Teddington Direct River Abstraction

Preliminary Environmental Information Report

Appendix 9.2 – Townscape and Visual Impact Assessment Methodology

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Appendix 9.2 – Townscape and Visual Impact Assessment Methodology

A.1 Introduction

A.1.1 The townscape and visual impact assessment (TVIA), which will be reported within the Environmental Statement (ES), will be carried out in accordance with the Guidelines for Landscape and Visual Impact Assessment 3rd Edition (GLVIA3) (Landscape Institute and IEMA, 2013). The assessment of value will also comply with Technical Guidance Note 02/21 (LI TGN 02/21) Assessing landscape value outside national designations (Landscape Institute, 2021), while the visualisations in the TVIA will comply with Technical Guidance Note 06/19 (LI TGN 06/19) Visual Representation of Development Proposals (Landscape Institute, 2019).

A.1.2 Published landscape/townscape character assessments will be reviewed during townscape and visual surveys to ensure they are representative of the study area and take account of recent development influencing change and, if required, supplementary descriptions will be provided and/or additional townscape character areas will be identified. The documents below will be reviewed to inform further character assessment, if required:

a. Technical Information Note 05/2017 Townscape Character Assessment (Landscape Institute, 2017)

b. An Approach to Landscape Character Assessment (Natural England, 2014)

A.1.3 The proposed assessment will be proportionate, focusing on likely significant effects within the study area. Effects on receptors that are not considered likely to be significantly affected will be summarised concisely but will not be set out in detail.

A.2 Study area

A.2.1 The study area for this aspect was shared with local planning authorities (LPAs) in engagement carried out pre scoping in August 2024, presented in the Teddington Direct River Abstraction Environmental Impact Assessment (EIA) Scoping Report (Thames Water, 2024) and in the revised methodology circulated post scoping in the March/April 2025 engagement with LPAs. No comments on the extent of the study area have been made by LPAs.

A.2.2 The study area for the TVIA of the ES has been informed by consideration of the nature of the development and the extent to which the Teddington Direct River Abstraction (TDRA) Project (hereafter referred to as the Project) is likely to be visible from the surrounding townscape.

A.2.3 The approach taken is in accordance with guidance provided in the GLVIA3 which advocates a proportionate approach to the assessment process, with emphasis placed on the potential for significant effects. Paragraph 5.2 of GLVIA3 states that, *'The study area should include the site itself and the full*

extent of the wider landscape around it which the proposed development may influence in a significant manner. This will usually be based on the extent of Landscape Character Areas likely to be significantly affected either directly or indirectly.' Further to this, paragraph 6.2 notes in relation to the study area that, *'The emphasis must be on a reasonable approach which is proportional to the scale and nature of the proposed development.'*

A.2.4 The likelihood of significant townscape and visual effects diminishes with increasing distance from a scheme, and existing built form combined with predominantly flat topography restricts the extent of views. As presented in engagement with stakeholders and in the EIA Scoping Report, the study area for the townscape and visual assessment extends 2.5 kilometres from the draft Order limits as shown on Figure 9.3 and has been developed using the baseline townscape and visual context and professional judgement. Significant effects are unlikely to be experienced beyond 2.5km.

A.3 Site surveys

A.3.1 Further to field work carried out to inform the EIA Scoping Report, the following surveys have been carried out.

A.3.2 Townscape and visual surveys have been carried out in winter 2024/2025 in order to inform the Preliminary Environmental Information Report, review townscape and visual receptors for assessment, inform the design and the TVIA and capture winter photography. Further townscape and visual surveys are scheduled for summer 2025 to continue to inform the design and the TVIA and to capture summer photography.

A.3.3 Arboricultural surveys in line with the British Standard 5837 2012: Trees in relation to design, demolition and construction – Recommendations (BS 5837: 2012) (British Standards Institution, 2012) were carried out in 2024 and 2025.

A.4 Townscape and visual receptors

A.4.1 The townscape and visual receptors for assessment have been informed by Chapter 12 Townscape and Visual Amenity of the EIA Scoping Report, the EIA Scoping Opinion (Planning Inspectorate, 2024), consultation and engagement with LPAs, desktop review and site surveys carried out during winter 2024/2025.

