



# Wiltshire 2026

## Planning for Wiltshire's future

### Vision and strategic objectives

Background paper

October 2009

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## Wiltshire Core Strategy Vision and Strategic Objectives

### 1.0 Introduction

1.1 Wiltshire is a place where significant opportunities exist to strengthen its environmental, social and economic well-being. Wiltshire is well placed to meet the demand for housing and employment, whilst safeguarding and enhancing its exceptionally rich and diverse environment. In order to make the most of these opportunities, Wiltshire needs a clear vision, to guide and influence future development. The vision needs to recognise and reflect community aspirations, opportunities and issues.

#### *What is Spatial Planning?*

1.2 Spatial Planning shapes the physical development and use of land to fulfil the needs of communities. This is carried out in a way which seeks to protect and enhance the natural and built environment for future generations to continue to enjoy. In doing so Spatial Planning plays a key role in working to tackle climate change, and to achieve the Government's target, of an 80 percent reduction of greenhouse gas emissions by 2050.

#### ***Spatial Planning a definition:***

*Planning which goes beyond traditional land uses to integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function.*

*That will include policies which can impact on land use (for example by influencing the demands on or needs for development) but which are not capable of being delivered solely or mainly through the grant or refusal of planning permission and which may be implemented by other means.*

*Planning Advisory Service (PAS)*

1.3 Spatial Planning considers the interrelationships of other plans and strategies, from both public and private bodies, in doing so it aids in delivering their outcomes. This coordinated approach requires strong community involvement. Public engagement within Spatial Planning seeks to identify and understand opportunities, aspirations and issues which need to be addressed within the community. The success of Spatial Planning lies with clear policy objectives derived from a shared vision.

**2.0 The role of the Local Development Framework**

2.1 The Local Development Framework (LDF) is a term used to describe a portfolio of planning documents which deliver Spatial Planning at the local level. The Wiltshire LDF contains a series of documents (see Fig. 1) including the Wiltshire Core Strategy. Every local planning authority (LPA) has to produce a Core Strategy. The Core Strategy sets out the general spatial vision and objectives for delivery of the LDF and will also include 'strategic site allocations'.

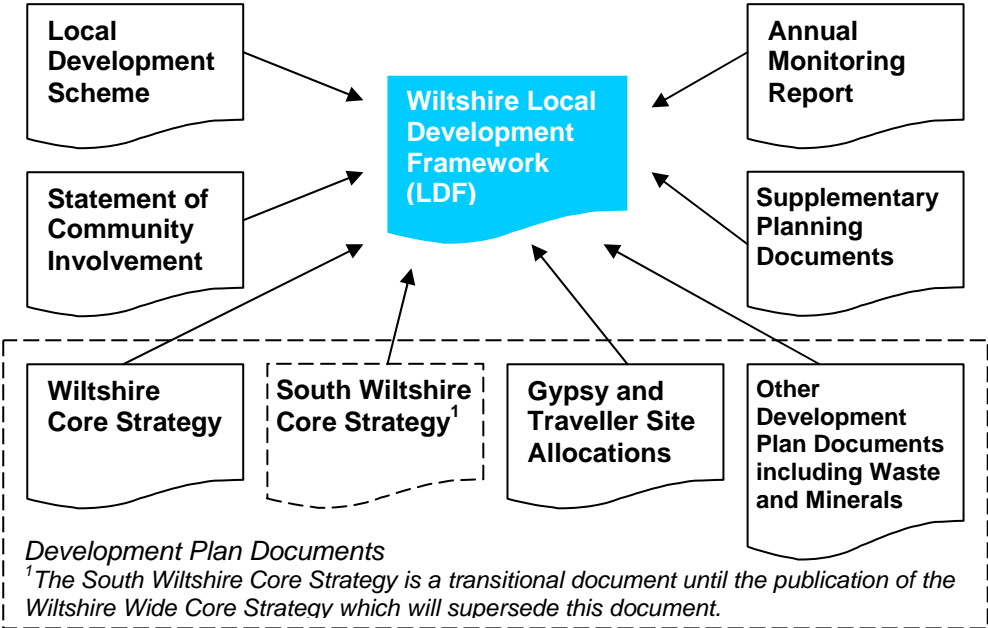


Fig. 1 Components of the Wiltshire Local Development Framework

2.2 The Core Strategy aids in delivering both corporate and community aspirations within Wiltshire. It also aids in the delivery of the Council’s Sustainable Community Strategy (SCS) by setting out its spatial aspects and providing a long-term ‘spatial vision’. The Core Strategy must be kept up to date, and all other development plan documents must be in conformity with it and the Regional Spatial Strategy (RSS).

*Local Government Review*

2.3 On 1 April 2009, Wiltshire Council formally replaced Wiltshire County Council and the District Councils of Kennet, North Wiltshire, Salisbury and West Wiltshire as the new unitary authority for Wiltshire. The new Wiltshire Council has taken work already undertaken by the four individual District Core Strategies to focus on the delivery of one Wiltshire Core Strategy, in order to have in place consistent planning policies across Wiltshire as early as possible.

2.4 The Local Development Scheme (LDS) for Wiltshire sets out the planning documents that the Council will prepare as part of the LDF (see Fig. 1). The LDS provides for the preparation of a South Wiltshire Core Strategy, which relates to the former Salisbury District Council area, also for the preparation of a new Core Strategy for the whole of the unitary authority area. The content of the Wiltshire Core Strategy is outlined below (Fig. 2), which illustrates how it will eventually incorporate the South Wiltshire Core Strategy.

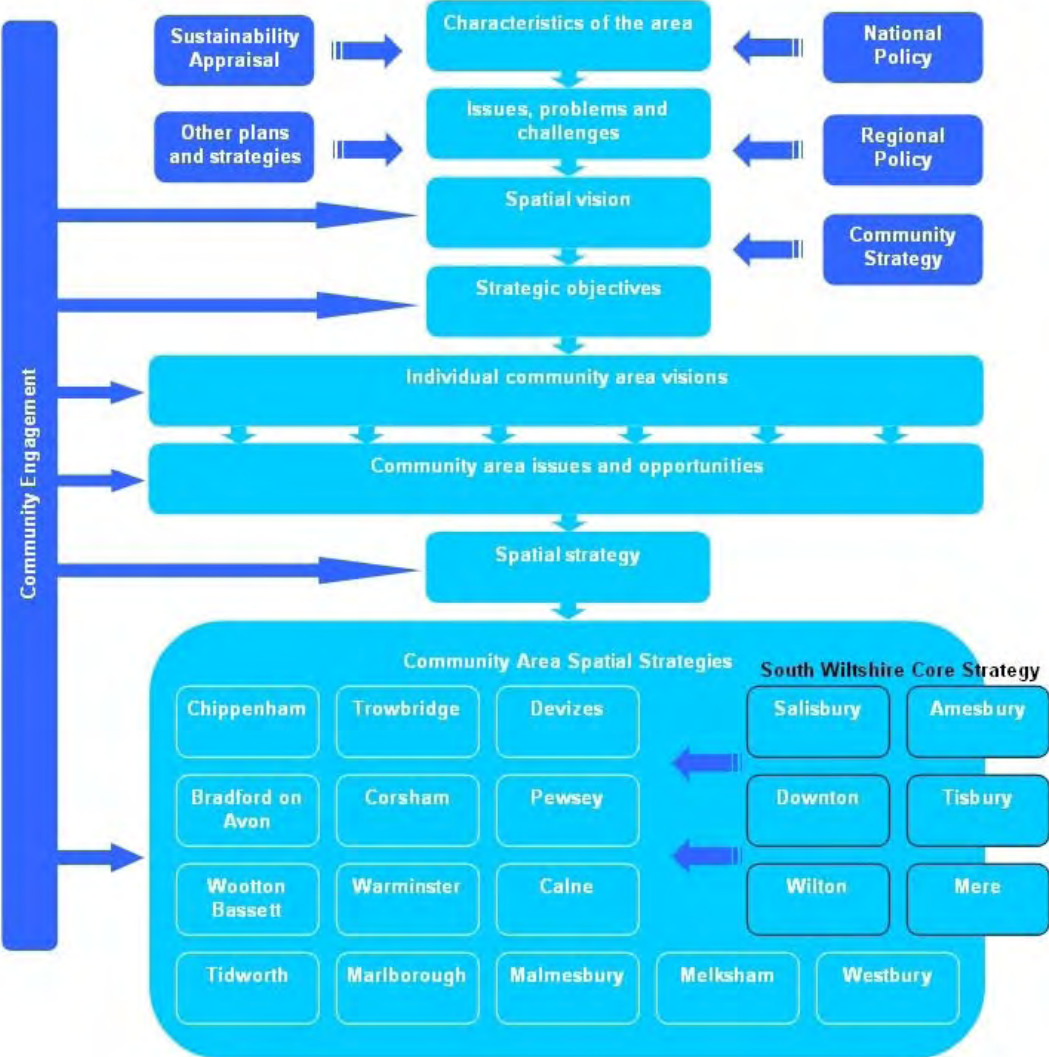


Fig. 2 Wiltshire Core Strategy

2.5 A large amount of work founded upon public participation has already been carried out by the previous District Councils of North Wiltshire, Kennet and West Wiltshire. This pre-production work and community engagement has been vital in shaping the emerging Wiltshire Core Strategy. Fig. 3 below outlines the process in producing the Wiltshire Core Strategy.

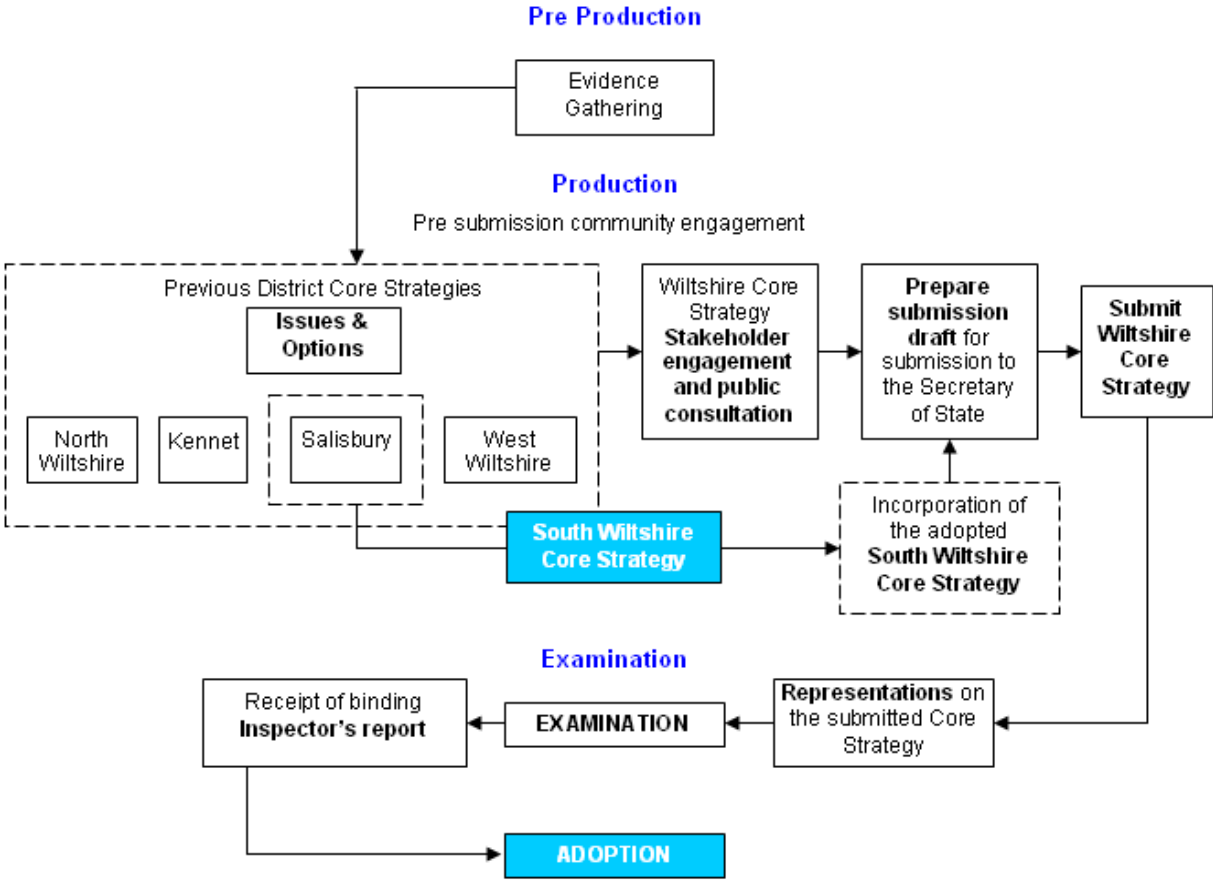


Fig. 3 Wiltshire Core Strategy development process

**3.0 Establishing a Sustainable Future**

3.1 The Government published a strategy for delivering sustainable development 'Securing the Future' (2005). The strategy aims to enable all people to satisfy their basic needs and enjoy a better quality of life without compromising the quality of life for future generations. The strategy's five shared UK principles for delivering sustainable development should form the basis of all policy development. The five principles are:

1. *Living Within Environmental Limits*
2. *Ensuring a Strong, Healthy and Just Society*
3. *Achieving a Sustainable Economy*
4. *Promoting Good Governance*
5. *Using Sound Science Responsibly*

*The five UK shared principles for sustainable development (ODPM, 2005)*

3.2 Planning Policy Statement (PPS) 1 Delivering Sustainable Development (2005) sets out the overarching planning policies on the delivery of sustainable development through the planning system. PPS1 outlines that good planning can make *“a positive difference to people’s lives and helps to deliver homes, jobs, and better opportunities for all, whilst protecting and enhancing the natural and historic environment, and conserving the countryside and open spaces that are vital resources for everyone.”*<sup>1</sup>

*Tackling climate change*

3.3 The Government believes that climate change is the greatest long-term challenge facing the world today. Tackling climate change is therefore a key Government priority for the planning system. Local authorities are well placed to raise awareness and to work towards the reduction of carbon emissions through the LDF process.

