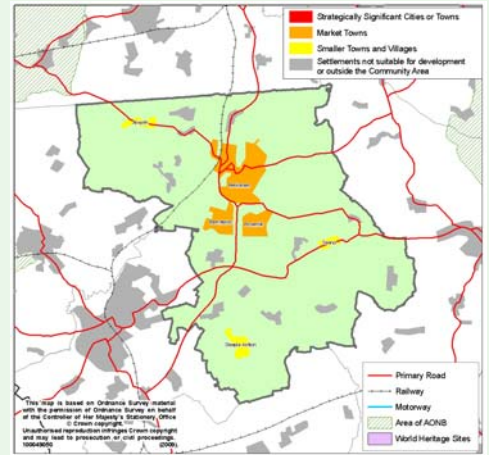


Melksham

What do we already know about Melksham community area?

Melksham is one of the larger market towns in Wiltshire, benefitting from strong links by road with the larger centres of Trowbridge and, via the A350, Chippenham. There are a large number of historic buildings within Melksham. However, there is also considerable work to do in regenerating the town centre. Melksham's current retail offer does not attract shoppers from outside the immediate rural surrounds, despite being the third largest centre in west Wiltshire. Since 2001, Melksham has seen a high level of housing completions compared to similar towns in Wiltshire. The community area includes a number of villages which lie close to the town.



Community area

Total land area: **9,837 hectares** Population in 2007: **27,835** Av. house price in 2008: **£198,230**
Principal town: **Melksham** Population of principal town: **19,520** Housing completions in principal town since 2001: **846 dwellings or 106 dwellings/year** Housing commitments in principal town at April 2009: **1,174**

Key issues in Melksham community area

- High degree of out-commuting.
- High dependency upon a single employer.
- Melksham town centre is in need of regeneration.
- Melksham railway station is under-used.
- Highway capacity around the town is limited.
- Range and frequency of bus services in Melksham is relatively poor.

Key opportunities in Melksham community area

- Melksham has a strong employment base, with capacity for future growth.
- High level of residential development is already planned in Melksham.
- A town plan is currently being progressed for Melksham.
- Opportunity for historic environment to become more of a feature.
- Good range of facilities within Melksham.
- Proposed restoration of The Wilts and Berks Canal provides an opportunity to promote tourism in the area.

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

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

Melksham

How does Wiltshire 2026 expect the local area to change?

Wiltshire 2026 includes these proposals for Melksham community area

- Market Town:** Melksham: 400 new homes
- Small towns and larger villages:** Atworth
- Smaller villages:** Seend and Steeple Ashton



Anticipated changes in Melksham community area

- Additional housing growth will be relatively low.
- Melksham has been identified as suitable for strategic employment growth.
- Regeneration of the town centre is a priority.
- Limited highway capacity around the town needs to be addressed.
- Improvements to rail and bus services should be sought.
- Proposed route of The Wilts and Berks Canal should be safeguarded.

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. Inward investment will also help support regeneration ambitions for the town, taking full advantage of its canal and riverside location.

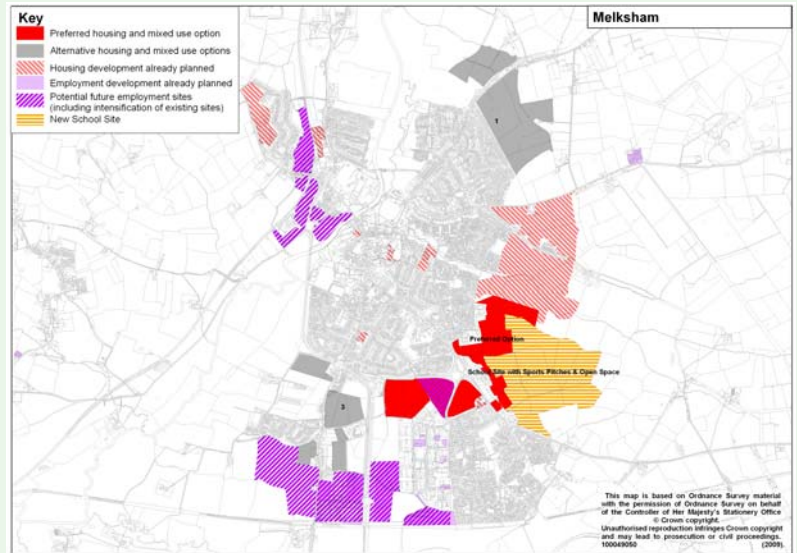
Do you agree with the descriptions of how we expect your community area to change by 2026?