A.4.2 The assessment of townscape effects within the study area will be based on published townscape character areas. The assessment of impacts on townscape components, such as trees and woodland, and perceptual and aesthetic aspects will be considered within the assessment of effects on townscape character. The results of the arboricultural survey will be used to inform the design of the Project and the TVIA. The assessment of effects on heritage assets in the study area will be addressed in the Historic Environment chapter of the ES.

A.4.3 It is proposed to base the assessment of visual effects on a selection of specific, representative and illustrative viewpoints (VPs), defined by GLVIA3 as follows:

a. ***Representative viewpoints**, selected to represent the experience of different types of visual receptor, where large numbers of viewpoints cannot all be included individually and where the significant effects are unlikely to differ…'*

b. *'**Specific viewpoints**, chosen because they are key and sometimes promoted viewpoints within the landscape…'*

c. ***Illustrative viewpoints,** chosen specifically to demonstrate a particular effect or specific issues, which might, for example, be the restricted visibility in certain locations'*

A.4.4 VPs have been selected to focus on sensitive receptors and likely significant effects following a review of the topography, land use, receptor groups and the location of formally recognised views. VPs have been refined and informed by the EIA Scoping Opinion, consultation and engagement with LPAs, desktop review and site surveys carried out during winter 2024/2025. The VP locations that have been selected will represent the likely visual change from a range of receptor types and view locations.

A.5 Timeframes for assessment

A.5.1 Townscape and visual effects have been considered at the following timeframes and seasons, which are based on standard practice and guidance within GLVIA3. The timeframes for assessment were presented in engagement with LPAs carried out in August 2024. The methodology circulated prior to engagement with LPAs in March/April 2025 also incorporated timeframes and seasons for assessment.

a. **Construction:** Considers construction activities, temporary works and construction traffic during the construction period

b. **Operation winter year 1:** Considers the effects in winter year 1, when the Project is operational, but planting mitigation would not yet be fully effective. This reflects the worst case during operation before planting mitigation would be established

c. **Operation summer year 15:** Considers the effects in summer in the fifteenth year, when the Project is operational, and planting mitigation would have taken effect. This demonstrates the effectiveness of planting mitigation once established during operation

A.5.2 The assessment of effects during construction and year 1 will assume the worst-case during winter, when existing vegetation is not in leaf. The assessment for summer year 15 will show the long-term effects of the mitigation planting.

A.5.3 Both day and night-time changes for townscape and visual receptors will be considered as part of the overall assessment of townscape and visual effects. It is not considered that assessment of effects on night skies in their own right, or

an environmental lighting impact assessment, is required because of the urban nature of the study area and the associated extent and influence of existing lighting.

A.6 Townscape effects

A.6.1 The assessment of landscape (and townscape) effects is described by the Landscape Institute in GLVIA3, paragraph 5.1 as follows:

'An assessment of landscape effects deals with the effects of change and development on landscape as a resource. The concern ... is with how the proposal will affect the elements that make up the landscape, the aesthetic and perceptual aspects of the landscape and its distinctive character.'

A.6.2 Townscape effects are defined as changes to townscape character and elements as a result of development. The potential townscape effects that would occur during the construction and operational periods may therefore include:

a. **Changes to townscape character:** townscape character may be affected through the incremental effect on characteristic elements, townscape patterns and qualities (including perceptual characteristics) and the cumulative addition of new features, the magnitude of which is sufficient to alter the overall townscape character of a particular area

b. **Changes to townscape elements**: the addition of new elements or the removal of existing elements such as vegetation and buildings and other characteristic elements of the existing local townscape

A.6.3 The level of townscape effect (and whether this is significant) will be determined through consideration of the sensitivity of each townscape receptor and the magnitude of change that would be brought about by the construction and operation of the Project.

Townscape receptors

A.6.4 For the purpose of the TVIA, it is proposed that the townscape assessment will comprise an assessment of the effects on the published townscape character areas listed in Table A.1 and illustrated on Figure 9.2.

