

WILTSHIRE

The Northern Community Area Our Community Plan 2005 - 2015



Ashton Keynes Bradenstoke Braydon Broad Town Bushton Clyffe Pypard Cricklade
Hook Latton Leigh Lydiard Millicent Lydiard Tregoze Lyneham Village
Marston Meysey Purton Purton Stoke RAF Lyneham Tockenham Wootton Bassett

Introduction to the Community Plan

Our Vision for the Future

On behalf of the Northern Community Area Partnership, I have great pleasure in introducing our first Community Plan. We hope this will lead to an improvement in our quality of life as well as in our local environment.

This plan has been developed through a series of consultative meetings and public discussions across the whole of the Community Area. We need to continue to work together to seek solutions and bring about positive change.

I would like to thank all those individuals and organisations involved in the process who have worked well together to bring this plan to you. This has resulted in the first step of an onward and evolving journey into the future.



Post Office at Purton



North Wiltshire country scene



Cricklade High Street

Front cover image:
Floodplain, grassland, Cricklade
Mike Dodd
www.amanita-photolibrary.co.uk



Mollie Groom

*Chairman Northern Community Area Partnership
April 2005*



Our Vision

"We will work together through real community involvement to positively influence the decision-making and actions affecting our Community Area. We aim to drive improvements to our services, to our economy and to our environment whilst retaining the special identities of all of our communities".

Photo: Ashton Keynes
Jon Combe www.thames-path.org.uk

Contents

	page
What is the Community Plan?	4
Map of the Community Area	5
History and Geography	6 - 7
The Economy	8 - 9
Education and Lifelong Learning	10 - 11
Crime and Community Safety	12 - 13
Transport	14 - 15
Housing and Built Environment	16
Environment, Land Based Issues and Countryside	17 - 19
Health and Social Care	20 - 21
Recreation, Culture and Leisure	22 - 23
What you told us	24

How you can contribute and contact the Partnership

The Northern Community Area Partnership welcomes your comments and looks forward to hearing from you. Please complete the enclosed card or contact:

John Allen

Dave Roberts

Community Planners
Wiltshire County Council
County Hall
Trowbridge
Wiltshire
BA14 8JN
Telephone: 01225 713193
E-mail:
daveroberts@wiltshire.gov.uk
Website: www.wiltshire.gov.uk

Shelley Parker

Community Partnership Officer
North Wiltshire District Council
Monkton Park
Chippenham
Wiltshire
SN15 1ER
Telephone: 01249 706449
E-mail:
sparker@northwilts.gov.uk
Website: www.northwilts.gov.uk

What is a Community Area Plan?

Community planning is about identifying needs and forming partnerships with people in the community, addressing their concerns, setting priorities and meeting aspirations. It publishes the results of what local people want to see

happen and aims to improve the quality of life for everyone who lives in, works in or visits the area. Its findings will inform policy and strategy planning not just locally but, also at a much wider level.

How was the Plan developed?

People living in our two towns and every parish across the area have been consulted and given the opportunity to contribute to the Community Plan. Eight themes cover the key issues and concerns brought out in the consultation. The concerns and priorities identified under these themes have required evidence from the

communities to substantiate a real need. These have been listed in no order of priority under their theme headings. Various community groups, voluntary organisations, businesses, and the public and the private sectors have also been asked for their views and opinions.

What happens next?

The work of the Northern Community Area Partnership will now continue around specific focus groups, setting out actions to address the identified needs of the community. By working together there will be co-ordinated efforts to bring about new funding and investment to meet the needs of local people. Wiltshire County Council and North Wiltshire District Council with other partners and through the Area 2 Committee will support and help implement actions identified by the focus groups.

The Plan is not the end of the consultation process. This document will, no doubt, generate further interest and encourage others to become more involved. We recognise, of course, that we may not have addressed the needs of all groups. Work to remedy this is ongoing.

Please contact John Allen, Dave Roberts, or Shelley Parker if you would like to be involved or have input on any of the issues in the Plan. See page 3.

