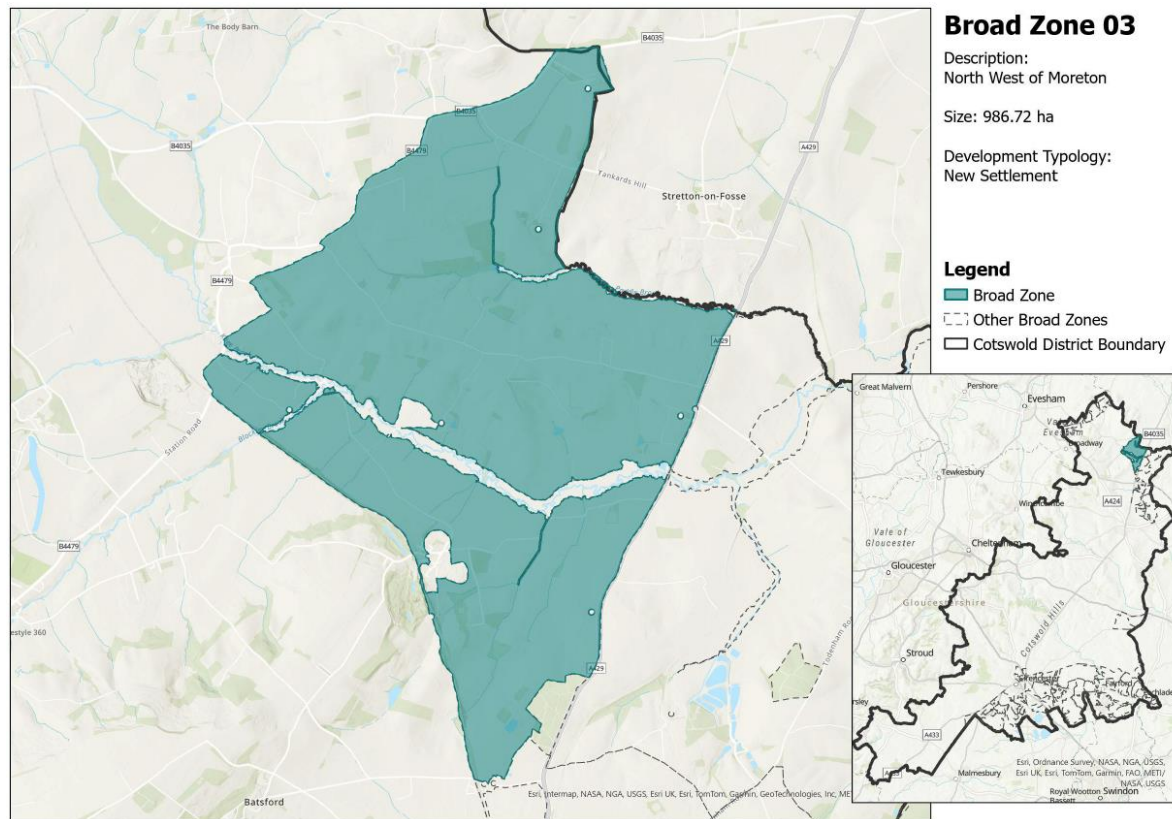


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 03 lies to the north-west of Moreton-in-Marsh and is entirely within a designated Special Landscape Area (SLA). The landscape is located in the Undulating Lowland Vale character area, forming part of the transitional dip slope landscape leading up toward the higher ground around Stretton-on-Fosse. The topography consists of a rolling patchwork of arable and pastoral fields, enclosed by hedgerows and tree-lined watercourses, with more intimate enclosure in valley bottoms and a broader, open character at higher elevations. The field pattern comprises medium-scale enclosures, with some areas of boundary loss and larger arable fields in the central and eastern areas. There are isolated farmsteads, scattered dwellings, and limited infrastructure, preserving a strongly rural and undeveloped character. Tree cover is sparse in places, generally limited to field margins, valley-bottom willows and poplars, and occasional copses. A network of PRoW traverses the area, offering open views toward the upper slopes of the Cotswolds National Landscape to the south, and long-ranging views across the vale. The zone does not adjoin any existing settlement and is physically and perceptually disconnected from Moreton-in-Marsh, lying beyond a band of higher land and rural separation maintained by wooded ridges and fields west of the town.		
Assessment criterion	Description	Sensitivity Score



Appendix C – Landscape Sensitivity Assessment Proformas

Physical character (inc. topography and scale)	The topography is gently undulating, with subtle ridgelines and rolling landform creating internal variety. Valley bottoms are more enclosed, often framed by riparian vegetation, while higher ground is more expansive. The patchwork of fields, lanes and stream corridors reinforces the distinctive landform character of this dip-slope transitional landscape.	H
Natural Character	Although largely arable, the landscape retains locally important ecological features including tree-lined streams, marginal vegetation, and strong hedgerow structure in parts. The more enclosed valleys and tree-lined corridors increase ecological interest.	M-H
Historic landscape character	The area includes historic field patterns and long-established routeways, with the wider landscape forming part of the historic agricultural setting to Moreton and Batsford. Although there are few individual heritage assets within the zone, the overall structure reflects a coherent and time-depth rural pattern.	M
Form, density, identity and setting of existing settlement/development	The zone is detached from any existing settlement, with no meaningful connection to Moreton-in-Marsh. It lies on the far side of a ridge and across a patch of high-value countryside from the town. Development here would represent a new and uncharacteristic extension into an isolated rural setting, weakening the integrity of settlement form and rural distinction.	H
Views and visual character including skylines	The landscape is visually open in many areas, particularly in central and elevated parcels, with long views across the vale and toward the Cotswold escarpment. Valley bottoms offer localised enclosure, but higher ground is often exposed. The zone is also visible from higher land to the south and east, increasing intervisibility and sensitivity.	H
Access and recreation	The area includes a good PRoW network, providing opportunities for walking and access to open views, tranquil lanes and historic field patterns. Despite limited road access, recreational value is enhanced by the area's scale, rural feel and visibility.	M
Perceptual and experiential qualities	The area has a strongly rural, tranquil and undeveloped character, supported by low built density, minimal infrastructure, and a perceptible separation from modern settlement. The SLA designation reflects the landscape's scenic quality, openness and consistency, and its visual exposure increases the risk of experiential degradation from any substantial development.	H

Representative Photographs



Rolling arable landscape and a patchwork of fields and woodland



Narrow rural lane enclosed by tall hedgerows, winding through a scenic undulating valley.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings					H
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 03 is a rural, open and scenically exposed landscape, entirely within a designated Special Landscape Area and forming part of the wider setting to Moreton-in-Marsh and Batsford. It is characterised by rolling landform, historic enclosure, sparse settlement, and open visual connections to the escarpment and upper vale. The absence of a functional or physical relationship to existing settlements, combined with strong perceptual rurality, high visual exposure, and lack of natural



Appendix C – Landscape Sensitivity Assessment Proformas

containment, make this landscape highly sensitive to change. While valley-bottom land may offer some degree of enclosure, the scale and pattern of development required for a new settlement would result in substantial harm to landscape character, visual amenity, and rural identity.

Broad Area 04

Assessment Areas: 1

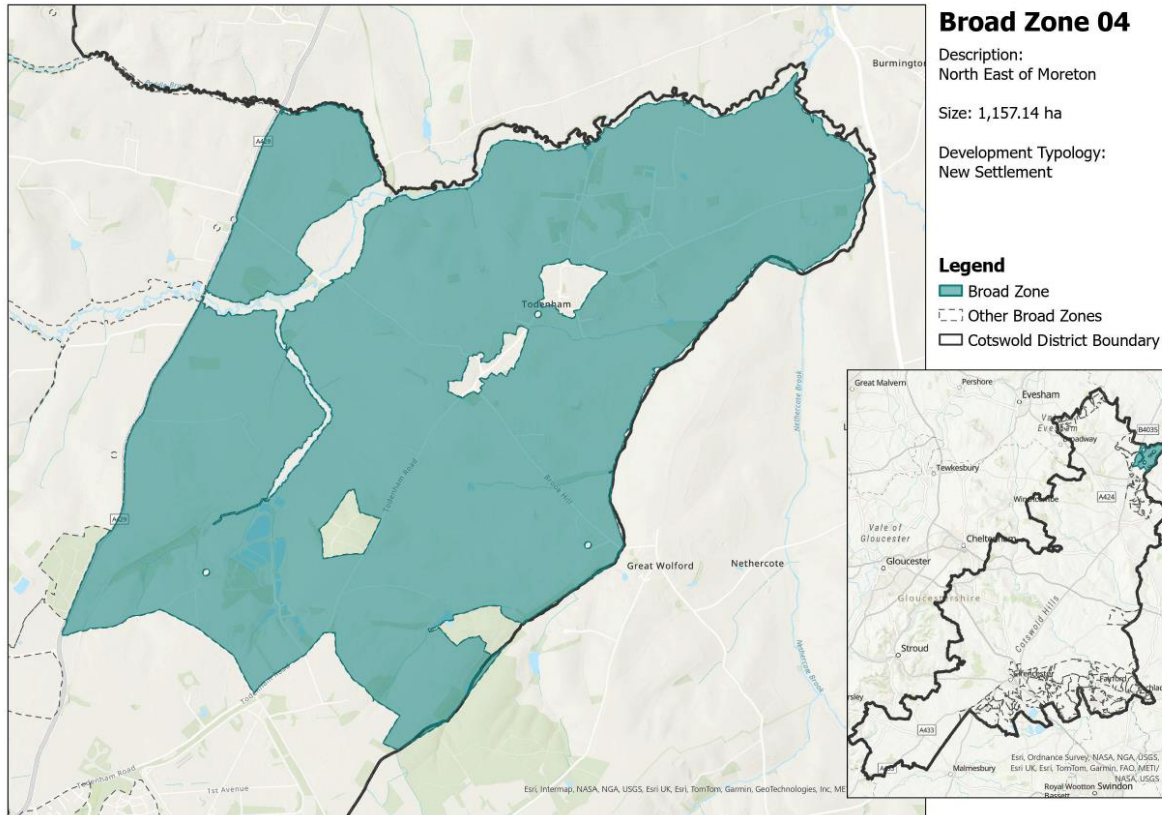


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 04 lies to the north-east of Moreton-in-Marsh and is located within a designated Special Landscape Area. It forms part of the Undulating Lowland Vale landscape character area, characterised by a gently to moderately rolling topography with mixed field patterns, woody lanes, and scattered farmsteads. The area includes the settlement of Todenham at its centre, while the southern and western edges rise toward the A429 ridge.		
The zone features a patchwork of arable and pastoral fields, generally medium to large in scale, enclosed by mature hedgerows and trees including poplars, oaks and ash, and occasional woodland blocks. Land rises westward toward the A429 and gently falls northward, creating open panoramas from higher ground and a more intimate, enclosed valley character in the south and east. There is a good network of PRoW, offering access to a rural and visually diverse landscape.		
Historic features include the church at Lower Lemington, which is set in a landscape bowl and not widely visible, and the wider historic field patterns, tracks, and isolated agricultural dwellings that contribute to a sense of time-depth and intact rural identity.		
Assessment criterion	Description	Sensitivity Score



Physical character (inc. topography and scale)	The area is defined by a rolling landform, with land rising westwards and gently undulating across the central and northern parts. Todenham sits on lower, flatter ground, while the south-western fringe provides more elevation. Fields are generally medium to large, with varying topography and vegetation. Local enclosure is reinforced by woody lanes, trees, hedgerows and topographic containment.	H
Natural Character	The landscape includes a well-connected hedgerow and tree network, with woodland belts, mature field-boundary trees, and riparian vegetation in lower areas. Vegetation is more prevalent in valleys and to the south, while northern arable areas are more open. Habitat connectivity is strong, especially along field margins and enclosed lanes.	M-H
Historic landscape character	Historic integrity is good, with historic churches, agricultural barns, and traditional field enclosures evident across the zone. The church at Lower Lemington is well-integrated into the landscape and surrounded by intact farmland. Historic lane networks and dispersed settlement reinforce the landscape's time-depth and character.	M-H
Form, density, identity and setting of existing settlement/development	The area includes Todenham village and a number of dispersed farms and barns, with no direct relationship to Moreton-in-Marsh. The landscape strongly contributes to the setting of Todenham, reinforcing its rural form and compact identity. Built form is limited and low-density, and any new settlement would be out of scale with the prevailing pattern.	H
Views and visual character including skylines	The landscape offers wide and open views to the north and east, with long vistas over gently sloping arable land. Higher ground provides panoramic views, while valleys are more enclosed and intimate. Wooded skylines and mature trees soften visibility in places, though the open character of higher slopes increases exposure.	H
Access and recreation	A good network of PRoW runs through and around the zone, offering access to rural lanes, open field edges and wooded corridors. These routes contribute to public appreciation of the area's scenic value, peacefulness, and historic setting.	M
Perceptual and experiential qualities	The zone is tranquil, undeveloped and highly rural, with a sense of isolation reinforced by low settlement density, traditional landscape patterns, and scenic views. Valley-bottom enclosures feel secluded and picturesque, while open northern slopes convey expansiveness and elevation. The SLA designation reflects this rich and intact rural character.	H



Representative Photographs



Undulating grassland and arable fields framed by shelterbelt woodland and scattered trees.



Expansive views over gently rolling farmland with wooded ridgelines and open skies.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings					H
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 04 is a large and visually and perceptually sensitive rural landscape, entirely within a designated Special Landscape Area. Its rolling topography, historic settlement pattern, vegetation structure, and open skylines contribute to a highly scenic and characterful environment. The area forms the setting to Todenham and other dispersed farms and provides long-ranging views to and from elevated land. The combination of exposure, absence of settlement connection, and strong rural identity means



the zone has limited capacity to absorb development, especially at scale. Development would undermine the integrity of the SLA and would appear visually intrusive and spatially disconnected, fundamentally altering the structure and feel of the area.



Broad Area 05

Assessment Areas: 1

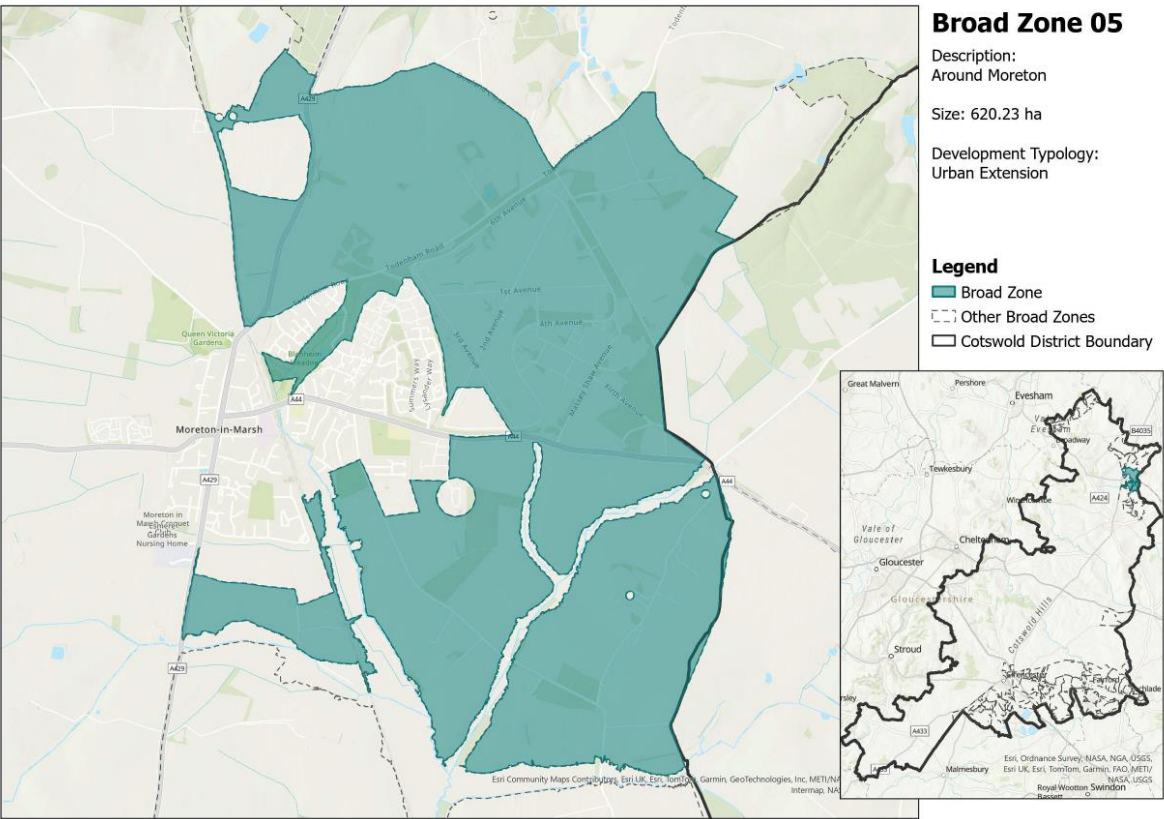


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 05 wraps around the eastern and southern edge of Moreton-in-Marsh, incorporating land on both sides of the A44. The majority of the zone lies within a designated Special Landscape Area (SLA), although small parcels adjacent to the settlement edge lie outside it. The landform is generally flat to gently undulating, part of the Pastoral Lowland Vale landscape character type, comprising pasture and arable fields, hedgerows, and tree-lined watercourses. The area includes field-scale development parcels with some intervening green wedges, estate boundaries and tree belts, particularly east of the town. Several fields and lanes are visually open and exposed to views from the A44 corridor and from the eastern approach to Moreton. A number of mature hedgerows, individual trees, and riparian corridors reinforce the structure of the landscape, although some boundaries are gappy or degraded. There are numerous ProW, especially in the southern part of the zone, and strong visual and experiential links to the wider rural landscape. The Fire Service College, a large and distinctive institutional land use, occupies a substantial area in the centre of the zone. While largely enclosed by woodland and internal boundary planting, its scale and activity influence local character and reduce rural tranquility in parts of the zone. Overall, the zone forms part of the immediate rural setting of Moreton-in-Marsh, with some parcels adjoining or closely related to the settlement edge, while others step further into open countryside or



approach the Cotswolds National Landscape to the south.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landform is gently undulating, with low-lying fields, shallow dry valleys and some minor changes in elevation. Field scale is generally medium, though some are large and open where boundary loss has occurred. Enclosure varies depending on vegetation cover, with stronger structure to the south and more open landscapes on the eastern edge.	M
Natural Character	The landscape includes hedgerows, river/stream side vegetation, woodland belts, and scattered mature trees, particularly along the A44 corridor and to the south of the town. While much of the land is improved grassland or arable, habitat corridors remain evident, and the potential for green infrastructure reinforcement is high.	M
Historic landscape character	The landscape retains elements of historic enclosure and forms part of the historic setting of Moreton-in-Marsh. There are visible ridge and furrow patterns, historic tracks and field shapes, particularly in southern areas, reinforcing a sense of time-depth. No designated heritage assets are known within the zone, but the intact field pattern contributes to landscape character.	M
Form, density, identity and setting of existing settlement/development	The zone forms the immediate landscape setting of Moreton-in-Marsh, and development would directly influence the perception of the town's edge, identity, and relationship with its surrounding countryside. While eastern parcels may offer some integration opportunity, southern and south-eastern areas form the open rural foreground to key views and routes into the town.	M-H
Views and visual character including skylines	The zone is visually open in many areas, particularly on the south-eastern slopes and from the A44. There are long views across flat fields toward the Cotswold escarpment to the south. Tree belts and estate boundaries provide local containment, but skylines are typically undeveloped and rural.	M-H
Access and recreation	The landscape is well-used for recreation, with numerous PRoW, quiet lanes and informal open space. These routes contribute to the enjoyment of countryside close to the town and reinforce the zone's role as a recreational and visual transition between urban and rural character.	M
Perceptual and experiential qualities	The landscape has a semi-rural character, with some areas appearing transitional due to infrastructure and proximity to development. However, parts of the zone, particularly to the south-east, retain a strong rural sense of place, with field patterns, green lanes, and low levels of visual disturbance contributing to scenic quality.	M-H

Representative Photographs



Arable field bordered by hedgerow and mature trees with a rural character.



Expansive arable field with isolated tree groupings and distant woodland edge.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 05 sits in a visually prominent, partly transitional landscape that forms the immediate rural edge and eastern setting of Moreton-in-Marsh. Much of the land lies within a Special Landscape Area, reflecting its contribution to the town's landscape setting, open rural character and perceptual separation from the wider countryside. While some areas (particularly on flatter land adjacent to existing housing)



offer opportunities for limited, landscape-led development, most of the zone is highly sensitive to changes in openness, skyline character and settlement edge definition. Particular care would be needed to protect visual amenity and the role the landscape plays in framing views toward the Cotswolds National Landscape to the south.