*The South West Regional Spatial Strategy 2006-2026*

3.4 The South West Regional Spatial Strategy (RSS) sets out policies in relation to the development of land within the region. One of the key foundations for the strategy is the ‘vision for the region’ as set out in the Regional Sustainability Framework entitled ‘A Sustainable Future for the South West’, published in March 2001.

*“The South West must remain a region with a beautiful and diverse environment. By working together, applying the principles of sustainability, we can achieve lasting economic prosperity and social justice, whilst protecting the environment. This approach will secure a higher quality of life now and for future generations.”*

3.5 In November 2004 the South West Regional Assembly published ‘Just Connect!’ An Integrated Regional Strategy (IRS) which endorses this vision. The aims of ‘Just Connect!’ are:

1. *To harness the benefits of population growth and manage the implications of population change*
2. *To enhance our distinctive environments and the quality of our cultural life*
3. *To enhance our economic prosperity and quality of employment opportunity*
4. *To address deprivation and disadvantage to reduce significant intra-regional inequalities*
5. *To make sure that people are treated fairly and can participate fully in society*

*South West Regional Spatial Strategy (2009)*

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<sup>1</sup> PPS1: Delivering Sustainable Development (2005)

### **South West Regional Spatial Strategy: Key Points**

- *Provision of at least 44,400 additional dwellings within Wiltshire over the period 2006-2026*
- *6,200 jobs growth for Chippenham area*
- *9,400 jobs growth for Trowbridge area*
- *13,500 jobs growth for Salisbury area*
- *Encouraging sustainable construction and design as the norm in all future development*
- *Minimising the need to travel*
- *Reducing greenhouse gas emissions in line with current national targets of 30% by 2026 and 80% by 2050*
- *Ensure that development respects the landscape and ecological thresholds of settlements*
- *Provision for housing, employment, shopping and other services which increase the self containment of Market Towns and enhance their roles as service centres*
- *Development should provide for the delivery of new or improved transport, education, health, culture, sport and recreation and green infrastructure*

### *Wiltshire's Corporate Strategy*

- 3.6 The new unitary authority of Wiltshire must respond to local issues, challenges and opportunities. The Council seeks to encourage and support communities to become involved in decisions and strengthen their ability to deal with local challenges, in order to make Wiltshire a good place in which to live and work. The vision for Wiltshire Council is to:

***“Create stronger and more resilient communities.”***

- 3.7 Many organisations are working together to take action to improve the quality of life in Wiltshire. These organisations form the Wiltshire Assembly. The Assembly brings together organisations such as the police, the primary care trust (PCT) and Fire and Rescue, along with voluntary organisations and local business and communities to form a ‘family of partnerships’. The Assembly seeks to address issues within Wiltshire which are identified as being unsustainable by guiding the Sustainable Community Strategy.

### *Wiltshire's Sustainable Community Strategy*

- 3.8 The Sustainable Community Strategy (SCS) for Wiltshire was adopted in September 2007. The strategy forms the culmination of two years work which included widespread consultation with partners, organisations and individuals. The SCS highlights aspects of Wiltshire which are not sustainable and need to be addressed in order to realise the Council's vision. Action to tackle these issues will come through the Local Area Agreement (LAA).

### Wiltshire's Local Area Agreement

3.9 The Local Area Agreement (LAA) is a three-year agreement between Wiltshire and the Government, which sets out an agenda for joint working and the targets by which success will be measured. The agreement will improve specific ambitions for Wiltshire under the seven themes each containing specific definable outcomes.

#### The themes of the LAA are;

- To create resilient communities
- Deliver more affordable housing
- Focus on lives and people – then services
- Create and promote an environment for our economy to grow
- Ensure that our communities are safe and feel safe
- Promote a natural environment and one where we work together to deliver these ambitions
- To work together to achieve these ambitions

3.10 The LAA is the only place where targets are agreed between Central Government and the Council. The LAA is where the most important ambitions for Wiltshire are addressed. The Wiltshire Core Strategy provides a comprehensive framework within which the spatial ambitions of the LAA can be delivered (see Fig. 4).



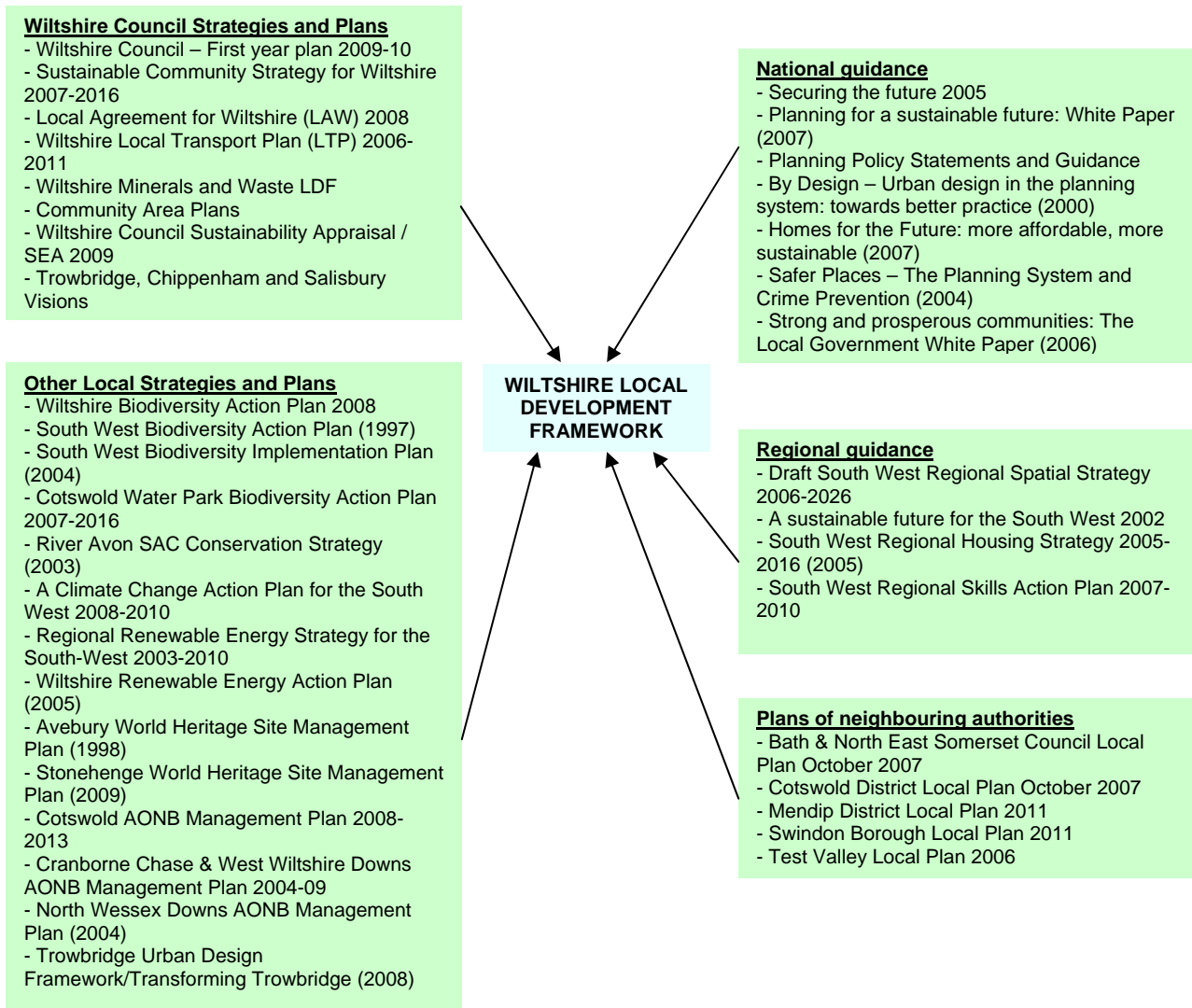
Fig. 4 Relationship between the Sustainable Community Strategy and the Core Strategy<sup>2</sup>

3.11 The Wiltshire SCS and Core Strategy set the agreed vision for the desired future of local places, and for the delivery of sustainable development. Strong relationships between these two critical strategies have been developed. The SCS sets the long-term vision and strategic priorities whereas the Core Strategy sets the vision for future development.

<sup>2</sup> 'Planning Together: local strategic partnerships and spatial planning – a practical guide' 2009

*Other strategies and plans*

3.12 The Wiltshire Core Strategy is a tool to establish and take forward community aspirations as set out in other key plans and strategies. The following documents have been referred to when developing the vision and objectives for the Wiltshire Core Strategy.

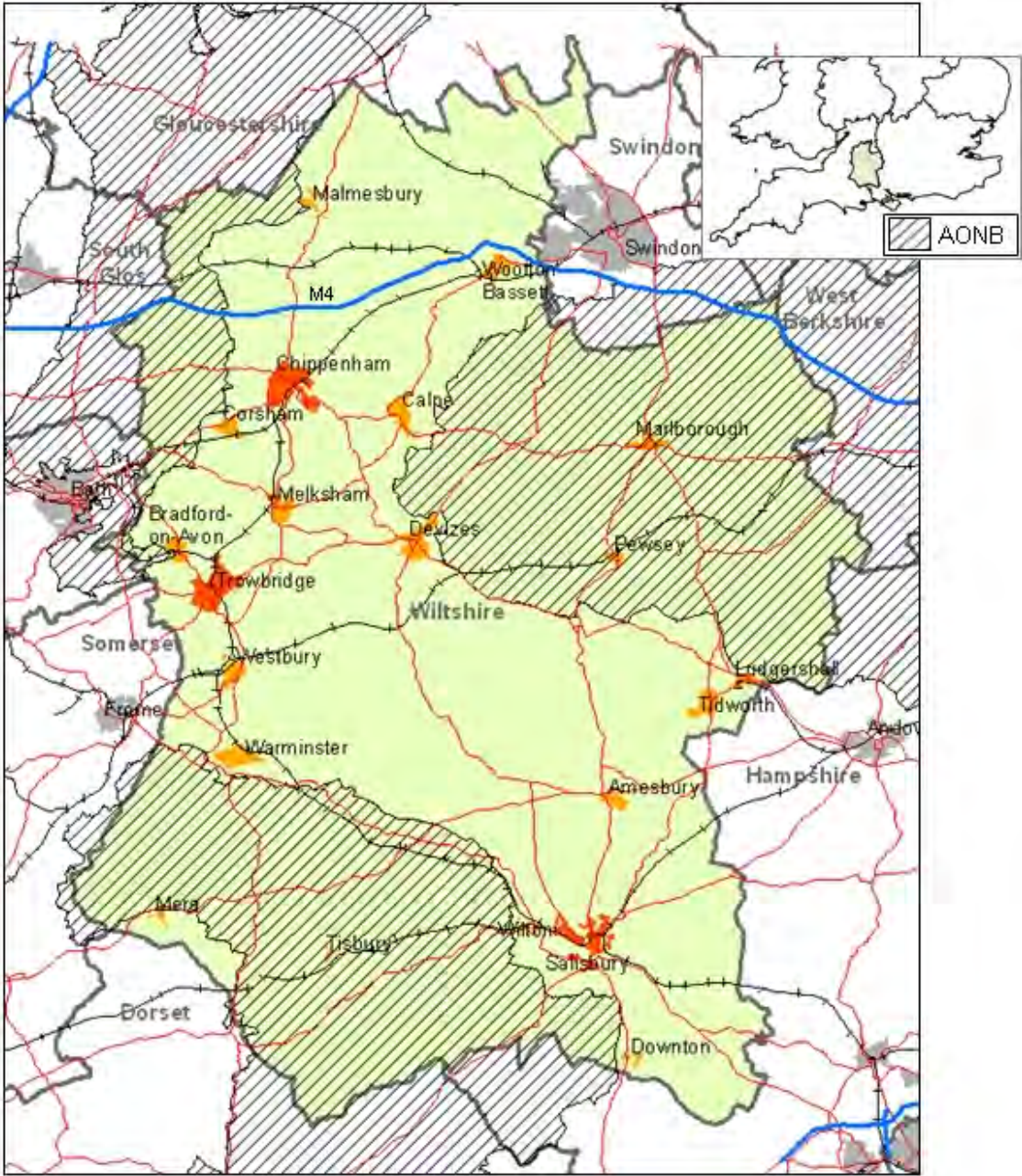


*Fig. 5 Other plans and strategies*

**4.0 Spatial Portrait**

**Introduction**

4.1 Wiltshire Council is one of the largest unitary authorities in England with a population of approximately 458,291<sup>3</sup> covering some 3,255 square kilometres situated on the eastern periphery of the South West Region of England, and adjoins the counties of Oxfordshire, Berkshire, Hampshire and Bath and North East Somerset. Wiltshire is a largely rural area containing many historic features which make it distinctive, including over 16,000 listed buildings, over 240 conservation areas, a World Heritage Site and three Areas of Outstanding Natural Beauty.