The Community Area

- ① Marston Meysey
- ② Latton
- ③ Cricklade
- ④ Ashton Keynes
- ⑤ Leigh
- ⑥ Purton and Purton Stoke
- ⑦ Braydon
- ⑧ Lydiard Millicent
- ⑨ Lydiard Tregoze and Hook
- ⑩ Wootton Bassett
- ⑪ Broad Town
- ⑫ Clyffe Pypard and Bushton
- ⑬ Tockenham
- ⑭ Lyneham Village, RAF Lyneham and Bradenstoke



Marston Meysey Roundhouse
Ken Burgin www.stroudwater.co.uk



View from near Clyffe Pypard Wood



Leaving Lyneham on B4069

History and Geography

Today Wiltshire's Northern Community Area is made up of 14 ancient parishes forming part of North Wiltshire District Council's administrative area known as Area 2. Before this, the area was administered by the pre-1974 Cricklade & Wootton Bassett Rural District Council. Earlier, in the days of "The Hundreds" *, Lydiard

Millicent and parishes to the north were part of the Highworth Cricklade and Staple Hundred, the remaining parishes being part of the Kingsbridge Hundred. Cricklade, the First Town on the Thames, has been called



Wootton Bassett Market 1906: Wiltshire County Council

" the most intact example of a late Saxon new town in Britain" . Purton boasts its own remarkable landmarks and archaeology. While Cricklade is a Saxon town, Purton can demonstrate much from the Iron Age, and Roman times.

In its earliest days Wootton Bassett would have bordered on Bradon Forest. Until the mid 1800s the towns of Cricklade and Wootton Bassett were larger and more important locally than Swindon. (This once small town was expanded by the arrival of Brunel's Great Western Railway.) Wootton Bassett is a typical market town with a long High Street, broadening to allow space for its market; one that is thriving and is still held every Wednesday.

Geologically, there are natural divisions between the north and south of the Community Area. The northern part of the area contains the Upper Thames flood plain. It is naturally low lying with nationally significant deposits of gravel. These have already been extracted in the Ashton Keynes area and much of the former gravel

pits now form part of the Cotswold Water Park.

The Oxford Clay begins at Braydon Forest and continues where the land rises above the



Wootton Bassett Town Hall

* The term 'Hundreds' refers to the division of land from which the King would expect to raise 100 troops.



St Mary's Church, Lydiard Tregoz

flood plain at Purton. It extends southwards to the Lydiards before encountering a Corallian limestone ridge on which Wootton Bassett and Lyneham have been built. This ridge provides a rough building stone (ragstone) for the area. Further south still can be found Kimmeridge Clay before the area is bounded on the extreme south by the green escarpment that defines the edge of the Marlborough Downs.



Queen Elizabeth Cottage, Broad Town



Photo: Cotswold Water Park Society

There are 30 Sites of Special Scientific Interest (SSSI) across North Wiltshire and about one third of these are in the Northern Community Area.

North Meadow, Cricklade (the home of 80% of the UK's Snakeshead Fritillaries), is not only a Site of Special Scientific Interest but also the only Special Area of Conservation in the Community Area.

The three Areas of Special Archaeological Significance in the Community Area are:

- **Upper Thames:** Prehistoric & Romano-British continuous cropmark complexes. The Saxon town of Cricklade is included.
- **Cricklade-Purton:** Ridge & furrow field systems.
- **Clyffe Pypard:** Medieval settlement earthworks



Snakeshead Fritillary

The Economy

The towns of Cricklade (around 5,000 population) and Wootton Bassett (around 11,000 population) attract a wide range of interest from the surrounding area and further afield, including trade from tourism. However, local business support networks are seen as poor, business premises are in short supply and this restricts the creation of new businesses and business expansion. The future closure of RAF Lyneham will have a significant impact on the area. Unemployment is low at 2.5% but around 40% of the working population commute out of the area. Given a total area population of around 30,000, full time local job opportunities are few.

