

Melissa Whitlock

From: [REDACTED]
Sent: 23 April 2026 10:07
To: Lime Down Solar
Cc: 'Stop Lime Down'; [REDACTED]
Subject: Speaker Number 56, Henry Jodrell Open Floor Hearing pm of 21 April 2026
Attachments: IMG_9286.jpeg; Wiltshire-cycleway-section14-malmesbury-to-yatton-keyne.pdf; Lime Down speech v3.pdf

Categories: Deadline submission

Dear Sir/Madam

Please find Interested party No 56 presentation by Henry Jodrell on the poorly understood impact to our growing and important tourism sector in the southern part of the AONB and the jobs it creates locally. It was prepared for Tuesday 21 April 2026 afternoon session. I include a map of the Section 14 Wiltshire Cycleway and a photo of Courtyard Café interior being used by bicyclists mid-week taken 31 March 2026 at 11.39.

Thank you for your time and listening to the local concerns about the location and scale of this project.

Kind regards

Henry

Lime Down Solar Park Proposal: Community Concerns and Call for Responsible Site Selection.

April 2026

Good afternoon and thank you.

My name is Henry Jodrell. I have lived in Easton Grey for the past 30 years. During this time I have witnessed first hand the improved economic activity created through tourism that has helped to regenerate and revitalise towns like Malmesbury and villages such as Sherston. We have heard from so many local people raising fundamental concerns about the proposal which I hope you will reject.

My concern about the Lime Down proposal is its unknown and highly probable negative impact on the future of our flourishing tourism industry and the economic benefit it brings to this rural area. Wiltshire Council have already identified a potential £1.8m impact. The location of such a significant development spanning

across the SOUTHERN GATEWAY to the Cotswolds National Landscape, one of our nation's precious AONBs, will undoubtedly lead people to **avoid** this area. The proposed site is just **TOO** close to the edge of the AONB.

I do not believe IGP have not fully investigated and understood the true long-term impact of this to our community spanning across the North of Wiltshire. This growing tourism industry is creating growth and employment and above all makes so many small businesses viable.

Today, if you go into any of our local café's mid-week, you will find them brimming with visitors dressed in lycra and walking boots exploring and enjoying the many footpaths and small country lanes that criss cross this exceptionally beautiful area. It makes me happy when I go into our village shop, the Co Op in Sherston, and see so many bicycles parked outside The Courtyard Café or The Angel Cafe. If you go in late morning you will experience the energy and chatter about amazing experiences by visiting this special area

making so many people fitter and mentally stronger. Our area is about the fantastic walks and views being experienced and these visitors will recommend it to others and the good news spreads. Many bicyclists that stop in Sherston enjoy the cafes for refreshments as they explore Section 14 of the Wiltshire Cycleway. This will not be the case if the current open countryside is fenced off long term and the incredible views are blocked out by 4.5m high solar panels.

A few facts; In October 2025, Malmesbury was named one of the “most perfect” market towns by the Telegraph, in April 2026 it was recognised as one of the best places to live in the SW by ITV News and The Daily Express, again April 2026, described it as “a place that Brits and tourists love visiting”, so why do we feel we can jeopardise future jobs and businesses by making the SOUTHERN GATEWAY to the Cotswold National Landscape a place to avoid by covering it in highly visible solar panels. You will all know that Malmesbury has been around since 675 when the Abbey was built, it is England’s oldest Borough and King Athelstan of England made

it the nation's first capital for 700 years before it was moved to London!

I am concerned the current estimates of the impact has been poorly understood and assessed and conducting an expansive impact and risk assessment on our valuable tourism needs to be done and it is just not feasible for an individual like myself.

My fear is that if built it will push tourism spending to other parts of the country, causing a loss of jobs and amenity to our local community.

Where will these people get new jobs? Probably by moving to the cities and thus starving our rural community of young people willing to set up businesses locally. A thriving rural economy is one we should protect at all costs in these times of economic uncertainty and hardship for many families.

