Working towards a Core Strategy for Wiltshire

Wiltshire Core Strategy Consultation Document

June 2011
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Foreword

To meet the needs of Wiltshire for the next 15 years we need a plan that provides for the new jobs required by our economy and the new homes for our growing and ageing population whilst protecting Wiltshire’s natural environment and strengthening our communities. This plan is the Wiltshire Core Strategy and this document is our consultation, which is a vital step in its development. This is the first time the draft strategy and policies that will shape how Wiltshire develops have been brought together for consideration and comment by the wider community.

However, this is not the first time we have asked for your views. Over the past few years you have helped to build our understanding of what kind of place you would like Wiltshire to be. This consultation document has been shaped by your comments, alongside the evidence as to how Wiltshire is changing and how growth can be managed to bring benefits to communities and make Wiltshire a more sustainable place.

Wiltshire, as a rural county, has a pattern of market towns which, by and large, provide services for their surrounding rural areas and are the focus for trade and cultural life in the county. These market towns and their rural areas form the basis for the footprint of Wiltshire’s area boards, where local people help shape the future of their area. In developing the Wiltshire Core Strategy, we have described each community area separately and drawn out the issues, opportunities and challenges in planning for the jobs and homes needed, using what was learnt from recent consultations as a basis for the community area strategies that form part of this consultation.

Alongside these community area strategies are draft planning policies designed to ensure that settlements in Wiltshire remain viable, resilient and healthy; and that the environment is both protected and enhanced. Issues relating to lowering Wiltshire’s carbon footprint and managing the implications of a changing climate are also addressed. In addition, the policies in this consultation document respond to the emerging government agenda and propose a framework within which neighbourhood planning and localism can develop.

The real test of the Core Strategy, once completed, is whether it is deliverable. Ensuring that the market can afford to deliver the new jobs and homes proposed, whilst meeting the requirements to provide for high quality design, infrastructure, the environment and community benefit requires the right balance to be struck and flexibility to be built in to adapt to changing economic conditions.

We welcome your views on these policies and on our approach to managing competing interests. The outcome of this consultation will be the development of what we believe will be a sound Core Strategy, but before we proceed we need your comments on how the strategy is taking shape and might be shaped better.

May I take this opportunity to thank you for giving your time to plan with us for Wiltshire’s future.

Andrew Kerr

Wiltshire Council Chief Executive
Chapter 1. Introduction

1.1 This consultation document builds on the ‘Wiltshire 2026 - Planning for Wiltshire’s future consultation which was undertaken in 2009/10, and previous consultation exercises undertaken by the former district councils of Kennet, North Wiltshire, Salisbury and West Wiltshire. Since then, the government has introduced the Localism Bill which proposes changes to the planning system, including the introduction of neighbourhood plans and the abolition of Regional Spatial Strategies which identified levels of housing and job growth for areas such as Wiltshire.

1.2 As such, this consultation exercise provides the opportunity for you to have your say on new proposals for the level and location of new employment land to provide for job growth and new homes across Wiltshire. In addition, the consultation document sets out draft policies to ensure the sustainable delivery of new development within Wiltshire. These aim to maximise the benefits of development for local communities whilst at the same time conserving and enhancing Wiltshire’s high quality environment.

A strategy focused on delivering stronger, more resilient communities

1.3 The strategy is to strengthen communities, wherever possible, by maintaining and increasing the supply of jobs to ensure that Wiltshire remains strong and prosperous. The underlying principles of the strategy seek to manage future development to ensure that communities have an appropriate balance of jobs, services and facilities and homes. The strategy recognises that previous growth hasn’t always been delivered in a proportionate manner whereby housing has been delivered in settlements where there are insufficient employment opportunities leading to out-commuting. Perhaps the key message from our communities during the preparation of this document was that whilst there was an understanding of the need for new homes there was little appetite for more homes, without the imbalance in local jobs and the infrastructure required to support growth being addressed. The strategy is therefore to redress this imbalance and support a more sustainable pattern of development within Wiltshire.

1.4 There are a number of key principles which underpin the proposed strategy to help build more resilient communities, as follows:

- Providing for the most sustainable pattern of development that minimises the need to travel and maximises the potential to use sustainable transport.
- Creating the right environment to deliver economic growth, delivering the jobs Wiltshire’s population needs locally, and taking a flexible and responsive approach to employment land delivery.
- Phasing development to ensure that jobs and the right infrastructure are delivered at the right time to ensure that out-commuting, in particular to areas outside of Wiltshire, is not increased and development does not have a detrimental impact on infrastructure.
- Working towards lowering Wiltshire’s carbon footprint through providing renewable energy, sustainable construction and location of development.
- Protecting and planning for the enhancement of the environment, wherever possible, including development of green infrastructure to support the health and wellbeing of communities.
- Providing high quality, well designed development, and ensuring full local community involvement in planning for significant new proposals.
- Providing the framework to deliver Neighbourhood Plans.
The role of the Wiltshire Core Strategy: a strategy focused on shaping local communities

1.5 The vision for Wiltshire is to create stronger, more resilient communities. This vision is all about people and places, fostering a sense of community, belonging and self-sufficiency where communities can solve problems locally with the support of the public sector and partner bodies and organisations. The Wiltshire Core Strategy will set out a flexible and realistic framework within which local communities can work.

Providing a framework for localism

1.6 The strategy provides the context for the emerging Localism Bill, which makes it clear that Wiltshire Council, as the local planning authority, is required to put in place a strategic plan, setting a framework within which Neighbourhood Plans can be delivered. The Core Strategy will give communities a solid framework within which neighbourhood plans can be brought forward and communities can decide how best to plan locally. Neighbourhood Plans will need to be in conformity with the Core Strategy but can develop policies and proposals to address local place-based issues.

Delivering the objectives of the Wiltshire Community Plan

1.7 The Core Strategy will provide a spatial expression of the Wiltshire Community Plan 2011-2026: People, places and promises, and will be focussed on delivering the three overarching priorities and the 17 key objectives of the Community Plan. The overarching priorities are to help build and protect resilient communities, through:

- creating an economy that is fit for the future
- reducing disadvantage and inequalities
- tackling the causes and effects of climate change.

1.8 The Core Strategy will set out policies and proposals that will make an important contribution in delivering these priorities.

Focussing on economic growth

1.9 Planning for job growth and meeting the needs of business are central to the Core Strategy. This strategy puts in place polices which will help both attract new inward investment and help existing business meet their aspirations in Wiltshire, as well as providing the right environment for business start-ups. This will be achieved by ensuring new land is identified for job growth, allowing for redevelopment of outdated premises, safeguarding a range of employment sites to allow for choice and by ensuring that potential barriers to investment, such as inadequate infrastructure, are removed. In addition, specific policies have been put in place to support the regeneration of Salisbury, Trowbridge and Chippenham through Vision programmes as well as the market towns and rural communities. Specific polices have been framed to support the changing role of the military in Wiltshire.

1.10 Underpinning this strategy is the delivery of resilient communities through boosting the economy in order to achieve a greater level of self containment in settlements and provide the jobs locally that Wiltshire’s communities need. It is an economic-led strategy. The overall number of homes identified provides for the most sustainable pattern of growth within Wiltshire, which recognises the existing unsustainable out-commuting flows to areas outside of Wiltshire. The emphasis on
job growth will support the aim of reducing the need to travel by providing job opportunities locally. The levels of growth contained in this strategy reflect this underpinning principle, but are tempered by a realistic assessment of Wiltshire’s ability to absorb growth in a sustainable manner.

Relationship with other plans and strategies

1.11 The Wiltshire Core Strategy has been developed using other policies and strategies relating to the area and adds a local spatial dimension to these plans and strategies and does not simply repeat them. The relationship between the Core Strategy and other documents is made explicit at relevant points throughout the document. These include:

- national planning policy
- the Wiltshire Community Plan: People, places and promises
- strategies prepared by local communities such as community area plans and parish plans
- the Salisbury, Trowbridge and Chippenham Visions
- Wiltshire’s Joint Strategic Assessment
- heritage strategies such as Conservation Area Appraisals and the Stonehenge and Avebury World Heritage Site Management Plans
- strategies relating to specific geographic areas such as management plans for the Areas of Outstanding Natural Beauty
- forward work programmes of essential infrastructure providers
- the South Wiltshire Core Strategy.

1.12 Wiltshire Council has already published a draft Core Strategy for the south Wiltshire area(2), which corresponds to the former Salisbury District and is available on the council’s website. It has been developed in advance of the Wiltshire Core Strategy in order to ensure an adequate supply of housing in the south Wiltshire area.

1.13 The Wiltshire Core Strategy will cover the administrative area of Wiltshire Council and when it is adopted will replace the South Wiltshire Core Strategy, bringing forward the spatial strategies for the community areas within the south, but delivering a Wiltshire-wide policy context. Therefore this consultation document only includes those community area strategies outside of south Wiltshire but proposes a Wiltshire-wide spatial strategy and core policies to manage development.

Relationship with Neighbourhood Plans

1.14 The government is proposing to introduce ‘Neighbourhood Plans’ which will enable communities to bring forward and influence development. The final details are still to be determined as the Localism Bill progresses through parliament, but the emphasis is on supporting development and shaping change within defined neighbourhoods. The Wiltshire Core Strategy will provide a robust framework for Neighbourhood Plans, giving a clear overall strategic direction for development in Wiltshire, whilst enabling finer detail to be determined through the neighbourhood planning process where appropriate. Neighbourhood Plans will form part of the development plan for Wiltshire, alongside, but not as a replacement for, the Wiltshire Core Strategy. The relationship between the Wiltshire Core Strategy and any Neighbourhood Plans which may come forward is illustrated below.
The area covered by the Wiltshire Core Strategy is shown in the map overleaf and the Key Diagram on Page 28.

There are established Community Area Boards across Wiltshire. Membership of the boards include elected Wiltshire councillors; city, town and parish councillors; police, fire and health services; the business community; local community groups; community area partnerships; and young people's groups. They provide opportunities for people to help shape the future of their local area. The area boards are a formal part of Wiltshire Council that try to find solutions for local issues including traffic problems, facilities for young people, and affordable housing. Every area board covers one of the 18 community areas shown on Map 1.1 overleaf.

Co-ordinating strategies and plans around the established community areas is central to Wiltshire Council and its partners’ commitment to empowering local people to have a greater role in what happens in their local communities. The Core Strategy includes a proposed strategy for each of the community areas of Wiltshire, setting out how we expect that area to change by 2026, and how this change will be delivered. Aligning the Core Strategy with the community areas in this way offers the opportunity for place shaping to be embedded within the local community.
Map 1.1 Wiltshire’s community areas

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Developing the draft Core Strategy

1.18 The Core Strategy is based on robust evidence about the challenges facing Wiltshire and the best and most realistic ways of meeting those challenges. This evidence has been gathered from a wide variety of sources, including commissioned studies. The views and aspirations of local communities are an important part of this evidence, and these views have been collected through both ongoing dialogue and structured consultation exercises, such as the Wiltshire 2026 consultation undertaken in 2009/10. This current consultation exercise provides a further opportunity for the local community and other stakeholders to help shape the Wiltshire Core Strategy.

1.19 A series of draft Topic Papers have been produced, which collate the evidence in a comprehensive manner. These will continue to be developed following the consultation, taking into account the response and will be finalised to support the publication of the draft Core Strategy. The draft Topic Papers include consideration of reasonable alternatives to the proposals presented in the consultation document, and give clear justification as to why these alternatives have not been pursued. The draft Topic Papers are available to view on the Wiltshire Council website at www.wiltshire.gov.uk/wcsconsult2011.

1.20 The Wiltshire Core Strategy aims to deliver sustainable development. A Sustainability Appraisal\(^3\) is being undertaken throughout the preparation of the Core Strategy. In simple terms, the Sustainability Appraisal entails evaluating all potential options against a range of sustainability criteria, and scoring them in relation to how sustainable they are. A Habitat Regulations Assessment has also been undertaken as European legislation requires the integrity of internationally important wildlife sites to be protected. Both have helped shape this consultation document. The Sustainability Appraisal and the Habitat Regulations Assessment are available to view on the Wiltshire Council website at www.wiltshire.gov.uk/wcsconsult2011.

How to use this document

Chapter 2 of this consultation document begins by describing the key characteristics of Wiltshire in a 'spatial portrait' of the area, and identifying six key strategic challenges which planning policy can assist in addressing.

Chapter 3 sets out a spatial vision for Wiltshire, and 10 'strategic objectives'. Together these provide a clear direction for the Wiltshire Core Strategy.

Chapter 4 describes the 'spatial strategy' and the three overarching core polices.

Chapter 5 identifies the local challenges and issues within community area strategies (outside of south Wiltshire). Finally:

Chapter 6 sets out the Wiltshire wide core polices which are required to complement the core polices in preceding chapters and contribute to effective development management.

Figure 1.2 Flow chart of structure

How to comment on this document

1.21 The purpose of this public consultation exercise is to seek the views of Wiltshire’s local communities and organisations on draft policies and proposals to inform the preparation of the draft Wiltshire Core Strategy.

1.22 Specific questions are set out within the consultation document.

1.23 The council has set up an interactive website, which enables those with access to the internet to respond to the consultation online. It would be helpful if you are able to use this method, as it makes it easier for us to record your views. The website is at www.wiltshire.gov.uk/wcsconsult2011

1.24 Alternatively, forms can be requested from the spatial planning team, or downloaded from the council’s website, on which you can make your comments:

   The Spatial Planning Team
   Economy and Enterprise
   Wiltshire Council
   County Hall
   Bythesea Road
   Trowbridge
   BA14 8JN

   Tel: 01225 713223

   Email: spatialplanningpolicy@wiltshire.gov.uk

1.25 Please submit any views to Wiltshire Council by 5pm on Monday 8 August 2011.

Next steps

1.26 Following the consultation, Wiltshire Council will continue to develop the Wiltshire Core Strategy taking into account all the consultation responses received. A submission draft Core Strategy for submission to the Secretary of State will be prepared later this year and published for a final formal stage of public consultation. This document will include a comprehensive list of all existing policies that it is proposed the Wiltshire Core Strategy is to replace and those which will be retained.

1.27 We would like to hear what as many people as possible have to say in response to our specific questions which can be found inside the main document. These questions can be found on pages 25 and 27, at the end of each community area strategy and page 167. The questions can be answered online. Alternatively, forms can be requested using the contact details given above.
Chapter 2. What is Wiltshire like now?

2.1 This chapter provides a broad overview of Wiltshire and identifies the key challenges for future planning policy in the area.

Spatial portrait

2.2 Wiltshire is one of the largest local authority areas in England covering approximately 3,255 square kilometres and with a population of approximately 456,100. Wiltshire adjoins the counties of Dorset, Somerset, Gloucestershire, Oxfordshire, Berkshire and Hampshire. Wiltshire is a largely rural area encompassing many natural and historic features which make it distinctive, including three Areas of Outstanding Natural Beauty, part of the New Forest National Park, more than 16,000 listed buildings, more than 240 conservation areas and the Avebury and Stonehenge World Heritage Site. Wiltshire also includes the Western Wiltshire Green Belt, which protects the openness of the countryside between Bath, Bradford on Avon and Trowbridge. Deprivation is generally low and our communities benefit from safe environments. Wiltshire is within commutable distance of London, Bristol, Swindon, South Wales and the south coast by rail and road.

Map 2.1 Wiltshire in Context

Source - ONS Mid year population estimates 2009
Settlements

2.3 The largest settlements in Wiltshire are the historic cathedral city of Salisbury in the south, the county town of Trowbridge in the west, and the market town of Chippenham in the north. The city of Salisbury serves a large surrounding rural area. With its cathedral and close proximity to the World Heritage Site of Avebury and Stonehenge, Salisbury is a popular tourist destination. Trowbridge plays an important role as an employment, administration and service centre for the wider west Wiltshire area, and has good transport links to many nearby settlements, including Bath and Bristol. Chippenham is well placed as a centre for employment due to its proximity to the M4 and excellent rail links to Swindon, Bath, Bristol and London.

2.4 Wiltshire also has a number of smaller market towns throughout the county, many of which are clustered in the west. Melksham, Westbury and Warminster share a history of manufacturing and other production employment, similar to Chippenham and Trowbridge. These settlements can be found clustered along the A350, an important north to south transport corridor. Further to the west lie Bradford on Avon and Corsham both of which are characterised by historic and architecturally significant centres and their proximity to Bath. Calne, Cricklade, Malmesbury and Wootton Bassett are all located in the northern part of the county, and act as service centres, although the nature and role of these settlements is quite diverse. The northern part of the county is influenced by the proximity of Swindon and the M4 corridor.

2.5 The town of Devizes is centrally located within Wiltshire and supports a wide rural hinterland that includes Market Lavington, a service centre in its own right. Devizes marks the transition from the larger market towns in the west to the more rural setting in the east. Marlborough and Pewsey in the east are smaller settlements, although both serve a wide rural area and benefit from transport links to Swindon and London respectively. To the south and east of Salisbury Plain lie Amesbury and Tidworth and Ludgershall; settlements which are dominated by the presence of the army and their proximity to Salisbury. Amesbury is a significant employment centre and its location on the A303 has led to recent employment development. Further south and west a number of smaller rural settlements, including Downton, Mere, Tisbury and Wilton, act as local service centres supporting significant rural areas. The distribution of settlements is illustrated in the Key Diagram on page 28.

2.6 Wiltshire also contains numerous villages and rural settlements outside the market towns: around half of the people living in Wiltshire live in towns or villages with fewer than 5,000 people, reflecting the rural nature of the county.

Cross border relationships

2.7 Wiltshire has strong links with the surrounding large urban centres of Bath, Bristol, Swindon and Southampton, and lies within 115 miles west of London. As a result it suffers from high levels of out-commuting and loss of expenditure locally through people travelling for shopping and leisure purposes to these larger urban areas, which has an impact on the vitality of the town centres within Wiltshire. It will be important that these larger settlements plan for an appropriate level of new homes rather than relying on Wiltshire to meet their housing needs.

2.8 There are also more local links between Wiltshire and the settlements of Andover, Cirencester, Frome, Hungerford and Shaftesbury, as well as Bournemouth and Poole. The south eastern corner of Wiltshire is part of the New Forest National Park and so falls under the jurisdiction of the National Park Authority for planning purposes.
Population

2.9 The level of population growth within Wiltshire has been above the national rate since 2001 (Wiltshire including Swindon 4.1%, England 3.2%, 2001-2007). However, this has not been matched by growth in the younger working age population (age 20-39), which will have implications for the future employment base of the county. Alongside this, by 2026 the composition of the population is projected to change dramatically. There will be a higher proportion of the older age groups, including the over 85s. This part of the population is predicted to grow the fastest by 89.4% over the next 15 years, and it is also predicted that there will be double the number of older disabled people by 2026.

2.10 In 2001 Wiltshire had a smaller proportion of black and minority ethnic people (1.6%) than the south west (2.3%), and considerably fewer than the national average (9.1%).

Employment

2.11 Wiltshire has net out commuting flows to several employment centres beyond the county boundary. Evidence suggests that pay differentials as well as proximity to these large centres of employment are a major driver meaning that higher skilled high earners commute out of the county to work. Out-commuting may have a beneficial effect on the local economy through income earned outside the area being spent in Wiltshire, but it has a detrimental impact on sustainability. Moreover, there are still significant employment opportunities within the county. Wiltshire and its constituent areas have higher rates of economic activity and employment (82-87%) than either the south west (81%) or England (79%), according to the 2001 Census. The chart below shows the employment breakdown by industry in Wiltshire in 2009. The industries employing the largest numbers of people in Wiltshire in 2009 were wholesale and retail; real estate, renting and business services; health and social work; manufacturing; and education.

Figure 2.1 Employment breakdown by industry in Wiltshire (2009)
Housing

2.12 Wiltshire is a desirable place to live and, as the high level of out commuting shows, it is also within easy reach of a number of large employment centres. While a growing population and smaller household sizes are fuelling significant demand for new homes, easy access to employment centres along the M4 means that Wiltshire is a desirable location for commuters to be based putting additional demand on the housing stock. Due to this relationship Wiltshire’s residential incomes are the highest in the south west. Affordability of housing is an issue, especially given that Wiltshire’s work place earnings are below south west and national averages. Wiltshire also faces considerable inward migration pressures. For the period 1971 to 2001 the percentage increase of households for Wiltshire was higher than both that of the South West and of England as a whole. The type of housing within Wiltshire reflects the rural nature of the area as there is a higher percentage of detached properties and listed buildings than nationally. The gradual deterioration of affordability in Wiltshire has left many residents experiencing difficulty gaining access to the housing market, especially given the low work place income of certain areas. The average house costs approximately 7.5 times the annual wage of Wiltshire’s workplace employees. There are currently more than 10,000 individuals on the council’s housing waiting list, with Chippenham, Trowbridge and Devizes community areas having some of the highest levels of demand.

Deprivation

2.13 Certain communities within Wiltshire experience undesirable levels of social exclusion as a result of their isolation from essential services and facilities. This situation has been exacerbated through the decline in rural facilities which in turn has led to a greater reliance on the private car. Unemployment levels within Wiltshire (4.7%) are slightly lower than the national average (5.7%). Educational achievement within Wiltshire has continued to improve. However, there is a need to improve the level of skills beyond the age of 16 and to retain those skills within local communities.
Key challenges in planning for Wiltshire

2.14 The consultation document identifies six key challenges in Wiltshire which broadly apply across the whole county. These challenges have been identified based on the latest evidence available and reflect responses we have received to consultation exercises. The key challenges set out below form the basis for developing the ‘strategic objectives’ presented in the next chapter.

Economic growth

2.15 Reducing levels of out-commuting from many of Wiltshire’s settlements is a key strategic challenge in planning for Wiltshire. The Core Strategy will need to provide the environment to ensure that appropriate employment opportunities are available, enabling more people to work locally. The level and type of employment provision will also need to be taken into account in establishing appropriate levels of housing growth and it will be necessary to address the impact of the closure and potential closure of Ministry of Defence (MoD) establishments.

Climate change

2.16 Climate change is a central issue to be addressed by the Wiltshire Core Strategy. This necessitates both adapting to the consequences of unavoidable climate change and mitigating the causes by reducing greenhouse gas emissions. The planning system offers a significant opportunity to influence greenhouse gas emissions and has an important role in shaping communities that are resilient to the predicted impacts of climate change such as higher temperatures and increased flood risk.

Delivering new homes

2.17 Planning for sufficient new homes to be delivered in Wiltshire is important within the plan period to help address the general need for new housing, including affordable housing, while not perpetuating existing patterns of out commuting. These new homes will need to be delivered at appropriate locations in a sustainable fashion, and built to achieve high quality design standards and energy efficiency.

Infrastructure

2.18 Adequate service and infrastructure provision is required to meet the needs of Wiltshire’s growing population and must be brought forward in a timely fashion to ensure that new developments benefit local communities. New developments will need to not only be supported by adequate physical, social and green infrastructure, including strategic infrastructure, but should also, where possible, bring additional benefits to the community as a whole such as town centre enhancements or cycle and footpath links. The level of infrastructure provision will need to reflect growth and demand for services within Wiltshire’s communities.

Environmental quality

2.19 Wiltshire’s high quality built and natural environment must be protected, and opportunities to enhance these significant assets maximised. The challenge of safeguarding high quality environments whilst accommodating levels of growth to meet local need will need to be addressed.

Demographic change

2.20 Policies and proposals must respond to Wiltshire’s changing demographics. Appropriate accommodation provision to meet the needs of the ageing population including extra care housing, and to attract the younger working age population will need to be secured.
Chapter 3. Where does Wiltshire want to be?

Spatial vision for Wiltshire

3.1 The spatial vision provides direction for development within Wiltshire. Individual visions have been developed for each community area to address locally distinct challenges and opportunities. These are presented in chapter 5 and are called the community area strategies. These convey community aspirations and have been developed through extensive public engagement. The spatial vision for Wiltshire is presented below.

Spatial vision

By 2026 Wiltshire will have a much more sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Market towns and service centres will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel. In all settlements there will be an improvement in accessibility to local services, a greater feeling of security and the enhancement of a sense of community and place. This pattern of development, with a more sustainable approach towards transport and the generation and use of power and heat, will have contributed towards tackling climate change.

Employment, housing and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design. Wiltshire’s important natural and built environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the county’s heritage to promote cultural and lifestyle improvements as well as tourism for economic benefit.

Strategic objectives

3.2 A series of strategic objectives have been developed to deliver the vision for Wiltshire, and provide more specific direction to the spatial strategy and policies in the Core Strategy. The strategic objectives can be summarised as follows:

**Strategic objective 1**: to deliver a thriving economy which provides a range of job opportunities.

**Strategic objective 2**: to address climate change.

**Strategic objective 3**: to provide everyone with access to a decent, affordable home.

**Strategic objective 4**: to help build resilient communities.

**Strategic objective 5**: to protect and enhance the natural environment.

**Strategic objective 6**: to safeguard and promote a high quality built and historic environment.

**Strategic objective 7**: to enhance the vitality and viability of town centres.

**Strategic objective 8**: to promote sustainable forms of transport.

**Strategic objective 9**: to ensure that infrastructure is in place to support our communities.

**Strategic objective 10**: to minimise the risk of flooding and effective water management.

3.3 These strategic objectives will assist in addressing both the three overarching polices of the Wiltshire Community Plan and the six key challenges for planning in Wiltshire identified in chapter 2.
Strategic objective 1: to deliver a thriving economy which provides a range of job opportunities

3.4 Wiltshire needs to encourage a buoyant and resilient local economy. The Core Strategy has an important role in enabling development to take place which will encourage economic vitality, providing local jobs for Wiltshire’s population, whilst ensuring that sustainable development objectives have been met.

Key outcomes

- Land will have been identified in sustainable locations to provide for about 27,500 new jobs up to 2026.
- Where appropriate, existing employment sites will have been protected.
- Where appropriate, the suitable intensification and regeneration of established employment sites will have taken place.
- Major regeneration projects for Salisbury, Chippenham and Trowbridge as set out in the respective Visions will have been delivered.
- The rural economy will have diversified where appropriate.
- Smaller business premises will have been provided to support business start ups.
- Out commuting from Wiltshire will have been addressed.
- High quality education services will have assisted in providing the trained employees necessary to deliver economic growth.
- Redundant MoD land will, as far as possible, have been brought within the overall pattern of development.
- Wiltshire will have secured sustainable growth of established and emerging employment sectors building on existing strengths including defence related employment, bioscience, advanced manufacturing and business services.
- Potential for the expansion of green jobs will have been realised, particularly in relation to developing and installing renewable energy and energy efficiency technologies.
- Wiltshire’s tourism sector will have grown in a sustainable way, ensuring the protection and where possible enhancement of Wiltshire’s natural, cultural and built environment assets.

Strategic objective 2: to address climate change

3.5 Climate change is possibly the greatest long term challenge facing the world today. Tackling climate change is therefore a key government priority for the planning system. Local authorities are uniquely placed to act on climate change and the planning system can help by contributing to delivering the most sustainable development and shaping communities that are resilient to the unavoidable consequences of a changing climate.

Key outcomes

- A sustainable pattern of development, including the self containment of the main settlements and a reduction in the need to travel, will have contributed towards meeting climate change obligations.
- The supply of energy and heat from renewable sources will have met national targets and helped to address fuel poverty.
- New development will have incorporated sustainable building practises and where possible will have contributed to improving the existing building stock.
- High energy efficiency will have been incorporated into new buildings and development.
- New developments will have incorporated appropriate adaptation and mitigation for climate change.
- New development will support sustainable waste management.
Strategic objective 3: to provide everyone with access to a decent, affordable home

3.6 This strategy makes provision for around 37,000 new homes in Wiltshire up to 2026. It sets out a plan for an appropriate mix of types, sizes and tenures, particularly to address affordable housing needs and will ensure a continuous supply of housing over the plan period that is aligned to job growth and the delivery of infrastructure.

Key outcomes

- The delivery of new homes in the most sustainable location and designed to respect the local character.
- The primary focus of new housing development will have been at Trowbridge, Chippenham and Salisbury and the Market Towns (as identified in Core Policy 1).
- More modest growth proportionate to the size of the settlement will have been delivered in smaller settlements.
- Development will have avoided encroachment on the Western Wiltshire Green Belt.
- The strategy has addressed the shortfall in affordable homes across Wiltshire through ensuring a minimum of 40% of such homes have been delivered in all new schemes of 15 or more houses and 25% on developments of 5 to 14 houses.
- Land will have been used efficiently.
- All new homes meet the Lifetime Homes Standards, to allow more of the ageing population to live in their own communities.
- A range of housing types and sizes will have been provided in order to help meet local needs for different groups of the population in a sustainable manner.
- New pitches will have been provided for gypsies and travellers.
- Benefits from the development of new homes will have been successfully captured for local communities, including the infrastructure necessary to support the new development.
- Changes in the accommodation of military personnel will have enabled better integration into the wider community.
- All developments will have been low-carbon or zero-carbon.

Strategic objective 4: to build resilient communities

3.7 This strategy includes measures that will help to deliver this objective through putting in place a framework which will provide support for our communities, enabling them to help themselves and improve their quality of life, foster a sense of community belonging, safety, social inclusion and self-sufficiency.

Key outcomes

- Where appropriate neighbourhood plans will have been produced by communities which add detail to the overarching polices within the Core Strategy.
- New developments will have met ‘safe by design’ standards.
- A positive contribution will have been made to help areas of social exclusion, especially access to essential services in the rural areas.
- Strategic growth will have been matched by the provision of new educational and healthcare facilities where appropriate.
- More effective planning controls will have resulted in the retention of existing facilities such as village shops and pubs.
- The identified shortfall in the range of sport, leisure and recreation facilities will have been addressed.
- The availability and accessibility of key local facilities will have been improved.
Strategic objective 5: to protect and enhance the natural environment

3.8 Wiltshire’s natural environment is a significant asset which needs to be protected and enhanced. The reuse of Wiltshire’s limited amount of previously developed land should be maximised and the delivery of housing and employment growth needs to be carefully managed in a sustainable manner. This should include the development of a multi-functional green infrastructure network across Wiltshire, with wide-ranging benefits for both people and the environment.

Key outcomes

- Where possible, development will be directed away from our most sensitive and valuable natural assets, towards less sensitive locations.
- Priority habitats and species will have been maintained and, where practicable, extended or enhanced, in accordance with the Wiltshire Biodiversity Action Plan.
- Local biodiversity and wildlife corridors will be incorporated into new development, maintaining and enhancing this resource for the future.
- A network of multi-functional green infrastructure will have been developed to contribute towards achieving the vision set out in the Wiltshire Green Infrastructure Strategy.
- The multi-functional green infrastructure network will have assisted Wiltshire in adapting to a changing climate, and in attracting business investment and tourism, enhancing the local economy.
- Agricultural soil quality will have been protected and, if practicable, improved.
- The environmental effects of water abstraction will have been reduced.
- Increased recreational pressures on sensitive wildlife will be managed.
- Development will incorporate measures to control risks to European protected sites.
- The landscape character of Wiltshire will have been protected and enhanced, contributing to the delivery of landscape scale plans and projects.

Strategic objective 6: to safeguard and promote a high quality built and historic environment

3.9 Wiltshire contains a rich built heritage which is an important asset to be safeguarded and which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well being. New development will need to respect and enhance Wiltshire’s distinctive characteristics. Wiltshire also has a rich historic environment, including the Stonehenge and Avebury World Heritage Site and numerous sites of archaeological importance. These sites will be protected from inappropriate development.

Key outcomes

- Features and areas of historical and cultural value will have been conserved and where possible enhanced.
- Wiltshire’s distinctive built heritage will have been used as reference points for new developments.
- New development will have incorporated exceptional quality design which reflects local character and fosters community cohesion, and which promotes Wiltshire as a desirable place in which to live.
- The sensitive re-use of historical buildings will have taken place where appropriate.
- Archaeological sites and features will have been adequately protected.
- The Outstanding Universal Value of the Stonehenge and Avebury World Heritage Site will have been protected from inappropriate development.

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5 This network of Green Infrastructure will comprise both new and existing green spaces; walking, cycling and horse riding routes; parks, recreational spaces and play areas; water courses and water bodies; areas of high biodiversity value; and access and wildlife corridors, such as canals and rivers.
- Wiltshire’s public realm will have been significantly enhanced.
- The urban environment will have been complemented and enhanced with a network of green infrastructure.

**Strategic objective 7: to enhance the vitality and viability of town centres**

3.10 Residents within Wiltshire should have access to facilities and retail choice in convenient locations throughout Wiltshire. Employment and housing provision should seek to strengthen the role and function of established town centres to secure their future vitality and viability. Town centres should be regenerated and enhanced as necessary. They should fill the roles appropriate to their sizes and the communities they serve, and should complement one another.

**Key outcomes**

- Appropriate retail, leisure and employment opportunities will have been located within town centres.
- Planning applications for retail development will have been determined in line with the need to safeguard town centres.
- Local outdoor markets will have been safeguarded and enhanced.
- A broadened night time economy within town centres, especially Chippenham, Salisbury and Trowbridge, which has been refocused to provide greater choice for families and tourists and respect the quality of life of residents, will have been delivered.

**Strategic objective 8: to promote sustainable forms of transport**

3.11 Transport affects the environment, the economy and social well-being. The strategy will need to ensure that transport needs are managed in a sustainable manner. At the same time, strategic transport links are vital for the efficient function of Wiltshire’s economy.

**Key outcomes**

- The Core Strategy will have supported and helped improve the vitality, viability and resilience of Wiltshire’s economy and market towns.
- Progress will have been made to ensure policies are helping to reduce greenhouse gas emissions associated with transport.
- A range of viable, efficient sustainable transport alternatives will have been provided to reduce reliance on the private motor vehicle, including effective choices for those people without access to a car and for the distribution of freight.
- A safer and more integrated transport system will have been provided that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors.
- Sustainable transport alternatives will have been implemented in a manner which has reduced the impact of traffic on people’s quality of life and Wiltshire’s built and natural environment including enhancement of the public realm and street scene.
- Measures will have been implemented which reduce traffic delays and disruption, and improve journey time reliability on key routes.
- The use of existing transport infrastructure will have been optimised through effective design, management and maintenance.
- Safety for all road users will have been improved, the number of casualties on Wiltshire’s roads reduced and the impact of traffic speeds in towns and villages mitigated.
- Barriers to transport and access for people with disabilities and mobility impairment will have been effectively removed.
Access to local jobs and services will have been improved.
Strategic transport corridors within Wiltshire will have been safeguarded and, where appropriate, improved in a sustainable way.