Concerns and priorities	Working together we will
<p>Tourism</p> <p>Lack of retail and employment opportunities</p> <p>Lack of small business start-ups, village shops and rural Post Offices</p> <p>Retention of high street business activity in face of supermarket competition</p>	<p>Support North Wiltshire District Council and Wiltshire County Council on a viable economic plan of improvement for whole Community Area</p> <p>Ensure brown field sites are used economically</p> <p>Support the implementation of the agreed Regeneration Action Plan for Wootton Bassett</p> <p>Develop the rejuvenation programme for Purton</p> <p>Consider future shopfront grant schemes</p> <p>Promote Sites of Special Scientific Interest (SSSI) and Areas of Outstanding Natural Beauty (AONB)</p> <p><i>Wootton Bassett High Street</i></p>



Concerns and priorities	Working together we will
<p>Promotion of historical market town image of Cricklade and Wootton Bassett</p>	<p>Complete enhancement works in High Street, Cricklade</p> <p>Promote historic buildings, conservation areas and scheduled ancient monuments (such as Cricklade town ramparts)</p> <p>Support local libraries as useful venues to promote our towns and their historic significance</p>
<p>Long-term effect of closure of RAF Lyneham</p> 	<p>Develop a viable economic plan with North Wiltshire District Council and Wiltshire County Council. Take forward the findings of the task force established to guide any future regeneration</p>
<p>Long term effect of St Ivel closure in Wootton Bassett</p>	<p>Continue work with North Wiltshire District Council in any further consultation exercise relating to the use of this site which is already allocated Special Planning Guidance in the Local Plan 2011</p>
<p>Car parking in Cricklade and Wootton Bassett</p> 	<p>Assist North Wiltshire District Council on decriminalisation of car parking.</p> <p>Consider improved access and/or potential extension to car parks close to the High Streets</p> <p><i>Cricklade High Street</i></p>

Education and Lifelong Learning

The general quality of education and lifelong learning in the area is good with Bradon Forest School and the newly built Wootton Bassett School (recently accepted as a 'School of Excellence') leading the way in raising educational standards. The creation of an Early Learning computer centre in Wootton Bassett is working to meet the needs of those requiring adult learning facilities.

Concerns and priorities

Support for local schools

Permanency of pre-school facilities in Cricklade

Development of Bradon Forest School, Purton



Bradon Forest School, Purton

Working together we will

Support the vitality of village schools

Seek permanent site for pre-school facilities

Consider the implications of any proposed expansion of Bradon Forest School



Broad Town, CE Primary School

Concerns and priorities

Lack of local adult learning opportunities

Lack of communication and coordination with and by local training agencies

Lack of drop-in centres for Information Communication Technology (ICT)

Working together we will

Promote wider use of libraries and other available educational facilities (such as out of hours use of schools)

Support adult learning as a strategic focus of the library service.

Support the development of provision for local day support services for people with learning difficulties

Identify appropriate training agencies

Seek out training opportunities for those working with children and young people

Carry out a skills audit

Establish further drop-in centres throughout the Community Area



Crime and Community Safety

Statistics show that Wiltshire is one of the safest places in the country with one of the lowest levels of crime and disorder. In recent surveys over 80% of respondents said that they perceive the Northern Community Area to be a safe or fairly safe place. Within the area there is a Community Safety Partnership, which consists of representatives from local authorities, the police and local organisations whose principal aim is to reduce and prevent crime and the fear of crime.

Concerns and priorities	Working together we will
<p data-bbox="156 643 443 671">Anti-social behaviour</p> <p data-bbox="156 900 419 928">Perception of crime</p>	<p data-bbox="839 643 1398 735">Support the Community Safety Partnership in encouraging better use and understanding of Anti-Social Behaviour Orders (ASBOs)</p> <p data-bbox="839 770 1414 799">Increase information sharing between agencies</p> <p data-bbox="839 834 1414 863">Encourage social integration across generations</p> <p data-bbox="839 898 1366 959">Assist the Community Safety Partnership to reduce fear of crime</p>
	

Concerns and priorities

Working together we will

Lack of police staffing in rural areas and police response times

Continue liaison with police and be more supportive of local needs and knowledge

Neighbourhood Watch

Re-introduce Neighbourhood Watch schemes

Household burglary and general criminal damage

Seek to work towards identification of solutions

Lack of information about causes of crime

Coordination of Criminal Records Bureau (CRB) checking procedures

Seek to implement central checking system with other agencies

Street lighting particularly in rural areas

Plan improvements with Wiltshire County Council and North Wiltshire District Council



Transport

The major transport routes of the M4 and the A419, along with the expansion of Swindon are generating additional traffic and congestion in the towns of Cricklade and Wootton Bassett. Villages are also suffering higher volumes of heavy goods vehicles (HGVs) and commuting traffic adding to pollution and eroding the foundations of some of these fragile economies. Every community has identified car parking issues and road maintenance as major areas of concern.