*Fig. 6 Wiltshire Council*

<sup>3</sup> Wiltshire Council small - area projections

## Transport

- 4.2 The northern area of Wiltshire including Swindon has seen considerable growth in recent times attributed to the presence of the M4 in the north of the County. The M4 was designated a corridor of national importance in the draft revised RSS for the South West 2006 – 2026 and which provides a strategic route to South Wales and Bristol to the west and to Swindon and London to the east. Consequently Wiltshire plus Swindon is one of the ten fastest growing counties in the country, for both population and employment<sup>4</sup>. The A303 corridor is designated as being of regional importance and provides an east/west route for the southern part of the County. Similarly, the A36 regionally important corridor provides a strategic route between Bristol and Hampshire through western and southern Wiltshire. A number of other primary roads provide north/south road linkages including the A350 linking Chippenham, Melksham, Trowbridge, Westbury and Warminster.
- 4.3 The northern area of Wiltshire including Swindon has seen considerable growth in recent times attributed to the presence of the M4 in the north of the County. The M4 was designated a corridor of national importance in the draft revised RSS for the South West 2006 – 2026 and it provides a strategic route to South Wales and Bristol to the west and to Swindon and London to the east. Consequently Wiltshire plus Swindon is one of the ten fastest growing counties in the country, for both population and employment. The A303 corridor is designated as being of regional importance and provides an east/west route for the southern part of the County. Similarly, the A36 regionally important corridor provides a strategic route between Bristol and Hampshire through western and southern Wiltshire via Salisbury.
- 4.4 A number of other primary roads provide north/south road linkages including the A350, which is strategically important for Wiltshire, and links Chippenham, Melksham, Trowbridge, Westbury and Warminster with the M4 to the north and Bournemouth and Poole to the south. Rail access is also crucial between Chippenham, Melksham, Bradford on Avon, Trowbridge, Westbury, Warminster and Salisbury.
- 4.5 The northern part of Wiltshire, and particularly the Chippenham area, has benefitted greatly from its location near to the M4 corridor. The strategic transport links of the M4 and the inter-city rail link between London and Bristol have enabled strong relationships to develop with Bristol, Swindon, Reading and London. This has in

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<sup>4</sup> *Wiltshire and Swindon Structure Plan*

some instances, particularly in rural areas, led to the increase in the number of dormitory settlements.

### **Economy**

- 4.6 Wiltshire benefits from low unemployment and high economic activity rates, although the full effects of the current economic downturn have yet to be determined. At a district scale low levels of deprivation are currently observed. However this tends to mask acute pockets of deprivation at the local level, as areas within both Salisbury and Trowbridge are currently within the 25% most deprived areas in the country<sup>5</sup>.

### **Population**

- 4.7 Around half of the people living in Wiltshire, live in towns or villages with fewer than 5,000 people, reflecting the rural nature of the County. Wiltshire, including Swindon, is one of the fastest growing counties in the country, for both population and employment. Wiltshire has seen levels of population growth above the national rate since 2001 (Wiltshire 4.1%, England 3.2%, 2001-2007<sup>6</sup>). This has not been matched by growth in the younger working age population (20-39), which will have implications for the economic base of the County.
- 4.8 The largest centres of population across the County include Salisbury (44,478<sup>5</sup>), Trowbridge (37,208<sup>5</sup>), and Chippenham (34,827<sup>5</sup>). These along with the other sizeable market towns accommodate a significant proportion of the population (66%<sup>7</sup>). However, the rural population of Wiltshire (29%) is proportionally greater than that of England (7%) according to the 2001 Census. This highlights the rural nature, particularly of the eastern part of the County.

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<sup>5</sup> *Indices of Deprivation - ONS*

<sup>6</sup> *Resident Population Estimates - ONS*

<sup>7</sup> *Wiltshire Council - small area projections*

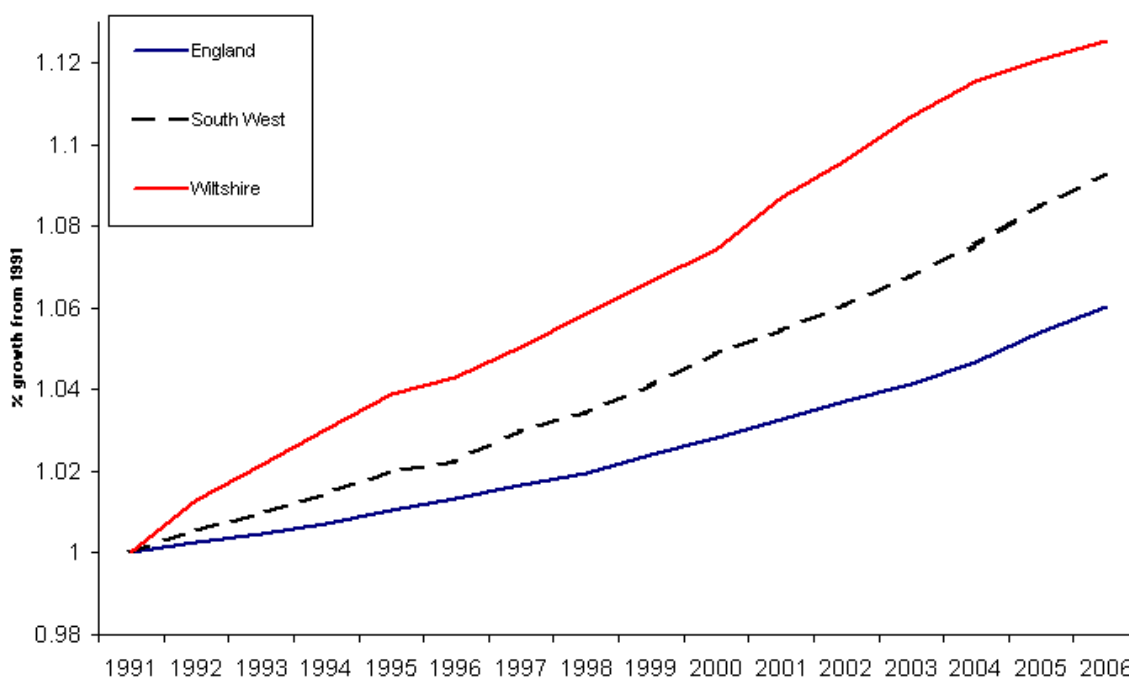


Fig. 7 Population growth 1991-2006<sup>8</sup>

- 4.9 Certain communities within Wiltshire also experience undesirable levels of social exclusion as a result of their isolation from essential services and facilities. This situation has been exacerbated through the decline in rural facilities which in turn has led to a greater reliance on the private car. Unemployment levels within Wiltshire (4.7%<sup>9</sup>) are slightly lower than the national average (5.7%<sup>9</sup>). Educational achievement within Wiltshire has continued to improve. In 2008 7.2% of Wiltshire's population had no qualifications compared to 12% in 2000<sup>10</sup>. However, there is a need to improve the level of skills beyond the age of 16 and to retain those skills within local communities.

### Indicators

- 4.10 The GVA (Gross Value Added) can be used as a broad indicator for the economic performance of an area. For Wiltshire, the GVA per head is £15,778, which compares poorly to the region (£16,688) and the nation (£18,267) as recorded by the Office of National Statistics. This may be a reflection of the rural nature of the County.
- 4.11 Wiltshire has net out-commuting flows to the employment centres beyond the County boundary. While the level of out-commuting may have a beneficial effect on the local

<sup>8</sup> National population survey - ONS

<sup>9</sup> National population survey – ONS, Jan 2008-Dec 2008

<sup>10</sup> ONS annual population survey

economy through income earned outside the area being spent in Wiltshire, it has a detrimental impact on sustainability. Moreover, there are still significant employment opportunities within the County. Wiltshire and its constituent district areas (82-87%) have higher rates of economic activity and employment than either the region (81%) or England (79%), according to the 2001 Census.

- 4.12 In 2008, average house prices in Wiltshire exceed that of both the region and the nation at over £180,000. This varies considerably depending upon the type of dwelling with the average detached property fetching £291,471 in December 2008, whilst the average flat at the same period cost only £103,622, according to the Land Registry House Price Index. Indeed, Wiltshire exceeds the average cost of housing by 16% for detached property, by 7% for semi-detached and terraced properties, whilst the national average exceeds Wiltshire by 51% for flats.
- 4.13 These house prices result in many experiencing difficulty gaining access to the housing market, especially given the low residence based income of certain areas. Indeed the house price to income ratio in the South West is 4.66, which is second only to London (4.69) and makes the South West less affordable than the South East (4.61).

### **The Environment**

- 4.14 Wiltshire is home to important areas for biodiversity, including Salisbury Plain. However, there are continued threats from intensive farming methods, including the use of phosphates, together with climate change and urban expansion. The relatively limited supply of previously developed land in urban areas within Wiltshire has also led to the loss of productive agricultural land and land degradation. However, there are extensive areas of land in Wiltshire in Ministry of Defence ownership, some of which is likely to become available for other uses over the next 20 years. The military constitutes an important presence in many parts of Wiltshire, including Warminster in the west, Tidworth and Ludgershall to the east, and Bulford and Durrington to the south. There is a proposal to rationalise these military establishments to form a "Super Garrison".
- 4.15 Air quality within Wiltshire continues to improve, and it is anticipated that further improvements could be sought through traffic management measures. The anticipated effects of climate change could bring about other significant impacts, including the potential increase of flood events within Wiltshire.

- 4.16 A wealth of historic sites and monuments are found within Wiltshire which must be preserved and enhanced. These historic assets contribute to a sense of local distinctiveness. Much of Wiltshire's landscape character also contributes to the sense of local distinctiveness. Pressures to meet housing and employment growth targets may place undesirable pressures upon these assets.
- 4.17 Much of Wiltshire has an exceptional natural landscape. About 70 percent is designated as Areas of Outstanding Natural Beauty (AONB), Special Landscape Area (SLA) or Green Belt. In addition much of the authority's administrative area is recognised for its nature conservation value at international level. There are also many areas of archaeological interest, including the World Heritage Site of Stonehenge and Avebury.

### **Settlements**

- 4.18 Towards the north of Wiltshire several market towns are found, surrounded by numerous villages and rural settlements. Retail centres are to be found in the towns of Chippenham, Calne, Wootton Bassett, Corsham, Malmesbury and Cricklade. Chippenham is the largest town in north Wiltshire and contains a busy town centre and, in recent decades, an expanding urban area. Chippenham has direct transport links with the towns of West Wiltshire including Melksham, Trowbridge, Westbury and Warminster along the A350.
- 4.19 Towards the south of Wiltshire lies the historic cathedral city of Salisbury. The city serves a large surrounding rural area. With its Cathedral and close proximity to the internationally famous World Heritage Site of Stonehenge, Salisbury is a very popular tourist destination. The largest employment sector within South Wiltshire is public administration and defence.
- 4.20 To the west of Wiltshire, there are a number of market and industrial towns, the largest being Trowbridge, which provides a sub-regional administrative, service and employment centre. The other four market towns within west Wiltshire are Bradford on Avon, Melksham, Warminster and Westbury. This area includes an element of the Bristol and Bath Green belt, which protects the openness of the countryside between Bath, Bradford on Avon and Trowbridge. This area is well served by transport links being close to the M4. Each of the five main towns within West Wiltshire contains a railway station.

4.21 The eastern side of Wiltshire contains several market towns including Devizes and Marlborough. Devizes is the largest settlement in east Wiltshire. Devizes is centrally located with an attractive town centre which is well regarded. The town of Marlborough is popular for tourism, shopping, leisure and retirement, as well as business. Marlborough is the centre of an affluent residential and sporting rural area and the location of a school of national renown. The garrison towns within east Wiltshire of Tidworth and Ludgershall are dominated by the presence of the Army which is the largest local employer.

## 5.0 Key Issues

5.1 The issues highlighted form some of the more significant issues that the Wiltshire Core Strategy will need to consider. The issues have been identified through extensive public engagement carried out by the previous District Councils.

Topic	Issue	Locally distinct examples	LAA Theme / Key indicators
Biodiversity	<ul style="list-style-type: none"> <li>Wiltshire has a rich biodiversity which needs to be protected from inappropriate development.</li> </ul>	<ul style="list-style-type: none"> <li>The Salisbury Avon Special Area of Conservation (SAC) is of European importance. Local development pressures could adversely effect this designation.</li> <li>Salisbury Plain is also a rich wildlife resource, while Wiltshire is covered by Sites of Special Scientific Interest (SSSIs) and areas of wildlife importance.</li> </ul>	<ul style="list-style-type: none"> <li>Promote the natural environment and one where we work together to deliver these ambitions</li> <li>NI 197 Improved local biodiversity - active management of local sites</li> </ul>
Land and Soil Resources	<ul style="list-style-type: none"> <li>Development has led to some loss of productive agricultural land and land degradation.</li> <li>There is a limited supply of previously developed land in Wiltshire due to its largely rural nature.</li> <li>At the same time, there is an extensive area of previously developed land in MOD ownership which may become available during the next 20 years.</li> </ul>	<ul style="list-style-type: none"> <li>Westbury has limited supply of previously developed land. This will likely necessitate the need to allocate homes on agricultural land.</li> <li>RAF Lyneham is scheduled for closure as a defence establishment in the near future. Its location does not fit neatly into Wiltshire's settlement hierarchy.</li> </ul>	<ul style="list-style-type: none"> <li>Promote the natural environment and one where we work together to deliver these ambitions</li> </ul>
Water Resources and Flood Risk	<ul style="list-style-type: none"> <li>Water resources are under pressure from increasing development.</li> <li>There is a risk of increased flooding within Wiltshire due to the effects of climate change.</li> <li>An increasing population is likely to lead to an increased demand for waste-water treatment.</li> <li>There are high levels of phosphates in some areas, which pose a threat to wildlife.</li> </ul>	<ul style="list-style-type: none"> <li>The north east of Chippenham is highly constrained by the flood plain.</li> <li>The centre of Bradford on Avon is liable to flood due to its local topography.</li> <li>Many of Wiltshire's towns</li> </ul>	<ul style="list-style-type: none"> <li>Promote the natural environment and one where we work together to deliver these ambitions</li> </ul>