**Strategic objective 9: to ensure that infrastructure is in place to support our communities**

3.12 The anticipated level of growth within Wiltshire will increase demand on local infrastructure services and facilities. The strategy will need to ensure that infrastructure requirements are appropriately secured and implemented.

**Key outcomes**

- Infrastructure will have been delivered at the right time to support new development.
- Critical infrastructure, such as transport, water, energy, flood alleviation, sustainable urban drainage systems (SUDs) and telecommunications, will have been coordinated with all new development.
- Provision of essential infrastructure, including affordable housing, education, health care, emergency services and waste and recycling, will have been achieved.
- Appropriate place-shaping infrastructure, such as leisure and open space, green infrastructure, libraries, public art and cultural facilities, will have been secured.
- There will have been effective partnership working between the council, other infrastructure providers and developers to facilitate infrastructure delivery.
- Full advantage will have been taken of opportunities for the co-location and multifunctional use of existing and new infrastructure services and facilities.
- Existing infrastructure services and facilities will have been protected, unless they are no longer needed or there is alternative provision elsewhere.
- The provision of new or improved infrastructure will have been positively supported provided there is no detrimental environmental impact.
- Appropriate contributions will have been secured from developers towards the cost of new and improved infrastructure.
- Rural facilities will, as far as possible, have been maintained and enhanced.

**Strategic objective 10: to minimise the risk of flooding**

3.13 The anticipated effects of climate change could potentially increase the frequency of flood events within Wiltshire. Development will need to take due consideration of flooding.

**Key outcomes**

- The natural function of floodplains will have been maintained and enhanced.
- The use of appropriate surface water management will have become a pre-requisite for development to ensure that flood risk is not increased elsewhere. Sustainable urban drainage systems (SUDS) will have been used in most cases.
- The risk of flooding will have been minimised in the case of new development.
Chapter 4. Delivering the vision - the draft spatial strategy for Wiltshire

4.1 This chapter describes the spatial strategy (or actions) that will be implemented to tackle the challenges and realise the vision and objectives described in the previous chapter. For clarity, this section is structured as follows:

- explanation of the proposed settlement strategy
- outline of the delivery strategy required to meet the strategic objectives
- how infrastructure will be provided to support growth

4.2 The spatial strategy makes provision for the growth of around 27,000 jobs, and 175-182 hectares of new employment land for general broad based employment uses to help deliver job growth, and around 37,000 new homes. This provision has been calculated through an analysis of evidence, an assessment of potential for employment land and Wiltshire’s capacity for the development of new homes, including environmental and social constraints. Comprehensive engagement with Wiltshire’s communities has also informed the spatial strategy. The overall focus of the strategy is to achieve a better balance between jobs and homes, delivering appropriate and sustainable levels of development to best meet the future needs of Wiltshire’s communities.

4.3 The strategy seeks to deliver the most sustainable level of growth, which does not exacerbate commuting, encourages a greater level of self containment and does not negatively impact on Wiltshire’s exceptional environmental quality.

The settlement strategy

4.4 Core Policy 1 sets out the different tiers of the settlement strategy and in broad terms defines the type and scale of development that is appropriate at each tier. In this way, the settlement strategy seeks to deliver appropriate and more sustainable development across settlements in Wiltshire.

4.5 The settlement strategy has been developed based on an understanding of the role and function of Wiltshire’s settlements and how they interact with their immediate communities and their wider hinterland\(^6\).

4.6 The main settlements in Wiltshire have seen their role as employment and service providers undergo substantial change. There is less reliance on traditional business sectors, which has altered the employment base across the county. In addition, easy access to larger settlements outside of Wiltshire, such as Bath and Swindon, together with a willingness to travel further to employment opportunities has led to an increase in net out-commuting. The provision and retention of services and facilities has been affected not only by the proximity to larger centres outside of Wiltshire but also changes in habits through growth in internet use for retail and service provision. Nevertheless, a number of settlements retain buoyant employment, retail and service economies.

4.7 Wiltshire is a predominantly rural area and its rural communities have also seen significant change. Although the high demand for new development due to Wiltshire’s attractive environment has led to development taking place, at the same time, in small towns and villages there has been a decline in employment opportunities, facilities and services. Again this has been brought about by the ease of travel to larger centres for employment and other purposes.

4.8 The fundamental principles of the settlement strategy are defined within Core Policy 1 (over page). The community area strategies list the specific settlements which fall within each category.

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\(^{6}\) The evidence which has informed this understanding of the role and function of settlements is set out in the Settlement Strategy Topic Paper.
Core Policy 1 - Settlement strategy

Principal Settlements

Wiltshire’s Principal Settlements are strategically important centres and the primary focus for development. This will safeguard and enhance their strategic roles as employment and service centres. They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure meeting their economic potential in the most sustainable way to support better self containment.

The Principal Settlements are: Chippenham, Trowbridge and Salisbury.

Market Towns

Outside the Principal Settlements, Market Towns are defined as settlements that have the ability to support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities.

Market Towns will be the focus of locally significant development that will increase the jobs and homes in each town in order to help sustain and where necessary enhance their services and facilities and promote better levels of self containment and viable sustainable communities.


Local Service Centres

Local Service Centres are defined as smaller towns and larger villages which serve a surrounding rural hinterland and possess a level of facilities and services that, together with improved local employment, provide the best opportunities outside the Market Towns for greater self containment.

Local Service Centres will provide for modest levels of development in order to safeguard their role and to deliver affordable housing. Development will consist predominantly of sites within current settlement boundaries. However, development well related to settlement boundaries that supports wider community aims, and is of the correct scale, character and function, will be appropriate.

Large and Small Villages

Large Villages have been defined as settlements with a limited range of employment, services and facilities. The majority of development will take the form of small sites within existing settlement boundaries. Some limited development may be appropriate adjacent to settlement boundaries.

Small Villages have a low level of services and facilities, and few employment opportunities. Development at these settlements will only consist of limited infill which does not:

- elongate the existing built form of the village causing any ribbon style development; or
- consolidate an existing sporadic, loose knit area of development.

At settlements other than those identified in the hierarchy, new development will be restricted and will only be permitted in exceptional circumstances.
4.9 Categorisation of settlements within the strategy is clarified further within the Settlement Strategy Topic Paper and settlements defined as Local Service Centres and Large and Small Villages are named in the community area strategies.

4.10 The level of development at Local Service Centres will be closely linked to their current and future role of providing for a significant rural hinterland. This will consist of significantly less development than that at the Principal Settlements and Market Towns. Significant developments at Local Service Centres in accordance with the settlement strategy should provide for local employment opportunities, improved community facilities and/or affordable housing provision. This will safeguard the role of these settlements and support the more rural communities of Wiltshire.

4.11 At the settlements identified as Large or Small Villages, a limited level of development will be supported in order to help retain the vitality of these communities. Development at Large Villages will predominantly take place within existing settlement boundaries and take the form of small housing and employment sites. Some development adjacent to boundaries will be acceptable, as long as it has been identified through the appropriate mechanism (set out below) and developed in conjunction with the local community. Development at Large Villages will meet the housing needs of the local community, and where possible safeguard the existing facilities and employment.

4.12 Development at Small Villages will be limited to infill and will consist of new and replacement or redevelopment of small sites only. At Small Villages development of limited sites will help meet the housing needs of the existing local community and can offer potential to improve employment opportunities, services and facilities.

4.13 At Local Service Centres and Large and Small Villages development must be in character with the scale and appearance of the settlement, and will need to take account of a number of other factors. These include the maintenance or enhancement of environmental quality, due consideration to landscape, local design statements and affordable housing need.

4.14 The appropriate mechanisms for bringing forward larger developments within settlements will generally be through applications that are supported by a robust Statement of Community Engagement. However, where development is well related to but outside of settlement boundaries the appropriate mechanism will be through a community led Neighbourhood Plan or Site Allocations Development Plan Document (DPD).

4.15 At the Principal Settlements, Market Towns, Local Service Centres and Large Villages settlement boundaries, as defined by former District Local Plans, will be retained. At Small Villages and those not listed in the strategy, settlement boundaries will be removed. Settlement boundaries can be reviewed through community led Neighbourhood Plans where they come forward or a review through a subsequent DPD.

4.16 Where proposals for improved local employment opportunities and/or new services and facilities at Small Villages arise through community led Neighbourhood Plans, such villages may be able to become more sustainable and their status change to that of ‘Large Villages’ as a result. Any change of status will need to be justified as part of the development of the Neighbourhood Plan.

Question 1

Do you agree with the proposed settlement strategy set out in Core Policy 1? Are there any changes that you would suggest?
The delivery strategy

4.17 The delivery strategy recognises that, in some settlements, new jobs have not necessarily been delivered alongside new homes. The delivery strategy seeks to strengthen communities, wherever possible, by allowing appropriate growth to provide for the most sustainable pattern of development within Wiltshire which reduces the need to travel and redresses the imbalance between jobs and homes. The underlying principles of the delivery strategy are to ensure that communities have a better balance of jobs, services and facilities and homes. This underlines the focus of the strategy to support growth at the Principal Settlements of Chippenham, Trowbridge and Salisbury which provide the greatest opportunities within Wiltshire to deliver self containment.

4.18 The delivery strategy reflects the settlement strategy presented in Core Policy 1. It also outlines a phasing policy which reflects the need to deliver jobs and infrastructure alongside future housing delivery. The phasing of development should not prevent development coming forward with community support (for instance through a community led neighbourhood plan or subsequent development plan document) in the short term. However, this should be based on evidence showing that there are particular issues that need to be addressed through early development, for example, the delivery of new employment opportunities, community facilities and/or delivery of affordable housing.

4.19 Wiltshire’s proposed strategic housing requirement should be assessed against defined sub county areas (to be identified within the Wiltshire Strategic Housing Market Assessment (SHMA)). However, in order to support the most sustainable pattern of growth, in line with the principles defined in Core Policy 1, requirements are provided for each Principal Settlement, Market Town and by community area within each community area strategy.

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Core Policy 2 - Delivery strategy

In line with the settlement strategy, the delivery strategy seeks to deliver future development in the most sustainable manner by making provision for around **175-182 hectares of new employment land** (over and above employment development which has already been built since 2006 or has permission) and around **37,000 homes** in Wiltshire between 2006 and 2026. This will be delivered in a way that maximises community benefits from development, whilst minimising environmental and social impacts by:

- phasing development to ensure that employment, and infrastructure delivery, comes forward alongside future housing provision and begins to redress the imbalance of housing delivery against job growth within Wiltshire
- making the best use of developable land within Wiltshire to ensure a flexible and responsive supply of land, including the re-use of previously developed land in order to support regeneration opportunities, and limit the need for development on greenfield site
- focusing new employment land to the ‘key strategic locations’ for employment growth at Salisbury and Amesbury in the south of the county, and along the A350 corridor at Chippenham, Melksham, Trowbridge, Westbury and Warminster
- focusing new employment land and housing development to the principal settlements of Chippenham (31.5 to 33 ha employment land and 4,000 homes), Salisbury (29 ha employment land and 6,060 homes) and Trowbridge (30 ha employment land and 5,860 homes)

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8 This distribution, outlined within the Community Area Strategies, will not be used for the purposes of monitoring and assessing a supply of deliverable and developable housing required by Planning Policy Statement 3.

9 Of these, Wiltshire Council monitoring indicates that approximately 17,240 dwellings have already been completed or are planned for (deliverable sites with planning permission including sites subject to completion of legal agreements or outstanding local plan allocations). New sites will only need to be identified for approximately 19,760 dwellings across Wiltshire.
Core Policy 2 - Delivery strategy (continued)

- requiring development to be designed in a way that is resilient to the impacts of climate change and by reducing emissions which cause the effects of climate change
- supporting the regeneration of the central areas of the Principal Settlements of Chippenham, Trowbridge and Salisbury

The new strategic employment land and housing provision will be delivered within the defined Housing Market Areas (HMA’s), once they have been defined. Indicative areas are shown below on Map 4.1 - Wiltshire key diagram (spatial strategy).

In addition to the Principal Settlements and ‘key strategic locations’ (as defined above) for employment growth, strategic employment growth will also be appropriate at Calne, Devizes and Wootton Bassett, to reflect their economic potential.

At least 35% of development will take place on previously developed land and around 11,000 affordable homes will be delivered within the plan period. Further details of the proposed levels of growth are provided in the community area strategies.

Future development will be delivered through a number of sources including:

**Strategic sites**

Strategic sites have been identified that will help Wiltshire accommodate the growth it needs in the most sustainable way. These are shown in the community area strategies. Collectively, they deliver job opportunities and homes and will be supported by key infrastructure and services. Development of these sites will enable Wiltshire to grow in the most self contained way through focusing strategic development at key settlements and offer the opportunity to reduce the need to travel. Master plans will be developed for each strategic site. These will be developed in partnership with the local community, local planning authority and the developer.

**Community led plans**

In addition to strategic sites, non strategic allocations will need to be brought forward to deliver the jobs and homes proposed. Community led neighbourhood plans, or a subsequent development plan document, will identify specific sites to deliver this growth within the plan period.

**Phasing**

To manage the supply of homes, to ensure it is better aligned to the delivery of job growth, a phasing policy will be developed for each of the Housing Market Areas (to be defined) and Principal Settlements. Two phasing periods are proposed.

- **Period 1**: Wiltshire housing requirement 2006 - 2016: 18,500 new homes (indicative)
- **Period 2**: Wiltshire housing requirement 2016 - 2026: 18,500 new homes (indicative)

The detailed phasing of strategic sites will be identified within master plans for each site.

**Employment land**

New strategic employment allocations will only be released for employment generating development (generally defined as uses within classes B1, B2 or B8).
Question 2

Do you agree with the proposed delivery strategy set out in Core Policy 2? Are there any changes that you would suggest?
4.20 The delivery strategy identifies around 175-182 hectares of land to be released as new employment land\(^{10}\) to supplement that already built since 2006 (the base date of the plan) or with planning permission, to provide a range of sites and choice of locations across Wiltshire. The new employment land allocated and that built or committed responds to the need to provide for new jobs (about 36 hectares) and to facilitate change in the existing older employment stock (about 76 hectares referred to as ’churn’), and also includes a residual amount to allow for choice and unforeseen developments. It also responds to known pressures for additional employment land expressed through enquiries received by Local Economic Partnerships within Wiltshire\(^{11}\).

4.21 The 175-182 hectares of new employment land will be provided by a combination of the following types of sites:

- new strategic employment allocations;
- provision of employment land as part of mixed use urban extensions; and
- continuation of existing Local/ District Plan allocations for employment land.

4.22 At mixed use sites there will be a focus on employment delivery, seeking to ensure appropriate phasing of development so that jobs are provided in a timely manner alongside new homes. Details of the specific sites which will provide new strategic employment land within the sub county areas are provided in the community area strategies. Sites in south Wiltshire are identified in the South Wiltshire Core Strategy Proposed Submission Document (July 2009, as amended in 2011).

4.23 In addition to the 175-182ha of new employment land, the Core Strategy is supportive of other opportunities that may come forward in the Principal Settlements and Market Towns of Wiltshire, including those Market Towns which are not identified in core policy 2. Sites at these market towns will be expected to serve local need, rather than contributing to the overall strategic employment and provision for Wiltshire.

4.24 In planning for new homes, a number of sources have been identified to ensure a continuous supply of housing across the plan period. Strategic allocations are proposed within the community area strategies. These sites are considered to be central to the delivery of the spatial strategy and strategic objectives for Wiltshire. The critical mass of development on some of these strategic sites will enable infrastructure to be provided that offers benefits beyond the scope of the development. In addition, climate change adaption and mitigation measures, such as the incorporation of sustainable building practices and on-site renewable energy and heat provision, will be a particular requirement on these sites. The site at Bradford-on-Avon, although relatively small, has been identified as this provides an exemplar scheme for renewable energy.

4.25 In order to direct development at a strategic level to the most suitable, sustainable locations and at appropriate times the community area strategies outline a housing requirement for each community area including the Market Towns. The Core Strategy can only allocate sites that are strategically important for the delivery of the overall strategy for Wiltshire.

4.26 In addition to the strategic allocations, specific sites (non-strategic allocations) may also need to be identified in accordance with the settlement strategy to ensure the delivery of the overall strategic housing requirement. These could be identified through a Site Allocations Development Plan Document or community led neighbourhood plans. The community area strategies identify some area specific criteria that must be considered when assessments are carried out to identify specific sites for development in particular towns. This strategy has been designed to put into place a clear

\(^{10}\) For B1, B2 and B8 use

\(^{11}\) see Economy Topic Paper and WiltshireEmploymentLand and Workspace Strategy 2009 for further information. NOTE: figures have been rounded.
framework which, together with national policy, will facilitate the delivery of neighbourhood plans at a local level which can indicate where and when development will be brought forward. The council will provide support to communities to allow this to come to fruition.

4.27 The sources of supply have been assessed to ensure that there is at least a five year supply of deliverable housing, and a ten year supply of developable housing, within the indicative county sub areas shown in map 4.1. The draft county sub areas are presented for the purposes of consultation and are subject to change. It is considered appropriate to assess the strategic housing land supply requirement at this level in order to ensure an appropriate level of supply within Wiltshire’s different housing market areas.

Delivering infrastructure requirements to support development

4.28 An appropriate and balanced mix of new development is essential for the long term prosperity of Wiltshire. The Core Strategy shapes where new development should be located and also manages the pressure relating to speculative proposals through policy. It will provide new homes, jobs, services and thereby drive forward social, economic and environmental objectives. The impact of development on local communities and the fabric of the existing built and natural environment is an important consideration. Managing this impact involves protecting existing infrastructure and securing the timely investment of new infrastructure.

4.29 The council will work in partnership with infrastructure providers and neighbouring authorities to ensure that new or improved infrastructure, including that listed in the Infrastructure Delivery Plan and Schedule, is delivered prior to, or in conjunction with, new development.

4.30 The timely delivery of new infrastructure to support development proposals must be secured. In order to achieve this aim, the council will work with developers to prepare robust infrastructure delivery plans to support the master planning of strategic sites within the Core Strategy and/or planning applications. The delivery plan will need to be in place prior to the commencement of development and must be agreed by the council, other relevant infrastructure providers and developers. The scope of such plans will cover among other things: funding, phasing, accessibility and impact on the surrounding area.

4.31 In addition to managing the provision of the new infrastructure requirements of development proposals, the importance of the investment plans of infrastructure providers should be recognised. It will be important that all new development proposals build safeguards into schemes to protect and enhance a range of services and facilities, including (12): bus corridors, telecommunications equipment (particularly high speed broadband infrastructure), electricity power lines, high pressure gas mains, educational facilities, health facilities, flood protection measures, groundwater source protection areas, reservoirs, water treatment infrastructure, waste water treatment works and the council’s waste collection services.

4.32 Existing physical, social and green infrastructure will be protected, unless there is evidence that it is no longer needed or that alternative provision is made elsewhere. To encourage the most effective use of existing and new infrastructure, co-location and multi-functional use of services and facilities will be supported in accordance with other policies of the Core Strategy. The provision of new or improved infrastructure will be positively supported, particularly where opportunities arise through redevelopment or regeneration in sustainable locations, provided that this has no detrimental impact on the environment and contributes towards mitigation and adaptation to climate change.

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12 This list should not be read as exhaustive.
Securing the delivery of infrastructure

4.33 Where new development proposals require the delivery of infrastructure, priorities will be set to manage competing demands. The order of prioritisation is set out below, but the indicative list of infrastructure typologies should not be viewed as exhaustive.

1. Critical infrastructure (including but not limited to):
   - sustainable transport measures
   - water, sewerage and electrical utilities and connecting services
   - flood alleviation and sustainable urban drainage schemes
   - telecommunications facilities including super-fast broadband connectivity services to serve local communities and the business community.

2. Essential infrastructure (including but not limited to):
   - affordable housing
   - education
   - healthcare facilities
   - emergency services
   - waste management, recycling and collection facilities.

3. Place shaping infrastructure (including but not limited to):
   - community safety in the public realm
   - maintenance and improvement of the county’s heritage assets, including the storage of archaeological remains
   - leisure and recreation provision
   - open space and green infrastructure
   - town centre management schemes
   - employer engagement and training schemes
   - cultural and community facilities
   - libraries
   - public art and streetscape feature.

Core Policy 3 - Infrastructure requirements

All new development will be required to provide for the necessary direct and, where appropriate, the in-direct infrastructure requirements arising from the proposal. Infrastructure requirements will be delivered either directly or through an appropriate financial contribution. In ensuring the timely delivery of infrastructure development, proposals will need to demonstrate full regard has been paid to the Infrastructure Delivery Plan and Schedule. In the event of competing demands for infrastructure provision, developer contributions will be sought in the following order of priority:

1. critical infrastructure
2. essential infrastructure
3. place shaping infrastructure

Agreement between the council, other relevant infrastructure providers, the community and developers over the extent and amount of developer contributions will be sought prior to the granting of planning permission.
Core Policy 3 - Infrastructure requirements (continued)

Independent viability testing, funded by the developer, will be required in the event of concerns that infrastructure requirements may render the development unviable at the present time. Should a deferment of a part of the developer contributions be agreed to as a result, the council will:

- prioritise seeking developer contributions as outlined above, and
- use an appropriate mechanism to defer part of the developer contributions requirement to a later date, as agreed by all parties.

The council will work with infrastructure providers, local communities and other key stakeholders to develop a Community Infrastructure Levy (CIL) Charging Schedule, as a further source of funding for improvements in local and strategic infrastructure.

Delivery responsibility

This policy will be delivered by:

- The direct provision of facilities and services by the council and its public and private sector partners, reflected in the Infrastructure Delivery Plan.
- The development management process.
- Utilising developer contributions to provide enhancements to facilities and services.
- Liaison through the Area Boards with, town and parish councils and appropriate local stakeholders to identify community infrastructure requirements, help establish local priorities as well as develop / implement mechanisms for administering monies collected through Community Infrastructure Levy CIL and planning obligations in accordance with national and council policies.
- Partnership work with infrastructure providers and other stakeholders, largely through the Infrastructure Delivery Board, to identify requirements for and to facilitate appropriate community infrastructure development.
- Planning conditions and planning obligations (largely through section 106 agreements) will be sought to mitigate the direct impact(s) of development, secure its implementation, control phasing where necessary, and to secure and contribute to the delivery of infrastructure made necessary by the development. The council will prepare a supplementary planning document that will provide more detail about its approach to securing developer contributions.

The Community Infrastructure Levy (CIL), upon adoption of the Charging Schedule, will be used to pool developer contributions towards local and strategic infrastructure that will serve a wider area than any one development in particular.

Question 3

Do you agree with the proposed approach to securing infrastructure set out in Core Policy 3? Are there any changes that you would suggest?

(NB: Particular infrastructure requirements are set out in the individual community area strategies which follow in the next chapter)
Chapter 5. Applying the spatial strategy to community areas

5.0.1 This chapter explains what the spatial strategy, which is set out in core polices 1 and 2, means for the individual community areas within Wiltshire.

5.0.2 In order to explain this in a clear way the document sets out a community area strategy for each of the community areas established across Wiltshire. This Wiltshire Core Strategy Consultation Document includes a proposed strategy for each of the community areas outside of south Wiltshire, setting out how we expect that area to change by 2026, and how this change will be delivered.

5.0.3 Where the Principal Settlements and Market Towns are referred to within the consultation document, it should be noted that reference is being made to their continuous urban areas that may be within more than one parish area. Similarly, there are places notably Chippenham, Salisbury and Trowbridge where the continuous extent of their existing urban areas and/or proposed urban extensions, fall within more than one community area. In such circumstances, the community area which focuses on the settlement includes the policy relating to that settlement in full.

5.0.4 A brief explanation of the information presented in each community area strategy is provided below.

Spatial portrait and specific issues

5.0.5 Each community area strategy begins with a brief description of the area, followed by a list of specific issues to be addressed in planning for the area. This list focuses on those issues which planning policy can assist in addressing, such as the need to improve self-containment or to ensure appropriate phasing of development.

Community area map

5.0.6 A map of the community area is presented, which shows the main settlements in the community area (Principal Settlements, Market Towns, Local Service Centres, and Large and Small Villages), as described in Core Policy 1. The map also shows selected constraints in the community area, such as areas of flood risk and Green Belt.

5.0.7 Specific development sites have been identified in some community areas, where new jobs and homes will be provided. In those community areas where new housing and employment land is proposed in the form of strategic sites, the location of these sites is shown on an inset map. The inset maps show indicative areas within each site for different types of development (employment, housing, mixed-use), and for areas of green space where built development will not take place. However, these inset maps are purely indicative, and each site will be subject to a masterplanning process which will involve community input.

Change expected by 2026

5.0.8 The community area strategies then set out how we expect each community area to change in the period up to 2026. These statements can be read as a ‘spatial vision’ for the community area.

Core policies

5.0.9 A core policy is presented for each area (additional core policies are provided in Chippenham and Trowbridge, as explained below). The core policy begins by setting out those settlements which have been identified as Principal Settlements, Market Towns, Local Service Centres, and Large and Small Villages in accordance with Core Policy 1 as appropriate within each community area.
5.0.10 The core policy identifies Principal Employment Areas in each community area: these Principal Employment Areas are considered to be critical to the economic role of the relevant settlements and/or Wiltshire as a whole. These Principal Employment Areas will be protected in accordance with Core Policy 22.

5.0.11 The amount of new employment land and new homes to be provided in each community area over the plan period is set out within the relevant core policy. The level of new homes is the total over the plan period 2006 to 2026. Some of the proposed level of housing will have already been planned for or completed, as discussed below. Where strategic sites are identified then details of these sites are provided, along with specific requirements to be delivered as part of the development.

Table of housing numbers

5.0.12 The core policy is followed by a table setting out the sources of housing which will together make up the total number of homes to be provided in the community area over the plan period between 2006 and 2026. The total homes to be provided can be considered as those already provided for, and those which still need to be provided for. The meanings of the column headings in the table of housing numbers are set out below:

- Proposed requirement 2006-2026: this is the total number of new homes proposed between 2006 and 2026.
- Completions 2006-2010: this is the number of new homes which have already been built since 2006.
- Specific permitted sites: this column presents the number of homes which already have planning permission and are expected to be delivered during the plan period. It also includes existing local plan allocations where these are considered deliverable and where they should be carried forward into the strategy.
- Proposed strategic sites: this is the number of new homes on identified sites which are being proposed to meet specific strategic needs for development within a settlement and are identified on the community area maps as strategic allocations.

5.0.13 Remainder to be identified: this is the number of new homes for which a specific location has not yet been identified. These could come forward as windfall sites within existing urban areas and/or as greenfield sites on the edge of settlements that are identified through community led Neighbourhood Plans or a site allocations development plan document prepared by the local planning authority with community input.

Infrastructure requirements

5.0.14 The community area strategies (excluding Chippenham and Trowbridge, which are structured differently) conclude with a list of essential infrastructure requirements in the community area, necessary to deliver the development proposed in this consultation document. There may be additional infrastructure requirements, and these will be identified where necessary in the submission draft Core Strategy. This consultation will help ascertain the infrastructure required to support the proposals within the document and assess their delivery.

Community area strategies for Chippenham and Trowbridge

5.0.15 The community area strategies for the Principal Settlements of Chippenham and Trowbridge include additional place-specific policies relating to the Chippenham Central Area of Opportunity, the Trowbridge Vision Areas of Opportunity, and the Trowbridge Low-Carbon, Renewable Energy Network. Infrastructure requirements for Chippenham and Trowbridge are identified within the list of specific issues to be addressed in planning for the area, and are not repeated at the end of the section. In Chippenham two options for the location of development are presented.
Responding to the consultation

5.0.16 We welcome your views on the emerging strategy for your area. To help you consider your response, each section contains a question which asks what you think of the emerging strategy and what changes, if any, you would like to see. It is important to emphasise that this is a consultation document and not a core strategy and that this represents an opportunity to help shape the draft Core Strategy. Any comments received will be taken into account when the submission draft Core Strategy is produced later in 2011.

5.0.17 While your comments on your own area will be welcome we would also encourage you to take a look at the document as a whole, especially Chapter 4, which sets out the overarching strategy for Wiltshire and Chapter 6, which contains a set of polices that will be used to help manage development proposals. Again we have introduced a number of questions throughout the text to help you respond.

5.0.18 The council has set up an interactive website, which enables those with access to the internet to respond to the consultation on-line. You are strongly urged to respond in this way if you can, as it will ensure that your views are recorded accurately. This may be found at: www.wiltshire.gov.uk/wcsconsult2011.
5.1 Chippenham Community Area Strategy

5.1.1 Chippenham Community Area is located in the northern part of the county. It includes the principal settlement of Chippenham and a number of villages including Biddestone; Castle Combe; Kington St Michael, Hullavington and Yatton Keynell. The community area lies partly within the Cotswold Area of Outstanding Natural Beauty (AONB) and contains several Sites of Special Scientific Interest (SSSI).

5.1.2 Chippenham is one of the largest towns in Wiltshire. The town has excellent transport links, being in close proximity to the M4 and on the main Bristol to London railway route and as such is an attractive location to employers, but this also leads to significant levels of out-commuting. However, there is currently a significant shortfall in suitable land for employment growth and a failure to respond to this issue would result in existing and prospective employers moving elsewhere with the resultant loss of local employment at a time when job losses are universally anticipated. Furthermore, Chippenham is in danger of being completely overlooked as a potential business location in the future.

5.1.3 Given its locational strength and potential to attract inward investment into Wiltshire, the strategy is to develop the strategic employment role of Chippenham. Significant job growth will help to improve the self containment of the town and therefore Wiltshire. In order to ensure employment is accessible to the local population a sustainable distribution and choice of employment sites is provided at the town.

5.1.4 Chippenham is located within a rural setting and acts as an important service centre for a number of smaller villages within the community area and the surrounding towns and villages within north Wiltshire. The area is an attractive place to live and has several excellent schools. Although there is a relatively strong retail offer within the town, people from the catchment area are choosing to shop in other larger settlements, including Bath and Swindon, and as such the town centre retail offer in Chippenham should be strengthened.
5.1.5 Specific issues that should be addressed in planning for the Chippenham Community Area include:

- The River Avon is an important asset for the town and should be better integrated with the town centre reflecting its differing roles as it flows through the town, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists.
- Chippenham has a net out-flow of commuters and future development should redress this.
- New employment provision in Chippenham should be seen as a priority. There is currently a shortage of suitable employment land for expansion of existing businesses to secure inward investment. This includes suitable workspaces for start-up businesses and business units.
- Chippenham’s offer as a service centre needs to be enhanced, particularly the town centre for retail, leisure and the evening economy in order to reduce the outflow of shopping and leisure trips.
- Securing expansion to Chippenham’s town centre and improved retail offer through redevelopment of the Bath Road Car Park/Bridge Centre is key along with redevelopment of other smaller town centre sites and enhancement of the public realm and the market.
- Further out of centre retail development in Chippenham could weaken the town centre and edge of town centre development needs to enhance the offer, not displace it or have a detrimental impact.
- Chippenham has limited brownfield opportunities within its urban area, although significant potential exists for regeneration within the central area.
- Many areas around Chippenham with potential for future development are constrained, particularly in relation to their environmental value or the need for significant highway improvements to unlock them. Careful consideration is needed to identify suitable urban extension sites, which could involve encroachment into the Calne and Corsham Community Areas.
- Although the outlying villages within the community area are identified as larger villages within the settlement strategy, dormitory relationships will further constrain the type and level of development which should take place.
- There is a need to plan for the potential reuse of the Hullavington MOD site, which is designated as a conservation area and an important heritage asset should it become surplus to requirements.
- The former chicken factory site in Sutton Benger needs to be redeveloped and provides the opportunity to deliver local housing and to support rural services and new employment opportunities in the village.
- Provision of a shared site for GP, Fire, Police and Ambulance services at Chippenham to improve service delivery.
- Hardenhuish and Sheldon Secondary Schools are oversubscribed. Abbeyfield School has spare capacity, and in the short term could accommodate some additional school places. Further work is required to assess the need for a new secondary school or the expansion of Abbeyfield School over the plan period to 2026.
- The cemetery at Chippenham has limited remaining provision. Therefore, making new land available for cemetery provision should be considered.
- Public transport connectivity and pedestrian and cycling links between the town centre, railway station and Wiltshire College campuses needs to be improved including better integration of different modes.
- Essential infrastructure improvements are required to deliver benefits (health, safety, journey time predictability, town centre access, public transport efficiency) from improved movement of traffic around Chippenham.
- Appropriate flood mitigation measures including sustainable drainage will be required.
• Play provision in the town could be improved, including the delivery of a suitable site for a skate park.
• Existing electricity powerlines located to the east and south of Chippenham should be regarded as permanent features and avoided as part of any masterplanning of urban extensions to Chippenham.

How do we expect Chippenham Community Area to change by 2026?

5.1.6 A series of vision statements have been developed through the Chippenham Vision Board and Core Strategy consultation process to inform the future development of Chippenham, as follows:

• Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a riverside market town surrounded by beautiful countryside and attractive villages.
• Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature. Its active riverfront combined with the historic centre, the market, pleasant parks and open spaces provides a thriving artery and distinctive identity for the town.
• Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, range of leisure opportunities and access to housing.
• Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafes and restaurants and leisure facilities which are complemented by its programme of events, festivals and activities.
• Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.
• Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport.

Spatial Strategy for Chippenham Community Area

5.1.7 Across the Chippenham Community Area, approximately 31.5 to 34 hectares of new employment land to support job growth and 4,500 new homes will be provided over the lifetime of this strategy (2006 to 2026), of which approximately 895 homes have already been built and a further 325 homes are committed and deliverable.

