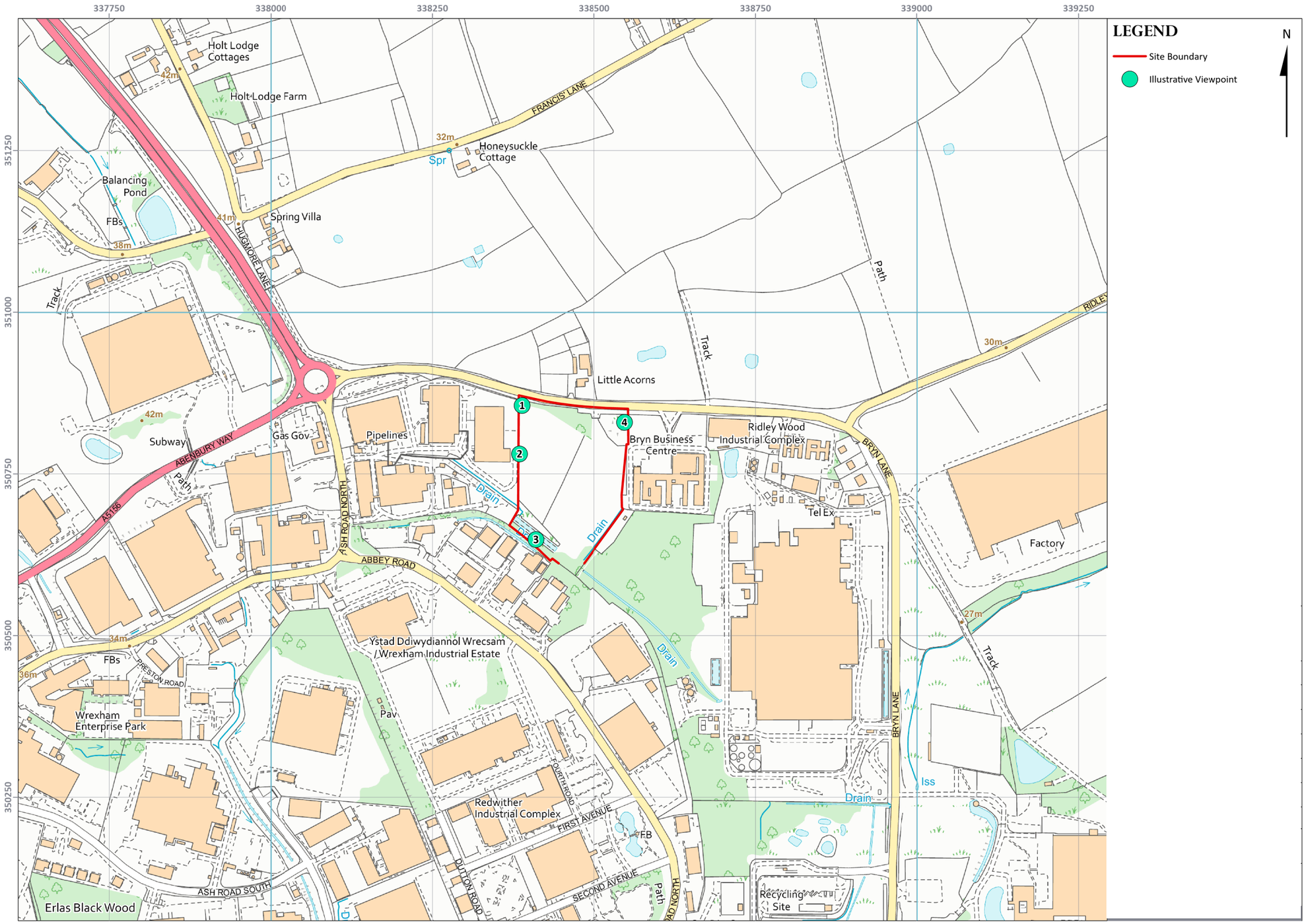
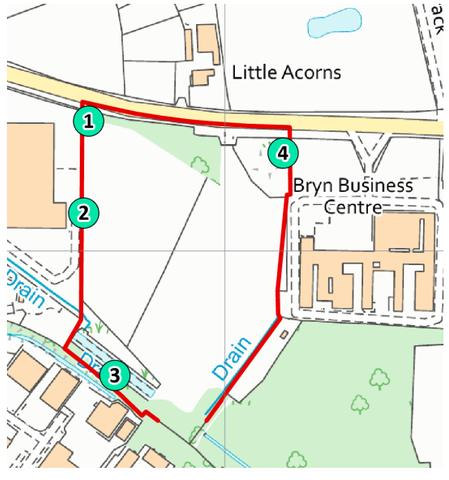


Figure 4: Illustrative Viewpoint Map



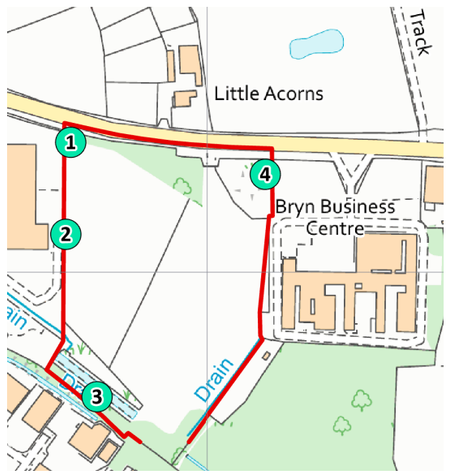
Illustrative Viewpoint 1	
Location	North-western corner of the Site, looking south
Grid Ref	SJ 38388 50855
Description	This view illustrates the general character and setting of the Site. The main body of the view is occupied by the rough grassland that forms the majority of the Site area. Beyond this lies the woody corridors on the southern and eastern Site boundaries, beyond which the upper parts of nearby large buildings in the industrial estate can be seen. At the right hand edge of the view, the steel palisade fencing forming the Site's western boundary can be seen, and through this, elements within the adjacent industrial land parcel.