Table A.1 Proposed townscape character receptors

Published assessment	Character area type or study area	Townscape character areas for assessment
Hounslow Character, Sustainability and Design Codes Supplementary Planning Document (LBH, 2024)	Isleworth	South Isleworth/Twickenham Road
Hounslow Character, Sustainability and Design	Central Hounslow	South Hounslow/West Isleworth

Published assessment	Character area type or study area	Townscape character areas for assessment
Codes Supplementary Planning Document (LBH, 2024)		
London Borough of Richmond Upon Thames Urban Design Study (Arup, 2023)	B Teddington and Hampton Wick	B3 Hampton Wick Residential
London Borough of Richmond Upon Thames Urban Design Study (Arup, 2023)	C Twickenham, Strawberry Hill and St Margarets	C3 Twickenham Riverside
London Borough of Richmond Upon Thames Urban Design Study (Arup, 2023)	E Ham, Petersham and Richmond Park	E1 Ham and Petersham Residential
		E2 Ham Common and Riverside
Kingston, Towards a Sense of Place: A Borough Character Study to Support the Kingston Local Development Framework (Royal Borough of Kingston, 2011)	Outer Suburban	Tudor: 1 Dysart Avenue
Kingston, Towards a Sense of Place: A Borough Character Study to Support the Kingston Local Development Framework (Royal Borough of Kingston, 2011)	Outer Suburban	Tudor: 9 St Georges Industrial Estate
Kingston, Towards a Sense of Place: A Borough Character Study to Support the Kingston Local Development Framework (Royal Borough of Kingston, 2011)	Outer Suburban	Tudor: 11 The Tudor Estate
Kingston, Towards a Sense of Place: A Borough Character Study to Support the Kingston Local Development Framework (Royal Borough of Kingston, 2011)	Rural/Open	Tudor: 3 YMCA Riverside Lands

Evaluating townscape sensitivity

A.6.5 The sensitivity of the townscape will be established by considering the value attached to each townscape receptor and its susceptibility to the particular form of change likely to result from the Project.

A.6.6 GLVIA3 defines landscape (and townscape) value as *'The relative value that is attached to different landscapes by society.'*

A.6.7 A range of factors are used to help understand the value of townscape, as follows:

a. **Landscape and townscape designations:** whether an area of townscape is recognised by statute (i.e., National Parks), is a heritage coast, a locally designated townscape or is undesignated

b. **Townscape quality/condition:** a measure of the physical state of the townscape (i.e. the intactness of the townscape and the condition of individual elements)

c. **Rarity:** the presence of rare elements or features in the townscape or the presence of a rare townscape character type

d. **Conservation interests:** the presence of features of wildlife or historical and cultural interest which add value to the townscape

e. **Recreational value:** evidence that the townscape is valued for recreational activity where experience of the townscape is important

f. **Perceptual aspects:** a townscape may be valued for its perceptual qualities, notably tranquility

g. **Associations:** some townscapes are associated with particular people, such as artists or writers, or events in history

A.6.8 GLVIA3 defines landscape (and townscape) susceptibility to change as *'the ability of the landscape receptor to accommodate the proposed development without undue consequences for the maintenance of the baseline situation…'*

A.6.9 GLVIA3 emphasises that susceptibility to change is dependent on the specific development proposed and notes that *'existing assessments may deal with what has been called 'intrinsic' or 'inherent' sensitivity, without reference to a specific type of development. These cannot reliably inform assessment of the susceptibility to change since they are carried out without reference to any particular type of development and so do not relate to the specific development proposed.'*

A.6.10 Examples of townscapes that are most susceptible to change are those which may contain the following physical, visual and perceptual characteristics:

a. Highly valued elements or combinations of characteristics such as of small-scale townscapes with strong topographical variation or distinctive landform and complex patterns, which are essentially intact and susceptible to development

b. Susceptibility to alteration of regionally/locally valued or distinctive skylines, views, vistas and skylines with historic landmarks. Open and exposed

townscapes with a strong visual relationship with surrounding townscape /setting and limited visual intrusion

c. Perceptions of tranquillity, remoteness or naturalness, with a strong sense of time depth and/or related special qualities and low levels of light intrusion that would be susceptible to development