Broad Area 06

Assessment Areas: 2

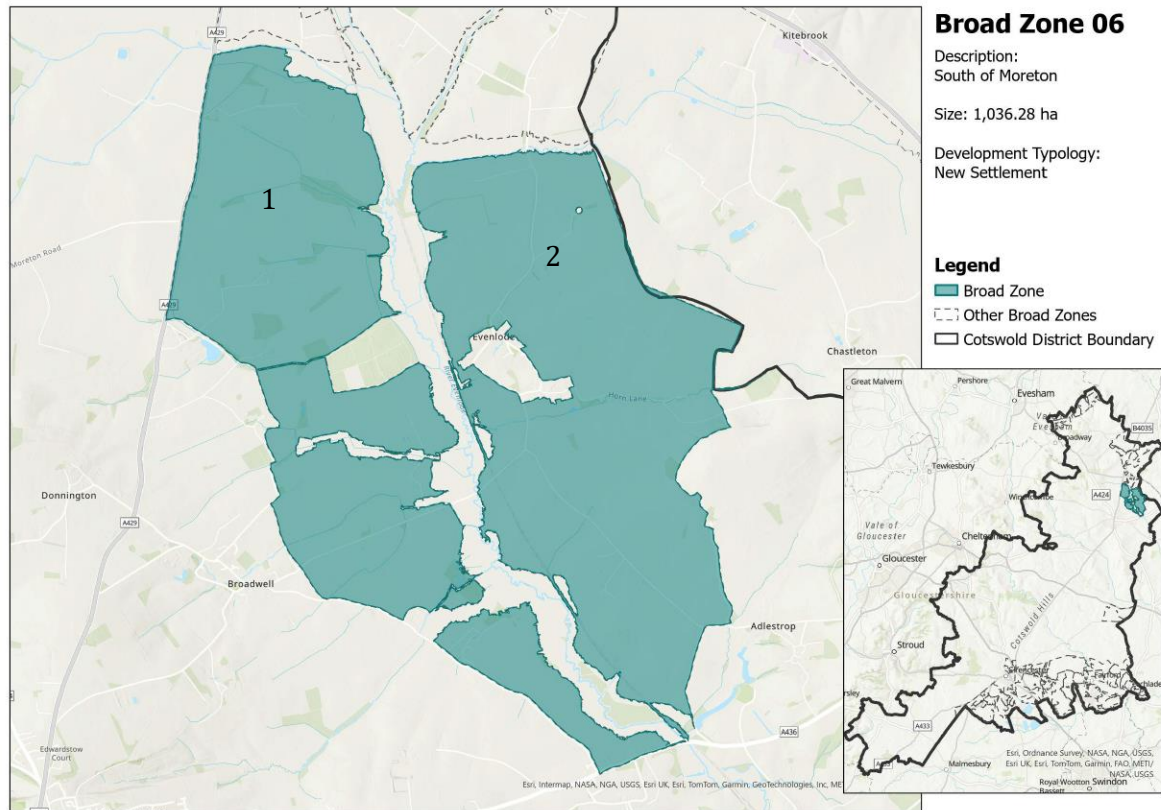


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 06 occupies an extensive tract of lowland countryside south of Moreton-in-Marsh, encompassing the village of Evenlode and interfacing with Broadwell to the west and Adlestrop to the east. The zone lies entirely within the Special Landscape Area and within the Pastoral Lowland Vale landscape character type. It is a low-lying, open and visually exposed landscape, defined by a mix of large and medium arable fields, watercourses, and strong historic rural character. The River Evenlode and a railway line run broadly north–south through the central valley, with land gently falling toward these features. The flatness of the landform results in broad views to the east and north, with limited natural screening in many areas. Enclosure is mostly defined by hedgerows, with vegetation and tree cover concentrated in the valley floor and along ditch and stream corridors. Villages and scattered farmsteads are modest in scale and well-integrated into the rural landscape. A strong PRoW network, particularly in the east, reinforces the zone’s recreational and perceptual value.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landform is flat to gently sloping, with subtle relief created by the railway and river corridors. The zone includes regular field patterns, primarily medium to large in scale, defined by low	M



	hedgerows with intermittent trees. Landform simplicity increases visual exposure but contributes to a strong open character.	
Natural Character	Ecological value is concentrated in the valley bottom, with trees including willow, poplar and ash around streams, riparian planting, and occasional wetland margins. While the wider area is intensively farmed, hedgerow trees and small copses provide local habitat continuity. The zone offers scope for enhancing ecological connectivity along ditches and field edges.	M-H
Historic landscape character	The zone contains well-preserved historic field patterns, traditional lanes, and village settings of Evenlode, Broadwell, and Adlestrop, which retain strong historic character. Farm buildings and land use reflect a continuity of rural occupation. The visual containment of villages and the absence of major modern infrastructure helps preserve time-depth and coherence.	M-H
Form, density, identity and setting of existing settlement/development	Settlements within the zone are small-scale, nucleated and traditional, with rural backdrops. The landscape provides a strong rural setting to Evenlode and Broadwell, and supports settlement separation and identity. A new settlement in this zone would be uncharacteristic, lacking any relationship to existing urban form or hierarchy.	H
Views and visual character including skylines	The area is visually open across much of its extent. The flat landform and absence of substantial vegetation in the wider field network permit far-reaching views to the north and east, including toward higher ground in the Cotswold National Landscape. Tree-lined river corridors and wooded lanes offer localised enclosure but are insufficient to screen large-scale development.	H
Access and recreation	There is a good PRoW network, especially in the eastern half of the zone, connecting villages, riverbanks and farmland. Quiet lanes contribute to informal recreation and landscape access. These routes enhance the area's landscape experience and reinforce scenic appreciation.	M-H
Perceptual and experiential qualities	The zone has a strongly rural and tranquil character, defined by its absence of large-scale infrastructure, low levels of noise or visual disturbance, and an expansive visual envelope. Enclosure and intimacy are greatest within the river corridor and along hedged lanes, but overall, the area conveys a peaceful, scenic and undeveloped quality.	H

Representative Photographs



Open grazed pasture with scattered trees and distant views over a layered rural landscape.



Railway corridor cutting through flat pastoral land with wildflower verge and wooded backdrop.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Table 3: Assessment Area 2 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings					H
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H



Summary of Sensitivity to Development:

Broad Zone 06 is a low-lying, expansive and highly sensitive rural landscape located entirely within a Special Landscape Area. It contains multiple small-scale villages, historic rural field patterns, and an open visual character defined by flat topography and sparse tree cover. While the river and railway corridor provide some structure, the overall scale, openness and perceptual integrity of the landscape would be fundamentally compromised by new settlement-scale development. A new settlement would appear disconnected, visually intrusive and out of scale with local form and pattern. The zone's role in maintaining separation between Moreton and other settlements, and in reinforcing a tranquil and scenic landscape, is significant and would be difficult to mitigate.



Broad Area 07

Assessment Areas: 1

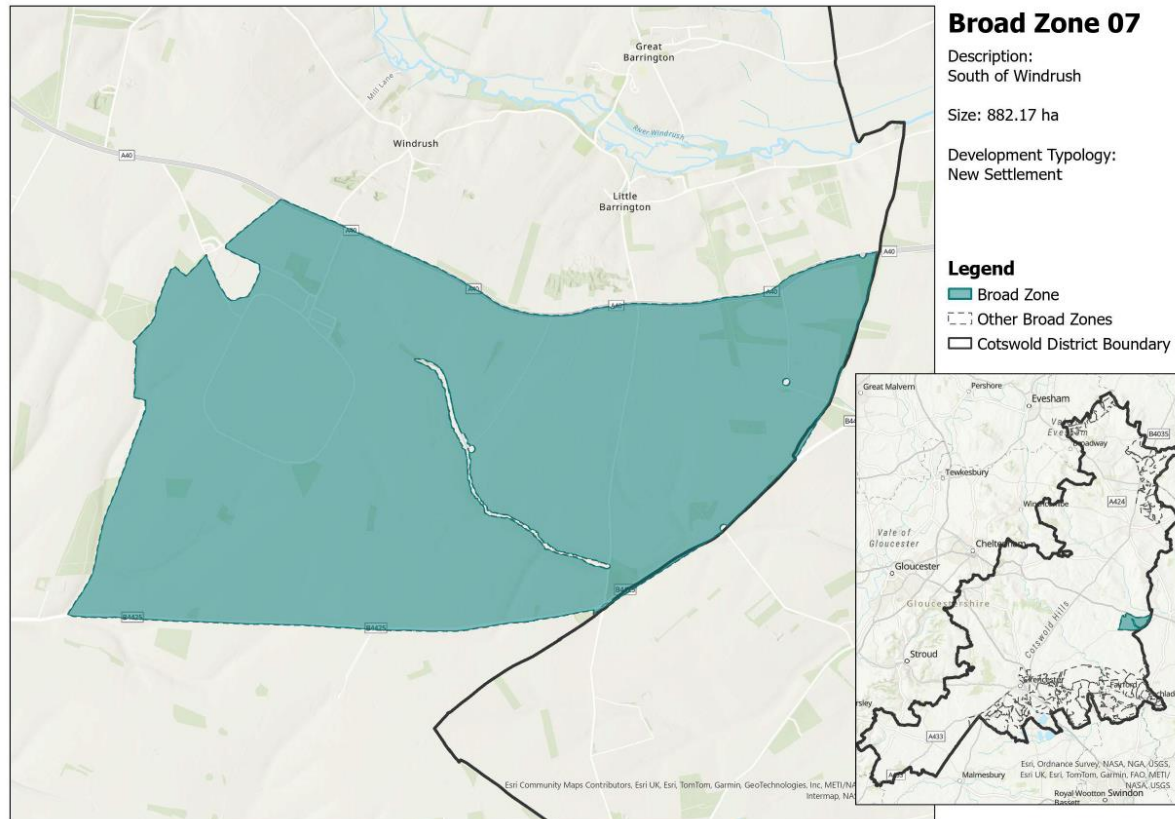


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 07 covers a large expanse of open countryside south of Little Barrington and north of the B4425. The area lies entirely within the Special Landscape Area (SLA) and is enclosed on three sides by the Cotswolds National Landscape. It forms part of the Dip Slope Lowland landscape character type and is defined by a rolling landform, open arable fields, and isolated farmsteads, with no notable settlements. The landscape is shaped by a valley landform sloping northwards towards the River Windrush that lies beyond the northern boundary of the zone. The broad plateau in the northern portion of the zone is visually exposed, particularly from the A40, and defines the northern boundary. The land is intersected by a single central road and enclosed on other edges by minor rural lanes, with a network of PROW crossing the area, reinforcing its high recreational value. Vegetation cover is concentrated in hedgerows and scattered woodland blocks, though hedgerow quality is mixed and in places degraded. The southern boundary is defined by the B4425, with a fragmented hedge and broken wall line offering limited containment. Long views are available southward and eastward across and beyond the zone, and the area is also visually prominent from the surrounding higher land within the National Landscape.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landform is gently rolling, with a pronounced slope down to the River Windrush in the north and a more open plateau in the central and northern sections. Fields are medium to large in scale,	M-H



	regular in shape, and mostly enclosed by landform or vegetation. The absence of significant built form enhances the impression of scale and openness.	
Natural Character	Tree cover is largely confined to hedgerows and woodland blocks, with a patchy but locally important green structure. Some hedgerows are fragmented, particularly along southern boundaries. Wooded elements near watercourses and along PRoW contribute to landscape character and local habitat. However, much of the zone is arable with limited ecological diversity.	M
Historic landscape character	The area has a legible historic field pattern, particularly where boundaries are intact. Traditional dry-stone wall remnants, particularly along the southern boundary, reinforce time-depth. There is no notable settlements, but scattered farmsteads contribute to a long-established rural pattern.	M-H
Form, density, identity and setting of existing settlement/development	There are no settlements within the zone. The zone forms part of the rural setting to the River Windrush valley, and its separation from built form is a key aspect of its landscape function. Introduction of large-scale development would represent a major departure from the area's character.	H
Views and visual character including skylines	The zone is visually exposed, with long views to the south and east, and open skylines particularly in the northern plateau areas. The A40 forms a fragmented and exposed northern boundary, with clear views across the site. Built form within the site is very limited, reinforcing a rural skyline. Views to and from the adjacent National Landscape heighten sensitivity.	H
Access and recreation	A network of PRoW crosses the zone, with footpaths linking to Windrush and nearby rural routes. These routes offer access to scenic views, historic field structures, and the rural valley landscape. Their extent and quality give the zone high value for recreational enjoyment.	M-H
Perceptual and experiential qualities	The zone has a tranquil, remote and undeveloped character, with a marked absence of modern infrastructure or urbanising features. Minor lanes and wooded paths enhance the perception of rural seclusion. Pylons (including smaller crossing lines and larger towers to the south) are a detracting feature in some views, but the overall sense of rural quiet and scenic quality remains strong.	H



Representative Photographs



Arable field edged by dry stone wall, with distant panoramic views over rolling farmland.



Arable field beneath a wide sky, framed by low woodland on the horizon.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings					H
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 07 is a remote, visually prominent and scenic valuable rural landscape, located within the Special Landscape Area and framed on three sides by the Cotswolds National Landscape. It includes open plateau land, a river valley setting, and a historic, undeveloped pattern of farmsteads and enclosures. The



absence of settlement, combined with intervisibility with designated landscapes, extensive recreational access, and a lack of natural containment, make the area highly sensitive to built development.

Development would introduce a scale, form and visual presence that is wholly uncharacteristic and likely to cause significant harm to both landscape character and perceived scenic value.



Broad Area 08

Assessment Areas: 1

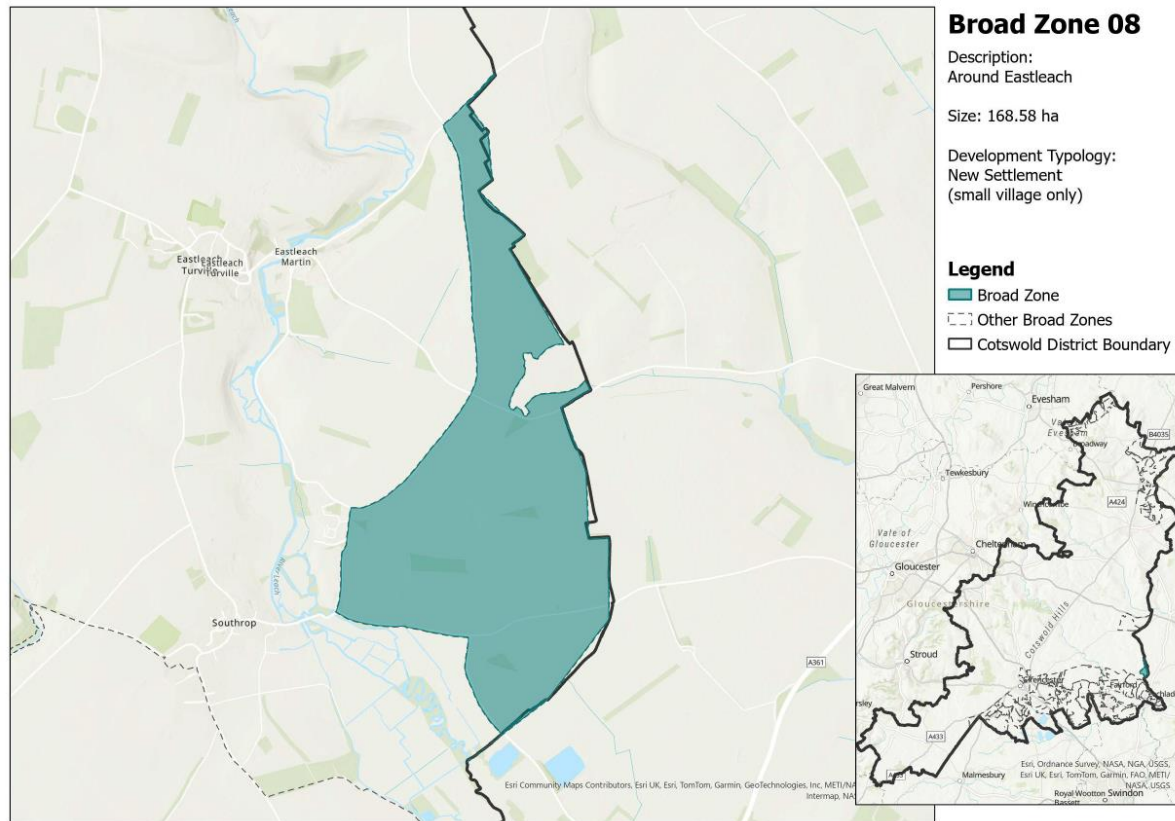


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 08 lies on the south-eastern edge of the Cotswold District, east of Eastleach Martin and Southrop and beyond the Cotswold National Landscape boundary. It is a large-scale, open rural landscape comprising of primarily medium to large arable fields, set within a gently undulating landform that rises gradually northward. The field pattern is well-defined by mature hedgerows, particularly along minor roads and field boundaries, with tree belts concentrated on the eastern edge and in scattered blocks. The zone is sparsely settled, with few roads and little infrastructure, and offers limited public access, giving it a quiet and isolated rural quality. While public views are limited due to containment and boundary vegetation, the northern high ground allows long views east and south, increasing sensitivity in elevated areas. A small number of large pylons are visible near the boundary, and distant infrastructure is present to the east and north, but otherwise the landscape retains a strong sense of enclosure and consistency.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The gently undulating landform rises toward the north, with subtle variation contributing to localised enclosure. Fields are generally medium to large, with longer, narrower patterns in the north. A mature and legible field structure creates landscape coherence despite the open scale.	M



Natural Character	Tree and hedgerow structure is largely intact, with mature boundaries defining the field pattern and tree belts providing shelter and habitat. Woodland blocks are limited but contribute to enclosure and ecological value. Although intensively farmed, the zone retains landscape structure and biodiversity potential.	M
Historic landscape character	The area features historic field boundaries and traditional hedgerow networks. The absence of modern development preserves its rural time-depth and land use pattern. The long, linear fields in the northern portion suggest historical continuity.	M
Form, density, identity and setting of existing settlement/development	The zone is physically and perceptually separate from Eastleach Martin and Southrop, with no relationship to any settlement core or edge. Its isolated position and lack of infrastructure reinforce a distinct rural identity, and any development would introduce uncharacteristic form and scale.	M-H
Views and visual character including skylines	The zone is physically and perceptually separate from Eastleach Martin and Southrop, with no relationship to any settlement core or edge. Its isolated position and lack of infrastructure reinforce a distinct rural identity, and any development would introduce uncharacteristic form and scale.	M-H
Access and recreation	Recreational access is limited, with few PRow and no significant recreational assets. Quiet rural lanes offer some incidental access and visual appreciation, but the overall value for public access is low.	L-M
Perceptual and experiential qualities	The area is tranquil, undeveloped, and agricultural in feel, with some infrastructure visible in distant views. The combination of field enclosure, minimal disturbance and broad views from higher ground results in a peaceful and consistent rural landscape.	M-H

Representative Photographs



Grassland bordered by hedgerows and framed by distant arable land.



Arable field extending across a flat landscape with pylons and woodland on the skyline.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the



appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 08 is a rural and largely intact agricultural landscape, with a strong field structure, mature hedgerow network, and low levels of development or infrastructure. Its physical and perceptual detachment from surrounding settlements and limited road and PRow access mean it plays little role in settlement structure but offers a strong rural context. Although parts of the zone are visually contained and have some potential for discreet development, the open northern slopes, historic landscape continuity, and isolated setting contribute to a moderate to high sensitivity overall. Development here would introduce a new and uncharacteristic settlement form that would be difficult to integrate without detracting from the existing rural character.



Broad Area 09

Assessment Areas: 1

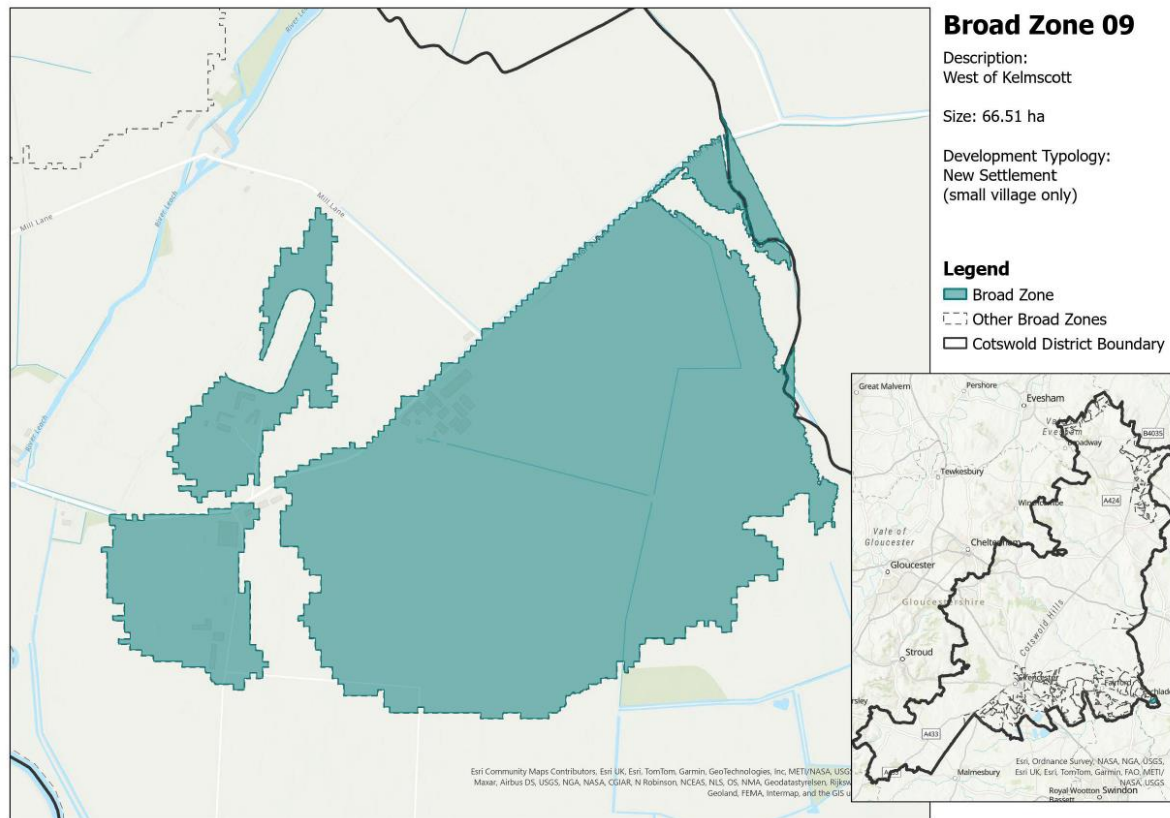


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 09 is located on the south-eastern edge of Cotswold District, immediately west of Kelmescott and close to the county boundary with Oxfordshire. It lies within the River Basin Lowland landscape character area and is characterised by a flat, low-lying landform, watercourses and defined by a regular pattern of medium-sized fields. Land use includes arable, pastoral, and grassland parcels, with fields mostly enclosed by hedgerows and tree-lined boundaries, though openness increases in the northern part of the zone. The area is rural and isolated, with no adjacent settlement and few built structures beyond a scattering of farmsteads and isolated dwellings along Kelmescott Road. The zone is bound by woodland to the south with a dominant line of poplars beyond the southern boundary that run along the line of the River Thames to the south, providing visual containment, while the northern area is more open with longer views toward the upper Thames basin and visible pylons to the northwest. A single PRoW crosses the southern part of the zone east–west, providing some recreational access but otherwise public interaction is limited. The area contains no designated landscapes or heritage assets and is defined primarily by its flat topography and agrarian field structure.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The topography is flat and low-lying, consistent with its River Basin Lowland classification. Fields are generally medium in scale and	M



	regularly shaped, with consistent boundaries. The landscape lacks landform containment but is not overly expansive due to internal hedges and boundary vegetation.	
Natural Character	The area contains a patchwork of arable and grassland fields, with hedgerow and tree-lined boundaries offering some ecological value. There is a wooded backdrop to the south, but no notable habitats or designated ecological sites within the zone. Agricultural management dominates, though boundary vegetation provides landscape texture.	M
Historic landscape character	There are no known designated heritage assets in the zone, but the landscape structure reflects a long-standing agricultural land use pattern with traditional hedgerow field boundaries. The absence of built intrusion helps preserve time-depth and reinforces the rural character associated with the setting of Kelmscott.	M
Form, density, identity and setting of existing settlement/development	The site is not connected to any existing settlement, with Kelmscott located beyond the eastern boundary and no built form within or immediately adjacent to the zone. This lack of relationship to existing form and fabric makes the site spatially and functionally detached, and any large-scale development would represent a major shift in local settlement structure.	M-H
Views and visual character including skylines	Views across the area are mostly localised due to hedgerow and tree boundaries, but the northern part is more open, offering distant views toward the northwest. Pylons are visible and introduce some detracting elements. There are no strong skyline features, and the flatness of the land limits elevated viewpoints.	M
Access and recreation	There is limited recreational access, with a single PRow running east-west across the southern part of the zone. The absence of other footpaths or connected routes limits recreational value, although the footpath offers some opportunity for visual appreciation of the landscape.	L-M
Perceptual and experiential qualities	The area has a tranquil and isolated rural character, defined by its low-density use, absence of modern development, and separation from settlement. The line of trees to the south reinforces the sense of containment and rural backdrop, while field openness to the north and infrastructure views slightly weaken perceptual qualities.	M

Representative Photographs



Flat grazed pasture enclosed by fencing and woodland belts.