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

Melksham

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 Melksham community area:

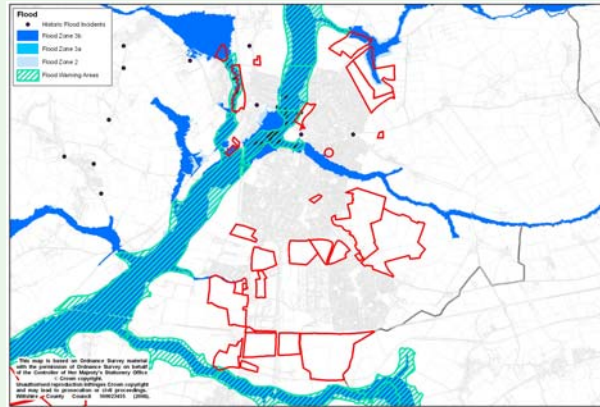
| | 1. Biodiversity | 2. Land and Soil | 3. Waste Management | 4. Water Resources | 5. Flood Risk | 6. Air Quality and Pollution | 7. Climatic Factors | 8. Historic Environment | 9. Landscape | 10. Housing | 11. Healthy Communities | 12. Poverty and Deprivation | 13. Community Facilities | 14. Education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

Key

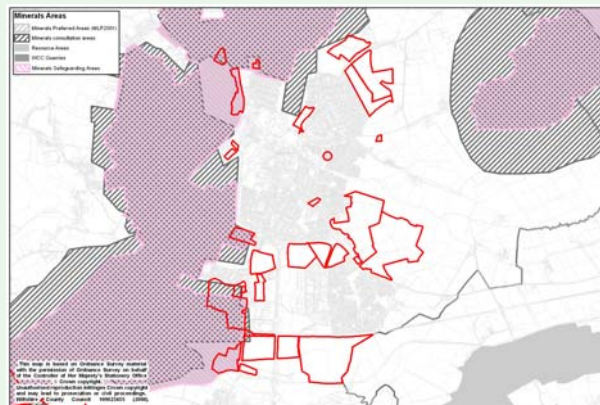
| Significance Assessment | Description |
|-------------------------|------------------------|
| ++ | Major positive effect. |
| + | Minor positive effect. |
| ? | Uncertain effect. |
| 0 | Neutral effect. |
| - | Minor adverse effect. |
| -- | Major adverse effect |

Melksham

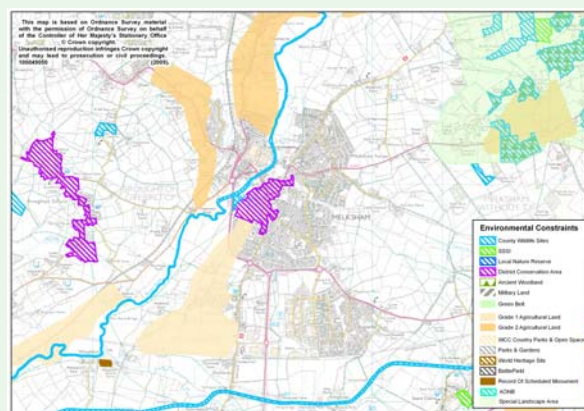
Constraints to development mapped:



Flooding as per strategic sites



Minerals as per strategic sites



Environmental constraints

Melksham

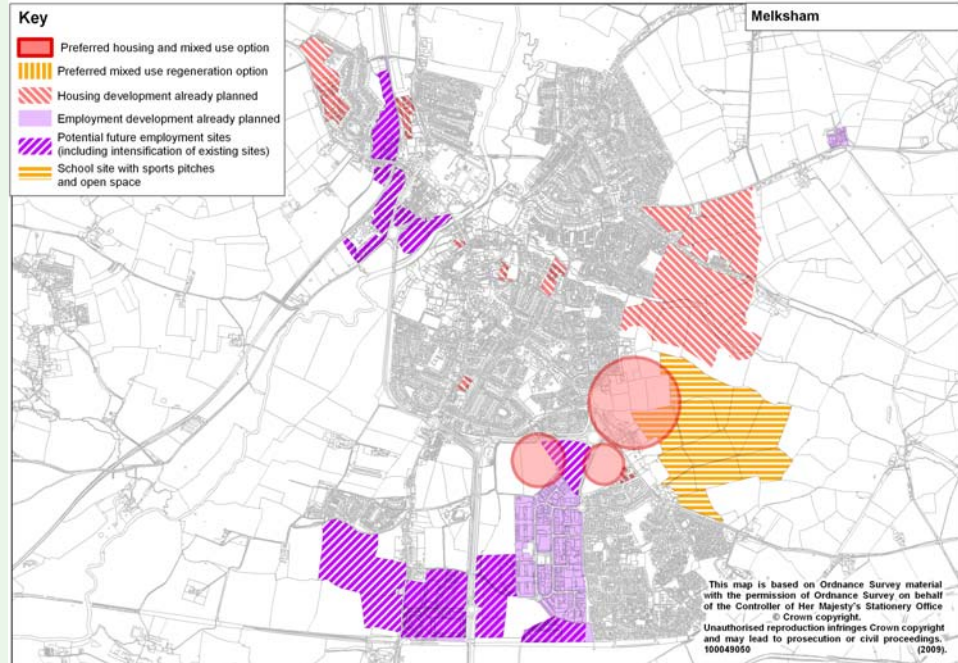
The preferred option

The preferred option is located to the east of Melksham and between Melksham and Bowerhill.

This option is preferred because it is unconstrained and links in well with the planned urban extension to the east of Melksham. It is also well related to the new school and Bowerhill industrial estate. This enables good accessibility to the school and employment opportunities.

This option gives people the opportunity to travel less, and could potentially increase the self-containment of Melksham.

A financial contribution towards secondary provision is likely to be required. There is a potential opportunity to upgrade rail service levels in Melksham.



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)