



Wiltshire Local Plan

Planning for Malmesbury

September 2023

Wiltshire Council

1. Introduction

1. 'Planning for Malmesbury' is a guide to how the Local Plan Review, which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Local Plan that relate to Malmesbury, as follows:

Table 1: Wiltshire Local Plan Policies for Malmesbury

Policy	Title
16	Malmesbury

2. A table containing the Wiltshire Core Strategy and saved planning policies for Malmesbury that have been reviewed through the Local Plan Review, is included in Appendix 1, together with an explanation of whether they have been deleted or revised. The review of the Wiltshire Core Strategy and saved planning policies has been undertaken to ensure the Local Plan is consistent with up-to-date national planning policy, can continue to support delivery of sustainable development and can effectively inform planning decisions in Wiltshire over the new Local Plan period.
3. The Local Plan sets out what local priorities will shape development and future growth in Malmesbury ('place shaping priorities'). They include taking opportunities to improve the town for the local community and protect important assets. The Local Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the Local Plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.
4. This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town's future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Local Plan supports the services and facilities the community requires. Altogether it tells how the Local Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

5. This document therefore combines many strands of evidence gathered over the preparation of the Local Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Local Plan content through consultation.

2. Malmesbury - Context and challenges

Table 2: Strategic context for Malmesbury Market Town

Population	6000 ¹	15 th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development that will increase the jobs and homes in each town to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

6. Figure 1 below shows the settlement of Malmesbury, along with the key environmental constraints that apply at the settlement.

¹ Census 2021, ONS, available at: <https://www.ons.gov.uk/visualisations/customprofiles/draw/>

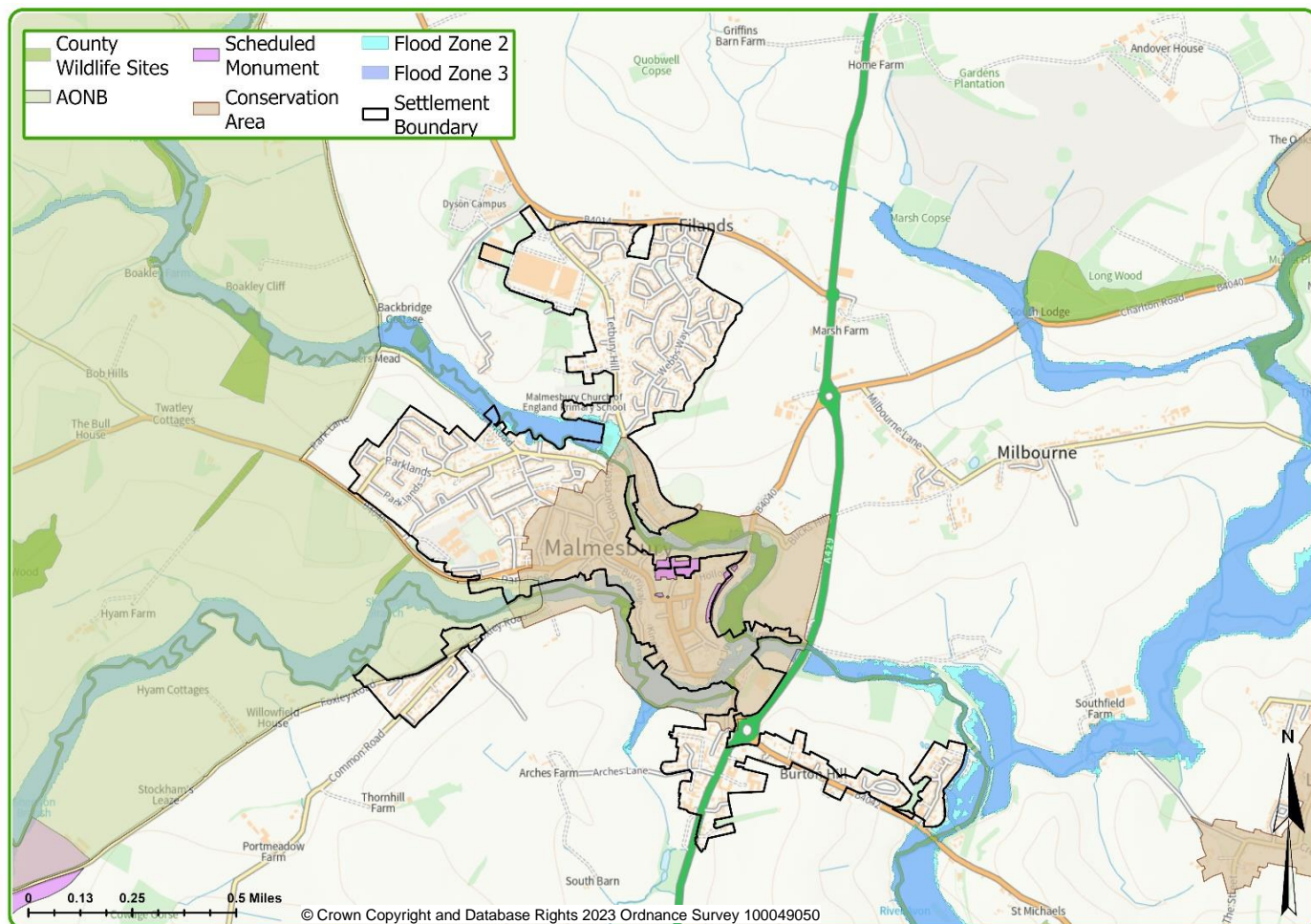


Figure 1: Environmental constraints and designations at Malmesbury

7. Malmesbury is a small hilltop town serving a wider rural hinterland. It has a very high quality built and natural environment. The Cotswolds Area of Outstanding Natural Beauty (AONB) abuts the western edge of the town and the consideration of the AONB and its setting is a significant consideration for development proposals in this area.
8. The town has a high-quality historic core which includes the 12th century scheduled monument Malmesbury Abbey, the town walls and the market cross located in the town centre. The setting of and view to the Abbey from the east is a significant planning consideration. A large conservation area also covers the central part of the town. Development proposals in and around this area must be of a high-quality design, respecting the historic setting. The historic environment is important for the local economy, with Malmesbury being a tourist destination for the wider area.
9. The town is surrounded by the River Avon and Tetbury Avon which meet at the southern part of the town. Areas of flood zone associated with the rivers serve as a

constraint to development in this part of the town. The rivers and their setting serve as social, environmental, and economic assets for the town and there is a wealth of Green and Blue Infrastructure benefits, including recreation opportunities and the enhancement of biodiversity in the town.

10. The routes of the B4040 and B4014 lie close to the town, also acting as physical barriers to development for some parts of the town. The busier A429 skirts the town more loosely on its eastern extent. The town is reasonably well connected by the A429 to the M4. It also has functional links north to Cirencester.

How has Malmesbury developed?

11. Malmesbury is a relatively small market town that serves a wider rural hinterland.
12. From the hilltop core at the confluence of the Tetbury Avon and the River Avon, the town has grown eastward between the course of these two rivers. Since then, it has expanded northward to the parts less environmentally constrained. Development has also occurred at Burton Hill which has been the exception to this, this area is located over the river on the southern approach to the town. In very recent years some residential development has come forward through the appeal process. This has included land northeast of the town off Park Road and land parcels northeast of the town around the Filands development.
13. The level of housing growth proposed for the new plan period is lower due to the constrained nature of the town. As several sites for residential use have come forward in recent years no greenfield sites need to be allocated to meet the residual requirement for the Local Plan period and instead local housing needs can be met through the small site contribution.
14. The following diagram shows how much housing has been delivered at Malmesbury from 2006 to 2022, compared to annual rates in the Wiltshire Core Strategy.

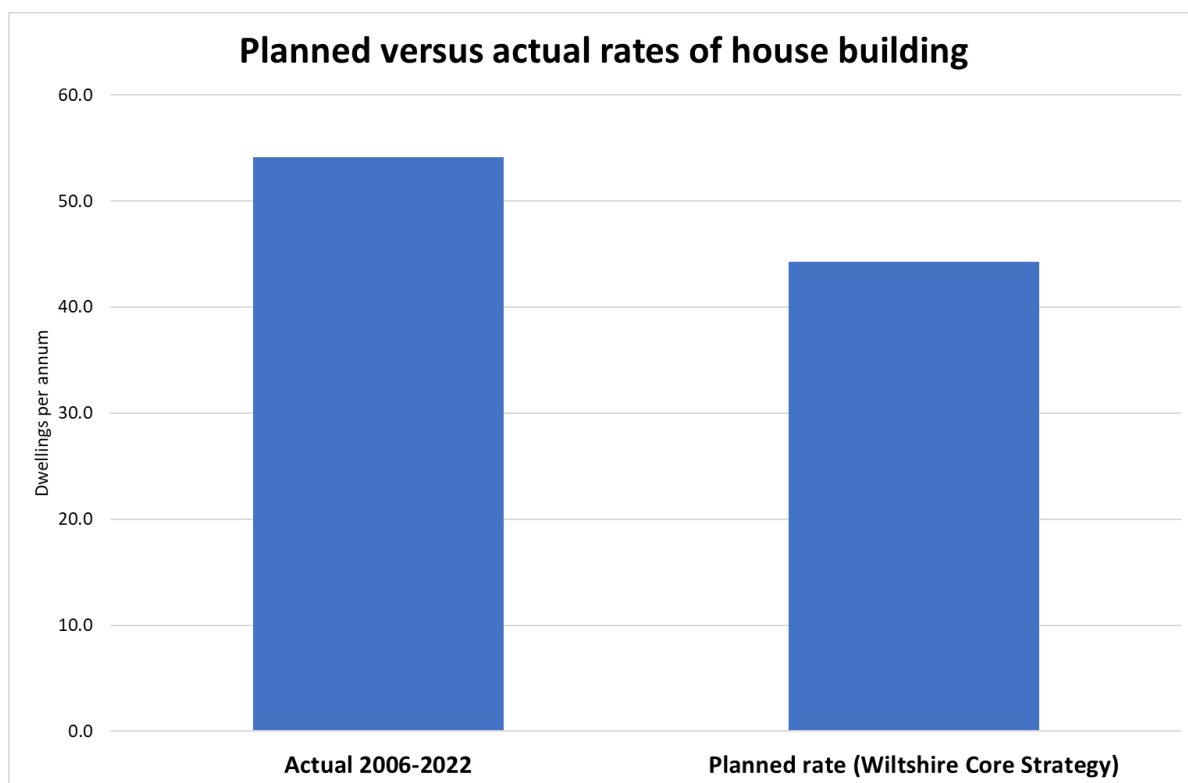


Figure 2: Wiltshire Core Strategy planned growth versus actual rates of house building in Malmesbury