Rural road lined with hedgerows and intermittent trees in a low-lying farmland setting.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement/~~Urban Extension~~)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 09 is a flat, rural and isolated landscape, with a simple agricultural structure and a moderate degree of enclosure. Its lack of designation, low levels of access, and functional detachment from settlements mean that landscape value is modest, but sensitivity arises from its open character, time-depth, and peaceful experiential qualities. Development would introduce a new and uncharacteristic land use and would risk disrupting the balance between open fields, rural structure, and visual containment.



Although not visually dramatic, the area's tranquility and undeveloped nature are key assets that would be difficult to preserve under significant development pressure.



Broad Area 10a

Assessment Areas: 1

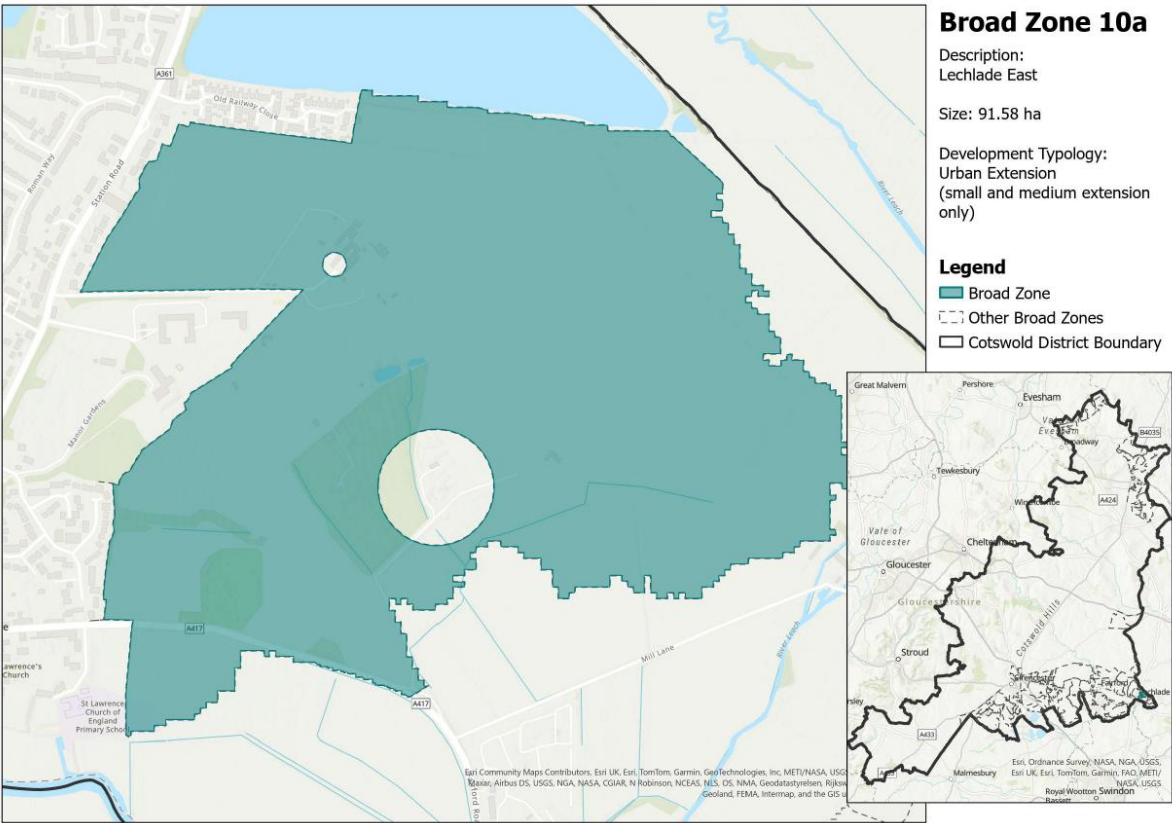


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 10a is located on the eastern edge of Lechlade, lying primarily north of the A417 within both the Cornbrash Lowlands and River Basin Lowland landscape character area. It forms a transitional landscape between the town’s built edge and the more open agricultural land to the east and south. The zone is comprised of a mix of medium-sized arable fields, enclosed paddocks, and woodland blocks, with a distinct parkland influence in the south-west associated with the setting of Lechlade Manor. The northern boundary is influenced by recent residential development and by a large lake, which physically and visually defines the edge of the zone. The presence of water introduces a notable variation in land cover and contributes to both the biodiversity interest and perceptual quality of the area. Views across the lake also create a sense of openness and connection with the wider gravel landscapes to the north and west. In contrast, the southern edge contains a cricket ground, paddocks, and mature trees in a parkland character which provide a well-vegetated and enclosed feel. A significant woodland block sits centrally to the south of the paddocks, and a prominent tree line forms a strong visual boundary along the south-eastern edge. These features create localised enclosure, visual containment, and contribute to the area’s landscape structure.



Although the area is not designated, its historic association with Lechlade Manor and parkland elements including open grassland, woodland edges, and ornamental tree planting, suggest an area of perceptual quality and time-depth. The zone transitions eastward into larger arable fields, becoming more open and less structured toward its outer edge.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The topography is generally flat, with minor undulations in the central and southern parts. Field scale varies, from medium-sized arable fields in the north, to smaller paddocks and open green spaces in the centre and south. The tree belt structure and variation in land use create a diverse, legible and semi-enclosed physical character.	M
Natural Character	The zone contains a mix of woodland blocks, tree belts, and individual parkland trees, particularly in the south and south west. These contribute positively to biodiversity and provide visual and ecological links to the surrounding landscape. Despite recent development to the north, the vegetation structure remains intact and functionally connected.	M
Historic landscape character	The southern and south-western areas display parkland characteristics, likely associated with historic estate landscapes linked to Lechlade Manor. This includes tree-lined boundaries, woodland, and possible remnants of designed landscapes. These features contribute to local identity and historic time-depth.	M-H
Form, density, identity and setting of existing settlement/development	Views across the zone vary in character. In the north, the landscape is more open, with recent development clearly visible. In the centre and south, vegetation creates filtered and enclosed views, particularly around the cricket ground and woodland. Views toward Lechlade Manor are an important consideration in the south, and skylines remain undeveloped.	M
Views and visual character including skylines	Views across the zone vary in character. In the north, the landscape is more open, with recent development clearly visible. In the centre and south, vegetation creates filtered and enclosed views, particularly around the cricket ground and woodland. Views toward Lechlade Manor are an important consideration in the south, and skylines remain undeveloped.	M-H
Access and recreation	Recreational access is limited, but the presence of the cricket ground, associated open land and green corridors indicates local recreational use and amenity value. The setting contributes to the experience of Lechlade's rural edge.	M
Perceptual and experiential qualities	Despite nearby residential influences, the southern parts of the zone retain a semi-rural character, with tranquility, tree-lined enclosures, and visual interest associated with former parkland. These qualities would be vulnerable to unsympathetic development, particularly in areas with clearer historical or experiential value.	M-H

Representative Photographs



Open parkland and mature trees, framed by dense woodland



Arable field with a dense woodland belt forming the horizon.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)				M-H	
Medium Extension (1500-3500 dwellings)				M-H	
Large Extension (3500+ dwellings)					H

Summary of Sensitivity to Development:

Broad Zone 10a forms an important landscape transition between the eastern edge of Lechlade and the open countryside. While parts of the zone (particularly to the north-west) are already influenced by new residential development, much of the central and southern landscape retains a semi-rural, structured character with historic parkland features, woodland, and vegetated enclosure. These features contribute



to local identity and setting, particularly in relation to Lechlade Manor and the southern approach to the town. Although the northern and western extents could potentially accommodate some development with sensitive design and integration, the southern and south-eastern areas are more sensitive due to their historic, visual and experiential qualities.



Broad Area 10b

Assessment Areas: 1

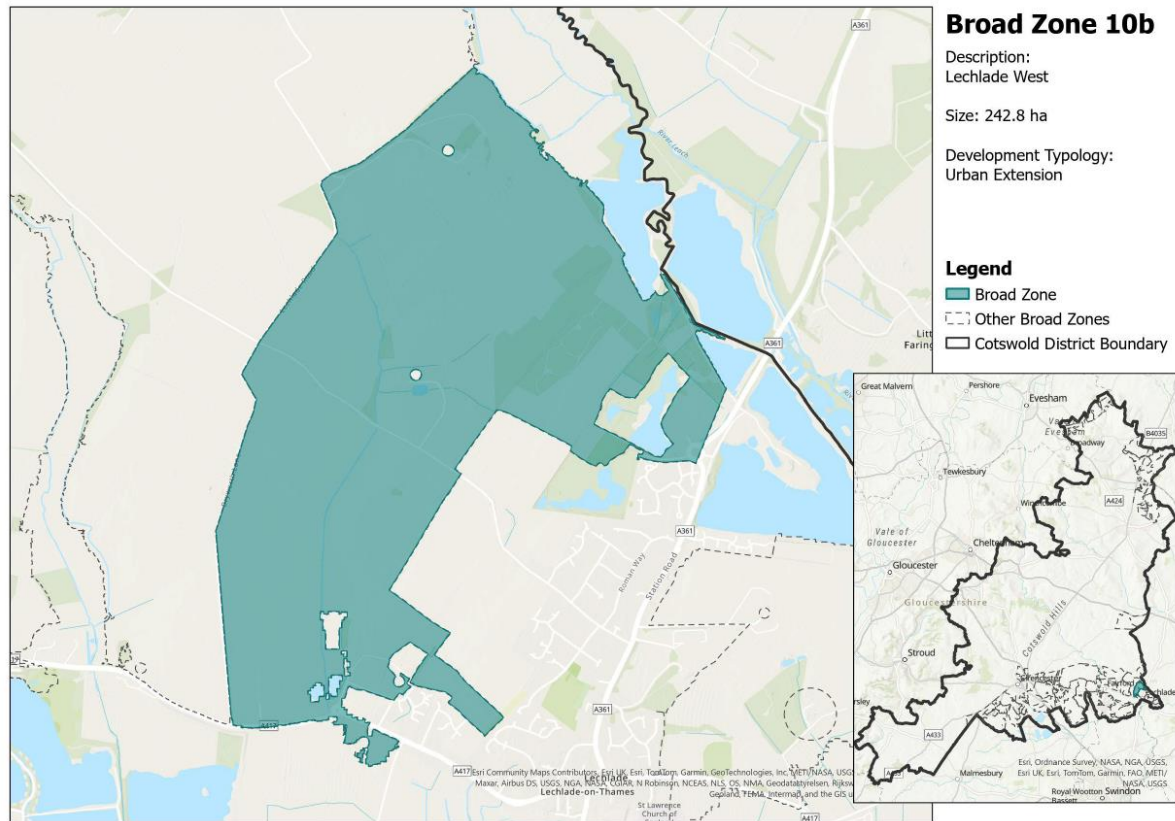


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 10b is located to the west of Lechlade, extending toward the A417 and encompassing land that falls within both the Cornbrash Lowlands and River Basin Lowland character areas. The zone is largely comprised of large, flat arable fields, interspersed with wetland features, minor topographical variation near watercourses, and isolated farms and dwellings. The land has a relatively open and semi-enclosed character, shaped by hedgerow boundaries of varying quality and a mixture of field sizes and shapes. In the north-east of the zone, smaller grass fields and a large woodland block introduce a more enclosed and naturalistic landscape, while the presence of willow trees and wetland features around lakes reinforces a riparian character. The settlement edge of Lechlade, including the church spire, is clearly visible from many parts of the site, particularly from the south-east, giving the zone a transitional function between town and countryside. Roads are typically hedge-lined, and although development is sparse, there are BT pylons crossing the area. Overall, the landscape is open and rural, with a simple land use pattern but increased landscape interest in the north-east due to vegetation, wetland and field pattern variety.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The zone is largely flat, with slight undulations near watercourses. The field pattern is predominantly large and regular, though it	M



	becomes more varied and enclosed toward the north-east. The open scale makes the zone visually susceptible, though structural elements in some areas contribute to local containment.	
Natural Character	The riparian and wetland character associated with willows, lakes, and tree belts in the north-east contributes positively to landscape quality. Elsewhere, the arable land dominates, but hedgerows and trees provide a modest ecological framework. Habitat value is variable but locally important.	M
Historic landscape character	The zone appears to be of historic agricultural origin, with irregular field boundaries in some areas and an absence of modern development. The visibility of Lechlade church spire enhances the area's association with the historic town, and some hedgerows likely retain ancient boundaries.	M
Form, density, identity and setting of existing settlement/development	The area is visually and physically connected to Lechlade, with the spire and edge of the town clearly visible from much of the southern and eastern extent. The landscape acts as a transitional zone from settlement to countryside, though it lacks direct integration with the town's structure.	M
Views and visual character including skylines	The zone has a relatively open character, especially in the central and western parts, with long views eastward toward Lechlade and open skylines. Trees and woodland provide localised containment in the north-east. Infrastructure such as pylons are visually present but not dominant.	M
Access and recreation	A number of PRoWs cross the zone, particularly around its northern and central sections, offering pedestrian access through arable and pastoral areas and occasional views toward Lechlade and the wider rural setting. These routes contribute to recreational value, particularly by connecting the settlement with the surrounding countryside. However, the scale and openness of the landscape means that PRoW experience is often exposed and lacking in visual variety outside the more vegetated north-east corner.	M
Perceptual and experiential qualities	The landscape is quiet and rural, defined by open farmland and distant settlement views. Its character is more agricultural than scenic, though the north-east corner offers higher experiential quality due to vegetation and proximity to water.	M

Representative Photographs



Relatively flat, semi-natural grassland with fencing and distant settlement views.



Rough grassland framed by dense scrub and trees, creating an enclosed character.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)			M		
Medium Extension (1500-3500 dwellings)				M-H	
Large Extension (3500+ dwellings)					H

Summary of Sensitivity to Development:

Broad Zone 10b is a flat, open and largely agricultural landscape, with a simple character shaped by large arable fields and limited settlement presence. It forms a visual and physical buffer between Lechlade and the countryside to the west, with some sensitivity due to riparian features, wetland vegetation, and the presence of historic views toward Lechlade church. While some parts of the zone especially the south-western fields could potentially accommodate development as part of an urban extension, care must be



taken to avoid visual intrusion, severance of rural landscape continuity, and loss of character in the more enclosed and ecologically sensitive areas in the north-east.



Broad Area 11

Assessment Areas: 2

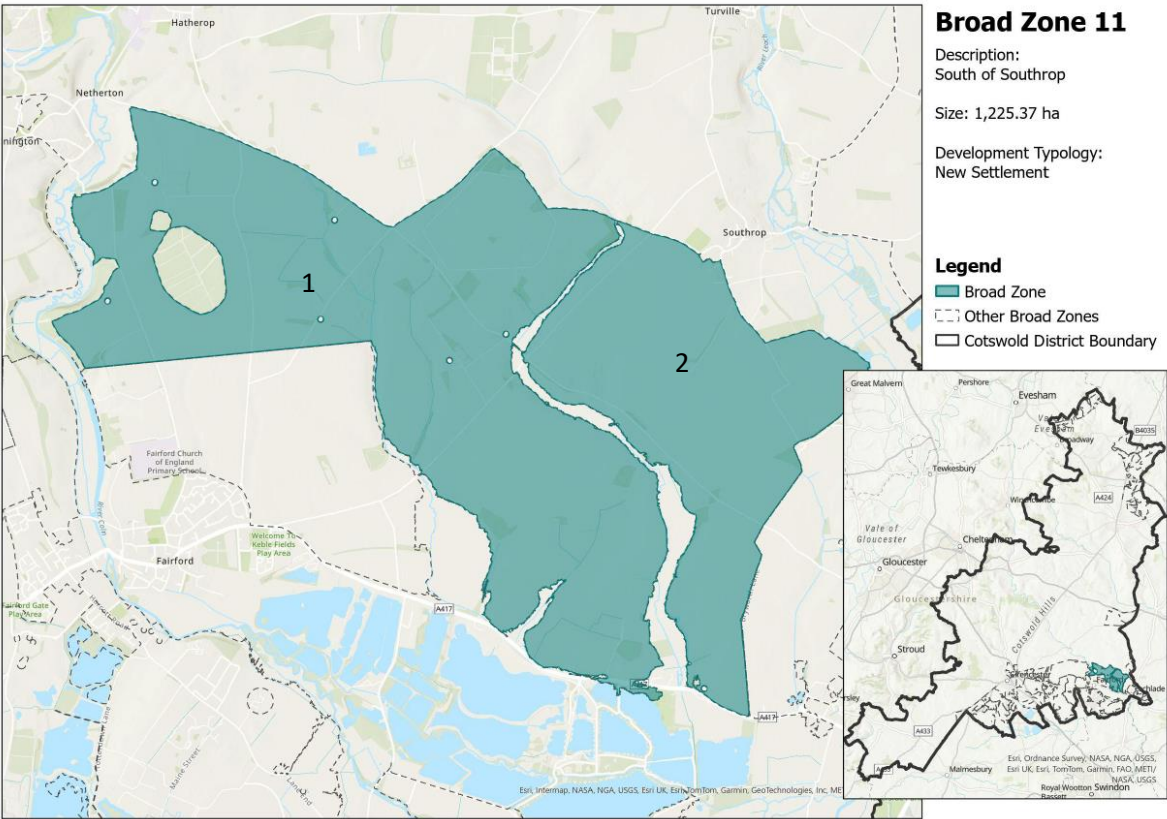


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 11 occupies a large tract of land between Southrop (to the north) and Fairford (to the south-west), extending eastwards towards the Cotswold District boundary. The area spans three landscape character types: Dip Slope Lowland, River Basin Lowland, and small sections of Cornbrash Lowlands, giving rise to a varied landscape profile. A small area on the western edge of the zone falls within the Special Landscape Area (SLA), and the Cotswolds National Landscape lies just beyond the northern boundary. The zone encompasses a gently undulating to flat plateau in the north and centre, falling more noticeably towards the south and south-east, where more open views are available. It contains a mixed agricultural landscape of medium- to large-scale fields, interspersed with woodland blocks, tree-lined watercourses, and hedge-lined roads and boundaries. Visibility is influenced by both topography and landcover, with panoramic long views from elevated areas and a more enclosed feel in lower-lying or wooded sections. Notably, the zone includes remnant features of a former RAF airfield in the north-east, still legible in field pattern and runway orientation. Scattered dwellings and farmsteads are distributed throughout, reinforcing a sparsely settled rural character. Infrastructure is minimal, with only small-scale pylons visible in places, which do not notably detract from rural views.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landscape is defined by a plateau in the north and central areas, gently undulating but generally flat, and falling toward the south. Field scale is medium to large, and the area feels expansive in places. Local topographic variation and tree belts provide some landscape containment.	M
Natural Character	The land cover includes arable and grassland, framed by hedgerows, tree lines, and scattered woodland blocks, particularly prominent on the western edge. Tree-lined rivers and roadside vegetation add ecological and visual interest. Despite agricultural use, the landscape retains a strong natural structure.	M
Historic landscape character	The landscape includes traditional field patterns and hedged boundaries, offering time-depth and local distinction. The former RAF airfield introduces a degree of historic alteration, but its legacy is low-impact and legible. Historic integrity is moderate but locally strong in areas.	M-H
Form, density, identity and setting of existing settlement/development	The zone is not adjacent to any large settlement, with Fairford located to the south-west and Southrop to the north. It is perceptually separate, with isolated dwellings and no cohesive built form. Its detachment from existing settlement pattern reinforces rural identity and contributes to landscape sensitivity.	M-H
Views and visual character including skylines	The plateau and gently undulating topography give rise to panoramic views, especially north–south. Woodland to the west, hedgerows, and tree-lined lanes provide visual containment in parts, but elsewhere the landscape is open and expansive. Skylines are generally undeveloped, and views northward connect visually to the National Landscape.	H
Access and recreation	There are some PROWs, particularly in the south and central zone, offering access across farmland and along river corridors. While recreational infrastructure is limited, the quiet rural setting and views offer a valuable experiential resource for walking and passive recreation.	M
Perceptual and experiential qualities	The landscape is tranquil, rural and visually connected to the National Landscape to the north. The low level of development, combined with historic elements, varied field structure and vegetation, results in a landscape of strong rural identity and moderate–high experiential value.	M-H



Representative Photographs



Extensive grassland with distant tree cover and a strong sense of openness.



Rural lane enclosed by dense hedgerows and scattered mature trees

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Table 3: Assessment Area 2 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings				M-H	



Town/city 10,000 + dwellings					H
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Summary of Sensitivity to Development:

Broad Zone 11 is a large, multi-layered rural landscape, with a mix of open plateau areas, historic parkland, wooded edges, and former airfield features. While some parts of the zone, particularly in the central plateau and modified former airbase areas, may offer a degree of development capacity, the openness, proximity to the National Landscape, visibility from higher ground, and local landscape value of the parkland and SLA-designated land mean that the zone is sensitive to large-scale or poorly integrated development. The rural grain, landscape variety, and visual relationship with the wider setting need to be carefully protected.



