



Your *place* - Your *future*

West Wiltshire Core Strategy Issues Paper

Trowbridge community area

Staverton Hilperton Semington Great Hinton Wingfield Southwick Trowbridge Keevil
Bradley Hilperton Semington Great Hinton Wingfield Southwick Trowbridge
Yarnbrook Bulkington Steeple Ashton Keevil Staverton Hilperton Semington Great H
Wingfield Southwick Trowbridge Staverton Hilperton Semington Great Hinton Wing
Southwick Trowbridge Keevil Yarnbrook Bulkington West Ashton Yarnbrook Bulking
Steeple Ashton Keevil West Ashton Yarnbrook Bulkington Steeple Ashton Staverton
Staverton Semington Great Hinton Wingfield Southwick Trowbridge Staverton Yarnb
Staverton Steeple Ashton Keevil Staverton Hilperton Semington Great Hinton Keevil

April 2007



What are we seeking?

Your views on how to meet the needs and aspirations of local people within the Trowbridge Community Area. We think we know the issues and needs because these have been identified in your community area plan but are we right and how should they be delivered on the ground?

What is the Local Development Framework?

The Local Development Framework is a folder of documents that will shape the development and use of land within the Trowbridge Community Area over the next 20 years. It will replace the previous District Plan

The Core Strategy is the main document in the Local Development Framework. It will set out a spatial vision for the Trowbridge Community Area and how that vision is to be delivered through development and the use of land

What happens next?

We will use your initial views to develop a spatial vision and potential options for tackling the issues raised and for meeting local needs

We will then ask you to choose options or to suggest other options

The best options will be published in a draft Core Strategy and we will seek your views on this

If you require Council information in another format, please contact Customer Services on 01225 776655

Trowbridge community area



The Trowbridge Community Area

Trowbridge is the County town of Wiltshire and is home to over 30,540 people. A historic town associated with the woollen trade and manufacturing industries it is a major administrative and commercial centre which is undergoing a period of regeneration and renewal. The area is home to a large number of employers such as Virgin Mobile, Pork Farms, Airsprung and Apetito. A number of villages lie close to the town within the surrounding clay vale arable and pastoral farmland including Hilperton, Staverton, Southwick, North Bradley, West Ashton, Wingfield and Yarnbrook. Other more remote villages include the network of Keevil, Steeple Ashton, Bulkington and Great Hinton to the east. Semington is located near to the principal main road the A350 which runs north-south through the area and near to the Kennet and Avon canal and River Avon which pass through the area east-west. Trowbridge has frequent railway services to Cardiff, Bristol and Bath to the west and Salisbury, Portsmouth and Weymouth to the south. There is a very limited rail service to Swindon via Melksham.

Your home and your children's home

What we know

- Likely 20% increase in people living within the community area over next 20 years
- An ageing population with increasing care and support needs
- Current rapidly rising house prices creating problems of affordability
- High need for affordable housing particularly in Trowbridge but affordable housing is a significant cost to developers and landowners and can make a development uneconomic.
- A draft regional policy requirement for 250 new homes per year in Trowbridge to 2026 compared with the current delivery of 319 per year (average in last 10 years), with rural areas to provide only for local needs. 3186 dwellings have been delivered in Trowbridge in the last 10 years and 3390 in the community area as a whole
- Shortfall of small properties in Trowbridge and a surplus of large properties, especially in rural areas
- Currently meeting the national 60% target for brownfield development in West Wiltshire rural areas but 71% of new homes built on greenfield land at Trowbridge in last 10 years
- New homes at Trowbridge during 2005/06 provided at a density of 49 dwellings per hectare
- Sufficient land identified for new housing at Trowbridge until 2016, subject to delivery, but a need for further land to be identified post 2016
- Western Wiltshire Green Belt covers land to the north west of Trowbridge towards Bradford on Avon and its villages including Wingfield and will restrict housing development options to 2026

Your community area plan identifies:

- Need for upgrading housing neighbourhoods including Seymour
- Deliver up to 30% affordable housing in Trowbridge and up to 50% in the villages
- Produce sensitively designed development in rural areas

What we want to know

Q1 Are these the main housing issues which we need to address in the Core Strategy? Are there any others?

Q2 We need to allow for new housing at Trowbridge whilst protecting the environment both within the town and within the surrounding countryside. How should Trowbridge grow?