I am not against the use of solar and wind in our energy mix for the future but **this** is about choosing the right tool for the job, at the

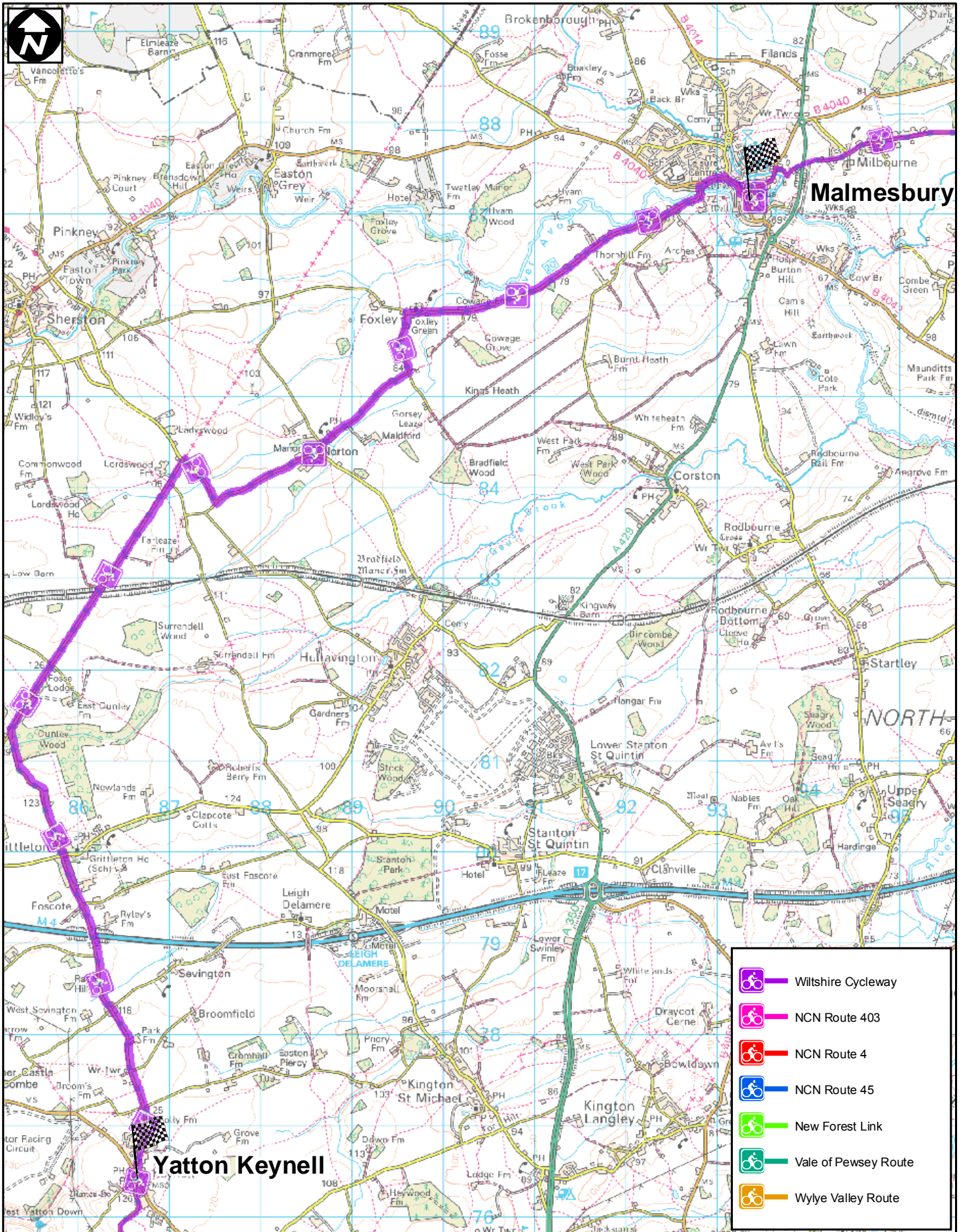
right time, **in the right place**. You don't use a sledgehammer to crack a walnut.

(We will not be able to turn the clock back if it is built and the impact from it will not be recoverable. It is difficult to predict the scale of impact but surely it is our responsibility to leave things in a better condition than when we found them.)

My request is for a detailed and thorough assessment of the economic impact on local tourism to be conducted over a number of years. I do not believe the work that has been done by IGP is satisfactory. Please let's not kill the goose that lays the golden egg.

Before you agree to permanently disfigure the SOUTHERN GATEWAY to the Cotswolds National Landscape, the people's AONB, an incredible historic and beautiful area, conduct a detailed assessment of the future impact on our growing and important tourism economy. Thank you.

END



WILTSHIRE CYCLEWAY
 Section 14 - 10.8m (17.3km)
 Malmesbury to Yatton Keynell

Wiltshire Council
 Where everybody matters

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