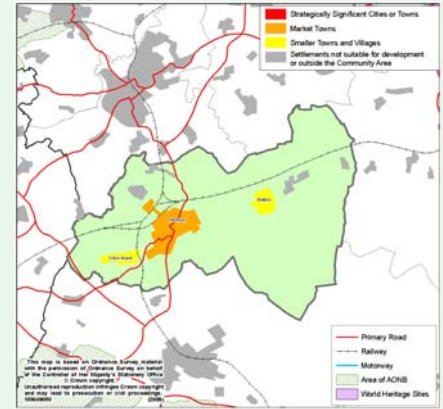


# Westbury

## What do we already know about Westbury community area?

The Westbury community area is home to a rich natural environment on the edge of Salisbury Plain. Westbury has good rail links and has grown to become a significant employment centre.



### Community area

Total land area: **7,308 hectares** Population in 2007: **18,219** Av. house price in 2008: **£180,346**  
Principal town: **Westbury** Population of principal town: **14,420** Housing completions in principal town since 2001: **1,297 dwellings or 162 dwellings/year** Housing commitments in principal town at April 2009: **575**

### Key issues in Westbury community area

- An affordable housing need.
- Provision of new community services, facilities and employment.
- High proportion of commuters with a low level of self-containment.
- Employment base performs a wider strategic role.
- Retail provision is limited.
- Entertainment and cultural facilities are limited.
- Town centre is small and remote from station.
- Air quality management area in the town.
- Community facilities approaching capacity.
- Barriers preventing development of existing allocation

### Key opportunities in Westbury community area

- Employment base performs a wider strategic role.
- Good public transport links.
- Relatively few constraints on development.
- Town centre in need of improvement.
- Reduction in traffic congestion.
- New multi-weather sports pitches.

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

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

# Westbury

## How does Wiltshire 2026 expect the local area to change?

Wiltshire 2026 includes these proposals for Westbury community area

**Market Town:** Westbury: 300 new homes

**Small towns and larger villages:** Bratton

**Smaller villages:** Dilton Marsh



## Anticipated changes in Westbury community area

- Improvements to infrastructure, in particular entertainment and cultural facilities.
- Housing development to be reduced.
- Strategic role of employment provision strengthened.
- Quality of the town centre enhanced.

The community will be served by an improved town centre, with viable local shops for local needs. More affordable housing will be provided along with wider employment opportunities and appropriate community, health care and educational facilities serving all ages. Sustainable transport links will be promoted with Trowbridge, while high levels of out-commuting will be alleviated through employment growth within the town, and improvement of facilities and services.

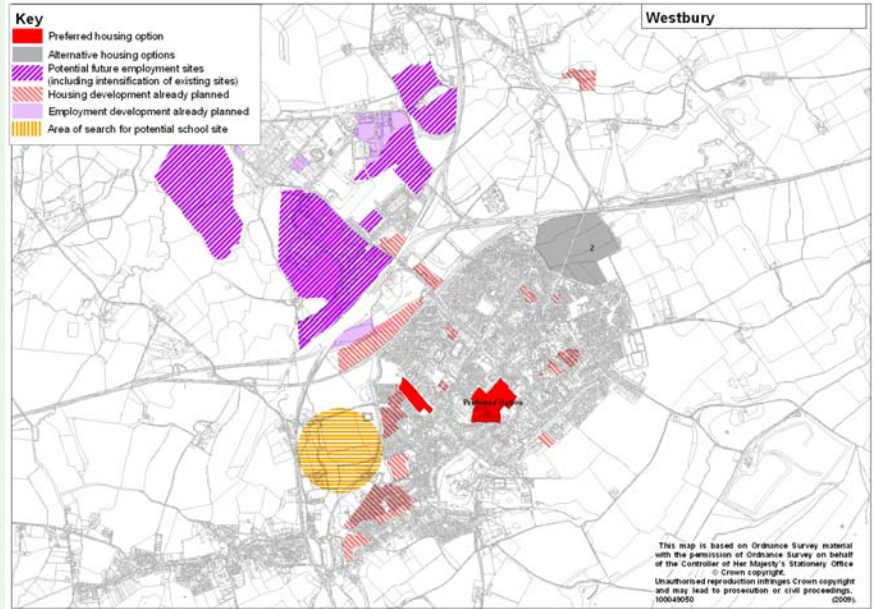
Do you agree with the descriptions of how we expect your community area to change by 2026?

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

# Westbury

## How were development options assessed?

- Identification of sites within broad areas of search around strategically significant towns and market towns.
- Constraints to development mapped (see next board).
- Development of initial options.