A.6.11 Examples of townscapes that are least susceptible to change are those which may contain the following physical, visual and perceptual characteristics:

a. Common/indistinct elements or combinations of characteristics such as large-scale and simple/uniform townscapes, with an absence of topographical variety/featureless/flat landform where similar development is already part of the baseline character and there is capacity for development

b. A heavily enclosed townscape which contains or strongly filters views with a corresponding limited visual relationship with surrounding townscape. A townscape with an absence of visual landmarks and/or where movement and visual intrusion is already present

c. Townscapes lacking in tranquillity and/or remoteness, which are subject to land use change and high degrees of light intrusion and visual or audible signs of existing built development/ infrastructure with development capacity

A.6.12 Townscape sensitivity will be assessed on a four-point scale of high, medium, low or negligible. Table A.2 presents the criteria that will be used to assess townscape sensitivity, combining judgements on value and susceptibility.

Table A.2 Townscape receptor sensitivity

Townscape receptor sensitivity	Key determining criteria
High	Townscape valued in an international or national context supported by designation, and/or high value associated with factors[1] such as condition, scenic and other perceptual qualities including tranquillity, distinctiveness, rarity and representativeness, conservation interests (such as natural and cultural heritage), community, recreational and functional values and associations. Townscape highly susceptible to the nature of the proposed development because the relevant characteristics or elements of the townscape have a very limited ability to accommodate the development without undue effects, for example, because the proposals would result in the loss of characteristics that are an important component of the townscape.
Medium	Townscape valued in a regional or local context supported by designation, and/or medium value associated with factors[1] such as condition, scenic and other perceptual qualities including

[1] Factors are based on those identified within Box 5.1 ‘Range of factors that can help in the identification of valued landscapes’ in GLVIA3 and Table 1: ‘Range of factors that can be considered when identifying landscape value’ in LI TGN 02/21.

Townscape receptor sensitivity	Key determining criteria
	tranquillity, distinctiveness, rarity and representativeness, conservation interests (such as natural and cultural heritage), community, recreational and functional values and associations. Townscape moderately susceptible to the nature of the proposed development because the relevant characteristics or elements of the townscape only have a limited ability to accommodate the development without undue effects.
Low	Non-designated or 'ordinary' townscape and/or limited value associated with factors[1] such as condition, scenic and other perceptual qualities including tranquillity, distinctiveness, rarity and representativeness, conservation interests (such as natural and cultural heritage), community, recreational and functional values and associations. Townscape has low susceptibility to the nature of the proposed development because the relevant characteristics or elements of the townscape are generally able to accommodate the development without undue effects.
Negligible	Non-designated or 'ordinary' townscape and/or very little or no value associated with factors[1] such as condition, scenic and other perceptual qualities including tranquillity, distinctiveness, rarity and representativeness, conservation interests (such as natural and cultural heritage), community, recreational and functional values and associations. Townscape is generally tolerant to the nature of the proposed development because the relevant characteristics or elements of the townscape are able to accommodate the development without undue effects.

Magnitude of townscape change

A.6.13 The magnitude of townscape change considers the size and scale, geographical extent and duration/reversibility of effect in accordance with GLVIA3, that can be summarised as follows.

a. **Size or scale:** The size or scale of townscape change is described via a simple word scale to describe the extent or proportion of loss or addition of townscape elements, the degree to which the perceptual characteristics of the townscape may be altered and whether the effect changes the key characteristics, critical to its distinctive character overall

b. **Geographical extent:** The geographical extent of the effect is distinct from the size and scale of effect and is assessed by determining the area over which the change would influence the townscape. This could be very localised, within the immediate setting of a development, or affect the wider townscape character and a large proportion of a character area

c. **Duration and reversibility:** In accordance with GLVIA3 this is a separate, but linked consideration and the duration of an effect may be described as

temporary (short term 0-5 years, medium term 5-10 years or long term 10-20 years) or permanent. Whether the effects are reversible may also be considered

A.6.14 The magnitude of townscape change or degree of change resulting from the proposed development is described as large, medium, small, very small or negligible/no change. The criteria that will be used to assess the magnitude of townscape change are presented in Table A.3.