15. Malmesbury has a small employment base to the north-west of the town that is dominated by Dyson. The town’s proximity to the M4 via the A429 provides impetus for attracting further employment growth. Malmesbury’s strongest sector is wholesale and retail trade. This includes the Dyson facility in Malmesbury, where most of the employment is classified in the “Wholesale of Electrical Household Appliances” sub-sector. Dyson has continued to invest, completing its Research Design Development campus including the new Dyson Institute, and further afield in North Wiltshire through the acquisition of Hullavington Airfield as a second new product development campus. There are three Principal Employment Areas (PEA) identified in Malmesbury at Malmesbury Business Park, Dyson Site, and Land North of Tetbury Hill (see Figure 3 below).

16. The Wiltshire Core Strategy allocated two sites for new employment land in Malmesbury, these sites were saved North Wiltshire allocations. These were 1 ha on Land North of Tetbury Hill and 4 ha on Land at the Garden Centre. Both these sites have received planning permission. The Persimmon Head Offices are located on land at Tetbury Hill but 0.72ha of land is still available for new employment use. Part of the Garden Centre site has been lost to an Aldi store but 2.57ha is still available for new employment use.

Planning for Malmesbury

17. Malmesbury has an attractive and vibrant town centre. It is an important retail centre for the local area and in recent years there has been a new Waitrose store to the east of the town centre as well as the Aldi store. Over the past several years vacancies in the centre have fallen which is an encouraging sign of the level of business demand for premises in the centre. Since the opening of the Waitrose store the number of convenience goods retailers does not appear to have been negatively affected and the trend in comparison goods retailers and services has generally followed the national average. The Wiltshire Retail and Town Centres Study² found it to have a strong local socio-economic profile and an attractive town centre concluding it is a vital and viable centre.
18. The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

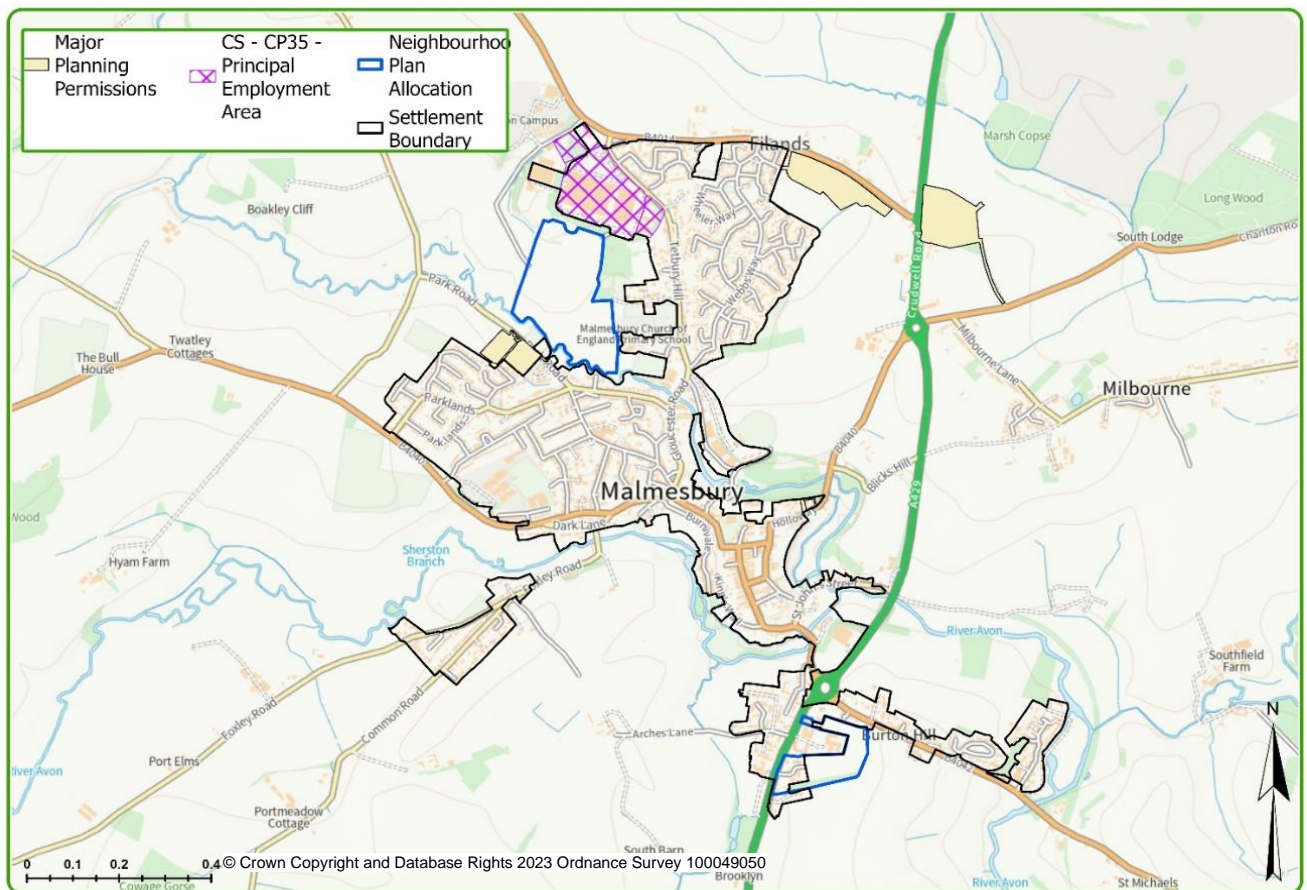


Figure 3: Existing development plan allocations and major planning permissions at Malmesbury

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning to 2038

19. Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Malmesbury has developed over recent years is in summary:

Malmesbury is a small hilltop town serving a wide rural hinterland. It is surrounded by a high-quality physical environment with the Cotswolds Area of Outstanding Natural Beauty (AONB) to the west and the confluence of the River Avon and Tetbury Avon south of the town. It has an exceptionally high-quality built environment including Malmesbury Abbey, west of the town. For these reasons the level of growth is lower than in the past to meet local housing needs. It has a small employment base focused on Dyson but its location on the A429 and near the M4 provide opportunity to broaden the employment offer in the town. Malmesbury is an important retail centre for the wider area as well as a tourist attraction and this will be encouraged and enhanced.

20. A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Malmesbury Town Council and wider consultation with the community and other stakeholders carried out in 2021. They are as follows:

Table 3: Place Shaping Priorities, Malmesbury

PLACE SHAPING PRIORITIES (PSP)
<p>PSP1 Housing needs: Deliver a range of housing to respond to local needs recognising the environmental constraints that affect the town's growth including the historic character of the town and its setting with Malmesbury Abbey and Market Cross at its core, areas of flood risk within the town and proximity to the Cotswolds Area of Outstanding Natural Beauty.</p>
<p>PSP2 Infrastructure: Ensure development is supported by infrastructure including providing for the younger population, improving traffic congestion and parking issues, the provision of local sports and leisure, the provision of adequate early years and primary school places and improvement and protection of Green and Blue Infrastructure.</p>

PSP3 Economic growth: Support good prospects for economic growth including diversifying the local economy, building on local skills and protecting the town centre.

PSP4 Town centre strategy: Develop a strategy for the town centre that builds on Malmesbury's attractive town centre and further encourages spending and tourism, improves accessibility, better manages traffic and parking and safeguards, as well as capitalises on, heritage assets in the town centre.

21. PSPs sit alongside the spatial strategy for Malmesbury. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy within the Local Plan for Malmesbury that guides development and the direction of growth (Policy 16 Malmesbury Market Town).
22. PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harmony.
23. PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.
24. Scales of growth at the town, as set out in the Revised Spatial Strategy³, respond to concerns about the population increasing more than anticipated rates, coupled with job growth not corresponding to the recent increase in new homes built at the town.

³ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, September 2023)

- 25. The spatial strategy for Malmesbury reflects the findings of an Employment Land Review⁴, which concludes there is an indicative forecast demand for around 3 – 3.8ha of employment land at the town (comprising 0.6 - 1.4 for office and 2.4 for industrial).
- 26. The new strategy identifies a requirement of 600 homes for the Local Plan period 2020 to 2038. This is a reduced level of house building at Malmesbury compared to the Wiltshire Core Strategy, as shown in Figure 4.



