Malmesbury Community Area strategy

The strategy for Malmesbury is to support its role as a tourist location in Wiltshire and local retail centre offering a range of shops and services for the wider community. There has been a high level of development in Malmesbury in recent years. Therefore, further development will be phased towards the latter half of the plan period to address local educational issues associated with capacity at existing schools. Given Malmesbury’s rural location and the characteristics of the town, it is not realistic to plan for significant growth, but some new homes will contribute towards meeting local housing need and supporting the employment, service and retail role.

Specific issues in the Malmesbury community area
- The primary schools in the town are close to capacity. Development should be phased towards the latter half of the plan period to enable a solution to be reached and should only come forward once sufficient primary school places can be provided.
- Diversification of the employment base will strengthen the local economy and reduce out-commuting. A flexible approach to allow economic development on the edge of the town will be considered.
- The town’s proximity to the M4 and the A429 should provide the impetus required for attracting increased employment growth. Future growth must be balanced, with economic development alongside housing and at a scale appropriate to maintaining the self sufficiency of the town.
- There is a lack of convenience retail offer in the town centre. There may be scope for convenience development of an appropriate scale but impact on the town centre would need to be assessed.
- Future development will be carefully managed to ensure the high quality built environment is protected. It should be of high quality design and well integrated with the existing built form.
- Malmesbury has few opportunities to bring forward development on previously developed land. A greenfield site may need to be identified towards the latter half of the plan period.
Malmesbury Community Area proposals

**Housing**
Over the plan period (2006-2016) 1 hectare of new employment land and 1200 new homes are proposed in the community area. 760 should occur at Malmesbury.

There will be no strategic site allocation in Malmesbury.

Non strategic sites can be identified through either a neighbourhood plan or a site allocations development plan document.

If new edge of town greenfield development is required is should be phased and only commence once sufficient primary school places have been delivered.

**Delivery of proposed housing 2006 to 2026, Malmesbury Community Area:**

<table>
<thead>
<tr>
<th>Area</th>
<th>Housing already provided for</th>
<th>Housing to be identified</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Proposed requirement 2006-26</td>
<td>Completions 2006-10</td>
</tr>
<tr>
<td>Malmesbury Town</td>
<td>760</td>
<td>334</td>
</tr>
<tr>
<td>Remainder</td>
<td>440</td>
<td>194</td>
</tr>
<tr>
<td>Community area total</td>
<td>1200</td>
<td>528</td>
</tr>
</tbody>
</table>

**Employment**
Land north of Tetbury Hill, retained local plan allocation 1ha

The following existing principal employment areas will be supported: Malmesbury Business Park, Dyson site, Land north of Tetbury Hill

**Retail**
Proposals for retail should contribute towards the enhancement of the town centre.

Are there any changes that you would suggest to the strategy set out for Malmesbury Community Area?
Malmesbury Community Area infrastructure

Infrastructure requirements identified so far to support development at Malmesbury:

- Traffic demand management solution to congestion of the road network in the town centre.
- Increased primary school capacity in the town.

Are there additional infrastructure requirements needed to support development in Malmesbury Community Area?