5.1.8 The town of Chippenham is a strategic employment location in Wiltshire and has been successful in retaining international employers in the manufacturing and service sector, including ICT services, rail systems and logistics. Given its locational strength and potential to attract inward investment into Wiltshire, the strategy is to develop the strategic employment role of Chippenham. Significant job growth will help to improve the self containment of the town and therefore Wiltshire. In order to ensure employment is accessible to the local population a sustainable distribution and choice of employment sites will be provided at the town. Job growth should take place on existing sites within the urban area as well as edge of town sites.

5.1.9 To enable the delivery of job growth, new attractive employment sites should form part of mixed use urban extensions, incorporating housing, that are well integrated with the town. The proposed level of new homes is considered reasonable as it supports job growth in line with that across Wiltshire and will not lead to the exacerbation of out-commuting levels.
5.1.10 Balanced delivery of jobs and homes will improve the critical mass of the town thereby supporting improved services and helping to deliver enhanced infrastructure. This will further enhance the attractiveness of Chippenham as a location of choice for employers.

5.1.11 Modest levels of development to meet local housing need and to support rural services and local employment opportunities will be appropriate in the villages.

Regeneration of Chippenham Central Area

5.1.12 Regeneration of the central area of Chippenham is a priority and a number of Local Plan sites in the town provide regeneration opportunities and are being carried forward into this strategy. The nature of development to come forward on these sites will be determined in accordance with Core Policy 6. This is being led by the Chippenham Vision Board representing key stakeholders in the town.

5.1.13 A Chippenham Central Area Masterplan will be developed to provide a framework for the delivery of the aspirations of local people as expressed through the vision statements for Chippenham.

5.1.14 The proposed key principles to be addressed in developing the Chippenham Central Area are:

- **A place to live and work** - Create a sustainable community through the provision of appropriate employment and business land in order to enable the opportunity of working locally and to reflect the needs of the local economy
- **The river as a defining and connecting feature of the town** - The river shall be the central feature of the town's identity. The river and riverside shall be improved and developed in sections that reflect its differing roles within the town environs. Major developments that are near the river shall maximise the attractive incorporation and use of the river within the scheme, and shall not take place in stretches of the river with exceptional natural beauty.
- **A retail destination of choice** - The creation of a range of units to meet current and future retail business needs, improve the attractiveness of the town through public realm enhancements and focus the retail offer on the town centre
- **A vibrant business location** - The plan will seek to take advantage of the excellent rail and road links and Chippenham's position on the high tech corridor between London, Bristol and beyond.
- **An accessible town centre** - The plan will establish routes, public open spaces, buildings and landscape within a cohesive framework to create a lively visual and social environment focussed on linking all parts of the town with its centre.
Core Policy 4 - Chippenham Central Area of Opportunity

The redevelopment of the following sites will be delivered as follows:

i. Bath Road Car Park/Bridge Centre site - to form a retail extension to the town centre.

ii. Langley Park, Hygrade and Police Station site - appropriate use of the sites to be planned for through the Chippenham Central Area Masterplan.

In addition, the River Avon Corridor will be enhanced for leisure and recreation uses and developed as an attractive cycle/pedestrian route connecting with the town centre. Any development in proximity to the corridor will be required to secure connections to and along the corridor.

Development will be delivered on opportunity sites elsewhere in the central area in accordance with the proposed key principles.

All proposals should meet high quality design and sustainability standards including exemplary public realm and strong pedestrian and sustainable transport links.

Question 4

Do you agree with the proposed area of opportunity described in Core Policy 4?

Are there any changes that you would suggest?
Planning for new jobs and homes at Chippenham

5.1.15 Given the constraints of Chippenham and to ensure that jobs and homes are well connected to the town the strategy for Chippenham consists of dispersed strategic growth on a number of edge of town sites, to augment the delivery of brownfield opportunities within the existing urban area. The strategy:

- Identifies suitable employment land for job growth and proposes to phase development to ensure that the jobs are able to come forward before significant new homes have been built.
- Recognises that the potential for future development is constrained in relation to environmental value or need for significant highway improvements.
- Acknowledges that it is necessary to plan for the delivery of new homes at the town, but in response to community concerns about the pace of growth and the need to deliver job growth to redress existing imbalances and provide infrastructure are the right time, that this should be appropriately phased across the plan period to come forward at a steady rate.

5.1.16 Within the previous consultation, Wiltshire 2026, a significant strategic allocation to the east of the town, for around 2,650 homes and 6 hectares of employment land, was identified as part of the ‘preferred option’ for strategic growth at the town. This option has been discounted at this stage for a number of reasons, particularly due to the proposed reduction in housing numbers and focus on early delivery of employment land.

5.1.17 The justification for the two options now presented in this document, together with the reasons why other options have been discounted, are set out in full in Topic Paper 14 - Site Selection Process. The evidence, including consultation with the local community, indicates that the options now presented provide the best solutions to accommodate sustainable development at the town in light of the emphasis on the delivery of employment land to develop the strategic employment role of Chippenham and the proposed reduction in the overall number of homes to be provided during the plan period.

How the level of greenfield allocations has been identified

5.1.18 Approximately 31.5 to 34 hectares of new employment land and 4,000 new homes are proposed at Chippenham between 2006 and 2026, of which approximately 785 homes have already been built between the years 2006 and 2010 and a further 270 homes are already committed at the town.

5.1.19 This leaves a residual of 2,945 new homes to be delivered over the remainder of the plan period, once completions and deliverable commitments are taken off, which equates to an annual requirement of approximately 185 dwellings per year from 2010 in addition to those sites currently committed.

5.1.20 The strategy supports the delivery of suitable brownfield sites in the town and seeks to capitalise on the opportunities they present to enhance the town and to deliver the key principles of the Vision for Chippenham. Therefore, in order to determine the level of new greenfield sites that will be required at the town, consideration has been given to the potential to deliver homes on brownfield sites.

5.1.21 The brownfield potential of sites in Chippenham has been reviewed in the Strategic Housing Land Availability Assessment. This has identified an indicative number of 385 dwellings that could come forward on the following large sites: Works Site, Cocklebury Road (25 dwellings); Foundary Lane (also known as Langley Park - 250 dwellings); Hygrade Factory (55 dwellings); Middlefield Training Centre and Hungerdown Road (55 dwellings). In addition, an allowance can also be made for a further 160 dwellings on small sites within Chippenham. This indicates that it is appropriate to make an allowance for a total brownfield potential of approximately 545 dwellings.
Currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of the town to provide the remaining 2400 dwellings of the requirement for new homes at the town over the plan period.

**Proposed Mixed-Use Allocations**

Two options have been identified to provide 31.5 to 33 hectares of new strategic employment land and 2,250 dwellings on strategic greenfield sites on the edge of Chippenham, to form high quality and sustainable urban extensions to the town. In addition, a non-strategic site is identified for 1 hectare of employment land and 100 to 150 dwellings to enable the delivery of new homes early in the plan period.

Both options include land at North East Chippenham and an ‘area of search’ (a broad area of which only a proportion will be appropriate for the level of development proposed, the exact locations to be determined by a master plan for the site) to the South West of Chippenham. One option allows for the housing development to be dispersed more widely by including Land East of Chippenham and proposing a lower level of housing in the area of search to the south west of Chippenham.

The two options identified both include:

i. Non-strategic allocation on land South West of Abbeyfield School (Landers Field)
ii. Strategic Allocation North East Chippenham
iii. Area of Search South West Chippenham

These are described below, along with the East Chippenham Strategic Allocation proposed in Option 2.

(i) **Land South West of Abbeyfield School (Landers Field)**

This non-strategic site is a small greenfield infill opportunity and will provide 100 to 150 new homes and approximately 1 hectare of employment land. Abbeyfield School is a business and enterprise school with close links with the local Chambers of Commerce. A small business enterprise zone, linked to the school, should be developed as a centre of excellence to facilitate dynamic and reciprocal links with local businesses to ensure direct pathways from education through to training through to employment. This will help encourage young people to stay within Wiltshire.

(ii) **North East Chippenham**

An area of land is identified to the North East of Chippenham which is proposed as a mixed-use strategic allocation. This land is situated north of Hill Corner and between Malmesbury Road and Mauds Heath Causeway. The site will provide 750 new homes and 2.5 to 6 hectares of employment land and has the potential to commence delivery during phase 1 of the plan period following the development of a masterplan for the site. This site has the potential to link with the East Chippenham Strategic Allocation proposed in option 2 and to deliver a road bridge over the railway to improve transport connectivity around the town.

The site provides the opportunity to create an attractive and innovative gateway statement to the entrance of Chippenham through focusing employment provision at the western part of the site rather than housing. Of critical importance to the successful development of this site is the need to respect Birds Marsh Wood and its setting, which is highly valued by the local community.
(iii) South West Chippenham - Patterdown, Rowden, Showell and Hunters Moon Area

5.1.30 An area of search is identified to the South West of Chippenham, which is suitable for a sustainable mixed use urban extension. The site extends from the A350 in the west to the River Avon in the east. The land includes a new strategically important employment site at Showell Farm, which offers the best potential to provide for job growth at the town due to its location and easy access points adjacent to the A350. However, Showell Farm on its own is divorced from the town centre, and it therefore should form part of a high quality, sustainable urban extension to Chippenham, which is fully integrated to the existing town and town centre, including via the River Avon Corridor. Development will need to respect the open landscape of the Rowden Conservation Area and avoid the flood plain. The two options provide for different levels of new homes during the plan period, as follows.

- In option 1, this site will provide 28 hectares employment land and up to 1,500 dwellings.
- In option 2, this site will provide 28 hectares employment land and up to 800 dwellings.

5.1.31 The Showell Farm employment site will be delivered first, to be followed by the housing. The new homes will be delivered after 2016 as part of a Phase 2 of development at Chippenham.

5.1.32 The location of new homes and community uses will be determined through a masterplan to be agreed between the community, local planning authority and the developer.

(iv) East Chippenham

5.1.33 Option 2 identifies an area of land to the East of Chippenham which is suitable for a mixed use urban extension. The site is located east of the railway line and north of the existing MonktonPark estate and can provide 2.5 to 6 hectares of employment land and up to 700 houses. This site will be delivered after 2016 as part of a phase 2 of development at Chippenham. Development of the site should secure a road bridge over the railway in conjunction with the proposed North East Chippenham proposed strategic allocation to improve transport connectivity around the town. Development of this site has the potential to enhance the River Avon corridor and its connectivity to the town centre via sustainable modes of travel.

5.1.34 Masterplans will need to be developed for each strategic site allocation and area of search identified to determine the form and layout of development, appropriate detailed phasing, as well as the community infrastructure that is required to support the sustainable development of these sites. The masterplans will be developed and agreed between the local community, local planning authority and developer. Core Policy 7 sets out the Spatial Strategy for the Chippenham Community Area including the proposals for the strategic site options.
Core Policy 5 - Spatial Strategy: Chippenham Community Area

Development in the Chippenham Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

**Principal Town: Chippenham**

**Large Villages:** Christian Malford; Hullavington; Kington St Michael; Sutton Benger and Yatton Keynell.

**Small Villages:** Biddlestone, Burton, Kington Langley, Langley Burrell, Lower Stanton, Stanton St Quintin, Nettleton & Seagry/Upper Seagry.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Bumpers Farm Industrial Estate; Langley Park; Methuen Park and Parsonage Way Industrial Estate.

Approximately 31.5 to 34 hectares of new employment land and 4,500 new homes will be provided over the plan period (2006 to 2026) in the Chippenham Community Area as a whole, of which 4000 new homes should occur at Chippenham including 30.5 to 33 hectares employment land and 2,250 new homes on strategic sites.

At Chippenham, the delivery of suitable brownfield sites in the town is supported, particularly where they provide the opportunity to maximise their use and to enhance the town in line with the vision and spatial strategy.

A non-strategic site, land South West of Abbeyfield School (Landers Field), is identified to deliver new homes as part of a sustainable mixed use site including a business/enterprise centre linked to Abbeyfield School.

**Table 5.1**

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<th>Site</th>
<th>Employment (hectares)</th>
<th>No. Dwellings</th>
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Two strategic options have been identified to provide 2,250 new homes on the edge of Chippenham, to form high quality and sustainable urban extensions for the town. Development will be phased to commence in the following periods:

**Phase 1:** Pre 2016.

**Phase 2:** Post 2016.

This will enable the phasing and development of greenfield land to be amended if additional brownfield capacity is identified and becomes available in the town.

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13 The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.
Core Policy 5 - Spatial Strategy: Chippenham Community Area (continued)

The strategic options are as follows:

**Option 1**

**Table 5.2**

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**Option 2**

**Table 5.3**

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<th>Site Allocation</th>
<th>Employment (hectares)</th>
<th>No. Dwellings</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>North East Chippenham</td>
<td>2.5</td>
<td>750</td>
<td>Phase 1</td>
</tr>
<tr>
<td>South West Chippenham Area of Search</td>
<td>28</td>
<td></td>
<td>Phase 1</td>
</tr>
<tr>
<td>East Chippenham</td>
<td>2.5-6</td>
<td>Up to 700</td>
<td>Phase 2</td>
</tr>
</tbody>
</table>

The South West Chippenham Area of Search includes the Showell Farm strategic employment site. This site is to be delivered early in the plan period to ensure that employment land delivery is secured at Chippenham.

Each site will be brought forward in accordance with a masterplan to be developed with the local community, Local Planning Authority and developer. This will determine the number of new homes, community uses and location of development within the South West Chippenham Area of Search.

In masterplanning these sites, the following will also be delivered:

**North East Chippenham**

- Ensure the environment at Birds Marsh Wood is conserved and enhanced. A buffer zone between any development and Birds Marsh Wood is required to limit the impact of development on Birds Marsh Wood. Development will provide for the restoration of the woodland and the development of an educational centre on the site to secure its long term management, through the establishment of a social enterprise or similar sustainable mechanism.
- Delivery of employment provision on the western part of the site will form a gateway to mark the entrance to Chippenham and should be of outstanding design, incorporating buildings within a landscaped setting.
- For option 2, delivery of the road link across the railway in conjunction with East Chippenham site will be secured.
Core Policy 5 Spatial Strategy: Chippenham Community Area (continued).

South West Chippenham – Patterdown, Rowden, Showell and Hunters Moon Area

- Development should secure the enhancement and protection of the Rowden Conservation Area and River Avon Corridor to manage the area’s landscape quality and biodiversity, and promote recreational uses along with enhanced pedestrian and cycle access to the town centre. In particular, the River Avon is an important wildlife corridor which should be protected and enhanced.
- Part of the site is located within a safeguarded minerals zone. Further consideration should be given to the opportunity to extract the mineral in the area in phase with development e.g. as part of flood mitigation measures.

East Chippenham

- Development should secure the enhancement and protection of the area’s landscape quality and biodiversity, and promote recreational uses, along with enhanced pedestrian and cycle access to the town centre along the River Avon. In particular, the River Avon is an important wildlife corridor which should be protected and enhanced.
- Delivery of a road link across the railway in conjunction with the North East Chippenham site will be secured.

5.1.35 Delivery of Proposed Housing 2006 to 2026, Chippenham Community Area

Table 5.4

<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>Chippenham town</td>
<td>4,000</td>
<td>785</td>
</tr>
<tr>
<td>Community area remainder</td>
<td>500</td>
<td>110</td>
</tr>
<tr>
<td>Community area total</td>
<td>4,500</td>
<td>895</td>
</tr>
</tbody>
</table>

Question 5

Core Policy 5 includes two options for the location of future growth in Chippenham. Please indicate which strategic option you would support and explain why?

Are there additional infrastructure requirements needed to support development in Chippenham Community Area?
5.2 Salisbury Community Area Strategy

The Spatial Strategy for this area has been produced as part of the South Wiltshire Core Strategy, where it has been subject of an Examination in Public. That document should be referred to, to see what is proposed in this area, and can be viewed at:

www.wiltshire.gov.uk/southwiltshirecorestrategysubmissiondraft

On completion of the process all community area strategies will be united in the single Wiltshire Core Strategy.
5.3 Trowbridge Community Area Strategy

5.3.1 Trowbridge has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It has good transport links to many nearby settlements including Bath and Bristol and is less than twenty miles from the M4. The town has good rail connectivity to the west, via Bath and Bristol and the south, via Westbury and Southampton. The strategically important A350 links Trowbridge with the M4 and the south coast. Trowbridge plays an important role as an employment, administration and service centre for Wiltshire. The town does however suffer from a lack of infrastructure, particularly leisure, entertainment and cultural facilities. Improvements associated with the need to better integrate the various modes of public transport are also needed, including the potential for a fundamental redesign of the railway station and the gateway to the town centre. The regeneration of the central area of Trowbridge is a priority for the council, the town council and local businesses.

5.3.2 It is important that Trowbridge grows to strengthen its principal service centre role and deliver improved infrastructure and facilities in the town. Sustainable growth with employment development alongside new housing is needed both within the central area of the town and in the form of an urban extension, which is fully integrated with the town centre. New employment land will be allocated to create new jobs and strengthen the town’s role as a strategic employment centre for the wider west Wiltshire area. Housing and employment growth will help improve town centre vitality and deliver improved infrastructure that will enhance Trowbridge as an employment location. Since 2006, 1075 new homes have been built and a further 1,646 are committed within the community area (April 2010).

5.3.3 Specific issues to be addressed in planning for the Trowbridge Community Area, include:

- Housing growth in the town will help to deliver improved community facilities such as doctor’s surgeries and facilities for emergency services.
- Delivering housing growth will also strengthen the viability for new and improved entertainment and cultural facilities in the town, such as a cinema. Ensuring growth is balanced between the central and edge of town areas will also deliver an improved evening economy, such as restaurants in the town centre, particularly adjacent to the River Biss corridor. Town centre growth should be a priority with greenfield development being phased towards the end of the plan period.
- Strategic growth at south east Trowbridge will facilitate delivery of significant and focused improvements to the A350, particularly at Yarnbrook and West Ashton where existing junction arrangements are over capacity. This is currently a source of traffic congestion and improvements will have a significant benefit to the town.
- There is a requirement to provide a secondary school to the south east of Trowbridge, to serve the proposed urban extension and linked by a new road to recent developments at Paxcroft Mead and other planned development to the east of Trowbridge. This would help to address cross town traffic which is currently a problem as the only secondary schools are located to the west and south west of the town.
- Although the strategy is based around the Wiltshire community areas, it does plan for the continuous urban area of Trowbridge. Areas such as Staverton, which adjoins Trowbridge but is located within the Bradford on Avon Community Area, should therefore be considered both in relation to Trowbridge and Bradford on Avon.
- It is recognised that the historic core of Hilperton has a separate and distinct identity as a village. In order to reflect the importance of maintaining the character and identity of Hilperton as a village community, proposals that would lead to coalescence with the urban area of Trowbridge should not be supported. In order to achieve this aim, support will be maintained for a clearly delineated and defensible green space, designed to ensure the historic core of Hilperton is not compromised by wider development pressure within the urban area of Trowbridge.
The Trowbridge Vision will deliver improvements to the central area of Trowbridge through regenerating key sites and the Wiltshire Core Strategy provides support for this work through Core Policy 7. The vision will, amongst other things, deliver improvements to the rail station providing a new gateway to Trowbridge and improved public transport connectivity. The regeneration of centrally located vacant sites will improve the services and facilities the town needs and provide new employment uses. Sustainable and coherent regeneration of Trowbridge town centre is needed, to maximise the potential of vacant sites, to improve pedestrian linkages and to enhance the quality of the public realm.

Improvement needs to be made to the River Biss corridor to provide an attractive corridor connecting the town centre with the Ashton Park Urban Extension. The River Biss is currently an under-utilised resource and new development within the town must contribute to improving connectivity with the river and thereby improve the character of this important green corridor.

All development in Trowbridge should be sensitive to constraints, such as the local County Wildlife Sites, Sites of Special Scientific Interest (SSSIs), Ancient Woodland, the Western Wiltshire Greenbelt and areas at risk of flooding. Land proposed for development to the south east of Trowbridge is relatively unconstrained and there are opportunities to deliver biodiversity and general green infrastructure enhancements through the provision of open space; improvements along the River Biss corridor to the central area of Trowbridge; and by reducing the risk of flooding in the town.

Trowbridge is well provided for in terms of its convenience (food) retail offer and there is no capacity for additional major food retail during the plan period and this will not be supported. There is however, considerable opportunity for additional comparison (non food) provision. Recent edge of centre retail development in Trowbridge has led to the repositioning of the town centre and future development should be focused in central locations around the Trowbridge Vision sites described below.

Strategic growth in Trowbridge will create the environment to attract investment in skilled jobs including office development and supporting infrastructure -including hotel accommodation. Additional employment provision will also facilitate the improvements of existing low quality trading estates.

There are strong functional interrelationships between Trowbridge, Frome and Westbury, particularly for retail. Strategic growth in Trowbridge can strengthen the employment role of Trowbridge for the wider area and provide a complimentary retail offer to that provided by the nearby higher order centre of Bath.

Although the regeneration of the Trowbridge Vision sites provides an opportunity to deliver improved leisure facilities (e.g. a new leisure centre), further work is needed to investigate how additional formal sports pitches and courts provision can be delivered in the town.

Other essential infrastructure requirements for the Trowbridge Community Area have been identified, which are listed below.

- Improvements and reinforcement of the sewer system, which dates from the 1970s, involving new routes to the sewage treatment works, which are to the north west of the town.
- Reinforcement of the primary electricity sub stations in Trowbridge.
- Relocation of Trowbridge Further Education College to a more central location in the town, possibly as part of a town centre regeneration scheme.
- Need for extra childcare provision in West Ashton area.
- Expansion or relocation of GP surgeries in Trowbridge, which have capacity issues, with the possible need for a new surgery.
- Extra fire and rescue service infrastructure and an additional ambulance standby point.
- A second cemetery site likely to be needed in the Trowbridge area, as the existing site is surrounded by housing and unable to expand.
Map 5.5 Map of the Trowbridge Community Area showing selected constraints and areas of planned growth
How do we expect Trowbridge Community Area to change by 2026?

5.3.4 The role of Trowbridge as an employment, administration and strategic service centre will be strengthened. A strategy for growth will provide the catalyst for private sector investment into the town to deliver improved infrastructure. Improved entertainment, leisure and cultural facilities will have been developed alongside an enhanced retail offer within the central area. Strong linkages will be established between town centre and edge of town growth, with improved public transport integration and an attractive walk and cycle route via the River Biss corridor connecting regeneration sites. Significant and focused road infrastructure improvements will have been made to the A350 and the location of a new secondary school to the south east of the town will have helped to reduce cross town traffic. The attractiveness of the town centre will be substantially improved, in part through enhancements to the River Biss corridor. Significant growth in employment provision will have taken place at Trowbridge, helping to strengthen the town’s strategic employment role and this will consist of both town centre and edge of centre development. A range of new jobs will be created including office based employment opportunities.

The Trowbridge Vision

5.3.5 The regeneration of the central area of Trowbridge is a priority and a number of development sites have been identified. The development of these sites should incorporate a sustainable mix of retail, leisure, business and residential uses and be compatible with Core Policy 6 and the emerging Trowbridge town centre master plan\(^\text{14}\) which will be adopted as a Supplementary Planning Document (SPD) once completed.

5.3.6 The Trowbridge Vision identifies 18 character areas (areas of opportunity) which are shown on the following map (arrows indicate important pedestrian routes) and are described in more detail below.

<table>
<thead>
<tr>
<th>Core Policy 6 - Trowbridge Vision Areas of Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. High quality and sustainable development will be permitted on the areas of opportunity identified in the Trowbridge town centre master plan providing that proposals fully reflect those uses set out within the Master Plan and contribute to the wider vision for the town centre.</td>
</tr>
<tr>
<td>2. Proposals should meet high quality design and sustainability standards including exemplary public realm and strong pedestrian and sustainable travel linkages as set out in the Master Plan.</td>
</tr>
<tr>
<td>3. Proposals for major development(^\text{15}) must be designed with the ability to connect to the Trowbridge energy network. Where this is deemed not to be viable, the evidence for this should be fully demonstrated within the sustainable energy strategy as set out by Core Policy 26.</td>
</tr>
</tbody>
</table>

Question 6

Do you agree with the proposed area of opportunity described in Core Policy 6?

Are there any changes that you would suggest?

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\(^\text{14}\) Urban Practitioners, 2010. Transforming Trowbridge Master plan Development Stage One – Scoping and Vision Study

\(^\text{15}\) The term ‘major development’ is taken to be as defined by the Town and Country Planning (Development Management Procedure) (England) Order 2010.
1. **Town Centre – retail and service core** - improved pedestrian connections between the Shires entrance and Bythesea Road

2. **Stallard Street/Wicker Hill/Fore Street – professional, service and higher density housing (northern part)** - mix of residential development providing both affordable and private housing and business development with strong river frontages

3. **Station – transport interchange** - enhanced public transport interchange with strong pedestrian links to town centre

4. **River Way – industrial area in transition** - gradual de-industrialisation and move away from heavy industry

5. **Broad Street – Residential** - Town centre housing with improved pedestrian linkages to town centre

6. **Sainsbury’s – edge of town food retail** - improved public realm and pedestrian linkages to town centre

7. **East Trowbridge – residential** - town centre housing with improved pedestrian linkages to town centre

8. **Roundstone Street – professional and service** - strong public realm, focus on professional functions and local services

9. **Polebarn Road – residential, professional and service** - gradual extension of residential character, stronger connections to outlying areas

10. **Ashton Mill – mixed industrial and service** - retention and improve linkages with river corridor.

11. **Trowbridge Park – open space** - improved access and frontages with improved pedestrian linkages

12. **Tesco – edge of town food retail** - improved connectivity with town centre

13. **Cradle Bridge – riverside opportunity site** - mixed enterprise, retail, leisure and housing opportunity with strong frontages and links to Trowbridge park and town centre

14. **Castle Street/Court Street – mixed use enterprise, evening economy and residential** - mixed use quarter providing space for enterprise and creative industries

15. **Riverside – leisure and service** - new leisure quarter, including sports and leisure facilities with high quality public realm, river frontages and strong pedestrian linkages to the town centre

16. **County Hall – civic** - improved linkages to town centre

17. **West Trowbridge – residential** - town centre housing with improved pedestrian linkages to town centre

18. **Bryer Ash Business Park – business** - mixed use development providing stronger context for the station and improved gateway for the town
Core Policy 7 - Spatial Strategy: Trowbridge Community Area

Development in the Trowbridge Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

- Large Village: North Bradley; Southwick; and West Ashton.

- Smaller Village: Yarnbrook.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Canal Road Industrial Estate; White Horse Business Park; Bryer Ash Business Park and Bradford Road.

Over the plan period (2006 to 2026), 30 hectares employment land and 6000 new homes will be provided within the community area, of which 5,860 dwellings should occur at Trowbridge, including land identified to the south east of Trowbridge, which extends towards the A350 to the south and the railway line to the west, for strategic growth.

Table 5.5

| Ashton Park Urban Extension | 30 hectares employment | 2650 dwellings |

The strategic allocation will be brought forward through a masterplanning process agreed between the community, local planning authority and the developer and must deliver:

- A high quality, sustainable and mixed use urban extension that is integrated with the existing town and town centre.
- 30 ha of employment land.
- 2650 new homes including the provision of 40% as affordable housing.

Development must ensure:

- The protection and enhancement of the environment including the expansion of the existing County Wildlife Site.
- Buffers are provided between development and environmentally designated areas including the adjacent ancient woodland.
- Migratory corridors, particularly those used by Bechstein Bats, should be protected and enhanced.

Flood mitigation is provided including an appropriate sustainable drainage scheme, designed to improve existing capacity.

Essential infrastructure requirements will include:

- Improvements to the A350, particularly at Yarnbrook and West Ashton, and sustainable transport solution to through town traffic.
- Improved public transport connectivity and pedestrian and cycling linkages to the town centre.

140 homes will be provided in the rest of the community area over the plan period.

The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.
Delivery of Proposed Housing 2006 to 2026, Trowbridge Community Area

Table 5.6

<table>
<thead>
<tr>
<th>Area</th>
<th>Proposed requirement 2006-26</th>
<th>Completions 2006-10</th>
<th>Specific permitted sites</th>
<th>Proposed strategic sites</th>
<th>Remainder to be identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trowbridge Town</td>
<td>5860</td>
<td>998</td>
<td>1829</td>
<td>2650</td>
<td>383</td>
</tr>
<tr>
<td>Remainder</td>
<td>140</td>
<td>77</td>
<td>14</td>
<td>0</td>
<td>49</td>
</tr>
<tr>
<td>Community area total</td>
<td>6000</td>
<td>1075</td>
<td>1843</td>
<td>2650</td>
<td>432</td>
</tr>
</tbody>
</table>

Question 7

Are there any changes that you would suggest to the spatial strategy set out for Trowbridge Community Area in Core Policy 7?

Are there additional infrastructure requirements needed to support development in Trowbridge Community Area?

Trowbridge District Energy Network

5.3.7 Energy has traditionally been distributed from large power stations. However, this process is not efficient when it comes to minimising greenhouse gases. Significant losses of energy occur through its transmission over long distances, and the heat generated when electricity is generated is wasted. Generating energy (which may consist of electricity, heat and cooling) in close proximity to the customer, can substantially reduce emissions, and therefore help to meet targets for tackling climate change in Wiltshire.

- A programme to substantially remodel County Hall, one of the main Wiltshire Council offices located close to the centre of Trowbridge will commence in 2011. County Hall could form a significant ‘anchor’ customer to a new energy network
- The Trowbridge Vision identifies a central of area of Trowbridge (Area 15 – Riverside) as highly suitable for new leisure services. A new leisure centre would provide an ideal ‘anchor’ customer for an energy network.
- The connection of other Trowbridge Vision sites may improve the viability of both the overall scheme, and the need to meet improvements to the energy performance for each of these developments.

5.3.8 The development of a district energy network in Trowbridge will be supported in accordance with Core Policies 26 and 27.
Core Policy 8 - Trowbridge Low-Carbon, Renewable Energy Network

1. The development of a low-carbon renewable district energy/heat network in Trowbridge will be encouraged and supported.

2. For major development and within the identified area of potential (refer to accompanying map), proposals for development should give consideration for the future routing of piping (electricity/heat/cooling), for network expansion and for the development of energy hubs. Applications for development must demonstrate how these matters have been considered in preparing the proposal and be set out in the sustainable energy strategy as required by Core Policy 26. Connections to the Trowbridge energy network will be supported, in accordance with Core Policy 27.

Question 8

Do you support the proposed Trowbridge low carbon/renewable energy network outlined in Core Policy 8?

Are there any changes that you would suggest?

17 The term ‘major development’ is taken to be as defined by the Town and Country Planning (Development Management Procedure) (England) Order 2010.
Map 5.7 Trowbridge energy network area of potential
5.4 Amesbury Community Area Strategy

5.4.1 The Spatial Strategy for this area has been produced as part of the South Wiltshire Core Strategy, where it has been subject of an Examination in Public. That document should be referred to, to see what is proposed in this area, and can be viewed at:

www.wiltshire.gov.uk/southwiltshirecorestrategysubmissiondraft

5.4.2 On completion of the process all community area strategies will be united in the single Wiltshire Core Strategy.
5.5 Bradford-on-Avon Community Area Strategy

5.5.1 The Bradford on Avon Community Area is located in the west of Wiltshire. The majority of the community area is within the Western Wiltshire Greenbelt, and parts of the area are also within the Cotswolds Area of Outstanding Natural Beauty.

5.5.2 The historic town of Bradford-on-Avon is one of the smaller market towns in Wiltshire. The town features a number of important historic buildings, along with leisure facilities - such as the Kennet and Avon Canal and is a popular tourist destination. The town currently offers a low range and number of employment opportunities and has a high level of out-commuting. In addition, although there is a range of specialist shops in the town, which help support the tourist industry, the overall retail offer serves only basic local needs. This may be partly addressed through the provision of an appropriate scale convenience store as part of the Kingston Mill development. There are issues with high traffic volumes and congestion in the town centre and an Air Quality Management Area is located from Mason's Lane through to Silver Street. There is a local aspiration for improvements to walking and cycling routes and a reduction in traffic intimidation by giving priority to pedestrians and the Bradford on Avon Historic Core Zone project aims to address some of these issues. The town has aspirations to become 'carbon neutral' by 2050.

5.5.3 Bradford-on-Avon is not identified as a strategic location for employment. It has been noted that Bradford-on-Avon faces a particular issue of the loss of employment land for housing. However, the current mix of small employers should ensure that Bradford-on-Avon is resistant to mass job losses resulting from a single business closure. The high level of out-commuting indicates that development of business and employment should be encouraged to meet local needs. New employment provision will also be provided at Kingston Farm (Moulton Estate) through a mixed use site. This additional provision will help improve the balance between housing and employment growth in the town, and offers the opportunity to improve self containment. Further loss of employment should be strongly resisted.

5.5.4 Future development in Bradford on Avon should be on a modest scale and should deliver additional employment, thereby helping to improve the self containment of the town. Development will need to meet high standards of sustainable design and should incorporate renewable energy provision, to contribute to the town’s aspirations to be carbon neutral.

5.5.5 Specific issues to be addressed in planning for the Bradford on Avon Community Area, include:

- The economic self containment of Bradford on Avon will be addressed through delivering employment growth as part of strategic development and retaining all existing employment sites.
- Ensuring strategic growth in Bradford on Avon meets high standards of sustainable design and delivering renewable energy will help contribute to the town’s targets to be carbon neutral. Affordable housing will also be provided as part of the strategic growth as there is a high level of need in the town.
- Housing development in Bradford on Avon should be phased for delivery towards the end of the plan period to allow time for community initiatives to address pedestrian intimidation in the town centre to be implemented. This will also enable employment development to come forward in advance of further residential development, and will help to ensure a steady supply of new homes across the whole plan period. Development should be planned so as to conserve and enhance the high quality built and natural environment in the community area.
- The loss of employment land in Bradford on Avon will not be supported, in accordance with Core Policy 22. New employment development will be supported as part of a sustainable mixed use allocation in accordance with Core Policy 21. This will help address the historic
loss of employment land in the town due to market forces and the attractiveness of Bradford on Avon to retired people, second home owners and commuters, who have exerted pressure on former employment sites in the town to be converted to residential use.