Figure 4. Wiltshire Core Strategy growth compared with Wiltshire Local Plan Review growth at Malmesbury

- 27. The growth planned for Malmesbury will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSP4 which aims to

⁴ Wiltshire Employment Land Review, Figure 6.15 and Figure 6.17 (Hardisty Jones Associates, 2023)

build on the strength of Malmesbury's town centre by encouraging further spending and tourism as well as protecting the heritage that draws tourists in. The level of growth will provide for local needs while protecting the environmental assets at the town including the historic core and the setting to the Cotswolds AONB. The level of growth will also support its role as a tourist location and its retail offer in line with PSP3.

28. The evidence⁵ suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

29. Malmesbury is constrained in environmental terms when compared with other towns in Wiltshire. The Cotswolds AONB is located to the west of the town limiting greenfield expansion that side of the town. The high-quality historic core of the town includes Malmesbury Abbey and the landscape setting of this means opportunities for greenfield development to the east of the town are significantly constrained. There are areas of flood risk linked to the River Avon and Tetbury Avon, which also restricts development opportunities in some parts of the town. The routes of the B4040 and B4014 also limit spread of development and retain Malmesbury's tight knit form.

How many more homes?

30. From the level of growth over the Local Plan period, 600 homes, can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves 0 homes to be planned for at Malmesbury up until 2038. See Figure 5 below. Since 1 April 2022, 3 planning applications have been granted (including at appeal) for a total of 141 homes at the town that has seen the residual reduce to 0. This means that no allocation needs to be made for the town, provision however is made for a reserve site, which is explained further below.

⁵ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

31. At constrained settlements, such as Malmesbury, a contribution of homes from small sites in urban areas is factored in to help ensure housing is only allocated where it is essential to do so⁶. The level for Malmesbury is 60 homes. For Malmesbury, given the level of homes in the pipeline already this provides for contingency.

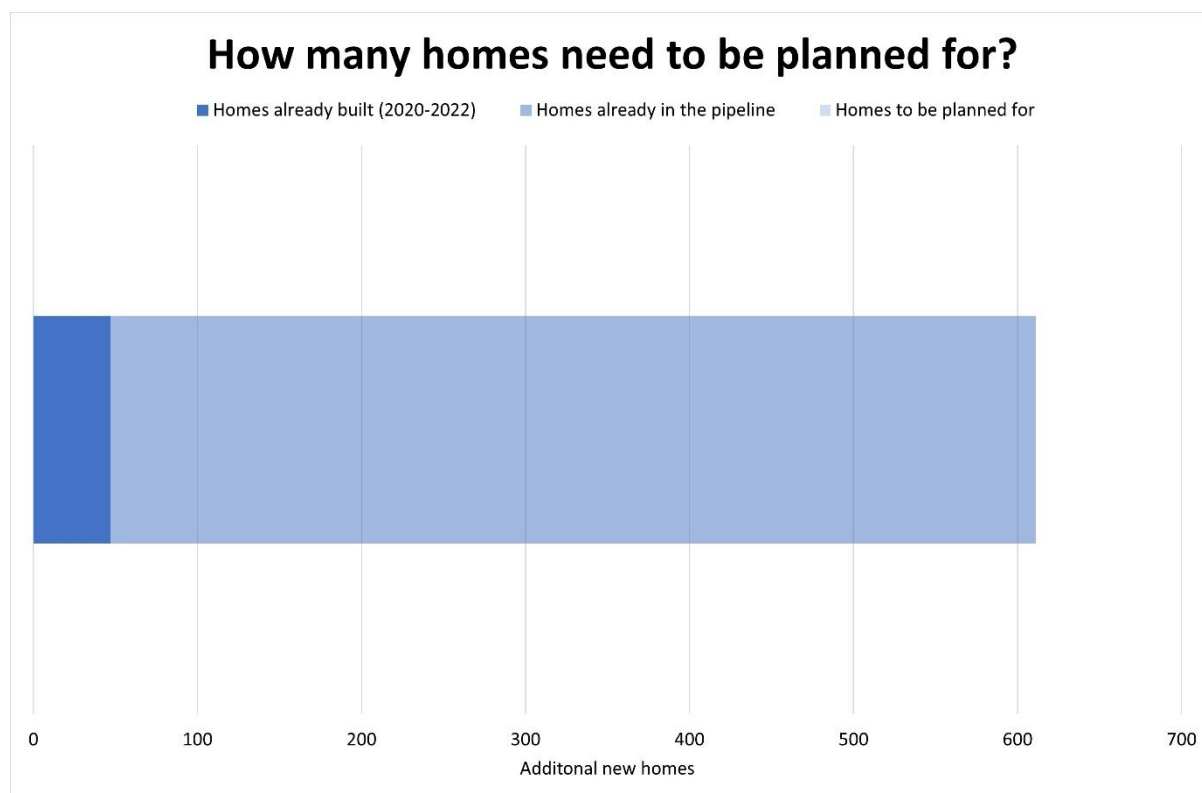


Figure 5: Calculating how many homes need to be planned for at Malmesbury

How much employment land?

32. The Employment Land Review⁷ concludes there is an indicative forecast demand for around 3 – 3.8ha of employment land at the town (comprising 0.6 - 1.4 for office and 2.4 for industrial). There were two saved North Wiltshire local plan allocation on land at the garden centre and land north of Tetbury Hill, and both have planning permission. The garden centre site has permission for an Aldi food store but does also have 2.57ha of remaining land available for employment use. The Persimmon Head Offices are located on Land at Tetbury Hill but there is also 0.72ha at of land available for employment use on the western edge of the site.

⁶ Wiltshire Local Plan Housing Delivery Paper, September 2023

⁷ Wiltshire Employment Land Review, Figure 6.15 and Figure 6.17 (Hardisty Jones Associates, 2023)

The forecast demand for employment land will generally be met by this remaining employment land supply.

Selecting sites

33. While there is no residual requirement to be met at Malmesbury, consideration has been given to the identification of a reserve site. The supporting Site Selection Methodology⁸ sets out the process that was undertaken to select preferred sites. Appendix 2 outlines the detailed outcomes from this process for Malmesbury and is briefly summarised below.
34. The starting point for assessing sites is Wiltshire Council's Strategic Housing and Economic Land Availability Assessment⁹ (SHELAA), which is a register of land promoted for development by landowners and prospective developers. Only sites that were not spatially separated from the built-up edge were considered. Stage 1 of the site selection process carried out an initial review to remove sites from further consideration that were known to be unavailable or unsuitable, for example by being already built out or being entirely within an overriding constrained area, such as a flood zone. The assessment of sites at Stage 1 is listed in Table 5 within Appendix 2, setting out the reasons why sites were removed at this stage. Twelve sites were removed from further consideration through Stage 1.
35. Stage 2 of the site selection process involved a high-level assessment of the suitability of each remaining site, based on a range of criteria, including potential for landscape impacts, heritage impacts and accessibility. Sites were excluded from further consideration at Stage 2 where it was judged there would be significant likelihood of harm resulting from development of a site. Five sites were excluded from further consideration through Stage 2, the details of which are set out in Table 7 within Appendix 2.
36. There were seven sites which were considered to be suitable for further consideration and assessed as 'reasonable alternatives' for development to be assessed through Stage 3 of the site assessment – the sustainability appraisal. (See Figure 6 below).

⁸ Site Selection Methodology Report (Wiltshire Council, September 2023)

⁹ Information about the Strategic Housing and Employment Land Availability Assessment can be found on the Council website, available at: <https://www.wiltshire.gov.uk/planning-policy-monitoring-evidence>.

