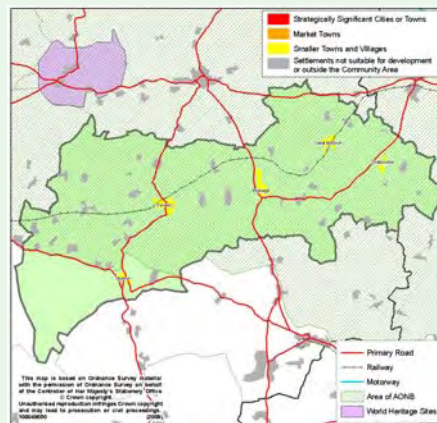


Pewsey

What do we already know about Pewsey community area?

The community area of Pewsey is rural in nature and encompasses no towns. However, the village of Pewsey acts as a service centre for the surrounding rural hinterland. The village has a train station making it a popular commuter settlement. The area is home to a rich rural landscape including a proportion of the North Wessex Downs, an Area of Outstanding Natural Beauty (AONB).



Community area

Total land area: **26,764 hectares** Population in 2007: **13,424** Av. house price in 2008: **£325,927**
Principal settlement: **Pewsey** Population of principal town: **3420** Housing completions in principal town since 2001: **183 dwellings or 20 dwellings/year** Housing commitments in principal town at April 2009: **89**

Key issues in Pewsey community area

- Pewsey has limited previously developed land
- The community area is highly constrained as it is almost entirely covered by the North Wessex Downs Area of Outstanding Natural Beauty
- The Pewsey community area has a comparatively high affordable housing need of 110 dwellings per annum.
- East Wiltshire is identified as the least affordable area within the Swindon market area.
- Pewsey has a low level of self-containment (41%) and a high average commuting distance.
- Employed residents travel to a range of places, but mainly towards Marlborough and Swindon.
- Pewsey has a limited employment base.
- A lack of facilities, rural shops, pubs and Post Offices has been identified in the community plan.
- There is a lack of accessible transport for people with disabilities, the young, elderly and parents with no private transport.
- Pewsey benefits from an intercity rail station.
- Pedestrian access to the railway station needs to be improved.
- Pewsey itself needs to maintain the existing level of retail floorspace in the village

Pewsey

What opportunities for the future exist in the community area?

Key opportunities in Pewsey community area

- The community area is home to a rich natural environment and a high proportion of historic buildings, shop fronts and structures which contribute to its attractive Georgian character.
- The community has identified an aspiration to promote Pewsey as a heritage village for tourism. The Broomcroft Road development includes a heritage centre which should support this objective.
- Pewsey benefits from the presence of a railway station. However, this has led to less positive effects, with out-commuting increasing the town's dormitory status.
- Although highly constrained, the Strategic Housing Land Availability Assessment does contain a significant number of greenfield sites.
- The role of Pewsey as a service centre needs to be sustained and strengthened. Retail space needs to be safeguarded from higher value land uses.
- Private rental prices within the community area are marginally below the east Wiltshire average.



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

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

Pewsey

How does Wiltshire 2026 expect the local area to change?

Wiltshire 2026 includes these proposals for Pewsey community area

Market Town: None

Small towns and larger settlements: Burbage, Great Bedwyn, Pewsey and Upavon

Smaller villages: Shalbourne



Anticipated changes in Pewsey community area

- The main focus should be for Pewsey to maintain and strengthen its role as a rural service centre. However, Pewsey lacks the critical mass in terms of population and existing employment to accommodate significant housing or employment growth.
- In retail and employment terms the town is overshadowed in particular by Marlborough and Devizes. Nevertheless, Pewsey has a good range of facilities and services and some additional, modest development would be appropriate

The community area will continue to enjoy an attractive natural environment with a strong community spirit and plenty of local involvement. Pewsey's cultural heritage will be enhanced through the redevelopment of the Broomcroft site. The tourist industry in the area will be developed in a manner compatible with Wiltshire's character and in line with the principles of sustainable development. Future development at Pewsey will be of a modest scale, reflecting its role as a rural service centre within the community area.

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)

Pewsey

What is the rural strategy proposed in Wiltshire 2026?

- No place in the Pewsey community area is named as a place suitable for significant new development.
- Burbage, Great Bedwyn, Pewsey and Upavon are named as larger villages where development should support their roles as rural service centres.
- In the Kennet local plan, Easton Rooyal, Burbage, Netheravon, Upavon, Shalbourne and Great Bedwyn were named as places suitable for limited residential development.
- Only Shalbourne is named in Wiltshire 2026 as a small village suitable for limited infill to accommodate local housing need. All other villages will be subject to a policy of restraint.
- Over 20 villages were named in this category in the Kennet local plan.



Indicative housing development in the Pewsey community area

Settlement	Houses built 06-09	Houses permitted/allocated 09	Five year windfall & indicative new allocation	Total 06-26
Burbage	17	4	216	517
Great Bedwyn	5	1		
Pewsey	121	89		
Shalbourne	2	1		
Upavon	4	1		
Elsewhere	29	27	0	