- An ‘area of opportunity’ in Holt (designated in the West Wiltshire District Plan) will be protected as it continues to offer a suitable location for mixed use development.

Map 5.8 Map of Bradford on Avon Community Area showing selected constraints and area of planned growth
How do we expect Bradford on Avon Community Area to change by 2026?

5.5.6 New development will have improved the economic self containment of the community area by enhancing employment opportunities, improving services within the town and delivering an appropriate mix of affordable and market homes to help meet local need. Development will have had due regard to the historic built and cultural environment of the town and will meet high standards of sustainable design. Renewable energy provision, linked with new development, will have contributed to the town’s aspirations to be carbon neutral. The natural landscape will also have been protected and enhanced. Congestion will have been addressed through the promotion and improvement of sustainable transport - including enhancements to the cycling and walking route network.

Core Policy 9 - Spatial Strategy: Bradford on Avon Community Area

Development in the Bradford on Avon Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

Market Towns: Bradford on Avon.
Larger Villages: Holt; Westwood and Winsley.
Smaller Villages: Limpley Stoke; Monkton Farleigh; Staverton and Wingfield.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Treenwood Industrial Estate and Elm Cross Trading Estate.

Over the plan period (2006 to 2026), 2-3 hectares of new employment land and 670 new homes will be provided. 510 dwellings should occur at Bradford on Avon, including land identified to the east of Bradford on Avon on land at Kingston Farm for strategic growth:

Table 5.7

| Land at Kingston Farm | 2-3 hectares employment | 150 dwellings |

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- High quality and sustainable urban extension to Bradford on Avon which complements the existing built form and provides environmental enhancement.
- 2-3 hectares of employment land including space for an existing local firm to expand, increasing the opportunity for people to live and work in the town.
- 150 new homes including the provision of 40% as affordable housing.
- An exemplar for sustainable development and renewable energy for development in the rest of Wiltshire, including the provision of renewable energy generation capacity to meet carbon neutral standards (to be defined by Government) and a development that meets high sustainability standards.
Core Policy 9 - Spatial Strategy: Bradford on Avon Community Area (continued)

Development must ensure that:

- The setting of the Conservation Area, and The Hall and its park and garden is protected and where possible, enhanced.
- The environmental corridor of the River Avon is protected and enhanced.
- Survey and mitigation of the impacts on bats (including roosting and foraging grounds) associated with the Bradford on Avon and Bath Bats Special Area of Conservation (SAC); other protected species and local wildlife habitats / features associated with the river corridor.

Essential infrastructure requirements will include:

- Improvements to the junction of the B3107 and the B3109, and the potential widening of the B3107.

160 homes will be provided in the rest of the community area over the plan period.

Residential development should be phased to deliver a balanced and appropriate mix of affordable and market homes towards the end of plan period. Development proposals must ensure that all necessary infrastructure is delivered in a timely manner and development should be employment led wherever possible, so that jobs are provided before new housing.

Delivery of Proposed Housing, Bradford on Avon Community Area

Table 5.8

<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>Bradford-on-Avon</td>
<td>510</td>
<td>61</td>
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<td>Town</td>
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</tr>
<tr>
<td>Remainder</td>
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<tr>
<td>Community area</td>
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<td>123</td>
</tr>
<tr>
<td>total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Infrastructure requirements

5.5.7 The Infrastructure Delivery Plan sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Bradford-on-Avon community area:

- Sustainable transport solution for the town centre, including a safe pedestrian and cycling route from the strategic site to the town centre.
- Improvements to the sewer system throughout the town, including dedicated pumping stations, up sizing of downstream sewers and rail and river crossings to the sewage treatment works, which is to the west of the strategic site.
- Reinforcement of the low pressure gas mains in the town.
- Financial contributions towards the expansion of the primary and secondary schools.
- Expansion, or relocation to larger premises, of one or both of the GP surgeries in the town.
- Expansion of the existing cemetery and provision of pedestrian links to the town centre.

**Question 9**

Are there any changes that you would suggest to the spatial strategy set out for Bradford on Avon Community Area in core policy 9?

Are there additional infrastructure requirements needed to support development in Bradford on Avon Community Area?
5.6 Calne Community Area Strategy

5.6.1 The Calne Community Area is located to the north of Wiltshire south of the M4 and contains the Market Town of Calne, a market town, which is surrounded by a number of smaller rural settlements.

5.6.2 The close proximity of the area to the M4 has attracted key employers to Calne in the past and it is identified as a strategic employment location in Wiltshire. This close proximity to the M4, Swindon and Chippenham does however mean that the town has a low level of economic self-containment and people often travel elsewhere for jobs and services. However, Calne is one of the more affordable settlements in the county.

5.6.3 Development in Calne should support investment in services and town centre improvements, thereby maintaining the economic base in the town with mixed growth of employment alongside housing, thus improving the town's self-containment.

5.6.4 Specific issues to be addressed in planning for the Calne Community Area, include:

- The community have commenced work on preparing a Town Plan for Calne which could be adopted as Supplementary Planning Document (SPD) in the future, or lay the foundations of a Neighbourhood Plan. This will identify projects to help strengthen the town centre and build on the success of recent regeneration projects.

- The town plan will investigate opportunities to address town centre traffic congestion and improve public transport access to the town centre. Any future development should also contribute to resolving this problem.

- Future housing growth should help deliver necessary infrastructure in the town, which has been lacking through historic development. In particular, there is a lack of cultural and entertainment facilities on offer in Calne compared to towns of similar size.

- Potential for additional convenience retail has been identified in Calne. This should be directed to the centre area of the town to help improve the retail offer and the vitality and viability of the centre more widely.
How do we expect Calne Community Area to change by 2026?

5.6.5 Calne will be an active and attractive centre for the community area, offering a range of retail outlets accessible by public transport. The town will have services that are well used, including entertainment and recreational facilities. People will feel safe and proud of Calne, and will benefit from its range of accommodation and good links with local businesses. Development will have supported the growth of services and community facilities within the town. People within the community area will have access to a range of jobs within the town, which will have helped in reducing the present high levels of out-commuting.

Core Policy 10 - Spatial Strategy: Calne Community Area

Development in the Calne Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

Market Towns: Calne.

Large Villages: Derry Hill and Studley.

Small Villages: Bremhill; Cherhill; Compton Bassett; Heddington and Hilmarton.

Over the plan period 3.2 hectares of employment land will be provided:\(^{19}\):

| Table 5.9 |
|-----------|-----------------|-----------------|-----------------|
| Land East of Beaverbrook Farm and Porte Marsh Industrial Estate | Saved North Wiltshire District Plan Allocation | 3.2 hectares |

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Porte Marsh Industrial Estate and Station Road Industrial Estate.

Over the plan period (2006 to 2026), 1,380 new homes will be provided, of which 1,240 should occur at Calne and 140 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Calne. Land for development in the Calne Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocations development plan document.

Development should be phased to deliver homes over the full plan period in a balanced manner that will enable infrastructure and traffic congestion issues to be addressed.

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\(^{19}\) The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.
## Delivery of Proposed Housing 2006 to 2026, Calne Community Area

**Table 5.10**

<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>Calne Town</td>
<td>1240</td>
<td>404</td>
</tr>
<tr>
<td>Remainder</td>
<td>140</td>
<td>67</td>
</tr>
<tr>
<td>Community area total</td>
<td>1380</td>
<td>471</td>
</tr>
</tbody>
</table>

5.6.6 Permission has been granted for 285 dwellings, following an appeal on land off Sandpit Lane (this figure is included in the specific permitted sites column above). This development will deliver a significant proportion of the housing requirement for Calne.

5.6.7 In the past, a much higher level of growth was suggested for Calne to facilitate the development of an eastern distributor road to alleviate town centre traffic. However the scale of growth needed to deliver such a new road now would be much higher than is appropriate for the town. The actual level of growth proposed is on a much more organic scale and would not support the provision of this significant infrastructure. As a significant proportion of development has already come forward in the plan period, future development during the rest of the plan period will be phased to ensure that infrastructure provision appropriately supports development in the town.

5.6.8 **Infrastructure requirements**

5.6.9 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Calne community area:

- Traffic demand management scheme for Calne town centre
- Additional public transport provision to increase access to the town centre
- Ambulance standby point in a central location within the town
- Financial contributions towards primary and secondary schools

**Question 10**

Are there any changes that you would suggest to the spatial strategy set out for Calne Community Area in core policy 10?

Are there additional infrastructure requirements needed to support development in Calne Community Area?
5.7 Corsham Community Area Strategy

5.7.1 The Corsham Community Area is characterised by its rural setting, located within the Cotswolds Area of Outstanding Natural Beauty (AONB). It has a number of attractive villages including Box, Colerne and Lacock. The main settlement is the town of Corsham, which has seen considerable growth in recent years. The community area has strong economic relationships with the major settlements of Bath and Chippenham, which offer higher order services, including considerable leisure and retail facilities. Despite the area’s proximity to these settlements and the M4 transport corridor, the transport network in the area is generally poor, characterised by a rural road network and a distinct lack of rail connectivity. The outstanding natural beauty of the area is also protected by the West Wiltshire Greenbelt. The area uniquely includes a concentration of active and dormant underground mines around Corsham, Box and Gastard, which provide the famous Bath stone valued locally and beyond. The area has a number of extremely attractive buildings, including Lacock village, a popular tourist destination.

5.7.2 Recent and historic growth around the Corsham and Rudloe area has been strongly influenced by the military. The area retains a large military site, Basil Hill, which has been significantly upgraded to form a ‘state of the art’ operational facility. The military presence has led to the area being traditionally a net importer of workers, but at the same time the town has relatively high levels of out-commuting. The redevelopment of Basil Hill has led to a number of Military of Defence (MoD) sites becoming surplus to requirements.

5.7.3 Corsham has not been identified as a location for new strategic employment growth. Corsham has a large existing employment base for a town of its size due to the presence of the MoD and continues to be a net importer of workers (more jobs available than total resident workers) yet sees relatively high levels of out-commuting. Employment development should seek to improve the retention of workers, with the redevelopment of Basil Hill ensuring that Corsham will remain a significant employment location in Wiltshire.

5.7.4 Future growth will help facilitate the delivery of improved services and facilities in the community area. This strategy provides a policy framework to ensure existing vacant brownfield sites are carefully considered to ensure they are reused in a sustainable and balanced way.

5.7.5 Specific issues to be addressed in planning for the Corsham Community Area, include:

- New growth in Corsham will be balanced with housing delivery alongside employment. This is particularly important as Corsham has seen significant housing growth in recent years which has not been accompanied by appropriate increases in services and facilities.
- Employment growth should be delivered in Corsham to complement the existing strong employment base (currently dominated by the military presence) and allow for some economic diversification. There are particular opportunities in the area associated with specialist technologies that have developed within a number of MoD sites in the area.
- It is important that any development of former MoD sites is carefully integrated with the wider community to ensure that appropriate reuse of the site is secured. This strategy sets a policy framework to allow for the appropriate redevelopment of these sites (see Core Policy 24).
- There are opportunities for some additional comparison retail in Corsham as this would better cater for the needs of local residents and help reduce trips by car to other destinations. However, there is no scope for additional convenience retail provision at Corsham.
- The outstanding value of the landscape around the Cotswold AONB will be protected and opportunities for Corsham to be promoted as a tourist destination should also be explored.
- The delivery of a proposed leisure campus in Corsham will provide enhanced community facilities in the town centre and help to strengthen the overall offer of the town.
- Encouraging the reuse of historic buildings in Corsham to sustain and maintain the character and identity of the town as well as provide further employment and community facilities.
- The bus network in the area lacks connectivity and there is currently no railway station. This creates a reliance on the car to travel to work, yet highway capacity in and around Corsham is poor. Reopening the railway station could be a significant boost to local businesses but it is unrealistic to consider that this will occur within the plan period. Improvements to bus services could help encourage a further shift away from car use.

Map 5.10 Map of Corsham Community Area showing selected constraints
How do we expect Corsham Community Area to change by 2026?

Development within the community area will have helped to improve the level of services and facilities in the area and have met local housing need. The unique nature of the villages will have been retained and Corsham will have further established itself as a tourist and employment destination. Redundant MoD sites will have been successfully redeveloped in the most sustainable way and be closely integrated with the wider community following consultation and agreement with the local community.

Core Policy 11 - Spatial Strategy: Corsham Community Area

Development in the Corsham Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

- Market Towns: Corsham.
- Large Villages: Colerne and Box.
- Small Villages: Gastard; Lacock; Neston; Rudloe and Westwells.

3.3 ha of employment land will be provided (20).

| Land East of Leafield Industrial Estate | Saved North Wiltshire District Plan Allocation | 3.3 hectares |

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Leafield Industrial Estate and Fiveways Trading Estate.

Over the plan period (2006 to 2026), 1,200 new homes will be provided of which 1,050 should occur at Corsham. 150 homes will be provided within the rest of the community area. There will be no strategic housing or employment allocations in Corsham. Land for development in the Corsham Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocations development plan document.

Development proposals should be mixed, contributing a range of employment, comparison retail or other community services and helping to improve the self sufficiency of the town. Priority should be afforded to the re-use of brownfield sites.

Proposals for the redevelopment of former MOD sites which are well related to the town will be supported. Redevelopment of the redundant MOD sites at Copenacre and Rudloe should come forward together to ensure proposed uses are complementary. A masterplan should be prepared for each site in conjunction with the community. It should be clearly demonstrated that the proposals will be well integrated to the existing settlement and provide enhancements to the character of the area.

Opportunities for additional comparison retail provision in the central area of Corsham will be supported providing it is clearly demonstrated how the proposals will integrate to the existing fabric of the town centre and provide enhancement to the town centre.

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20 The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21.
Delivery of proposed housing 2006 to 2026, Corsham Community Area

Table 5.12

<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>Corsham Town</td>
<td>1050</td>
<td>457</td>
</tr>
<tr>
<td>Remainder</td>
<td>150</td>
<td>51</td>
</tr>
<tr>
<td>Community area total</td>
<td>1200</td>
<td>508</td>
</tr>
</tbody>
</table>

Infrastructure requirements

5.7.7 The Infrastructure Delivery Plan sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Corsham Community Area:

- Improved public transport connectivity, including more bus services, and pedestrian and cycling links between rural settlements and Corsham town centre
- Long term capacity issues on the A4 and Bradford Road will be addressed with specific traffic solutions.
- Increase in town centre services and facilities, and employment opportunities
- Financial contributions towards expansion of primary school provision
- Ambulance standby point in a central location within the town

Question 11

Are there any changes that you would suggest to the spatial strategy set out for Corsham Community Area in Core Policy 11?

Are there additional infrastructure requirements needed to support development in Corsham Community Area?
5.8 Devizes Community Area Strategy

5.8.1 The Devizes Community Area is predominantly rural in nature and lies partly within the North Wessex Downs Area of Outstanding Natural Beauty (AONB), thereby largely dictating the local landscape setting.

5.8.2 The main settlement within the community area is Devizes, which is one of the largest market towns in Wiltshire. Devizes has a well regarded town centre and has a good range of shopping and recreational facilities. Although not within a strategic transport corridor, Devizes is located on the crossroads of the A361 and A342, which serve as important links to Chippenham, Swindon and the M4. The town has historically been the focus for development within east Wiltshire and has a large and varied employment base with a relatively high level of residents living and working in the town.

5.8.3 Devizes is identified as a location for strategic employment growth. The town retains a large and varied employment base and should be resistant to job losses from single business closures. Devizes has a good record of attracting employers, although given its location and transport access, these have tended to be small to medium businesses catering for local networks. The success of Devizes as an employment location and the status of the town should enable it to continue to be a strategic location for new employment growth outside the principle employment growth areas of Wiltshire.

5.8.4 The development strategy for the Devizes Community Area supports Devizes’ role as a significant service centre providing jobs, homes and attractive retail opportunities within east Wiltshire whilst recognising existing constraints within the highway network and the towns rich built and natural environment. The town should support the role of the nearby larger villages providing access to schools, doctors and small scale convenience shopping.

5.8.5 Specific issues to be addressed in planning for the Devizes Community Area, include:

- Future growth is constrained by congestion in the local highway network. Further research is being undertaken to understand traffic movements in Devizes which will build upon the research undertaken in 2007. However, some alleviation can be achieved through upgrades to existing junctions to be delivered in combination with current committed and future housing growth.(21)
- Traffic congestion has led to several Air Quality Management Areas being declared in Devizes. Measures to improve air quality in Devizes need to be considered and could be seen as a constraint to further growth in the short term.
- The cultural heritage of Devizes is very important and the possible development of the Wharf and Assize Courts area presents an opportunity to enhance and develop these features of the town.
- The irregular street pattern in Devizes centre provides a unique and attractive retail environment, although it does also limit the potential for developing new larger format retailers. However, the development of the Central Car Park area could provide additional small scale comparison retail provision in Devizes, although this should be successfully integrated within the fabric of the town centre.
- Providing for a range of employment growth at Devizes will help to further diversify the existing offer in the town, ensuring that it remains an area of key economic importance in Wiltshire for the future.

Map 5.11 Map of Devizes Community Area showing selected constraints and areas of planned growth
How do we expect Devizes Community Area to change by 2026?

5.8.6 Devizes will have a strengthened service centre role for employment, retail and community services within the community area and east Wiltshire. New residential, employment and retail development will have been delivered to support the towns high level of self-containment. Additional housing will have been provided to help meet the needs of local people. The resilience of the town will have been reinforced by strengthening its small business economy and development will have had regard to capacity constraints within the towns road network and air quality.

Core Policy 12 - Spatial Strategy: Devizes Community Area

Development in the Devizes Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

Market Towns: Devizes.

Local Service Centre: Market Lavington.

Larger Villages: Bromham; Potterne; Littleton Pannell; Great Cheverell; Urchfont; West Lavington and Worton.

Smaller Villages: All Cannings; Bishop Cannings; Easterton; Erlestoke; Etchilihampton; Marston and Rowde.

9.9 ha of employment land will be provided (22).

Table 5.13

<table>
<thead>
<tr>
<th>Land between A361 and Horton Road</th>
<th>New strategic employment allocation</th>
<th>8.4 hectares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurstead Road</td>
<td>Saved Kennet District Plan allocation</td>
<td>1.5 hectares</td>
</tr>
</tbody>
</table>

The strategic employment allocation will be brought forward through a masterplanning process agreed between the community, local planning authority and the developer and must deliver the following:

- 8.4ha of employment land.
- Business park and incubator workspace function.

Development must ensure:

- Strategic landscape screening is required given the site’s proximity to the North Wessex Downs AONB and as the site is visible at the entrance to Devizes from the north east.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Banda Trading Estate; Folly Road; Hopton Industrial Estate; Hopton Park; Le Marchant Barracks; Mill Road; Nurstead Industrial Estate and Police Headquarters.

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22 The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.
Core Policy 12 - Spatial Strategy: Devizes Community Area (continued)

Over the plan period (2006 to 2026), 2,150 new homes will be provided of which 1,730 should occur at Devizes. 420 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Devizes. Land for residential development in the Devizes Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocations development plan document.

Proposals for comparison retail at the Central Car Park site will be supported providing it is clearly demonstrated how this will be integrated with, and provide enhancement to, the fabric of the existing town centre.

Delivery of proposed housing 2006 to 2026, Devizes Community Area

Table 5.14

<table>
<thead>
<tr>
<th>Area</th>
<th>Proposed requirement 2006-26</th>
<th>Completions 2006-10</th>
<th>Specific permitted sites</th>
<th>Proposed strategic sites</th>
<th>Remainder to be identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Devizes Town</td>
<td>1730</td>
<td>753</td>
<td>408</td>
<td>0</td>
<td>569</td>
</tr>
<tr>
<td>Remainder</td>
<td>420</td>
<td>192</td>
<td>19</td>
<td>0</td>
<td>209</td>
</tr>
<tr>
<td>Community area total</td>
<td>2150</td>
<td>945</td>
<td>427</td>
<td>0</td>
<td>778</td>
</tr>
</tbody>
</table>

Infrastructure requirements

5.8.7 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous "Wiltshire 2026" consultation identified the following essential infrastructure requirements for the Devizes Community Area:

- Traffic demand management solution to road network capacity problems.
- Reinforcement of the water supply network.
- Reinforcement of the sewer system to the Potterne Sewage Treatment Works and likely relocation of discharge points due to possible tightening of the current consent to discharge conditions for the Devizes Sewage Treatment Works.
- Financial contributions towards primary and secondary schools.
- Replacement of Devizes Ambulance Station.

Question 12

Are there any changes that you would suggest to the spatial strategy set out for Devizes Community Area in Core Policy 12?

Are there additional infrastructure requirements needed to support development in Devizes Community Area?
5.9 Malmesbury Community Area Strategy

5.9.1 Malmesbury Community Area is located in the north of Wiltshire, and is predominantly rural in character, including parts of the Cotswold Area of Outstanding Natural Beauty (AONB). It includes the market town of Malmesbury, which is surrounded by rural villages including Ashton Keynes, Sherston, Great Somerford, Oaksey and Crudwell.

5.9.2 The hill top town of Malmesbury is almost surrounded by the River Avon and contains an historic core which includes Malmesbury Abbey and Market Cross, and has an important role as a tourist destination. There is a small employment base that is dominated by a single manufacturer, and the town is a net in-commuter. It is an important local retail centre for the surrounding rural area.

5.9.3 The strategy for Malmesbury is to support its role as an important tourist location in Wiltshire and local retail centre offering a range of shops and services for the wider community. There has been a high level of development in Malmesbury in recent years with 528 dwellings built since 2006 and 221 dwellings already committed in the community area (April 2010). Therefore, further development will be phased towards the latter half of the plan period in order to address local educational issues associated with capacity at existing schools. Given Malmesbury’s rural location and the characteristics of the town, it is not realistic to plan for significant growth, but some new homes will contribute towards alleviating affordability issues in the area. It is important that some housing development occurs to meet local housing need and to support the employment, service and retail role that Malmesbury provides.

5.9.4 Specific issues to be addressed in planning for the Malmesbury Community Area, include:

- The primary schools in the town are close to capacity. Phasing development towards the latter half of the plan period will enable a solution to this issue to be reached. Development should only come forward once sufficient primary school places can be provided.
- Diversification of the employment base will help to strengthen the local economy and reduce out-commuting. A more flexible approach to allow economic development on the edge of the town will therefore be considered.
- The town’s proximity to the M4 and the A429 is a real asset and should provide the impetus required for attracting increased employment growth. However, future growth must be balanced, with economic development alongside housing and at a scale that is appropriate to maintaining the self sufficiency of the town.
- There is a lack of convenience retail offer in the town centre and many residents travel outside of the community area to shop for day to day needs. There may be scope for some convenience development of an appropriate scale during the plan period but work would need to be undertaken to assess impact on the town centre and to ensure that any proposal addresses transport issues in the town.
- Future development will be carefully managed to ensure the high quality built environment including the important historic assets - such as Malmesbury Abbey, are protected. Future development should be of high quality design and well integrated with the existing built form of the town.
How do we expect Malmesbury Community Area to change by 2026?

5.9.5 Development within the Malmesbury Community Area will have reflected and respected its high quality built and natural environment. The town of Malmesbury will continue to serve as an important service and employment centre for the community area. New development will have helped to meet local needs, while Malmesbury will also have widened its employment offer.

5.9.6 The remaining housing requirement for the plan period reflects Malmesbury’s rural setting and the high level of development that has occurred in recent years. The phasing of some new homes towards the latter half of the plan period also reflects the level of development that has already occurred and will enable a solution to be found to the current capacity issues in primary schools in the town.

5.9.7 Malmesbury has a high quality historic environment with few opportunities to bring forward new affordable homes on previously developed land. It is possible that a greenfield site will need to be identified towards the latter half of the plan period to provide for housing need in the community area and enable the local economic base to diversify. The appropriate mechanism for bringing this forward is set out in Core Policy 2.

Infrastructure requirements

5.9.8 The Infrastructure Delivery Plan will set out the infrastructure necessary to deliver development proposed in the Core Strategy. Service providers have identified the following essential infrastructure requirements for the Malmesbury community area:

- Traffic demand management solution to congestion of the road network in the town centre.
- Increased primary school capacity in the town.

Delivery of housing 2006 to 2026 for Malmesbury Community Area

Table 5.15

<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>Malmesbury Town</td>
<td>760</td>
<td>334</td>
</tr>
<tr>
<td>Remainder</td>
<td>440</td>
<td>194</td>
</tr>
<tr>
<td>Community area total</td>
<td>1200</td>
<td>528</td>
</tr>
</tbody>
</table>
Core Policy 13 - Spatial Strategy: Malmesbury Community Area

Development in the Malmesbury Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

- Market Towns: Malmesbury.
- Large Villages: Ashton Keynes; Crudwell; Great Somerford; Oaksey and Sherston.
- Small Villages: Brinkworth; Charlton; Corston; Lea; Luckington; Milbourne; Minety and Upper Minety.

1 ha of employment land will be provided (23):

<table>
<thead>
<tr>
<th>Table 5.16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land North of Tetbury Hill</td>
</tr>
</tbody>
</table>

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Malmesbury Business Park; Dyson Site; Land North of Tetbury Hill

Over the plan period (2006 to 2026), 1,200 new homes will be provided of which 760 should occur at Malmesbury. 440 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Malmesbury. Land for development in the Malmesbury Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocations development plan document (DPD).

If new edge of town green field development is required, this should be phased and only commence when sufficient provision of primary school places has been forthcoming.

Any proposals for major new retail development should contribute towards the enhancement of the town centre.

Question 13

Are there any changes that you would suggest to the spatial strategy set out for Malmesbury Community Area in Core Policy 13?

Are there additional infrastructure requirements needed to support development in Malmesbury?
5.10 Marlborough Community Area Strategy

5.10.1 The Marlborough community area lies within an area of high quality landscape, entirely within the North Wessex Downs Area of Outstanding Natural Beauty (AONB) and includes the settlement of Avebury, which forms part of the Stonehenge and Avebury World Heritage Site. The market town of Marlborough has a rich built environment with an attractive and thriving retail centre with a good amount of independent retailers. The town has considerable tourism potential, which arguably, has yet to be fully harnessed. The town is also well regarded as a local employment location and benefits from being situated only eight miles from the M4. Marlborough has a relatively high level of self-containment (51%), based on the 2001 Census and one of the highest levels of self-containment across Wiltshire towns. Marlborough has a high average income which is above the national average, although the community area also has some of the highest house prices in the county.

5.10.2 The strategy for the Marlborough Community Area will be to deliver modest housing growth to help maintain and enhance the town's role as a service and tourist centre; and help to meet local needs. Despite extensive environmental constraints there is a reasonable amount of developable land in and around Marlborough which is well related to the existing built-up area, and which has the potential to deliver modest housing or employment development. Within the plan period, it is anticipated that land will be identified which relates well to the town, ensuring minimal impact upon Marlborough's rich built and landscape assets.

5.10.3 Marlborough is not identified as a location for new strategic employment growth. Marlborough has a relatively small but varied employment base with a reasonable level of self containment. The Marlborough Business Park has provided an important new location for employment growth and new business in Marlborough. Marlborough has some unusual employment patterns with a strong representation by the education sector. There is no indication that this sector will weaken in the planning period. Employment development in Marlborough should look to consolidate the existing employment base by encouraging small to medium sized businesses to fulfil a localised role.

5.10.4 Specific issues to be addressed in planning for the Marlborough Community Area include:

- The strategy supports Marlborough’s town centre to continue to function as a prominent retail centre within east Wiltshire and serve as a locally important employment centre.
- No further convenience retail provision outside of Marlborough will be supported. It is important that any additional comparison retailing is located centrally to protect ongoing vitality of the town centre.
- The town currently has a narrow economic base, catering for predominately local business needs. It is overshadowed by the Swindon offer, but is too far away to benefit from spin off activity. Demand for employment space in the town remains at a low level, but the council will continue to monitor the situation to ensure that a balance of employment and housing opportunities is achieved into the longer term.
- Future development should help to deliver early improvements to the existing infrastructure in the town. This may be achieved through direct delivery mechanisms and/or financial contributions. The existing GP surgery in the town is at capacity and will need to expand to allow any further growth to proceed. There is an aspiration to merge the existing infant and junior schools in the town.
- Sustainable and measured growth throughout the plan period will also help to deliver affordable housing in the community area and improve access to open market housing. This will help to provide a local workforce for current and new employers moving to the area.
- The important and highly valued local landscape of the area and the setting of the existing settlements will continue to be protected and enhanced where appropriate.
How do we expect Marlborough Community Area to change by 2026?

5.10.5 A modest and sustainable level of development within the community area will have provided for a range of housing appropriate to the local needs and incomes of residents. The community area will have continued to benefit from high standards of housing, health, education and culture in the context of a growing economy in the area as a whole. Development will have been sympathetic to the community area’s rich natural and historical assets including the Avebury element of the Stonehenge and Avebury World Heritage Sites.

Core Policy 14 - Spatial Strategy: Marlborough Community Area

Development in the Marlborough Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

Market Towns: Marlborough.

Larger Villages: Aldbourne; Baydon; Broad Hinton and Ramsbury.

Smaller Villages: Avebury/Trusloe; Axford; Beckampton; Chilton Folliat; East Kennett; Froxfield; Fyfield; Lockeridge; Manton; Monkton; Ogbourne St George; West Overton; Winterbourne Bassett; Winterbourne Monkton

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Marlborough Business Park; Pelham Court and Wagon Yard.

Over the plan period (2006 to 2026), 850 new homes will be provided of which 610 should occur at Marlborough. 240 homes will be provided in the rest of the community area. Land for development in the Marlborough Community Area will consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocations development plan document.

Delivery of proposed housing 2006 to 2026, Marlborough Community Area

Table 5.17

<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>
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<tr>
<td>Marlborough Town</td>
<td>610</td>
<td>145</td>
</tr>
<tr>
<td>Remainder</td>
<td>240</td>
<td>49</td>
</tr>
<tr>
<td>Community area total</td>
<td>850</td>
<td>194</td>
</tr>
<tr>
<td></td>
<td>Specific permitted sites</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Proposed strategic sites</td>
<td>Remainder to be identified</td>
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<tr>
<td></td>
<td>177</td>
<td>288</td>
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<tr>
<td></td>
<td>38</td>
<td>153</td>
</tr>
<tr>
<td></td>
<td>215</td>
<td>441</td>
</tr>
</tbody>
</table>

Infrastructure requirements

5.10.6 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Marlborough Community Area:
• Extra childcare facilities in the town to support working parents.
• Expansion of existing GP surgery in the town.
• Proposed new primary school to replace infant and junior schools in the town likely to provide extra capacity for only a few years.
• Replacement of existing ambulance station.

Question 14

Are there any changes that you would suggest to the spatial strategy set out for Marlborough Community Area in Core Policy 14?

Are there additional infrastructure requirements needed to support development in Marlborough Community Area?
5.11 Melksham Community Area Strategy

5.11.1 The Melksham Community Area is located in western Wiltshire and contains the market town of Melksham, one of the larger towns in the county. A number of villages lie close to the town, and the community area also includes a Special Landscape Area (SLA) associated with the Bowood and Spye Park Estates. Melksham benefits from strong links by road with the larger centres of Trowbridge and Chippenham and the regionally significant A350 runs through the town from north to south. There are a large number of historic buildings within Melksham, but the town centre is in need of regeneration as the retail offer has suffered for a number of years. Although Melksham has a relatively strong existing employment base, and has the capacity for future employment growth, there is a high degree of economic out commuting. Large numbers of residents travel to work in the nearby larger centres of Trowbridge, Chippenham and Bath, as well as smaller centres such as Calne, Corsham and Devizes.

5.11.2 Melksham is identified as a location for new strategic employment growth. It is located on the A350 and forms part of the key A350 employment growth area. The number of jobs in Melksham is relatively low considering the size of the population. This may be due to some restructuring of the employment mix in Melksham. Melksham has a reasonably broad economic base and has historically been able to attract large employers. However a large number of jobs are provided by a single employer, which may leave the town vulnerable to mass job losses. Nevertheless, there are good opportunities to expand the employment base within Melksham and allocations of new employment land in the town will help deliver economic growth across Wiltshire. New employment development in Melksham supports the overall strategy of concentrating on accessible locations within the A350 corridor. It may be appropriate to identify further employment land in Melksham through the neighbourhood planning process.

5.11.3 A high level of residential development is already proposed in Melksham, including a planned urban extension of around 700 dwellings to the east of the town. This planned development will go some way towards addressing the future affordable housing need in the town. The strategy for Melksham will be to ensure an appropriate and balanced mix of housing and employment growth is managed to provide contributions to town centre improvement and delivery of enhanced services in the town.

5.11.4 Specific issues to be addressed in planning for the Melksham Community Area, include:

- Residential growth in Melksham should help address the shortfall in affordable housing and contribute towards delivering improved infrastructure. In particular, growth should contribute towards town centre regeneration and the revitalisation of the retail and employment offer.
- Improving Melksham’s town centre is a priority and the preparation of a ‘town plan’ or similar document (e.g. neighbourhood plan), may provide a useful step to help achieve the aspirations of the local community. Wherever possible, key community services and facilities should be located within or well related to the town centre to help promote and deliver the requisite regeneration.
- There is limited scope for any further convenience retail provision in the town. There is potential for expansion of comparison retailing, although this should be focused in the central area of the town to support town centre regeneration.
- There is currently a varied mix of employers in Melksham, but Cooper Tire and Rubber and Knorr-Bremse Rail Systems can be considered as key employers in the town. Further employment growth in Melksham will help to further diversify the employment base, providing protection against possible future changes in the employment market.
- It is important that any new development in the town has strong walking and cycling linkages to the town centre. There is local concern around the opportunities to access the Melksham Oak school and new Asda store. The proposed restoration of the Wilts & Berks Canal provides an opportunity to promote tourism within the town and provide linkages with the nearby Kennet

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and Avon Canal, an important leisure corridor. Opportunities to maximise the benefit of the canal restoration could be addressed through future town planning / neighbourhood planning work.