		<p>and villages, notably Trowbridge, owe their existence to nearby rivers and streams.</p> <ul style="list-style-type: none"> <li>There are high levels of phosphates in sewage treatment discharge in Warminster, Pewsey and Amesbury.</li> </ul>	
<b>Air Quality and Environmental Pollution</b>	<ul style="list-style-type: none"> <li>Air quality is likely to be adversely impacted in the future by increasing road traffic and population.</li> <li>There are several towns within Wiltshire which are identified as not meeting air quality targets.</li> </ul>	<ul style="list-style-type: none"> <li>Westbury, Bradford on Avon and Salisbury City have been identified as not meeting air quality targets.</li> </ul>	<ul style="list-style-type: none"> <li>◆ To create resilient communities</li> </ul>
<b>Climatic Factors</b>	<ul style="list-style-type: none"> <li>Climate change in Wiltshire is likely to impact on water supply, flood risk, food production, energy use, transportation and a number of other areas.</li> <li>Reaching Government targets for cuts in carbon emissions will be a major challenge.</li> <li>Wiltshire's ecological footprint needs to be dramatically reduced.</li> <li>The South West targets for renewable energy and heat are expected to be revised significantly upwards during 2010 to comply with EU legislation.</li> </ul>	<ul style="list-style-type: none"> <li>Wiltshire is noticeably short of meeting the Revision target of 85 mWh of renewable energy by 2010 (2008 Wiltshire Renewable energy = 13.99 mWh).</li> <li>Wiltshire is also the worst performing area in the South West for the delivery of renewable heat. Installed capacity in 2008 was only 1.76 MW, which contributed only 3.1% to the regional total.</li> </ul>	<ul style="list-style-type: none"> <li>◆ To create resilient communities</li> </ul>
			<ul style="list-style-type: none"> <li>⊙ NI 188 <i>Adapting to climate change</i></li> <li>⊙ NI 186 Per capita CO2 emissions in the LA area</li> </ul>
<b>Historic Environment</b>	<ul style="list-style-type: none"> <li>Wiltshire's heritage assets need to be protected, preserved, and where possible enhanced.</li> <li>There is a need to enhance the public realm practically in historic centres.</li> <li>The Outstanding Universal Value of the Stonehenge and Avebury World Heritage Site needs to be safeguarded.</li> </ul>	<ul style="list-style-type: none"> <li>The poor quality of Chippenham's town centre potentially limits its economic prospects.</li> <li>The outstanding built environment of many settlements, including Salisbury, Bradford on Avon and Devizes, represents both a resource and a challenge.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Promote the natural environment and one where we work together to deliver these ambitions</li> </ul>
<b>Landscapes</b>	<ul style="list-style-type: none"> <li>Pressures to meet Government targets for housing and employment may create pressures upon</li> </ul>	<ul style="list-style-type: none"> <li>The towns of Marlborough and Pewsey</li> </ul>	<ul style="list-style-type: none"> <li>◆ Promote the natural environment and one where we work together to deliver these ambitions</li> </ul>

	Wiltshire's sensitive landscape.	are entirely within the AONB.	
Population and Housing	<ul style="list-style-type: none"> <li>▪ Wiltshire needs to deliver 44,400 homes within the period up to 2026.</li> <li>▪ There is an increasing need for smaller dwellings.</li> <li>▪ Wiltshire lacks sufficient levels of affordable open market and rented housing.</li> <li>▪ There is a need to supply appropriate accommodation for an increasingly elderly population.</li> <li>▪ There is a need to meet Gypsy and Traveller pitch provision within Wiltshire.</li> <li>▪ There has been a marked increase in international migration within Wiltshire. This may put further pressures upon the demand for housing.</li> <li>▪ Benefits from housing development need to be captured for local communities.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Community Area of Marlborough is one of the least affordable housing areas within Wiltshire. The east Wiltshire Housing Needs Survey (2005) identified a net annual need of 100 affordable homes per annum.</li> <li>▪ The Community Area of Bradford-on-Avon is highly constrained by the Green Belt.</li> <li>▪ Growth within the town of Devizes is highly constrained due to the capacity of the current road traffic network.</li> </ul>	<ul style="list-style-type: none"> <li>◆ To create resilient communities</li> <li>◆ Deliver more affordable housing</li> <li>◆ Focus on lives and people – then services</li> <li>◆ Create and promote an environment for our economy to grow</li> <li>◆ Ensure that our communities are safe and feel safe</li> </ul>
			<ul style="list-style-type: none"> <li>◎ NI 154 Net additional homes provided Target will be refreshed 09/10</li> <li>◎ NI 155 Number of affordable homes delivered (gross)</li> </ul>
Healthy Communities	<ul style="list-style-type: none"> <li>▪ An ageing population may have implications for the provision of services, housing and recreation facilities.</li> <li>▪ An increasing population is likely to lead to pressures upon health care provision within Wiltshire.</li> <li>▪ There is a public perception that crime rates within Wiltshire have increased.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Community Areas of Mere, Tisbury and Bradford-on-Avon have a high proportion of elderly residents.</li> <li>▪ Salisbury has the highest volume of crime per 1000 pop within Wiltshire.</li> </ul>	<ul style="list-style-type: none"> <li>◆ To create resilient communities</li> <li>◆ Focus on lives and people – then services</li> <li>◆ Create and promote an environment for our economy to grow</li> <li>◆ Ensure that our communities are safe and feel safe</li> <li>◆ Promote a natural environment and one where we work together to deliver these ambitions</li> </ul>
			<ul style="list-style-type: none"> <li>◎ NI 16 Serious acquisitive crime rate per 1,000 population</li> <li>◎ NI 17 Perceptions of anti-social behaviour</li> </ul>
Inclusive Communities	<ul style="list-style-type: none"> <li>▪ Some communities within Wiltshire have hidden pockets of deprivation.</li> <li>▪ Rural areas within Wiltshire experience difficulties in accessing essential services and facilities.</li> <li>▪ With the expected release of MOD land there is a need to encourage a balanced military and civilian population.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Areas within Salisbury and Trowbridge are within the 25% most deprived areas in the country.</li> <li>▪ Crudwell has poor access to local hospitals</li> </ul>	<ul style="list-style-type: none"> <li>◆ To create resilient communities</li> <li>◆ Deliver more affordable housing</li> <li>◆ Focus on lives and people – then services</li> <li>◆ Create and promote an environment for our economy to grow</li> <li>◆ Ensure that our communities are safe and feel safe</li> </ul>

	<ul style="list-style-type: none"> <li>In past plans, “rural buffers” have helped to preserve settlement identity and encourage the development of a sense of community.</li> </ul>	<ul style="list-style-type: none"> <li>via public transport.</li> <li>The Warminster and Tidworth Community Areas have a high dependency on the military for local employment.</li> <li>Development to the west of Swindon will need to safeguard against excessive coalescence.</li> </ul>	
Education and Skills	<ul style="list-style-type: none"> <li>An increasing population will potentially put pressure upon Wiltshire’s education establishments.</li> <li>Wiltshire’s employment base offers few graduate positions.</li> <li>There is a lack of Higher Education establishments.</li> </ul>	<ul style="list-style-type: none"> <li>The Community Area of Devizes is expected to grow by 10% between 2001-2016.</li> <li>There is a lack of adult education provision within the Bradford-on-Avon Community Area.</li> </ul>	<ul style="list-style-type: none"> <li>To create resilient communities</li> <li>Focus on lives and people – then services</li> </ul>
			<ul style="list-style-type: none"> <li>NI 117 16 to 18 year olds who are not in education, training or employment</li> <li>NI 163 Working age population qualified to at least Level 2 or higher</li> </ul>
Transport	<ul style="list-style-type: none"> <li>There is a high dependency on the use of the private car within Wiltshire.</li> <li>Increased car ownership has led to less reliance on the local community for work, shopping and social aspects.</li> <li>There is a need to readdress the balance of housing and employment to encourage people to work locally.</li> </ul>	<ul style="list-style-type: none"> <li>Wootton Bassett and Bradford-on-Avon have poor levels of self containment.</li> </ul>	<ul style="list-style-type: none"> <li>To create resilient communities</li> <li>Create and promote an environment for our economy to grow</li> </ul>
			<ul style="list-style-type: none"> <li>NI 167 Congestion - average journey time per mile during the morning peak</li> <li>NI 175 Access to services and facilities by public transport, walking &amp; cycling</li> </ul>
Economy and Enterprise	<ul style="list-style-type: none"> <li>There is increasing demand for smaller business premises within Wiltshire.</li> <li>Increasing numbers of people are out commuting to higher paid jobs in adjoining employment centres.</li> <li>There is an increasing trend of viable employment sites being lost to non-commercial uses.</li> <li>There is a need to encourage and support the tourism sector within Wiltshire.</li> <li>Wiltshire needs to accommodate future employment provision identified within the South West Regional Spatial Strategy.</li> <li>Wiltshire needs to encourage inward investment through the sustainable provision of future employment land.</li> </ul>	<ul style="list-style-type: none"> <li>The Pewsey Community Area has lost a number of employment sites to residential uses in recent years.</li> <li>A larger number of residents who reside within Wootton Bassett commute to Swindon rather than working within the town.</li> <li>Trowbridge needs to accommodate 9,400 new jobs within the plan period.</li> </ul>	<ul style="list-style-type: none"> <li>To create resilient communities</li> <li>Focus on lives and people – then services</li> <li>Create and promote an environment for our economy to grow</li> </ul>
			<ul style="list-style-type: none"> <li>NI 152 Working age people on out of work benefits</li> </ul>

- ◆ LAA theme
- ⦿ LAA target

## 6.0 Key challenges

6.1 The preceding section highlights the key issues which the Core Strategy will need to consider. The following section highlights the issues that the development plan will have the greatest influence over. These challenges form the basis for developing the strategic objectives, which provide a clear direction for the 'spatial strategy' and the core development plan policies.

### Climate change

Climate change is a central issue to be addressed by the Wiltshire LDF. Tackling climate change includes two elements, adapting to the consequences of unavoidable effects and mitigating against the causes. Climate change mitigation principally involves the reduction of Greenhouse Gas (GHG) emissions. The UK government target to limit global warming to a relatively safe level of two degrees is unlikely to be achieved.<sup>11</sup> The planning system offers one of the greatest opportunities to influence GHG emissions and has an important role in shaping communities that are resilient to the consequences of unavoidable climate change.<sup>12</sup>

***The LDF will need to concentrate on achieving ambitious targets set within the SWRSS of reducing greenhouse gas emissions in line with current national targets of 30% by 2026 and 80% by 2050, whilst enabling development which meets the needs of the local population.***

### Environment

Wiltshire is home to a rich natural and built environment, although this has been somewhat degraded over time. As a result much of Wiltshire is covered by various local, national and international designations. Of particular note are the AONBs of Cranborne Chase and the West Wiltshire Downs, the North Wessex Downs, and the Cotswolds, and the World Heritage Site of Stonehenge, Avebury and associated sites, together with numerous biodiversity designations.

***The LDF will need to ensure that Wiltshire's built and natural environment is adequately protected, the challenge of accommodating levels of growth set within the SWRSS, whilst safeguarding these important assets will be particularly demanding.***

### Economy

Wiltshire's residents on average earn (£24,759) marginally more than the national average (£24,428). However, this varies considerably depending on where they live. Those working in Wiltshire earn considerably less (£22,764) than the national average. This leads to high levels of out commuting within many of Wiltshire's settlements.<sup>13</sup>

***The Core Strategy will need to ensure that appropriate employment opportunities are available, which reflect the needs of residents. The level and type of employment provision will also need to take account of the anticipated levels of growth set within the RSS. It will also be necessary to address the issue of the potential closure of MOD establishments, including Lyneham.***

### Town centres

Wiltshire is served by a variety of town centres ranging from small rural centres through to the city of Salisbury. Wiltshire as a whole faces significant retail competition from the nearby towns and cities of Swindon, Bristol, Bath and Southampton.

***The Core Strategy will need to address how best to enhance and protect the viability and vitality of town centres within Wiltshire. A key task for the Core Strategy will be the definition of the role of each settlement and the assessment of the ability of each town centre to grow appropriately to meet the needs of its community.***

<sup>11</sup> Costello et al. 2009

<sup>12</sup> BERR, 2007

<sup>13</sup> Wiltshire AMR 2008

## Tourism

Valued at around £631 million and supporting 17,404 jobs, tourism is an essential part of the Wiltshire economy.<sup>14</sup> Salisbury, accounting for almost a quarter of total visitor numbers, is home to Salisbury Cathedral and Stonehenge.

***More could be done to develop Wiltshire's tourism in order to provide economic benefit to the area. The Core Strategy will need to encourage the sustainable growth of the tourism sector within Wiltshire. There is an opportunity to promote water-based tourism through the reopening of the Wilts and Berks Canal.***

## Housing

For the period 1971 to 2001 the percentage increase of households for Wiltshire was higher than both that of the South West and of England as a whole.<sup>15</sup> The type of housing within Wiltshire reflects the rural nature of the area as there is a higher percentage of detached properties than nationally.<sup>16</sup>

***The SWRSS proposes that Wiltshire needs to accommodate 44,400 homes within the plan period, to address housing shortages, affordability issues and past under delivery within the region. The LDF will need to deliver the proposed housing numbers in a sustainable fashion, whilst taking into account cross cutting matters such as climate change.***

## Transport & Accessibility

Transport is a major issue when considering where new development should be located within Wiltshire. Strategic transport links such as the West Country to Paddington railway line, the rail links between the main Wiltshire towns and with the South Coast, the M4, the A303 and the A350 all constitute important economic corridors for the County. The quality of transport systems and infrastructure varies widely within Wiltshire and many rural parts of Wiltshire experience difficulties in obtaining access to essential services and facilities. Community Plans also identify the need to improve public transport provision within rural areas.

***The Core Strategy will need to ensure that new development is located and designed in a manner which helps to increase the self-containment of settlements, limit the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling. Access to services will require improvement in certain instances, while it remains important to safeguard and improve strategic transport links. The ability of both urban and rural settlements to provide for the needs of their residents helps to foster a sense of community and encourage community cohesiveness.***

## Infrastructure

The Community Area plans within Wiltshire highlight the need for adequate service and infrastructure provision to meet the need of Wiltshire's growing population. Appropriate infrastructure will need to be delivered at a level which reflects growth, and demand for services within Wiltshire.