Planning for Malmesbury

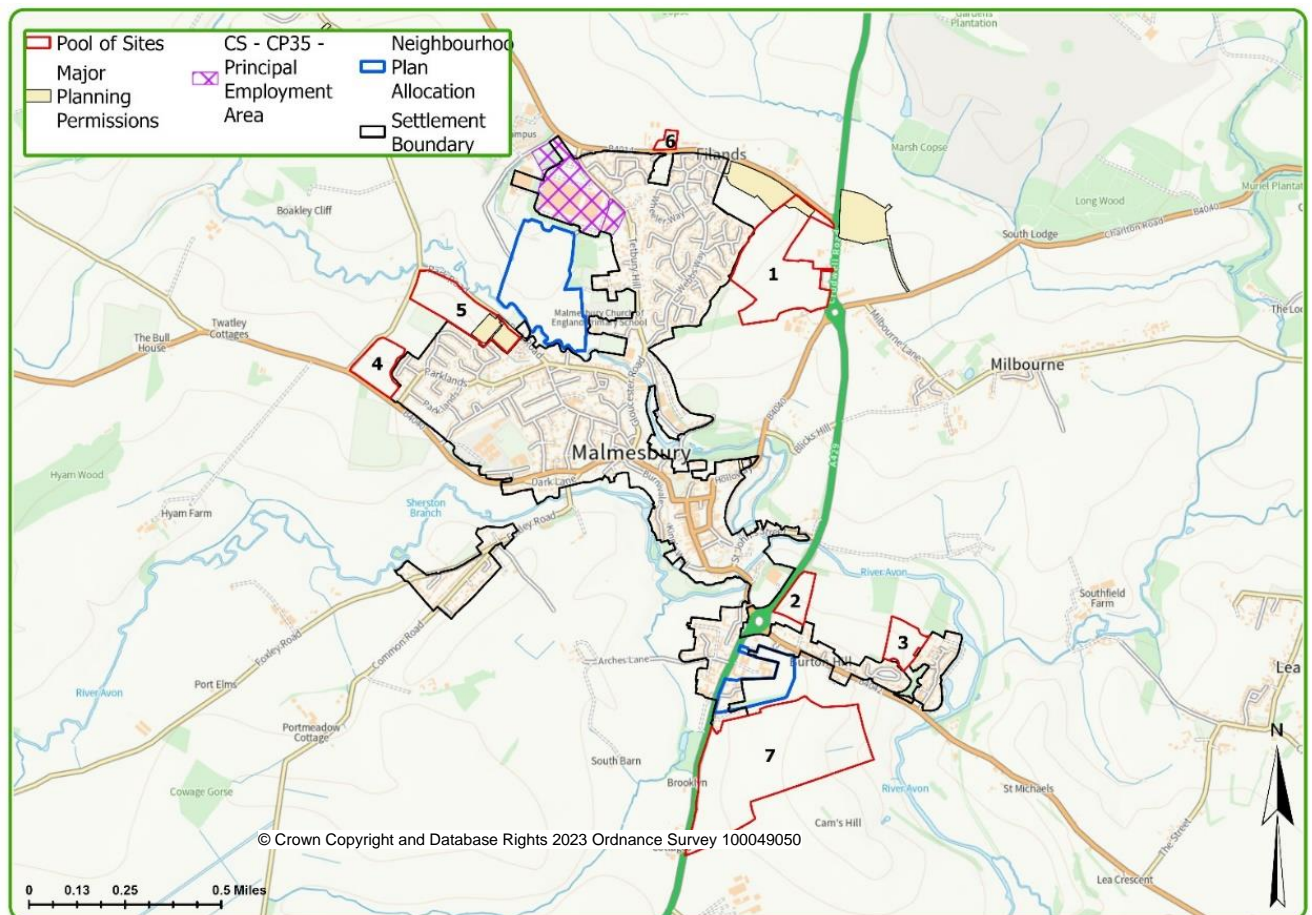


Figure 6: Pool of sites assessed through sustainability appraisal at Malmesbury

37. The sustainability appraisal assesses what likely significant effects that development would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability appraisal ranked sites by their social, environmental and economic effects.
38. The outcome from the sustainability appraisal is shown in Table 10 within Appendix 2, which shows that Site 4 was the most sustainable site from those that were assessed. The full Sustainability Appraisal Report assessments are contained with a separate report¹⁰.
39. The sustainability appraisal showed all seven sites had a range of negative environmental effects. They are all greenfield sites in edge of settlement

¹⁰ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, September 2023)

locations. A summary of the key outcomes from the sustainability appraisal for each site can be found in Table 11 within Appendix 2.

40. Through the sustainability appraisal, Site 4 land off Park Lane and Sherston Road had the least adverse effects. Four sites scored equally – Site 1, Site 5, Site 6, and Site 7. Sites 2 and 3 were considered the least sustainable.
41. Following assessment through the sustainability appraisal process, the remaining sites was assessed by their performance against the Place Shaping Priorities, to determine the degree to which it could contribute towards achieving the outcomes identified as priorities for the town – through Stage 4 of the site selection process. The results from this stage of the assessment are shown in Table 12 within Appendix 2.
42. Site 4 also scored well against the PSPs and offered the opportunity to round off the western corner of Malmesbury although it is further from the town centre and employment opportunities than some sites. When considering the sustainability appraisal and PSPs together, Site 5 also offers the opportunity to round off the western corner of Malmesbury, however 76 dwellings have now come forward on this site through successful appeals for two planning applications on the closest third of the site to the town, and there are transport and biodiversity issues for the remainder of the site.
43. Site 1 Land at Whychurch is affected by significant landscape considerations reflected in the sustainability appraisal, particularly to the southern end of the site and impact on the setting of the Abbey is also a concern. Sites 3 Land at Cowbridge Farm and site 7 Lawn Farm are not well related to the existing built area of Malmesbury. Site 2 Land northeast of Priory Roundabout, whilst closer to the town centre of Malmesbury, is also separated from the main built-up area of Malmesbury by the A429. Site 6 White Lodge Farmhouse is also less well related to the main built-up area of Malmesbury as it is separated by the B4104.

What development is proposed?

44. The Local Plan recognises that at some main settlements the supply of greenfield sites is either severely limited (for example because of green belt) or the release of land needs to be managed particularly carefully, minimising its use so as not to harm the overall character and setting to a settlement.

45. In Malmesbury, several greenfield sites for housing have come forward in recent years as a result of planning appeal decisions. There is also still a greenfield site allocated in the Malmesbury Neighbourhood Plan to the north-west of the town; this allocation may also increase in capacity during the review of the neighbourhood plan. This has meant that the residual requirement for Malmesbury can be met through permissions and allocations within the neighbourhood plan. Coupled with the constrained nature of the town it is not necessary to allocate a greenfield site for development in Malmesbury during the Local Plan period. However, similar to other constrained settlements an allowance is made for small sites' of 60 dwellings coming forward during the plan period within the urban area, which provides for contingency.
46. On current evidence, demand for more employment land in Malmesbury is being met by existing supply on permitted sites.

Reserve Sites

47. Reserve sites are proposed at some main settlements and will only be released for development should for any reason other allocations be delayed or the contribution from small sites fail to materialise and they are required to maintain the land supply requirements set by national policy. Policy 3 of the Local Plan sets out precisely in what circumstances and under what conditions a reserve site may be supported.
48. At Malmesbury, Site 4 Land off Park Lane and Sherston Road is identified as a reserve site for 55 dwellings.

Supporting the town centre

49. The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the Local Plan period.
50. Policy 68 (Managing Town Centres) and Appendix 5 of the Local Plan defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements

provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

51. The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.
52. Malmesbury is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the Policies Map.
53. An aim of the Local Plan is to strengthen the town centre, but the Wiltshire Town Centres and Retail Study 2020 does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending. Further regeneration initiatives would boost service, tourism, and hospitality sectors, as well as including elements of residential development. This would include the night-time economy. Improving the attractiveness of the environment, such as the public realm, can also help induce better investment confidence.
54. The Town Centres and Retail Study indicates that recent growth in the number of food retail stores in the town has been able to enhance self-containment for this type of local shopping need. There is a small capacity for new comparison floorspace. Overall, existing retail floorspace is reasonably sufficient to meet these needs over the period to 2035. However, proposals for both convenience and comparison floorspace through new developments and redevelopments and expansion within the town centre will be supported at the town to support a trend of retaining shopping trips and reducing the need for the local population to travel to Chippenham and Tetbury for these services.
55. The part played by the Local Plan is to position any site allocations for homes and business that help to increase footfall due to their location and by good footpath, cycle and public transport connections.
56. PSP4 encourages the development of a town centre strategy for Malmesbury to further draw in tourists, protect and enhance the heritage in the town centre and ensure it functions well with improved parking. There is a Malmesbury Town Team in place that works in close partnership with Malmesbury Town Council and since 2020 has received an annual grant from the Town Council. This Town Team takes forward various town centre projects.

4. How will growth be delivered?

57. Landowners, business and housebuilders are the main drivers of development over the Local Plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of neighbourhood planning

58. The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

59. The Local Plan sets out a series of Place Shaping Priorities for Malmesbury that have been devised in consultation with Malmesbury Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

60. In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

61. To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

Planning for Malmesbury

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare¹¹.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

62. The Malmesbury Neighbourhood Plan (MNP) was 'made' on 15th February 2015. It covers Malmesbury Town and the adjoining Brokenborough Parish and St Paul Malmesbury Without Parish. The Local Plan sets a vision, objectives and allocates sites for housing in two locations. Housing at Burton Hill to the southwest of the town has come forward. Land at the northwest of Malmesbury, south of Dyson Limited research and west of Malmesbury CE School has yet to be developed. The neighbourhood planning group are reviewing the neighbourhood plan including the quantum of development on the site northwest of Malmesbury.

63. There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

64. There are no other Local Service Centres or Large Villages within the Malmesbury neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements¹². Ten per cent of the scale of growth suggests a baseline requirement of 60 dwellings. The neighbourhood plan is being reviewed and the quantum of development on the site northwest of Malmesbury is being recalculated. As the environs of Malmesbury are constrained, a number of greenfield proposals have come forward through the appeal process and there is already a neighbourhood plan allocation at the town. The neighbourhood plan requirement for Malmesbury is therefore reduced to 35 dwellings.

¹¹ National Planning Policy Framework (2021), Paragraph 69, MHCLG

¹² Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements 2023, Wiltshire Council paper.

65. The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Malmesbury neighbourhood area requirement (2020 to 2038)	35
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Local Infrastructure

66. The growth of Malmesbury needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises known infrastructure issues, what additional provision is necessary to support growth and what other opportunities there may be.

Education

67. Additional primary and secondary school places and provision for early years will need to be provided, as necessary, by funding from developer contributions.

Highways and sustainable transport

68. Malmesbury is in close proximity to the M4, linked by the A429. Current transport constraints/concerns include:
- Parking constraints in the town centre.
 - Traffic congestion
69. Improving traffic congestion and parking issues by ensuring development is supported by infrastructure is reflected in PSP2.
70. There is not a transport plan in place for Malmesbury but potential mitigation for development could include:
- Developing a new Transport Plan for Malmesbury to include public transport, highway maintenance and walking and cycling routes.

- Contributing towards road and pavement improvements and maintenance.

