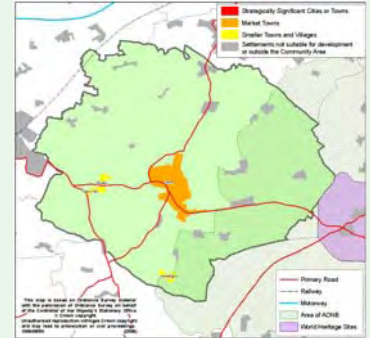


# Calne

## What do we already know about Calne community area?

The principal service centre within the community area is the town of Calne, which serves the surrounding rural settlements. The area has a low level of self containment which can be attributed to its close proximity to Swindon and the M4. The town of Calne has received significant new residential and employment growth in recent times. It is recognised that the town centre needs to be improved to make it more attractive.



### Community area

Total land area: 13,288 hectares Population in 2007: 21,945 Av. house price in 2008: £196,026  
Principal town: Calne Population of principal town: 15,600 Housing completions in principal town since 2001: 1,455 dwellings or 182 dwellings/year Housing commitments in principal town at April 2009: 217

### Key issues in Calne community area

- Heavy traffic congestion.
- Aspiration for a road on the eastern side to alleviate congestion. However, the level of growth necessary to support such a road may make this unrealistic.
- Growth has occurred without the necessary community infrastructure with a limited range of cultural and entertainment facilities. As a result, residents travel by car to other settlements.
- Limited range of alternative retail outlets. As a result, residents travel by car to other settlements.
- Calne is one of the better performing towns in Wiltshire for employment provision.

### Key opportunities in Calne community area

- Opportunity to become a key employment location as it is well located for access to the M4.
- A major town centre regeneration scheme has enhanced the image of the town centre.
- High proportion of out-commuting to Chippenham and Swindon but Calne is not considered to be a dormitory settlement because of its varied employment opportunities. The town has a high population to job ratio, which could enable it to accommodate additional businesses.
- Further growth will enable improvements to the town centre.
- Average need for affordable housing and average income levels compared with other towns in Wiltshire. This makes Calne one of the more affordable settlements.
- The employment base in Calne has grown in recent years and comprises a mix of employers with potential for expansion to provide more jobs for the town.

Do you agree with the issues and opportunities that have been identified for Calne community area?

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

# Calne

## How does Wiltshire 2026 expect the local area to change?

Wiltshire 2026 includes these proposals for Calne community area

**Market Town:** Calne: 500 new homes

**Small towns and larger villages:** None

**Smaller villages:** Derry Hill/Studley, Heddington



### Anticipated changes in Calne community area

- Additional growth will be appropriate where it can be well-connected with the town centre by means of transport other than the car and when there are benefits to the community.
- The town will build on recent regeneration in the town centre to offer a range of shops and services.
- Additional development is likely to take place on greenfield land on the outskirts of the town.
- The appropriate amount of development for Calne is unlikely to be sufficient to justify a new eastern distributor road within this planning period.

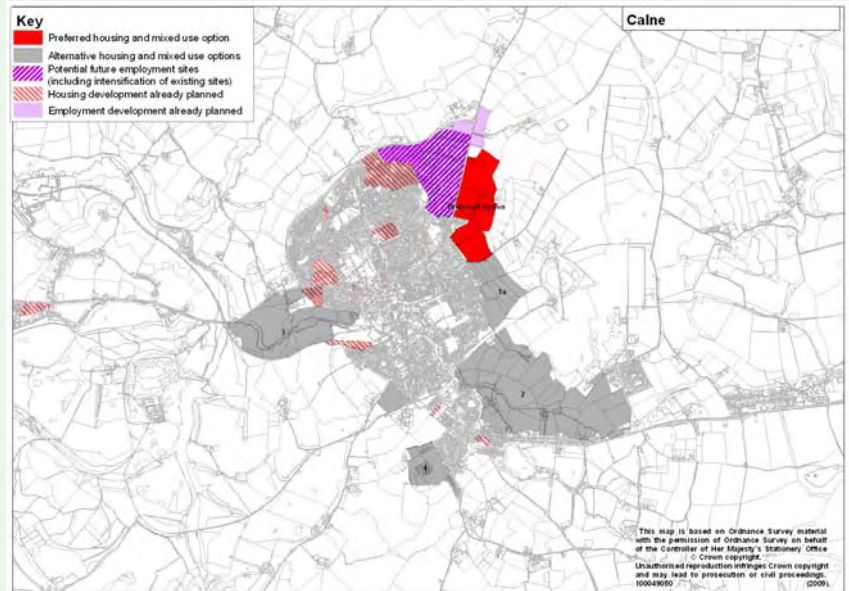
Calne will be an active and attractive centre for the community area, offering a range of retail outlets accessible by public transport. The town will have services that are well-used, including entertainment and recreational facilities. People will feel safe and proud of Calne, and will benefit from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

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)

