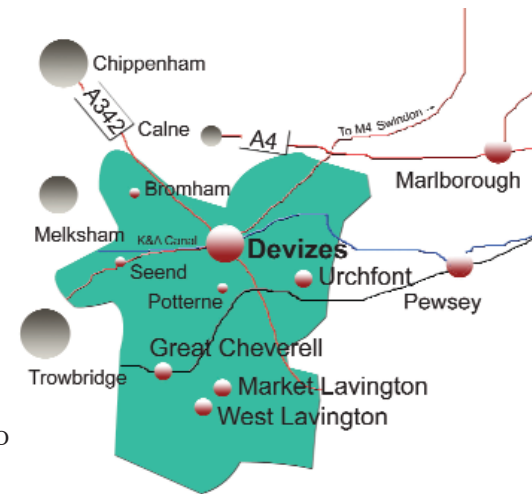


Devizes Community Area



- Devizes Community Area covers 23,409 hectares.
- Population in 2006 was 30,920.
- Devizes is the largest town with a population of 15,980 in 2006.
- Six villages have a population over 1000 - these are Bromham, Market Lavington, Potterne, Rowde, Seend and Urchfont.
- The area's population is expected to grow by about 10% between 2001 - 2016.
- There are proportionally more jobs in manufacturing in the area compared to the south west.
- Devizes has been the main focus for new development in the district.
- The area contains 49% of jobs within the district and the highest ratio of jobs to residents.



Strengths

- The number of people of working age is growing faster than other community areas.
- Devizes has an attractive and thriving town centre.
- A lot of people already live and work locally.
- Devizes has been the main focus of new development in Kennet.
- Devizes is one of the more affordable areas of the district to live.
- A stock of village halls that could be used better.
- Strong cultural heritage.

Planning Policy Issues:

Housing

- How to ensure housing growth does not intensify traffic congestion.
- How to secure community benefits from large housing developments.

Economy

- How to provide more shops on the Devizes Central Car Park.
- How to address pockets of unemployment within Devizes.
- How to encourage smaller businesses to balance dominance of large employers in Devizes.

Opportunities

- More affordable homes.
- New homes at a size/value to suit local incomes.
- Increased opportunities to live and work locally.
- Intensification of employment sites.
- Encourage and strengthen the small business economy.
- New retail development in Devizes.
- Junction improvements can help traffic congestion in Devizes.
- Investment in local community projects.
- Enhance existing cultural heritage in Devizes.

Environment

- How to protect the local environment including areas which are not subject to protection.

Community

- How to support the roles of larger villages.
- How to enhance and develop Devizes' cultural heritage.
- How to deliver redevelopment of the Wharf and the reuse of the Assize Courts.

Weaknesses

- Smaller homes cost more than 6 times average incomes.
- Percentage of jobs in manufacturing.
- Very little available, employment land in Devizes.
- Lack of investment in Devizes Town Centre compared to other retail centres in Wiltshire.
- Chippenham is the only main centre equally accessible by car or public transport from Devizes.
- There is little access to jobs by public transport from the rural areas.

Threats

- Increasing population places an extra burden on existing infrastructure.
- Increasingly elderly population has implications for health and social care.
- Large number of public sector employers in Devizes.
- Undervaluing of the local landscape and biodiversity.
- Declining number of facilities in rural areas.
- Continuing increase in traffic in Devizes.

Movement

- How to make sure enough parking is available in Devizes.
- How to provide corrective measures to the road network to accommodate traffic growth.