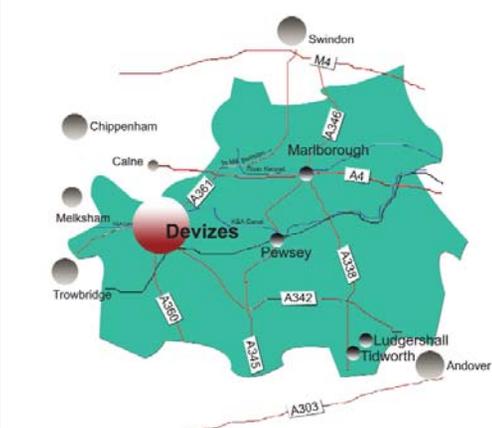


C

STRATEGIC OPTIONS

Devizes Focus for Development

OPTION 1 - A



The Core Strategy would not be compatible with the RSS if it did not recognise Devizes' role as the main economic driver in the District. Devizes has seen significant growth in both open market and affordable housing and in employment areas in the recent past. The town centre has benefited from that growth and the number of people living and working locally has remained high but there have been consequences in terms of increased road congestion. Even with remedial work to key junctions, roads could exceed their capacity if this level of growth is proposed. To accommodate the number of houses anticipated in the RSS Devizes would need to continue to absorb housing at rates similar to the recent past.

Potential Outcomes

Devizes

- Reinforces Devizes as main economic driver in Kennet
- Maintains high level of people living and working in the town and may reduce net in-commuting of workers
- Maintain range of housing and affordability
- May facilitate town centre improvements
- Risk to environmental quality from impact of development
- Provide funding to address congestion in short term, although long term effects are unknown

Tidworth/Ludgershall

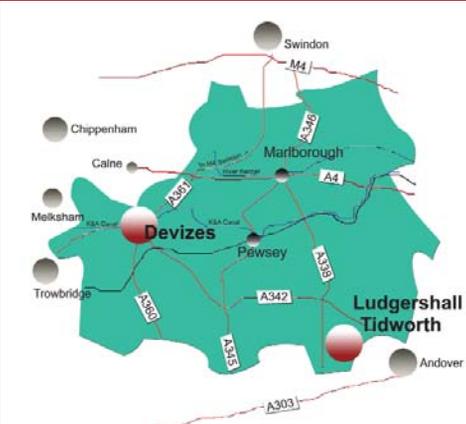
- Continued under provision of open market housing and affordable homes
- Fails to address the imbalance between the civilian population and the military
- The poor perception of Tidworth and Ludgershall will be difficult to change
- Inability to capture and promote private investment opportunities
- Increasing disengagement with the local community leading to a further loss of social cohesion
- Protection of the environment from the impact of development

Marlborough

- Focus on provision of affordable housing to meet local needs
- Protects existing environmental quality
- Limited release of housing land could exacerbate price affordability problems
- Limited opportunity to capture further investment in the town centre
- Limited opportunity to balance homes and jobs and reduce in commuting for work.
- Reinforces the slow growth in population and economically active population

Devizes and Tidworth/Ludgershall Twin Centres for Development

OPTION 1 - B



For the purpose of this exercise Tidworth and Ludgershall are viewed as closely related settlements with complementary roles.

In Tidworth /Ludgershall there are local aspirations to create a more balanced community. Several projects to improve local employment opportunities, improve the retail offer at the two centres, improve health and leisure services and improve public transport have been completed. Additional housing would meet objectives to create a more balanced community in the area, meet needs for affordable housing, potentially increase existing levels of self-containment and help establish the role of the complementary settlements. If additional civilian housing is not promoted in Tidworth it is likely that the dominance of the military will continue without further progress in terms of balancing the housing market.

Potential Outcomes

Devizes

- Builds on Devizes as main economic driver in Kennet
- Maintains high level of self containment by balancing homes and jobs
- Allows for a range of housing and affordability
- Facilitates the enhancement of town centre activity
- Growth constrained within environmental capacity
- Provide funding to address congestion and improve non car based travel
- Housing growth restricted to a scale that does not exceed road capacity

Tidworth/Ludgershall

- Promotes a better balance between the civilian and military population
- Provides the opportunity to reinforce the complementary roles of Tidworth and Ludgershall through investment.
- Potential to increase employment opportunities and promote private investment
- Increasing community involvement and social cohesion
- Risk to the environment from the impact of development
- Supports local ambition to increase the supply of open market homes
- Reduces dependency on Devizes as main centre

Marlborough

- The potential outcomes for Marlborough for option 1 - B are the same as 1 - A as in both options no new significant development is proposed

Development Directed to Devizes, Marlborough and Tidworth/Ludgershall

OPTION 1 - C



In Marlborough there is a concentration of businesses and employment and a wide range of shops and services. Increasing the number of homes could help more people live and work locally and could help provide more affordable housing. More houses in Marlborough could have serious environmental consequences due to the impact on the surrounding landscape and in terms of the scale and nature of development within a town recognised for its historical value. Growth could also exacerbate concerns about traffic through the town. Marlborough may need to be classed as a settlement only suitable for small scale local development if the environmental constraints surrounding the town are seen to be paramount and no other solution to providing development opportunities within existing boundaries can be found.

Potential Outcomes

Devizes

- Reduced scale of growth and economic activity in the future.
- Level of self containment may fall as number of jobs and homes constrained
- Reduced range of housing and affordability
- Town centre enhancements not led by housing growth
- Growth retained within environmental capacity
- Limited ability to address existing congestion or improve non car based travel
- Housing could exacerbate existing congestion

Tidworth/Ludgershall

- Moderate growth would not promote a better balance between the civilian and military population.
- Limited opportunity to reinforce the complementary roles of Tidworth & Ludgershall.
- Potential to increase employment opportunities and promote private investment
- Protects the environment from the impact of development.
- Local ambition to increase the supply of open market homes might only be achieved over a longer period

Marlborough

- Improved range of housing and affordability.
- Facilitate commercial improvements to the town centre.
- Assists some limited growth in the economy and tourism
- Improves levels of self containment by balancing homes and jobs
- Risk to environmental quality from development
- Increased awareness that Marlborough is not a 'dormitory' town.
- Increases the opportunity for community gain from development
- Risk that congestion will increase