Table A.3 Magnitude of townscape change

Magnitude of change	Key determining criteria
Large	A large-scale change that may include the loss of key townscape elements/characteristics or the addition of new uncharacteristic features or elements that would alter the perceptual characteristics of the townscape. The size or scale of townscape change could create new townscape characteristics and may change the overall distinctive townscape quality and character, typically, but not always affecting a larger geographical extent.
Medium	A medium scale change that may include the loss of some key townscape characteristics or elements, or the addition of some new uncharacteristic features or elements that could alter the perceptual characteristics of the townscape. The size or scale of townscape change could create new townscape characteristics and may lead to a partial change in townscape character, typically, but not always affecting a more localised geographical extent.
Small	A small-scale change that may include the loss of some townscape characteristics or elements of limited characterising influence, or the addition of some new features or elements of limited characterising influence. There may be a small partial change in townscape character, typically, but not always affecting a localised geographical extent.
Negligible/No Change	A very small-scale change that may include the loss or addition of some townscape elements of limited characterising influence, or where no intervisibility (presence of a line of sight between two locations) or other perceptual effects pathway exists between the townscape receptor and the Project. The townscape characteristics and character would be unaffected.

Types of townscape effect

A.6.15 The type of townscape effect is also described in terms of:

a. Whether the effect would be permanent or temporary (in relation to temporary effects the duration of the effect will be important)

b. Whether the effect would be direct or indirect (where direct effects are associated with loss or alteration of individual townscape elements or changes to the physical fabric of a townscape character unit and where indirect effects are associated with changes to surrounding townscape character via a visual or other perceptual effects pathway)

c. Whether the effect is judged to be beneficial, neutral or adverse

A.7 Visual effects

A.7.1 Visual effects are concerned wholly with the effect of proposed change on views and visual amenity, and are described by the Landscape Institute in GLVIA3, paragraph 6.1 as follows:

'An assessment of visual effects deals with the effects of change and development on the views available to people and their visual amenity. The concern ... is with assessing how the surroundings of individuals or groups of people may be specifically affected by changes in the context and character of views...'

A.7.2 Visual effects are identified for different receptors (people) who would experience the view at their place of residence, within their community, during recreational activities, at work, or when travelling through an area.

A.7.3 The level of visual effect (and whether this is significant) will be determined through consideration of the sensitivity of each visual receptor (applying the worst case sensitivity to receptor groups) and the magnitude of change that would be brought about by the construction and operation of the Project.

Visual receptors

A.7.4 In accordance with GLVIA3, the TVIA will include an assessment of visual effects based upon selected VPs. 18 VPs are proposed, as listed in Table A.4 and illustrated on Figure 9.3. Viewpoints have been selected following a review of the topography, land use, receptor groups and the location of formally recognised views. VPs have been refined and informed by the EIA Scoping Opinion, consultation and engagement with LPAs, desktop review and site surveys carried out during winter 2024/2025. The VPs have been selected to assess the level of change experienced by sensitive visual receptors during both the construction and operational phases.

A.7.5 Table A.4 sets out the VP locations proposed, the relevant visual receptors and the type of visual representation proposed. The TVIA will include winter and summer photography from each VP. The type of visual representation that will be prepared as part of the TVIA is indicated, based on LI TGN 06/19 that sets out the definition and methodology for technical visualisations:

a. Type 1 visualisation – Annotated viewpoint photographs

b. Type 4 visualisation – Photomontage (survey/scale verifiable)

A.7.6 Type 4 visualisations will illustrate the change in view in winter year 1 and summer year 15.

Table A.4 Proposed viewpoints and visual receptors

Viewpoint reference	Viewpoint location description	Visual receptors	Change to the view that will be captured	Type of visual representation (either Type 1 or Type 4, as defined by LI TGN 06/19)
VP1	Representative view from Redlees Park	Visitors to Redlees Park	TTP, associated infrastructure and interception shaft at Mogden STW site	Type 4
VP2a	Specific and representative view from Teddington Footbridge	Recreational users of Thames Path National Trail, grade II listed Teddington Footbridge, River Thames and the nearby Ham Lands Open Space and Local Nature Reserve	Outfall, intake and connection shaft at Burnell Avenue site	Type 4
VP2b	Specific and illustrative view from LBR protected view B1.2 – Teddington Footbridge	Recreational users of grade II listed Teddington Footbridge and River Thames	Outfall, intake and connection shaft at Burnell Avenue site	Type 1
VP3	Specific and representative view from LBR protected view C3.1 – South Radnor Gardens and Thames Landscape Strategy identified vistas	Visitors to Radnor Gardens	Intermediate shaft at Ham Playing Fields site	Type 1
VP4	Specific and representative view from LBR protected view C3.3 – Twickenham Riverside East	Recreational users of Thames Path National Trail, the River Thames, residents on Riverside and Eel Pie Island, visitors to the White Swan	Intermediate shaft at Ham Playing Fields site	Type 1