Concerns and priorities	Working together we will
<p>Cricklade southern relief road</p> <p>Wootton Bassett bypass</p>	<p>Continue investigation and consultation within community and work with Wiltshire County Council on proposals set out in its Local Transport Plan</p>
<p>Local traffic congestion</p> <p>HGV traffic in towns and rural areas</p>	<p>Explore possible solutions to local traffic congestion</p> <p>Seek to implement weight restrictions with appropriate alternative routes</p>



Cricklade, junction at High Street and Calcutt Street

photo: News Wilts

Concerns and priorities	Working together we will
Speeding vehicles	<p>Encourage enforcement by the Police of existing speed restrictions. Press to introduce appropriate speed limits and, where relevant, associated traffic calming measures</p> <p>Persuade Wiltshire County Council to assess whether current speed limits need to be reviewed</p>
Poor local public transport	<p>Continue to address this problem with service providers and with Wiltshire County Council</p> <p>Promote the Transport Hub project in Wootton Bassett. (This is known locally as the Boomerang Bus)</p> <p>Explore ways of improving access to local hospitals and medical facilities</p>
Local taxi services	<p>Liaise with North Wiltshire District Council on provision and improvement of taxi services throughout the Community Area</p>
Poor road maintenance	<p>Seek improvements to the inspection and response regime through Wiltshire County Council and partners</p>
<p>Number of school buses routed through villages (particularly Purton and Lydiard Millicent)</p> <p>Congestion during the school run in Lyneham and other villages</p>	<p>Liaise with Swindon Borough Council, Wiltshire County Council and schools to look, where practical, at re-routing school bus services</p> <p>Explore the feasibility of 'walking' bus service to schools</p>
Train station in Wootton Bassett	<p>Continue consultation on re-opening of train station</p>
Road gritting	<p>Press for increased gritting provision for rural areas in winter months</p>

Housing and Built Environment

The expansion of Swindon has increased pressures on future housing growth. However, the price of housing is beyond the means of a large part of the local population. In addition, the threat of the erosion of the Rural Buffer is as great as ever.

Concerns and priorities	Working together we will
The protection of the Rural Buffer	Support rigorous policies to protect and maintain the rural buffer as set out in the Local Plan 2011 and its emerging counterpart
Lack of affordable housing	Aim for the delivery of both good quality, low cost and social housing (including single accommodation) throughout the Northern Community Area
Poor maintenance of verges and footpaths	Encourage Wiltshire County Council, local housing associations and others to improve maintenance and repairs and to protect verges and footpaths in towns and villages. Press for the provision of passing places in rural lanes
Lack of street lighting	Assess street lighting needs of some rural areas



Westlea Housing Association properties in Bushton



Guinness Trust Housing at Purton


Environment, Land Based Issues and Countryside

The area is rural in nature. This has to be interpreted with the pressure of encouraging a thriving and diverse economy with the clear need to protect the environment particularly, the Rural Buffer.

Concerns and priorities	Working together we will
<p>Protection of Rural Buffer</p> <p>Erosion of the separate identities of towns and villages and preventing their coalescence with Swindon</p>	<p>Support rigorous policies to protect and maintain the rural buffer as set out in the Local Plan 2011 and its emerging counterpart</p>
<p>Protection of sites of special status</p>	<p>Promote and work to protect those places given the following status as:</p> <ul style="list-style-type: none"> • An Area of Outstanding Natural Beauty (AONB) • A Site of Special Scientific Interest (SSSI) • An area of High Ecological Significance (HEV) • An Area of Archaeological Significance (AAS)
<p>Viability and sustainability of farms</p>	<p>Support local farmers in looking at ways to improve their future viability and sustainability, eg. diversification</p>