Broad Area 12a

Assessment Areas: 1

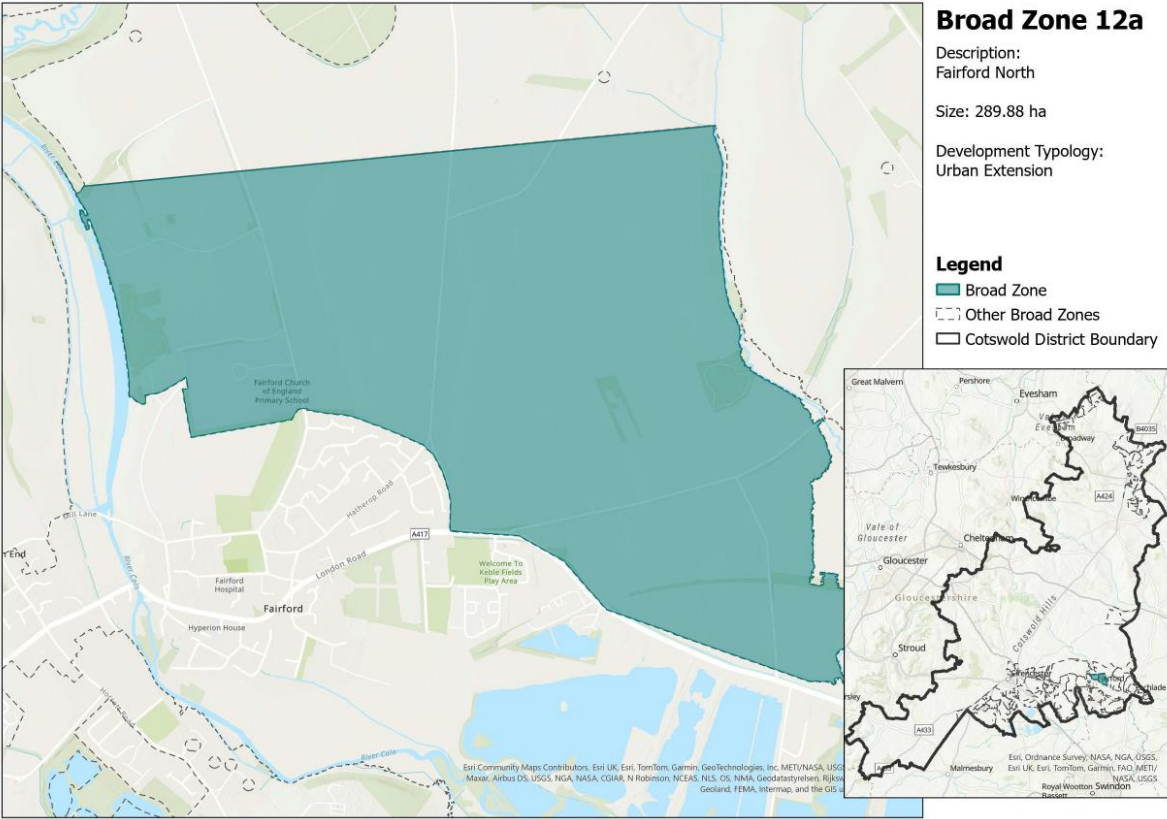


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 12a is located to the north and north-east of Fairford, forming a large land parcel within the Cornbrash Lowlands landscape character area, with a small section in the south-east classified as River Basin Lowland. The western edge of the zone falls within the Special Landscape Area, recognising its scenic character and contribution to the rural setting of the River Coln corridor. Topographically, the land gently slopes southward toward Fairford, reinforcing visual connections with the settlement edge. The landscape contains a mixture of large, open arable fields, fragmented hedgerow field boundaries, scattered copses, and verge trees and mature hedgerows, which offer some enclosure. Hay meadows and flowering margins add seasonal interest and local biodiversity value. The western portion of the zone presents a more refined and enclosed character, with parkland features, strong tree belts, and stone walls around Fairford Primary School and the River Coln corridor. In contrast, the eastern and central parts of the site are more open and less managed in appearance, with limited boundary vegetation and extensive arable plots. The zone contains very little built form, though recent development and soil movement north of Fairford is locally visible. Views across the landscape are generally open and directed east and south, with limited sense of enclosure away from the western edge. Recreational access is limited but informal routes and proximity to



Fairford suggest some public interface. The strong rural character, historic associations, and visual connection to Fairford and the Coln Valley increase sensitivity in parts.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landscape gently slopes toward Fairford, supporting visual connections with the town. Field size is generally large, particularly in the east, with smaller compartments and enclosure to the west. Hedgerows and verge trees help to structure the landscape, though fragmentation is evident.	M
Natural Character	The site supports semi-natural elements, including mature hedgerows, meadows, scattered copses, and the vegetated River Coln corridor to the west. Although agricultural use dominates, these features offer moderate ecological and visual value, particularly along the SLA-designated western fringe.	M
Historic landscape character	Historic landscape features are most evident on the western edge, where parkland trees, stone walls, and the River Coln contribute to time-depth. Elsewhere, the field pattern is less historic in appearance, with degraded boundaries and open arable use. The school and parkland context suggest some designed landscape legacy.	M-H
Form, density, identity and setting of existing settlement/development	The area is immediately adjacent to Fairford, with views toward the town across the southern edge of the zone. The landscape acts as a rural setting and green transition, especially from the western approach along the River Coln. The open eastern portion is less tied to town form, but all parts are visually associated with Fairford.	M
Views and visual character including skylines	Views are typically open and panoramic, particularly across the central and eastern portions of the site, where limited tree cover increases visual exposure. In contrast, the western edge is more enclosed and scenic, particularly around the River Coln. Views toward Fairford, especially its southern edge and spire, are important to local landscape character.	M-H
Access and recreation	There are limited PROWs, though the area has informal links to nearby schools and settlement. The proximity to Fairford and visual connectivity give it public interface and amenity value, especially along the western parkland edge.	M
Perceptual and experiential qualities	The zone displays contrasting experiential qualities, from structured, semi-designed and tranquil parkland in the west to more open and less managed farmland in the east. The lack of intrusive infrastructure, combined with visibility from nearby public areas and school, gives the site a moderate rural identity.	M



Representative Photographs



Extensive hay meadow framed by wooded horizon.



Arable field behind a stone wall and dense hedgerow, with wooded backdrop.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)			M		
Medium Extension (1500-3500 dwellings)				M-H	
Large Extension (3500+ dwellings)					H



Summary of Sensitivity to Development:

Broad Zone 12a plays a key role in defining the northern rural edge of Fairford, with a gradient of landscape quality from west to east. The western section, within the Special Landscape Area, is visually and functionally sensitive due to its parkland character, ecological features, and connection to the River Coln corridor. The remainder of the zone is less structured and more expansive, with large arable fields and fewer constraints, but would require careful integration to avoid disrupting settlement edge views, visual openness, and rural structure. Development across the entire zone would alter the settlement setting and compromise key views unless strong green infrastructure and buffer planting are delivered.



Broad Area 12b

Assessment Areas: 1

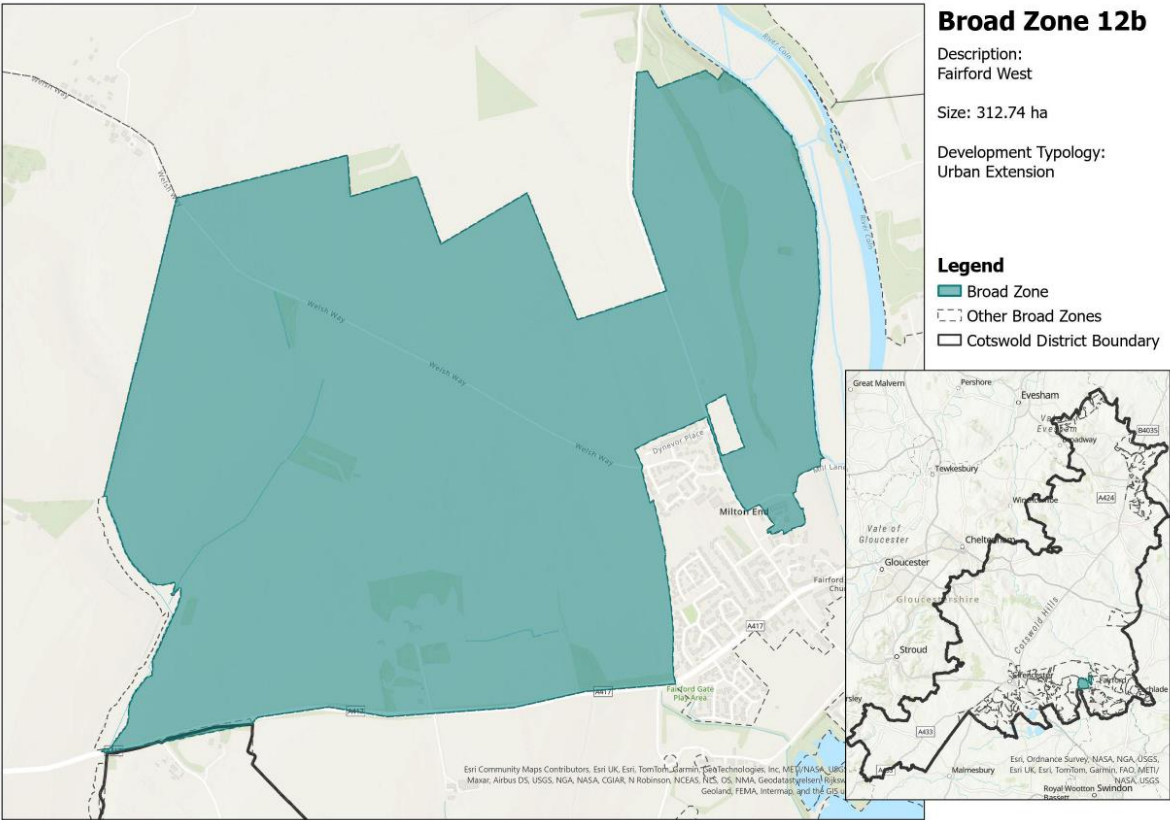


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 12b is located on the western edge of Fairford, lying within the Cornbrash Lowlands landscape character area. The eastern portion of the zone, adjacent to the River Coln and the settlement edge at Milton End, is also included within the Special Landscape Area (SLA), which reflects its scenic value and contribution to the setting of Fairford and the Coln Valley. The zone is visually and physically defined by the Welsh Way track, which diagonally bisects the area from south-east to north-west, and serves as a perceptual divide within the landscape. Landform is predominantly flat to gently sloping, with extensive arable fields, hedgerow field boundaries, and low visual enclosure, particularly in the western and central areas. The eastern edge of the zone is more contained, characterised by tree-lined river corridors, mature boundary vegetation, and the visual prominence of Fairford's historic core including church spire and riverside settings. The zone includes limited built form, with the exception of scattered farms, isolated residential buildings and the A417 to the south. The eastern part, within the SLA, is notably more sensitive due to its visual and functional relationship with the town and River Coln, and contributes positively to the town's character and setting. The rest of the area is expansive and rural, though also visually open, and development here would have a broad visual envelope unless mitigation is extensive.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The land is generally flat, with a subtle slope toward the River Coln and Fairford. Field scale is large, with a mostly regular pattern, giving a broad-grained, open landscape. The central and western fields lack strong enclosure, while eastern edges are more confined by existing vegetation.	M
Natural Character	The River Coln corridor along the eastern boundary is of high ecological and scenic value, with riparian vegetation and a mature tree belt. The rest of the landscape is dominated by arable farming and offers limited natural diversity, though hedgerows and scattered trees provide some structure.	M-H (High along the Coln Corridor)
Historic landscape character	The eastern part of the zone, especially around Milton End, is visually and historically associated with the traditional form of Fairford, including its church and riverside setting. The stone boundary walls and tree-lined lanes contribute to local heritage value.	M-H (High in SLA)
Form, density, identity and setting of existing settlement/development	The zone is visibly associated with Fairford, particularly along the eastern edge. The remainder of the zone becomes increasingly disconnected from the existing settlement, and its character shifts to a rural, open farmland context. Urban extension here would need to bridge this transitional character sensitively.	M
Views and visual character including skylines	Broad Zone 12b is defined by its open, expansive views across large arable fields, particularly in the west. Views from and toward Fairford are important, with skyline features including the town's historic buildings and distant tree lines. Development here would be widely visible, particularly if unmitigated.	M-H
Access and recreation	There are a few PROWs and local lanes, including Welsh Way, which provide informal recreational access and connections across the zone. These contribute localised visual and experiential sensitivity, particularly in open parts of the site.	M
Perceptual and experiential qualities	The area is tranquil and predominantly rural, with the eastern edge offering scenic, semi-enclosed character linked to the River Coln and historic town setting. Elsewhere the open landscape gives an agricultural, less intimate character, with lower perceptual sensitivity.	M



Representative Photographs



Grazed pasture enclosed by stone walls and fencing, with scattered trees and views to farm buildings.



Large arable field with wooded back drop,

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)				M-H	
Medium Extension (1500-3500 dwellings)					H
Large Extension (3500+ dwellings)					H



Summary of Sensitivity to Development:

Broad Zone 12b includes a range of landscape sensitivities, with the eastern edge forming part of the SLA and contributing to the valued riverside and historic setting of Fairford. Development in this area would risk diminishing scenic quality, eroding landscape structure, and introducing a disruptive built edge to the River Coln corridor. The central and western areas are more open and less well enclosed, meaning any development would be highly visible unless supported by a strong green infrastructure strategy. The zones openness, and the site's role in framing Fairford's western edge all contribute to a complex capacity picture, requiring careful master planning and visual containment.



Broad Area 12c

Assessment Areas: 1

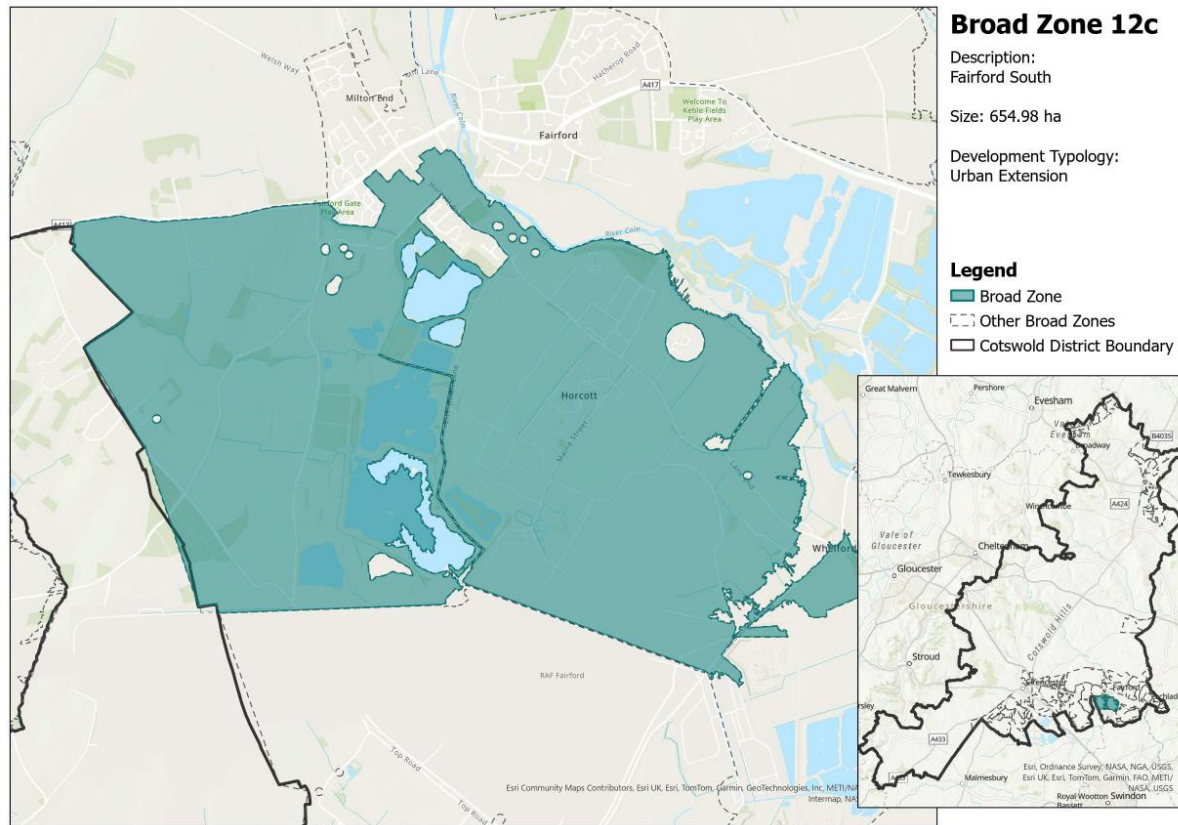


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 12c lies directly south of Fairford and spans the River Basin Lowland landscape character type. The area encompasses the settlement of Horcott and extending into a diverse and compartmentalised landscape that includes open arable farmland, woodland blocks, recreational lakes, and part of the RAF Fairford airbase. The western side of the zone is dominated by large arable fields, woodland blocks and relatively open visual conditions. The central area of the zone has rolling topography and more varied land cover, with tree belts, recreational lakes, and a camping area, contributing to a mixed rural-recreational character. The eastern and southern parts of the zone are heavily influenced by the presence of RAF Fairford, with hangars, fencing, service roads, runways and aircraft infrastructure and barracks structures clearly visible in the landscape, altering its character and reducing its scenic and perceptual value. There are pockets of woodland and mature tree lines along boundaries and field edges, as well as isolated residential and light industrial buildings, primarily concentrated around Horcott and near the RAF base perimeter. Despite fragmentation and infrastructure intrusion, parts of the area retain a distinctive rural framework, especially in wooded and more topographically varied locations. The overall impression is of a transitional landscape, between managed rural edge, semi-natural water-based recreation, and heavily modified military infrastructure.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The western part of the zone has a more rolling landform, with fields adapting to contours. The west and north are generally flatter with regular, large-scale arable plots. While some areas are open and expansive, there is local topographic variety, especially near the lakes and RAF base.	M
Natural Character	Although woodland blocks and mature hedgerows exist throughout the zone, the landscape is significantly altered in places, especially where the RAF base infrastructure dominates. The lakes and associated vegetation support local biodiversity, but overall natural character is mixed and fragmented	M
Historic landscape character	The zone has a mixed historic profile. Traditional field patterns survive in places, but the presence of the RAF base, with associated fencing, structures and concrete surfacing, has substantially altered large portions of the historic rural fabric. Elsewhere, remnant hedgerows and historic land uses remain visible.	L-M
Form, density, identity and setting of existing settlement/development	Horcott is the main developed settlement within the zone, with light industrial and residential areas. The wider zone is visually and functionally separate from Fairford, especially due to the presence of the airbase and intervening land uses. Urban extension here would require significant landscape repair to integrate.	M
Views and visual character including skylines	The open arable fields and elevated land to the east allow long views across the zone. However, these views are frequently punctuated by military infrastructure and fencing, particularly in the south-east. The western edge has a more enclosed feel due to woodland blocks.	M
Access and recreation	Recreational access is moderate, focused around the lakes and informal access routes. While PRoWs are not numerous the camping areas and lakes offer public interaction with the landscape.	L-M
Perceptual and experiential qualities	The rural tranquility of the zone is affected by the dominant military infrastructure in the south and the fragmented land use pattern. Some areas retain a quiet, countryside feel, especially near woodland and lakes, but the overall sense of place is inconsistent.	L-M



Representative Photographs



Pastoral field with farmstead and wooded backdrop.



Arable with grassland borders and scattered trees on the horizon.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)			M		
Medium Extension (1500-3500 dwellings)				M-H	
Large Extension (3500+ dwellings)					H



Summary of Sensitivity to Development:

Broad Zone 12c exhibits a complex and varied landscape character, shaped by a mix of large-scale farmland, woodland blocks, semi-natural lakes, and the significant built footprint of the RAF base. While much of the area is visually open and physically altered, there are pockets of local landscape value, particularly around the lakes and wooded edges. The presence of industrial and military elements reduces perceptual sensitivity in some areas, but any major development would still need to respect the rolling topography, address settlement separation, and strengthen green infrastructure connections.



Broad Area 13

Assessment Areas: 2

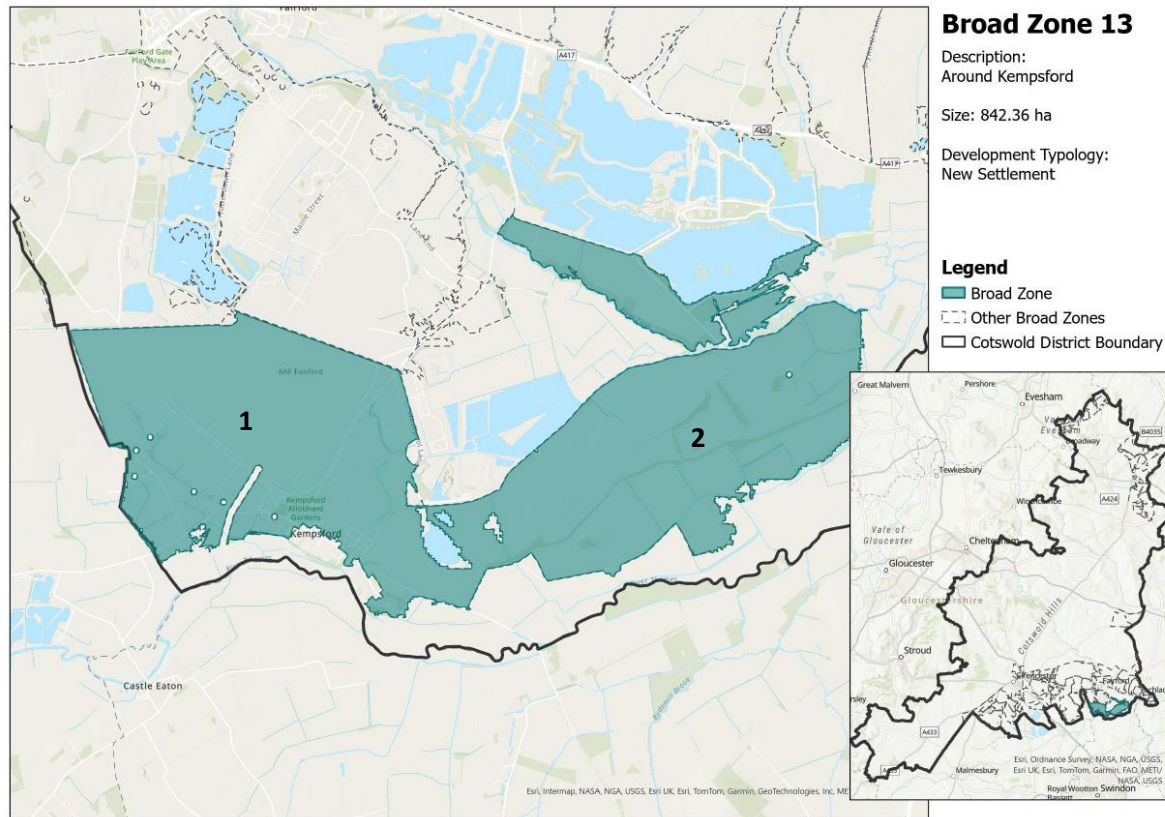


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 13 encompasses a large, low-lying landscape focused around the settlement of Kempford and includes the majority of the RAF Fairford airbase to the west. The zone stretches eastward to the agricultural plains between Kempford and the district boundary. The entire zone lies within the River Basin Lowland character area, which is defined by its flat topography, open skies, and strong horizontal grain, structured by hedgerows, tracks, and the River Coln. The western portion of the zone is visually and physically dominated by the infrastructure of RAF Fairford, including long runways, hangars, service roads, and perimeter fencing as well as the village of Kempford. This part of the zone is highly engineered and fragmented, with little rural character or perceptual quality, but significantly visible due to its scale and openness. To the east of Kempford, the zone transitions into a more intact agricultural landscape, with large arable fields, a pattern of isolated trees around Dudgrove, and a well-defined tree belt running east-west, which offers some containment and local variation. The northern boundary is marked by the tree-lined River Coln, which provides a valuable natural linear feature separating the zone from the extensive lakes and aggregate quarry.		
Assessment criterion	Description	Sensitivity Score



Physical character (inc. topography and scale)	Topography is consistently flat, with large, regular field units particularly in the east. The RAF base introduces a highly engineered and unnatural landform, whereas the eastern areas maintain a more traditional agricultural structure.	L-M
Natural Character	Natural elements are largely confined to the eastern tree belt, river corridor, and hedgerow networks. The western half is heavily modified with little ecological or landscape diversity.	L-M
Historic landscape character	The eastern area retains a discernible historic field pattern and rural settlement structure. However, much of the western zone has been altered by the RAF base, with loss of historic continuity.	L-M
Form, density, identity and setting of existing settlement/development	Kempsford is a small village with a clear identity. However, it is overshadowed by the airbase, which forms a discordant and visually dominant context. Any new development would struggle to respond to or enhance the village setting unless carefully designed and screened.	M
Views and visual character including skylines	The zone is exposed and open, with long views over flat land, particularly eastward across arable fields. The RAF base dominates views from and across the western portion, while the eastern section has more distant rural views and some skyline interest from tree belts and settlement.	M
Access and recreation	Recreational access is limited. There are few PROWs, and public access is restricted across the airbase. Some informal recreational opportunities may exist near the River Coln.	L
Perceptual and experiential qualities	The area has a divided character: the eastern half is quiet and agricultural, while the western half is visually harsh, dominated by infrastructure, movement, and hard edges. Tranquility is limited overall.	L-M

Representative Photographs



RAF base with fencing and buildings within a semi-rural context.



