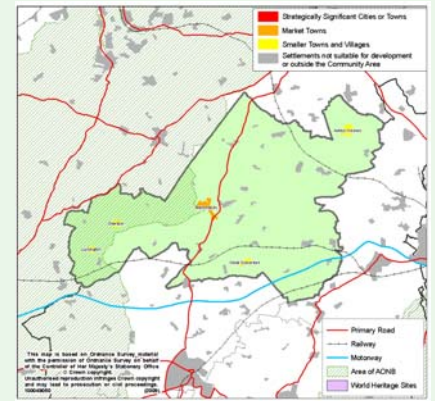


Malmesbury

What do we already know about Malmesbury community area?

The Malmesbury community area is an area of mainly rural countryside located towards the north west of the county of Wiltshire. The area's principal settlement is the market town of Malmesbury, approximately 11 miles from Chippenham, situated off the A429 adjacent to the B4040. Malmesbury is a hill-top town surrounded by the River Avon. Malmesbury has a good level of in-commuting from surrounding settlements, which is unique for a market town. It has a highly constrained environment, but a number of attractive and historic buildings characterised by its proximity to the Cotswolds.



Community area

Total land area: **24,464 hectares** Population in 2007: **18,395** Av. house price in 2008: **£317,457**
Principal town: **Malmesbury** Population of principal town: **5,560** Housing completions in principal town since 2001: **708 dwellings or 78 dwellings/year** Housing commitments in principal town at April 2009: **342**

Key issues in Malmesbury community area

- Malmesbury has a small employment base, concentrated around education, health and engineering. It has a reliance on Dyson as a major employer in the town.
- Malmesbury is less affordable than other settlements in Wiltshire. It is identified as the most expensive area in the north of Wiltshire in terms of house prices; average income is also significantly above the national average.
- Proposed housing growth is unlikely to meet the need for affordable housing.
- There is limited retail offer in Malmesbury.
- Protection of farming communities to preserve and enhance rural scenery and traditions is a priority.
- Minety, Dauntsey and Crudwell have limited public transport provision.
- There is a lack of small to medium size businesses.

Key opportunities in Malmesbury community area

- The town's environment and surroundings make it an attractive place in which to live and work.
- The wider community area is home to a rich built and natural environment, including the Cotswolds Area of Outstanding Natural Beauty (AONB).
- Malmesbury has an attractive town centre which links the historic Abbey and adjacent river and gardens and acts as a local retail centre for the surrounding area.
- Malmesbury is a key tourist location which also benefits the wider community area.
- The River corridor provides an opportunity for green infrastructure.
- There is a reasonable level of in-commuting to work in Malmesbury.
- It is important that the town's existing employment base is retained and advantage taken of its connectivity with the M4 and the A429.

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

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

Malmesbury

How does Wiltshire 2026 expect the local area to change?

Wiltshire 2026 includes these proposals for Malmesbury community area

Market Town: Malmesbury: 200 new homes

Smaller towns and larger villages: Ashton Keynes and Sherston

Smaller villages: Great Somerford and Luckington



Anticipated changes in Malmesbury community area

- Malmesbury is in a rural location and it is unrealistic to plan for significant growth, but it is important that some growth takes place so that the town's existing employment base is retained and the opportunity for people to live and work in the town is increased.
- The main focus should be for Malmesbury to continue to be an important tourist location in Wiltshire and to act as a local retail centre offering a range of shops and services for the wider community area.
- Both the natural and built environment will be protected and enhanced.
- Malmesbury is not identified as a town for strategic employment growth, although it is recognised that there should be greater opportunity to work and live in the same place.

Development in the community area will reflect and respect 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 help meet local needs, while Malmesbury will also widen its employment offer, taking full advantage of its connectivity with the nearby M4 and the A429.