- How best to provide for the proposed new community campus for the town, which would offer a number of services and facilities, including leisure uses.
- The importance of a new link road from the A350 to the Bowerhill Industrial Estate to help open up land for employment uses at this location.

How do we expect Melksham Community Area to change by 2026?

5.11.5 Melksham will be a thriving and accessible market town that respects its heritage and rural environment, whilst welcoming the expansion of local and inward investment from new high quality businesses. The town’s employment base will have been strengthened helping to improve its economic self containment. Inward investment will also help support regeneration ambitions for the town centre, taking full advantage of its canal and riverside location.

Melksham town centre regeneration

5.11.6 Regeneration of Melksham town centre is a priority, and this should include a focus on improving the setting of the historic environment. The preparation of a ‘town plan’, which could be adopted as a supplementary planning document (SPD), or other similar document (e.g. a neighbourhood plan), may offer an opportunity to assist in the delivery of town centre regeneration. Wherever possible, key community services and facilities should be located within or well related to the town centre to assist with regeneration aims for the town in accordance with national planning policy. The proposed restoration of the Wilts & Berks Canal also offers a significant opportunity to improve green infrastructure provision within the community area and provide a welcome boast to tourism and regeneration. The Wilts & Berks Canal Partnership has identified a preferred route for a new canal link between the Kennet and Avon Canal and the River Avon, to pass to the west of Melksham and east of Berryfield. These proposals will be supported providing any outstanding barriers to its delivery are appropriately resolved.
Map 5.14 Map of Melksham Community Area showing selected constraints
Core Policy 15 - Spatial Strategy: Melksham Community Area

Development in the Melksham Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

- Market Towns: Melksham
- Large Villages: Atworth; Keevil; Seend; Semington; Steeple Ashton and Whitley
- Small Villages: Broughton Gifford; Bulkington; Poulshot; Seend Cleeve and Shaw

4 ha of employment land will be provided\(^{(24)}\):

| Hampton Business Park | Saved West Wiltshire District Plan Allocation | 4 hectares |

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Bowerhill Industrial Estate; Hampton Business Park; Avonside Enterprise Park; Intercity Industrial Estate; Upside Business Park; Challeymead Business Park and Bradford Road employment area.

Over the plan period, 2,040 new homes will be provided of which 1,930 should occur at Melksham. 110 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated within Melksham. Land for residential development in the Melksham Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a neighbourhood plan or a site allocations development plan document.

Proposals for new residential development should clearly demonstrate how they will contribute towards town centre regeneration and enhancement.

Delivery of proposed housing 2006 to 2026, Melksham Community Area

<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>Melksham Town</td>
<td>1930</td>
<td>309</td>
</tr>
<tr>
<td>Remainder</td>
<td>110</td>
<td>27</td>
</tr>
<tr>
<td>Community area total</td>
<td>2040</td>
<td>336</td>
</tr>
</tbody>
</table>

\(^{(24)}\) The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.
Infrastructure requirements

5.11.7 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Melksham Community Area:

- Traffic demand management solution to increase road network capacity.
- Improvements to water supply and sewer networks.
- Increased public transport connectivity, including improvements to rail and bus services.
- Maintenance and enhancement of rights of way and cycle networks in the town.
- Enhancement of the River Avon corridor, which passes through the town centre.
- Restoration of the Wilts & Berks Canal to promote tourism and link with the nearby Kennet and Avon Canal, an important leisure corridor.

Question 15

Are there any changes that you would suggest to the spatial strategy set out for Melksham Community Area in Core Policy 15?

Are there additional infrastructure requirements needed to support development in Melksham Community Area?
5.12 Mere Community Area Strategy

5.12.1 The Spatial Strategy for this area has been produced as part of the South Wiltshire Core Strategy, where it has been subject of an Examination in Public. That document should be referred to, to see what is proposed in this area, and can be viewed at:

www.wiltshire.gov.uk/southwiltshirecorestrategysubmissiondraft

5.12.2 On completion of the process all community area strategies will be united in the single Wiltshire Core Strategy.
5.13 Pewsey Community Area Strategy

5.13.1 The community area of Pewsey is rural in nature containing one of the largest villages within Wiltshire, Pewsey, which provides an important local service centre role for services and employment. Pewsey has good transport connections afforded by a rail link to London; and is located on the A345 approximately eight miles to the southwest of Marlborough and thirteen miles to the east of Devizes. The village offers a good range of community facilities and is popular as a commuter settlement, particularly with the benefits of a rail link. The area is home to a rich rural landscape including a proportion of the North Wessex Downs Area of Outstanding Natural Beauty (AONB).

5.13.2 The strategy for Pewsey is to deliver a level of housing provision which helps meet local need and support service and retail provision within the town. Pewsey will only receive modest amounts of growth appropriate to its needs.

5.13.3 Specific issues to be addressed in planning for the Pewsey Community Area, include:

- The level of housing and employment growth in Pewsey will be appropriate to its role; in particular it lacks the critical mass in terms of population and existing employment to accommodate significant amounts of housing or employment. In retail and employment terms, the town is overshadowed by Marlborough and Devizes.
- The role of Pewsey as a Local Service Centre will be encouraged and strengthened and the allocation of some growth in the community area will help to enhance employment, retail and service provision.
- The community area has exceptional landscape qualities, recognised through a proportion of its area falling within the North Wessex Downs AONB. Furthermore, there is an aspiration to promote Pewsey as a heritage village for tourism.

How do we expect Pewsey Community Area to change by 2026?

5.13.4 The community area will have continued to enjoy an attractive natural environment with a strong community spirit and local involvement. Pewsey’s cultural heritage will have been enhanced through the redevelopment of the Broomcroft site. The tourist industry in the area will have been developed in a manner compatible with Wiltshire’s character and in line with the principles of sustainable development. Modest development will have been delivered, reflecting the role of Pewsey as a Local Service Centre within the community area.
Map 5.15 Pewsey Community Area showing selected constraints and areas of planned growth
Core Policy 16 - Spatial Strategy: Pewsey Community Area

Development in the Pewsey Community Area should be in accordance with the settlement strategy set out in Core Policy 1:

- Local Service Centres: Pewsey
- Large Villages: Burbage; Great Bedwyn; Shalbourne and Upavon
- Small Villages: Alton Priors/Alton Barnes; Chirton; East Grafton; Easton Royal; Ham; Hilcott; Little Bedwyn; Manningford Bruce; Marden; Milton Lilbourne; Oare; Rushall; Stanton St Bernard; Wilcot; Wilsford; Woodborough and Wootton Rivers

600 new homes will be provided in the community area. There will be no strategic housing or employment sites allocated in Pewsey. Land for development in the Pewsey Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non-strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocation development plan document (DPD).

Delivery of proposed housing 2006 to 2026, Pewsey Community Area

Table 5.20

<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>
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<tr>
<td>Community area</td>
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<td>214</td>
</tr>
<tr>
<td>total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Infrastructure requirements

5.13.5 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers will identify the essential infrastructure requirements for the Pewsey Community Area.

Question 16

Are there any changes that you would suggest to the spatial strategy set out for Pewsey Community Area in Core Policy 16?

Are there additional infrastructure requirements needed to support development in Pewsey Community Area?
5.14 Southern Wiltshire Community Area Strategy

5.14.1 The Spatial Strategy for this area has been produced as part of the South Wiltshire Core Strategy, where it has been subject of an Examination in Public. That document should be referred to, to see what is proposed in this area, and can be viewed at:

www.wiltshire.gov.uk/southwiltshirecorestrategysubmissiondraft

5.14.2 On completion of the process all community area strategies will be united in the single Wiltshire Core Strategy.
5.15 Tidworth Community Area Strategy

5.15.1 The Tidworth Community Area is located in the eastern part of Wiltshire. The area is predominantly rural in character and includes parts of the Salisbury Plain and the North Wessex Downs Area of Outstanding Natural Beauty (AONB). The two main towns in the community area, Tidworth and Ludgershall, have complimentary roles and are being planned for jointly to help them develop a number of shared facilities and resources. The identification of their complimentary role will enable a more sustainable community, where a mix of military and civilian employment, and shared facilities, serve a permanent population.

5.15.2 The Tidworth Community Area is dominated by the presence of the military, being by far the largest local employer, utilising large parts of Salisbury Plain as a training area. Although Tidworth and Ludgershall provide local centres, Andover and Salisbury offer the majority of higher order services and facilities, such as hospitals and cinemas, and public transport in the area is based around access to these centres. The A303 is located just south of the community area and is a strategic transport route to the south-west of England.

5.15.3 Tidworth/Ludgershall is not identified as a location for new strategic employment growth. The employment mix in the town is dominated by the army and this causes there to be a number of unusual commuting patterns with a high percentage of people walking to work and a relatively good level of self containment. Nevertheless, there remains significant out-commuting with limited employment beyond jobs associated with the MoD. New employment at Tidworth and Ludgershall should concentrate on providing alternative employment opportunities to vary the job market. Although not a strategic location for employment growth, Castledown Business Park is an important allocation that will fulfil the employment requirements of Tidworth/Ludgershall in the short and medium term.

5.15.4 The dominance of the military and the unique living and working practises of military life mean that the community area displays some unusual patterns in terms of population profiles. The military lifestyle also has a fundamental effect on how people interact with higher order service centres around the area. The strategy for the community area will help deliver a more integrated and sustainable community in this area. Housing and employment growth will help deliver improvements to infrastructure in the community area and reduce out-commuting. Future employment development will be focused on providing a diversified employment base to reduce the existing reliance on the MoD.

5.15.5 Specific issues to be addressed in planning for the Tidworth Community Area, include:

- As the Tidworth, Netheravon and Salisbury Garrisons have been designated as a ‘Super Garrison’, the military population in the area is expected grow and new military housing is planned. Military personnel are also likely to remain in the area for longer. This strategy will help to deliver wider improvements to services and facilities in the community area and thus contribute to the integration of the civilian and military community.
- Employment growth will be provided to help diversify the economic base, thus reducing the reliance on the MoD, but also allowing opportunities for related industries to locate to the area and benefit from being co-located with specialist military services. The area’s excellent road connectivity adds to its attractiveness to employers.
- The reuse of brownfield military land will be a priority to support sustainable local employment growth. This will be particularly important as there is currently a shortage of quality employment premises for small and medium sized enterprises including incubation facilities and managed workspaces in the area.
- The use of brownfield land will also enable the protection of sensitive areas around the community area including the Salisbury Plain SAC and the North Wessex Downs AONB.
However, the re-use of this land needs to be considered carefully in relation to the wider needs of the area.

- Further improvements to the retail offer of Tidworth and Ludgershall is a priority for this strategy to help improve the self-sufficiency of the area. Regeneration of the town centres is particularly important as it is currently poorly defined and suffers from a lack of continuity associated with an overall lack of design standards within certain areas. These centres also have a generally weaker retail offer than for comparable sized nearby market towns.

**How do we expect Tidworth and Ludgershall Community Area to change by 2026?**

5.15.6 The settlements of Tidworth and Ludgershall will have developed their complementary roles and taken full advantage of the A303. Growth will have reflected the need to create a more balanced community and act as a catalyst to attract inward investment with new employment opportunities complimenting those provided by the MoD. The future of existing and former Ministry of Defence sites will be carefully integrated into the needs of the wider community.
Core Policy 17 - Spatial Strategy: Tidworth and Ludgershall Community Area

Development in the Tidworth and Ludgershall Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

- Market Towns: Tidworth and Ludgershall.
- Large Villages: Netheravon and Collingbourne Ducis.
- Small Villages: Collingbourne Kingston, Enford, Chute Cadley, Chute Standen and Lower Chute.

12 hectares of employment land will be provided(25):

<table>
<thead>
<tr>
<th>Land North of Tidworth Road</th>
<th>Saved Kennet District Plan Allocation</th>
<th>12 hectares</th>
</tr>
</thead>
</table>

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Castledown; Land North of Tidworth Road

Over the plan period (2006 to 2026), 1,900 new homes will be provided of which 1,750 should occur at Tidworth and Ludgershall, including land identified at Drummond Park (MSA Depot) Ludgershall for strategic growth:

<table>
<thead>
<tr>
<th>Drummond Park (MSA) Depot</th>
<th>550 dwellings</th>
</tr>
</thead>
</table>

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- The development should form a high quality and sustainable urban extension to Ludgershall which complements and enhances the existing built form and provides environmental improvement. 150 homes will be provided in the rest of the community area.
- Proposals for additional retail provision in Tidworth and Ludgershall will be supported providing they are centrally located, clearly integrated with the existing centres and provide significant enhancement to the existing offer.
- Proposals for residential and employment growth should prioritise the re-use of brownfield sites. Proposals for Greenfield development will not be supported unless it can be demonstrated that alternative brownfield sites are not viable and cannot be delivered.

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(25) The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21.
Map 5.16 Map of Tidworth and Lodgershall Community Area showing selected constraints and areas of planned growth.
Table 5.23

<table>
<thead>
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<th>Area</th>
<th>Housing already provided for</th>
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</tr>
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<td>Tidworth and Ludgershall Town</td>
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<td>222</td>
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<tr>
<td>Remainder</td>
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<tr>
<td>Community area total</td>
<td>1900</td>
<td>286</td>
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</table>

Infrastructure requirements

5.15.7 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Tidworth community area:

- Sustainable traffic demand management and containment solutions to limit the impact of new development on the A303.
- Improved public transport connectivity, including a local bus service in Tidworth, and improved rights of way and cycling links between Tidworth and Ludgershall.
- On-going need for childcare in the Tidworth/ Bulford area.
- New primary schools at Tidworth and Ludgershall and financial contributions toward secondary schools.
- Expansion of two existing GP surgeries to accommodate future development.
- Expansion of fire and rescue service facilities in Ludgershall, covering Tidworth as well.
- Permanent ambulance standby point in the Tidworth area to serve new development.
- Expansion of Tidworth cemetery with pedestrian links to the town centre.

Question 17

Are there any changes that you would suggest to the spatial strategy set out for Tidworth Community Area in core policy 17?

Are there additional infrastructure requirements needed to support development in Tidworth Community Area?
5.16 Tisbury Community Area Strategy

5.16.1 The Spatial Strategy for this area has been produced as part of the South Wiltshire Core Strategy, where it has been subject of an Examination in Public. That document should be referred to, to see what is proposed in this area, and can be viewed at:

www.wiltshire.gov.uk/southwiltshirecorestrategysubmissiondraft

5.16.2 On completion of the process all community area strategies will be united in the single Wiltshire Core Strategy.
5.17 Warminster Community Area Strategy

5.17.1 The historic town of Warminster is surrounded by a high quality landscape, with Salisbury plain to the east. The town has an attractive town centre, which functions as an important hub for a number of nearby rural settlements. The town itself is one of the larger employment centres in the county. Warminster is located near two regionally significant transport corridors, the A36 and the Cardiff to Portsmouth railway line.

5.17.2 Warminster has been identified as a location for new strategic employment growth. It is one of the larger market towns and this together with its location on the A36/A350 and rail link offer scope for future employment provision. The MOD continues to be the largest employer in the town although there are a number of other significant employers. There is a large amount of existing employment land around Warminster with a good potential for medium and long term growth given high levels of demand. Warminster therefore has the capacity to enhance its contribution to the employment base within Wiltshire.

5.17.3 The strategy for Warminster is to increase the level of employment, town centre retail and service provision, along with residential development, as part of sustainable growth. New employment development in Warminster supports the overall strategy of concentrating on accessible locations within the A350 corridor.

5.17.4 Specific issues to be addressed in planning for the Warminster Community Area, include:

- a mix of housing and employment growth will facilitate the delivery of improved community facilities in Warminster. These may include expansion of the fire station and, ambulance service centre which are either at capacity or in need of major refurbishment. Facilities for young people in the town are also particularly lacking and the library is in need of enhancement.
- it is essential that housing development to the west of Warminster facilitates the early delivery of employment growth, allowing an increased supply of jobs for local people. However, existing issues associated with traffic congestion and cross-town traffic will need to be addressed and carefully managed.
- Warminster has limited locational opportunities for new development due to a range of environmental constraints, such as the Cranborne Chase and West Wiltshire Downs AONB, a Special Landscape Area, a number of SSSI’s and a County Wildlife Site. New development will need to be carefully managed to ensure appropriate mitigation is implemented and provides an opportunity to enhance existing capacity for surface water capacity to reduce flood risk.
- Concentrations of water phosphate are high, derived from the sewage treatment works in the town and agricultural activity in the surrounding area. The current phosphate issues may lead to potential impacts on the River Avon Special Area of Conservation located downstream. Any additional development to the west of the town must ensure that the impact of phosphates in the water system are pro-actively managed to ensure current deficiencies are addressed. A Phosphate Management Plan will be required to address potential impacts in accordance with Core Policy 44.
Map 5.17 Warminster Community Area showing selected constraints and areas of planned growth
How do we expect Warminster Community Area to change by 2026?

5.17.5 An increase in future housing in Warminster, compared to historic trends, will help facilitate the delivery of improved services and facilities in the town. The delivery of sustainable employment growth opportunities alongside an appropriate mix of housing will help improve the self-containment of the town and will strengthen the vitality and regeneration prospects for the town centre. Facilities for the young will have been improved. Warminster’s role as a service and employment centre for the surrounding rural catchment will have been enhanced.

Warminster town plan

5.17.6 Regeneration of the central area of Warminster is identified as a priority and a town plan is being prepared, which is being led by the community. This may be adopted as Supplementary Planning Document (or a Neighbourhood Plan) in the future. As it stands, the focus for the Town Plan is to strengthen and re-define the identity of the retail core of the town centre, including:

- the provision of suitable premises for larger format comparison retailers;
- rationalisation of parking provision;
- improvements to public transport connectivity; and
- improved pedestrian linkages.

5.17.7 The proposals set out in the Warminster Town Plan are supported by the council. Proposals for the Central Car Park site, in particular, provide an opportunity to effectively integrate new comparison retail provision within the existing fabric of Warminster town centre. It is clear that the car park area is currently under-used and offers a unique opportunity to improve the retail offer to enhance the vitality and viability of the town centre overall.

5.17.8 Where possible, key community services and facilities should be retained in the town centre, to assist with the aims of enhancing the central area of the town, in accordance with national planning policy.

Core Policy 18 - Spatial strategy: Warminster Community Area

Development in the Warminster Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

Market towns: Warminster.
Large villages: Chapmanslade; Codford; Corsley; Heytesbury; and Sutton Veny.

Small villages: Chitterne; Crockerton; Horningsham; Longbridge Deverill; Maiden Bradley and Stockton.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Crusader Park; Warminster Business Park; Woodcock Road Industrial Estate and Northlands Industrial Estate.
Core Policy 18 - Spatial strategy: Warminster Community Area (continued)

Over the plan period (2006 to 2026), 6 ha of new employment land\(^{(26)}\) and 1,770 new homes will be provided. Of these 1,650 dwellings should occur at Warminster, including land identified to the west of Warminster, between the existing built form and the A350 for strategic growth:

| West Warminster Urban Extension | 6 hectare employment | 900 dwellings |

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- a high quality, sustainable and mixed use urban extension that is integrated with the existing town and town centre.
- 6 ha of employment land.
- 900 new homes including the provision of 40% as affordable housing.

Development must ensure:

- the environment should be conserved and enhancement of the County Wildlife Site, the development of a wetland corridor and appropriate protection for areas of high ecological value.
- buffers are provided between development and environmentally designated areas including the nearby ancient woodland.
- flood mitigation is provided including providing sustainable drainage which will improve existing capacity. Contributions will also be needed to increase the capacity of the drainage network to ensure flood risk is not increased elsewhere as a consequence from development.
- contributions are made towards a Phosphates Management Plan. In line with this plan development cannot proceed until suitable mitigation is provided that will ensure the development does not pose a threat to the River Avon Special Area of Conservation, in accordance with Core Policy 44.
- the setting and views to the West Wiltshire Downs Area of Outstanding Natural Beauty must be protected.

Essential infrastructure requirements will include:

- sustainable transport solution for pupils attending Kingdown Secondary School
- appropriate highway connectivity through the development linking the A3414 and A362 to ensure development does not negatively impact on traffic along West Street.

120 homes will be provided in the rest of the community area.

Proposals set out within the Warminster Town Plan will be supported, providing they are consistent with the policy framework set out in the Wiltshire Core Strategy. Proposals for new comparison retail provision on the Central Car Park site will be supported providing it is clearly demonstrated how the proposals integrate with the existing fabric of the town centre, provides high quality public realm and pedestrian linkages and provides enhancement to the existing central area.

\(^{(26)}\) the provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.
Delivery of proposed housing 2006 to 2026, Warminster Community Area

<table>
<thead>
<tr>
<th>Area</th>
<th>Housing already provided for</th>
<th>Housing to be identified</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Proposed requirement 2006-26</td>
<td>Completions 2006-10</td>
</tr>
<tr>
<td>Warminster Town</td>
<td>1650</td>
<td>172</td>
</tr>
<tr>
<td>Remainder</td>
<td>120</td>
<td>53</td>
</tr>
<tr>
<td>Community area total</td>
<td>1770</td>
<td>225</td>
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**Infrastructure requirements**

5.17.9 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Warminster Community Area:

- relocation of existing GP surgery, temporarily based in the hospital, to meet demand.
- relocation of existing library building, possibly through a town centre regeneration scheme.
- redevelopment of Warminster Police Station.
- expansion and/or redevelopment of Warminster Fire Station.
- increased provision of youth facilities within the town.

**Question 18**

Are there any changes that you would suggest to the spatial strategy set out for the Warminster Community Area in Core Policy 18?

Are there additional infrastructure requirements needed to support development in the Warminster Community Area?
5.18 Westbury Community Area Strategy

5.18.1 Westbury is an historic market town located in the west of Wiltshire between Trowbridge and Warminster. Although the town is smaller than other nearby settlements - including Frome, it has a significant employment base of strategic value and enjoys excellent rail connectivity, with direct links to Bristol, London, Portsmouth and Exeter. The town has seen significant housing development in the past which has not been matched by an appropriate provision of services, facilities and new jobs. Although the town has strong independent retailers, larger retailers are lacking.

5.18.2 Westbury has been identified as a location for new strategic employment growth. The town’s location between Warminster and Trowbridge allied with its position as a junction for rail travel makes it an accessible location and enhances its catchment. The employment base in Westbury should be relatively resistant to changes, but the recent growth in housing has not as yet been matched by employment growth and there are existing employment allocations that need to be retained and developed to create a better balance in the town. There is a large existing and potential supply of employment land in Westbury, and the town should be considered as a key location for delivering economic development in Wiltshire.

5.18.3 New employment development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.

5.18.4 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.

5.18.5 Specific issues to be addressed in planning for the Westbury Community Area, include:

- the strategic employment role of Westbury will be maintained and enhanced. Linkages between the town and the industrial sites located to the north of the town will be strengthened through developing the area in proximity to the railway station.
- the delivery of a saved housing allocation in close proximity to the railway station will help deliver an enhanced gateway to the town, in addition to providing a new crossing of the railway line, thus alleviating traffic from Oldfield Road.
- development around Westbury railway station should also deliver improved access, particularly for buses with improved and integrated public transport connectivity; quality pedestrian and cycle linkages with the town centre and high quality public space with exemplar design.
- the de-allocation of an employment site at Station Road (West Wiltshire District Plan) will allow greater flexibility in considering the use of this land and thus help to improve the deliverability of development in the area as a whole.
- the focus for development away from Station Road will be to help facilitate the delivery of town centre enhancement and improved community facilities through financial contributions. Retail expansion in Westbury is not appropriate, with the focus instead being on protecting the existing independent sector and enhancing the town centre with stronger linkages between areas which currently feel fragmented and by improving the public realm. These issues are being addressed more directly through a Town Planning process which is being led by the community.
- Westbury suffers from traffic issues associated with the A350 which runs through the town centre and is designated as an Air Quality Management Area (AQMA). Overcoming this issue will be challenging following the rejection of a proposed bypass at public inquiry.
- the provision of a new secondary school in Westbury could help deliver improved services, such as sports facilities with additional public access. However, the possible relocation of the existing school and identifying suitable funding opportunities needs further detailed
assessment. This matter may be addressed through a subsequent Westbury Town or Neighbourhood Plan to be led by the community.

- ensuring the future of the former Lafarge cement works is appropriately resolved including:
  - the potential for continuing a cement manufacturing base on site.
  - the appropriate demolition of redundant buildings and restoration of the site.
  - the satisfactory restoration of the former chalk and clay quarries (including long-term aftercare arrangements).
  - appropriate alternative uses for land within the footprint of the former cement works.

**How do we expect Westbury Community Area to change by 2026?**

5.18.6 Housing development will be at a reduced rate compared to the past with a focus on improving and consolidating the town’s infrastructure and services. Public transport will be more integrated, particularly with improved linkages to the railway station and the industrial sites to the north of the town. Housing growth on a saved local plan allocation at Station Road will have helped to deliver public realm enhancements, particular around the railway station, and deliver a new rail crossing. Town centre improvements will have been delivered with strengthened linkages and public realm. The important strategic role of employment provision in Westbury will be maintained and expanded.

**Westbury town centre enhancement**

5.18.7 The enhancement of Westbury town centre is a priority for the community who are leading a town planning process. The preparation of a town plan, which could be adopted as SPD, or other similar document (e.g. a Neighbourhood Plan) may offer an opportunity to assist in the delivery of town centre enhancement. The town has a strong independent retail sector and contains many important historical buildings. However, the central area of the town currently feels fragmented and its quality overall is weakened by the post war shopping arcade, which is not in character with the rest of the town centre. Re-developing and shaping the High Street precinct with a more organic street pattern containing a mix of uses, mainly retail and residential, would help to substantially improve the central area of the town.

5.18.8 Contributions from future development should be focused on delivering enhancement to the town centre in line with the emerging community led town planning work. A Westbury Vision and Scoping Study\(^{27}\) identifies a number of key recommendations for strengthening the town centre. Where possible, key community services and facilities should be retained in the town centre, to assist with the aims of enhancing the central area of the town, in accordance with national planning policy.

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\(^{27}\) Urban Practitioners, 2011, Westbury Vision and Scoping Study.
Core Policy 19 - Spatial strategy: Westbury Community Area

Development in the Westbury Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

  Market towns: Westbury
  Large villages: Dilton Marsh and Bratton
  Small villages: Edington

18.5 ha of employment land will be provided\(^{(28)}\).

<table>
<thead>
<tr>
<th>Land at Mill Lane, Hawkeridge</th>
<th>New strategic employment allocation</th>
<th>14.7 hectares</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Acre Industrial Estate</td>
<td>Saved West Wiltshire Local Plan allocation</td>
<td>3.8 hectares</td>
</tr>
</tbody>
</table>

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- 14.7ha of employment land.
- business park function.

Development must ensure:

- investigation and mitigation of any impacts on the habitat for great crested newts, water voles, reptiles, badgers and bats.
- effective access to the site must be provided off Hawkeridge Road.
- flood mitigation should be provided.

Essential infrastructure requirements will include:

- effective public transport links should be provided to the town centre of Westbury.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: West Wiltshire Trading Estate; Brook Lane Trading Estate and North Acre Industrial Estate

Over the plan period (2006 to 2026), 1,390 new homes will be provided of which 1,290 should occur at Westbury. There will be no strategic housing sites allocated within Westbury. 100 homes will be provided in the rest of the community area. Land for residential development in the Westbury Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocations development plan document.

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 as described in the supporting text.

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, providing 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 negatively impact on the vitality of the existing retail offer.
Delivery of proposed housing 2006 to 2026, Westbury Community Area

<table>
<thead>
<tr>
<th>Area</th>
<th>Housing already provided for</th>
<th>Housing to be identified</th>
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<tr>
<td>Westbury town</td>
<td>1290</td>
<td>468</td>
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<tr>
<td>Remainder</td>
<td>100</td>
<td>35</td>
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<tr>
<td>Community area</td>
<td>1390</td>
<td>503</td>
</tr>
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</table>

Infrastructure requirements

5.18.9 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Westbury community area:

- sustainable transport solution to traffic congestion on the A350, which runs through the town centre and is designated as an AQMA.
- expansion or relocation of Matravers Secondary School because of capacity issues.
- financial contributions towards primary school provision.
- improvements to town centre public realm.
- strengthening of linkages between town and industrial sites to the north.
- increased provision of entertainment and cultural facilities.
- need for new childcare places in Leigh Park.

Question 19

Are there any changes that you would suggest to the spatial strategy set out for the Westbury Community Area in Core Policy 19?

Are there additional infrastructure requirements needed to support development in the Westbury Community Area?
5.19 Wilton Community Area Strategy

5.19.1 The Spatial Strategy for this area has been produced as part of the South Wiltshire Core Strategy, where it has been subject of an Examination in Public. That document should be referred to, to see what is proposed in this area, and can be viewed at:

www.wiltshire.gov.uk/southwiltshirecorestrategysubmissiondraft

5.19.2 On completion of the process all community area strategies will be united in the single Wiltshire Core Strategy.
5.20 Wootton Bassett and Cricklade Community Area Strategy

5.20.1 The community area is located in the north-east of Wiltshire and contains the historic market towns of Wootton Bassett and Cricklade. Wootton Bassett is the largest town within the community area, located approximately 6 miles from Swindon and 2 miles from the M4, and as such is ideally located to develop into an important employment centre. However, the town currently functions as a dormitory settlement to Swindon and experiences high levels of out-commuting.

5.20.2 Cricklade is a smaller settlement which nevertheless performs an important role as a local service centre. Although improvements to the retail and other facilities in the town would be welcome, some housing development would also be needed to create a critical mass to support any improvements.

5.20.3 RAF Lyneham, a significant UK military base, is located 4 miles to the south west of Wootton Bassett, and strong links between the base and the town exist. However, RAF Lyneham as an operational facility for the RAF is set to close by September 2012 and with its future use unclear, the impact on Wootton Bassett and the surrounding area may be significant. Lyneham itself is dominated by the RAF base and has a relatively small population and employment base outside of the military presence. This situation will require ongoing engagement by the council and Community with the MoD.

5.20.4 Wootton Bassett has been identified as a location for new strategic employment growth. The town has a smaller employment base than might be expected for a town of its size and it clearly acts as a dormitory settlement to Swindon. A large number of MoD personnel live in Wootton Bassett, and the issue of RAF Lyneham and other MoD sites closing must be considered. However, the town has a varied employment base beyond the MoD and should be relatively resilient to mass job losses. The strategic location of Wootton Bassett and low number of jobs compared to the population provides an opportunity to expand the employment base significantly. Therefore Wootton Bassett will be the location of strategic employment growth to help reduce out commuting.

5.20.5 Housing growth in the main settlements will help improve their vitality and create a critical mass to deliver improvements in infrastructure. However, given that there are a number of existing outstanding housing commitments; future housing growth in Wootton Bassett should be phased to enable infrastructure delivery alongside housing growth. Specific issues to be addressed in planning for the Wootton Bassett and Cricklade Community Area, include:

- housing growth in the community area will help deliver affordable housing to respond to the identified need.
- development in Wootton Bassett provides an opportunity to help improve the existing poor provision of pedestrian and cycle linkages in the town.
- as Wootton Bassett is located close to the M4 it provides an excellent location for future employment growth. However, this should be balanced to improve the mix of employment opportunities in the town and thereby help reduce out-commuting.
- a mix of employment development alongside housing is also important for Cricklade and appropriate proposals for mixed development will be supported. Main food shopping trips from Wootton Bassett are currently lost to neighbouring towns, including Calne and so the development of additional convenience retail in the town may be appropriate if a suitable site is indentified. This would improve the retention of convenience trade in the town and also its overall vitality.
- identifying appropriate future uses of RAF Lyneham is recognised as an important task and will be investigated through a separate Development Plan Document to be led by the local community.
there are a number of environmental constraints around Wootton Bassett, including areas prone to flooding and a SSSI to the south which will need to be considered and appropriately protected before selecting any sites for future housing growth.

Further work is needed to identify how improvements to the recreational facilities in the community area can be delivered. These include Ballards’ Ash Sports Hub, Cricklade Country Way and the restoration of the Wiltshire and Berkshire Canal.

The community area may be seen as being at risk from unchecked expansion of the nearby higher order centre of Swindon. Imposition of a rural buffer as a line on a map is not permitted in a Core Strategy by Government guidance. However, protecting the open countryside, as well as the uniqueness of individual settlements, both of which the Core Strategy recognises are prized objectives by the local community, are therefore an important objective for this strategy and will be taken forward by appropriate and strong policy mechanisms.

How do we expect Wootton Bassett and Cricklade Community Area to change by 2026?

5.20.6 Wootton Bassett will continue to function as the main service centre within the community area. Cricklade will perform a similar role, but with a more local focus. The separate identity of both Wootton Bassett and Cricklade will have been maintained and enhanced where appropriate. The retail offer of Wootton Bassett will have been enhanced and the town will enjoy a good supply of housing including affordable dwellings. The town will have an appropriate level of facilities for its size, with a hub for sports provision at Ballards Ash. People within the community area will have access to a range of jobs within the town, which will have helped to alleviate the existing high levels of out-commuting.

5.20.7 The closure of Ministry of Defence sites, and in particular RAF Lyneham, will have been managed to ensure the best outcomes for the local community and economy.
Map 5.19 Wootton Bassett and Cricklade Community Area showing selected constraints
Core Policy 20 - Spatial Strategy: Wootton Bassett and Cricklade Community Area

Development in the Wootton Bassett and Cricklade Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

- **Market Towns:** Wootton Bassett
- **Local Service Centre:** Cricklade
- **Larger Villages:** Lydiard Millicent; Lyneham and Purton
- **Smaller Villages:** Bradenstoke; Broad Town; Hook; Latton and Purton Stoke

3.7 ha of employment land will be provided (29).

**Table 5.25**

| Land to the West of Templars Way | Saved North Wiltshire District Plan allocation | 3.7 ha |

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Whitehill Industrial Estate; Interface Industrial Estate and Coped Hall Business Park.