Environment, Land Based Issues and Countryside *continued*

Concerns and priorities	Working together we will
<p>Recycling</p> <p>Waste minimisation</p>	<p>Increase, improve and promote recycling facilities</p> <p>Support North Wilts District Council's black box recycling scheme</p> <p>Encourage composting schemes</p> <p>Promote the Rethink Rubbish Directory currently being compiled by the <i>Wiltshire Wildlife Trust</i></p> <p>Address community concerns with waste management authorities to minimise landfill</p>
<p>Fly tipping</p> <p>Litter</p> <p>Dog fouling</p>	<p>Educate local community about legislation on flytipping, litter and dog fouling</p> <p>Seek to provide more litter bins</p> <p>Continue to support local litter groups</p> <p>Seek to provide more dog fouling bins in public places and seek to enforce appropriate bye-laws</p>
	<p><i>Litter picking in Purton</i></p>

Environment, Land Based Issues and Countryside *continued*

Concerns and priorities	Working together we will
Landfill site expansion	Carefully consider future planning applications to ensure the existing sites do not further infringe village communities
 <p data-bbox="954 475 1465 501"><i>Landfill site at Studley Grange, Lydiard Tregoze</i></p>	
Flooding issues	Encourage the Environment Agency and Highway Authority to reduce the risk of flooding to properties
Cemetery provision	Find new or re-use existing burial sites in the Community Area

Health and Social Care

In general the new Great Western Hospital and other medical centres in Chippenham and Malmesbury give good comprehensive healthcare. However, local centres and services are currently under threat with service providers stretched to meet the growing needs of the elderly and less able in the community.

Concerns and priorities	Working together we will
<p>Support for vulnerable people</p> <p>Lack of residential and nursing care for Cricklade</p>	<p>Consult with the community to establish their health care needs</p> <p>Support the Kennet and North Wiltshire Primary Care Trust (PCT) and press for improvements</p> <p>Seek to improve co-ordinated care and facilities for the young, the elderly and the disabled and their carers</p> <p>Raise awareness of requirements of the Disability Discrimination Act (DDA)</p> <p>Seek to improve childcare provision</p> <p>Support and seek to improve local day care centres</p> <p><i>John Watson House, Wootton Bassett, Westlea Sheltered Housing</i></p>



Concerns and priorities

Lack of local doctors/dentists

Reduced surgery opening times

Working together we will

Clarify the need for locally based health and social care provision

Raise awareness of the issues surrounding the new contractual arrangements with GPs, dentists and community pharmacists. Review the issue of Saturday surgeries

Ensure that our voice is heard in the PCT's service review during 2005 and 2006

Concerns about population's general health

Encourage service providers to develop opportunities to improve people's health behaviour with respect to exercise, smoking, diet and alcohol



Recreation, Culture and Leisure

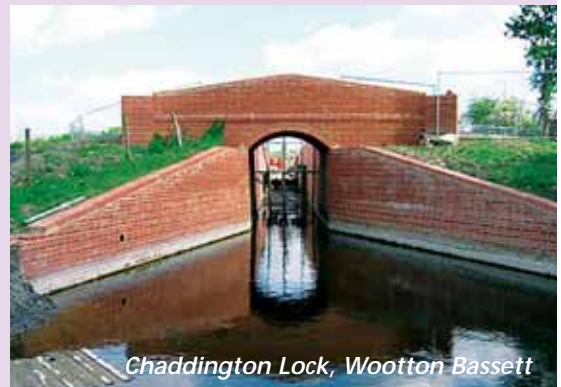
The area is rich in culture, leisure facilities and community activities but lacks the necessary long term funding and integrated support to ensure that the heritage and local characters of the market towns and villages are not destroyed. Demands for better youth facilities have been identified as a priority for all communities taking part in consultation exercises



Common Hill, Cricklade
Photo: Sean Bolton, Swindon Road Club




Concerns and priorities	Working together we will
<p>Lack of youth facilities throughout the Northern Community Area</p> <p>Lack of recreational facilities and playgrounds throughout the Community Area</p>	<p>Work with appropriate agencies to identify facilities. Ensure young people are not only part of the consultation process but are key to the development of the outcomes</p> <p>Continue to work with North Wiltshire District Council and North Wiltshire Leisure Limited (NWLL) and be pro-active in improving facilities and looking for new opportunities</p> <p>Follow up the results of the NWLL district-wide consultation on leisure provision</p> <p>Encourage the youth club service to seek and train more youth volunteers</p> <p>Enhance local social and recreational opportunities for people with learning disabilities</p>
 <p><i>Lydiard Millicent Play Area alongside Sports Ground</i></p>	<p>Engage with North Wiltshire District Council to meet the shortfall in Public Open Spaces in towns and villages</p>
<p>Lack of Public Open Space</p>	<p>Assess the impact of the new Act on the extension of opening hours on licensed premises</p>