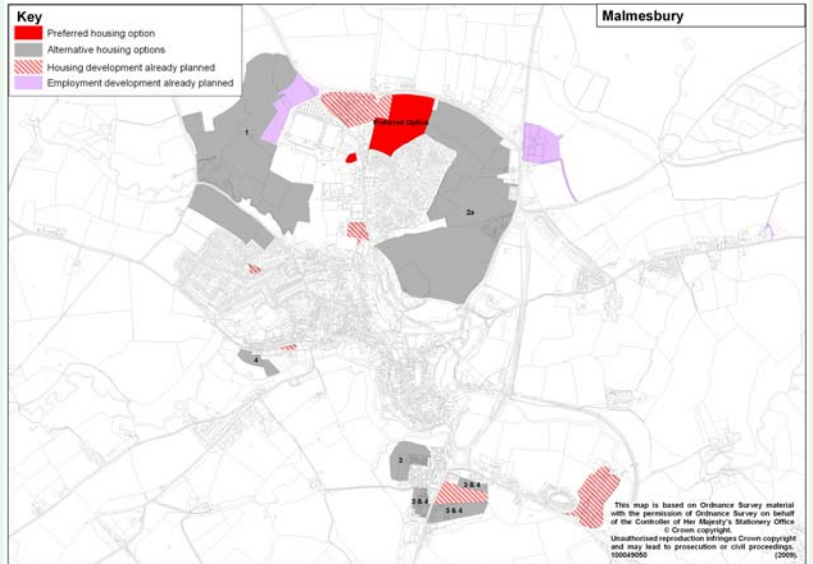
Do you agree with the descriptions of how we expect your community area to change by 2026?

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

Malmesbury

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	Water	NHS Wiltshire	Electricity
Rail	Police	Fire & Rescue	Gas
Natural England	Ambulance Service	Education Authority	Highways Agency
English Heritage	Telecommunications		Environment Agency
Archaeology	Libraries	Leisure	Play and open space
Highways	Landscape	Rights of Way	Ecology

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

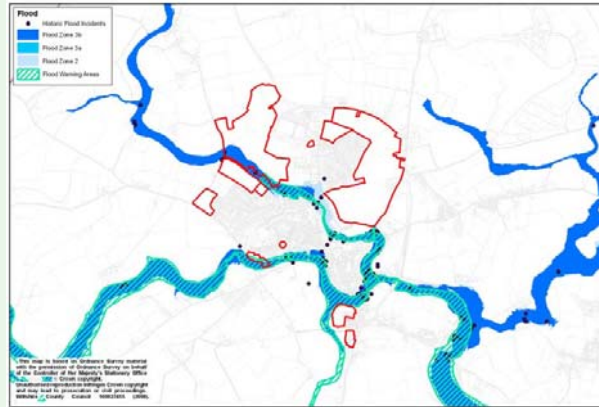
Summary SA assessment for strategic site options in Malmesbury community area:

	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	-	-	-	-	-	+	-	-	-	++	+	+	?	+	+	-	-
Option 2 (Preferred)	-	-	-	-	?	+	-	0	0	++	+	+	?	+	+/?	-	-
Option 3	-	0	-	-	?	+	-	0	0	++	+	+	?	0	+/?	-	-
Option 4	-	+	-	-	-	+	-	0	-	++	+	+	?	0	+/?	-	-

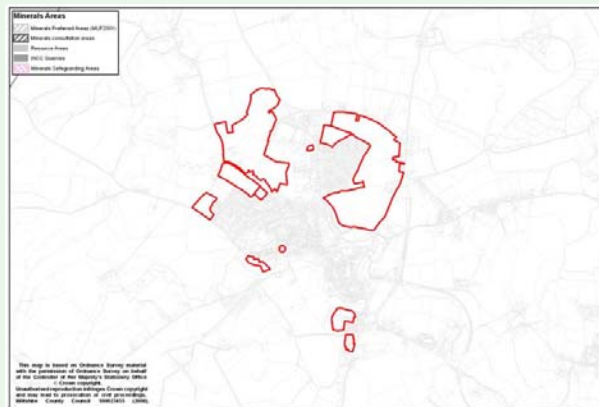
Significance Assessment	Description
++	Major positive effect.
+	Minor positive effect.
?	Uncertain effect.
0	Neutral effect.
-	Minor adverse effect.
--	Major adverse effect