N.B. IMAGES TO ILLUSTRATE THE EXISTING LANDSCAPE CONTEXT ONLY. Panoramas are created from multiple photographs taken using a digital equivalent of a 35mm camera with 50mm lens in line with best practice and current guidance. Images illustrate a horizontal field of view of 68° and when reproduced at A3, should be viewed at a distance of 330mm curved through an identical radius in order to correctly illustrate the existing landscape context. To ensure considered judgements are accurately assessed, images should not be used as a substitute for visiting the viewpoint.



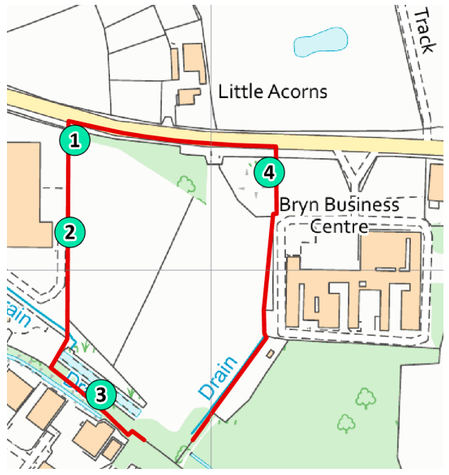
Illustrative Viewpoint 2	
Location	Western Site boundary, looking east
Grid Ref	SJ 38383 50786
Description	This view further illustrates the character and industrial setting of the Site, this time looking east. The dominant element in the view is the tall Kelloggs factory to the east of the Site, with further industrial structures in the foreground of it, and to each side. The wooded eastern boundary of the Site partially filters views towards these elements and to the left of the view, the area of trees and scrub surrounding the disused wartime bunker can be seen.



N.B. IMAGES TO ILLUSTRATE THE EXISTING LANDSCAPE CONTEXT ONLY. Panoramas are created from multiple photographs taken using a digital equivalent of a 35mm camera with 50mm lens in line with best practice and current guidance. Images illustrate a horizontal field of view of 68° and when reproduced at A3, should be viewed at a distance of 330mm curved through an identical radius in order to correctly illustrate the existing landscape context. To ensure considered judgements are accurately assessed, images should not be used as a substitute for visiting the viewpoint.



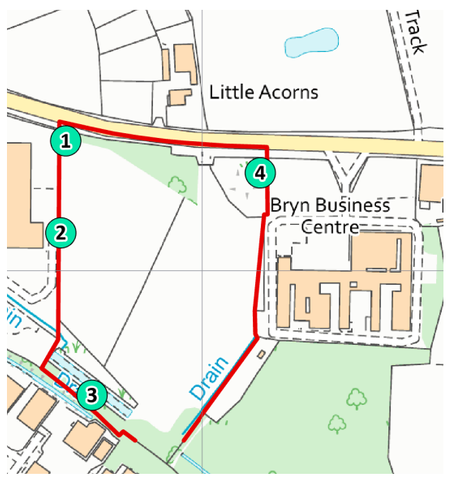
Illustrative Viewpoint 3	
Location	Southern part of the Site, looking north-east
Grid Ref	SJ 38400 50653
Description	This view illustrates the character of the engineered watercourse in the southern part of the Site. The lined channel and concrete headwall conveys an industrial character to this element. Beyond it lies the Site's eastern boundary vegetation, which filters views towards nearby industrial structures to the east of the Site.



N.B. IMAGES TO ILLUSTRATE THE EXISTING LANDSCAPE CONTEXT ONLY. Panoramas are created from multiple photographs taken using a digital equivalent of a 35mm camera with 50mm lens in line with best practice and current guidance. Images illustrate a horizontal field of view of 68° and when reproduced at A3, should be viewed at a distance of 330mm curved through an identical radius in order to correctly illustrate the existing landscape context. To ensure considered judgements are accurately assessed, images should not be used as a substitute for visiting the viewpoint.



Illustrative Viewpoint 4	
Location	Eastern Site boundary, looking west
Grid Ref	SJ 38537 50797
Description	This view was taken from the north-eastern part of the Site and it illustrates the dominant presence of the adjacent industrial building to the west. The lack of any vegetation on the western Site boundary means that clear views are available. Beyond this building, further industrial structures can be seen, set within a treed context. To the right of the view lies the vegetation associated with the disused wartime bunker.



N.B. IMAGES TO ILLUSTRATE THE EXISTING LANDSCAPE CONTEXT ONLY. Panoramas are created from multiple photographs taken using a digital equivalent of a 35mm camera with 50mm lens in line with best practice and current guidance. Images illustrate a horizontal field of view of 68° and when reproduced at A3, should be viewed at a distance of 330mm curved through an identical radius in order to correctly illustrate the existing landscape context. To ensure considered judgements are accurately assessed, images should not be used as a substitute for visiting the viewpoint.