Over the plan period (2006 to 2026), 1,250 new homes will be provided of which 920 should occur at Wootton Bassett. 330 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Wootton Bassett or Cricklade. Land for development in the Wootton Bassett and Cricklade Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocation Development Plan Document.

Delivery of proposed housing 2006 to 2026, Wootton Bassett and Cricklade Community Area

**Table 5.26**

<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>
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<tr>
<td>Wootton Bassett Town</td>
<td>920</td>
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<td>Remainder</td>
<td>330</td>
<td>130</td>
</tr>
<tr>
<td>Community Area Total</td>
<td>1250</td>
<td>283</td>
</tr>
</tbody>
</table>

The provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.
RAF Lyneham

5.20.8 RAF Lyneham has been the home of the UK’s military air transportation fleet for several decades and strong links between the local community and the base have been established. It is important the future of RAF Lyneham is considered in relation to the needs of the wider community and that any future uses are appropriate and well integrated with Wootton Bassett and surrounding villages. Although, Core Policy 24 provides a framework for ensuring the options for reuse of MOD sites are comprehensively addressed, given the importance of RAF Lyneham to the local community, its reuse should also be addressed through a separate planning policy document e.g. Supplementary Planning Document.

Infrastructure requirements

5.20.9 The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Wootton Bassett and Cricklade community area:

- sustainable transport solution to high level of out-commuting to Swindon, via Junction 16 of the M4.
- completion of Wessex Water scheme to improve problems with flooding in Wootton Bassett.
- impact of Wootton Bassett Sewage Treatment Works on water quality may require likely relocation of discharge points due to possible tightening of the current consent to discharge conditions.
- financial contributions towards primary school provision.
- expansion or relocation of one or both of the two existing GP surgeries in Wootton Bassett.
- extra fire and rescue service infrastructure, particularly as a result of any West of Swindon development.
- improved pedestrian and cycling linkages with town centres and local community facilities – such as the Cricklade Country Way.
- improved recreational facilities, including Ballards’ Ash Sports Hub, Cricklade Country Way and the restoration of the Wiltshire and Berkshire Canal.

Question 20

Are there any changes that you would suggest to the spatial strategy set out for the Wootton Bassett and Cricklade Community Area in Core Policy 20?

Are there additional infrastructure requirements needed to support development in Wootton Bassett and Cricklade Community Area?
Chapter 6. Delivering the strategic objectives: core policies

6.0.1 In addition to the three core polices set out in Chapter 4 of this document and those place specific polices as contained in the community area strategies, the evidence upon which this strategy is based indicates the need for a number of polices which will be required to ensure delivery of the spatial objectives. These policies will apply across Wiltshire.

6.1 SO1: to deliver a thriving economy which provides a range of job opportunities

6.1.1 Delivering a robust economy is one of the key objectives of the Core Strategy and aligns with the emerging Wiltshire Economic Strategy which identifies the following aims:

- to broaden the employment base so that Wiltshire is less dependent on public sector employment and a low wage economy.
- to make jobs more local so that we can lower our carbon footprint.
- to tackle barriers to employment growth and make Wiltshire a location of choice for businesses.
- to improve the skills and employability of Wiltshire based workers and those who are unemployed.
- to reduce and minimise the regulatory burden on business.

6.1.2 The Core Strategy aims to ensure that appropriate employment opportunities are available for Wiltshire’s residents, providing the opportunity for people to live and work locally, helping to reduce levels of out-commuting and increase the self-containment of settlements.

6.1.3 Enhancing the vitality and viability of Wiltshire’s town centres is central to delivering a robust economy as it reduces ‘leakage’ and supports employment in the retail and service sectors. The Core Strategy aims to ensure that residents within Wiltshire have access to facilities and a range of retail choice in convenient locations throughout the county.

6.1.4 The following core policies will help ensure delivery of a robust economy by:

- Supporting appropriate employment development at new and existing sites.
- Protecting existing employment areas from alternative uses.
- Supporting the regeneration of brownfield sites in the market towns.
- Ensuring the appropriate re-use of former military sites.
- Encouraging suitable employment and tourism opportunities which will add value to the rural economy.
- Seeking to protect the vitality of town and village centres, and to prevent development that could be harmful to this.

People, Places and Priorities: Wiltshire Community Plan 2011 – 2026 sets out objectives relating to “creating an economy that is fit for the future” including:

- to “Respond in an optimal way to the UK’s financial difficulties so that the long-term impact on the county is minimised. This can be done, for example, by encouraging the restructuring of the local economy so that it becomes less reliant on the public sector and generates a greater number and variety of higher value-added businesses and green jobs”; and
- to “Strengthen communication (IT) connectivity to become a more digitally inclusive county, for example by delivering excellent broadband coverage and speeds, enabling access to the Internet for all, and promoting comprehensive mobile phone reception coverage”
6.1.5 This Core Strategy plans for the provision of around 175-182ha of new strategic employment land over the plan period to 2026, to supplement that already built or granted planning permission since 2006. The overall strategy for employment growth is set out in Core Policy 2, and specific sites in east, north and west Wiltshire are identified in the Community Area Strategies. Sites in south Wiltshire are identified in the South Wiltshire Core Strategy Proposed Submission Document (as amended).

6.1.6 In addition to the 175-182ha of new strategic employment land, Core Policy 21 supports the delivery of other opportunities for the provision of employment land that may come forward in the principal settlements and market towns of Wiltshire. These opportunities will need to be in the right location and meet the criteria set out in Core Policy 21. Local communities may identify specific additional employment sites through a Neighbourhood Plan or similar document, and Core Policy 21 provides a framework for this process.

**Core Policy 21 - Additional employment land**

Proposals for additional employment development (use classes B1, B2 or B8) within or adjacent to the principal settlements and market towns will be considered against the following principles:

1. the proposed employment uses support the vision, role and function of the town, as identified in Core Policy 1 and in any future Neighbourhood Plan or similar planning document where applicable.
2. the new site facilitates the relocation and expansion of an existing employer whose premises are outdated and its extension and improvement cannot be accommodated within the existing site, or on adjacent land.
3. the proposed site will be attractive to key target sectors in the Wiltshire economy and have a reasonable prospect of coming forward for development.
4. the proposed site will be served by a realistic choice of means of transport.
5. the proposed site is well connected to the primary road network without passing through residential areas.

6.1.7 A number of target sectors have been identified for Wiltshire in order to promote the move towards a higher-value economy, and these are referred to in the list below. The proposed shift is not simply about increasing overall demand for employment land but is an essential feature of maintaining economic competitiveness. The emerging Wiltshire Economic Strategy, being prepared by the Wiltshire Strategic Economic Partnership identifies the following key target sectors for the Wiltshire economy:

- advanced technologies.
- business services.
- food and drink.
- ICT and creative industries.
- agriculture and land-based industries.
- tourism, leisure and hospitality.

6.1.8 Research undertaken on behalf of the Wiltshire’s Military/Civilian Integration Programme\(^\text{(30)}\) has identified the value that Wiltshire’s significant military presence brings to the local economy. However, cuts in defence spending and changing requirements means that a number of MOD sites in Wiltshire are surplus or due for release during the plan period. The Core Strategy’s approach to the re-use of military establishments is set out in Core Policy 24.

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6.1.9 The needs of new businesses in the future are likely to become increasingly more focused on the quality of sites, premises and people. As businesses move away from the traditional ties of access to raw materials and local markets, the ability to attract and retain the right quality of staff (especially skilled workers) and the creation of an appropriate working environment are primary investment decision factors. Consideration of site environment, good infrastructure, including high speed broadband and proximity to a centre of population, will become increasingly important factors for growth businesses.

**Existing employment sites**

6.1.10 Achieving the economic objectives for Wiltshire depends on retaining the availability of and enhancing existing employment sites, as well as creating new opportunities in the appropriate locations. The Core Strategy seeks to protect Wiltshire's most sustainable and valued employment areas by applying policies to favour employment on these sites. On some of these employment areas there are strong redevelopment pressures for other uses, notably residential and retail.

6.1.11 Principal employment areas have been identified in Chippenham, Trowbridge and the market towns in east, north and west Wiltshire. These ‘Principal Employment Areas’ are considered to be critical to the economic role of these settlements and Wiltshire as a whole. In order to maintain a reasonable balance between jobs and homes to encourage self containment these principal employment areas should be protected from alternative uses with their continued use and intensification for employment purposes encouraged, as set out in Core Policy 22.

6.1.12 It will also be important to retain existing employment uses outside the principal employment areas to maintain diversity and choice of sites for employers and allow for local business expansion. However, it is also important to acknowledge some older employment areas are no longer fit for purpose or that their role has changed from a primarily employment site to perhaps a trade centre site. Recognising that changes of use within these sites can invigorate an area and act as a positive catalyst for change is part of the Core Strategy’s objectives. The overall employment land target of around 175-182ha includes an allowance for the replacement of some sites though this process. Therefore, in some circumstances it may be appropriate to allow for the redevelopment (in whole or part) of existing employment sites for an alternative use, where the site is not required to support the local economy in the area. Core Policy 22 identifies the criteria which will be applied in determining applications for alternative uses on existing employment sites which have not been identified as principal employment areas.
Core Policy 22 - Existing employment sites

Wiltshire’s Principal Employment Areas (as listed in the Community Area Strategies) will be retained for employment purposes to safeguard their contribution to the Wiltshire economy and the role and function of individual towns. Proposals for renewal and intensification of employment uses within these areas will be supported.

Elsewhere within the principal settlements and market towns, employment sites and buildings currently or last used or allocated for employment uses (employment use Classes B1, B2 & B8) will be retained unless it can be demonstrated that:

i. the proposed development will generate the same number or more permanent jobs than could be expected from the existing, or any potential employment use; or
ii. where the proposal concerns loss of employment land of more than 0.25ha it is replaced with employment land of similar size elsewhere at that settlement; or
iii. the change of use would facilitate the redevelopment and continuation of employment uses on a greater part of the site or alternative site, providing the same number or more permanent jobs than on the original whole site; or
iv. the site is not appropriate for the continuation of its present or any employment use due to a significant detriment to the environment or amenity of the area; or
v. there is valid evidence that the site has no long term and strategic requirement to remain in employment use, taking into account its value and contribution to the local economy, and is no longer viable for its present or any other employment use; or
vi. on large sites, the change of use is to facilitate the relocation of an existing business from buildings that are no longer fit for purpose to more suitable premises elsewhere within a reasonable distance to facilitate the retention of employment.

Economic regeneration

6.1.13 The Core Strategy aims to maximise the re-use of previously developed land. The provision of economic development on previously developed land is supported, and Core Policy 23 (below) explains the Strategy’s approach to brownfield sites in the market towns and in the principal settlements of Chippenham, Trowbridge and Salisbury.

Core Policy 23 - Economic regeneration

Regeneration of brownfield sites will be supported in the principal settlements and market towns where the proposed uses help to deliver the overall vision for that town and/or enhance the vitality and viability of the town centre by introducing a range of active uses that do not compete with the existing town centre.

6.1.14 Specific regeneration opportunities have been identified at Chippenham, Salisbury and Trowbridge, and details of these are provided in the Community Area Strategies for Chippenham and Trowbridge and in the South Wiltshire Core Strategy Proposed Submission Document (as amended) for Salisbury.

6.1.15 Core Policy 23 aims to support regeneration initiatives such as these, and also any initiatives which may come forward in the market towns. The Core Strategy will support the development of town or neighbourhood plans or similar documents to support and facilitate economic regeneration in these settlements, and the preparation of master plans for specific sites may also be appropriate.
Re-use of military establishments

6.1.16 Wiltshire has historically been characterised by a large military presence across the whole county. In recent years the nature of MoD deployment in Wiltshire has changed substantially. This has seen a shift in the location of MoD personal and operations and rationalisation of operational facilities and establishments. Given the extensive nature of MoD operations and the location of MoD sites in Wiltshire, it is important that changes to existing facilities and the reuse of redundant facilities are addressed in a timely manner that benefits the surrounding community. The Core Strategy requires the MoD to work with the local planning authority and other stakeholders to plan positively for MoD sites that are redundant or identified for disposal.

Core Policy 24 - Re-use of military establishments

Redevelopment, conversion or change of use of redundant MoD sites will be supported, provided they are well related to a nearby market town and where it is demonstrated that the type, scale and character of the proposed development is appropriate in the context of the surrounding area.

Sites that are remote from market towns and principal settlements should be considered as to the suitability of the existing buildings and infrastructure on the site for redevelopment, conversion or change of use. Any change of use or redevelopment will be determined through a Master Plan, see below.

The re-use of any significant redundant MoD sites will be determined through a Master Plan developed with the Local Planning Authority in conjunction with the local community. New development should enhance the overall character of the site, mitigate any impacts on local infrastructure and not erode the character of the wider area where that development is located. Redevelopment proposals should not exceed the existing building footprint unless they lie within a defined settlement boundary.

6.1.17 In masterplanning for the site particular consideration will be given to:

- existing levels of traffic and last operational uses.
- appropriate green space and landscaping measures.
- the capability of existing buildings for conversion.
- measures for reversion of parts of the site to a natural state.

6.1.18 Significant sites are those that would be classed as major development in PPS3/7 in an urban or rural context depending on the location of the site in regards to market towns. The Core Strategy will support planning for new development at operational facilities to help enhance their operational capability. Any such development must reflect the character of the site and mitigate impacts on local infrastructure and the surrounding area.

Rural diversification and enterprise

6.1.19 Wiltshire is predominantly rural in character and supporting the rural economy is therefore vitally important. Key issues in the rural areas include working from home and diversification of the rural economy. The county is also a popular tourist destination as a result of the strong heritage and the appeal of the high quality natural and built environment. The Core Strategy aims to support the appropriate diversification of the rural economy and the sustainable growth of the tourism sector. Core Policy 25 explains the approach that will be taken to employment and tourism opportunities in the rural areas, outside the principal settlements and the market towns.
### Core Policy 25 - Rural diversification and enterprise

Proposals that provide suitable employment and tourism opportunities which add value to the rural economy will be supported, as follows:

Proposals that:

1. enable the provision of broadband in rural areas.
2. seek to retain or expand businesses currently located within or adjacent to named villages[^31].
3. re-use suitable rural buildings for employment-generating uses.
4. develop rural enterprise hubs in appropriate locations.
5. support sustainable farming and food production.

Will be supported provided that:

1. they are of a scale in keeping with their surroundings.
2. they do not detract from the amenity of residential areas.
3. they are not detrimental to the character or appearance of the landscape or settlement.
4. they do not give rise to unacceptable levels of traffic.

Favourable consideration will be given to proposals to convert redundant buildings for employment and tourism uses where:

1. the buildings are structurally sound and capable of conversion without major rebuilding, and only modest extension or modification which preserves the character of the original building.
2. such a use would not detract from the character or appearance of the landscape or settlement and would not be detrimental to the amenities of residential areas.
3. the building is served by a satisfactory access.
4. services are readily available on site.

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[^31]: This refers to the large and small villages identified in Core Policy 1: the Settlement Strategy.
[^32]: Data from the 2001 census indicates that around 37% of jobs are provided in rural areas, outside the main settlements.
[^33]: Wiltshire Workspace and Employment Land Delivery Plan, DTZ, 2009, p.47.
6.1.24 The tourism industry is worth over £779 million a year to the Wiltshire economy\(^{(34)}\). Jobs are created directly from tourism related industries and indirectly for businesses supporting those industries. Compared to other counties in the south west of England, Wiltshire generates the lowest amount of spend from staying visitors but slightly more spend from visitors on day trips.

6.1.25 Across Wiltshire, there are a number of specific, significant visitor attractions which supplement, for visitors, the natural attraction of Wiltshire’s landscape. Examples include the medieval city of Salisbury, the World Heritage Site at Stonehenge and Avebury and Centre Parcs and Longleat Safari Park in Warminster Community Area.

6.1.26 The Core Strategy recognises the importance of this industry. Core Policies 25 (Rural diversification and enterprise) supports appropriate tourism development that will add value to the local economy.
6.2 SO2: to address climate change

6.2.1 The Wiltshire Core Strategy will contribute to tackling climate change through a number of different areas of policy. These include:

- helping to shape sustainable patterns of development through focusing growth at the principal settlements and market towns, as set out by the settlement hierarchy. This helps to minimise the need for travel and ensures that new jobs, houses and services are provided in the most accessible locations, particularly by public transport.
- by helping to build resilient communities which are resilient to the future impacts of a changing climate as well as other social or economic challenges. This will in part be addressed by ensuring that new development is resilient to future changes in the climate and add minimally to the carbon emissions of Wiltshire.
- by providing an adequate network of Green Infrastructure which helps to provide shading and so contribute to cooling in urban areas and also provides habitats to assist biodiversity adapt to a changing climate.
- the development of sustainable transport strategies will help to ensure more sustainable forms of transport are supported and so help reduce greenhouse gas emissions.
- the risk of flooding will be reduced through ensuring new development is neither vulnerable to flooding nor increases the risk of flooding elsewhere.

6.2.2 The core policies contained within this section set out how the Core Strategy will ensure that development contributes towards:

- sustainable Construction and Low-Carbon energy production; and
- standalone renewable energy installations.

6.2.3 In 2007, the per capita carbon dioxide emissions for Wiltshire were greater than for either the South West or for the UK, and in the period from 2005 to 2007 the emissions in Wiltshire went up, whereas for the rest of the South West overall, they went down.\(^{(35)}\) In 2010, Wiltshire made the second lowest contribution to the renewable electricity of all areas in the South West and the lowest contribution for renewable heat.\(^{(36)}\)

6.2.4 The government have pledged to reduce the UK’s total carbon emissions by 34% and for 15% of energy to be derived from renewables by 2020.\(^{(37)}\)(38)

6.2.5 To achieve these aims three key actions will be necessary in Wiltshire:

1. it is essential that new buildings add minimally to the existing energy demands of the county.
2. it is essential that large, renewable, decentralised energy generation technologies are commissioned.
3. it is vital to consider where carbon savings can be made from the existing building stock.

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37 Climate Change Act (2008).
6.2.6 To deliver almost 30% of the projected electricity demand in Wiltshire in 2020 (in line with the UK Renewable Energy Strategy), an installed renewable energy capacity of around 367 Megawatts (MW) would be needed.\(^{(39)}\) In 2010, the installed renewable electricity capacity in Wiltshire was 10.4 MW.

6.2.7 The future impacts of climate change in Wiltshire have been investigated and new development needs to be planned to minimise future vulnerability to a changing climate.\(^{(40)}\) Planning policy can make a significant contribution to tackling climate change and helping to meet government targets. This can apply both in terms of ‘adaptation’ – how we deal with the unavoidable consequences of a changing climate and ‘mitigation’ – how we help to reduce the overall severity of the long term impacts.

6.2.8 This core policy identifies how sustainable construction and low-carbon energy will be integral to all new development in Wiltshire. In doing so this policy sets the framework for meeting a number of national, regional and local priorities that seek to achieve sustainable development. This policy will also help to reduce Wiltshire’s contribution to climate change through improved design and construction methods.

### Core Policy 26: Sustainable Construction and Low-Carbon Energy

All proposals for new development, building conversions, refurbishments and extensions will be required to incorporate design measures to reduce energy demand. Proposals will be required to be well insulated and air tight and designed to take advantage of natural light and heat from the sun and use natural air movement for ventilation, whilst maximising cooling in the summer. This should be achieved by use of the following means as practicable:

1. orientating windows of habitable rooms within 30 degrees of south and utilising southern slopes.
2. locating windows at heights that allow lower than sun angles in the winter and installing shading mechanisms to prevent overheating during summer months.
3. using soft landscaping, including deciduous tree planting, to allow natural sun light to pass through during the winter months whilst providing shade in the summer.
4. integrating passive ventilation, for example wind-catchers installed on roofs.
5. planting green roofs to moderate the temperature of the building in order to avoid the need for mechanical heating and/or cooling systems.

New homes (excluding extensions and conversions) will be required to achieve at least Level 3 (in full) of the Code for Sustainable Homes, progressing to Code Level 4 (in full) from 2013 and Level 5 (in full) from 2016\(^{1}\)

Conversions of property to residential use will not be permitted unless BREEAM’s Homes “Very Good” standards are achieved\(^{1}\)

All non residential development will be required to achieve the relevant BREEAM “Very Good” standards from 2013, rising to the relevant BREEAM “Excellent” standards from 2019\(^{1}\).

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Core Policy 26: Sustainable Construction and Low-Carbon Energy (continued)

Retrofitting measures to improve the energy performance of existing buildings will be encouraged in accordance with the following hierarchy

i. reduce energy consumption through energy efficiency measures.
ii. use of renewable, low-carbon energy from a local/ district source.
iii. the use of buildings integrated renewable or low-carbon technologies.

Opportunities should be sought to facilitate carbon reduction through retrofitting at whole street or neighbourhood scales to reduce individual costs, improve viability and support coordinated programmes for improvement.

All proposals for major development\(^1\) will be required to submit a Sustainable Energy Strategy (see below) alongside the planning application clearly outlining the low-carbon strategy for the proposal and in particular demonstrating how the improvements to energy performance required through changes to building regulations will be delivered. Proposals for larger scale residential development of 500 units or more will be expected to meet zero-carbon standards from 2013\(^3\). Where this is not considered practical the Sustainable Energy Strategy should clearly demonstrate why this is not achievable.

Proposals relating to historic buildings and buildings within Conservation Areas should ensure that appropriately sensitive approaches and materials are used\(^4\).

In all cases the council will have regard to the impact of these requirements on the viability of development.

\(^1\)For residential development post-construction Code for Sustainable Homes assessments will be required which must be undertaken by an accredited assessor. For conversions and for non residential development an appropriate post-construction BREEAM assessment will be required which must also be undertaken by an accredited assessor. Replacements for the BREEAM standards are being developed and this policy will apply the equivalent replacement standards.

\(^2\)The term ‘major development’ is taken to be as defined by the Town and Country Panning (Development Management Procedure) (England) Order 2010.

\(^3\)The term ‘zero carbon’ will be in accordance with the definition to be published by CLG during 2012.

\(^4\)Detailed design guidance will be prepared by the council to assist with the selection of appropriate technologies and will include sustainable construction, low-carbon energy generation, including appropriate approaches for historic buildings and buildings within Conservation Areas. Safeguarding the special character of heritage assets should be in accordance with appropriate national policy.

Sustainable energy strategies

6.2.9 Evidence is required from developers for how they intend to meet carbon reduction targets (see below), identifying how they can achieve maximum targets, particularly where lower cost solutions are viable (such as Combined Heat and Power). Although density and the number of residential units within a development scheme are important considerations in determining the practicality and viability of meeting carbon reduction targets and particularly for delivering district energy and heating, other characteristics such as building mix, location, proximity to existing high density development and the specific renewable energy resource potential are also important considerations. These matters can only be assessed on a site by site basis and in many cases schemes of less than 500 residential units will have excellent viability.*
Sustainable energy strategies

The following minimum information should be provided within a Sustainable Energy Strategy for all major developments:

**Technical proposal** – including the proportion of the target to be met following the energy hierarchy, (energy efficiency, followed by on-site and then off-site measures). Details for each part of the proposal and details of any infrastructure needed, such as district heating, along with details for any phased delivery should also be included. The exploration of opportunities to support the development of low-carbon infrastructure to serve existing developments should be included. The council will need to establish potential for flexible mechanisms such as “allowable solutions” for zero carbon development once the parameters are clarified by CLG;

**Technical feasibility** – including space availability, integration with building energy systems, impact on townscape, running hours of plant;

**Financial viability** – including capital costs and whole life cost taking into account market mechanisms such as feed in tariffs;

**Deliverability** – including opportunities and requirements for delivery of infrastructure through Energy Service Companies (ESCos);

**Impact on overall viability** – an assessment method such as the Home and Communities Economic Viability model should be used that will examine factors such as land value, sale value, construction costs and other s106 contributions.

**Targets:** For residential development, changes to Building Regulations require improvements to the energy performance of buildings according to the following timetable:

- **2010:** a 25% reduction in carbon emissions beyond 2006 requirements
- **2013:** a 44% reduction in carbon emissions beyond 2006 requirements
- **2016:** a 150% reduction in carbon emissions beyond 2006 requirements in line with the definition of zero carbon from CLG*.
- For non residential development it is expected that zero carbon standards will be required from 2019.

**6.2.10** This core policy identifies how standalone renewable energy installations, of all types, will be encouraged and supported. The policy focuses on the key criteria that will be used to judge applications, and gives a clear criteria based framework to encourage greater investment by the renewable energy industry within Wiltshire.
Core Policy 27: Standalone renewable energy installations

Proposals for standalone renewable energy schemes will be supported and encouraged. Applications for renewable energy generation will be permitted subject to satisfactory resolution of any site specific constraints. In particular, proposals will need to demonstrate how the following criteria have been assessed:

i. impact on landscape, particularly in and around AONBs.

ii. impact on the Western Wiltshire Green Belt.

iii. impact on biodiversity.

iv. impact on the historic environment and the Stonehenge and Avebury World Heritage Site.

v. impact on the local transport network.

vi. impact on residential amenity, including noise, odour and visual amenity.

Applicants will not be required to justify the overall need for renewable energy development, either in a national or local context.

This policy applies to all types of standalone renewable energy, including wind turbines, biomass generators, anaerobic digestion plants, hydropower turbines, and ground mounted solar photovoltaic arrays.

6.2.11 PPS 22 sets out the Government’s advice on how planning authorities should include requirements for renewable energy within their plans. It also sets outs out the guiding principles which should be used to frame the development and consideration of policy.

6.2.12 The development of most standalone renewable energy installations within Wiltshire will require careful consideration due to their potential visual and landscape impacts, especially in designated or sensitive landscapes including AONBs and the World Heritage Site of Avebury and Stonehenge. Core Policies 34 & 40, which relate to landscape and the World Heritage Site, should be considered carefully alongside this policy in conjunction with advice from local authority landscape officers, this should help reduce the potential for conflict and delay when determining planning applications.

6.2.13 It is also recommended that the size, location and design of applications for renewable energy schemes should be informed by landscape character assessment, alongside other key environmental issues as set out in the recommended criteria contained within Core Policy 27.
6.3 SO3: to provide everyone with access to a decent, affordable home

6.3.1 Perhaps the biggest contribution that can be made in Wiltshire to addressing disadvantage and inequalities is through providing everyone with access to a decent and affordable home. One of the key issues facing Wiltshire is the provision of new housing to help meet the needs of its communities. Core Policy 2 identifies the requirement for 37,000 new homes to be provided over the plan period including affordable homes. The supply of affordable housing is a particular issue within Wiltshire which has been exacerbated by rising house prices in recent years. It is critical that any new homes benefit new and existing communities.

People, Places and Priorities: Wiltshire Community Plan 2011 - 2026 sets an objective to: “address the lack of affordable housing, including social housing and shared ownership opportunities, by building new housing, bringing empty homes back into use, and through any other means that may become available to meet housing need.”

6.3.2 This means building the right homes in the right place at that right time in order to develop more balanced communities where people can live and work locally. It’s also critical that new housing developments provide the necessary services and infrastructure to create thriving communities, and that they are built to high environmental standards and are well designed. It is also vital that a significant proportion of new housing is affordable as historic rates of housing delivery have failed to keep up with increasing demand(41).

6.3.3 A shortage of homes at the right price and in the right place has an impact upon Wiltshire in several ways. It can affect the social health and well being of households who are forced to live in homes which are too small, in poor condition and do not offer long term security. New jobs must be aligned to the delivery of new homes otherwise we are in danger of encouraging more commuting and congestion on our roads. Only by delivering both homes at the right price and jobs can we retain young people in Wiltshire and support the development of the economy. But we also need the right kind of homes for our ageing population.

6.3.4 Core policy 28 sets out when affordable housing provision will be required and indicates the proportions which will be sought linked to open market housing development. Both housing and planning policies will be used to promote the delivery of new affordable homes. This policy intends to provide a clear and robust planning policy framework for all those involved in the delivery of affordable housing and should be considered alongside the Wiltshire Housing Strategy, which is currently being prepared(42).
Core Policy 28 - Providing affordable homes

Level of provision

Affordable housing provision of 40% (net) will be provided on sites of 15 or more dwellings, and a requirement for 25% (net) on sites of 5 to 14 dwellings. Only in exceptional circumstances, where it can be proven that on-site delivery is not possible, will a commuted sum be considered. The tests for considering off-site contributions will be set out in the forthcoming Affordable Housing Supplementary Planning Document (SPD).

This level of provision should be delivered with nil public subsidy.

On sites of 4 dwellings or less a financial contribution will be sought towards the provision of affordable housing. The level of contribution will be set within the Affordable Housing SPD.

Tenure

Tenure will be negotiated on a site-by-site basis to reflect the nature of the development and local needs as set out in core Policy 29, the up to date Strategic Housing Market Assessment and other credible sources of available evidence. Affordable housing size and type, including any distinction between flats and houses, will be expected to reflect that of the demonstrable need for the community within which a site is located.

On site distribution and standards

Affordable housing units will be dispersed throughout a development and designed to a high quality, so as to be indistinguishable from other development. In determining the level of integration that can be achieved consideration will be given to the practicalities of management and maintenance associated with the proposal whilst still ensuring affordability, particularly in developments of flats.

Exception sites

At settlements defined as large and small villages, within the settlement strategy (Core Policy 1), a proactive approach to the provision of affordable housing will be sought through working in conjunction with local communities and other parties to identify housing schemes, solely for affordable housing, provided that

i. the proposal is within, adjoining or closely related to the existing settlement.
ii. a local need has been identified.
iii. environmental considerations will not be compromised.
iv. it can be shown that mechanisms are in place to ensure the housing stays affordable in perpetuity.
v. the site is accessible to employment and services.
vi. that the size and type of the scheme is appropriate for the settlement.
6.3.5 National policy on Housing as set out in PPS3 requires an overall, plan-wide target to be set for the amount of affordable housing to be provided. It is anticipated that the Core Strategy will deliver at least 11,000 new affordable homes within the plan period, of which 2218 have been delivered at 1 April 2010. (43)

6.3.6 Core Policy 28 will be subject to a detailed assessment of need, through the completed Strategic Housing Market Assessment, and a detailed viability assessment which will be conducted for the submission version of the Core Strategy. It is anticipated that provision will be made without grant subsidy.

6.3.7 Appropriate tenure and affordability, are key to meeting housing needs and to developing mixed, balanced and inclusive communities. The provision of affordable housing linked to open market housing development must be realistic, with regard to economic viability, but flexible to variations between sites and changes in market conditions over the plan period. The need for and type of affordable housing will be reviewed regularly throughout the plan period as set out in PPS3, and revised targets will be determined depending on the prevailing housing need and market conditions at the time, following a public consultation period. As part of the Affordable Housing Supplementary Planning Document guidance will be produced relating to the appropriate assessment of site viability in relation to the delivery of affordable housing.

6.3.8 Although seeking contributions from all developments regardless of size, the policy has regard to the practicalities of provision on small sites. While developments of 5 units and above will be expected to make provision on-site, for sites of less than 4 units, provision will be in the form of equivalent contributions towards provision elsewhere in the local area, unless developers wish to make the provision on site. Where the calculation does not generate a requirement for a whole unit, the fractional contribution will also be towards provision off-site.

6.3.9 PPS3 indicates that the council can allocate sites or grant planning permission for small sites comprising affordable housing only as an exception to normal policies. Core Policy 28 sets out an exceptions component that will enable the delivery of schemes solely for affordable housing within and adjacent to villages defined as large and small within the settlement strategy Core Policy 1.

6.3.10 Further detail on the operation of the policy will be set out in the Affordable Housing SPD.

Dwelling type and mix to meet local housing needs

6.3.11 This Core Policy provides the basis for considering dwelling type, density and mix specific for housing coming forward within the plan period. The careful design of new housing and the consideration of local housing needs are of the utmost importance to the future quality of life for residents within Wiltshire and this policy should be considered alongside core policies 37, 38 and 39.

6.3.12 It is essential that future housing development meets the needs of the local community. The Wiltshire Strategic Housing Market Assessment (SHMA) identifies the accommodation needs of different groups within Wiltshire. The Wiltshire SHMA should be considered alongside policy. (44)

People, Places and Priorities: Wiltshire Community Plan 2011 – 2026 looks to ensure high quality design within future development and with specific regard to housing requirements seeks “…the creation of sufficient adapted housing, extra care accommodation and residential care and nursing home facilities to meet expected demand.”
6.3.13 The mix of housing provided will vary from site to site but the aim should be to provide a range of types and sizes of homes that take account of the existing housing mix in the area.

**Core Policy 29 - Meeting housing needs**

**Type and Mix**

New housing must be well designed to address local housing need incorporating a range of different types, tenures and sizes of housing to create mixed communities. The size and type of housing in developments should reflect the needs of Wiltshire as set out in the Strategic Housing Market Assessment. Any variation to this will need to be justified through the production of new, sound evidence from either an updated Strategic Housing Market Assessment or other credible evidence source.

**Meeting the needs of vulnerable and older people**

Innovative housing schemes which assist older and vulnerable people to live securely and independently in sustainable locations with good access to local services will be encouraged and supported. The layout, form and orientation of development should consider adaptability to change as an integral part of the design at the outset. Development proposals should demonstrate how accessibility and adaptability is addressed. The provision of sufficient new accommodation for vulnerable and older people, including nursing accommodation, residential homes and extra care facilities will also be encouraged and supported. Such accommodation should be provided in sustainable locations, where there is an identified need, within settlements (normally in the principal settlements and market towns) where there is good access to services and facilities.

In exceptional circumstances, the provision of extra care facilities outside but adjacent to defined limits of development at the principal settlements and market towns will be considered where a genuine, and evidenced, local need is justified.

6.3.14 The appropriate type and mix of homes are vitally important to meeting Wiltshire’s housing needs and developing mixed, balanced and inclusive communities. These priorities are outlined within national and local strategies\(^{(45)}\). Core Policy 28 aims to ensure that, through development management in particular, new housing development addresses these priorities, meeting general and specialist housing needs, both in the towns and the rural areas.