## 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  
Ecology  
Leisure  
Rights of Way

Electricity  
Gas  
Highways Agency  
Environment Agency  
Play and open space

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

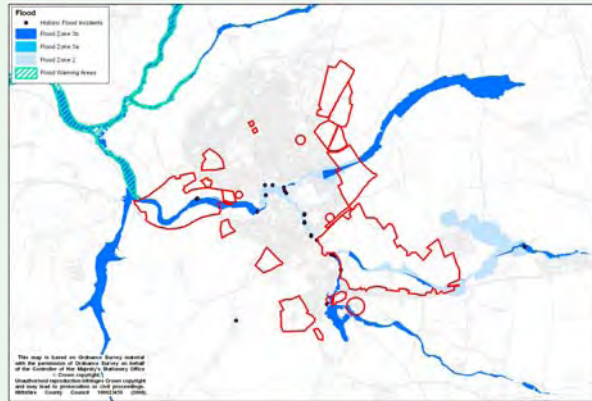
### Summary SA assessment for strategic site options in Calne community area:

	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	?	++	+	+	+	+ / ?	+	++	++
Option 2	- /?	-	-	?	0	+ / ?	-	-	-	++	-	+	+	0	+ / ?	-	-
Option 3	-	-	-	?	-	-	-	-	-	++	-	+	?	0	+ / ?	-	-
Option 4	0	-	-	?	0	- / ?	-	-	?	+	+	+	+	0	-	-	-

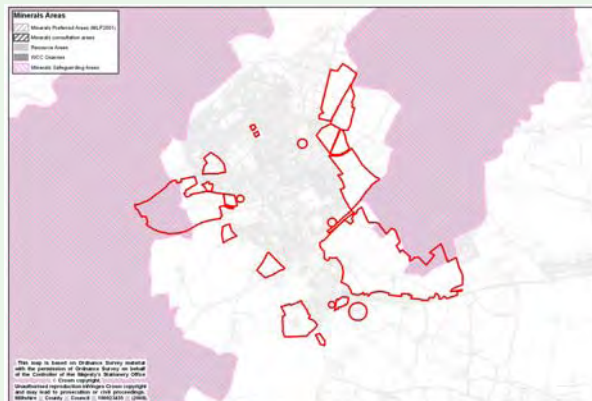
#### Key

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

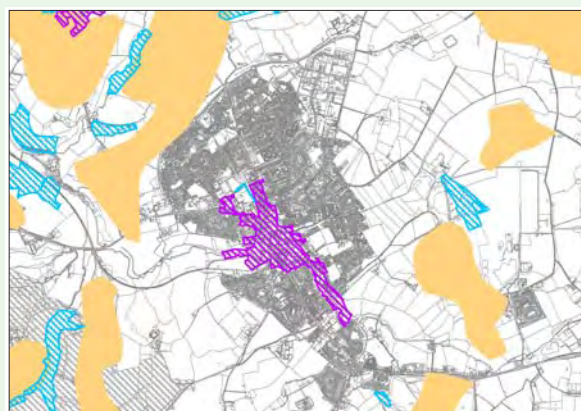
## Constraints to development mapped:



Flooding as per strategic sites



Minerals as per strategic sites



Environmental constraints

## The preferred option

The preferred option comprises four sites that would form an urban extension to the north east of Calne.

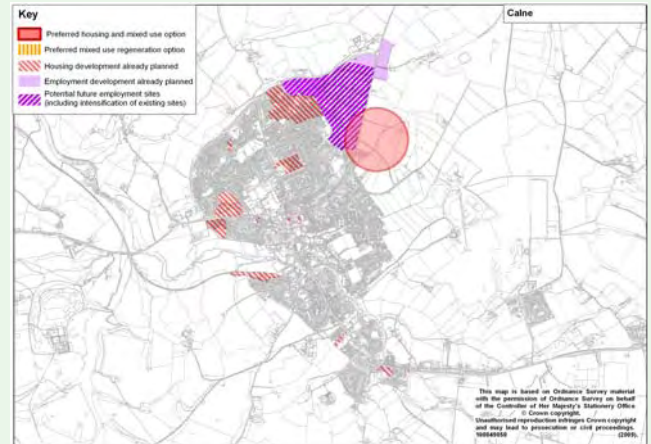
The sites include:

- Land at Oxford Road.
- Land at Penn Hill Farm.
- Land at East Woodhill Rise.

This option is preferred because it is on unconstrained land and can provide one urban extension that would have good accessibility to employment provision.

### Opportunities and constraints

- The land is adjacent to the Porte Marsh industrial estate and proposed employment development at Beversbrook Farm. This location would provide good accessibility to existing and proposed employment and increase the opportunity for people to live and work in the same location.
- There are no major constraints identified in the option.
- The northern part of the area is well connected by bus and the development of one urban extension provides the opportunity to maximise the benefits of investment in public transport.
- It is likely that improvements to road infrastructure will be needed.
- Wiltshire's workspace and employment land strategy recommends that land east of Calne is reserved for employment use. However, the east of Calne is a broad area within which other suitable sites for employment development may be identified.



### Infrastructure requirements

- The housing allocation for Calne is not of an appropriate scale to fund an eastern distributor road.
- A new primary school and financial contribution towards secondary school provision.
- Extraction site to the north east would require a buffer zone of 250 metres.

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)