The strategy for Westbury will deliver a reduction in housing growth compared to historic trends, with a focus on improving facilities, services and job creation. Existing employment in Westbury will be protected and expanded to reflect the wider strategic needs of west Wiltshire. Overall, the town should not seek to compete with the larger nearby centres, but rather consolidate and enhance its existing role and improve linkages with neighbouring settlements.

Specific issues in Westbury:
- The strategic employment role of Westbury should be maintained and enhanced.
- Saved housing allocation at Station Road to help deliver new access to station and new crossing of the railway line.
- Development to help facilitate the delivery of town centre enhancement and improved community facilities.
- A new secondary school in Westbury could help deliver improved services. Possible relocation of the existing school and identification of suitable funding opportunities needs further detailed assessment. This matter may be addressed through a future Westbury town or neighbourhood plan to be led by the community.

**Westbury town centre enhancement**
The enhancement of Westbury town centre is a priority for the community who are leading a town planning process and this work is supported by the emerging Wiltshire Core Strategy. A Westbury Vision and Scoping Study identifies a number of key recommendations for strengthening the town centre.
Westbury Community Area proposals

Employment allocations
Land at Mill Lane, Hawkeridge 14.7 hectares
North Acre Industrial Estate 3.8 hectares

Existing principal employment areas:
West Wiltshire Trading Estate
Brook Lane Trading Estate
North Acre Industrial Estate

Housing
No strategic housing sites allocated within Westbury.
Non strategic sites can be identified through either a neighbourhood plan or a site allocations development plan document.

<table>
<thead>
<tr>
<th>Area</th>
<th>Housing already provided for</th>
<th>Housing to be identified</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Proposed requirement 2006-26</td>
<td>Completions 2006-10</td>
</tr>
<tr>
<td>Westbury town</td>
<td>1290</td>
<td>468</td>
</tr>
<tr>
<td>Remainder</td>
<td>100</td>
<td>35</td>
</tr>
<tr>
<td>Community area total</td>
<td>1390</td>
<td>503</td>
</tr>
</tbody>
</table>

Station Road
Proposals for mixed use development on the saved West Wiltshire Local Plan – Station Road allocation will be supported providing it will deliver a new road crossing of the railway to connect Station Road and the A3098 and clearly demonstrate enhancement of the area.

Town centre
Proposals for development in Westbury should demonstrate how they will contribute to the enhancement of the central area of the town, in accordance with the community led town planning process. The re-development of the High Street precinct will be supported, on condition this provides a high quality traditional street pattern and is in keeping with the historic character of Westbury. It should be demonstrated how any new retailing proposed would not have a negative impact on the vitality of the existing retail offer.

Are there any changes that you would suggest to the spatial strategy set out for Westbury Community Area?
Infrastructure

The following essential infrastructure requirements have been identified so far for the Westbury community area.

- Improvements to town centre public realm.
- Strengthening of linkages between town and industrial sites to the north.
- Increased provision of entertainment and cultural facilities.
- Financial contributions towards primary school provision.
- Expansion or relocation of Matravers Secondary School because of capacity issues - options to be led by the community.
- Sustainable transport solution to traffic congestion on the A350.

Are these additional infrastructure requirements needed to support development in Westbury Community Area?