***A local infrastructure plan will accompany the Core Strategy. It will identify infrastructure requirements and, where known, who is responsible for delivery, and the delivery mechanisms.***

<sup>14</sup> [http://www.investinwiltshire.org/index.php?option=com\\_content&task=view&id=25&Itemid=50](http://www.investinwiltshire.org/index.php?option=com_content&task=view&id=25&Itemid=50)

<sup>15</sup> ONS 2001

<sup>16</sup> Census 2001

## Flooding

Wiltshire forms part of four main river catchments – the River Thames, the Bristol Avon, the Hampshire Avon and the River Test. Wiltshire is predominately at risk from river flooding. Other risks of flooding derive from surface water, groundwater and sewer flooding. It is expected that these types of flood risks will generally increase with climate change.

***The LDF will need to ensure that new development avoids the risk of flooding and where possible seeks every opportunity to reduce the risk of flooding elsewhere.***

**7.0 Spatial Vision**

7.1 The Council has taken every opportunity to merge work already undertaken by the four individual District Core Strategies and focus on the delivery of one Wiltshire Core Strategy, in order to have in place consistent planning policies across Wiltshire as early as possible. The District Councils of North Wiltshire, Kennet and West Wiltshire have all engaged with the community to establish draft visions and strategic objectives for their respective areas.

7.2 The shared vision and strategic objectives for the Wiltshire Core Strategy recognises that many documents already express aspirations and ambitions for Wiltshire. Community plans have been developed for numerous areas. Higher level strategies also exist. The proposed vision for Wiltshire, below, has been assembled by assessing the documents outlined in Fig. 5 and the extensive public participation exercises carried out by the previous district authorities.

*Wiltshire 2006 to 2026 Spatial Vision:*

*By 2026 Wiltshire will have a much more sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Settlements of all sizes will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel, an improvement in accessibility to local services, a greater feeling of security and the enhancement of a sense of community and place. This pattern of development, with a more sustainable approach towards transport and the generation and use of power and heat, will have contributed towards tackling climate change. Housing, employment and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design. Wiltshire's important biological and built environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the County's heritage to promote improvements in tourism for economic benefit.*

7.3 The Spatial Vision provides a clear overarching direction for development within Wiltshire. The new authority serves several distinct communities, each with a unique identity. Separate sub-visions have therefore been developed for each community area to address locally distinct challenges and opportunities. It is the intention that the visions for the community areas within Salisbury will be transposed into the Wiltshire Core Strategy upon adoption. The community area visions convey community aspirations, issues and opportunities which have been highlighted through extensive public engagement at the issues and options stage.

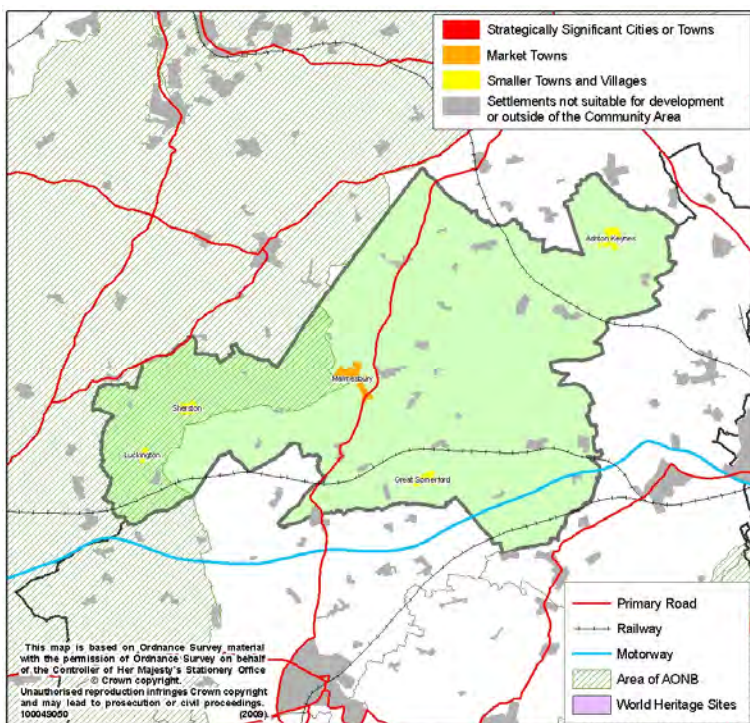
*Wiltshire Community Areas*



## 8.0 Community area sub-visions

**8.1 Malmesbury Community Area Vision:** *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.*

8.2 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. The area surrounding Malmesbury is one of small villages and farms. A small proportion of the community area falls within the Cotswolds AONB.



### Key Facts:

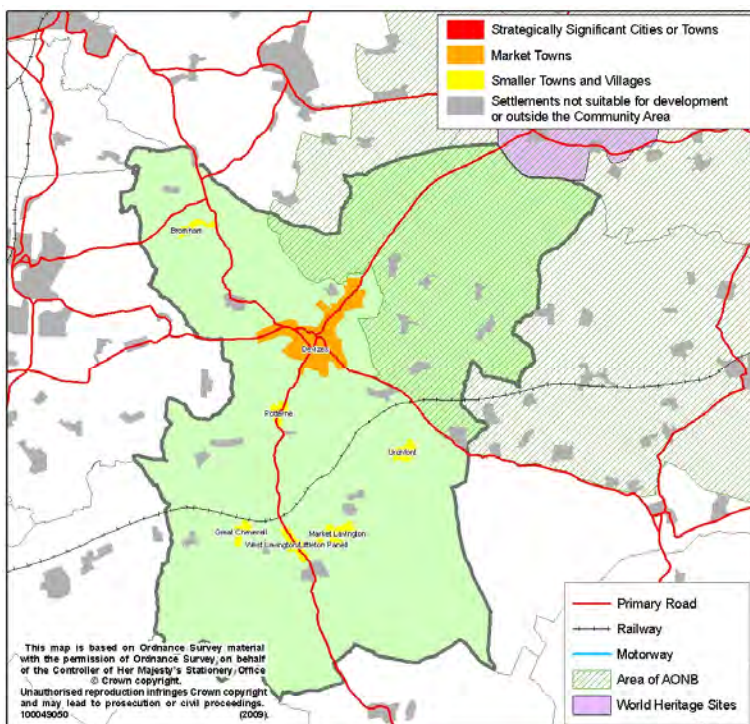
- Total land area: 24,464 hectares
- Number of total population, 2007: 18,395
- Population Density, 2007: 0.75 people per hectare
- Average House price, 2008: £317,457
- AONB: small part of Cotswolds AONB
- SSSI: 10 SSSIs

### Key issues / opportunities:

- Malmesbury has a reliance on Dyson as a major employer within the town
- Malmesbury has a limited retail offer
- farming communities within the area require protection to enable rural scene/life to continue
- Minety, Dauntsey and Crudwell have limited public transport
- lack of small to medium size business opportunities within the Community Area
- there is a need for affordable housing
- tourism is an active sector within the Community Area, the Abbey and Abbey House Gardens are key tourist attractions within the town
- the Community Area is home to a rich built and natural environment
- facilities need to be improved within Malmesbury and the surrounding villages
- minor crime and anti- social behaviour are perceived to be a local issue

**8.3 Devizes Community Area Vision:** *Devizes will strengthen its role as a centre for employment, retail and community services within the Community Area and east Wiltshire. New residential, employment and retail development will support its current high level of self-containment. Additional housing will be provided to help meet the needs of local people. The resilience of the town will be reinforced by strengthening its small business economy. Future development will have due regard to capacity constraints within the town's road network.*

8.4 The Devizes Community Area covers 21,583 hectares of mainly rural countryside in the middle of the County of Wiltshire. The principal settlement within the community area is the historic market town of Devizes. Devizes is a busy market town with a well regarded town centre that has a good range of shopping and recreational facilities. The surrounding area is made up of small villages and farms.



**Key Facts:**

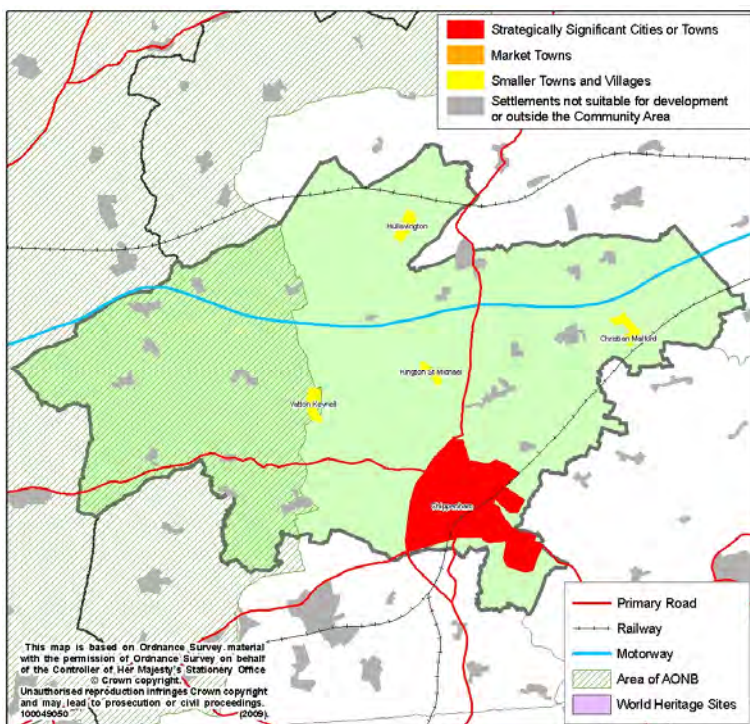
- Total land area: 21,583 hectares
- Number of total population, 2007: 29,513
- Population Density, 2007: 1.37 people per hectare
- Average House price, 2008: £229,439
- SSSI: 7 SSSIs
- The population of the community area is expected to grow by about 10% between 2001-2016

**Key issues / opportunities:**

- further growth is constrained by traffic congestion
- aspiration to deliver additional retail floor space on the Devizes Central Car Park
- Devizes has a lack of retail choice when compared to other retail centres within Wiltshire
- there is an aspiration to enhance and develop Devizes' cultural heritage through the redevelopment of the Wharf and reuse of the Assize Courts
- ambition to deliver town centre improvements including the enhancement of the street scene

**8.5 Chippenham Community Area Vision:** *The town of Chippenham will continue to have regional significance, taking full advantage of its excellent connectivity, afforded by the M4 and intercity rail links. Chippenham will seek to strengthen its role as a centre for the Community Area and north Wiltshire, and will improve its range of retailing, entertainment, leisure activities and community services in order to become more self-contained. Land will be provided to secure high technology and knowledge-based industries within the town. The character of the town will remain unchanged although the environment will be improved, with key town centre sites regenerated. Future housing and employment development will be focused on those town centre areas which require regeneration.*

**8.6** In terms of population the Chippenham Community Area, it is the largest in Wiltshire. It is dominated by the one major settlement, the historic market town of Chippenham. The population of Chippenham has doubled since the 1960s. This growth has been attributed to its proximity to the M4 corridor. Its excellent transport links including an inter-city rail link have enabled Chippenham to position itself as an excellent location for business.



**Key facts:**

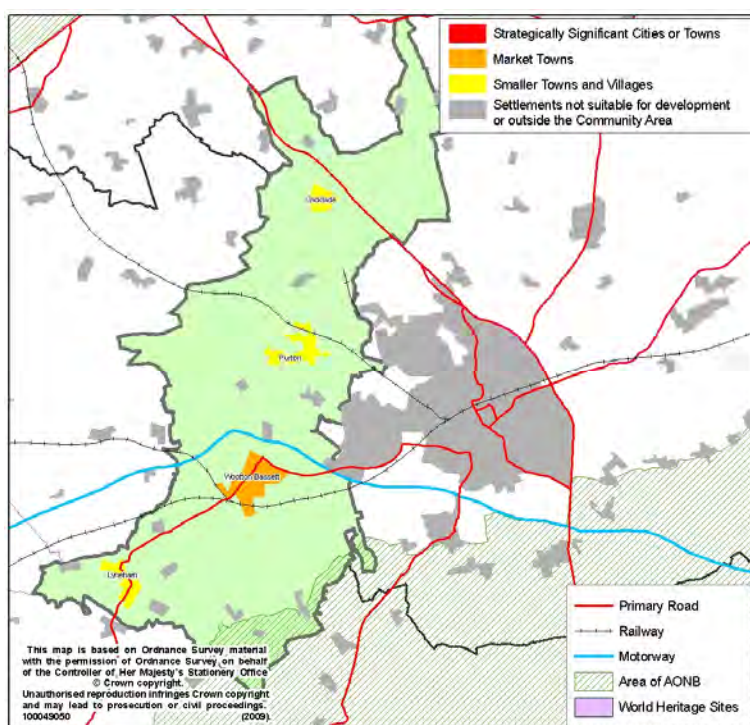
- Total land area: 15,842 hectares
- Number of total population, 2007: 43,880
- Population Density, 2007: 2.77 people per hectare
- Average House price, 2008: £216,344
- AONB: Cotswolds AONB
- SSSI: 9 SSSIs

**Key issues / opportunities:**

- lack of community facilities within the Community Area
- rural and suburban shops and post offices are under threat of closure
- narrow range of shops in Chippenham town
- high level of out-commuting from the Community Area to Swindon, Bristol and beyond
- employment sites under threat of residential development
- lack of theatre / quality performance venue / concert hall in Chippenham
- the River is an important asset in Chippenham which is not being used to its full potential
- Chippenham needs to improve its environment, whilst maintaining its character and attraction as an important Wiltshire market town
- insufficient outdoor sports facilities and playing fields
- poor quality of environment in Chippenham Town Centre, which is curtailing economic growth
- should Langley Park be developed for employment use or retained for housing?