Grassland with a hedgerow and trees on the boundary.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the



appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings		L-M			
Large village 5,000-10,000 dwellings			M		
Town/city 10,000 + dwellings			M		

Table 3: Assessment Area 2 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings				M-H	
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 13 presents a landscape with high variability in sensitivity, reflecting its dual identity as both heavily modified infrastructure and open rural farmland. The RAF base defines much of the zone's western area, offering limited landscape value or capacity to absorb development in a way that enhances sense of place. The eastern area is more intact, but highly open and visually exposed, and development here would need to be carefully integrated with field patterns, tree belts, and the River Coln corridor. Avoiding overextension into open rural character and safeguarding the setting of Kempsford are key considerations.



Broad Area 14

Assessment Areas: 1

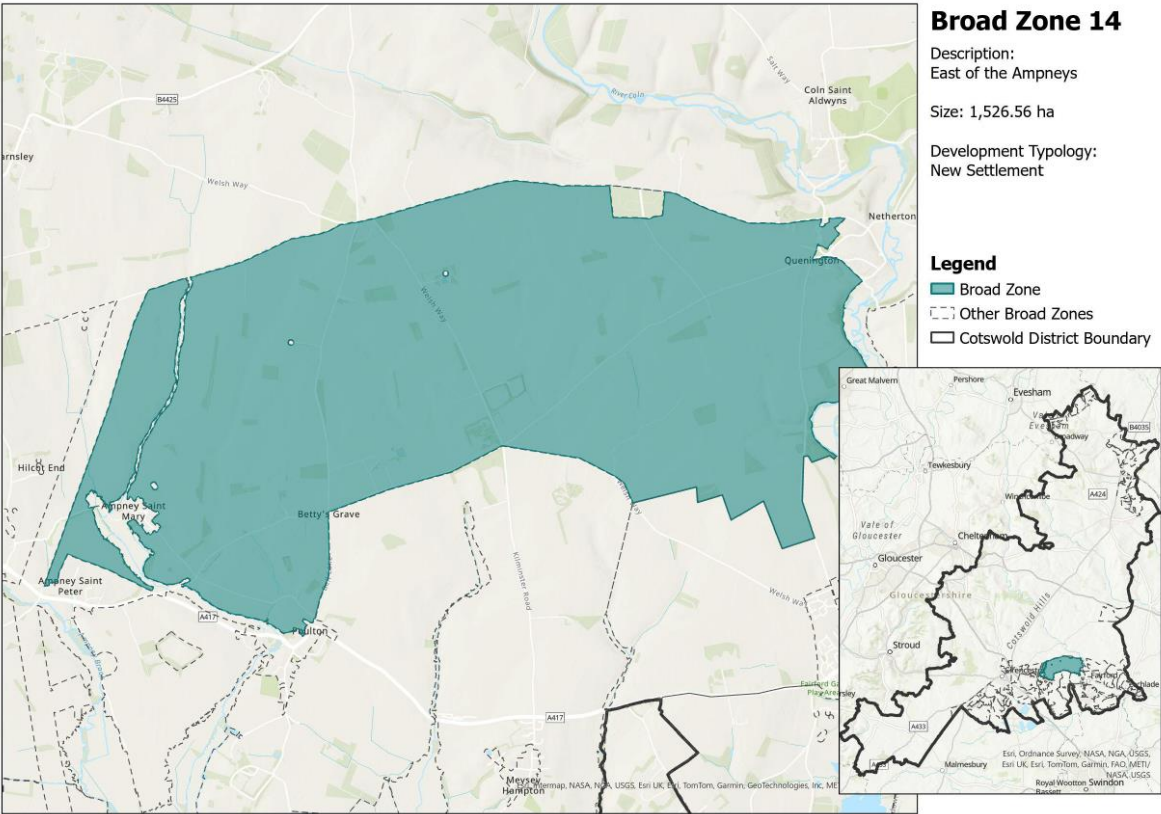


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 14 lies in a transitional position between the lower-lying farmland of the River Basin Lowland and the elevated landscapes within the Cotswold National Landscape, which borders the northern edge of the zone. It is situated to the north and northeast of the Ampneys, and extends west and southwest of Quenington towards Sunhill and Poulton, encompassing a predominantly rural area defined by large-scale agricultural fields, intermittent woodland, and scattered traditional buildings and farms. The landform is generally gently undulating, providing long and expansive views across the landscape, particularly westward where a wooded skyline forms a natural visual boundary. The land cover comprises a mix of pastoral and arable use, with field boundaries defined by hedgerows of varying quality, some showing signs of decline, especially where mature ash trees are present. Roads and fields are often lined by lime, pine, and remnant hedgerows, contributing to a soft, layered appearance that reinforces rural character. Parkland trees focused around scattered farmsteads, avenues (notably the poplar-lined approach to Hesters Barn), and scattered deciduous and coniferous woodland blocks add structure, enclosure, and a historic grain to the area.



Settlement is sparse, with isolated farms and residences scattered throughout. The built form that exists is of traditional Cotswold stone character, with village greens and clustered settlement cores, but some ribbon development on edges detracts from coherence.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landscape is defined by a gentle undulating landform, transitioning from lowland agricultural land to higher ground associated with the National Landscape. The medium to large-scale fields and open landform give the area an expansive feel but also heighten visual sensitivity.	M-H
Natural Character	This is a landscape of mixed land cover including arable fields, pasture, and woodland blocks, with a degree of naturalness reinforced by the scattered trees and hedgerows, albeit some are in decline. Despite agricultural intensification, the presence of parkland trees and native species provides ecological interest.	M
Historic landscape character	There is a strong sense of time-depth, particularly in the parkland remnants surrounding farmsteads, avenue planting, and farm-based historic settlement pattern. While intensification has eroded some historic features, these elements remain legible and contribute to the zone's local identity.	M
Form, density, identity and setting of existing settlement/development	The surrounding villages have a distinct Cotswold character, with strong architectural integrity and attractive village greens. The zone contributes to their rural setting and approach experience, especially along quieter lanes. Expansion in this area risks eroding the visual and functional identity of these settlements.	M-H
Views and visual character including skylines	The open nature of the landform allows for expansive views, particularly westward toward a wooded skyline, and north toward rising ground in the National Landscape. Built form and infrastructure are sparse, and the views are predominantly rural, giving the area a visually coherent and scenic quality.	H
Access and recreation	There is a limited PRoW network, meaning opportunities for public engagement with the landscape are relatively constrained. However, where access exists, the quality of experience is high, with a clear appreciation of rural character and setting.	M
Perceptual and experiential qualities	The zone has a strong sense of rural tranquility, aided by the lack of major roads, minimal infrastructure, and isolation of built form. These characteristics contribute to a peaceful and timeless rural experience, particularly in proximity to the National Landscape.	H

Representative Photographs



Open rough grassland enclosed by hedgerows and trees.



Narrow country lane lined with tall grass verge and dense mature hedgerows.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 14 presents a rural and visually exposed landscape with strong intervisibility with the Cotswold National Landscape, making it sensitive to large-scale change. Its historic structure, traditional settlement setting, and scenic quality give it a high perceptual and visual value. While not entirely devoid of capacity, development here would likely undermine the setting and separation of Quenington and the



Ampneys, and would be highly visible from surrounding land, including the National Landscape. Opportunities for integration are limited, and any change would need to enhance hedgerow networks, preserve woodland structure, and avoid skyline intrusion.



Broad Area 15

Assessment Areas: 1

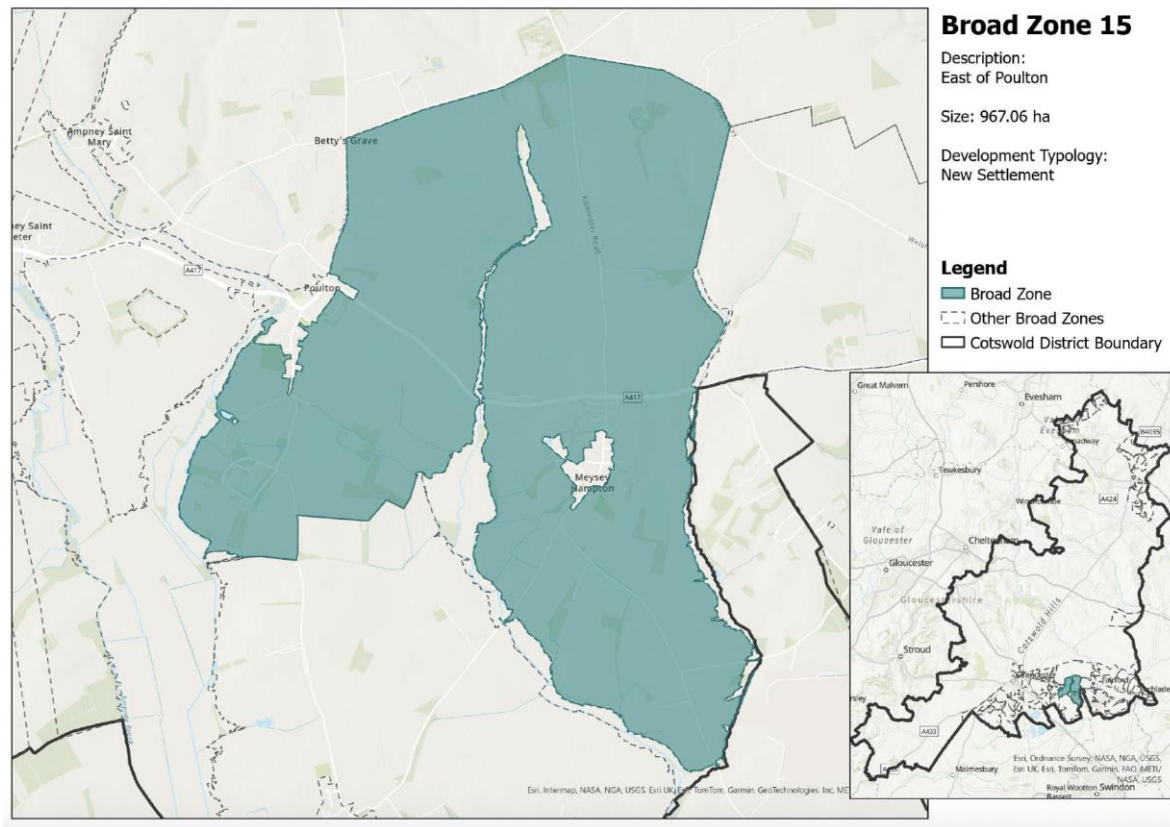


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 15 lies to the east of Poulton, surrounding the village of Meysey Hampton and bisected centrally from east to west by the A417. The zone spans an area of plateau farmland to the north, falling into a shallow valley to the south, where the landscape becomes more enclosed and textured. Land use is predominantly arable, with field sizes ranging from large open expanses in the north to more linear and enclosed patterns near the southeast, particularly adjacent to RAF-related infrastructure. The area is characterised by a strong field structure, where hedgerows and tree lines remain intact. In the north, hedgerows become weaker and the landscape more open with only a localised woodland block surrounding Hampton Fields Farm, allowing for panoramic views.. Parkland features are present in the southwest, around the Priory estate, contributing to a sense of historical continuity and managed landscape, with mature trees, scattered woodland blocks), and tree-lined boundaries enhancing legibility. Meysey Hampton is a ribbon-form village that maintains a strong rural setting, with open views from recreational grounds such as the cricket pitch.. While major roads are present (notably the A417), the area retains a largely undeveloped rural character, with limited infrastructure intrusion, and retains a tranquil and open feel in many areas.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The combination of plateau land to the north and a southern valley profile creates subtle variety and increases sensitivity in terms of visual exposure. Large open fields, particularly those visible from the A417, feel expansive and vulnerable to change.	M-H
Natural Character	The area is dominated by intensively managed arable land, but with notable woodland blocks, hedgerow structure, and parkland trees enhancing the green infrastructure network. The transition from parkland to farmland is relatively well articulated.	M
Historic landscape character	There is a clear historic grain, with designed landscapes, estate influences (particularly in the south west), and linear field systems in the southeast offering time-depth. Visibility of historic houses and surviving parkland features contribute positively.	M-H
Form, density, identity and setting of existing settlement/development	Meysey Hampton's rural and linear form is highly dependent on its surrounding open landscape for context. Development pressure risks eroding this identity and introducing built form into a sensitive edge.	H
Views and visual character including skylines	The northern plateau allows for long-distance, open views, while the valley and woodland in the south provide more enclosed and structured character. Visual connectivity with landmarks, such as Lechlade Manor and Swinley Hill House, adds to the area's sensitivity.	H
Access and recreation	While formal recreational space (e.g., the cricket ground) provides key vantage points, PRow coverage is limited, restricting widespread public access. Where it exists, the experience is scenic and valuable.	M
Perceptual and experiential qualities	The zone retains a peaceful rural feel, particularly in the southern parts where tree cover, historic estates, and parkland features dominate. The northern zone is more exposed, but still has a strong sense of openness and tranquility.	M-H

Representative Photographs



Expansive farmland stretching to the horizon, with roadside hedgerow.



Arable field bordered by a hedgerow, with pylons and woodland in the distance.



Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings					H
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 15 exhibits notable visual and perceptual sensitivity, particularly across the elevated northern plateau and the south-western areas with parkland character. These locations are defined by open views, historic associations, and a dispersed rural settlement pattern that is particularly susceptible to large-scale change. The transition from designed landscapes to open agricultural land reinforces a strong sense of rural character, with limited visual or physical containment across much of the zone. While vegetation and tree belts in the vicinity of Hampton Hills Farm offer some localised screening, they are not sufficient to accommodate significant development without detracting from the prevailing rural qualities of the area. Overall, the zone is not well suited to a new settlement, which would risk fundamentally altering its landscape character and perceived tranquility.





Broad Area 16

Assessment Areas: 1

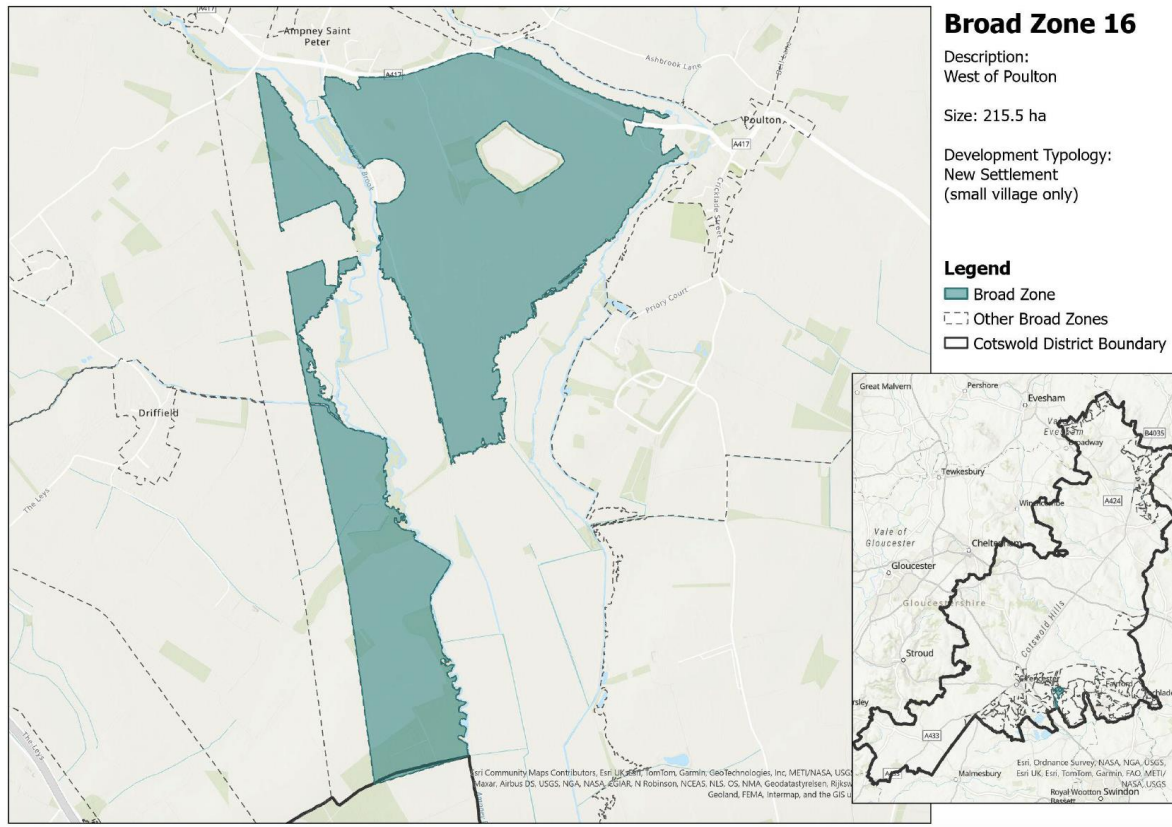


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 16 is located immediately west of Poulton, straddling the A417 and extending south to the district boundary. It lies within the Cornbrash Lowlands character area and comprises a relatively open, agricultural landscape, characterised by large, flat to gently sloping arable fields, defined by hedgerows of variable strength and occasional woodland blocks and tree belts, particularly along lanes and watercourses such as Ampney Brook to the west. There is a strong rural quality, with limited development, a sparse local road network, and many PROWs. The A417 forms a prominent edge to the north, with strong hedgerow definition, while other lanes are narrow, hedge-lined and single-track. A prominent woodland block surrounding Ranburyn Farm in the north western part of the zone is a key landscape feature, screening agricultural buildings, pylons and a water treatment works at the western boundary introduce limited modern features but are localised and visually contained. Overall, the zone maintains an undeveloped and tranquil character, albeit with some audible road noise from the A417. The lack of settlement integration and open field pattern increases sensitivity to built form, particularly at larger scales.		
Assessment criterion	Description	Sensitivity Score



Physical character (inc. topography and scale)	The landscape is broadly flat, with only localised landform variation, making it more visually exposed. The large field scale limits capacity to absorb change without introducing conspicuous built form.	M-H
Natural Character	Predominantly intensively farmed arable land, with some woodland and riverside trees. While semi-natural features are limited, there are elements of landscape structure that contribute to rural character.	M
Historic landscape character	The field layout is relatively modern and regular, with little time-depth or visible heritage features. Some historic enclosure may remain along lane edges, but overall time-depth is limited.	L-M
Form, density, identity and setting of existing settlement/development	The area lies detached from Poulton, with no adjacency to existing settlement, which reduces opportunities for integration. Built form would represent an extension into isolated countryside, undermining rural setting.	H
Views and visual character including skylines	Open views across arable land, punctuated by hedgerows and trees, define the area's visual character. Limited woodland structure means that development would likely be visually prominent, particularly from the A417.	H
Access and recreation	The PRoW network is relatively extensive, with several routes crossing the area and connecting to the surrounding countryside. In combination with quiet rural lanes, these routes support recreational activity and access to the wider landscape. =	M-H
Perceptual and experiential qualities	The area has a rural and undeveloped feel, enhanced by limited infrastructure, despite proximity to a major road. Tranquility is generally high but diminished in parts by traffic noise.	M-H

Representative Photographs



Flat intensively farmed arable land with scattered copses and a backdrop of woodland blocks.



Arable field bordered by woodland and hedgerows.

Overall assessment of landscape sensitivity



Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings					H
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 16 is an open and undeveloped arable landscape, with limited infrastructure and no settlement integration, making it highly sensitive to large-scale development. While the A417 provides some containment to the north, most of the zone would lack the contextual relationship necessary to justify significant built expansion. Hedgerow fragmentation, large field scale, and audible road noise suggest potential landscape enhancement priorities rather than development suitability. Small-scale infrastructure could be accommodated discreetly, but a new settlement would not be in keeping with the landscape context or character.