Viewpoint reference	Viewpoint location description	Visual receptors	Change to the view that will be captured	Type of visual representation (either Type 1 or Type 4, as defined by LI TGN 06/19)
		riverside pub garden and residents on Riverside (road)		
VP5	Specific and representative view from LBR protected view C3.5 – Great River Avenue, Star and Garter, and Thames Landscape Strategy identified vistas	Residents at the Royal Star and Garter Home and users of adjacent PRoW	Intermediate shaft at Ham Playing Fields site	Type 1
VP6	Specific and representative view from LBR protected view E1.1 – Ham House, River Thames	Recreational users of the Thames Path National Trail and the River Thames, and users of Ham House Car Park Open Space	Intermediate shaft at Ham Playing Fields site	Type 1
VP7	Specific and representative view from LBR protected view E3.2 – Petersham Park	Visitors to King Henry's Mound in Petersham Park/Richmond Park, including users of PRoW (protected view towards Windsor Castle) and Capital Ring Walk	Intermediate shaft at Ham Playing Fields site	Type 1
VP8	Specific and representative view from RBK important view 108 – Views across the River Thames outside the Hawker Centre YMCA near Lower Ham	Recreational users of the Thames Path National Trail and National Cycle Network Route 4/EuroVelo 2 Capitals Coast Route, Burnell Avenue Open Space and the River Thames	Outfall, intake and shaft sites at Burnell Avenue site	Type 4

Viewpoint reference	Viewpoint location description	Visual receptors	Change to the view that will be captured	Type of visual representation (either Type 1 or Type 4, as defined by LI TGN 06/19)
VP9	Representative view from public footpath (promoted Duke's River Walk) through Mogden STP	Users of public footpath	TTP, associated infrastructure and interception shaft at Mogden STW site	Type 1
VP10	Representative view from residential properties to the east and south of Mogden STW	Residents including Lynton Close, Hillary Drive and Bankside Close to the east and Beaumont Place and Trevor Close to the south. Also includes residents at Mogden House (grade II listed)	TTP, associated infrastructure and interception shaft at Mogden STW site	Type 1
VP11	Specific and representative view from LBR protected view F1.1 – Richmond Terrace, Richmond Hill	Residents on Richmond Terrace, Richmond Hill, and users of Richmond Terrace Walk Park and Garden	Intermediate Shaft at Ham Playing Fields site	Type 1
VP12	Representative view from Ham House Registered Park and Garden	Visitors to National Trust Property	Intermediate Shaft at Ham Playing Fields site	Type 1
VP13	Representative view from Ham Lands Open Space and Local Nature Reserve (LNR)	Recreational users of Ham Lands Open Space and LNR and Riverside Drive/Ham Playing Fields	Intermediate Shaft at Ham Playing Fields site	Type 1
VP14	Representative view from Burnell Avenue Open Space	Recreational users of Burnell Avenue Open Space and residents	Outfall, intake and shaft sites at Burnell Avenue site	Type 4

Viewpoint reference	Viewpoint location description	Visual receptors	Change to the view that will be captured	Type of visual representation (either Type 1 or Type 4, as defined by LI TGN 06/19)
	and nearby residential properties	on Burnell Avenue, Beaufort Road, Dysart Avenue and Northweald Lane		
VP15	Representative view from the Lensbury Hotel and Watersports Centre and nearby residential properties	Visitors to the Lensbury Hotel, recreational users of the Lensbury Watersports Centre and River Thames, residents on Broom Water, Broom Water West and Trowlock Island	Outfall, intake and shaft sites at Burnell Avenue site	Type 4
VP16	Representative view from residential properties at Tudor Drive	Residents on Tudor Drive	Shaft site at Tudor Drive site	Type 1
VP17	Representative view from residential properties to the west of Mogden STW	Residents including at Wainwright Grove, Bracken End and Harvesters Close	TTP, associated infrastructure and drive shaft at Mogden STW site	Type 1
VP18	Representative view from Thames Path National Trail	Recreational users of the Thames Path National Trail, Burnell Avenue Open Space and the River Thames	Outfall, intake and shaft sites at Burnell Avenue site	Type 1

A.7.7 The sensitivity of visual receptors takes account of the susceptibility of the receptor to visual change and the value of the baseline view available to them.