**8.7 Cricklade and Wootton Bassett Community Area Vision:** *The town of Wootton Bassett will be fully regenerated with an active shopping street offering a range of outlets. The town will be accessible to all, with good transport links that are friendly to cyclists and pedestrians. The town will have the right level of facilities for its size, with a hub for sports provision at Ballards Ash. People within the community area will have access to a range of jobs within the town, which will aid in alleviating the present high levels of out-commuting. The closure of Ministry of Defence sites will be managed to ensure there is no negative impact on the life of the community.*

**8.8** The Wootton Bassett and Cricklade Community Area includes two historic market towns of Wootton Bassett and Cricklade. The area also incorporates the RAF Lyneham air base. Many residents within the Community Area rely on the close proximity of Swindon for employment. The proximity of Swindon also significantly affects the range of local service provision within the Community Area. RAF Lyneham is due to close by 2012 this could potentially have significant consequences for the Community Area.



**Key facts:**

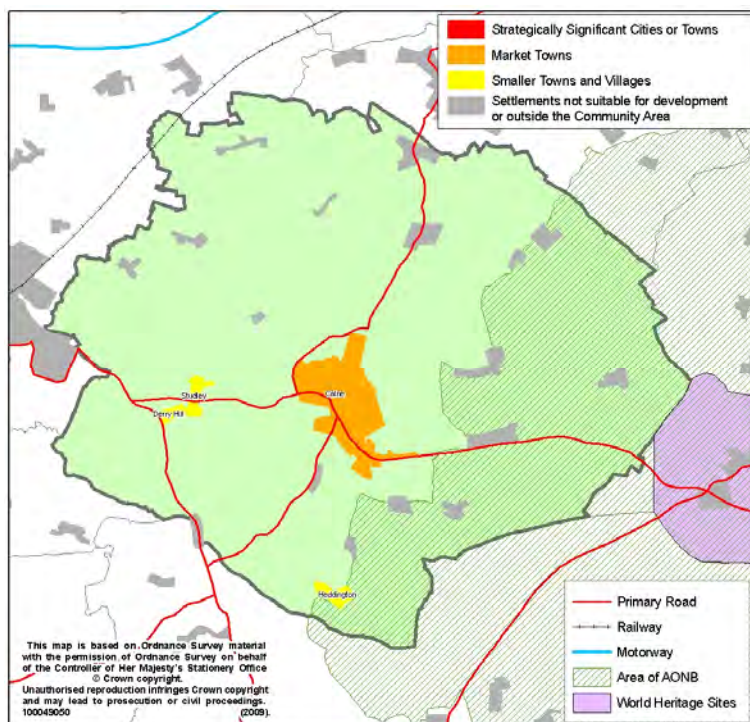
- Total land area: 15,331 hectares
- Number of total population, 2007: 28,990
- Population Density, 2007: 1.89 people per hectare
- Average House price, 2008: £231,119
- AONB: small part of North Wessex Downs AONB
- SSSI: 7 SSS

**Key issues / opportunities:**

- lack of small business start-ups, village shops and rural Post Offices
- retention of high street business activity in face of supermarket competition
- promotion of historic market town image of Cricklade and Wootton Bassett
- long-term effect of closure of RAF Lyneham
- long term effect of St Ivel closure in Wootton Bassett
- low level of self containment
- lack of local adult learning opportunities
- insufficient outdoor sports facilities and playing fields
- erosion of the separate identities of towns and villages and preventing their coalescence with Swindon
- Cricklade Country Way projects and other environmentally based projects need to be encouraged and promoted
- an affordable housing need for 150 homes per annum
- development of canal route

**8.9 Calne Community Area Vision:** *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.*

8.10 The principle 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 town centre needs to be improved to make it more attractive. Further development within the town could potentially deliver aspirations for an eastern distributor road, which would help alleviate traffic problems within the town.



**Key facts:**

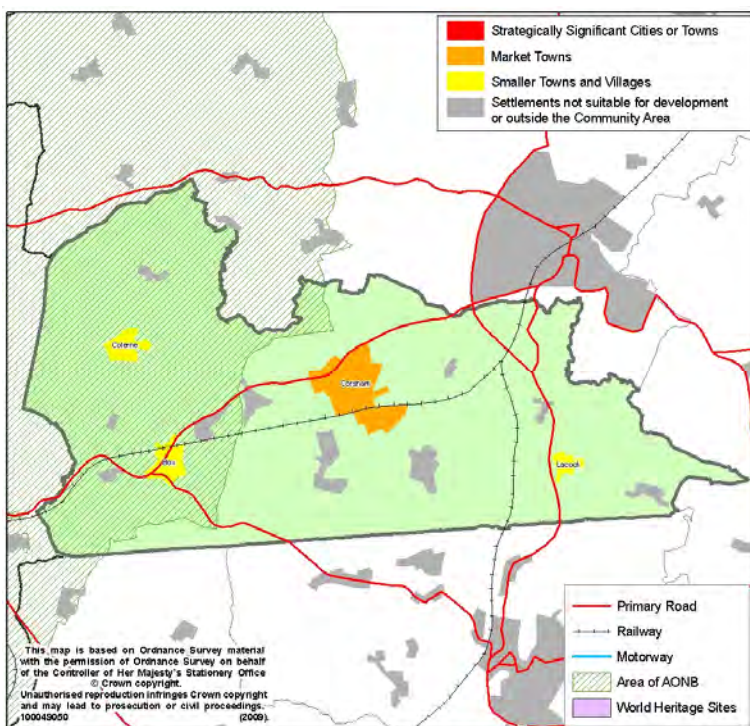
- Total land area: 13,288 hectares
- Number of total population, 2007: 21,945
- Population Density, 2007: 1.65 people per hectare
- Average House price, 2008: £196,026
- AONB: part of North Wessex Downs AONB
- SSSI: 4 SSSIs

**Key issues / opportunities:**

- improved local route networks for cyclists and pedestrians
- peak time congestion
- state of disrepair and appearance of existing buildings in town centre
- protection and conservation of the landscape setting
- lack of retail provision in Calne
- frequency and extent of conventional public transport provision
- low level of self containment
- significant potential for new growth on previously developed land
- lack of recreation land and facilities in the town and villages

**8.11 Corsham Community Area Vision:** *Corsham will provide a range of shops, jobs, adequate infrastructure and accommodation to satisfy the needs of both its residents and those of the Community Area. Future development within the Community Area will help alleviate high levels of out-commuting and help respond to local housing need. The future use of Ministry of Defence sites and former MOD owned land will be closely integrated into the life of the community.*

8.12 The Corsham Community Area is characterised by its rural nature and includes the market town of Corsham. Other notable settlements include the rural settlements of Box, Colerne and Lacock. The area also includes a strong military presence, employing a significant number of people. The Basil Hill military site is being significantly upgraded to form a ‘state of the art’ operational facility on a single site at Basil Hill. The Copenacre and Rudloe sites will then become surplus to requirements.



*Key facts:*

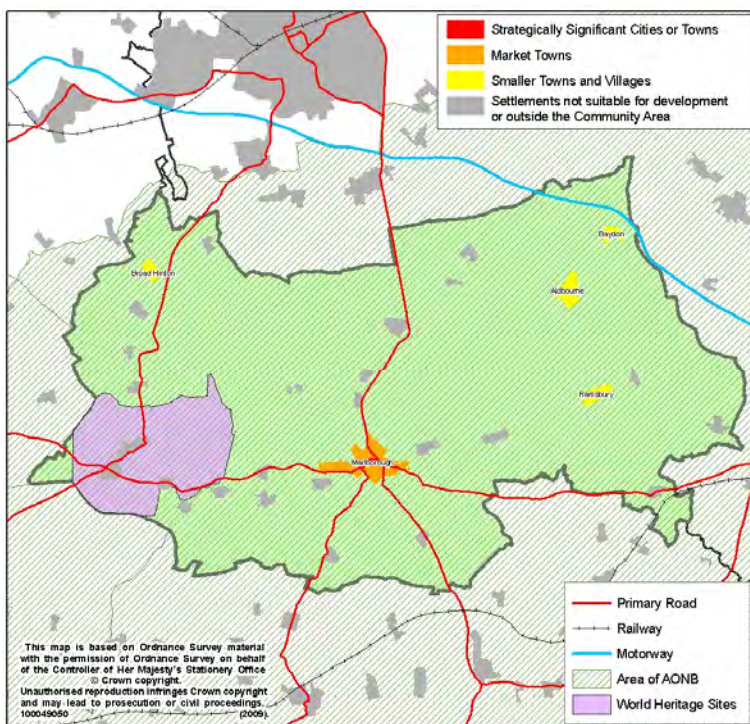
- Total land area: 7,631 hectares
- Number of total population, 2007: 18,937
- Population Density, 2007: 2.48 people per hectare
- Average House price, 2008: £267,951
- AONB: Cotswolds AONB
- SSSI: 4 SSSIs

*Key issues / opportunities:*

- lack of facilities for young people, particularly in the villages
- aspiration to re-open Corsham Railway Station
- the community wants modern, effective health and social care available as locally as possible
- potential for new growth on previously developed land
- service provision does not currently respond to the needs of the local community
- high quality built and natural environment
- low levels of self containment
- good access to the A4 and M4

**8.13 Marlborough Community Area Vision:** *Future development within the 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.*

8.14 The whole of the Marlborough Community Area lies within the North Wessex Downs Area of Outstanding Natural Beauty (AONB). The area includes the Avebury element of the Stonehenge and associated sites World Heritage Site. The town of Marlborough has a rich built environment with an attractive and thriving retail centre. The town of Marlborough and the wider rural hinterland is highly constrained topographically and due to its high landscape quality. The areas potential for tourism has arguably not been fully taken advantage of.



**Key facts:**

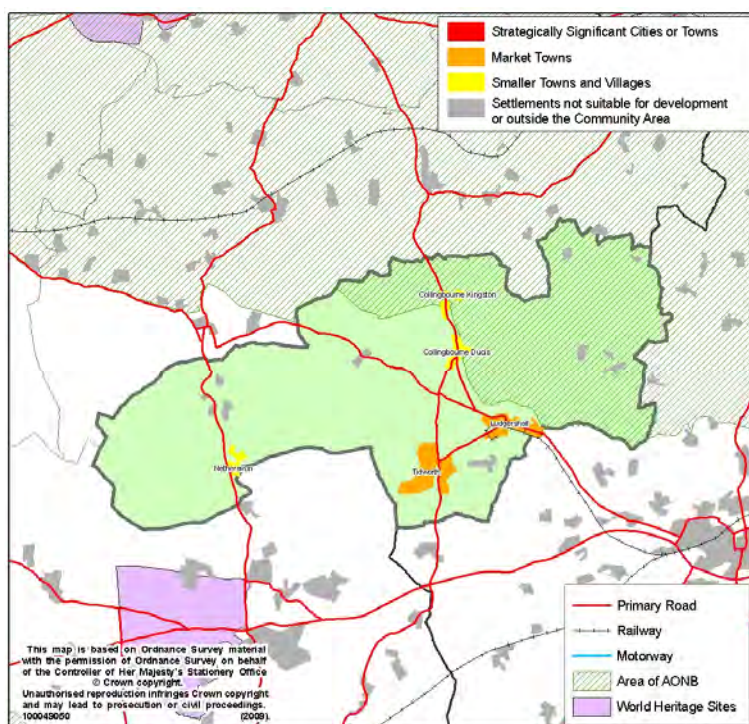
- Total land area: 28,031 hectares
- Number of total population, 2007: 17,802
- Population Density, 2007: 0.64 people per hectare
- Average House price, 2008: £332,050
- World Heritage Sites: Stonehenge, Avebury & associated sites
- AONB: North Wessex Downs AONB
- SSSI: 7 SSSIs

**Key issues / opportunities:**

- thriving town centre with low vacancy rates
- high level of self containment
- potential for new growth on previously developed land
- low number of new business start-ups.
- the Community Area has some of the highest house prices in Wiltshire
- Marlborough has a high level of self-containment
- the Community Area is highly constrained by landscape designations

**8.15 Tidworth Community Area Vision:** *The settlements of Tidworth and Ludgershall will develop their complementary roles and build upon inward investment through the provision of new residential, employment and retail opportunities. The community area will also take full advantage of the A303 regionally important transport route. The future level of growth will reflect the need to create a more balanced community and act as a catalyst to attract inward investment. The future of existing and former Ministry of Defence sites will be carefully reviewed to ensure that their uses are compatible with the needs of the community.*

8.16 The Tidworth Community Area is dominated by the presence of the Army being the largest local employer. The Tidworth, Netheravon and Salisbury Garrisons have now been designated as a 'super garrison'. It is anticipated that the number of Military personnel within the Community Area will grow as a consequence.



**Key Facts**

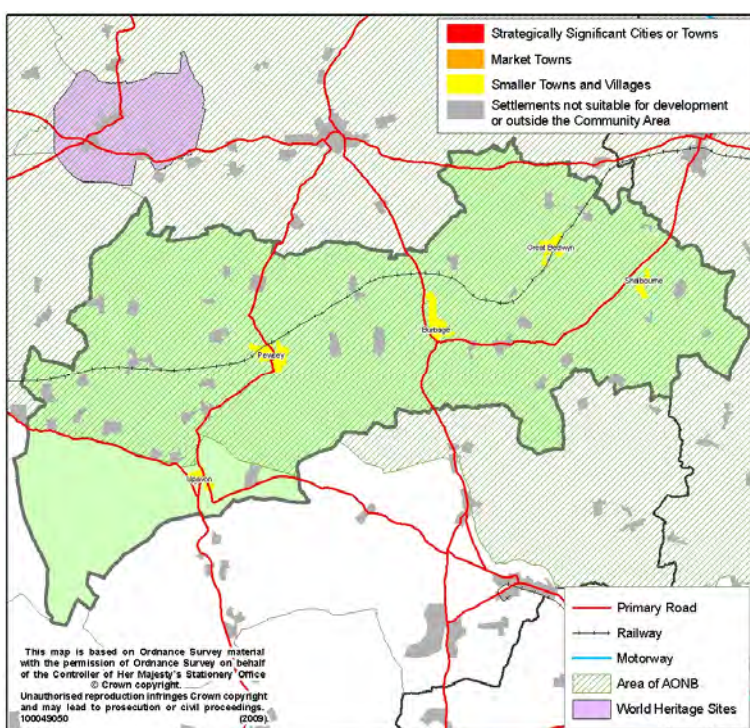
- Total land area: 18,257 hectares
- Number of total population, 2007: 16,693
- Population Density, 2007: 0.91 people per hectare
- Average House price, 2008: £204,344
- AONB: part of North Wessex Downs AONB
- SSSI: 2 SSSIs

**Key issues / opportunities:**

- lack of small business premises and starter units.
- aspiration to encourage multi-use community centres throughout the Community Area.
- poor built environment within Tidworth town centre.
- high levels of self-containment
- investment in Wellington Academy
- the area is relatively unconstrained
- lack of cultural facilities
- potential for new growth on previously developed land
- severe imbalance between the military and civilian population
- limited employment opportunities other than the MoD
- MoD presence enable joint use of better facilities

**8.17 Pewsey Community Area Vision:** *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 modest reflecting its role as a rural service centre within the Community Area.*

8.18 The Community Area of Pewsey is rural in nature containing no towns. The village of Pewsey however acts as a service centre for the surrounding rural hinterland. The village contains 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 Area of Outstanding Natural Beauty.