Broad Area 17

Assessment Areas: 1

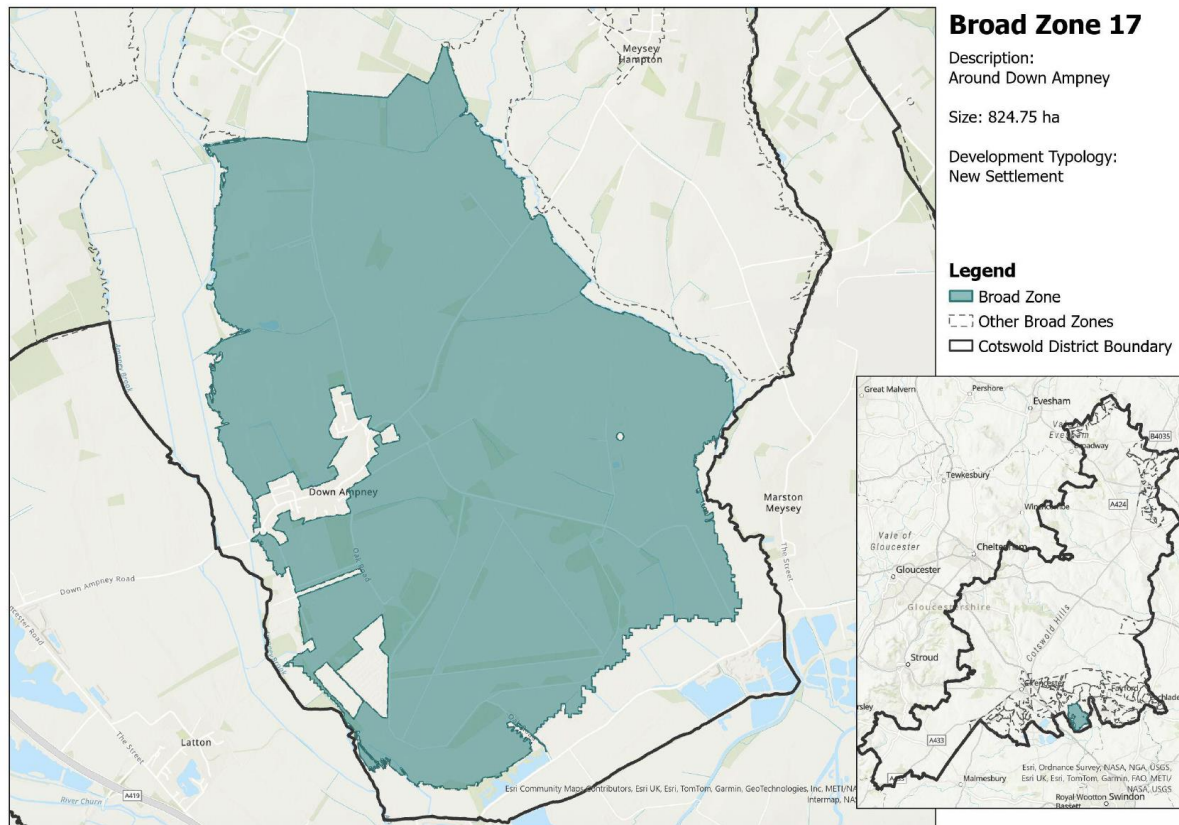


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 17 lies to the north and east of the settlement of Down Ampney, extending to the district boundary in the east and south. The area falls within the River Basin Lowland landscape character type, typified by gently undulating topography, a predominantly arable land use pattern, and a sense of openness and exposure in many locations. The landform is subtle, with low relief and broad shallow valleys creating slight undulations that shape visual containment at a local level. The landscape is defined by medium to large-scale field enclosures, with hedgerow boundaries of varying condition. Strong roadside hedgerows and mature hedgerow oaks are a notable feature in places, while some internal field boundaries show signs of fragmentation. Woodland cover is intermittent but locally important, including small belts and copses and more structured planting associated with the former RAF Down Ampney. Tree corridors, mature boundary planting and vineyards around the Poulton Hill estate as well as parkland style planting around All Saints Church and the Down Ampney Airfield Memorial further add to the landscape pattern. Built development is sparse, confined mainly to the existing settlement of Down Ampney, a small number of farmsteads and agricultural buildings. Some infrastructure remnants including the runway layout and hardstanding from the former RAF base are also evident. The zone is generally tranquil and rural in character, with low levels of visual disturbance and minimal road infrastructure. Recreational access is



relatively limited, with only a small number of PRoWs crossing the area.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The topography of this Broad Zone is gently undulating but generally low-lying, with no pronounced high ground or ridges. The scale of the landscape is broad and open, and the predominance of large arable fields contributes to a strong horizontal emphasis. While some hedgerows and tree belts assist in defining local structure, much of the area lacks enclosure, leaving it visually exposed. This scale and lack of containment reduce the capacity of the landscape to absorb significant new built form.	M-H
Natural Character	Land cover is dominated by intensive arable agriculture, limiting ecological richness across much of the zone. Nevertheless, linear features such as hedgerows, ditches, tree-lined field boundaries, and scattered woodland copses do contribute its landscape structure. The tree corridors, particularly along former field margins and the edges of the old RAF base, provide valuable habitat linkages and visual interest, contributing to landscape character and biodiversity value.	M
Historic landscape character	Historic character is influenced by former RAF Down Ampney, whose presence remains evident through airfield infrastructure, field alignment, and tree planting patterns. Other heritage components are less prominent but include historic field boundaries and elements of estate landscape character near Poulton Hill and All Saints Church. While not densely packed with designated heritage assets, the landscape retains legibility of past land use, especially military and agricultural.	M
Form, density, identity and setting of existing settlement/development	The existing settlement of Down Ampney is small and well-contained, with a clear historic core and well-defined edge conditions. Much of the broader landscape is disconnected from this village, and large areas of the zone are physically and perceptually divorced from any settlement structure. The introduction of substantial new development would risk diluting the rural identity of the village and overwhelming its setting.	H
Views and visual character including skylines	Views across the zone are often expansive, especially to the west, where broad fields and lack of tree cover allow for long vistas. Skylines are typically low and hedged, occasionally punctuated by hedgerow oaks and field trees. Woodland blocks near the former airfield and along certain roads provide some sense of enclosure, but overall, the visual character is defined by openness and exposure. The relatively flat topography means that new development would be widely visible unless carefully sited and screened.	M-H
Access and recreation	The PRoW network is limited, with relatively few routes crossing the zone. As a result, opportunities for recreational use are modest, although where routes do exist, they offer peaceful walking through agricultural land and occasional glimpses of distant views. The absence of a connected green infrastructure network or accessible natural greenspace reduces recreational potential.	M
Perceptual and experiential qualities	The zone exhibits a strong rural character with few visual intrusions. The large-scale arable fields, low density of built form, and limited road network all contribute to a sense of tranquility. Background noise from occasional traffic and the visibility of pylons or agricultural infrastructure do reduce this quality slightly, but not to a significant degree. The former RAF base introduces	M-H

	some human influence but is not visually dominant from most locations.	
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Representative Photographs



Open arable field with hedgerow boundary with hedgerow trees.



Narrow country lane enclosed by tall hedgerows and grass verges, with overhead power lines.

Overall assessment of landscape sensitivity

Important Note: Landscape sensitivity is rarely consistent across a given area and may include variations in susceptibility to change. It is therefore important that the accompanying explanatory text within each landscape sensitivity profile is read alongside the headline assessment. While the sensitivity ratings provide a useful strategic indication, they should not be treated as definitive judgements regarding the appropriateness of development on specific sites. All proposals must be considered on their individual merits through the planning process and, where applicable, be informed by a site-specific Landscape and Visual Impact Assessment (LVIA).

Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

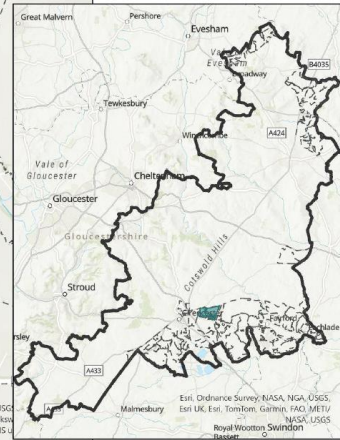
Summary of Sensitivity to Development:

Broad Zone 17 is characterised by a spacious and gently undulating rural landscape with limited existing development and strong separation from adjacent settlements. Its large-scale arable field pattern and intermittent but structured vegetation provide some opportunities for visual screening, but much of the zone remains open and perceptually detached. Down Ampney itself is modest in scale, with limited



physical or visual capacity to support large-scale expansion without compromising its landscape setting. Development at scale would risk eroding rural character and introducing new built form into an otherwise undeveloped landscape, particularly where containment features are absent. The zone's limited PRoW access and former military land use contribute further to its distinct identity, suggesting only limited scope for landscape-led integration of development.

Assessment Areas: 1



There are limited PROWs, though a key route north of Ampney Crucis adds some recreational value. A solar farm occupies part of the north-western edge of the zone, and the proximity to the National Landscape introduces important considerations in terms of landscape setting and intervisibility.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The zone is defined by a flat to gently rolling landform that culminates in a broad central plateau, creating an elevated and open character across much of the area. Field sizes are typically large, which enhances the sense of openness in places. While areas of tree cover, winding lanes, and hedgerows contribute to structure and containment locally, the overall scale is medium–large and relatively open, particularly across higher ground.	M-H
Natural Character	The landscape is shaped largely by arable farming, but ecological interest is enhanced by the presence of meadows, scattered woodland blocks and well-structured hedgerows with mature trees, particularly along Ampney Brook. These features contribute positively to both biodiversity and visual character. Although intensively farmed, the combination of tree belts, varied field margins and non-arable elements result in a moderately valued natural character.	M
Historic landscape character	There is evidence of historic landscape structure, including stone walls, long-established field boundaries, tree-lined lanes and estate-related features. The setting of Ampney Crucis, with its ribbon development and church spire, reinforces the area's time-depth and traditional rural identity. These features lend sensitivity to change, particularly where they remain well preserved and legible in the landscape.	M-H
Form, density, identity and setting of existing settlement/development	Ampney Crucis lies within the southern part of the zone with a defined linear settlement form that follows the valley floor. This relationship with the surrounding landscape is a defining aspect of its character, and expansion northward would result in incursion across higher, more open land that forms a backdrop to the village. Other built form within the zone is sparse and includes a few dispersed buildings, agricultural infrastructure and solar farm to the north west.	H
Views and visual character including skylines	The elevated nature of the central plateau gives rise to expansive and far-reaching views, particularly toward the south and east. The skyline is occasionally punctuated by mature trees, church spires, or solar infrastructure, but is otherwise predominantly open and rural. From lower ground, vegetation provides stronger visual enclosure. Due to elevation and visual exposure, built development would likely be prominent in views from surrounding areas and affect wider perception of rurality.	H
Access and recreation	The PRoW network is fairly extensive. The route north of Ampney Crucis plays an important role in connecting people with the landscape and provides views into the zone. Narrow, hedge-lined lanes further enhance the experience of moving through the area. Overall, the zone's recreational value is moderate, supported by high scenic quality.	M-H
Perceptual and experiential qualities	Broad Zone 18 retains a strong rural and tranquil character, reinforced by the absence of major infrastructure, traditional field boundaries, and limited development. Tree-lined lanes and stone walls offer a sense of historic continuity, and the transition to more open, elevated land lends the area a sense of exposure and remoteness in places. The A417 is present and perceptible but generally filtered and not overly disruptive to landscape character.	M-H



Representative Photographs



Open grassland with undulating fields and scattered trees.



Arable fields with tree belts and woodland blocks

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

The elevated and open character of Broad Zone 18, combined with its rural setting and proximity to the Cotswold National Landscape to the north, limits its capacity for large-scale development. The central plateau is visually prominent, and development here would likely appear intrusive, altering key views and undermining the relationship between landform and existing settlement. The structured vegetation and mature hedgerows offer some capacity for visual mitigation, particularly in more enclosed areas, but overall, the area has a strong sense of place and rural identity that is sensitive to change. Settlement expansion northwards from Ampney Crucis would compromise the established form and character of the



village, while scattered development across the wider zone would erode the pattern of dispersed rural land use.

Broad Area 19

Assessment Areas: 1

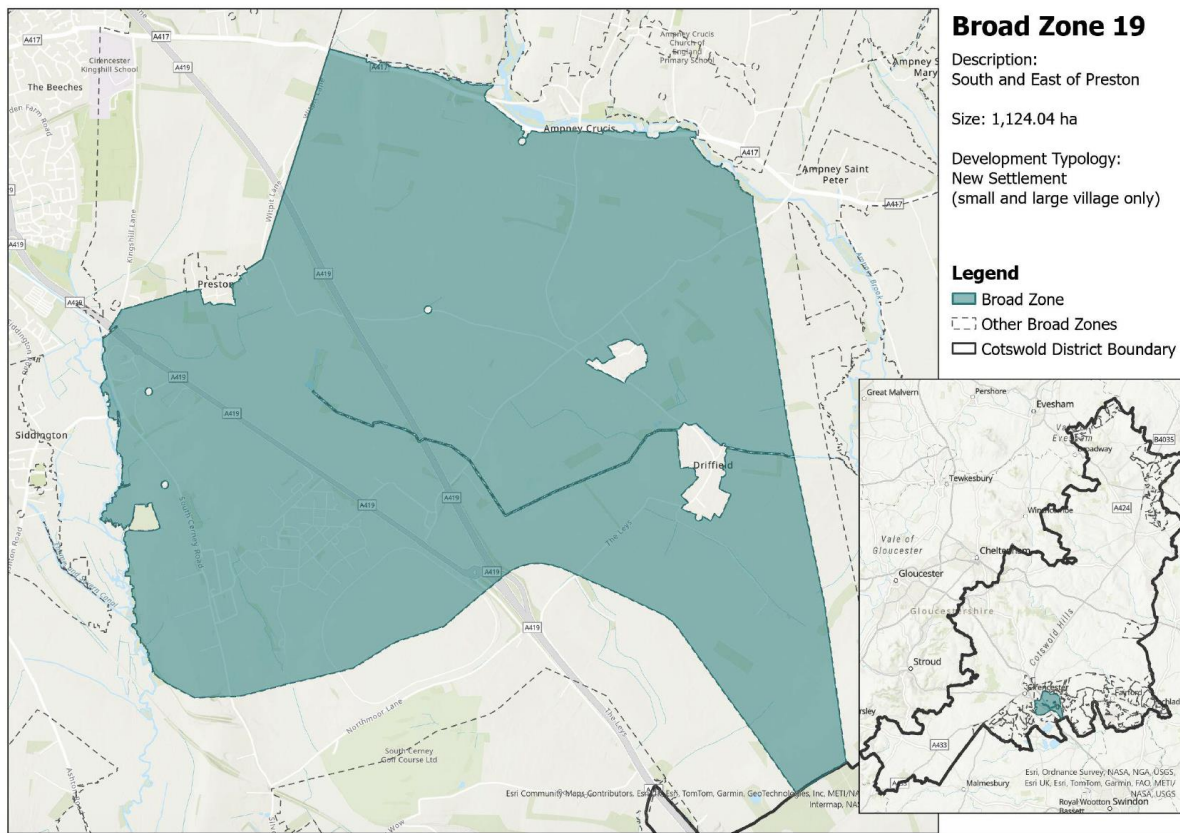


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 19 is located to the south and south-east of Preston, extending across a broad area of gently undulating countryside that is intersected by the A419 dual carriageway, which forms a significant visual and perceptual divide. The zone includes parts of the Dip Slope Lowland, Cornbrash Lowlands, and a small area of River Basin Lowland landscape character types, with landform varying from more enclosed and rolling field patterns in the north to open arable farmland in the south and east. Land use is diverse, encompassing arable fields, grassland, structured hedgerows, tree belts, and areas of semi-natural vegetation, particularly along field boundaries, ditches, and lanes. There are some larger infrastructure features, including South Cerney Airfield with hangars along the southern boundary and large solar farm to the north west which introduce visual disruption. In contrast, the eastern and central parts of the zone are more intact and exhibit stronger rural character, particularly where enclosed by woodland and structured field patterns.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The landform is generally gently undulating, becoming more pronounced in the north and flattening toward the south and southeast. The field pattern is medium to large in scale and generally regular, with variation created by tree belts, ditches, and hedge lines. In some areas, particularly near the A419, fields are open and expansive. Despite some visual containment, the overall	M



	scale and openness of much of the zone increase its susceptibility to development.	
Natural Character	The zone supports a diverse but modified agricultural landscape, including structured hedgerows, woodland belts, and riverine vegetation to the west. Natural character is stronger in the northwest and east where field structure remains intact and where drystone walls and mature hedgerow trees are prevalent. A strong parkland character is also evident around Harnhill in the east. Elsewhere, fragmentation and infrastructure reduce ecological and visual continuity.	M
Historic landscape character	Historic field boundaries, drystone walls, and hedged enclosures remain evident. Proximity to historic rural villages enhances time-depth. However, the southern and central parts of the zone have been visually and functionally altered by military infrastructure and modern agricultural intensification, reducing overall legibility.	M-H
Form, density, identity and setting of existing settlement/development	The zone is not closely associated with any substantial settlement, although it lies near the villages of Driffild, Preston and Ampney Crucis, and south-east of Cirencester. These settlements are distinct and well-contained, and the landscape provides a clear rural setting that would be disrupted by large-scale development.	H
Views and visual character including skylines	There are open and expansive views from many areas, particularly south and southeast across the flatter arable land. Tree belts and hedgerows provide localised screening, but much of the zone lacks the enclosure needed to contain built form. The A419 is visible in many views, but the skyline remains generally rural in character.	H
Access and recreation	The PRoW network is limited primarily to the north and east of the zone around Driffild, but rural lanes and hedge-lined tracks offer local amenity and contribute to recreational experience. In more tranquil areas, particularly in the north and east, these routes offer scenic, low-key recreational value, but this is undermined near the A419.	M
Perceptual and experiential qualities	The zone has a mixed experiential character. Areas near the A419 are visually disrupted, with a diminished sense of tranquility. By contrast, parts of the zone retain a quiet, enclosed and historic rural identity, strengthened by natural features and intact enclosure patterns.	M-H

Representative Photographs



Rural farm setting with rough pasture, scattered mature trees, and a hedged field boundary.



Expansive view over a gently rolling, open grassland with scattered trees and distant hedgerow boundaries.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 19 exhibits a high degree of variation in character and sensitivity, with more intact, rural and enclosed landscapes in the east and north contrasting with open, infrastructure-dominated areas in the south and centre. The A419 bisects the zone, introducing a clear physical and perceptual severance, while urbanising features to the south and west reduce the potential for cohesive placemaking. Conversely, the eastern area remains sensitive due to strong landscape structure, time-depth, and rural tranquility. Any



large-scale development would need to respond carefully to fragmented enclosure, visual openness, and the risk of intrusion into valued landscape settings.



Broad Area 20

Assessment Areas: 1

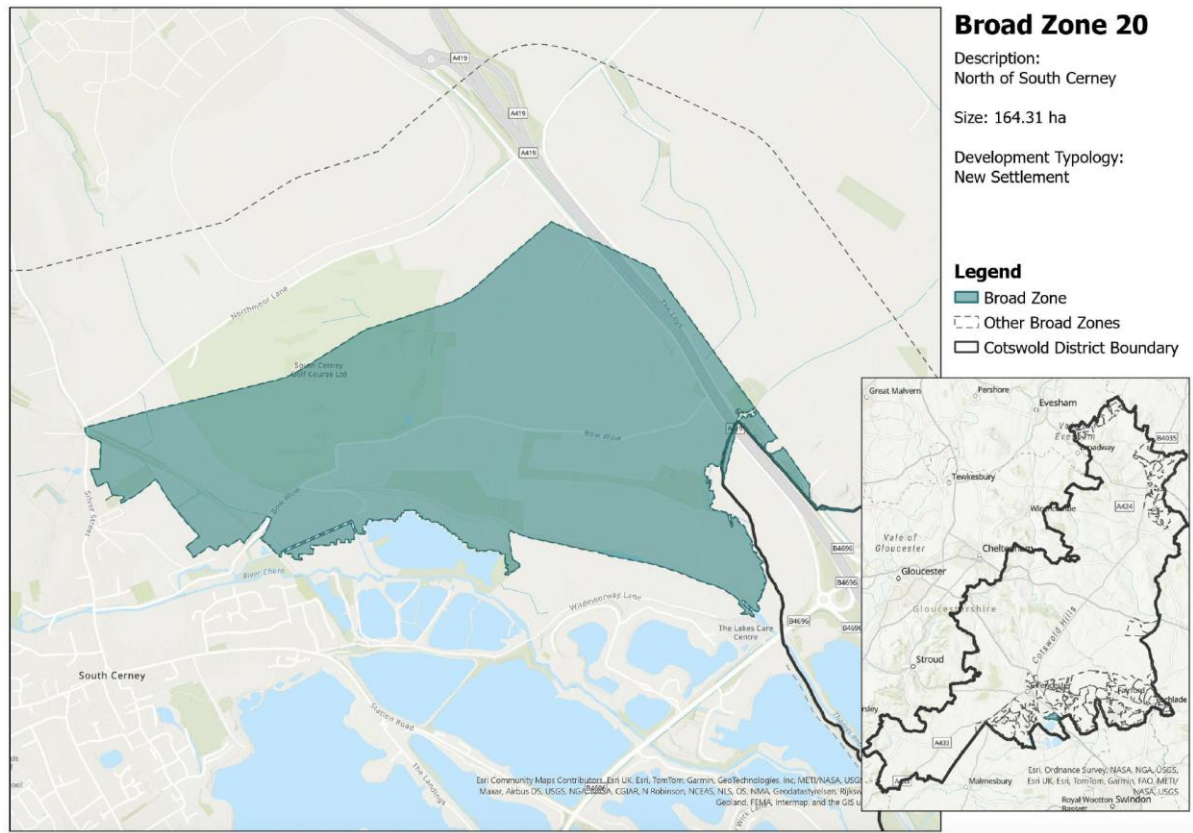


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 20 lies immediately north and northeast of South Cerney, bounded by the A419 to the north-east and the Cotswold Water Park lakes to the south. The zone falls across the River Basin Lowland and Cornbrash Lowlands landscape character areas, and presents a predominantly low-lying and flat landscape Land use comprises a mixture of arable and pasture, with field sizes varying from small and intimate near the Bow Wow access track to more open fields further north. Hedgerows and tree belts form the dominant boundary features, particularly along the southern part of the zone with occasional fragmentation. Tree cover is denser in the south, particularly near the lakes with the north characterised by clustered tree groups within the golf course that extends across the north eastern area of the zone, contributing to a more vegetated and enclosed character. Built form is generally scattered, comprising isolated dwellings and clusters along Bow Wow as well as development associated with the golf course and holiday park-style lakeside development to the south. Perceptual qualities are undermined by road noise and visual clutter from the adjacent A419, which forms a strong landscape and experiential boundary to the north east.		
Assessment criterion	Description	Sensitivity Score



Physical character (inc. topography and scale)	The landscape is mostly flat and low-lying, with some localised undulation in pasture areas, particularly toward the east. Field sizes vary, with smaller, more intimate paddocks in the southeast creating a semi-enclosed feel, contrasting with more open arable land elsewhere. The overall scale is moderate.	M
Natural Character	Vegetation is more prominent in the southern half around the lakes and within the golf course to the north, where woodland belts and hedgerow trees provide a degree of enclosure and texture. However, field boundaries are variable in condition, with lower hedges and more fragmented vegetation in the north, reducing ecological and visual richness.	M
Historic landscape character	The area lacks strong historic patterning or evident heritage features. The presence of field boundaries and older rural lanes such as Bow Wow hints at historic land division, but overall time-depth is relatively limited, with more recent recreational and residential uses becoming prominent.	L-M
Form, density, identity and setting of existing settlement/development	This zone is clearly part of the northern rural setting of South Cerney, though the presence of existing golf and lakeside development, as well as scattered dwellings, reduces its sense of separation. The A419 forms a significant edge, both physically and perceptually, limiting visual continuity with areas further northeast.	M
Views and visual character including skylines	The area offers few expansive views due to flat landform and intervening vegetation, though there are some more open aspects to the northeast. Pylons and road infrastructure affect visual quality, especially where the A419 and associated signage and fencing are dominant. Internal views are more enclosed in areas near the lakes and tree belts.	M
Access and recreation	A hedge-lined PRoW extends along the Bow Wow and southern boundary offering some recreational connectivity, though overall access is limited and the network fragmented. Recreational uses such as the golf course and proximity to the lakes provide amenity interest but are largely private in character.	M
Perceptual and experiential qualities	The tranquility of the area is significantly reduced by the proximity of the A419, with persistent background noise and visual disturbance limiting the sense of rurality. The southern area, however, benefits from tree cover and adjacency to waterbodies, creating a more enclosed and vegetated character.	M

Representative Photographs



Primarily flat arable field with hedgerows and woodland on boundaries.