Health and social care

71. Malmesbury is served by one health care centre, Malmesbury Primary Care Centre, which has no known capacity issues. However, there are opportunities to improve health provision in the town and new development should make all efforts to avoid causing a negative capacity gap in GP provision.

Utilities

72. The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety and Melksham are both constrained. The Bulk Supply Points across Wiltshire are also constrained.
73. With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.
74. According to SSEN's generation availability map, the substation in Malmesbury is constrained, therefore could potentially struggle to withstand additional energy generation connections to the grid, if a site were to produce its own energy. According to SSEN's Network Capacity (demand) Map, the substation in Malmesbury is constrained, therefore could potentially struggle to withstand further significant demand.
75. The approach to securing infrastructure provision from new development is set out within Local Plan Policy 5 (Securing Infrastructure Provision from New Development), with matters specific to Malmesbury set out within Policy 16 (Malmesbury Market Town).

Appendix 1 Policy Review

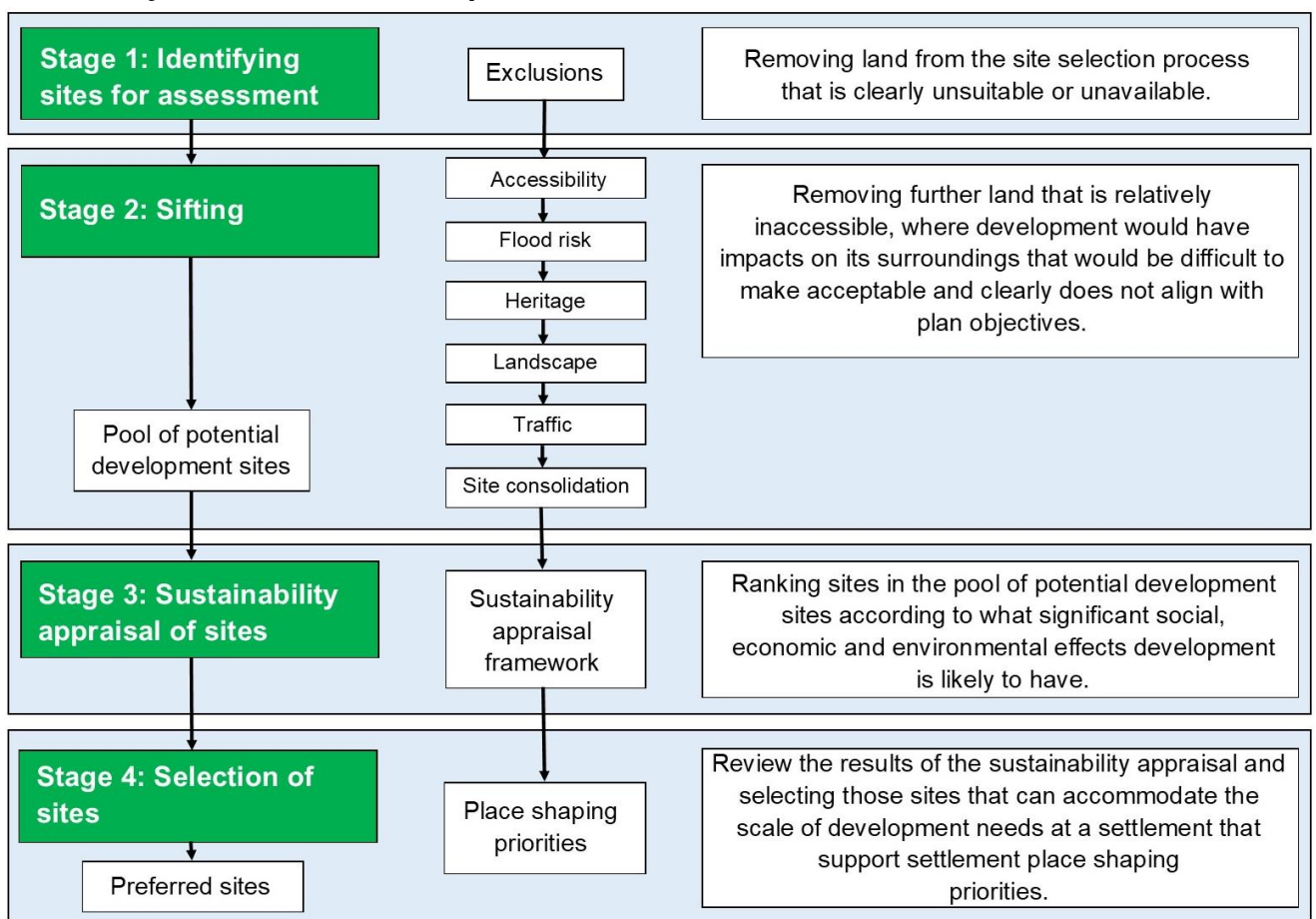
Table 4: Wiltshire Core Strategy Policy Review for Malmesbury Policies

Policy	Title	Retained, Replaced or Deleted
WCS Core Policy 13	Spatial Strategy Malmesbury Community Area Principal Employment Areas: <ul style="list-style-type: none"> • Malmesbury Business Park, • Dyson Site, and • Land North of Tetbury Hill. 	Replaced with Policy 16 Malmesbury Market Town. This policy sets out how development at Malmesbury is envisaged to take place over the Local Plan period. This includes outlining the amount of growth provided at Malmesbury.
NWDC policy BD1	Employment Land Saved employment allocations: <ul style="list-style-type: none"> - Garden Centre, Malmesbury (3.9ha) - Land to the north of Tetbury Hill (1ha) 	Deleted and Replaced by Policy 16 Malmesbury Market Town.

Appendix 2 Site Selection

- A1. The purpose of this appendix is to explain the site selection process at Malmesbury, which takes place over four stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report¹³.
- A2. This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the conclusions for Malmesbury set out within the main body of this paper.

Summary of the site selection process



¹³ Wiltshire Local Plan Site Selection Methodology, September 2023

Strategic Housing and Employment Land Availability Assessment

- A3. The Strategic Housing and Economic Land Availability Assessment¹⁴ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans¹⁵. Plan preparation, and not the SHELAA, determines what land is suitable for development through a process of selecting the most appropriate sites.
- A4. Only sites that were not spatially separated from the built-up edge were considered. The map below shows the SHELAA sites that were considered through the site selection process at Malmesbury.

¹⁴ The Wiltshire Council Strategic Housing and Economic Land Availability Assessment (SHELAA) is available from the council's website. The SHELAA was last formally published in 2017, but new sites submitted to the council since then have also been considered through site selection.

¹⁵ Other land, not included in the SHELAA, may be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the Local Plan period.

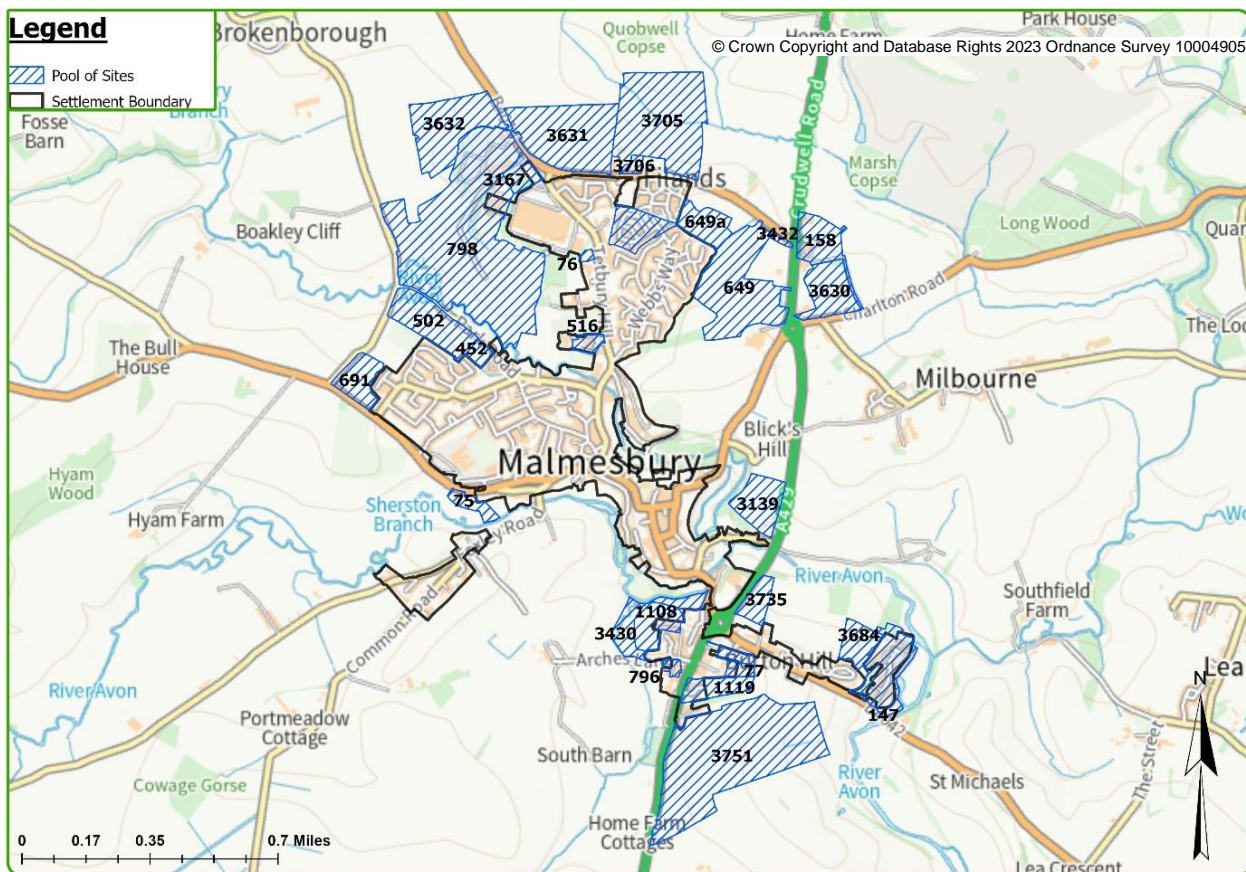


Figure 7: Pool of sites at Malmesbury

A5. The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

A6. The initial stage excluded SHELAA sites from further consideration that constituted unsuitable land for development if they were unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology¹⁶.