6.3.15 Core Policies 29 and 30 also address the issue of an ageing population, which is particularly important in Wiltshire, seeking to ensure that new housing development meets Lifetime Homes Standards and that there is adequate provision of specialist accommodation, such as extra care housing\(^{(46)}\). The Strategic Housing Market Assessment for Wiltshire will provide the evidence required informing the appropriate development of new housing schemes, giving information on existing housing stock and housing need. These area assessments will also inform the tenure mix of affordable housing developments, which will be determined on a site by site basis having regard to the existing stock in an area and information on local needs, and with reference to the priorities of the Housing Strategy\(^{(47)}\).

6.3.16 Wiltshire has an ageing population profile and research also suggests that many older people across Wiltshire continue to live at home. Lifetime homes are designed to allow dwellings to meet the changing needs of their occupiers over time and enable people to stay in their own homes for longer. The provision of lifetime homes will play an important role in meeting future housing needs and this is reflected in Core Policy 30.

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46 Wiltshire’s Older People Accommodation Development Strategy 2011
47 draft Wiltshire Housing Strategy
Further detail on the operation of the policy will be set out in an Affordable Housing SPD.

Planning for dignity and opportunity in the housing market for all - provision for the elderly and those with disabilities

Wiltshire has an ageing population, more so than the national average, and this needs to be taken into account when planning for the future. This Strategy plans for the care of the elderly within their local communities, so people can continue to enjoy life in their own homes for as long as possible. If and when this is no longer possible, there is a need to ensure there are alternative facilities where people can continue to enjoy living in their local area with the level of care they require provided.

Core Policy 30 - Lifetime homes standards

All new residential development will accord with Lifetime Homes Standards.

Meeting the needs of gypsies and travellers

Provision should be made to help meet the accommodation needs of all of Wiltshire’s communities, including the Gypsy and Traveller community and travelling showpeople, who normally reside in or travel to the County. The development of new permanent and transit Gypsy and Traveller caravan sites in suitable and sustainable locations will be considered in accordance with the criteria set out in Core Policy 31. The requirements for new pitches set in Core Policy 31 and the criteria applied are based on:

- Wiltshire Gypsy and Traveller Accommodation Assessment carried out by the former Wiltshire local authorities in 2006.
- examination of that assessment through the draft Regional Spatial Strategy for the South West (RSS) process and proposals within the draft RSS.
- national policy and guidance on extrapolating need.
- consultation responses during a Gypsy and Traveller issues consultation carried out by Wiltshire Council in 2010.

Further information is provided within the Gypsy and Traveller Topic Paper.

The provision of new transit pitches will enable pitches to be provided to meet the needs of Gypsies and Travellers who come to the area but have no permanent place to stay.

The council will use national policy and the criteria-based approach to identify the most suitable sites for Gypsy and Traveller pitches and will produce supplementary guidance on the interpretation and implementation of Core Policy 31. The government has recently published a draft Planning Policy Statement on planning for traveller sites which includes the general principle of aligning planning policy on traveller sites more closely with that for other forms of housing and of requiring council’s to demonstrate a five year supply of pitches against a long term target based on clear evidence. Core Policy 31 reflects this approach by introducing a set of criteria against which potential sites will be tested. The criteria have regard to local amenity, access to facilities and impact on the landscape in a similar way to policies for general housing.

Since 2006 a number of permanent planning permissions for Gypsy and Traveller sites have been granted. The numbers of pitches that have been granted planning permission (1 April 2006 to 31 March 2011) are set out in Table 6.1, over page. In addition to these permanent permissions,
temporary planning permissions have been granted for 19 pitches in north Wiltshire, 3 in west Wiltshire and 2 in south Wiltshire. Specific sites to meet the residual need will be identified in a Gypsy and Traveller Site Allocations Development Plan Document (DPD). The preference will be for small, private sites.

Table 6.1

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6.3.24 If the temporary permissions are excluded from the above residual requirement then 19 pitches would be left to find in the south, 6 both the east and west, with no additional requirement in north Wiltshire.

Core Policy 31 - Meeting the needs of Gypsies and Travellers

Provision should be made for 93 permanent pitches for Gypsies and Travellers, 27 transit pitches and 5 plots for Travelling Showpeople during the period 2006 to 2016. Permanent pitches should be distributed as follows:

North Wiltshire 51
South Wiltshire 21
East Wiltshire 6
West Wiltshire 15

In appropriate locations outside or within settlement boundaries where no planning policy or other barrier to development exists, proposals for gypsies and travellers pitches must satisfy the following general criteria:

I. no significant barriers to development exist in terms of flooding, poor drainage, poor ground stability or proximity to other hazardous land or installation where conventional housing would not be suitable.
II. unacceptable impacts on the character and appearance of the surrounding landscape will be minimised through the sensitive and appropriate design of the scheme.
III. the site is located in or near to existing settlements with access to a range of local services such as shops, doctors and schools, and a range of amenities including play areas and other recreation facilities.
IV. the proposal will not result in an unacceptable loss of amenity of neighbouring land uses.
V. mixed-use proposals (that is sites that include a business use) will only be considered if appropriate to the locality and such uses will not result in an unacceptable loss of amenity.
6.4 SO4: to help build resilient communities

6.4.1 The vision for Wiltshire is to ‘build stronger and more resilient communities’, and the Core Strategy has a key role in helping to achieve that vision. The Core Strategy aims to improve quality of life in Wiltshire, foster a sense of community belonging, improve safety, social inclusion and self-sufficiency, and ensure that appropriate facilities are available.

6.4.2 This section includes a policy which seeks to protect existing community facilities and services. The Core Strategy also includes other policies which will contribute towards building resilient, healthy and enriching communities, including Core Policy 3 (Infrastructure delivery) and Core Policy 35 (Green Infrastructure).

6.4.3 This Strategy will make a positive contribution to deliver the outcomes sought in Strategic Objective 4, to help build resilient communities. It can be considered, at least partially, a spatial representation of the Community Strategy. Many of the issues are complex and will need a wide range of actions from many partners, to be effectively addressed, but this Strategy has been produced to deliver the following actions:

- Addressing social exclusion through targeting new development at the most sustainable locations with a range of local services and facilities.
- Delivering a step-change in affordable housing delivery and putting in place the necessary strategy for good economic growth. (See Core Policy 1 and 2)
- Facilitating educational opportunities by ensuring that new growth is supported by new school capacity. (See Core Policy 3)
- Protecting existing services and facilities through Core Policy 32
- Delivering a choice of transport to access services (see Core Policy 1 and 2).
- Ensuring that growth is matched by the provision of community facilities such as shops, open space, recreational facilities and community centres.

**Community and Rural Facilities - Supporting the post office, shop and public house.**

6.4.4 Local facilities and services are a vital part of the smaller settlements of Wiltshire but despite this there has been a continued decline in many of these services. Overall, there has been a decline in rural post offices and petrol filling stations, and a more gradual decline in health facilities and general stores (although mobile stores are increasing). Due to this there is a need to protect and encourage the development of rural services and facilities in Wiltshire to ensure that settlements can still meet some of the day to day needs of the people who live in them. Core Policy 32 seeks to protect existing services and community facilities in Wiltshire.
Core Policy 32 – Protection of Services and Community Facilities

Proposals involving the loss of a community service or facility will not be permitted unless it can be demonstrated that the site/building is no longer viable for an alternative community use. Preference will be given to retaining the existing use in the first instance, then for an alternative community use. Where this is not possible, a mixed use, which still retains a substantial portion of the community facility/service, will be favoured. Redevelopment for non-community service/facility use will only be permitted as a last resort and where all other options have been exhausted.

In order for such proposals to be supported, a comprehensive marketing plan will need to be undertaken and the details submitted with any planning application. Only where it can be demonstrated that all preferable options have been exhausted will a change of use to a non-community use be considered. This marketing plan will, at the very minimum:

i. be undertaken for at least 6 months.
ii. be as open and as flexible as possible with respect to alternative community use.
iii. establish appropriate prices for the sale or lease of the site or building, which reflect the current or new community use, condition of the premises and the location of the site.
iv. demonstrate marketing has taken into account the hierarchy of preferred uses stated above.
v. clearly record all the marketing undertaken and details of respondents, in a manner capable of verification.
vi. provide details of any advertisements including date of publication and periods of advertisement.
vii. offer the lease of the site without restrictive rent review and tenancy conditions, or other restrictions which would prejudice the reuse as a community facility.
viii. demonstrate contact with previously interested parties, whose interest may have been discouraged by onerous conditions previously set out.

6.4.5 The threat to local services is exemplified in the national trend for closure of public houses which is reflected in Wiltshire. This research shows that there has been a fairly dramatic decline of some 12% in a relatively short time frame.\(^{(49)}\) There has been little evidence of the diversification into joint facilities as promoted nationally. Instead those remaining rural pubs have nearly all focussed on providing very high quality food and building a reputation locally. There are a small minority who are doing the same but based on the quality of their beer and traditional alehouse ambience.

6.4.6 The key issue to emerge both nationally and locally is that pubs are under threat and it seems inevitable that this trend will continue unless we can produce two fold measures based on firstly improving their viability by striving for truly sustainable communities, encouraging diversification and by taking a hard line on change of use applications. However the latter will not work without the former.

6.4.7 As exemplified above, too many community facilities, such as village shops and pubs, are lost too easily in Wiltshire. A new, more thorough policy is needed to address this problem, which is having a negative impact, especially in the rural areas. Core Policy 32 seeks to address this issue.

Social and cultural activities

6.4.8 Social and cultural activities make a significant contribution to the quality of life in Wiltshire. These range from fishing on the local rivers, to religious worship and from pop music to conservation of our built heritage. Therefore there are certain principles that we should seek to address when framing planning policies, which address culture, these being:
• making cultural events and places accessible to all.
• seeking contributions from planning obligations.
• planning for infrastructure that will support cultural activities
• facilitating social inclusion.
• maintaining and enhancing built and natural heritage assets.
• ensuring new development is sympathetic to culturally valued environments.
• seeking public participation in decision-making.

6.4.9 The key consideration for the council is to evaluate whether their needs to be explicit policy or policies related to delivering cultural activities or whether these issues will be adequately addressed elsewhere, for example through policies delivering sustainable communities, conservation, natural environment, accessibility and social inclusion.
6.5 SO5: to protect and enhance the natural environment

Biodiversity and Geodiversity

6.5.1 Ensuring the special characteristics of Wiltshire’s environment are not harmed by growth is a key challenge. Full regard to the conservation objectives of the valued landscapes including the Area’s of Outstanding Natural Beauty (AONB) and the New Forest National Park will be important. Care has been taken to ensure that the proposals put forward in this Strategy will not, either alone or in combination, have a significant impact on the integrity of wildlife interests.

Core Policy 33 - Biodiversity and geodiversity

1. Local sites - Sustainable development will avoid direct and indirect impacts upon local sites through sensitive site location and layout, maintaining a sufficient buffer and ecological connectivity with the wider environment to avoid any significant impacts. Damage or disturbance to local sites will only be permitted in exceptional circumstances where it has been demonstrated that such impacts:

   i. cannot reasonably be avoided.
   ii. are reduced as far as possible.
   iii. are outweighed by other planning considerations in the public interest.
   iv. where appropriate compensation measures can be secured through planning obligations or agreements.

Development proposals affecting local sites must contribute to their favourable management in the long-term.

2. Ecologically sustainable development – Development proposals will need to demonstrate how they protect features of nature conservation and geological value as part of the design rational. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their intrinsic value, connectivity and functionality in the long-term. Where it has been demonstrated that such features cannot be retained, removal or damage shall be permitted only in circumstances where the anticipated ecological impacts have been mitigated and sufficient compensatory measures can be provided to ensure no net loss of the local biodiversity resource and secure the integrity of local ecological networks.

All development should seek opportunities to enhance biodiversity. Major development in particular will include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats and wildlife corridors. Such enhancement measures will contribute to the objectives and targets of the BAP and Nature Map, and be relevant to the local environment.
Core Policy 33 - Biodiversity and Geodiversity (continued)

3. Disturbance - Development likely to increase recreational pressure on the Salisbury Plain Special Protection Area (SPA) and New Forest SPA will be required to deliver an appropriate level of mitigation to offset any potential impacts. Suitable mitigation measures will include:

i. securing management measures for Stone Curlew on Salisbury Plain and surrounding areas.
ii. habitat enhancement for nightjar, woodlark or dartford warbler within the New Forest National Park;
iii. provision of an appropriate area of Suitable Alternative Natural Greenspace to deter public use of Natura 2000 sites; and
iv. securing access management measures on Salisbury Plain and in the New Forest.

Such measures shall be secured through planning obligations and agreements.

All development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species throughout the lifetime of the development.

6.5.2 Wiltshire’s natural environment is one of its greatest assets and includes a particularly large proportion of the UK’s biodiversity, including some of Europe’s most significant sites. The valuable natural environment includes not only protected sites, but also local sites such as County Wildlife Sites and Local Geological Sites, and features of nature conservation value including:

- species and habitats of conservation concern (including those listed on the national and Wiltshire Biodiversity Action Plans).
- areas of habitat with restoration potential (particularly those identified on the South West Nature Map).
- features providing an ecological function for wildlife such as foraging, resting and breeding places, particularly wildlife corridors of all scales which provide ecological connectivity allowing species to move through the landscape.
- support ecosystem functions.

6.5.3 Collectively these sites and natural features make up the ecological network necessary to underpin and maintain a healthy natural environment, however, the evidence demonstrates a trend of continual degradation of Wiltshire’s ecological network; a trend which development has contributed towards. A positive policy response is therefore necessary to help halt and reverse this trend and meet new challenges particularly climate change adaptation and increasing populations.

6.5.4 Sustainable development in Wiltshire must be encouraged in a responsible manner which respects the importance and fragility of our natural environment. It is therefore vital that all stages of decision making are informed by relevant ecological information; this includes decisions involved in the production of development proposals by the applicant, and decisions about the sustainability of those proposals by the planning authority. All effects should be considered, including positive / negative, direct and indirect, cumulative and on / offsite impacts over the lifetime of the development (including construction and operational phases), also giving consideration to disturbance effects such as noise, lighting, recreational pressures, trampling, traffic, domestic pets, vandalism etc. Effects upon the natural environment should be addressed sequentially in accordance with the principle of the ‘mitigation hierarchy’:

- avoid e.g. site location, buffers.
- reduce, moderate, minimise.
- rescue e.g. translocation.
repair, reinstate, restore.
compensate / offset.

6.5.5 Good quality design should aim to incorporate features of wildlife value in a manner that delivers multiple benefits, enabling permeability in terms of physical and visual accessibility, providing legibility and identity, and facilitating future management and maintenance while also retaining ecological functionality. Compensation is a last resort, but will be necessary in some instances where the previous approaches cannot guarantee no net loss of biodiversity. Such measures should be delivered within the development site where possible; however where this is not feasible it may be more appropriate to deliver offsite measures through development agreements and partnership projects. Appropriate compensatory measures should demonstrate no net loss of the relevant local biodiversity resource in the short and long-term, and be delivered as close to the development site as possible.

6.5.6 Sustainable development also provides opportunities to enhance the natural environment for wildlife and Wiltshire’s communities, particularly through landscaping, public open space, Sustainable Urban Drainage Systems and features of the built environment e.g. bird and bat boxes. Such measures should be relevant to delivery of BAP targets, but tailored to the local ecosystems and landscape character. Development may also open up opportunities to bring degraded or neglected features back into favourable condition through sensitive management to encourage wildlife; such restoration will be particularly valuable in Strategic Nature Areas identified on the South West Nature Map or as part of other landscape scale projects including the Biodiversity Delivery Areas.

Landscape

6.5.7 The principal pressure to be addressed is ensuring that new development does not erode the separate identity, character and visual and functional amenity of settlements and their setting. This is particularly the case with the level of growth proposed at Salisbury, Chippenham and Trowbridge. Outside of the principal settlements, similar pressures apply and the challenge is to allow for appropriate development while having full regard to the conservation objectives of the valued landscapes including the Areas of Outstanding Natural Beauty.
Core Policy 34 - Landscape

Development will be supported where it protects, conserves, and where possible enhances landscape character. Proposals should be informed by and be sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been considered:

i. the distinctive pattern of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and water bodies and their function as wildlife corridors.
ii. the locally distinctive character of settlements and their landscape settings.
iii. the separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.
iv. visually sensitive skylines, soils, geological and topographical features.
v. landscape features of cultural, historical and heritage value.
vi. important views and visual amenity.
vii. tranquillity and the need to protect against intrusion from light pollution, noise, and motion.

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs) should have regard to the relevant Management Plans for these areas. This will include proposals for development which are within the setting of an AONB and could have an impact on views from or to the AONB.

6.5.8 Core Policy 34 seeks to protect, conserve and enhance Wiltshire’s distinctive landscape character. The term ‘landscape’ here is used to refer to both the built and natural environment in urban, peri-urban and rural areas. There are currently ten Landscape Character Assessments (LCAs) which cover Wiltshire, and which will be used for the purposes of this policy:

- Wiltshire Landscape Character Assessment (1:50,000) (2005).
- North Wiltshire Landscape Character Assessment (1:25,000) (2004).
- South Wiltshire Landscape Character Assessment (1:25,000) (2008).
- West Wiltshire Landscape Character Assessment (1:25,000) (2007).
- North Wessex Downs AONB Landscape Character Assessment (1:25,000) (2002).
- Cotswolds AONB Landscape Character Assessment (1:50,000) (2004).
- Cranborne Chase and West Wiltshire Downs Landscape Character Assessment (1:25,000) (2003).
- Cotswold Water Park Integrated Landscape Character Assessment (1:25,000) (2009).
- Salisbury Plain Training Area Landscape Character Assessment (1:25,000) (2003).

6.5.9 Work will be undertaken to consolidate these LCAs into a single set of guidelines, to be adopted as a Supplementary Planning Document. Other assessments and studies which may be relevant include landscape sensitivity studies and historic landscape characterisation work.

Areas of Outstanding Natural Beauty (AONBs)

6.5.10 The significance of the landscape of Wiltshire is acknowledged in the designation of 44 per cent of the area administered by Wiltshire Council as an Area of Outstanding Natural Beauty (AONB). This comprises 38 per cent of the North Wessex Downs AONB, 61 per cent of the Cranborne Chase and West Wiltshire Downs AONB and 6 per cent of the Cotswolds AONB. The current Management Plans for the three AONBs are as follows:
• Cotswolds AONB Management Plan 2009 - 2014.

6.5.11 Proposals for development within or affecting the AONBs will be expected to have regard to these, or any revised or replacement Management Plans. Other documents prepared by the AONBs may also be relevant, including position statements, woodland and biodiversity strategies, and the landscape character assessments listed above.

6.5.12 Core policy 34 also refers to development within the setting of an AONB. The setting of an AONB is not precisely defined and will vary depending on the nature and visibility of the proposed development.

Special Landscape Areas (SLAs)

6.5.13 There are currently seven Special Landscape Areas (SLAs) in Wiltshire, which have been identified as locally important areas of high landscape quality:

• the majority of Salisbury Plain excluding two areas around Netheravon, Larkhill, Bulford and Amesbury, and Ludgershall and Tidworth.
• areas of to the north and east of the Cranborne Chase and West Wiltshire Downs AONB, excluding an area around Salisbury and Wilton.
• the Blackmore Vale from Zeals to Sedgehill, and a small area to the east of Shaftesbury.
• the Chapsmanslade Greensand Ridge.
• the higher land of the Spye and Bowood Parklands.
• the River Frome valley at Vaggs Hill.
• the southern fringes of the Cotswolds outside the AONB.

6.5.14 There has been considerable debate in recent years over the use of local landscape designations such as SLAs as a planning tool, with a strong argument emerging for their replacement with criteria-based policies based on Landscape Character Assessments. Support for this approach has been largely driven by national planning policy, which advocates the removal of local landscape designations in favour of a criteria-based approach. (51)

6.5.15 In Wiltshire, our current series of SLAs have been in place for over 25 years and appears to be poorly defined and understood; indicating that they should be replaced by a criteria-based policy approach. Core Policy 34 does not therefore include any reference to SLAs. However, the SLA network will need to be reviewed to identify any areas with unique characteristics that would not be adequately protected by a criteria-based approach (an example of this may be the Wellhead Valley area near Westbury). Any such areas may require a specific policy response to ensure their protection, although this approach would need to be justified by evidence.

Green Belt

6.5.16 Wiltshire includes part of the Avon Green Belt which surrounds the wider Bath and Bristol areas. The boundaries of Green Belts are determined by local authorities and kept up to date and publicly available in local plans; in Wiltshire this currently includes the North Wiltshire Local Plan and the West Wiltshire District Plan. Those parts of Wiltshire included in the Avon Green Belt include land surrounding Bradford on Avon, Trowbridge and west of Corsham. The particular objectives of this ‘Western Wiltshire Green Belt’ are to maintain the open character of undeveloped land adjacent to Bath, Trowbridge and Bradford on Avon, to limit the spread of development along the A4 between Bathheaston and Corsham and to protect the historic character and setting of Bradford upon Avon.

51 Planning Policy Statement 7: Sustainable Development in Rural Areas.
6.5.17 Applications for development within the Green Belt will be determined in accordance with national planning policy in Planning Policy Guidance 2: Green Belts, and any relevant saved local plan policies. The boundaries of the Green Belt will remain unaltered from those identified in the North Wiltshire Local Plan and the West Wiltshire District Plan.

Rural buffers

6.5.18 The North Wiltshire Local Plan previously identified ‘rural buffers’ to prevent coalescence of settlements with Swindon and protect their separate identity and distinctive character. The local plan policies relating to rural buffers were not saved because they were considered to conflict with national planning policy.\(^{(52)}\) The Wiltshire and Swindon Structure Plan still includes a policy relating to the Swindon Rural Buffer (policy DP13), but does not define the extent of any rural buffers.

6.5.19 This Core Strategy does not identify specific rural buffers. However, Core Policy 34 (above) seeks to protect, conserve and enhance the locally distinctive character of settlements and their landscape settings, the separate identity of settlements, and the transition between man-made and natural landscapes at the urban fringe, by requiring that these aspects of landscape character are considered as part of all development proposals.

Green Infrastructure

6.5.20 The Wiltshire Green Infrastructure (GI) Strategy will deliver a strategic Wiltshire-wide GI network comprising both new and existing green spaces; walking, cycling and horse riding routes; parks, recreational spaces and play areas; water courses and water bodies; areas of high biodiversity value; and access and wildlife corridors, such as inland waterways and rivers. This multi-functional GI network will enhance the health and well-being of Wiltshire communities, assist Wiltshire in adapting to a changing climate, attract business investment and tourism, reduce the likelihood of flooding, and enhance Wiltshire’s natural environment. The following core policy seeks to support the delivery of projects and initiatives that will enhance Wiltshire’s GI network and contribute to the delivery of the Wiltshire Green Infrastructure Strategy.

Core Policy 35 – Green Infrastructure

Projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional infrastructure networks in accordance with the objectives of the Wiltshire Green Infrastructure Strategy will be supported.

At a strategic level, this network will include the following key components:

- the Cricklade Country Way.
- canal network.
- the CotswoldWaterPark.
- the GreatWesternCommunityForest.
- rights of way network.
- sub-regional green corridors.

6.5.21 The Wiltshire Green Infrastructure Strategy will provide the long term vision, policy framework and delivery plan for the enhancement of Wiltshire’s GI network. Much of the strategy will be delivered through project and partnership working at the local, county and sub regional levels. The strategy
is currently in preparation and will be delivered through a partnership of key stakeholders and individuals (Wiltshire Green Infrastructure Partnership). The council will take a key role in the preparation and delivery of the strategy.

6.5.22 A strategic Wiltshire-wide GI network provides the wider framework and context to plan for GI at a more local level; allowing for an integrated network of high quality, multi-functional green space operating at varying spatial scales, across Wiltshire’s towns and villages, through the urban fringe and into the wider countryside. At the larger, landscape scale the network encompasses extensive areas of habitat, major landscape features such as river corridors, wide green access and recreational corridors, and ecological networks.

6.5.23 A number of key priorities for the enhancement of the strategic GI network in Wiltshire include:

- the delivery of the Cricklade Country Way Green Infrastructure Strategy.
- the continued restoration and enhancement of the canal network in Wiltshire.
- the delivery of GI in the Cotswold Water Park, through the delivery of relevant objectives set out in the Cotswold Water Park Strategic Review and Implementation Plan (Master Plan).
- the delivery of the objectives of the Great Western Community Forest Green Infrastructure Strategy.
- improvements to the rights of way network across Wiltshire to maintain access to the countryside and improve the quality of public routes.
- the development and improvement of sub-regional green corridors to be identified within the Wiltshire Green Infrastructure Strategy.

6.5.24 This list of projects is not exclusive and other key strategic GI projects may emerge.

6.5.25 Well designed, high quality, sustainable development can provide significant opportunities to improve the quality of, access to, and benefits from, Green Infrastructure (GI) for local communities, and in so doing contribute to the overall enhancement of the Wiltshire GI network. The following core policy seeks to support the delivery of the Wiltshire Green Infrastructure Strategy and the enhancement of the Wiltshire GI network through such development.

Core Policy 36 – Green Infrastructure development management policy

Proposals for development shall make provision for the retention and enhancement of Wiltshire’s Green Infrastructure network. Where development is permitted developers will be required to:

- make provision for accessible green infrastructure in accordance with the requirements of the adopted Wiltshire Green Infrastructure Standards that contributes towards the delivery of the objectives of the Wiltshire Green Infrastructure Strategy.
- put measures in place to ensure appropriate long-term management of green infrastructure.
- retain and enhance existing on site green infrastructure. If damage or loss is unavoidable, developers will be required to create new or replacement green infrastructure equal to or above its current value and quality that maintains the integrity of the green infrastructure network.

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process.

Development that would adversely affect the integrity and value of the existing green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy objectives, or provide inadequate green infrastructure mitigation, will not be permitted.
6.5.26 The development of integrated, multi-functional GI is particularly relevant to those areas of Wiltshire undergoing economic and housing growth and to the regeneration of urban areas. The role of GI within these areas is primarily associated with the development of a sympathetic relationship between the protection and enhancement of existing environmental assets, the creation of new accessible spaces and assets and the future development of places. It is concerned with developing strategic and linked, multi-functional networks of green spaces that benefit both Wiltshire’s communities and wildlife. This approach will underpin the place shaping agenda and the long term sustainability of Wiltshire’s towns, enabling them to become more resilient to the future effects of climate change.

6.5.27 Proposals for development will be expected to support the delivery of the Wiltshire Green Infrastructure Strategy’s objectives in relation to GI that is to be created and/or enhanced as a result of the development.

6.5.28 Development will need to make provision for GI in accordance with the adopted Wiltshire Green Infrastructure Standards (currently in preparation). These standards will set out the amount and type of GI that will be required to accompany new development.

6.5.29 Appropriate long term (20 year) management of GI is essential, and developers will be expected to contribute to this through the provision of measures including financial contributions, management schemes and management plans.

6.5.30 In determining GI provision for major developments, developers will be expected to audit the current GI provision in and around the development site and prepare a statement demonstrating how this GI will be retained and enhanced as a result of the development process. A standardised GI Audit template will be developed to assist developers in assessing existing and required GI provision.
6.6 SO6: to safeguard and promote a high quality built and historic environment

6.6.1 Wiltshire is an extremely diverse county with distinctive characteristics related in a large part to its historic environment which includes valuable heritage assets of international, national and local significance. Wiltshire has many market towns and villages set in large expanses of countryside. Steep hillsides and river valleys also create prominent long views and skylines which help to define Wiltshire’s settlements. Historic centres are highly valued and form the focus of each town and village. Continued demand for housing means Wiltshire’s towns have grown significantly over time.

6.6.2 The historic environment includes both archaeological and built heritage assets and their settings, a large number of conservation areas and historic parks and gardens as well as the Stonehenge and Avebury World Heritage Site. Historic buildings, features and the historic environment are valuable assets which create visual richness and add value to the built environment and wider countryside.

6.6.3 Policies addressing the design of new development will play an important role in maintaining Wiltshire’s high quality environment, both within the Market towns or villages and when located on the edge of settlements where gateway features and links to the historic core will have an important role to play in how that settlement is perceived.

6.6.4 Development needs to be carefully planned to ensure that valuable features and characteristics are protected and enhanced. The core policies contained within this section set out how the Core Strategy will ensure that development contributes towards:

- achieving high quality buildings and spaces that reinforce a sense of identity.
- well integrated development which makes a positive contribution to the character of Wiltshire’s urban and rural environments by complementing valuable contextual features and buildings.
- protection and enhancement of Wiltshire’s heritage assets.
- ensuring that places with national and international designations receive the highest level of protection.
- protection and enhancement of the natural environment including landscape and biodiversity.

People, Places and Priorities: Wiltshire Community Plan 2011 – 2026 objectives include defining “…the best pattern of new development across the county to support the delivery of the other promises in the community plan….based on principles of good design.” The community plan also recognises that “Wiltshire’s Environment is arguably its strongest asset”

Ensuring high quality design and place shaping outcomes

6.6.5 High quality design will be required for all new developments from building extensions through to major developments. This policy sets out a range of issues which all developers will need to take into account when designing each individual scheme.
## Core Policy 37 - Ensuring high quality design and place shaping

Development is expected to create a strong sense of place through an analysis based, context driven approach drawing upon the following principles:

<table>
<thead>
<tr>
<th>Principle</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Character and context</td>
<td>New development must make a positive contribution to local distinctiveness, character, townscape, and where appropriate the setting of Wiltshire’s Towns and Villages.</td>
</tr>
<tr>
<td>ii. Movement</td>
<td>The layout and design of highways and public spaces must prioritise sustainable methods of transport as well as providing direct, clearly defined and well connected routes.</td>
</tr>
<tr>
<td>iii. Quality public realm</td>
<td>New development must improve, or provide, attractive and usable public open spaces and streets through consideration of location, surveillance, scale, materials, reference to traditional townscape, use of tree planting and integration of public art.</td>
</tr>
<tr>
<td>iv. Adaptability</td>
<td>Buildings and spaces should be designed with regard to sustainability, diversity and adaptability, so that they provide choice and are capable of responding to changing social, economic and technological needs.</td>
</tr>
<tr>
<td>v. Usability and amenities</td>
<td>Internal and external space standards need to ensure buildings, and public or private amenity spaces are fit for purpose. Development must not result in significant harm to the amenities of neighbouring dwellings.</td>
</tr>
<tr>
<td>vi. Architecture</td>
<td>The design of buildings should be site specific.</td>
</tr>
<tr>
<td>vii. Landscape</td>
<td>Important landscape features and settings should be enhanced and integrated into new development. All developments should incorporate landscape proposals which have regard to aesthetics, function and environmental qualities.</td>
</tr>
<tr>
<td>viii. Design standards</td>
<td>All major housing and mixed use applications will be assessed against Building for Life criteria and will be expected to achieve a good standard as a minimum. Very good or excellent scores may be required depending on the scale of the development and the site characteristics.</td>
</tr>
</tbody>
</table>

### Character and Context

6.6.6 Wiltshire has a vibrant culture which contains a rich built heritage which is an important asset to be safeguarded and enhanced which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well-being. New development will need to respect and enhance Wiltshire’s distinctive characteristics.

6.6.7 Development should be informed by a thorough understanding of the form, and context of the area in which it is to be placed. No two sites will share the same landscapes, contours, street patterns, built context or relationship to space. All developers will have to demonstrate that their proposals are distinctive and uniquely designed, in order to draw upon the individual character of the site.

### Movement and quality public realm

6.6.8 Development must create or reinforce clear and logical layouts which are easy to navigate and understand. Key to this is a well structured and defined public realm which uses views, visible destinations and focal points as well as an identifiable hierarchy of routes.
6.6.9 It is important to recognise that public spaces also include footpaths and streets. The design of the public realm must include consideration of pedestrian and vehicular surface treatments, public art, street lighting & furniture and landscaping all of which should be appropriate for the location. The integration of public art at an early stage in the design process can aid in the creation of distinctive developments and will enhance the quality and character of the public realm.

Adaptability

6.6.10 New development will be required to ensure a balanced variety of built form and a mix of uses as well as adaptable buildings and spaces which can meet the needs of all members of the community. Adaptation to climate change and the integration of energy generation technology should form an integral part of the design and appearance of buildings and open spaces in accordance with Core Policy 26.

Usability and amenities

6.6.11 Spaces within buildings should reflect potential uses as well as the scale and character of the building. Residential and non domestic buildings should have regard to the need for outside space both for recreational and functional purposes. It is anticipated that a design SPD will be produced which will incorporate guidance and clarity with regards to space standards and the design of internal rooms and shared outside space.

Architecture

6.6.12 Architecture should reflect the function of the building as well as responding to the character of its setting and makes use of appropriate built and landscape elements through the application of appropriate materials, finishes and architectural features.

Landscape

6.6.13 It will be expected that all development will be based on a genuine understanding of its landscape context, in accordance with Core Policy 34. Landscaping schemes within new developments should enhance the quality of landscape features and make use of local species within planting schemes in order to maximise opportunities for biodiversity.

6.6.14 Planning submissions should incorporate details of how any open space within the development shall be managed and maintained. This should include any land unsuitable for development e.g. flood zones. A creative design approach to the landscape design of recreational areas, and measures to enhance biodiversity and control surface water is encouraged.

Design standards

6.6.15 Strong emphasis on local input into development proposals is encouraged. Appropriate local evidence including conservation area management plans, village design statements and neighbourhood plans should be considered in order to respond adequately to local design considerations. The community area strategies, within this Core Strategy, should also be considered in order to respond to important design considerations within each locality.

6.6.16 Wiltshire Council supports the production of further local evidence documents such as conservation area appraisals, conservation area management plans, cultural plans, masterplans, town plans and neighbourhood plans which will develop a better understanding of local characteristics and provide specific guidance on appropriate development or regeneration within sensitive locations.

6.6.17 All major applications will be required to produce a design brief/master plan and submit a Building for Life Assessment.
Definition of Building for Life (BFL)

6.6.18 Building for Life includes 20 criteria against which the standard of design can be assessed. This is widely used and recognised by many local authorities for the purposes of identifying design quality and monitoring the standard of design within completed developments.

