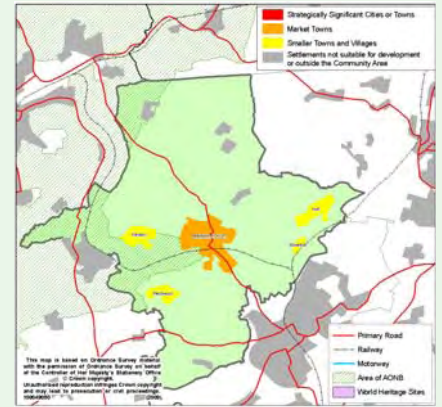


Bradford-on-Avon

What do we already know about Bradford-on-Avon community area?

Bradford-on-Avon is one of the smaller market towns in Wiltshire. It has good public transport connectivity and functions as a popular tourist destination. There are a number of constraints to future development in the town although some development would help improve the balance between housing and employment and reduce out-commuting which is currently an issue.



Community area

Total land area: **5,903 hectares** Population in 2007: **16,989** Av. house price in 2008: **£272,212**
Principal town: **Bradford-on-Avon** Population of principal town: **16,989** Housing completions in principal town since 2001: **168 dwellings or 21 dwellings/year** Housing commitments in principal town at April 2009: **247**

Key issues in Bradford-on-Avon

- Poor air quality resulting from congestion.
- Pressure on employment sites to be converted to residential use.
- High proportion of out-commuting.
- Few employment opportunities.
- Limited retail offer serving basic local needs.
- Building and environmental constraints, particularly the Western Wiltshire greenbelt.
- High levels of need for affordable housing.
- Capacity issues on road network.
- GP surgery needs to expand.
- Lack of some leisure facilities.

Key opportunities in Bradford-on-Avon

- The town is a popular tourist destination.
- Additional employment land is needed.
- Lack of a local convenience store in the town.
- Need to reduce traffic volume, density and congestion.
- Landscape character and the greenbelt should be protected.
- Additional sports provision is needed.

Do you agree with the issues and opportunities that have been identified for Bradford-on-Avon community area?

(Please record your comments on post-it notes and stick them here)

Bradford-on-Avon

How does Wiltshire 2026 expect the local area to change?

Wiltshire 2026 includes these proposals for Bradford-on-Avon community area

Market Town: Bradford-on-Avon: 150 new homes

Small towns and larger villages: None

Smaller villages: Holt, Staverton, Westwood and Winsley



Anticipated changes in Bradford-on-Avon community area

- Strengthen employment provision to improve the balance between housing and employment.
- The historic importance of Bradford-on-Avon will be protected along with ensuring that development does not encroach into the Green Belt.
- A new development at Kingston Mill already has planning permission in the town. This will increase retail provision and new restaurants and enhance pedestrian space, affordable housing and employment space.
- There is hope that a new pedestrian footbridge will be built as part of a separate development, linking Kingston Mill with the town library.
- New development should be of mixed use, including both housing and employment, as well as highly sustainable and well connected to the existing town centre.
- Traffic through the town centre should not be increased.

To begin to deliver these changes the core strategy needs to identify land for development that is well related to the town centre and can deliver mixed use development of both housing and employment. The scale of development in Bradford-on-Avon will be relatively low and should be highly sustainable, helping to improve the self containment of the town.

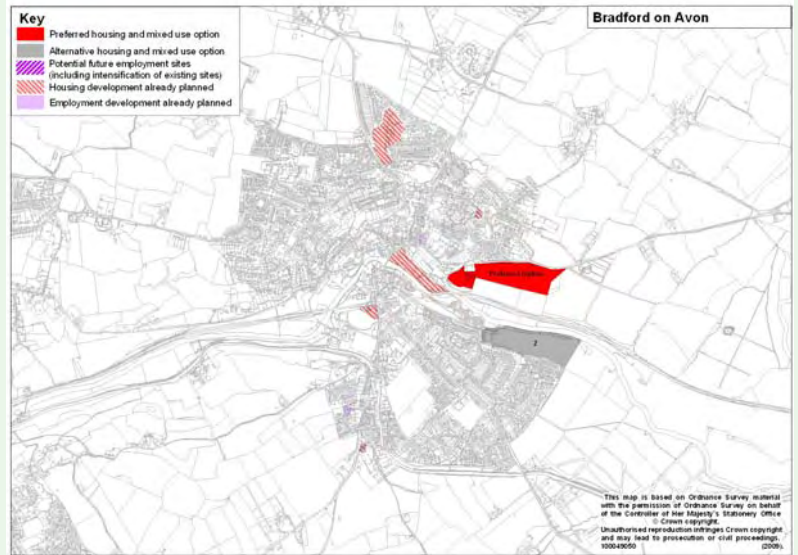
Do you agree with the descriptions of how we expect your community area to change by 2026?

