



Planning Potential secured planning permission for a comprehensive farm diversification and rural enterprise scheme within the North Wessex Downs Area of Outstanding Natural Beauty.

Demonstrating our ability to unlock sensitive countryside development, combining robust planning justification, landscape-led design coordination and extensive public engagement to secure unanimous committee approval.

The Challenge

The proposals sought to deliver a significant farm diversification scheme within a sensitive rural location, lying within both the North Wessex Downs AONB and the East End Conservation Area. The scale and mix of proposed uses required careful justification to demonstrate compliance with countryside planning policy.

There was also a need to balance commercial viability with landscape, heritage and community considerations, alongside managing local interest and scrutiny through the planning process.

Without a clear planning strategy and proactive engagement, the scheme risked refusal, delay and the loss of an opportunity to secure long-term rural economic resilience.

Our Approach

- Prepared a robust planning case for diversification within countryside and AONB policy
- Worked closely with architects and landscape consultants to enhance the rural setting
- Led pre-application discussions with Basingstoke and Deane Borough Council
- Coordinated a large public consultation event at the farm
- Supported presentations to the Parish Council to address local concerns
- Worked alongside Communications Potential on extensive stakeholder engagement

The Outcome

- Planning permission secured for a comprehensive rural enterprise scheme
- Unanimous committee resolution achieved following officer recommendation
- Farm shop, café, education space and nursery approved alongside landscaping
- Long-term diversification and community use enabled within a sensitive landscape