A.7.8 The main factors influencing the susceptibility of a visual receptor to change are the occupation or activity of the receptor (people) at particular locations and the extent to which their attention or interest may therefore be focused on the available view. The visual receptors most susceptible to change are likely to include:

a. People at their place of residence
b. People engaged in outdoor recreation whose attention or interest is likely to be focused on the townscape and on particular views
c. Visitors to heritage assets or other attractions where views of the surroundings are likely to make an important contribution to their experience
d. People in their community where views contribute to their experience (e.g., users of public open spaces)

A.7.9 People using the transport network are usually considered to have low to moderate susceptibility to change unless travelling on recognised scenic routes. Other visual receptors likely to be less susceptible to change include:

a. People engaged in outdoor recreation that does not depend upon appreciation of views
b. People at their place of work where views are not an important contributor to the quality of working life

A.7.10 The factors influencing judgements regarding the value attached to views by receptors include:

a. Any recognition of the value attached to a particular view in relation to heritage assets or through planning designations
b. Any indications of value provided by guidebooks and tourist literature, the inclusion of specific VPs on OS maps, provision of car parking and/or provision of interpretation materials

A.7.11 The sensitivity of visual receptors is described as high, medium, low or negligible. Table A.5 presents the criteria that will be used to assess visual receptor sensitivity, combining judgements on value and susceptibility.

Table A.5 Visual receptor sensitivity

Visual receptor sensitivity	Key determining criteria
High	Receptors in this category will generally include residents, users of public open space, tourists/visitors to outdoor attractions, recreational users of waterways, users of public rights of way and recreational routes, including users of National Trails. People generally, undertaking recreational activity, either stationary or travelling through the townscape, where the focus of the activity involves an appreciation of the townscape.

Visual receptor sensitivity	Key determining criteria
	Views that are associated with areas of townscape identified/designated as having importance at the local authority or regional level or important heritage assets, promoted in sources such as maps and tourist literature, linked with popular townscape destinations where the view forms a recognised part of the visitor experience, or which have important cultural associations, such as views that are formally 'protected'.
Medium	Receptors in this category will generally include people travelling through the townscape on road, rail or other transport routes as rail passengers and road users and people undertaking recreational and sporting activities where it is likely that their surroundings have some influence upon their enjoyment (e.g., angling and other water based activities). Views that are associated with townscapes considered to be valued by local communities and which may be promoted in local sources and linked with locally important townscape destinations where the view forms a recognised part of the visitor experience.
Low	Receptors in this category will generally include people for whom their surroundings are unlikely to be a primary concern or affect how they undertake their current activity. Receptors are likely to include people at their place of work, people travelling on main roads through built up areas, dual-carriageways or motorways or taking part in activities not involving an appreciation of the townscape (e.g., playing team sports). Views that, although they may have value to local people are not associated with designated or otherwise high-quality townscapes or with popular townscape destinations and have no more widely recognised cultural associations.
Negligible	Receptors for whom the nature of the view is of no importance. Views with very little value to local people and not associated with townscape destinations and with no cultural associations.

Evaluating the magnitude of change to the view

A.7.12 The magnitude of visual change is described as large, medium, small, very small or negligible/no change.