Please circle best option 

- A** Develop within Trowbridge to high densities (above 70 dwellings per hectare (dph)) and minimise the need for any development beyond the edge of the town, or
- B** Develop within Trowbridge to medium densities (50-70 dph) and create one or two new sites beyond the edge of the town, or

C Develop within Trowbridge to achieve minimum national densities (30-50 dph) with new sites beyond the edge of the town as required, or

D Another option (please specify)

Q3 **There continues to be a high demand for new housing in rural areas around Trowbridge. Whilst there are local needs to be met, there could be environmental costs. How should we provide for new housing at our villages?**

A Only allow housing at those villages where there are a full range of facilities (shop, pub, school, church, hall, recreation field) including local employment, or

B Only allow housing at those villages where there are a full range of facilities or where a network of villages in close proximity provide a full range of services, or

C Direct housing to those villages with a full range of services but allow a smaller level of housing at those villages where there are a basic range of facilities (i.e. some but not all of the above facilities), or

D Provide scope for limited housing at any village with a basic range of facilities provided that new housing also provides new facilities (e.g. new housing pays for a new shop, hall, etc.), or

E Another option (please specify)

Q4 **In Trowbridge we currently seek up to 30% affordable housing from all new housing sites of over 25 dwellings. To achieve more affordable housing, national and regional policy is encouraging Councils to seek more than 30% from all sites of over 15 dwellings. At Trowbridge should we:**

A Raise the percentage of affordable housing required from new housing developments, or

B Require affordable housing from smaller sites, or

C Continue with the existing policy, or

D Another option (please specify)

Q5 **In our villages where there are fewer opportunities for affordable housing, we currently seek up to 50% affordable housing from all sites (i.e. one affordable house for every one market house constructed). Should we:**

A Raise the percentage of affordable housing required from new housing developments, or

B Continue with the existing policy, or

C Not require affordable housing from very small sites, or

D Another option (please specify)

Your work

What we know

- Trowbridge remains an important centre for employment for both the community area and further afield. However, recent population growth within the town has not been matched by similar levels of employment growth
- The area has a very high level of employment and there is little 'slack' left within our resident workforce
- We need to provide new jobs for the people who will be coming to the area. This means identifying opportunities for our existing employers to develop and for new employers to come
- A significant number of people commute out of the community area each day for work in better paid, professional jobs in Bath, Bristol and Swindon
- Most of our employers are within the manufacturing and service sectors and we have fewer jobs for professional people
- Some of our established employers are based in older premises that may require improvement or replacement
- Smaller employment sites in Trowbridge and in some of the larger villages are being lost to higher value land uses
- Some of these small businesses are relocating to new employment sites in the rural area around Trowbridge some of which are distant from where the workforce and their customers live

Your community area plan identifies:

- Lack of inward business investment within the area
- Lack of rural employment opportunities and the decline of agriculture
- Lack of job opportunities above the national minimum pay scales
- The need for sensitive development within rural areas
- Lack of lifelong learning opportunities in rural areas, and
- Lack of educational attainment by adults

What we want to know

Q6 Are these the main employment issues which we need to address in the Core Strategy? Are there any others?

Q7 Some of the established employment sites within Trowbridge and the surrounding villages are coming under pressure to be redeveloped for other uses such as housing or shopping. At the same time there is a growing need to provide for more local jobs. How should we plan for this in Trowbridge?

- A** Seek to protect key employment sites within Trowbridge and the larger villages from redevelopment for other uses, or
- B** Seek to redevelop the older and redundant employment sites within Trowbridge and the villages for a mix of employment and other uses including housing, or
- C** Allow other uses for these sites, but identify new employment sites, which may be greenfield sites, on the edges of Trowbridge, or
- D** Another option (please specify)

Q8 We need to expand professional job opportunities if we are to reduce the number of people who commute out of the community area to Bath, Bristol or Swindon for work. How can we encourage the growth of the professional sector within Trowbridge and the surrounding villages? Please circle up to 3

- A** Identify new sites that cater for offices or business parks
- B** Prioritise sites that cater for small businesses and start-up entrepreneurs
- C** Improve transport links to make the district an attractive location for professional sector employers
- D** Actively promote business relocation to professional sector employers
- E** Ensure developers provide dedicated office/ workspace within the design of new housing to encourage more home working
- F** Improve the skills of the district's resident workforce
- G** Another option (please specify)