Concerns and priorities	Working together we will
<p>Cricklade Country Way projects and other environmentally based projects</p>	<p>Further progress development of the Sustrans cycle route, canal restoration work, footpaths and railway in collaboration with North Wiltshire District Council</p> <p>Progress other specialist projects</p>
<p>Maintain rights of way throughout the Northern Community Area</p>	<p>Look at ways to support the limited Wiltshire County Council rights of way resources</p>
<p>Lack of arts and cultural activities</p>	<p>Encourage and support arts and cultural activities in the towns and parishes.</p> <p>Promote the development of the proposed Brewery Arts Centre in Wootton Bassett</p> <p>Continue to support the library service in its activities and as a venue for displays from local groups and societies</p> <p>Support local museums</p>
<p>Relocation of Cricklade museum</p>	<p>Follow up previous consultation work carried out with North Wiltshire District Council and Wiltshire County Council</p>
<p>Development of canal route</p> <p><i>Watercolour by local artist, Bob Rudd</i></p>	<p>Help to progress the development of the canal running through the Community Area</p>



What you told us

These were your main concerns

<p>Ashton Keynes</p> <ul style="list-style-type: none"> • Future housing development 	<p>Bradenstoke</p> <ul style="list-style-type: none"> • Lack of youth facilities 	<p>Cricklade</p> <ul style="list-style-type: none"> • Tourism • Adult education • Fly tipping • Flood controls • Local bus services • Southern relief road • Protection of Rural Buffer • Car parking • Heavy traffic • Care provision for sick and elderly and disabled • Better access to Great Western Hospital • Future cemetery provision • Affordable housing • Country Way projects • Relocation of museum 	<p>Clyffe Pypard and Bushton</p> <ul style="list-style-type: none"> • Improvements to village hall • Support for local bus service • Traffic calming measures • Poor road maintenance • Continued support for tenanted farms 	<p>Leigh</p> <ul style="list-style-type: none"> • Rural policing and response times 	<p>Lydiard Millicent</p> <ul style="list-style-type: none"> • Protection of Rural Buffer • Lack of local village shop • Fast movement of traffic in local lanes • Use of empty buses through village • Poor road maintenance • Local refuse collections • Affordable housing requirement
	<p>RAF Lyneham</p> <ul style="list-style-type: none"> • Concern surrounding the closure of the Station • Lack of youth work staff and training opportunities • Inadequate streetlighting • Lack of information from local Councils • Need for Neighbourhood Watch renewal • Lack of awareness of community support opportunities • Refuse collection and recycling • Traffic congestion, especially during school run times • Lack of recreational facilities and opportunities • Alcohol misuse and related behaviour • Lack of child and youth provision • Improvements needed to Single Living Accommodation 	<p>Lyneham Village</p> <ul style="list-style-type: none"> • Enforcement of local speed limits • Facilities for disadvantaged groups • Lack of public play areas • Lack of youth club 	<p>Purton</p> <ul style="list-style-type: none"> • Retention of business activity in High Street • Support for local Post Office • Protection of Rural Buffer • Number of school buses through village • Lack of police staffing • Local landfill site issues • Inadequacy of sewerage system • Fly tipping and dog fouling • Flooding issues • Traffic issues • Car parking • Bus service problems • Support for local day care facilities, doctors and dentists • Affordable housing 	<p>Wootton Bassett</p> <ul style="list-style-type: none"> • Tourism • Lack of retail and employment opportunities • Car parking issues • Long term effect of St Ivel closure • Support for local schools • Lack of local education courses • Anti-social behaviour issues • Protection of Rural Buffer • Recycling facilities • Frequency of bus services • Re-opening of train station • Town bypass • Cemetery provision • Care provision for young and elderly and vulnerable 	<p>Tockenham</p> <ul style="list-style-type: none"> • Poor road maintenance 

These have been listed in no order of priority under parish and community headings

The paper used for this publication is Elemental Chlorine Free and sourced from carefully managed, sustainable forests.