A.7.13 The magnitude of visual change is assessed considering the composition of the visual baseline and is described by reference to the size and scale, geographical extent and duration/reversibility of the proposed development in accordance with GLVIA3 as follows:

a. **Size and Scale:** The scale of change in the view is determined by the loss or addition of features in the view and changes in the composition and extent of view affected. The size and scale of change in views and visual amenity at the VPs selected will take account of:

i. The scale of the change in the view with respect to the loss or addition of features in the view and changes in its composition, including the proportion of the view occupied by the proposed development

ii. The degree of contrast or integration of any new features or changes in the townscape with the existing or remaining townscape elements and characteristics in terms of form, scale, mass, line, height, colour and texture

iii. The nature of the view of the proposed development, in terms of the relative amount of time over which it will be experienced and whether views will be full, partial or glimpses

b. **Geographical extent:** Area over which the changes will be visible. Judgements about the geographical extent of change will reflect:

i. The angle of view in relation to the main activity of the viewer, for example whether direct or oblique

ii. The distance of the VP from the proposed development

iii. The extent of the area over which the changes would be visible

c. **Duration and reversibility:** In accordance with GLVIA3 this is a separate, but linked consideration and the duration of any visual effect may be described as temporary (short term 0-5 years, medium term 5-10 years or long term 10-20 years) or permanent. Whether the effects are reversible may also be considered.

A.7.14 The magnitude of visual change or degree of change resulting from the proposed development is described as large, medium, small, very small or negligible/no change. The criteria that will be used to assess the magnitude of visual change are provided in Table A.6.

Table A.6 Magnitude of visual change

Magnitude of visual change	Key determining criteria
Large	A large and prominent change to the view, involving the loss/addition of features, which is likely to have a strong degree of contrast and benefits from little or no screening. The view is likely to be experienced at static or low speed and is more likely to be continuously/sequentially visible from a route.
Medium	A moderate and prominent/noticeable change to the view, involving the loss/addition of features and a degree of contrast with the existing view. There may be some partial screening. The view is likely to be experienced at static or low to medium speed and is more likely to be intermittently or partially visible from a route.

Magnitude of visual change	Key determining criteria
Small	A noticeable or small change, affecting a limited part of the view that may be obliquely viewed or partly screened and/or appearing in the background of the view. This category may include rapidly changing views experienced from fast-moving road vehicles or trains.
Negligible/no change	No perceptual change in view, or a negligible change to the view that may be obliquely viewed and mostly screened and/or appearing in the distant background or viewed at high speed over short periods and capable of being missed by the casual observer.

Types of visual effect

A.7.15 The type of visual effect is also described in terms of:

a. Whether the effect will be permanent or temporary (in relation to temporary effects the duration of the effect will be important)
b. Whether the effect is as a result of a change to an existing static view, sequential views, or wider visual amenity
c. Whether the effect is a result of the introduction of new development or the loss of elements or features already present in the view
d. Whether the effect is judged to be beneficial, neutral or adverse

A.8 Cumulative effects

A.8.1 The assessment of cumulative townscape or visual effects is essentially the same as for the assessment of the primary or ‘stand-alone’ townscape or visual effects, in that the level of effect is determined by assessing the sensitivity of the receptor and the magnitude of change. Both intra project cumulative effects and inter project cumulative effects will be considered within the Cumulative Effects chapter of the ES. In line with GLVIA3, the assessment of cumulative townscape and visual effects will be proportionate and will focus on likely significant effects.

A.9 Significance evaluation methodology

A.9.1 The level of townscape and visual effects will be determined with reference to townscape or visual sensitivity and the magnitude of townscape or visual change experienced. Table 4.3 in Chapter 4: Approach to Environmental Assessment will be used as a guide to determine townscape and visual significance. Consistent with assessing the magnitude of townscape and visual effect, the nature of townscape and visual effects (i.e., whether the effects are beneficial or adverse) will also be assessed.

A.9.2 In line with the GLVIA3, professional judgement will be employed to assess effects, using Table 4.3 as only a starting guide. This will be achieved by the provision of clear and accessible narrative explanations of the rationale underlying the assessment made for each townscape and visual receptor over and above the outline assessment provided by use of the matrix. Wherever possible cross references will be made to baseline figures and/or to photomontage visualisations to support the rationale.

A.9.3 Townscape and visual effects of major or moderate significance are considered material to the decision-making process. Therefore, townscape and visual effects of major and moderate significance will be considered 'significant' for the purposes of the Infrastructure Planning (Environmental Impact Assessment) Regulations 2017. Minor and neutral effects will be deemed 'not significant'.

A.10 References

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