A tree-lined track (Bow Wow) with open grassland to the right.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings				M-H	
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 20 is characterised by its low-lying, transitional landscape at the edge of South Cerney, influenced by its adjacency to the Cotswold Water Park and the A419 corridor. The landscape is visually and perceptually fragmented, with limited historic continuity and inconsistent hedgerow structure.



While certain areas offer a more enclosed and vegetated character such as the golf course and lakes to the southern boundary, much of the zone is exposed, affected by road infrastructure, and lacking in strong containment. Its proximity to existing development and partial visual containment could allow for some low-density settlement expansion, but significant intervention would be required to address visual and experiential impacts, retain vegetation, and respect landscape pattern.



Broad Area 21a

Assessment Areas: 1

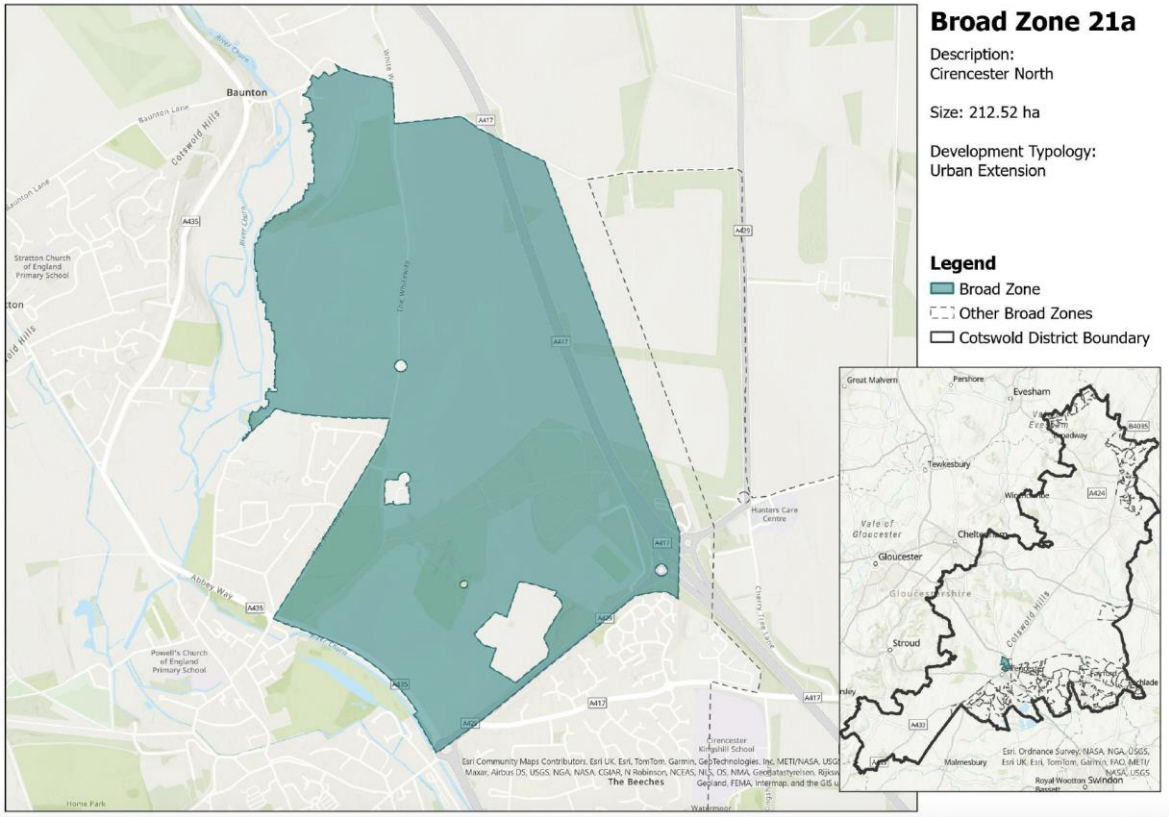


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 21a lies to the north of Cirencester, encompassing land between the A417 and Stratton, and falls entirely within the Special Landscape Area, with the Cotswold National Landscape situated directly to the north. It straddles the Dip Slope Lowland and Dip Slope Lowland Valley landscape character areas and includes a varied landscape typology with a mix of steep, wooded valley slopes, arable plateau, and open recreational land on the town's fringe. Topographically, the land rises steeply east of The Whiteway before flattening to a gently undulating plateau toward the east, where larger fields predominate. The southern extent contains a concentration of recreational uses including Cirencester Rugby and Football Club, Allotments and Tar Barrow Cricket Club, set within open grassland interspersed with mature hedgerow trees and a dominant woodland belt running east to west, dividing these land uses in the south from the wider zone to the north. This woodland spine also adds visual and ecological structure to this area. The landscape retains a distinct rural character despite its proximity to the town, with strong hedgerow boundaries, stone walls, and views to Cirencester's church spire forming key local features. The road network offers elevated vantage points with open views, while pylons cross the area east-west and run parallel to the eastern boundary, detracting from tranquility and landscape quality in places.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The zone's western edge is defined by a steep valley side, which flattens toward the east into more open, gently undulating arable land. The overall scale is large, particularly east of The Whiteway, though the landform variation and hedgerow framework provide some containment and legibility. The wooded valley slopes and topographic variation contribute to increased sensitivity.	M-H
Natural Character	Vegetation includes mixed woodland blocks, mature hedgerow trees, and grassland with scattered trees, particularly in the southern extent. The east is more intensively managed arable, though still defined by mature field boundaries and tree-lined lanes. The woodland belt to the south enhances the biodiversity and landscape interest of the zone.	M-H
Historic landscape character	Stone wall remnants along PRoWs, hedgerow structure, and historic field patterns contribute to a degree of time-depth, particularly in areas west of The Whiteway. The transition from Cirencester into this semi-rural landscape is historic in form and important to the town's setting.	H
Form, density, identity and setting of existing settlement/development	This zone lies at the edge of Cirencester, forming part of its rural and recreational setting, and is experienced as an important transition from town to countryside. Development here would risk diminishing the integrity of this edge, particularly where there is a lack of containment or where wooded slopes currently screen the urban edge.	H
Views and visual character including skylines	There are long views from Grove Lane/ A417 and the western slopes toward Cirencester, including to the church spire, and panoramic outward views from higher ground across open arable fields. Views are generally wide and open, especially to the east, with skyline development likely to be prominent. Pylons detract from visual quality, but their presence reinforces sensitivity to further vertical elements.	H
Access and recreation	The zone includes well-used PRoWs, and recreational features like the rugby and cricket clubs contribute positively to landscape use and enjoyment. The public access and proximity to town make this a valued fringe landscape despite limited broader access into the eastern portion.	M-H
Perceptual and experiential qualities	Despite its adjacency to Cirencester, much of the area retains a peaceful, rural quality, enhanced by vegetation, rolling topography, and separation from the A417. Pylons and localised infrastructure slightly detract, but overall the experience remains consistent with the SLA's special qualities.	M-H

Representative Photographs



Elevated view across pastoral fields towards a wooded valley and distant settlement edge.



Rural road bordered by dry stone wall and dense trees and hedgerows.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)					H
Medium Extension (1500-3500 dwellings)					H
Large Extension (3500+ dwellings)					H

**Summary of Sensitivity to Development:**

Broad Zone 21a is defined by its distinct rural edge character, shaped by topography, woodland structure, and historic land use patterns, which provide a transition between Cirencester and the surrounding countryside. The Special Landscape Area designation highlights its contribution to local landscape quality, particularly in views towards and from the town. The zone almost forms a green wedge extending into the heart of Cirencester from the north, reinforcing separation between built form and surrounding countryside and contributing to the town's wider landscape setting.

Areas east of The Whiteway are more open and visually prominent, while woodland slopes and field boundaries to the west and south offer stronger containment and landscape structure. Although recreational uses such as sports facilities establish a precedent for low-intensity development, most of the zone remains sensitive to urbanisation—especially where views are open or vegetation is fragmented.

Development would only be appropriate in the fields immediately surrounding the existing recreation grounds, where the woodland belt provides a defensible boundary to the wider countryside. Any expansion in this location must be landscape-led, limited in scale, and integrated with extensive green infrastructure to safeguard landscape character and visual amenity.



Broad Area 21b

Assessment Areas: 1

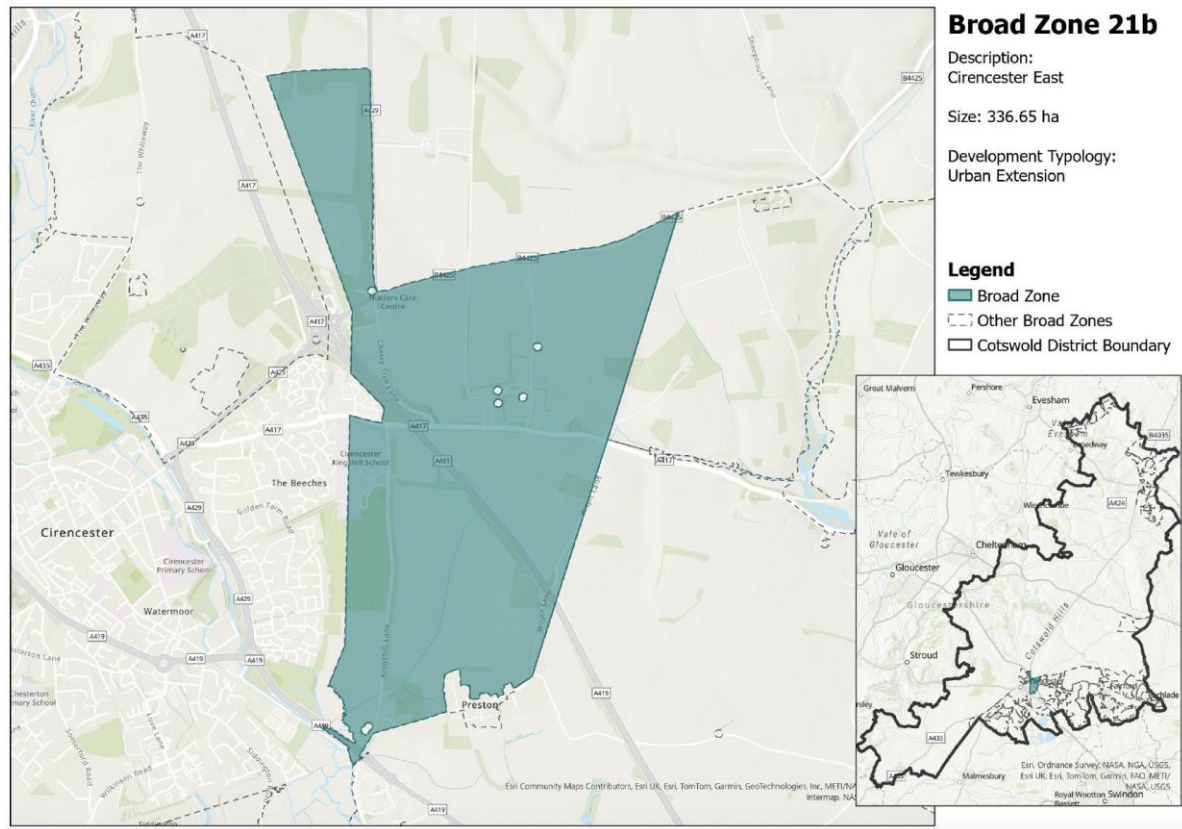


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 21b lies immediately east of Cirencester and extends from the junction of the A417 and A429 southward to the village edge of Preston. The northern extent of the zone is within the Special Landscape Area, with the Cotswold National Landscape directly east of this. The area falls entirely within the Dip Slope Lowland landscape character area, with a gently sloping valley landform and intervening vegetation between field parcels. The zone presents a mixed semi-rural to peri-urban character, particularly along its western and southern edges, where it interfaces with residential development, schools, and sports facilities associated with Cirencester. These include the Beechwood Estate, Cirencester Town Football Club, Cirencester Kingshill Secondary School and Watermoor C of E Primary School as well as large areas of formal open space. In contrast, the central and eastern areas are more agricultural, with woodland belts, localised poplar plantations, and tree-lined boundaries providing structure and screening. There is a significant infrastructure presence, including large pylons along the western boundary, a solar farm to the southeast, and main road corridors (A417/A429) marking strong edges. While views are available from elevated ground in parts of the zone, the overall visibility is limited east of Kingshill Lane due to extensive vegetation and landform containment.		
Assessment criterion	Description	Sensitivity Score



Physical character (inc. topography and scale)	The valley form and gently undulating ground provide a variety of enclosure levels, ranging from more open farmland in the north and east to semi-enclosed smaller fields and sports grounds in the west and south. The mix of field sizes and land uses results in a landscape of medium scale, with field boundaries contributing to its patterning.	M
Natural Character	A notable characteristic of this zone is its substantial tree cover, with woodland belts, plantations, and tree-lined road corridors. These features not only define field edges but also provide biodiversity value and visual structure. The intervening vegetation reinforces the area's rural framework, although parts of the landscape are influenced by recent development and infrastructure.	M-H
Historic landscape character	While the area does not display strong time-depth in the form of listed heritage features or historic parkland, the pattern of enclosures, traditional field structure, and long-standing road network contribute to some historic continuity. The zone interfaces with Cirencester, a town of significant heritage importance.	M
Form, density, identity and setting of existing settlement/development	The zone forms part of Cirencester's eastern setting, with the Beeches and Kingshill suburbs visible from within the western portion. The western boundary also exhibits semi-urban characteristics due to existing schools, sports fields, and suburban fringes the southern boundary exhibits a more rural village edge with the ribbon village of Preston. Northern and eastern parts remain rural and visually distinct. The transition from Cirencester to countryside is perceptible, albeit softened by infrastructure and planting.	M-H
Views and visual character including skylines	There are open views at the A417/A429 junction, and long views across the valley to Cirencester, including key landmarks such as St John's Church spire. In contrast, vegetation east of Kingshill Lane and in the central zone strongly limits visibility and creates a sense of enclosure. Pylons and the solar farm detract from visual character in parts, but the broader skyline remains rural in feel.	M
Access and recreation	Access within the zone is limited, with most recreation occurring along the western fringe, where school grounds and playing fields are located. There are some tree-lined roads and lanes, but recreational routes or PROWs are not extensive. Informal access may exist within woodland and field margins but is not a dominant land use.	M
Perceptual and experiential qualities	The semi-urban interface gives the western portion of the zone a less tranquil, more developed feel. However, the central and eastern parts retain a relatively rural character, reinforced by field patterns, wooded belts, and limited built form. Overall, the zone exhibits mixed perceptual quality, with rural and suburban elements in close proximity.	M



Representative Photographs



Open arable land with existing development rooftops and pylons on the skyline.



Grassland with scattered scrub and distant woodland edges.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)			M		
Medium Extension (1500-3500 dwellings)				M-H	
Large Extension (3500+ dwellings)					H



Summary of Sensitivity to Development:

Broad Zone 21b functions as a transitional landscape between urban Cirencester and the surrounding countryside, with an increasingly enclosed and rural character toward the east. The valley landform and wooded structure offer some containment, but open views to Cirencester landmarks, pylon infrastructure, and recent edge-of-town development influence the character.

Development capacity is higher toward the western edge, where integration with Cirencester's existing urban fabric is most feasible. However, expansion into the northern and eastern parts of the zone would risk eroding rural character and undermining the Special Landscape Area and the setting of the Cotswold National Landscape.



Broad Area 21c

Assessment Areas: 1

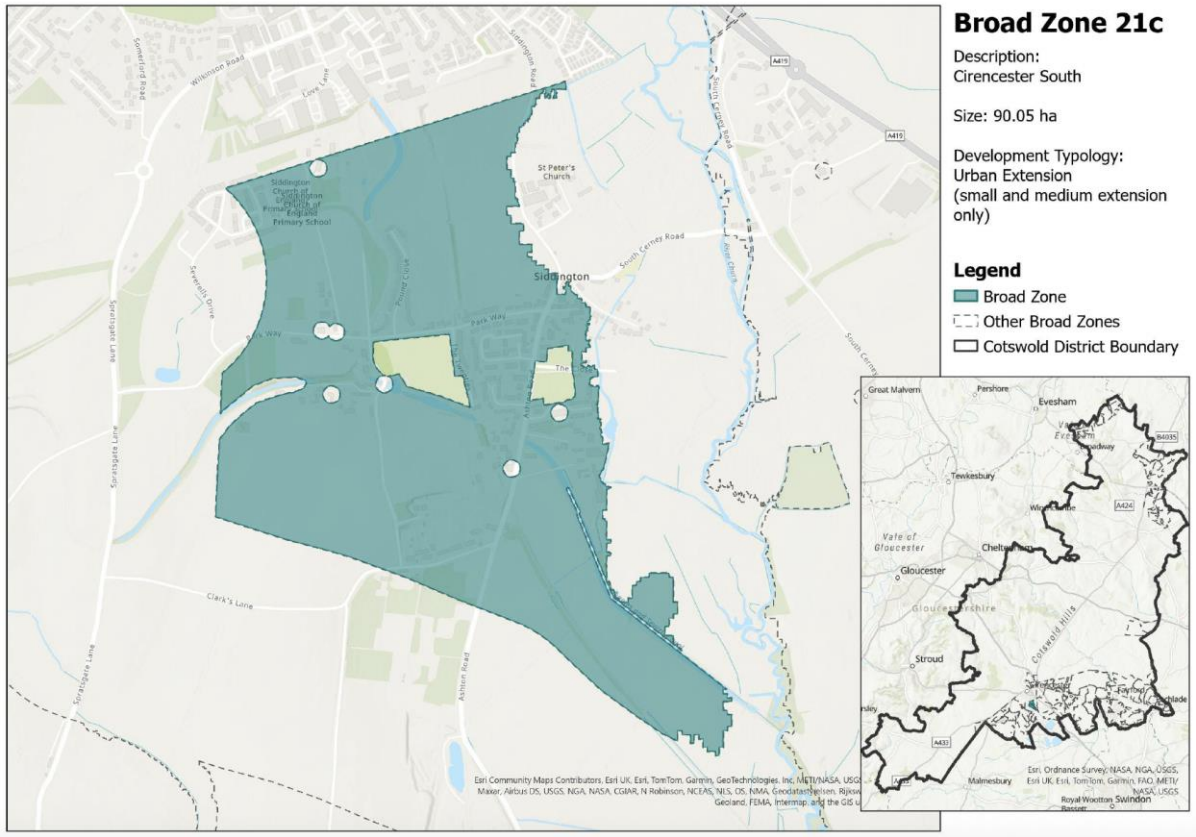


Table 1: Landscape Sensitivity Assessment

Site Context / Description:
Broad Zone 21c lies immediately to the south of Cirencester, encompassing the settlement edge of Siddington and stretching southwards into low-lying floodplain land. The zone straddles two landscape character areas: the Dip Slope Lowland to the north and west, and the River Basin Lowland to the south east. The village of Siddington forms the eastern edge, with its mix of historic and modern housing interspersed with community uses. The landscape is varied in scale and character. In the Dip Slope Lowland, there is a semi-rural interface with Cirencester, containing recreational land, school grounds, and small green corridors, although fragmented views exist towards Love Lane industrial estate to the north. Surrounding Siddington land use is dominated by contained grassland paddocks and small arable fields. The Old Canal bisecting the southern area of the zone from east to west acts as a transition from a peri-urban landscape to larger and more open arable fields. The south eastern area of the zone is dominated by a large solar farm. New residential development is present in the north western corner of the zone with large scale urban extension development present beyond the zones north western boundary. This zone contains a number of sensitivities related to visual openness, flood risk, landscape structure and the edge character of Siddington. In contrast to the more wooded or enclosed areas of Cirencester's fringe, this zone presents a less vegetated and more exposed landscape, with clear intervisibility across the valley floor.



Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The northern and western parts of the zone feature gently undulating ground, while the southern portion becomes increasingly flat and low-lying. The scale of the landscape increases moving south, with larger field enclosures and fewer structural features..	M
Natural Character	Vegetation is concentrated along field boundaries, ditches, and stream corridors, with a mix of hedgerows, riparian trees, and small copses. However, the River Basin Lowland component is more open, with simplified field structure and fewer ecological features. The Old Canal provides an historic landscape corridor and a tree lined spine running east to west through the zone.	M
Historic landscape character	Siddington itself is a historic village with a well-defined nucleated core, visible church spire, and a traditional network of lanes and boundaries. The wider landscape includes historic field systems and remnant structures, particularly near the Old Canal. However, much of the area has been altered by field rationalisation and lacks prominent built heritage features beyond the village.	M
Form, density, identity and setting of existing settlement/development	The zone is strongly influenced by Siddington's compact, linear form, with open land to the east and south. Built form is primarily located on the northern edge, with the rest of the zone comprising open or semi-enclosed countryside.	M-H
Views and visual character including skylines	Views within the zone are typically open and panoramic, especially from the south, with few vertical or enclosing features. The church spire and rooftops of Siddington are visible from much of the River Basin Lowland. This openness contributes to visual sensitivity, particularly in the southern section, where a loss of separation and exposure would be notable.	M-H
Access and recreation	There are some PROWs running through or along the zone, including footpaths from Siddington southwards and along the Old Canal. While these are limited in number, they are locally valued for informal recreation, and the landscape provides a rural setting for the village. Recreational value is more limited than other more wooded or parkland landscapes but still contributes to local amenity.	M
Perceptual and experiential qualities	The northern part of the zone has a semi-urban feel, with school uses, housing and contained paddocks present. Moving south, the landscape becomes more tranquil and undeveloped, though its perceptual quality is tempered by the presence of the A419 and holiday park influences to the southeast. Despite these detractors, the area retains a distinctly open and rural character, particularly in the south.	M

Representative Photographs



Rough grassland adjacent to edge-of-settlement housing and tree-lined boundary.