Your environment

What we know

- No national or local landscape designations within the community area, but rolling clay vale landscape with areas of tranquillity but where key changes include agricultural intensification, noise and visual intrusion from busy roads and pressure for development
- Rich biodiversity but pressures from agricultural intensification, development, water abstraction and the desire for more public access / recreation. Local designated nature conservation areas including Green Lane wood, Biss wood, Picket wood, Kennet and Avon Canal, River Avon
- 7 conservation areas within Trowbridge, Hilperton, Keevil and Steeple Ashton with numerous listed buildings but pressures from poorly designed development, neglect and need for adaptability.
- Large floodplain around the River Biss and its tributaries. Water management measures required to minimise the impact of climate change
- Rising carbon emissions in spite of international and national targets
- Emerging national and regional targets for renewable energy generation but few local projects and little installed capacity (e.g. Trowbridge sewage gas)

Your community area plan identifies:

- Maintain and enhance wildlife habitats in open spaces and in the countryside
- Improve the River Biss in Trowbridge
- Preserve and value conservation areas and raise their profile
- Ensure new developments are sustainable, (carbon neutral by 2008, incorporate sustainable drainage, construction materials and pilot renewable energy developments)
- Concern for climate change (15% reduction from 1990 levels in household carbon emissions by 2008 and adopt renewable energy targets)

What we want to know

Q9 Are these the main environmental issues which we need to address in the Core Strategy? Are there any others?

Q10 Which of the following environmental issues are the most important for us to address in the Core Strategy? Please circle up to 3

- A** Protection and enhancement of the landscape
- B** Biodiversity
- C** Heritage
- D** Renewable energy/Energy conservation
- E** Water management
- F** Climate change
- G** Good design
- H** Other (please specify)

Q11 In West Wiltshire there are a number of areas protected nationally for their landscape quality. In the past, local designations have highlighted other areas for protection but have implied lesser protection for areas not identified. How should we conserve our landscape in the future?

- A** Maintain the existing designated 'special' areas and protect these, or
- B** Protect all of the landscape but specify which key landscape features should be protected (e.g. rolling clay lowland and open clay vale), or
- C** Another option (please specify)

Q12 To combat climate change, draft regional targets are that larger new developments (i.e. 10 or more new houses or commercial sites of 1 hectare or more) should provide on-site renewable energy (e.g. wind, solar, energy crops, energy from waste) to reduce carbon dioxide emissions by 10%. What local targets should we be seeking to achieve?

- A** Support the regional target, or
- B** Consider that large developments should be reducing emissions by more than 10%, or
- C** Consider that smaller developments should be delivering a 10% reduction, or
- D** Consider that smaller and larger developments should be delivering more than a 10% reduction, or
- E** Consider that a 10% reduction in carbon emissions is unrealistic or not desirable, or
- F** Another option (please specify)

Your community facilities

What we know

- Likely 20% increase in people living within the community area over next 20 years
- An ageing population with increasing care and support needs
- Rural areas relatively prosperous but multiple deprivation within parts of Trowbridge
- Significant changes are underway in the way health and social care will be delivered in the future
- Programme for building new and replacing schools and to meet need for secondary school places in Trowbridge
- Declining number of rural shops and places of worship but increasing mobile and personal services and sports and social clubs

Your community area plan identifies:

- Need to preserve and protect cultural facilities such as libraries, theatres, arts projects and civic buildings
- Make leisure facilities more accessible
- Provide for development work and facilities in disadvantaged neighbourhoods
- Address specific cultural needs e.g. ethnic minorities
- Provide more activities for young people
- Investigate ways of making smaller schools sustainable
- Make adequate provision of secondary places in the most appropriate areas of Trowbridge
- Promote and open new children's centres
- PCT to review its community based services across West Wiltshire
- Improve street and park lighting for safety in public places

What we want to know

Q13 Are these the main community facilities issues which we need to address in the Core Strategy? Are there any others?

Q14 Sometimes the level of need for community infrastructure outweighs the ability of a development to pay for all of it. What should we do if a development cannot deliver all of the needs?

- A** Accept lesser provision of all of the required facilities, or
- B** Prioritise the most important needs locally and meet them fully whilst not meeting all of the rest, or
- C** Another option (please specify)

Q15 What are the facilities most needed or in need of improvement where you live? Please circle up to 3

- A** Community meeting places
- B** Schools
- C** GPs and health care
- D** Sports and leisure
- E** Arts and culture

F Other (please specify)

Q16 Over the last 25 years the number of rural shops have been steadily shrinking. How should we react to this trend?