- Discussion with infrastructure providers and Wiltshire Council services

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

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

### Summary SA assessment for strategic site options in Westbury community area:

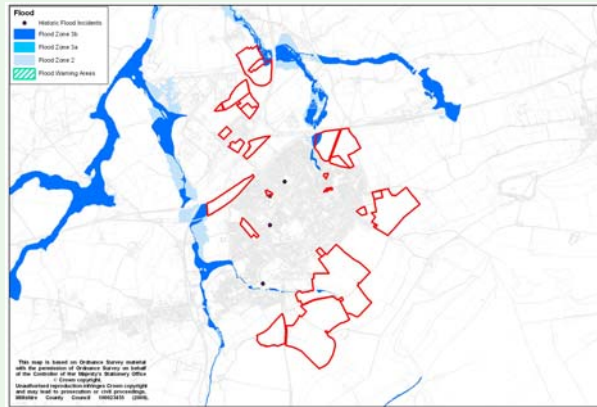
	1. Biodiversity	2. Land and Soil	3. Waste Management	4. Water Resources	5. Flood Risk	6. Air Quality and Pollution	7. Climatic Factors	8. Historic Environment	9. Landscape	10. Housing	11. Healthy Communities	12. Poverty and Deprivation	13. Community Facilities	14. Education and Skills	15. Transport	16.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

#### Key

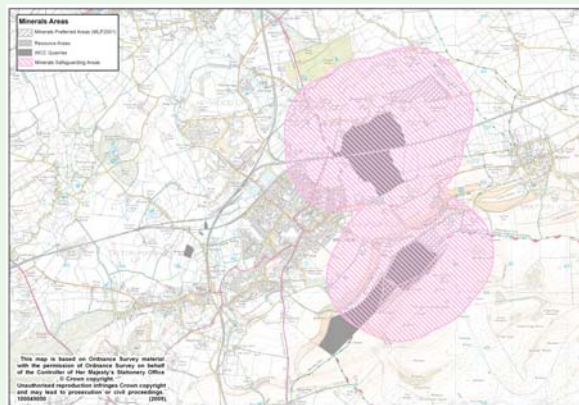
Significance Assessment	Description
++	Major positive effect.
+	Minor positive effect.
?	Uncertain effect.
0	Neutral effect.
-	Minor adverse effect.
--	Major adverse effect

# Westbury

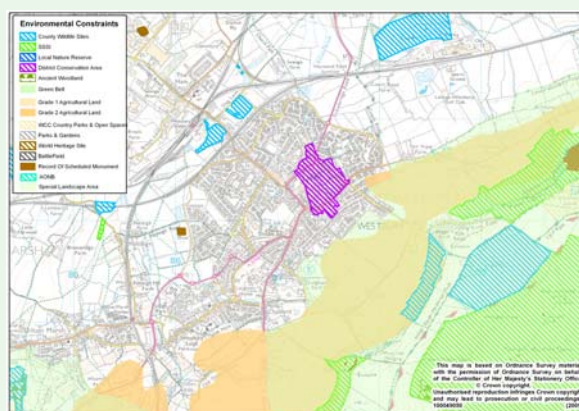
## Constraints to development mapped:



Flooding as per strategic sites



Minerals as per strategic sites



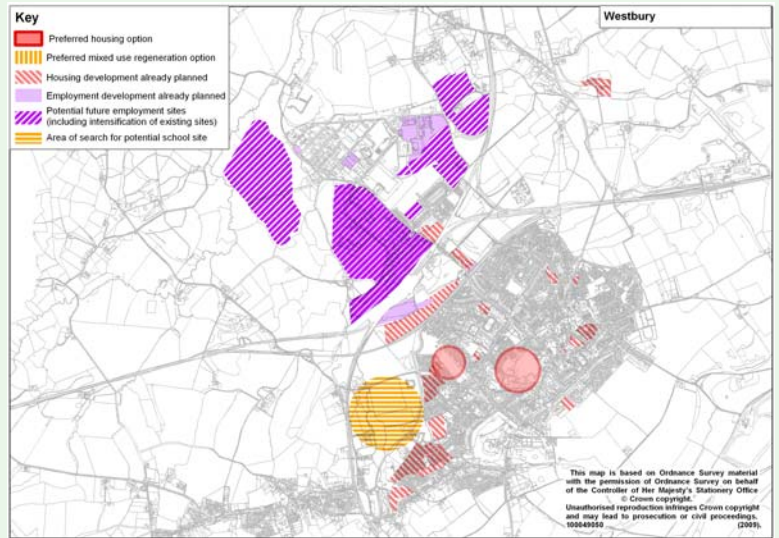
Environmental constraints

# Westbury

## The preferred option

The preferred option is Option 1, land at Matravers School and land at Redland Lane.

This option is preferred because the school relocation would provide new education facilities and sports and arts facilities that would benefit the wider community. The housing development would be on unconstrained land located within the town centre. However, further work is required on the location of the new school.



Do you agree with the proposed development sites?  
What could be done to improve this option?  
(Please record your comments on post-it notes and stick them here)