Paddock with backdrop of dense woodland and scattered outbuildings.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)				M-H	
Medium Extension (1500-3500 dwellings)				M-H	
Large Extension (3500+ dwellings)					H

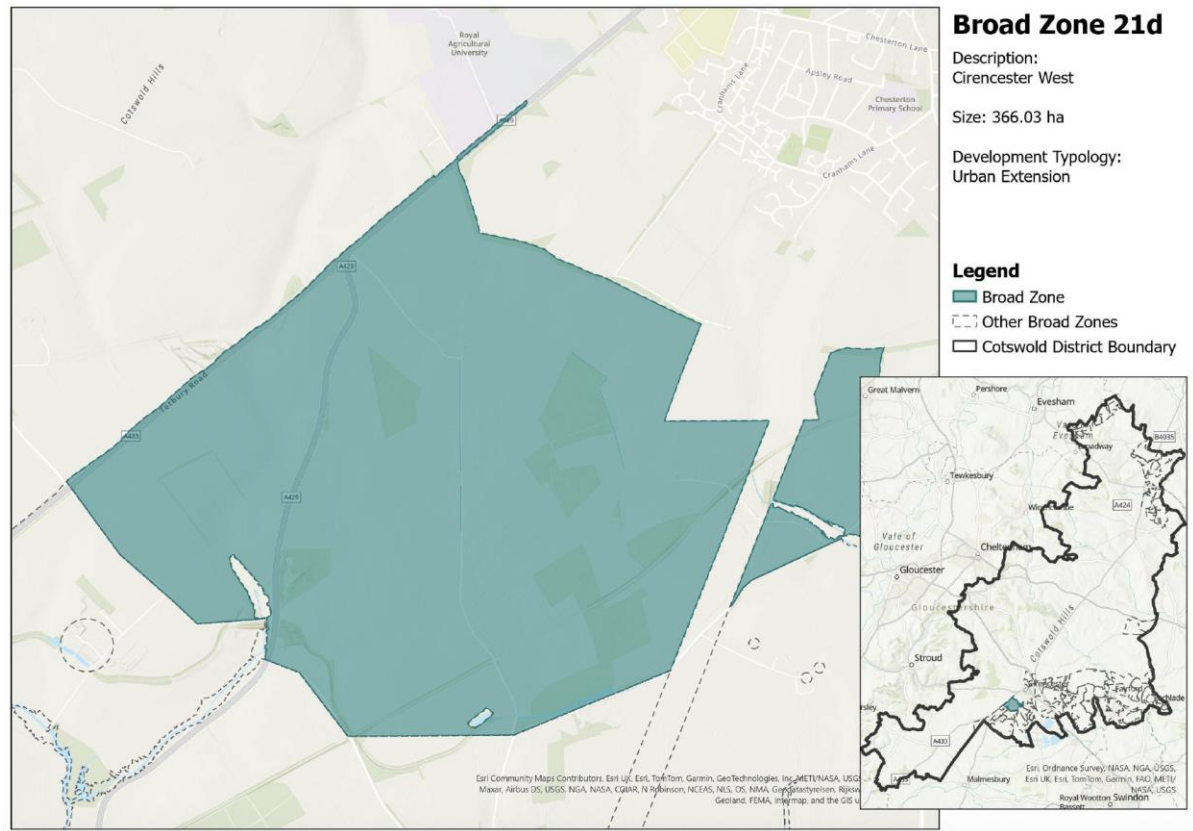


Summary of Sensitivity to Development:

Broad Zone 21c presents a sensitive transitional edge to Siddington and Cirencester, where the defined settlement form, low-lying topography, and strong visual openness limit capacity for large-scale change.

Opportunities for development would be most appropriate on the northern edge of the zone, where landform, tree belts, and existing built form provide greater containment. Elsewhere, sensitivity is heightened due to openness, ecological patterning, and lack of enclosure. Similarly, development to the east of Siddington risks weakening settlement separation and rural identity.

Assessment Areas: 1



Site Context / Description:		
Broad Zone 21d lies south west of Cirencester, extending south of the A433. A large proportion of the zone is located within the Special Landscape Area (SLA) and falls within the Dip Slope Lowland character area. The National Landscape boundary lies directly to the northwest. The zone consists of a rolling, mixed-use rural landscape framed by dense vegetation in the form of regular woodland blocks, hedgerow field systems, and distant views to the spire of Kemble Church and across the upper Churn Valley. The western part of the zone is bisected by the A429 that runs south west across the zone towards Kemble. The north-western and southern extents exhibit strong rural qualities, with a varied mix of arable and pastoral fields, scattered woodland blocks, and historic field patterns including stone walls and a disused railway corridor. The zone is physically and perceptually separated from Cirencester's built form, contributing to its role as part of the wider rural setting to the town.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The area is gently to moderately rolling, especially to the south of the A429, where landform variation adds interest. Fields are generally medium-sized and regular, with a few areas of smaller-scale pastoral land creating subtle variation. Landform contributes positively to the zone's rural landscape pattern and sense of containment in places.	M-H



Natural Character	A patchwork of hedged and tree-lined fields and woodland blocks characterises the landscape. Ecological continuity is strengthened by features such as hedgerow corridors, woodland plantations, and the disused railway route. Although some sections are more intensively farmed, the pastoral land and field boundary trees provide natural structure.	M-H
Historic landscape character	The zone exhibits evidence of historic field systems, with dry-stone walling, hedgerows, and remnants of the railway corridor adding time-depth. The proximity to Kemble and views to its church spire reinforce the area's association with traditional rural settlement. No prominent designated heritage assets are present within the zone, but the field pattern and land use retain a legible historic structure.	M
Form, density, identity and setting of existing settlement/development	This zone contributes significantly to the rural setting of Cirencester, lying beyond the established edge of the town. There are few visual or physical links with existing urban development, and the presence of open land, hedged lanes, and small farmsteads reinforces its separate identity. The landscape to the south and west serves as a transition to wider countryside, and development would introduce an abrupt change in character.	H
Views and visual character including skylines	Despite areas of enclosure along the A433 and tree-lined boundaries, the landscape is visually open in parts, especially on higher ground or across rolling farmland. There are long views toward Kemble Church spire and glimpses of ridgelines and distant woodland. The southern and western extents are more exposed, with open fields and few built interventions, increasing sensitivity to change.	M-H
Access and recreation	Public access is relatively limited, but there are several rural lanes, farm tracks, and the route of a disused railway that may offer future potential for recreational use. The quiet rural roads and well-treed boundaries also contribute to the area's value for informal enjoyment. However, PROWs appear limited in number and distribution across the wider area.	M
Perceptual and experiential qualities	The sense of rural seclusion is strong, especially south of the A429, where pastoral uses, dry-stone walls, and traditional field structures give a picturesque, tranquil character. The presence of pylons reduces perceptual quality locally, but overall the undeveloped, agricultural nature of the zone offers a coherent and valued countryside character, particularly when contrasted with the growing urban edge to the east.	H

Representative Photographs



Expansive view across arable field, with woodland and rolling hills in the distance.



Traditional stone cottage set beside a narrow rural lane, framed by mature trees.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (Urban Extension)

Development scenario	Landscape Sensitivity				
Small Extension (500-1,500 dwellings)				M-H	
Medium Extension (1500-3500 dwellings)					H
Large Extension (3500+ dwellings)					H



Summary of Sensitivity to Development:

Broad Zone 21d is a visually and perceptually detached rural landscape, largely defined by its landform variation, traditional field structure, and historic pastoral qualities. It lies largely within the Special Landscape Area, and its contribution to the rural setting of Cirencester is significant. The rolling topography, patchwork of land use, and lack of settlement context present substantial challenges to accommodating change.

Scope for development is limited and would need to be confined to areas of existing visual containment, such as those closest to established boundaries or where tree belts and topography reduce prominence. Most of the zone, particularly to the south and west, is of high sensitivity, with no clear relationship to Cirencester's urban form.



Broad Area 22

Assessment Areas: 1

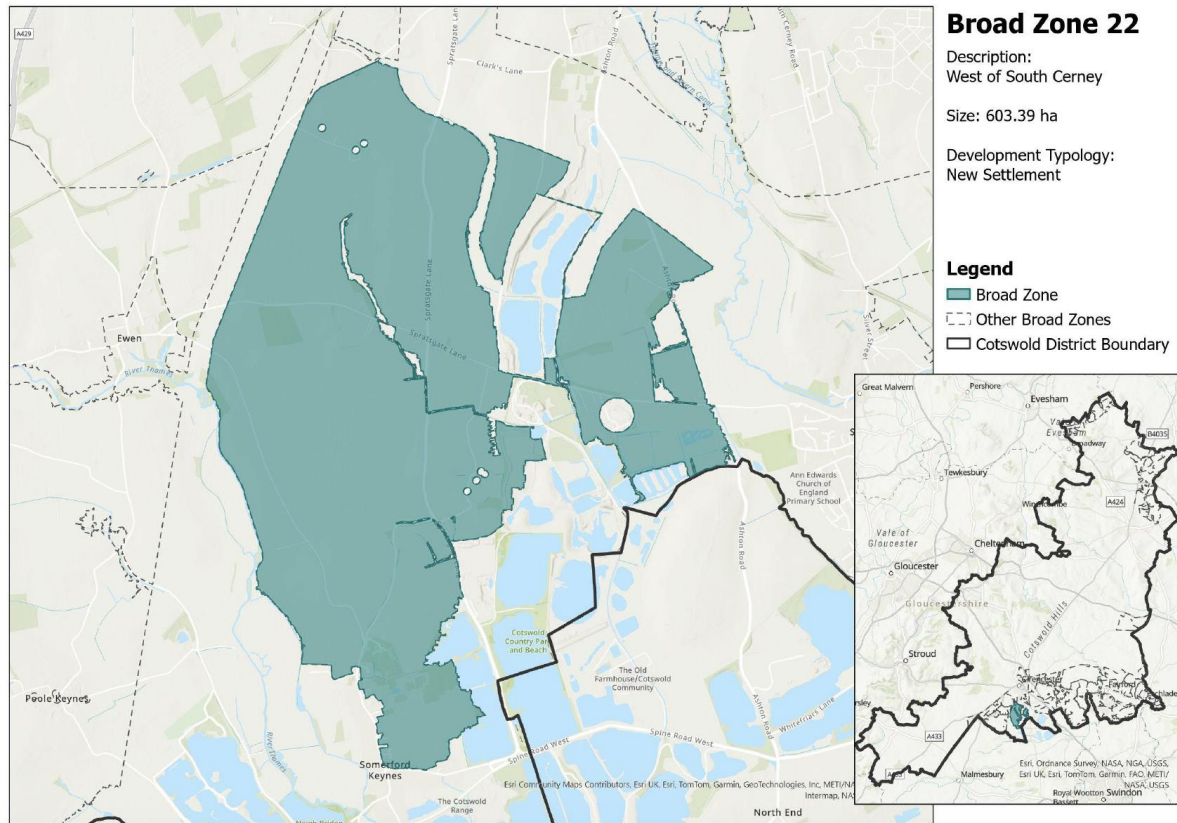


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 22 lies immediately west of South Cerney, extending from the River Thames corridor in the west to the edge of South Cerney village in the east. A small portion on the western boundary falls within the Special Landscape Area (SLA), and the eastern and southern extents abut the Cotswold Water Park network of lakes. The zone sits within the River Basin Lowland and Cornbrash Lowlands landscape character areas. The landscape is characterised by very flat, low-lying topography, a mix of pastoral and arable land, and a patchwork of hedgerows, tree belts, wooded corridors, and wetland features. It is interspersed with farmsteads, isolated rural dwellings, tourist attractions such as Cotswold Sculpture Park and camp sites close to the Cotswold Water Park that lies to the south of the zone. . This combination of tranquility, semi-natural character, and scattered built form gives rise to a rural, visually open and ecologically diverse landscape with locally important features.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The zone is notably flat and low-lying, typical of the Thames valley floodplain. This gives it a visually expansive and open quality, with limited landform variation to provide natural containment. Field scales vary, with smaller pasture enclosures in places, but much of the western area comprises large arable fields, increasing the perception of openness and development susceptibility. To the	M



	east a series of large lakes created from previous quarrying extend the Cotswold Water Park corridor northwards.	
Natural Character	The landscape contains several ecological features of interest, including wooded riparian corridors, willow-lined watercourses, mature tree belts, and scattered ash and beech trees, although some are in decline. These features contribute to a sense of semi-naturalness and ecological integrity, particularly near the River Thames..	M-H
Historic landscape character	While designated heritage assets may be limited, the historic layout of Somerford Keynes contribute to an identifiable historic pattern.	M
Form, density, identity and setting of existing settlement/development	The zone is distinct from South Cerney, which lies beyond the lakes to the east, and includes isolated dwellings and ribbon development near Somerford Keynes to the west. The lack of relationship with established urban form means development would constitute a new visual and physical entity. The western extent has a strong identity as part of the River Thames landscape and the east with the Cotswold Water Park area, both of which would be difficult to integrate without significant character loss.	H
Views and visual character including skylines	Views are generally long and open, especially from the north looking south across expansive arable fields. The spires of local villages and occasional woodland groups form focal points, while the presence of pylons to the north detracts from visual quality in parts. Nonetheless, the landscape's flatness and limited screening vegetation mean that new development would be widely visible.	M-H
Access and recreation	Recreational use appears to be limited, although there are several lanes and PRoWs, tourist attractions such as Cotswold Sculpture Park and holiday accommodation and lakeside development are located near the southern and eastern extents. The tranquil river corridors to the west also contribute informal recreational value. The area's open character and proximity to the Cotswold Water Park adds to its landscape accessibility and appreciation.	M
Perceptual and experiential qualities	The tranquility and rural atmosphere of the western and southern extents are notable with a strong rural character.. Despite the presence of pylons, most of the zone retains a sense of openness, remoteness, and calm. In contrast, the eastern fields feel more exposed and less intact, where the influence of previous quarrying is evident.	M-H

Representative Photographs



Open arable landscape with sparse vegetation and wide skies.



Relatively flat field enclosed by hedgerows and tree lined backdrop.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 22 includes a wide, flat landscape with a patchwork of ecological and historic landscape features, notably the River Thames corridor to the west. These features provide a strong rural identity, reinforced by visual openness, tranquility, and limited settlement form. Development in this area would be challenging to integrate, particularly where it risks fragmenting open views or introducing massing into a visually sensitive areas.



The eastern edge near the lakes may offer more scope for integration, where tourism infrastructure and altered landscapes already occur however, this would need to carefully consider the setting of Somerford Keynes with any development needing to be sensitive to ecological, hydrological, and landscape structure, avoiding harm to tranquil areas and character zones.



Broad Area 23

Assessment Areas: 1

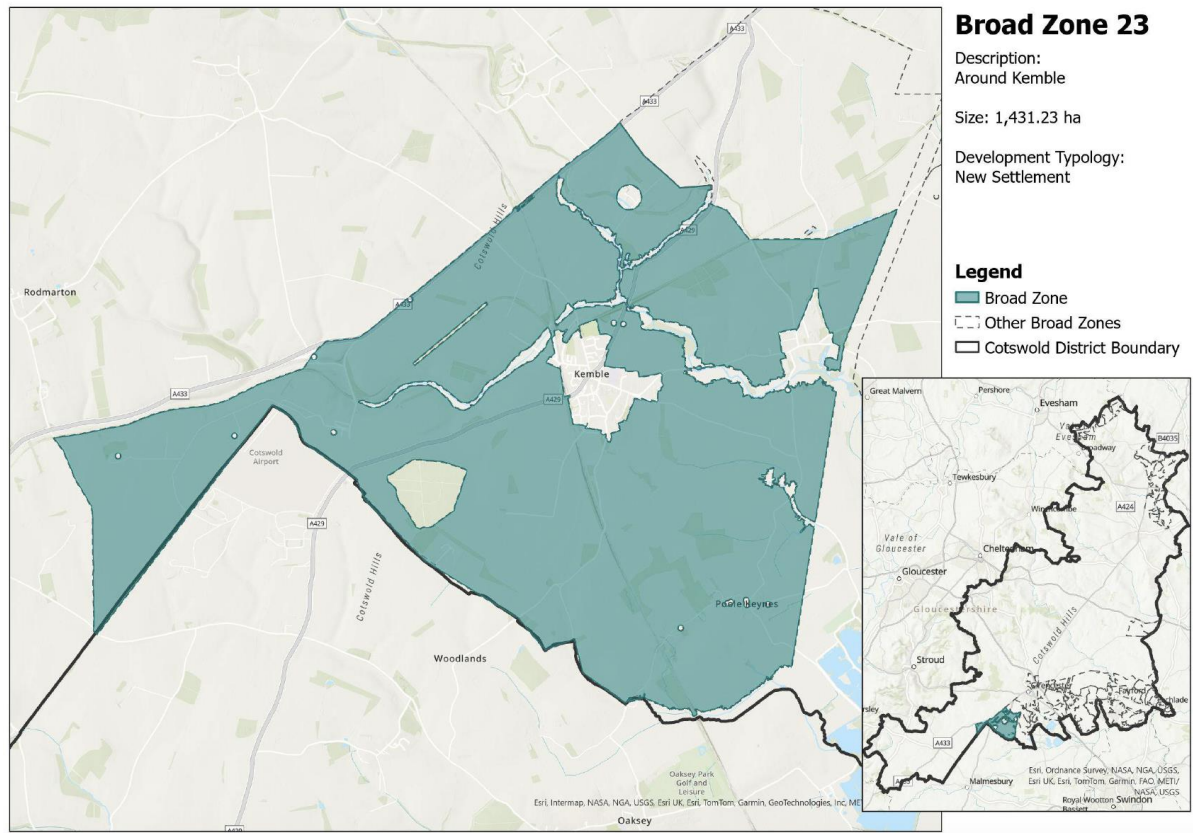


Table 1: Landscape Sensitivity Assessment

Site Context / Description:		
Broad Zone 23 extends around the village of Kemble, reaching east toward Poole Keynes and Ewen and west to the district boundary and Cotswold Airport. A substantial western portion lies within the Special Landscape Area (SLA), with the Cotswold National Landscape directly beyond to the north west of the zone. The zone encompasses a predominantly rural and agricultural landscape, with a mix of gently undulating land, low-lying farmland, and level plateau in the north. Settlement is largely limited to Kemble village and the scattered hamlets of Ewen, Kemble Wick and Poole Keynes as well as isolated farms and barns. The area is bisected by a strong landscape structure of geometric fields, hedgerows, and woodland belts, although in places hedgerows are low and fragmented, and some trees in hedgerows are declining due to ash dieback. The landscape also includes valley forms, tree belts, and distinctive skyline features, such as Kemble church spire, which reinforce the area's rural identity. There is a sharp contrast in character to the north western corner of the zone with the A429 bisecting the landscape and Cotswold Airport, which reduces perceptual quality locally.		
Assessment criterion	Description	Sensitivity Score
Physical character (inc. topography and scale)	The zone has a generally low-lying topography, with slight undulation across much of the landscape. The northern plateau contrasts with more rolling terrain in the west and southwest,	M



	while a shallow valley along the western road corridor (A433) adds localised variation. Field patterns are geometric and medium to large in scale, reflecting a managed agricultural structure. The physical form is coherent but lacks strong containment in many areas with woodland blocks scattered and irregular in layout.	
Natural Character	The area includes a mix of hedgerow-lined pasture and arable fields, scattered woodlands, and linear tree belts, which contribute to the rural character. While some areas are in decline, as a result of ash dieback and hedgerow fragmentation—other parts retain clear ecological and landscape integrity, particularly closer to the SLA and National Landscape.	M-H
Historic landscape character	The nucleated form of Kemble, visible church spire, and historic settlement pattern provide recognisable time-depth. Historic field enclosures and a network of traditional lanes reinforce this, although no designated heritage assets appear prominent. Field structure and landmarks such as farmsteads contribute to recognisable landscape character.	M
Form, density, identity and setting of existing settlement/development	Kemble and its surrounding hamlets retain a coherent rural identity, often set within pastoral fields or woodland belts. The zone lacks meaningful relationship with larger urban areas and would require major new infrastructure and form to support a new settlement. Development here risks compromising the integrity of established rural villages and introducing built form into largely open countryside.	H
Views and visual character including skylines	The Kemble church spire is a key visual reference, with wooded skylines in places and open views across the plateau and undulating land. The airport infrastructure and pylons detract from visual quality locally, especially near the northwestern boundary, but much of the area retains long views, skyline integrity, and rural character.	M-H
Access and recreation	The PRoW network is limited largely to the south of Kemble and around Poole Keynes reducing recreational access. However, tree-lined roads and field boundaries help maintain a sense of enclosure and movement through the landscape. Areas near the SLA have greater perceived recreational value, although formal recreational infrastructure is sparse.	M
Perceptual and experiential qualities	The zone's rural character is pronounced, particularly in the eastern and southern extents, where scattered dwellings and low levels of infrastructure contribute to a sense of tranquility and openness. However, the presence of the airport, industrial activity, and visual clutter from pylons detract from perceptual quality in the north western parts of the zone.	M-H

Representative Photographs



Elevated grassland overlooking Cotswold Airport and surrounding woodland.



Pastoral meadow with hedgerows and mature trees in the background.

Overall assessment of landscape sensitivity

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Overall Landscape Sensitivity to Residential Development

Table 2: Assessment Area 1 (New Settlement)

Development scenario	Landscape Sensitivity				
Small village 1,500-5,000 dwellings				M-H	
Large village 5,000-10,000 dwellings					H
Town/city 10,000 + dwellings					H

Summary of Sensitivity to Development:

Broad Zone 23 encompasses a diverse agricultural landscape, with a coherent rural structure and high landscape sensitivity toward the SLA to the north and east and adjoining National Landscape. While parts of the area near the airport and main roads are more visually degraded, the core structure of hedgerows, woodland belts, and historic settlement remains legible and valued.



Introducing large-scale development here would conflict with the rural setting, reduce the separation between Kemble and smaller settlements, and risk visual and character harm near designated landscapes. The relatively limited infrastructure, particularly to the south of Kemble and strong rural identity also reduce the area's capacity to absorb substantial change without mitigation.