Malmesbury

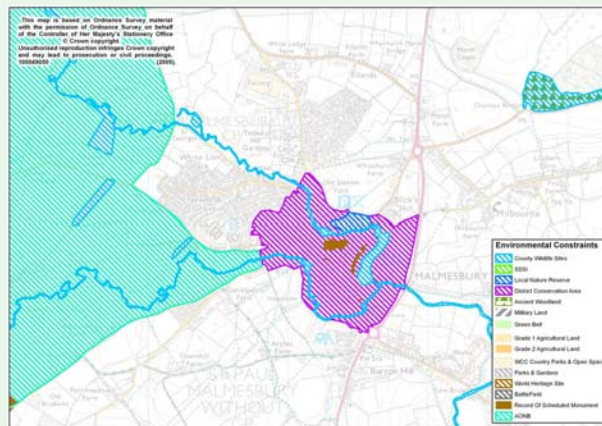
Constraints to development mapped:



Flooding as per strategic sites



Minerals as per strategic sites

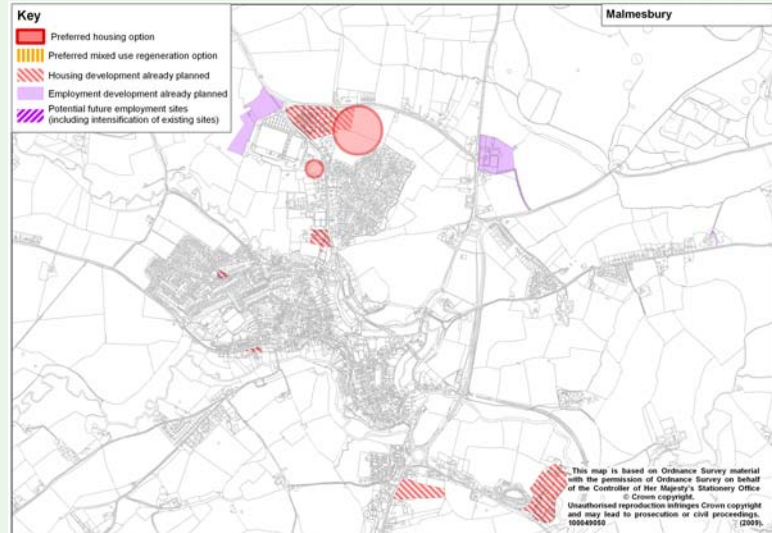


Environmental constraints

Malmesbury

The preferred option

- The preferred option provides a small-scale urban extension capable of delivering up to 200 dwellings.
- The preferred option consists of three sites, two located to the east of Tetbury Hill and the third, smaller site located to the west of Tetbury Hill.
- The approximate collective area is 7.4 hectares.
- The area is well related to the existing employment land to the north of Malmesbury, increasing the potential for self-containment.
- It is anticipated that the larger settlements of Ashton Keynes and Sherston will have capacity to accommodate modest development.
- Limited infill development will be appropriate within the smaller villages of Great Somerford and Luckington.



Opportunities

- Increases the opportunities for people to live and work in the same place.
- Well related to existing employment land to the north of Malmesbury.
- The preferred option will fit well with recent development at the Kingsway.
- Hedgerows and areas of rough grassland would be retained to protect habitats and provide green infrastructure.

Issues to be addressed

- Financial contributions may be needed for secondary school and health care provision.
- A new bus service would be required.
- Improvement is called for in the retail offer so that Malmesbury can continue to provide an appropriate retail centre for surrounding settlements.
- The affordability of property.

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)