**Key facts**

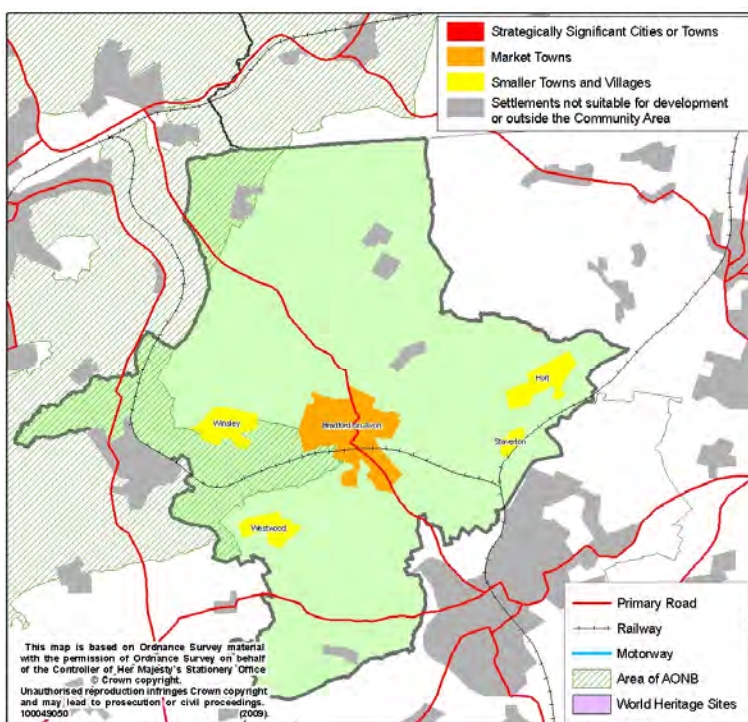
- Total land area: 26,764 hectares
- Number of total population, 2007: 13,424
- Population Density, 2007: 0.50 people per hectare
- Average House price, 2008: £325,927
- AONB: North Wessex Downs AONB
- SSSI: 6 SSSIs

**Key issues / opportunities:**

- limited previously developed land available for development
- few employment opportunities within the Community Area
- low level of self- containment
- lack of facilities, rural shops, pubs and Post Offices
- the role of Pewsey as a service centre needs to be encouraged and strengthened
- lack of accessible transport for people with disabilities, the young, elderly and parents with no private transport
- pedestrian access to Pewsey station needs to be improved
- aspiration to promote Pewsey as a heritage village for tourism
- the Community Area is home to a rich natural environment
- the Community Area is Highly constrained by landscape designations

**8.19 Bradford-on-Avon Community Area Vision:** *Future development will improve of the self-containment of the Community Area by enhancing employment opportunities, improving services within the town and delivering homes to help meet local need. Development will have due regard to the historic built environment of the town. The natural landscape will also be protected and, where possible, enhanced. Congestion will be alleviated through the promotion and improvement of sustainable transport.*

8.20 The Community Area is dominated by the historic town of Bradford-on-Avon. There are no other towns within the community area. The towns train station and rich built environment have established the location as popular commuter settlement.



**Key facts**

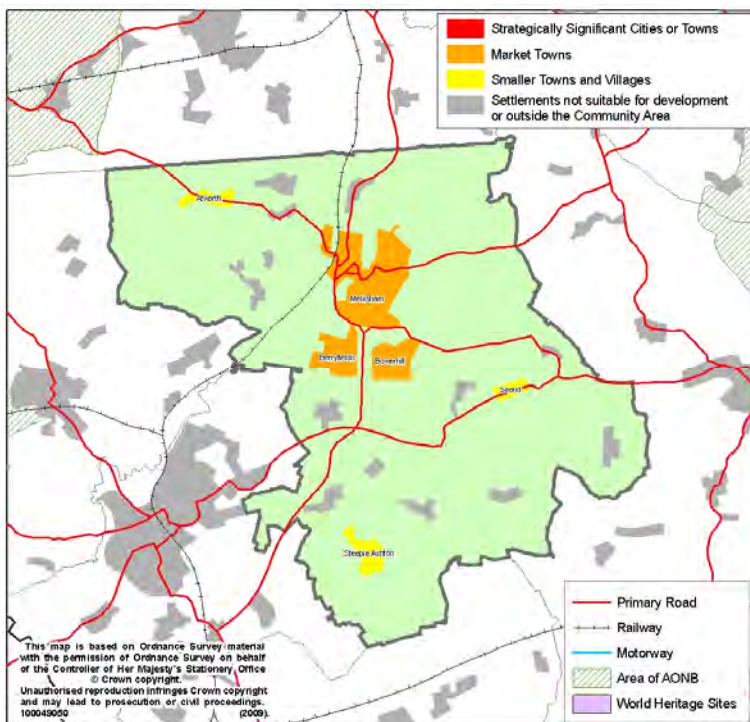
- Total land area: 5,903 hectares
- Number of total population, 2007: 16,989
- Population Density, 2007: 2.88 people per hectare
- Average House price, 2008: £272,212
- AONB: small part of Cotswold AONB
- SSSI: 5 SSSIs

**Key issues / opportunities:**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• investment in tourism</li> <li>• retention of current employment sites rather than conversion to residential</li> <li>• lack of a local convenience store</li> <li>• conservation of Barton Farm/Park</li> <li>• air quality in the town centre needs to be improved</li> <li>• traffic volume, density and congestion</li> </ul> | <ul style="list-style-type: none"> <li>• conservation of local landscape character</li> <li>• lack of recycling facilities</li> <li>• Green Belt encroachment</li> <li>• lack of indoor sports provision</li> <li>• lack of some outdoor facilities, e.g. tennis courts, skateboard facilities north of river and playground provision</li> </ul> |
|--|---|

**8.21 Melksham Community Area Vision:** *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.*

8.22 The Melksham Community Area includes the regionally significant A350 road which runs through the town of Melksham from north to south. The town of Melksham includes a limited rail service. The Community Area includes a number of villages which lie close to the town.



**Key facts**

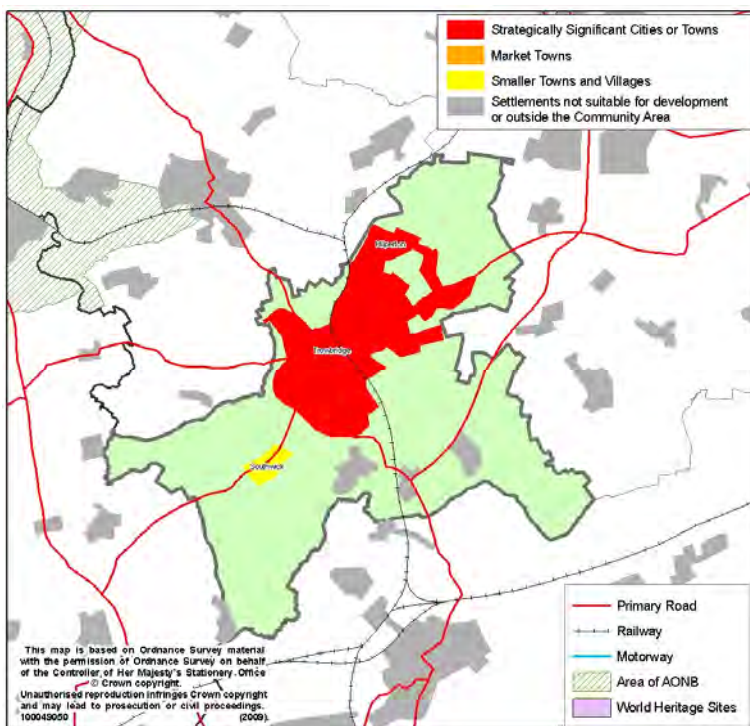
- Total land area: 9,837 hectares
- Number of total population, 2007: 27,835
- Population Density, 2007: 2.83 people per hectare
- Average House price, 2008: £198,230
- SSSI: 4 SSSIs

**Key issues / opportunities:**

- low levels of self -containment
- significant employment base
- high dependency upon a single employer
- opportunities to expand the employment base
- good range of retail opportunities within the town
- good range of facilities within the Community Area
- restoration of the Wilts and Berks Canal provides an opportunity to promote tourism in the area

**8.23 Trowbridge Community Area Vision:** *Trowbridge will be regenerated and will establish itself as a centre of regional significance. Future development will secure greater self containment and will provide Trowbridge with an enhanced service centre role. Accommodation will be provided for higher skilled jobs for local people and for the wider area. New jobs and affordable homes will be provided in balance and there will be excellent health, education and community facilities accessible locally to meet the needs of the area. Regeneration and new built development will set high standards of design in order to reflect the town's growing importance and to make it a desirable place in which to live. Following the existing Transforming Trowbridge agenda, the transformed town centre will include a wide range of shops, leisure and cultural facilities and the town will both benefit from improved transport links with Bath and the network of western Wiltshire towns and villages and provide a greater level of services to its neighbours. Enhanced road and public transport links will assist the delivery of these services.*

8.24 The town of Trowbridge is a major centre for retail, education, employment and government administration within the county. Trowbridge has good road and rail links both locally and regionally. The rest of the community area is rural in nature comprising of a series of small villages. A number of regeneration opportunities exist within Trowbridge town centre.



**Key facts**

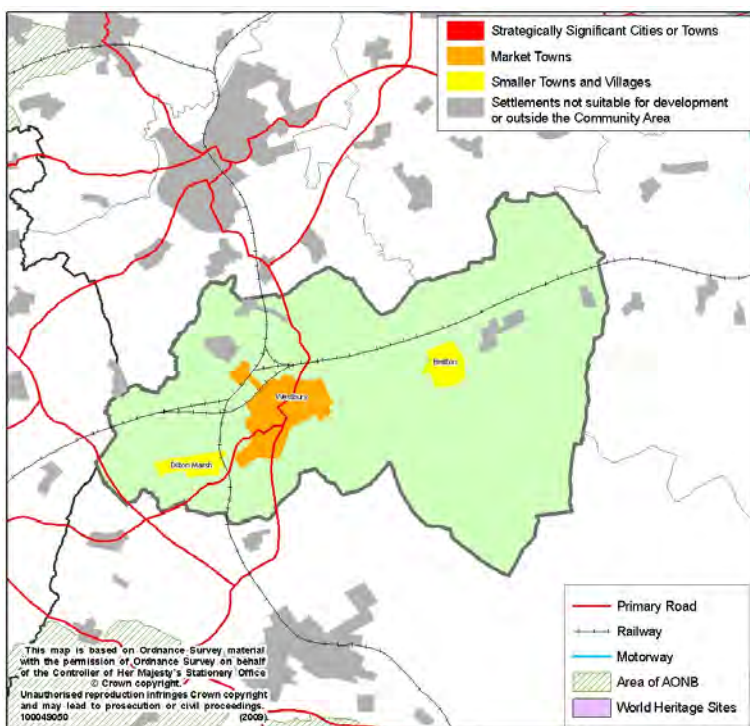
- Total land area: 4,152 hectares
- Number of total population, 2007: 40,169
- Population Density, 2007: 9.67 people per hectare
- Average House price, 2008: £180,416
- SSSI: 1 SSS

**Key issues / opportunities:**

- lack of community facilities
- lack of employment opportunities
- need for improved leisure and recreational facilities
- lack of recreation space
- poor quality of the River Biss within the town centre
- road traffic
- lack of public transport within rural areas
- lack of access to adult education within rural areas
- concerns over community safety
- vacant and under-used land close to the town centre

**8.25 Westbury Community Area Vision:** *The community will be served by an improved town centre, with viable local shops for local needs. There will be more affordable housing provided hand in hand with wider employment opportunities and with appropriate provision of community, healthcare and educational facilities serving all ages. Sustainable transport links will be promoted with Trowbridge, while high levels of out-commuting will be alleviated through the provision of employment growth within the town, and improvement of the facilities and services.*

8.26 The Westbury Community Area is home to a rich natural environment located on the edge of Salisbury Plain. Westbury has good rail links and has grown to become a locally significant employment centre. Cement production forms a prominent activity within the Community Area which brings some concerns over emission, pollution and health.



