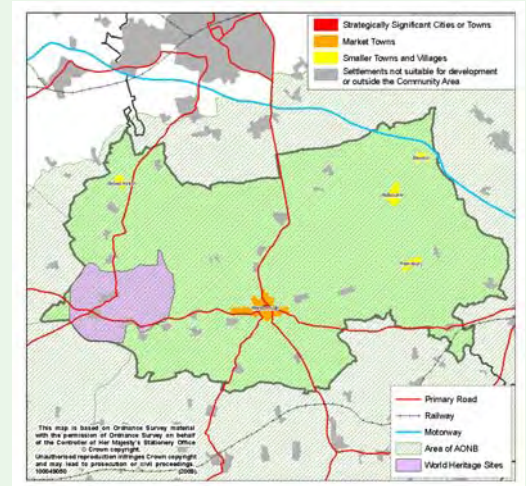


Marlborough

What do we already know about Marlborough community area?

The whole of the Marlborough community area lies within the North Wessex Downs Area of Outstanding Natural Beauty (AONB). The town of Marlborough has a rich built environment with an attractive and thriving retail centre. The town and its wider rural hinterland are highly constrained due to the landscape quality and topographic features. The community area includes the Avebury element of the Stonehenge and Avebury World Heritage Site. Full advantage has not yet been taken of the area's tourism potential.



Community area

Total land area: **28,031 hectares** Population in 2007: **17,802** Av. house price in 2008: **£332,050**
Principal town: **Marlborough** Population of principal town: **8,300 people** Housing completions in principal town since 2001: **274 dwellings or 34 dwellings/year** Housing commitments in principal town at April 2009: **237 dwellings**

Key issues in Marlborough community area

- Highly constrained by landscape designations.
- Community area has some of the highest house prices in Wiltshire.
- Marlborough has an affordable housing need which is slightly above the UK average.
- The town currently has a narrow economic base.
- Commuting distances in the town are higher than the Wiltshire average.
- Marlborough has struggled to establish its employment accommodation base.

Key opportunities in Marlborough community area

- Marlborough has a thriving town centre with low vacancy rates.
- Marlborough has good road transport links.
- The town is well regarded as a local employment location.
- The town has a high level of self containment.
- Marlborough is a picturesque town with good tourist potential.

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

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

Marlborough

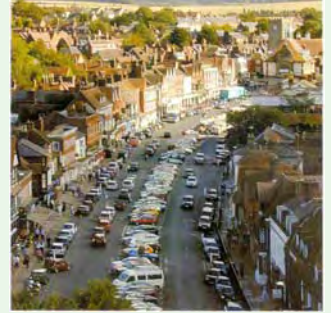
How does Wiltshire 2026 expect the local area to change?

Wiltshire 2026 includes these proposals for Marlborough community area

Market Town: Marlborough: 250 new homes

Small towns and larger settlements: Aldbourne and Ramsbury

Smaller villages: Baydon and Broad Hinton



Anticipated changes in Marlborough community area

- Unrealistic to plan for significant growth due to landscape constraints and proximity to larger service centres.
- Level of growth to address local affordable housing need, support local employment, and aid enhancement of local services.
- Marlborough will continue to function as a prominent retail centre within east Wiltshire.
- Marlborough will serve as a locally important employment centre.
- Better mix of housing types should help to support local services and jobs.

Future development within Marlborough community area will provide for a range of housing appropriate to the local needs and incomes of residents. Delivery of services to the population will be improved making the most effective use of available resources. The community area will continue to benefit from high standards of housing, health, education and culture in the context of a growing economy in the area as a whole. Future development will be sympathetic to the community area's rich natural and historical assets.

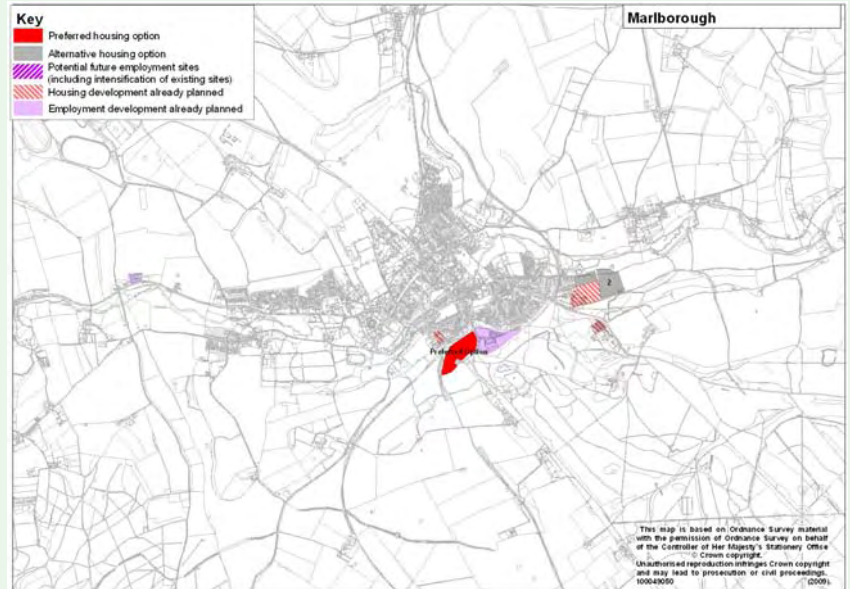
Do you agree with the descriptions of how we expect your community area to change by 2026?