A7. Twelve sites at Malmesbury were excluded at Stage 1 of the site selection process.

Table 5: Sites removed at Stage 1 of the site selection process for Malmesbury

Site ref.	Reason for removal at Stage 1
76	Unsuitable. Below site size threshold.

¹⁶ Wiltshire Local Plan Site Selection Methodology, September 2023

77	Unavailable.
147	Unsuitable. Site built out.
496	Unsuitable. Site built out.
516	Unsuitable. Site built out.
796	Unsuitable. Site built out.
1108	Unavailable.
1119	Unavailable. Planning permission granted.
3139	Unavailable.
3167	Unsuitable. Principal Employment Area.
3632	Unsuitable. Isolated from the settlement.
649a	Unavailable. Planning permission granted.

Stage 2 – Site Sifting

A8. Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹⁷) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts (Stage 2A)**, and **Strategic Context (Stage 2B)**, and can be summarised as follows:

Accessibility and Wider Impacts (Stage 2A)

A9. The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Evidence used to inform this judgement was based on assessment of travel times to key destinations including town centres, employment areas, schools, and healthcare services. This is further detailed in the Site Selection Methodology.

A10. In addition to accessibility, the following wider impacts were tested through Stage 2:

¹⁷ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

- **Flood Risk:** Sites were assessed to consider whether a source of flood risk, or combination of flood risks, would likely increase flood risks beyond the site assessed; and the degree to which this would be likely to be possible to mitigate.
- **Heritage:** A site that was within the setting of a heritage asset, that was likely to lead to substantial harm that could not be mitigated was rejected.
- **Landscape:** A site that was highly likely to lead to visual harm in the wider landscape, that was unlikely to be possible to be mitigated, was rejected.
- **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts, and potential for exacerbation of poor air quality, was rejected.

A11. The outcomes from the Stage 2A assessment were categorised as: high risk of harm (red), medium risk of harm (amber) and low risk of harm (green). Sites with one or more 'red' ratings were likely to be rejected at Stage 2.

Strategic Context (Stage 2B)

A12. This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and strategic priorities
- Future growth possibilities for the urban area

A13. In some cases, this part of the assessment influenced the judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This did not pre-judge more detailed testing through sustainability appraisal but enabled sites that were clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Malmesbury

Table 6: Strategic context analysis of Malmesbury

Context criteria	Detail
Long-term pattern of development	From the hilltop core at the confluence of the Tetbury Avon and the River Avon, the town has grown eastward between the course of these two rivers. It then subsequently expanded northward to the parts less

	<p>environmentally constrained. Burton Hill has been the exception, over the river on the southern approach to the town.</p>
<p>Significant environmental factors</p>	<p>The hilltop defensive character of the settlement is a significant and distinctive characteristic of the town. Broad areas where future growth is most constrained, to retain this feature, are around the southern end of the urban area.</p> <p>The Cotswold Area of Outstanding Natural Beauty fringes the town broadly to the west.</p> <p>There are areas of flood risk associated with each river.</p> <p>The lines of the B4040 and B4014 appear broadly to limit the spread of the current urban area. Development beyond them meets rising land and any significant development would represent a departure and possible precedent.</p> <p>The busier A429 skirts the town more loosely on its eastern extent. It is less clearly in a role like the other minor roads.</p>
<p>Scale of growth and strategic priorities</p>	<p>The scale of growth is relatively modest, and the vast majority is already in the pipeline.</p> <p>Strategic priorities include the overriding importance of retaining the character and setting to the town and its heritage assets. They involve gearing new housing provision to better meet local needs, retaining a flourishing town centre, and improving the spread of local employment opportunities.</p>
<p>Future growth possibilities for the urban area</p>	<p>The likeliest future growth possibilities continue past directions; within the two rivers to the east and north-east, within the line of the A429.</p> <p>The relatively small proportion of additional land needed to meet the scales of growth envisaged at the settlement reduces the need to have a large pool of possible sites from which to choose.</p> <p>There are SHELAA sites being promoted that could continue the past long-term pattern of development. This pattern has reduced conflicts with significant environmental factors.</p> <p>There are SHELAA sites outside the broad extent of the urban area that would set possible precedents when a significant departure from past patterns does not appear necessary because of the relatively modest amount of additional land that appears to be needed.</p> <p>SHELAA sites (502 and 452) adjoin each other and represent an eastern extension of the urban area. It would be logical to consider this area comprehensively, to what extent and for what uses the area may be suitable for development.</p>

A14. Table 7 comprises the Stage 2A RAG ratings and a concluding commentary that provides an overall judgement for Stages 2A and 2B combined. The overall judgement on each site could refer to the conclusions reached in the strategic context where this affected a decision to reject or take forward land.

Table 7: Stage 2 site assessment conclusions

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
798	Backbridge Farm	Yellow	Yellow	Green	Red	Green	<p>A portion of this site is allocated for development in the neighbourhood plan. The further reaches of the site do not have good accessibility and there are flood risks to manage.</p> <p>The area, if developed, would extend the urban area toward the AONB and a main concern is that the site shares inter-visibility with it. The likely scale of development envisaged at the settlement over the Local Plan period would not seem to require this step.</p> <p>The land is also visually very sensitive bounding the River Avon green corridor with open views up and down the valley. With these factors in mind, but particularly that further development would be likely to harm the landscape setting of the river Avon, the site is rejected from further consideration.</p>	X
649	Whychurch Farm	Yellow	Yellow	Yellow	Yellow	Green	<p>This is a large area. Development of the northern part would extend the existing urban area over an area contained within the line of the A429, B4040 and B4014.</p> <p>Development of the whole site would potentially have a set of significant effects upon the character of the town as whole. Although there are notable issues in the southern portion of the site, these may not be insurmountable or rule out the whole area. It would be appropriate to combine this site with 3432 to consider one logical extension continuing the past pattern of growth, although the scale of development envisaged</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							over the Local Plan period would not seem to warrant the entire site area. Although a modest level of further growth would not require the whole site, if a smaller part is being considered, it would be sensible to take account of longer-term implications and possibly the area’s longer-term treatment. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	
3430	Land north and west of Malmesbury Static Caravan Park						This site presents flood risk and heritage complexities. This parcel however involves particularly difficult landscape impacts that preclude the site as a reasonable alternative. The site is bounded by the sensitive St Aldhelm Mead Park River corridor with open views from pathways onto this land. Development here would have a major impact on the visual amenity of this park from that of a predominantly open rural character to a more enclosed linear green corridor between the two urban areas of Malmesbury and Burton Hill. This is a main factor to remove the land from further consideration. To some degree too, development of this land would also worsen the threat of coalescence with Burton Hill, but the size of the site does not mean this is a significant departure from the existing pattern of development.	X
502	Land West of Malmesbury						The area extends the existing built-up area, with boundaries defined by local roads. It has a range of constraints that potentially might limit the site's acceptability and capacity for development. It would be appropriate to combine this site with 452 to consider one logical extension continuing the past pattern of growth.	✓

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	
3631	Land north of the B4014/Tetbury Road						The site is north of the B4014, south of which is the main urban extent of the town. Its accessibility to important destinations in the town is below the average of available sites as a result. Existing development in the area takes the form of sporadic development along the B4014 without development rising up the slope. Significant development of the site would represent a marked change. This site is very exposed to views from the countryside to the north and east and an urban encroachment into the open countryside and significant harmful landscape impacts. Given its location the site has limited scope for development, a low density or frontage development at best. On this basis the site is rejected.	X
452	Land At Park Road						The area extends the existing built-up area, with boundaries defined by local roads. It has a range of constraints that potentially might limit the site's acceptability and capacity for development. None, individually or together however, appear sufficient to reject the site. It would be appropriate to combine this site with 502 to consider one logical extension continuing the past pattern of growth. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	✓