**Key facts**

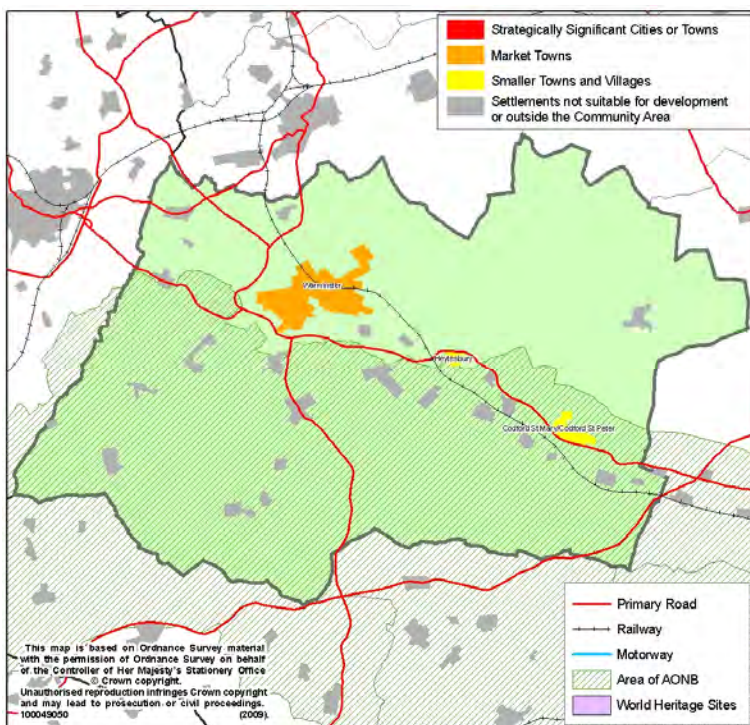
- Total land area: 7,308 hectares
- Number of total population, 2007: 18,219
- Population Density, 2007: 2.49 people per hectare
- Average House price, 2008: £184,346
- SSSI: 5 SSSIs

**Key issues / opportunities:**

- low levels of self- containment
- large potential supply of employment land
- good transport links
- limited amount of brown field land for development
- limited constraints on development in Westbury
- the town centre is in need of improvement and redevelopment
- the town centre is in need of improvement and redevelopment
- traffic congestion within Westbury town centre
- concern over the loss of wildlife habitat
- relative proximity to Trowbridge
- there is a need to bridge the railway to bring an existing allocated housing site into use. This has implications for the sailing lake local
- local concerns over the level of growth that Westbury has received in recent times

**8.27 Warminster Community Area Vision:** *Future development will support and enhance the employment offer within the community area and improve services and facilities. Key sites will also be regenerated within Warminster town centre. A broad mix of housing and facilities to meet the needs of all, including young people, will be achieved together with greater integration of the civil and military communities. This, in turn, will enable joint use of sports, education and social facilities. Warminster itself will have close links with the surrounding network of highly attractive villages and countryside, which will support rural economic development and tourism.*

8.28 The town of Warminster is strategically situated at the junction of the A36 and A350 with direct links to the M3 and M4. It is also well served by a mainline railway. The Salisbury Plain dominates the landscape which is used as a military training area by the neighbouring garrisons. The Warminster Garrison is being redeveloped. It is anticipated that this redevelopment will not bring about a significant increase, in the number of military personnel based within the Community Area.



**Key facts**

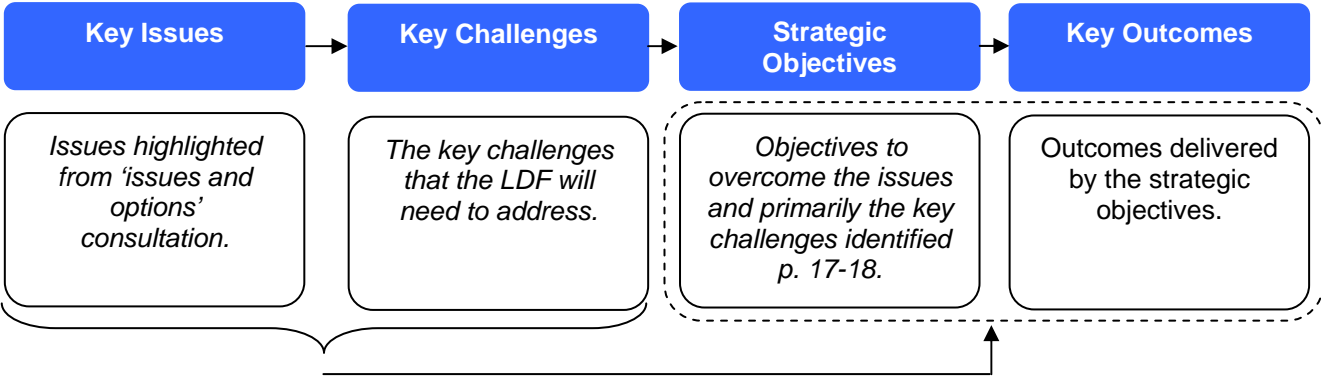
- Total land area: 27,972 hectares
- Number of total population, 2007: 24,319
- Population Density, 2007: 0.87 people per hectare
- Average House price, 2008: £217,333
- AONB: Cranborne Chase & West Wilts Downs AONB
- SSSI: 12 SSSIs

**Key issues / opportunities:**

- good road and rail links
- concerns over the volume of traffic within the town centre
- poor retail choice
- lack of facilities for young people
- high dependency on the MOD for employment
- rich natural environment
- the Community Area receives a large volume of tourists visiting Longleat
- under-utilised sites within the town
- lack of land designated for future employment growth
- tourism potential of the town not realised to date
- loss of village shops and services
- poor public transport between the Warminster town and the surrounding villages
- high levels of out-commuting
- Warminster has an important historic fabric which will provide a basis for improvement

**9.0 Strategic Objectives**

9.1 This section outlines the objectives for overcoming and addressing the issues outlined within section 5 and achieving the vision of the Core Strategy.



9.2 The objectives take account of work carried out by the previous District Councils which were developed in consultation with the community. The objectives were drafted early on in the plan preparation stage to ensure integration with other plans and strategies. The strategic objectives provide more specific direction to the 'spatial strategy' and core development plan policies.

9.3 The key outcomes attached to each strategic objective are formed from the Wiltshire LDF evidence base including the Wiltshire Sustainability Scoping report. The Wiltshire Sustainability Appraisal ensures that the Wiltshire LDF contributes towards delivering sustainable development.

## Strategic Objective 1

### **To address climate change**

Climate change is possibly the greatest long-term challenge facing the world today. Tackling climate change is therefore a key Government priority for the planning system. Local authorities are uniquely placed to act on climate change. The planning system can help deliver sustainable development and shape communities that are resilient to the unavoidable consequences of this global problem.

### **Key outcomes**

- A sustainable pattern of development, including the self-containment of settlements and a reduction in the need to travel, will have contributed towards meeting the Council's climate change obligations
- The supply of energy and heat from renewable sources will have met national and regional targets
- New development will have incorporated sustainable building practices and where possible will have contributed to improving the existing building stock
- High energy efficiency will have been incorporated into new buildings and development
- New developments will have incorporated appropriate adaptation and mitigation for climate change
- New development will support sustainable waste management
- The sourcing and use of local food will have helped to reduce Wiltshire's ecological footprint

## Strategic Objective 2

### **To provide for long term economic growth**

Wiltshire needs to encourage a buoyant and resilient local economy. The Core Strategy has an important role in enabling development to take place which will encourage economic vitality, whilst ensuring that sustainable development objectives have been met.

### **Key outcomes**

- The adequate supply of employment and retail land for future development will have been ensured
- The economic potential of individual settlements in Wiltshire will have been realised
- Existing employment sites will have been protected
- Where appropriate, the suitable intensification and regeneration of established employment sites will have taken place
- The rural economy will have diversified where appropriate
- Smaller business premises will have been provided within areas of need
- Out-commuting from Wiltshire will have dramatically decreased
- Wiltshire will have achieved a low-carbon economy
- High quality education services will have assisted in providing the trained employees necessary to deliver economic growth
- Redundant MOD land will, as far as possible, have been brought within the overall pattern of development
- Wiltshire will have retained and enhanced its key employment sectors. In particular, the MOD will continue to have an important role in the county and Porton Down will have developed its role as an international centre of

- excellence for bioscience
- Wiltshire’s tourism sector will have grown in a sustainable way, ensuring the protection and where possible enhancement of Wiltshire’s natural and built environment assets
- Wiltshire’s cultural assets will have been harnessed in a sustainable manner

### Strategic Objective 3

#### **To meet Wiltshire’s housing needs**

Wiltshire needs to deliver 44,400 additional new homes within the plan period in order to meet local needs. The Council also needs to demonstrate a rolling five-year supply of housing land. There is currently a need for approximately 3,000 affordable homes per year within Wiltshire. The Council will seek to meet the need for new homes in a sustainable fashion.

#### **Key outcomes**

- The delivery of 44,400 additional new homes by 2026 will have been achieved in the most sustainable way

*Distribution:*

<b>North Wiltshire</b>	<b>13,700</b>
Chippenham SSCT	5,500
West of Swindon	3,000
<b>East Wiltshire</b>	<b>6,000</b>
<b>West Wiltshire</b>	<b>12,300</b>
Trowbridge SSCT	6,000
<b>South Wiltshire</b>	<b>12,400</b>
Salisbury SSCT	6,000

- The primary focus of new housing development will have been at Trowbridge Chippenham and Salisbury
- Development will have avoided encroachment on the Wiltshire Green Belt
- Development to the west of Swindon will have been provided without causing undue coalescence, maintaining an appropriate rural buffer to protect the identity of outlying settlements
- Land will have been used efficiently
- An adequate supply of affordable housing will have been provided
- A range of housing types and sizes will have been provided in order to meet local needs for different groups of the population in a sustainable manner
- Benefits from development will have been successfully captured for local communities, including the infrastructure necessary to support the new development
- Changes in the accommodation of military personnel will have enabled better integration into the wider community
- All developments will have been low-carbon or zero-carbon

### Strategic Objective 4

#### **To secure appropriate infrastructure and services**

The anticipated level of growth within Wiltshire will increase demand on local infrastructure and social facilities. The Strategy will need to ensure that infrastructure and service requirements are appropriately secured and implemented.

Key outcomes

- Essential water infrastructure will have been coordinated with all new development
- Provision of and support for high quality educational facilities will have been achieved
- Adequate provision will have been made for health care
- Rural facilities will, as far as possible, have been maintained and enhanced
- Appropriate provision will have been made for recreation and sport, as well as culture and the arts

#### Strategic Objective 5

##### **To enhance the vitality and viability of town centres**

Residents within Wiltshire should have access to facilities and a range of retail choice in convenient locations throughout Wiltshire. Housing and employment provision should seek to strengthen the role and function of established service centres to secure their future vitality and viability. Town centres should be regenerated and enhanced as necessary. They should fill the roles appropriate to their sizes and the communities they serve, and should complement one another.

##### **Key outcomes**

- Appropriate retail, leisure and employment opportunities will have been located within town centres
- Planning applications for retail development will have been determined in line with the need to safeguard town centres

#### Strategic Objective 6

##### **To encourage safe accessible places**

Certain communities within Wiltshire experience undesirable levels of social exclusion as a result of their isolation from essential services and facilities. Despite being the second safest county nationally, the fear of crime is still high within Wiltshire.

##### **Key outcomes**

- Housing will have been provided in suitable locations that allow easy access to a range of local services and facilities
- The design of buildings and spaces will have actively reduced crime and the fear of crime
- The availability and accessibility of key local facilities will have been improved

#### Strategic Objective 7

##### **To promote sustainable forms of transport**

Transport affects the environment, the economy and social well-being. Certain communities within Wiltshire experience undesirable levels of social exclusion as a result of their isolation from essential services and facilities. The strategy will need to ensure that transport needs are managed in a sustainable manner. At the same time, strategic transport links are vital for the efficient function of Wiltshire's economy.

##### **Key outcomes**

- The range, availability and affordability of sustainable travel choices will have

been increased

- Access to local jobs and services will have been improved
- Strategic transport corridors within Wiltshire will have been safeguarded and, where appropriate, improved in a sustainable way
- The need to travel will have been reduced
- Problems of congestion, pollution and safety have been reduced
- Greenhouse gas emissions, derived from both private and public transport, will have been reduced

### Strategic Objective 8

#### **To protect and enhance the natural environment**

Wiltshire's natural environment is a significant asset which needs to be appropriately safeguarded and promoted in a sustainable way. Wiltshire's limited supply of previously developed land, coupled with the requirements to deliver significant housing and employment growth, need to be planned in a sustainable manner.

#### **Key outcomes**

- Habitats and species will have been maintained and, where practicable, habitats will have been extended or enhanced
- New development will have protected and enhanced local biodiversity
- A network of multifunctional green Infrastructure will have been developed within new developments
- Soil quality will have been protected and, if practicable, improved
- The effects of phosphate in sewage treatment discharge will have been addressed
- The environmental effects of water abstraction will have been reduced
- The landscape character of Wiltshire will have been protected against inappropriate development

### Strategic Objective 9

#### **To safeguard and promote a high quality built environment**

Wiltshire contains a rich built heritage which is an important asset to be safeguarded and which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well-being. New development will need to respect and enhance Wiltshire's distinctive characteristics.

#### **Key outcomes**

- Features and areas of historical and cultural value will have been conserved and where possible enhanced
- Wiltshire's distinctive built heritage will have been used as reference points for new developments
- New development will have incorporated exceptional quality design which reflects local character and fosters community cohesion, and which promotes Wiltshire as a desirable place in which to live
- The sensitive re-use of historical buildings will have taken place where appropriate
- Archaeological sites and features will have been adequately protected
- The Outstanding Universal Value of the Stonehenge and Avebury World Heritage Site will have been protected from inappropriate development

- Wiltshire's public realm will have been significantly enhanced
- The urban environment will have been complemented and enhanced with a network of green infrastructure

#### Strategic Objective 10

##### **To minimise the risk of flooding**

The anticipated effects of climate change could potentially increase the frequency of flood events within Wiltshire. Development will need to take due consideration of flooding.

##### **Key outcomes**

- The natural function of floodplains will have been maintained and enhanced
- The use of appropriate surface water management will have become a pre-requisite for development to ensure that flood risk is not increased elsewhere. Sustainable Urban Drainage Systems (SUDS) will have been used in most cases
- The risk of flooding will have been minimised in the case of new development