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

Marlborough

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 Marlborough community area:

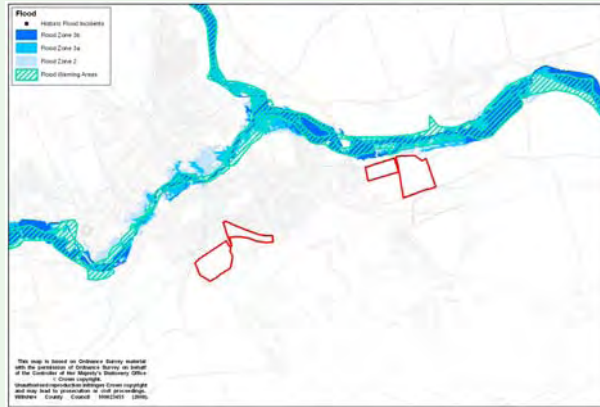
	1. Biodiversity	2. Land and Soil	3. Waste Management	4. Water Resources	5. Flood Risk	6. Air Quality and Pollution	7. Climatic Factors	8. Historic Environment	9. Landscape	10. Housing	11. Healthy Communities	12. Poverty and Deprivation	13. Community Facilities	14. Education and Skills	15. Transport	16.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

Key

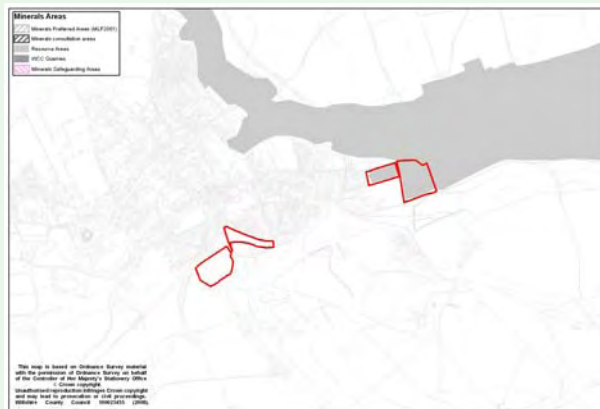
Significance Assessment	Description
++	Major positive effect.
+	Minor positive effect.
?	Uncertain effect.
0	Neutral effect.
-	Minor adverse effect.
--	Major adverse effect

Marlborough

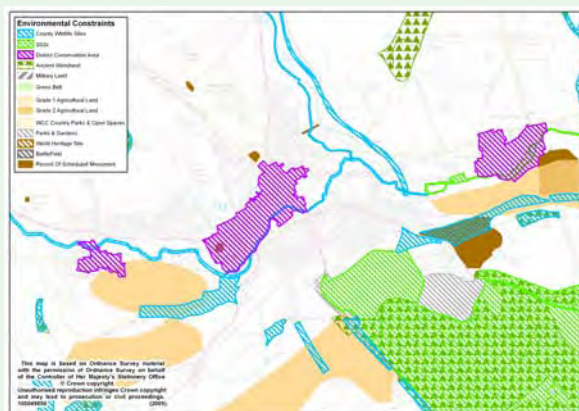
Constraints to development mapped:



Flooding as per strategic sites



Minerals as per strategic sites



Environmental constraints

Marlborough

The preferred option

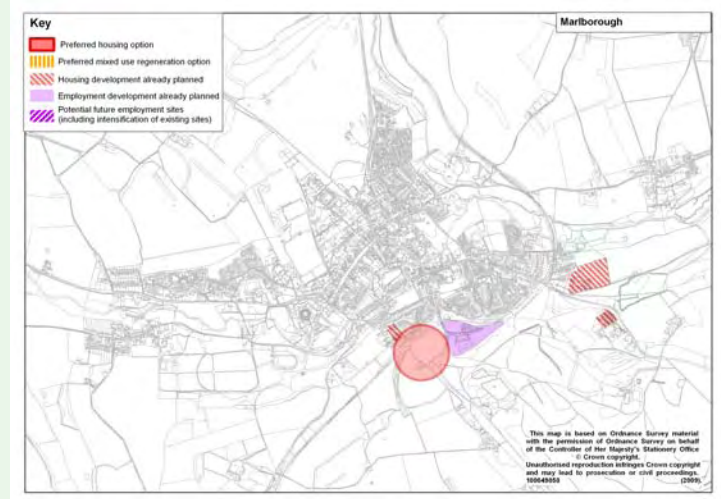
The preferred option is for 250 dwellings to be located on land south of Marlborough.

This land comprises two sites to the east and west of Salisbury Road, covering an area of approximately 6.4 hectares.

This option is preferred because it is well located for access to employment and education facilities, and is less constrained by access than the alternative option.

This option has the potential to increase the opportunity for greater self-containment in Marlborough. It also offers opportunities to promote sustainable transport links.

A financial contribution towards primary school facilities would be required.



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)