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
SHELAA 691	Land adjacent Park Lane	Yellow	Green	Green	Yellow	Green	The site appears relatively unconstrained in terms of its wider environmental impacts, although below average in terms of accessibility by non-car modes of travel. It appears to be a reasonable alternative. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	Green ✓
75	Rear of Bloomfield House Land	Green	Green	Green	Red	Green	The site sits within the AONB and should not be considered for large scale urban development, except in exceptional circumstances. Impact on the attractiveness of the landscape is the central consideration. Development would be further encroachment beyond the B4040. The site is prominent in views toward the AONB and views toward the town. Potential for development would also appear to be against the urban grain, with scope limited to a low density or frontage development at best. On this basis, the site is rejected from further consideration.	Red X
3432	Inglenook, Crudwell Road	Yellow	Green	Green	Green	Green	A very small site which would be more appropriately considered alongside the larger site 649. There appear to be no insurmountable complexities in terms of wider impacts that would merit rejecting the site at this stage. It would be appropriate to combine this site with 649 to consider one logical extension continuing the past pattern of growth. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	Green ✓
3684	Land at Cowbridge Farm	Yellow	Green	Green	Yellow	Green	A site located on a periphery of the town, to the east of the main road A429, which may limit optimising connectivity to the town. There appears to be low flood risks associated	Green ✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							with the site, as well as low risks in terms of heritage. Potential for landscape impacts which would require further consideration. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	
3705	White Lodge Farm, Filands						The site is north of the B4014, south of which is the main urban extent of the town. Its accessibility to important destinations in the town is below the average of available sites as a result. Existing development in the area takes the form of sporadic development along the B4014 without development rising up the slope. Significant development of the site would represent a marked change. This site is very exposed to views from the countryside to the north and east and an urban encroachment into the open countryside and significant harmful landscape impacts. Given its location the site has limited scope for development, a low density or frontage development at best. On this basis the site is rejected.	X
3706	White Lodge Farmhouse						A site located on a periphery of the town. There appears to be low flood risks associated with the site, as well as low risks in terms of heritage. The site is relatively well contained from a landscape perspective. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	✓
3735	Land NE of Priors Roundabout (A429)						The site is located close to Priors Roundabout to the east of the main road A429, which may limit optimising connectivity to the town. Parts of the site have medium groundwater flood risk. The site is close to the conservation area, and heritage and landscape impacts would	✓

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							require further consideration. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	
3751	Lawn Farm						The large site is south of the town in a peripheral location likely to sub-optimal in terms of accessibility. The site is likely to be at low flood risk. The site is close to a listed building with potential for impacts on the setting. The site has variable topography and landscape impacts up the slopes of Cam’s Hill would require further consideration. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	✓

A15. Of those sites taken forward, it was appropriate, in some cases, to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration (Table 8).

Table 8: SHELAA sites combined for the purpose of further assessment

Sites combined	Reason
649, 3432	The sites abut and have no strong physical barriers between them.
502, 452	The sites abut and have no strong physical barriers between them.

A16. In preparation for Stage 3, the remaining sites were renumbered for ease of understanding, as follows:

Table 9: Sites renumbered for the purpose of further assessment

Site Number	Site Name	SHELAA reference
1	Whychurch Farm & Inglenook, Crudwell Road	649, 3432
2	Land NE of Priory Roundabout (A429)	3735

3	Land at Cowbridge Farm	3684
4	Land off Park Lane Sherston Road	691
5	Land West of Malmesbury & Land at Park Road	502, 452
6	White Lodge Farmhouse and surrounding area, Filands	3706
7	Lawn Farm	3751

Stage 3 – Sustainability Appraisal

A17. At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through sustainability appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the sustainability appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site within a series of annexes¹⁸.

A18. Sustainability appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the sustainability appraisal criteria used.

A19. Table 10 below shows the sustainability appraisal conclusions for the reasonable alternative sites that were assessed. The overall sustainability appraisal score is shown in column 2 of the table. Table 11 sets out a descriptive summary of the key outcomes from the sustainability appraisal for each of the sites that were assessed.

A20. The sustainability appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

¹⁸ Wiltshire Local Plan Review Sustainability Appraisal Report (September 2023)

Planning for Malmesbury

A21. All seven sites assessed through sustainability appraisal at Stage 3 were taken forward for further consideration at Stage 4:

- Site 1: Whychurch Farm & Inglenook, Crudwell Road
- Site 2: Land NE of Priory Roundabout (A429)
- Site 3: Land at Cowbridge Farm
- Site 4: Land off Park Lane Sherston Road
- Site 5: Land West of Malmesbury & Land at Park Road
- Site 6: White Lodge Farmhouse and surrounding area, Filands
- Site 7: Lawn Farm

A22. Reasonable alternatives are rejected at Stage 3 where the sustainability appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative). No sites were considered likely to have a major adverse effect.

Malmesbury: Table showing summary of assessment scores listed in order of site sustainability performance (More > Less)

Key to likely significance of effects:					
+++	Major positive effect = +3 points	0	Neutral effect = 0 points	---	Major adverse effect = -3 points (mitigation unachievable - recommend that is not considered further)
++	Moderate positive effect = +2 points			--	Moderate adverse effect = -2 points (mitigation achievable but problematic)
+	Minor positive effect = +1 point			-	Minor adverse effect = -1 point (mitigation easily achievable)

Table 10: Sustainability appraisal scores for sites assessed at Malmesbury

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity)	SA obj 2 (Land + soil)	SA obj 3 (Water)	SA obj 4 (Air/poll'n)	SA obj 5 (Climate)	SA obj 6 (Energy)	SA obj 7 (Heritage)	SA obj 8 (Landscape)	SA obj 9 (Housing)	SA obj 10 (Inc comms)	SA obj 11 (Transport)	SA obj 12 (Economic)
Site 4	-3 (1 st)	-	-	--	-	-	+	-	-	+	++	-	++
Site 1	-6 (=2 nd)	-	--	--	-	-	0	--	--	++	++	--	+++
Site 5	-6 (=2 nd)	--	-	--	-	--	+	-	-	+	++	--	++
Site 6	-6 (=2 nd)	0	-	--	-	-	+	-	-	+	0	-	0
Site 7	-6 (=2 nd)	--	--	--	-	-	0	-	--	+++	++	--	++
Site 3	-7 (6 th)	--	-	--	-	-	+	-	--	+	+	-	+
Site 2	-8 (7 th)	--	-	--	-	-	+	--	--	+	+	-	+

Table 11: Sustainability appraisal for sites assessed at Malmesbury

Site	SA score and ranking	Likely key issues for site
Site 4: Land off Park Lane Sherston Road	-3 (1 st)	This is small site on the edge of the western point of Malmesbury and scores best in the SA. It has good connectivity to the town centre and access to the B4040. The Cotswolds AONB borders the north west and south west edges of the site however the western edge of Malmesbury is generally well-integrated and inconspicuous in the wider landscape. The setting of the AONB will need to be protected. The site only scores moderate adverse for one SA objective which is Objective 3 (Water). The area has been classed as seriously water stressed. Offsite infrastructure reinforcement would be required for water supply and foul network capacity. Cumulative impacts of development of surface water discharge would need to be mitigated.
Site 1: Whychurch Farm & Inglenook, Crudwell Road	-6 (=2 nd)	Sites 1, 5, 6 and 7 all score the same total in the SA. Site 1 is a large greenfield site located on the north eastern edge of Malmesbury and scores moderate adverse for five SA objectives. Development would lead to loss of grade 3 agricultural land. The area has been classed as seriously water stressed. Significant off site infrastructure reinforcement would be required for water supply and foul network capacity. Cumulative impacts of development of surface water discharge would need to be mitigated. From a heritage perspective there would be an impact on Malmesbury Conservation Area, Grade 2 listed Whychruch Farmhouse and views to and from the town centre. There is potential for significant adverse archaeological effects. The site has medium to high landscape sensitivity. From a transport perspective access for cars is difficult to accommodate along with active travel infrastructure. Although the site is larger and could accommodate more housing and land for mixed use, for the above reasons it is considered less sustainable.
Site 5: Land West of Malmesbury & Land at Park Road	-6 (=2 nd)	Sites 1, 5, 6 and 7 all score the same total in the SA. It should be noted that for site 5 the nearest third of the site to the built edge of Malmesbury now has planning permission via appeal. The site is a greenfield site located on the western edge of Malmesbury and scores moderate adverse for four SA objectives. In terms of biodiversity the Bristol Avon River County Wildlife Site (CWS) lies within close proximity and greenspace/public open space would be required for leisure use to reduce trips to the CWS. Land to the north of the site should also be protected as an ecological protection zone of the River Avon to the north. The area has been classed as seriously water stressed. Offsite

Planning for Malmesbury

		<p>infrastructure reinforcement would be required for water supply and foul network capacity. Cumulative impacts of development of surface water discharge would need to be mitigated. Although development would be in Flood Zone 1 the high groundwater levels and the loss of greenfield land for natural drainage mean a moderate adverse effect is likely for climate change mitigation. There is lack of active travel infrastructure and potential capacity issues along Tetbury Hill.</p>
<p>Site 6: White Lodge Farmhouse and surrounding area, Filands</p>	-6 (=2 nd)	<p>Sites 1, 5, 6 and 7 all score the same total in the SA. Site 6 is a very small site to the north of the B4014, separated by the road from the main settlement of Malmesbury. In the SA it only scores one moderate adverse for water. The area has been classed as seriously water stressed. Cumulative impacts of development of surface water discharge would also need to be mitigated. However, as it is a very small site it scores less well than other sites for provision of employment, affordable housing and services.</p>
<p>Site 7: Lawn Farm</p>	-6 (=2 nd)	<p>Sites 1, 5, 6 and 7 all score the same total in the SA. Site 7 is a large greenfield site located to the south of Malmesbury. It scores moderate adverse for four SA objectives including objective 2 which aims to ensure the efficient and effective use of land – the size of this greenfield site, potential loss of grade 3 agricultural land and its location separated from the main urban area means it scores less well than most sites against this objective. There is potential for impact on the Bristol Avon River County Wildlife Site which is located to the east of the site. The area has been classed as seriously water stressed. Significant off site infrastructure reinforcement would be required for water supply and foul network capacity. Cumulative impacts of development of surface water discharge would need to be mitigated. From a landscape perspective the site has medium to high landscape sensitivity due to its strong rural character and separation from Malmesbury.</p>
<p>Site 3: Land at Cowbridge Farm</p>	-7 (6 th)	<p>Site 3 is a relatively small site located to the south west of Malmesbury adjoining the settlement boundary at the eastern edge of Burton Hill. The site scores moderate adverse for three SA objectives. There is potential for impact on the Bristol Avon River County Wildlife Site which is located to the northeast of the site. The area has been classed as seriously water stressed. Moderate off site infrastructure reinforcement would be required for water supply and significant off-site infrastructure for foul network capacity. Cumulative impacts of development of surface water discharge would need to be mitigated. For landscape the site has medium landscape sensitivity with higher sensitivity to the north where it could encroach on the river corridor. The site has a strong rural character and is separated from the main settlement of Malmesbury.</p>