Ensuring protection of the built environment

6.6.19 This core policy aims to ensure that Wiltshire’s important monuments, sites and landscapes and areas of historic and built heritage significance are protected, and enhanced in order that they continue to make an important contribution to Wiltshire’s environment and quality of life.

Core Policy 38 – Ensuring protection of the historic environment

Development proposals should secure the preservation or enhancement of:

i. archaeological remains and their setting.
ii. buildings and structures of special architectural or historic interest and their settings.
iii. the special character or appearance of conservation areas and their settings.
iv. historic parks and gardens and their setting.
v. important landscapes and townscape.

Development proposals will be required to protect and seek opportunities to enhance structures and areas of heritage significance throughout Wiltshire, including the character, setting and cultural significance of designated and other locally or regionally significant non-designated heritage assets.

The sensitive re-use of historic buildings and spaces will be encouraged especially in relation to the viable re-use of heritage assets at risk.

Development within the historic environment should, where appropriate, include the enhancement of Wiltshire’s historic public realm.

6.6.20 Planning Policy Statement 5: Planning for the Historic Environment (2010) identifies heritage assets as including:

- listed buildings.
- conservation areas.
- scheduled ancient monuments.
- registered parks and gardens.
- registered battlefields.
- world heritage sites.
- non-designated heritage assets such as buildings and archaeological sites of regional and local interest.

6.6.21 Designation of a conservation area, listed building, or scheduled ancient monument does not preclude the possibility of new development and the council is committed to working pragmatically with owners to find positive solutions which will allow adaptation of such buildings to reflect modern living aspirations. However it is expected that development will be of the highest standard in order to maintain and enhance the quality of the area or building, and be sensitive to its character and appearance. In considering applications for new development in such areas, the Council will seek to ensure that the form, scale, design and materials of new buildings are complementary to the historic context. It is anticipated that a SPD will be developed to identify areas of special historic environment significance.
6.6.22 The preparation of management plans and other proactive strategies such as Heritage Partnership Agreements will be encouraged to support policy delivery.

6.6.23 It is anticipated that the Infrastructure Delivery Plan will include an action to resolve the issue of the chronic shortage of museum storage space in Wiltshire for the sustainable preservation of archaeological finds and archives.

6.6.24 The council will continue to keep under review Conservation Areas and where appropriate, designate new areas. Appraisals of Conservation Areas will define the boundaries and analyse the special architectural and historic interest of the area.

**Housing density**

6.6.25 It is essential that the most sustainable use of land is made in Wiltshire including ensuring that land is used efficiently. Using land efficiently through setting appropriate housing densities for development ensures that no more land than is necessary is used for a development. This is a particular issue in Wiltshire as a relatively low level of previously developed land means more development needs to occur on greenfield land.

6.6.26 Density is interlinked with design and it is essential that imaginative design solutions are encouraged to achieve higher density levels were appropriate. However, increased densities of residential development must not be at the expense of design quality or private amenity space.

**Core Policy 39 – Housing density**

Housing development, both market and affordable must:

i. respond to existing or create distinctive character.

ii. make efficient use of land.

iii. ensure that density is informed by the design process and has regard to accessibility and context. For residential development a minimum net density of 30 dph will be sought.

iv. ensure appropriate levels of comfort and enjoyment though applying suitable amenity and space standards, including the provision of suitable private or semi private gardens.

6.6.27 Using land efficiently through setting appropriate housing densities for development ensures that no more land than is necessary is used for a development. This is a particular issue in Wiltshire as a relatively low level of previously developed land means more development needs to occur on greenfield land.

6.6.28 Density is interlinked with design and it is essential that imaginative design solutions are encouraged to achieve higher density levels were appropriate. However, increased densities of residential development must not be at the expense of design quality or private amenity space.

6.6.29 Residential development should be an indicative minimum of 30 dwellings per hectare. Only exceptionally, in locations where there is a strongly defined low density character, will development densities below 30 dwellings per hectare be acceptable. This is to ensure the most efficient use of land.

6.6.30 Higher density should take into account the potential corresponding detrimental impact of car parking and servicing on the quality of the public realm within development and the wider area. To prevent this, higher densities may be dependent on control measures within the development.
These may include limiting unallocated on street parking, physical barriers to prevent encroachment on pavements, planting and open space with conditions to deter their future conversion to parking, and the implementation of controlled parking zones within the wider area.

The Stonehenge and Avebury World Heritage Site and its setting

6.6.31 Wiltshire’s world heritage site is a designated heritage asset of the highest international and national significance and there is therefore a strong presumption in favour of its conservation. World heritage site status offers the potential of considerable social and economic gains for Wiltshire in areas such as sustainable tourism, however this will require careful and sensitive management.

6.6.32 The Stonehenge and Avebury World Heritage Site was inscribed on the UNESCO World Heritage list in 1986 for its outstanding universal value (OUV), comprising their significance, authenticity and integrity. The OUV of the world heritage site requires protection and where appropriate enhancement. Not all aspects of the site contribute to OUV and the UNESCO Statement of OUV is a critical resource in reaching decisions relating to the significance of its elements. In summary the world heritage site is internationally important for its complexes of outstanding prehistoric monuments. The two stone circles at Stonehenge and Avebury, together with inter-related monuments, and their associated landscapes, demonstrate Neolithic and Bronze Age ceremonial and mortuary practices from around 2,000 years of continuous use and monument building. The excellent survival of monuments provides evidence of the creative and technological achievements of the period. Their careful siting in relation to the astronomical alignments, topography and other monuments provides further insight while their continuing prominence today underlines how this period of monument building shaped the landscape. The world heritage site is a landscape without parallel at a national and international level and one of Wiltshire’s highest quality environments.

6.6.33 The setting of the world heritage site beyond its designated boundary also requires protection as inappropriate development here can have an adverse impact on the OUV of the Site. The setting is the surrounding in which the world heritage site is experienced. It includes a range of elements such as views and historical, landscape and cultural relationships. The setting of the world heritage site is not precisely defined and will vary depending on the nature and visibility of the proposal. A future setting study should provide adequate information and appropriate methodology to allow for the assessment of proposed development for potential negative impact on OUV.

Core Policy 40 – The Stonehenge and Avebury World Heritage Site and its setting

Protection of the world heritage site

The outstanding universal value (OUV) of the world heritage site and its setting will be protected and enhanced by:

i. A strong presumption in favour of the protection of the OUV of the world heritage site and its setting.

ii. Proposals not adversely affecting the OUV of the world heritage site, its significance, authenticity or integrity, or its setting. This includes the physical fabric, character, appearance, setting or views into or out of the world heritage site.
Core Policy 40 – The Stonehenge and Avebury World Heritage Site and its setting (continued)

iii. Opportunities to support the positive management to enhance the OUV of the world heritage site through improved conservation, presentation and interpretation will be sought through development proposals.

iv. Proposals will be required to demonstrate that full account has been taken of their impact upon the OUV of the world heritage site and its setting and that proposals will have no individual, cumulative or consequential adverse affect upon it. This will include proposals for climate change mitigation and renewable energy schemes. Consideration of opportunities for enhancement should also be demonstrated.

6.6.34 The world heritage site consists of two areas of approximately 25 square kilometres centred on Stonehenge and Avebury with their own discrete landscape settings. Core Policy 40 covers both halves of the world heritage site which have similar requirements for protection and enhancement. Saved local plan policies reflect the specific local context and challenges for the different halves of the world heritage site. In addition separate management plans set out strategies and actions needed for the successful conservation and management of the OUV of the site alongside other relevant values and interests including tourism, farming, nature conservation, research, education and the quality of life of the community. These management plans are a key material consideration in the planning process, which has a key role in their implementation. Indicators to monitor the implementation of the actions identified appear in both management plans.

6.6.35 In considering Core Policy 40, particular reference should be made to the statement of OUV for the world heritage site and the associated world heritage site management plans. Applicants will be required to demonstrate that full account has been taken of the impact of the proposals upon the world heritage site and its setting and that those proposals will have no adverse affect upon its OUV. Development proposals which fall within the world heritage site boundary, or potentially impact upon its setting, should convey this accountability principally within the design and access statement related to the proposal. Where development has a demonstrable public benefit, including mitigation and adapting to climate change, this benefit will be weighed against any harm to the OUV of the world heritage site. As a designated asset of the highest significance, harm to the OUV of the world heritage site should be wholly exceptional. Due consideration should be given to environmental impact assessment (EIA) regulations which list world heritage sites as among the ‘sensitive areas’ where lower thresholds apply to the assessment of the need for EIA. Current ICOMOS guidance offers advice on the process of historic impact assessment (HIA) for cultural world heritage sites which are designed to assess impact on the OUV.

6.6.36 The council will develop a supplementary planning document (SPD) related to Core Policy 40 which will provide the detail necessary to ensure the policy’s effective implementation. Based on the management plans and additional studies required, the SPD will assist in articulating the spatial implications of protecting and enhancing OUV both within the world heritage site and its setting and will thereby provide important principles for the management of the world heritage site. This work will include considering the use of Article 4 Directions to address permitted development rights that may have an adverse effect on OUV.

54 http://www.international.icomos.org/world_heritage/HIA_20110201.pdf
6.7 SO7: to enhance the vitality and viability of town centres

6.7.1 One of the strategic objectives of the Core Strategy is to enhance the vitality and viability of the town centres in Wiltshire. There is a challenge to ensure that the towns of Wiltshire (and particularly Salisbury together with Chippenham and Trowbridge) strengthen their roles as shopping destinations to reduce the ‘leakage’ of trade to other competing centres such as Bath, Swindon, Southampton and Basingstoke.

6.7.2 National planning policy, as set out in Planning Policy Statement 4 – Planning for sustainable economic growth (PPS4), requires local planning authorities to define the extent of a town centre as well as designating primary and secondary retail frontages on the proposals maps and setting policies which make clear which uses will be permitted in such locations. The larger centres of Salisbury, Trowbridge, Chippenham, Amesbury, Bradford on Avon, Caine, Corsham, Cricklade, Devizes, Malmesbury, Marlborough, Melksham, Warminster, Westbury and Wootton Bassett, already have designated frontages and corresponding policies in the relevant District/Local Plans. Any necessary amendments to these frontages and corresponding policies could be identified through the emerging Neighbourhood Planning process.

6.7.3 The settlements of Downton, Ludgershall, Mere, Pewsey, Tidworth, Tisbury and Wilton currently do not have defined town centres or designated frontages and associated policies. Frontages and corresponding policies could be developed through the emerging Neighbourhood Planning process.

6.7.4 PPS4 also requires Local Planning Authorities to consider setting floorspace thresholds for the scale of edge-of-centre and out-of-centre retail development which should be subject to an impact assessment\(^{55}\). Wiltshire contains a number of smaller centres and villages that are all vulnerable to possible edge or out of centre retail and leisure development. There is also a concern that a succession of planning applications each individually lower than the gross threshold set nationally (2,500 sq m) could have a cumulative adverse impact on our town centres. Core Policy 41 below therefore requires that all proposals for edge-of-centre or out-of-centre retail or leisure development are accompanied by an impact assessment, regardless of size.

<table>
<thead>
<tr>
<th>Core Policy 41 - Retail and leisure</th>
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<td>All proposals for retail or leisure uses on sites which are not within a Primary or Secondary Retail Frontage, and are not within a village centre, must be accompanied by an impact assessment.</td>
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6.7.5 Any proposal involving the creation of more than 200 square metres gross additional retail or leisure floorspace should also comply with the sequential approach, as set out in PPS4, to ensure any proposal is on the most central site available.

6.7.6 Specific challenges and priorities relating to retail provision in the principal settlements and market towns are identified where appropriate in the Community Area Strategies.

6.7.7 In addition to retail development, it is also important that key services and facilities are retained in the central areas of the market towns, in order to maintain the vitality and viability of the town centres. The Core Strategy envisages that each market town develops more detailed local policy through the Neighbourhood Planning process.

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55 PPS4, paragraph EC3.1d, page 9.
6.8 SO8: to promote sustainable forms of transport

6.8.1 Transport features either directly or indirectly in a number of the challenges and objectives of the Core Strategy. To help resolve these challenges and achieve the objectives, a sustainable transport system needs to be developed for Wiltshire.

Core Policy 42: Sustainable transport

The council will use its planning and transport powers to help reduce the need to travel, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire.

This will be achieved by:

- planning developments in accessible locations
- promoting sustainable transport alternatives to the use of the private car
- maintaining and selectively improving the local transport network in accordance with its functional importance and in partnership with other transport planning bodies, service providers and the business community
- promoting appropriate demand management measures
- influencing the routing of freight within and through the county
- assessing and where necessary mitigating the impact of developments on transport users, local communities and the environment.

As both the Local Planning Authority and Local Transport Authority, the council will use its planning and transport powers to develop, maintain and improve a sustainable transport system for Wiltshire. The way in which this will be achieved is set out in the remaining policies in this chapter in association with other relevant plans including the community plan, local development framework and local transport plan.

Transport and development

6.8.2 New development can potentially have both a positive and negative impact on transport. It is for this reason that the transport impacts of new developments need to be assessed in accordance with national guidance. 

Core Policy 43: Transport and development

New development should be located and designed to reduce the need to travel and to encourage the use of sustainable transport alternatives.

As part of a required transport assessment, the following must be demonstrated:

- that consideration has been given to the needs of all transport users (where relevant) according to the following hierarchy:
  - visually impaired and other disabled people
  - pedestrians
  - cyclists
  - public transport
  - goods vehicles
  - powered two-wheelers
  - private cars

- that the proposal is capable of being served by safe access to the highway network
- that fit for purpose and safe loading/unloading facilities can be provided where these are required as part of the normal functioning of the development.

Where appropriate, contributions will be sought towards sustainable transport improvements and travel plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.

6.8.3 Planning developments in locations that are, or can be made accessible means that communities can access their needs (e.g. shops, schools and employment) easily and without always needing a car. Providing good accessibility can also change people’s travel behaviour towards more sustainable transport alternatives such as walking, cycling and public transport.

6.8.4 In the past, however, some new developments have not always catered (e.g. by having layouts which are bus friendly) or provided (e.g. by having convenient cycle storage) for the needs of sustainable transport users or operators. This is no longer acceptable. Therefore, as part of a required transport assessment, it must be demonstrated that the needs of all transport users (where relevant) have been considered in accordance with the identified hierarchy.

6.8.5 A key consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for all road users.

6.8.6 In these times of ‘just in time’ deliveries, the failure to provide adequate loading/unloading facilities in developments can lead to congestion, safety, community and environmental impacts as Heavy Goods Vehicles (HGVs) seek to park on the highway or elsewhere while waiting for allocated delivery time slots.

Core Policy 44: Development impacts on the transport network

Developments should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages.
6.8.7 All new development is required to assess the transport issues related to that development. Where a development will have significant transport implications, the council will require a transport assessment to be prepared and submitted alongside a planning application in accordance with national guidance.

6.8.8 Developers will be required to make a contribution towards sustainable transport improvements as part of their development proposal. The required transport assessment will help determine what is needed in each case.

6.8.9 Developers will also be required to submit a travel plan with planning applications which are likely to have significant transport implications. The travel plan should aim to promote more sustainable forms of transport including, where relevant, more sustainable freight delivery and routing arrangements. The detailed requirements for travel plans will be set out in an SPD.

6.8.10 Outside of built-up areas, proposals that involve a new direct access onto the national primary route network will not be permitted in order to assist with traffic flow and reduce risk. Exceptions will only be made where the type of development is such that it requires a primary route location, such as a roadside service facility.

Transport strategies

6.8.11 Core Policy 1 focuses development growth primarily in the principle settlements of Chippenham, Trowbridge and Salisbury. To support their enhanced strategic employment and service roles, and better self containment, packages of integrated transport measures will be developed and implemented.

Core Policy 45: Transport strategies

Packages of integrated transport measures will be identified in Chippenham, Trowbridge and Salisbury to help facilitate sustainable development growth. The packages will seek to achieve a major shift to sustainable transport by helping to reduce reliance on the private car and by improving sustainable transport alternatives.

Each of the packages will consider the implementation of the following:

- new and improved networks of routes for pedestrians and cyclists
- enhanced public transport services and facilities
- traffic management measures
- demand management measures
- selective road improvements
- interchange enhancements that are accessible by all
- smarter choices measures.

These will be supported and implemented through developer contributions, LTP funding and joint working with partners and others.

6.8.12 The Wiltshire Community Plan sets out that the council and its partners need to:

“Provide a safer and more integrated transport system that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks, especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors”.

- Wiltshire Core Strategy Consultation Document • Page 159
6.8.13 Given this challenging objective, as part of each transport strategy, the council will need to consider a range of measures based on a ‘ladder of interventions’ that seek to ‘nudge’ people and businesses to make more sustainable transport choices.

Demand management

6.8.14 Demand management forms an important and essential part of an integrated approach to helping reduce reliance on the private car and encouraging the use of more sustainable alternatives.

Core Policy 46: Demand management

Demand management measures will be promoted where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives. These measures include:

- **Car parking management** - efficiently and effectively managing the car parking stock through the implementation of appropriate supply, maintenance, charging and enforcement measures. These measures include:
  - Public car parking charges – parking charges will be set taking account of a number of factors including the service role and strength of the local economy, the utilisation of existing parking spaces, the availability of sustainable transport modes and parking charges in neighbouring areas.
  - Private non-residential parking standards – the provision of parking associated with new private non-residential development will be limited to maximum parking standards (except for disabled parking spaces). These maximum standards will be reduced to reflect local circumstances and the relative accessibility by sustainable transport modes in accordance with an accessibility framework.
  - Managing publicly available private non-residential parking – there will be a presumption that any planning application which includes provision for publicly available private non-residential parking will be required to provide an accompanying car park management plan and, subject to a case-by-case analysis, to implement parking restrictions and charges consistent with those of council run car parks in the local area.
  - Residential parking standards – the provision of car parking associated with well-designed new residential development will be based on minimum parking standards. In determining the appropriate mix of parking types, the presumption will be that unallocated communal parking will be included in the majority of new residential development. Reduced residential parking requirements will be considered where there are significant urban design or heritage issues, where parking demand is likely to be low or where any parking overspill can be controlled.

- **Traffic management measures** - traffic management measures will be developed to promote sustainable transport alternatives, reduce reliance on the car, lower the risk of accidents and improve the environment.

- **Charging measures** – opportunities for charging measures, such as road user charging and the workplace levy, will be kept under review.

6.8.15 A parking study, commissioned by the council in January 2010, included a comprehensive review of parking standards, charges and policy within both the Plan Area and neighbouring areas. The resulting LTP3 Car Parking Strategy was adopted by the council in February 2011 and includes the following policies:

- PS1 – Overall management
Along with parking, traffic management measures are a key component of any integrated approach to transport planning. They can enhance the management and efficiency of the highway network and encourage the use of sustainable transport modes through a variety of measures such as the reallocation of road space, speed controls, pedestrian crossing facilities and intelligent transport systems. The implementation of any traffic management scheme will only be made after its effect on the surrounding highway network has been considered.

Charging measures, such as road user charging and the workplace levy, may become important tools in reducing traffic growth and encouraging the use of sustainable transport modes over the plan period. However, given the predominantly rural nature of Wiltshire, it is unlikely that these types of measures would have a significant impact on traffic levels outside of the principal settlement areas.

### Movement of goods

6.8.18 The way in which an efficient and flexible freight distribution system supports economic vibrancy and growth cannot be at the expense of local communities or the environment. The council recognises this and takes seriously the need to achieve a more sustainable distribution of freight that balances the needs of the economy, local communities and the environment.

**Core Policy 47: Movement of goods**

The council and its partners will seek to achieve a sustainable freight distribution system which makes the most efficient use of road, rail and water networks. In particular:

- developments which generate large volumes of freight traffic or involve the movement of bulk materials should make use of rail or water transport for freight movements wherever practical.
- where carriage of freight by rail and water is not realistic, encouragement will be given for Heavy Goods Vehicle (HGVs) traffic to use those roads where a minimum of community and environmental impacts will occur, principally the advisory freight network. Where problems caused by HGVs making unnecessary and undesirable use of routes are identified (other than on advisory freight routes), freight management measures will be considered.
- overnight lorry parking should be provided in the vicinity of the advisory freight network, either where demand can be demonstrated or to alleviate nuisance caused in local communities.
- the provision of intermodal and other rail freight terminals in suitable areas will be supported and land required for realistic proposals will be protected from inappropriate development.
Strategic transport network

6.8.19 The function of the strategic transport network is primarily to cater for the efficient movement of inter-urban and long-distance trips. In doing so, the strategic transport network can support the vision and objectives of the Core Strategy.

Core Policy 48: Strategic transport network

Work will be undertaken in conjunction with the Highways Agency, Network Rail, transport operators and other agencies, that will seek to develop and improve the strategic transport network to support the objectives and policies in the Core Strategy and Local Transport Plan.

The strategic transport network is shown on the key diagram:

i. the national primary route network.
ii. the strategic advisory freight route network.
iii. the key bus route network.
iv. the rail network.

In particular, the strategic transport network along the A350 corridor will be maintained, managed and selectively improved to assist employment growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.

The following improvements to enhance the strategic network will be progressed:

- the A350 national primary route at Yarnbrook/West Ashton will be improved. The improvement works necessary will be identified through further study work.
- the development and/or improvement of the following rail stations will be promoted and encouraged:
  - Corsham rail station.
  - Melksham rail station.
  - Wootton Bassett rail station.

6.8.20 The A350 corridor links five major towns in the west of the Plan Area including the principal settlements of Chippenham and Trowbridge. The corridor is made up of the A350 national primary route between the A303 and M4, and the rail line between Warminster and Chippenham.

6.8.21 The A350 primary route carries the highest volume of traffic and HGV movements on the county’s non-trunk road primary routes. Because of its strategic importance, and the locally significant traffic growth that has occurred in the last ten years, the route will be selectively improved to maintain and enhance journey time reliability. The proposed improvements to the A350 primary route, including those at Yarnbrook/West Ashton where journey times are unreliable, will provide significant relief and environmental benefits, particularly for local residents, and the improved standard of provision of this road will aid the employment growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.

6.8.22 Road improvements on non-trunk road national primary routes will be restricted to single carriageway enhancements to achieve positive road safety and environmental benefits, unless there is a need to provide continuity with existing standards and this can be achieved without unacceptable impacts on the natural environment.
6.8.23 Work will be undertaken, in conjunction with the Department for Transport, train operating companies and other agencies, to support the opening and improvement of local rail stations and the provision of additional rail services where these facilitate short distance passenger journeys such as those wholly within Wiltshire or to destinations in adjacent areas. Where appropriate, the council will consider financially supporting such initiatives. Priority will be given to new stations at Corsham and Wootton Bassett and an improved service at Melksham. Developments that would prevent realistic rail proposals such as these would be refused planning permission.
6.9 SO9: to ensure that infrastructure is in place to support our communities

6.9.1 This strategy places emphasis on ensuring that essential infrastructure is delivered as required by Core Policy 3 in Chapter 4. This policy is further supported by the Infrastructure Delivery Plan which will be published to accompany the draft Wiltshire Core Strategy.

6.10 SO10: to minimise the risk of flooding and ensure effective water management

Flood risk

6.10.1 The Strategic Housing Land Availability Assessment (SHLAA) demonstrates that there is sufficient land available in Flood Zone 1, the zone of least risk, to meet the proposed housing requirement of 37,000 new homes for the area. The strategy therefore favours housing development in Flood Zone 1 over areas of higher risk as identified by the Strategic Flood Risk Assessment (SFRA).

6.10.2 Proposals put forward in areas of higher risk (Flood Zones 2 and 3) will need to be supported by clear evidence that no lower risk alternative sites are available. The findings of the SHLAA will carry considerable weight when testing the suitability of proposals put forward in higher risk areas.

Core Policy 49 - Flood risk

Development proposed in Flood Zones 2 and 3 as identified within the Strategic Flood Risk Assessment will need to refer to the Strategic Housing Land Availability Assessment when providing evidence to the local planning authority in order to apply the Sequential Test in line with the requirements of Planning Policy Statement 25(57).

All new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (Sustainable Urban Drainage) unless site or environmental conditions make these measures unsuitable.

Water abstraction

6.10.3 Long-term predictions point to reduced river flows on the River Avon Special Area of Conservation (SAC) during dry summer periods of up to 50% compared to current conditions, due to climate change. Such a scale of change will place stress on this river system and it is important that new development uses water efficiently to limit this stress. Water efficient homes use less hot water and have a reduced carbon footprint compared to existing stock. Water efficient homes also have reduced water bills. The Code for Sustainable Homes (CSH) provides a standard for new homes that is already widely applied, and Core Policy 26 (presented earlier in the document) sets levels of the code to be met by new homes.

Core Policy 50 - Water efficiency and the River Avon Special Area of Conservation

Non-residential development will be required to incorporate water energy efficiency measures. Developers will be expected to submit details of how water efficiency has been taken into account during the design of proposals.
Pollution and phosphate levels in the water environment

6.10.4 The River Avon SAC and ground water sources are particularly vulnerable to the effects of pollution from surface water drainage, non-physical and biological disturbance.

6.10.5 A specific issue raised by the initial Habitats Regulations Assessment of the Core Strategy (in relation to the south Wiltshire area\(^\text{58}\)), and that of the Regional Spatial Strategy, highlighted the potential for likely significant effects upon the River Avon SAC through elevated phosphate levels from additional sewage discharges in the catchment. However, following the completion of significant upgrades to the sewage treatment infrastructure last year, the Environment Agency has concluded that sewage discharges projected by this Core Strategy will be compliant with the Habitats Regulations provided that a Nutrient Management Plan is put in place to bring down phosphate levels. The Environment Agency and Natural England are currently working on the Nutrient Management Plan and this is due to report in summer 2011. The plan will identify works that are required to reduce river phosphate levels and the funding required for these. At that stage it will be appropriate for Wiltshire Council to consider whether it is appropriate for development to contribute to the implementation of the plan. If the Nutrient Management Plan identifies a need for developer contributions to deliver the necessary phosphate reductions, Core Policy 51 will address this issue, otherwise it will be removed.

Core Policy 51 – Pollution and phosphate levels in the water environment

In order to avoid and reduce the potential environmental effects on water quality in the River Avon Special Area of Conservation, appropriate schemes of mitigation, including consideration of suitable buffer zones along watercourse, habitat enhancements and river access management measures, will be required to mitigate potential disturbance effects. A construction Management Plan should also be submitted to the Local Planning Authority to ensure measures proposed during construction are satisfactory.

All relevant developments identified in the River Avon SAC catchment will be required, by means of financial contribution, to contribute to the undertaking and implementation of a Nutrient Management Plan, to ensure that their development will not cause detriment to watercourses through and unmitigated addition of phosphates.
Question 21

In addition to core policies 1-20, do the core policies set out in chapter 6 cover the right subjects? Are there any other subject areas that need to be considered?

Are there any changes you would suggest to individual policies?

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Question 22

Having read the consultation document are there any other comments you would like to make on the approach to or content of the consultation document and the emerging Wiltshire Core Strategy.
# Appendix 1: Glossary of terms

A guide to the terminology used in this document.

<table>
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<tr>
<td><strong>Ancient woodland</strong></td>
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<td><strong>Annual Monitoring Report (AMR)</strong></td>
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<td><strong>Appropriate Assessment (AA)</strong></td>
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<td><strong>Area Action Plan (AAP)</strong></td>
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<td><strong>Area of Outstanding Natural Beauty (AONB)</strong></td>
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<td><strong>Biodiversity Action Plan (BAP)</strong></td>
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<td><strong>Building for Life Assessments (BFL)</strong></td>
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<td><strong>Charging schedule</strong></td>
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<td><strong>Communities and Local Government (CLG)</strong></td>
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<td><strong>Community Infrastructure Levy (CIL)</strong></td>
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<td>Core Strategy</td>
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<td>County Wildlife Site (CWS)</td>
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<td>E C Directive</td>
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<td>Flood Risk Assessment</td>
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<td>Indices of Multiple Deprivation (IMD)</td>
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<td>Infrastructure Delivery Plan (IDP)</td>
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<td>Local Development Framework (LDF)</td>
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<td>Local Planning Authority</td>
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<td>Local Strategic Partnership (LSP)</td>
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<td>Major development</td>
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<td>Ministry of Defence</td>
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<td>National Core Output Indicator (NCOI)</td>
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<td>National Park</td>
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<td>Natural England</td>
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<td>Planning Inspectorate (PINS)</td>
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<td>Planning obligations (section 106 agreements)</td>
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<td>Public Rights of Way (PRoW)</td>
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<td>Regionally Important Geological or Geo-morphological Site (RIGS)</td>
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<td>Regional Spatial Strategy (RSS)</td>
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### Glossary of Terms

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<thead>
<tr>
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<tr>
<td>Saved plan</td>
<td>Those policies within the adopted Local Plan and Structure Plan that have been saved beyond the expiry date by the Secretary of State.</td>
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<tr>
<td>Schedule effects indicator</td>
<td>Indicators identified within the Sustainability Appraisal or Strategic Environmental Assessment, to monitor sustainability effects of local policy implementation.</td>
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<tr>
<td>Scheduled Monument (SM)</td>
<td>These are archaeological sites or historic buildings considered to be of national importance by the government. The current legislation, the Ancient Monuments and Archaeological Areas Act 1979, supports a formal system of Scheduled Monument Consent for any work to a designated monument. Scheduling is the only legal protection specifically for archaeological sites.</td>
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<tr>
<td>Site of Special Scientific Interest (SSSI)</td>
<td>This is a conservation designation denoting a protected area in the UK. SSSIs are the basic building blocks of site based nature conservation legislation including the very best wildlife and geological sites, as designated by Natural England. There are over 4,100 SSSIs in England, covering approximately 8% of the country’s land area.</td>
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<tr>
<td>Site specific allocations</td>
<td>Allocations of sites for specific of mixed uses or development to be contained in development plan documents. Policies will identify any specific requirements for individual purposes.</td>
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<tr>
<td>Soundness</td>
<td>Soundness means founded on a robust and credible evidence base and the most appropriate strategy when considered against the reasonable alternatives. For something to be sound is must also be deliverable, flexible and able to be monitored.</td>
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<tr>
<td>Source Protection Zone (SPZ)</td>
<td>These are groundwater sources used for public drinking water supply. These zones show the risk of contamination from any activities that might cause pollution in the area. The closer the activity, the greater the risk. The SPZ maps show three main zones (inner, outer and total catchment) and a fourth zone of special interest.</td>
</tr>
<tr>
<td>Special Area of Conservation (SAC)</td>
<td>Designation made under the Habitats Directive to ensure the restoration or maintenance of certain natural habitats and species some of which may be listed as ‘priority’ for protection at a favourable conservation status.</td>
</tr>
<tr>
<td>Special Landscape Area (SLA)</td>
<td>A non-statutory landscape designation as defined by the local authority.</td>
</tr>
<tr>
<td>Special Protection Area (SPA)</td>
<td>Designations made under the EC Directive 79/409 on bird conservation (The Birds Directive), the aim of which is to conserve the best examples of the habitats of certain threatened species of bird the most important of which are included as priority species.</td>
</tr>
<tr>
<td>Stakeholder</td>
<td>Anyone who is interested in, or may be affected by the planning proposals that are being considered.</td>
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<tr>
<td>Statement of Community Involvement (SCI)</td>
<td>The statement of community involvement sets out the standards which authorities must achieve in involving local communities in the preparation of local development documents and development management decisions.</td>
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<tr>
<td>Strategic Environment Assessment (SEA)</td>
<td>A strategic environment assessment is a generic term used to describe environmental assessment as applied to policies, plans and programmes. The European SEA directive (2001/42/EC) requires a formal environmental assessment of certain plans and programmes, including those in the field of planning and land use.</td>
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<tr>
<td>Strategic Housing Land Availability Assessment (SHLAA)</td>
<td>A survey of the sources of potential housing supply, and assessment of delivery criteria to provide an assessment of potential deliverable supply.</td>
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<tr>
<td>Strategic Housing Market Assessment (SHMA)</td>
<td>A survey to find out housing need and demand.</td>
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<tr>
<td>Strategic Road Network (SRN)</td>
<td>The Highways Agency is responsible for operating the SRN in England which consists of most motorways and significant trunk A roads.</td>
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<tr>
<td>Strategically Significant Cities and Towns (SSCTs)</td>
<td>Those settlements which play a critical strategic role either regionally or sub-regionally, as identified in the draft RSS (intended for revocation).</td>
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<tr>
<td>Supplementary Planning Documents (SPDs)</td>
<td>Supplementary planning documents provide supplementary information about the policies in development plan documents. They do not form part of the development plan and are not subject to independent examination.</td>
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<tr>
<td>Sustainability Appraisal</td>
<td>A sustainability appraisal is a tool for appraising policies to ensure they reflect sustainable development objectives (i.e. social, environmental and economic factors), and are required in the Act to be undertaken for all local development documents.</td>
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<tr>
<td>Sustainable development</td>
<td>Development which is sustainable in that it meets the needs of the present without comprising the ability of future generations to meet their own needs.</td>
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<td>Sustainable Urban Drainage System (SuDs)</td>
<td>These involve a sequence of management practices and control structures designed to drain surface water in a more sustainable fashion than some conventional techniques.</td>
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<tr>
<td>Sustainable Community Strategy (SCS)</td>
<td>A sustainable community strategy sets out the strategic visions for a place and provides a vehicle for considering how to address difficult issues such as the economic future of an area, social exclusion and climate change. It is a vision document which needs to be aligned with the core strategy, as with the vision document for the local development framework.</td>
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<tr>
<td>Wiltshire and Swindon Structure Plan 2016</td>
<td>Forms part of the currently adopted development plan, and will be replaced by development plan documents such as the Wiltshire Core Strategy.</td>
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<tr>
<td>World Heritage Site (WHS)</td>
<td>A cultural, natural or historical site of outstanding universal value designated by the UNESCO World Heritage Site Committee.</td>
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