(Please record your comments on post-it notes and stick them here)

Bradford-on-Avon

How were development options assessed?

- Identification of sites within broad areas of search around strategically significant towns and market towns.
- Constraints to development mapped (see next board).
- Development of initial options.



- Discussion with infrastructure providers and Wiltshire Council services

Defence Estates
Rail
Natural England
English Heritage
Archaeology
Highways

Water
Police
Ambulance Service
Telecommunications
Libraries
Landscape

NHS Wiltshire
Fire & Rescue
Education Authority

Leisure
Rights of Way

Electricity
Gas
Highways Agency
Environment Agency
Play and open space
Ecology

- Each option was assessed against a set of sustainable development objectives.

Summary SA assessment for strategic site options in Bradford-on-Avon community area:

	1. Biodiversity	2. Land and Soil	3. Waste Management	4. Water Resources	5. Flood Risk	6. Air Quality and Pollution	7. Climatic Factors	8. Historic Environment	9. Landscape	10. Housing	11. Healthy Communities	12. Poverty and Deprivation	13. Community Facilities	14. Education and Skills	15. Transport	16. Economy	17. Employment
Option 1 (Preferred)	+	-	+	0	0	-	++	?	0	++	+	+	+	+/?	+/?	++	++
Option 2	-	-	-	-	0	--	--	?	-	+	--	+/?	-	/?	0	--	-

Key

Significance Assessment	Description
++	Major positive effect.
+	Minor positive effect.
?	Uncertain effect.
0	Neutral effect.
-	Minor adverse effect.
--	Major adverse effect

Bradford-on-Avon

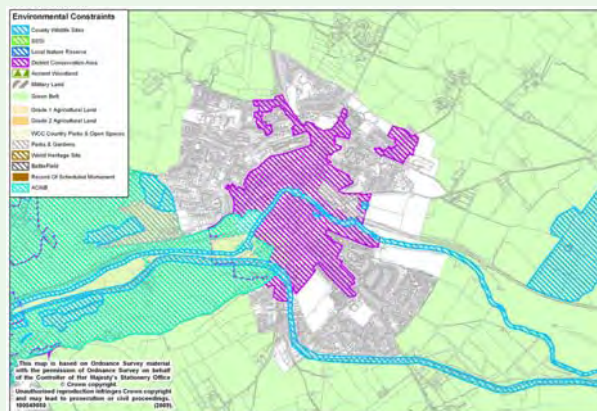
Constraints to development mapped:



Flooding as per strategic sites



Minerals as per strategic sites



Environmental constraints

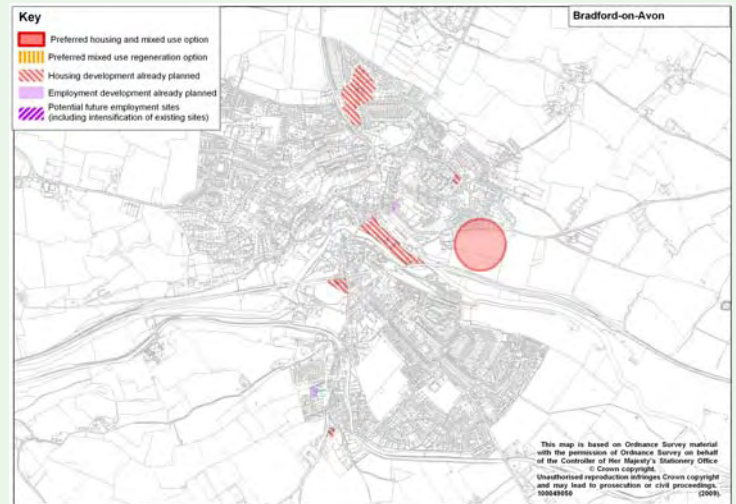
Bradford-on-Avon

The preferred option

A strategic development site on land to the east of the Hall, part of the Moulton Estate.

Opportunities:

- Well related to the town which would help improve the balance between housing and employment.
- Good road connectivity to the M4, Bath and Bristol.
- Small increase in traffic through the town.
- Excluded from the greenbelt.
- Opportunity to provide new green spaces.
- Allows expansion of existing companies, avoiding the loss of jobs.
- New employment provision helps to provide new jobs in the town.
- Highly sustainable standards would help the town meet its aspiration to be carbon neutral.



Issues to be addressed:

- High design standards
- Maximise benefits to local jobs.
- Ensure impacts on biodiversity are minimised.
- Suitable mitigation for loss of bat foraging ground.
- Highly sustainable carbon neutral development.
- Improved access, avoiding traffic through the town.

Do you agree with the proposed development sites?

What could be done to improve this option?

(Please record your comments on post-it notes and stick them here)