<p>Site 2: Land NE of Priory Roundabout (A429)</p>	<p>-8 (7th)</p>	<p>Site 2 is a relatively small site located to the south east of Malmesbury, separated from the main town by the A429 and adjoining Burton Hill. It scores moderate adverse for four SA objectives. There is potential for impact on the Bristol Avon River County Wildlife Site which located to the north of the site. The area has been classed as seriously water stressed. Cumulative impacts of development of surface water discharge would also need to be mitigated. The site is potentially heavily constrained by archaeological remains and mitigation would be required. For landscape the site has medium landscape sensitivity with higher sensitivity to the north where it could encroach on the river corridor. The site has a strong rural character and is separated from the main settlement of Malmesbury by the A429.</p>
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Stage 4 – Selection of Sites

A23. Stage 4 enabled the results of the sustainability appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options.

A24. The outcomes of Stage 4 refined the results of the Stage 3 sustainability appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

A25. The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

A26. The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Strength and/or opportunity
	No significant SWOTs
	Weakness and/or threat

A27. Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to

Planning for Malmesbury

enable development to proceed. For Malmesbury, this part of the process was not undertaken as only a reserve site is being identified.

A28. At Malmesbury, all seven sites that were assessed at Stage 3 were assessed at Stage 4 against the Place Shaping Priorities, which is set out in the following table:

Table 12: Assessment of sites against Place Shaping Priorities

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
Site 1	Weakness Although the site is not designated it has medium to high landscape value especially to the south of the site where it provides a setting for the Abbey and Market Cross. It is more rural in nature and is separated from the built edge of Malmesbury by landform and tree boundary vegetation. The capacity of the site is reduced, particularly to the south, due to these environmental constraints. However, the site is large and could accommodate some housing to the north to meet local needs.	Strength PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. This site has public rights of way throughout the site that provide connectivity to the town.	Neutral Accessibility to employment has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Large site with potential for mixed use	Neutral This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 2	Weakness This site could accommodate housing to meet local need in Malmesbury however it is not well related to the existing built form of the town, and this is exacerbated because it is located on the opposite side of	Strength PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	Neutral Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	Neutral This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Planning for Malmesbury

	the A429 to the main built form of Malmesbury town.	However, sites with potential to improve existing GBI are assessed more positively here. There is a GBI corridor to the north of the site along the river that could be an opportunity to enhance GBI.		
Site 3	Weakness	Neutral	Neutral	Neutral
	This site could accommodate housing to meet local needs in Malmesbury however it is not well related to the existing built form of the town. It has a rural character and development here could affect the rural setting of the town.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 4	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however the Cotswolds AONB adjoins the southwest and northwest boundaries of the site, and this may limit the capacity of the site.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Planning for Malmesbury

		Public rights of way to the west of the site provides access to the wider countryside.		
Site 5	Weakness	Strength	Neutral	Neutral
	The Cotswolds AONB joins the northwest of the site. The site to the north is in flood zone 2. The site is within Source Protection Zone 1c and has been classed by the Environment Agency as 'seriously water stressed'. Mitigation would be required to manage water at the site, and this may reduce capacity.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. GBI corridor to the north of the site along the river – potential for enhancement.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Site big enough for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 6	Weakness	Weakness	Neutral	Neutral
	This site is small and could only accommodate 13-19 dwellings to meet local needs in Malmesbury. The site is less well related to the main town as it is located on the opposite side of the B4014 compared to the built-up form of Malmesbury.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. This site is very	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Very small site with no prospect for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Planning for Malmesbury

		small and unlikely to offer significant GBI or other infrastructure improvements.		
Site 7	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however it is not well related to the existing built form of the town. It has a rural character that is largely separate to Malmesbury and Burton Hill.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. There are public rights of way throughout the site that link to the wider countryside.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Large site potential for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

A29. The table below illustrates how assessment of sites against the Place Shaping Priorities has altered the rankings that were established through the sustainability appraisal process.

Table 13: Summary of Place Shaping Priorities assessment

Site	Stage 4 Ranking	SA Ranking of Sites	PSP1	PSP2	PSP3	PSP4	Change from SA Ranking
1	=1st	=2nd					↑
2	=1st	7th					↑
3	2nd	6th					↑
4	=1st	1st					↔
5	=1st	=2nd					↑
6	3rd	=2nd					↓
7	=1st	=2nd					↑

A30. The outcome of Stage 4 of the site selection process for Malmesbury is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that one site emerged as the preferred (reserve) site - Land off Park Lane and Sherston Road.

A31. Two plots of land on Site 5 have recently received planning permission through the appeal process meaning approximately one third of the site closest to the existing built edge of Malmesbury now has permission for housing¹⁹. The assessment above is for the full site and the scoring would be more negative for the remaining site area due to the closer proximity of this land to the AONB.

A32. The map below illustrates the outcome of the site selection process (Stages 1-4) at Malmesbury.

¹⁹ Appeal reference 36-449 for planning applications

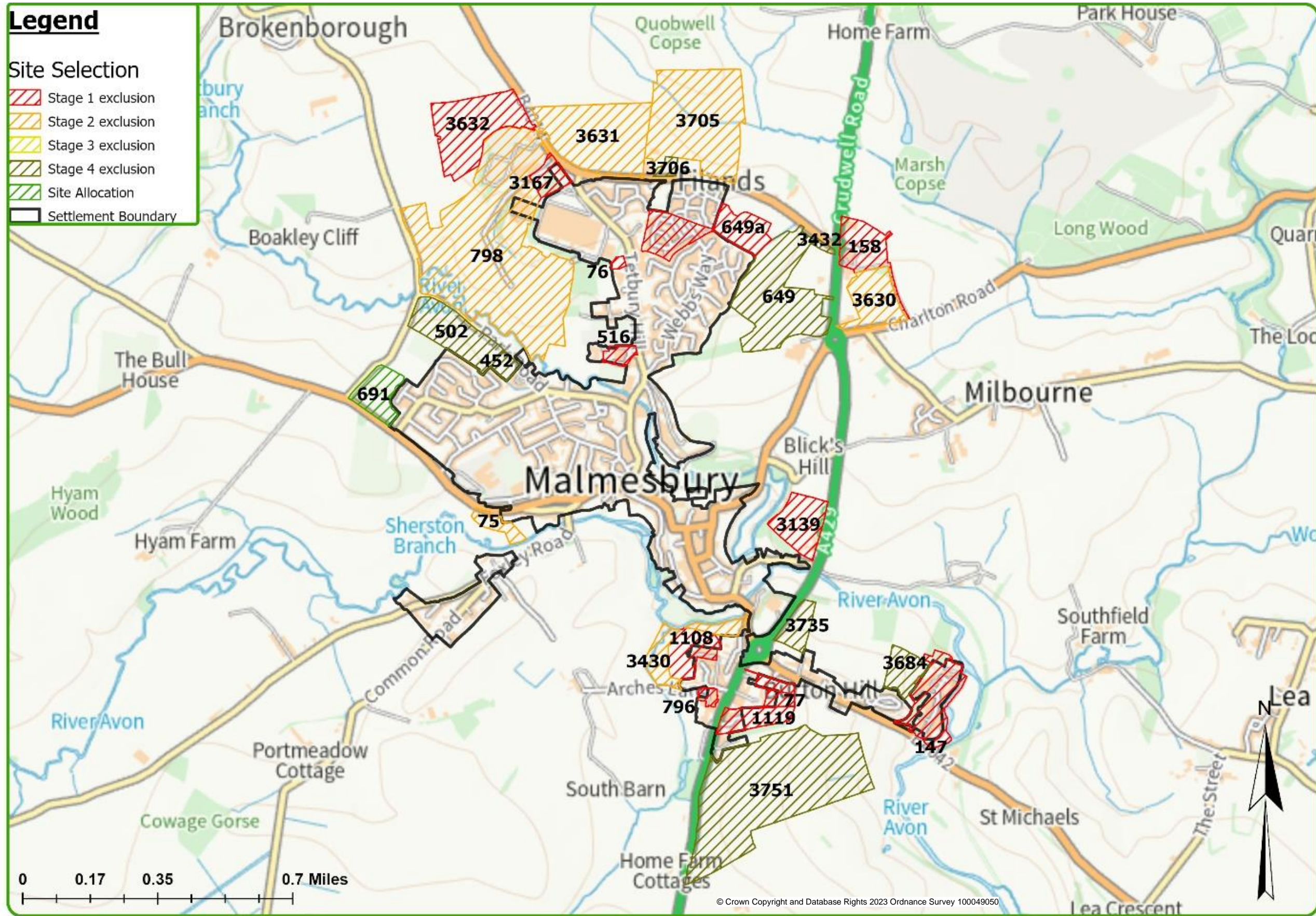


Figure 8: The results of the site selection process at Malmesbury