A Accept the trend and strengthen public transport and internet/ICT facilities to access more distant services, or

B Seek to prevent the loss of key facilities even if they are underused or vacant, or

C Support new development if it brings or maintains rural services, or

D Another option (please specify)

Note: We define community infrastructure as all of the supporting facilities and services which new development requires (e.g. housing may require the following community infrastructure: education, transport, leisure and open space, drainage, community halls, health facilities, shops, etc. Sport and open space issues are being developed through a specific Leisure and Recreation Development Plan Document)

Your town centre and shops

What we know

- There are a number of key regeneration sites within Trowbridge town centre, with others likely to come forward in the next 20 years
- There is a need for significant additional non-food retail floorspace in Trowbridge by 2016
- Major commercial companies are interested in coming to Trowbridge
- Village shops are closing, leaving some villages completely reliant upon Trowbridge (or other neighbouring towns) for their shopping needs
- The number of mobile shops serving the community area's villages has increased as have the number of public transport services into Trowbridge
- People's travel habits are having a negative impact on our climate by using their cars for long distance shopping trips

Your community area plan identifies:

- A need to regenerate parts of Trowbridge town centre
- There is a lack of inward investment within the community area
- Need for improved leisure and recreational facilities such as a cinema and bowling complex in Trowbridge town centre
- A lack of opportunities to develop the arts and entertainment
- Need for improvements to the River Biss in Trowbridge town centre, which open the area up for pedestrian access and incorporate natural features along it's course

Q17 Are these the main town centre and shopping issues which we need to address in the Core Strategy? Are there any others?

Q18 Our town centres should provide a vibrant mix of uses for people who live there or visit. What do you think are the best ways to achieve this for Trowbridge? Please circle up to 3

A Environmental improvements (e.g. new signage, lighting, furniture, planting)

- B** Identify sites for new shops or other town centre uses (e.g. leisure)
- C** Protect existing shopping and other town centre uses from redevelopment for housing
- D** Traffic management measures (e.g. removing through traffic, pedestrian priority)
- E** Use publicly owned vacant or surplus land for redevelopment
- F** Another option (please specify)

Your travel

What we know

- With the exception of Bulkington, Great Hinton and Keevil, the community area is highly accessible by public transport to most services, facilities and amenities
- The number and distance of car journeys is increasing
- The majority of people who live and work in Trowbridge could walk, cycle or use public transport to travel to their workplace or to do their shopping but instead they choose to use their car
- Equally large numbers of people are prepared to travel outside of the community area and beyond the district to go to work each day
- The number of off-street parking spaces in Trowbridge town centre is about right
- However, the majority of car parking in Trowbridge town centre should be allocated as short stay provision to cater for people doing their shopping, with a reduced level of parking for commuters
- Decriminalisation of on-street parking enforcement will help improve the use of town centre on-street parking
- The number of rail passengers travelling from Trowbridge to Bath and Bristol is increasing but neither the government or the rail operator are planning to increase capacity to meet this demand

Your community area plan identifies:

- Concern about climate change
- Need for more encouragement of cycling and other eco-friendly transport
- Improve access for people with disabilities
- Concern about increasing road traffic
- Need to implement road safety improvements (e.g. cycleways and home zones)
- Prioritise the maintenance of roads and pavements
- Need for on-street car parking enforcement
- Lack of public transport, especially for rural areas
- Improve access to the town hospital and other services

What we want to know

Q19 Are these the main travel issues which we need to address in the Core Strategy? Are there any others?

Q20 We need to reduce the amount of travel by private car to reduce pollution and ease congestion. In addition to improvements to public transport services and pedestrian and cycling facilities, and whether or not you agree with it, what would actually make you use your car less?

- A** Fewer or more expensive long stay car parking spaces (more than 2 hours) in town centres, or
- B** Workplace measures that require you to leave your car at home, or

- C** Locating new housing next to jobs and services, so that you only need to make essential car journeys, or
- D** Another option (please specify)

And finally.....

Please use the space below to raise any other issues or ideas that you might have on the Core Strategy. Please answer the questions set out above and return your completed paper to us by 20 July 2007. An early response would be greatly appreciated!

Name

Organisation

Address

Postcode

Tel No

Email

Date

Please send your paper to us at:

Planning Policy
West Wiltshire District Council
Bradley Road
Trowbridge BA14 0RD

or complete the version of this paper available online

All information on the Core Strategy can be found on the Council's website at:
www.westwiltshire.gov.uk

Please contact us if you need more information or if you would like to discuss your consultation response:

Planning Policy Team
West Wiltshire District Council
Tel: 01225 776655

Email: planningpolicy@westwiltshire.gov.uk

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