

Wiltshire Local Plan

Planning for Westbury

September 2023

Wiltshire Council

1. Introduction

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

Table 1: Wiltshire Local Plan policies for Westbury Market Town

Policy	Title
60	Westbury Market Town
61	Land west of Mane Way, Westbury
62	Land at Bratton Road, Westbury
63	Westbury Country Park

2. A table containing the Wiltshire Core Strategy planning policies and saved planning policies for Westbury 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 at Westbury ('Place Shaping Priorities'). They include taking opportunities to improve air quality and sustainable transport links and to support regeneration of the town centre. The Local Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which growth will be delivered over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It identifies land to be built on not just for new homes and businesses, but also for supporting infrastructure.
4. This document explains the context and rationale for these decisions. It summarises how the town has developed over recent years, what protections and constraints upon growth will continue and what is already set to take place. Local priorities are set within this context. This document explains what role growth will play in helping to deliver these priorities; why some areas have been earmarked

for development and others not; the direction for the town centre; and how the Local Plan will support the services and facilities the community requires. Altogether it tells how the Local Plan moves forward the existing planning framework for Westbury to meet fresh challenges and additional needs.

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

2. Westbury – context and challenges

Table 2: Strategic context for Westbury Market Town

Population	16,400 ¹	8 th largest of the County's 16 main settlements
Strategic role	Market town	Potential for significant development 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 Westbury, 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/>

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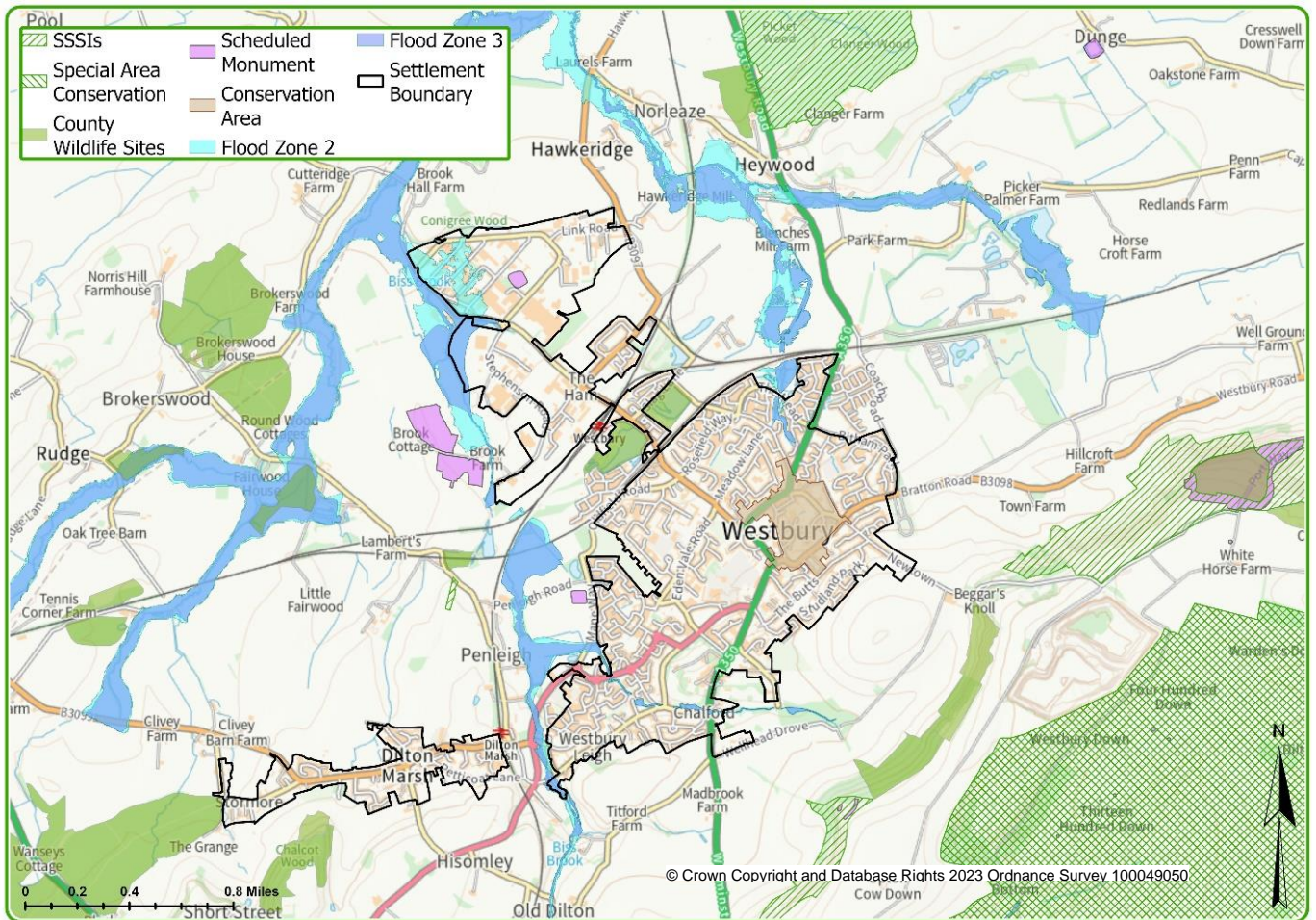


Figure 1. Environmental constraints and designations at Westbury

7. Westbury lies under the north-western scarp of the Salisbury Plain, to the south, which is marked by the famous Westbury White Horse, and is within the Salisbury Plain Special Protection Area (SPA) buffer zone. The entire town lies within the Greater Horseshoe Bat 4000m buffer zone for the Bath and Bradford on Avon Bats Special Area of Conservation (SAC). The town is within the vicinity of Picket and Clanger Woods to the north, which contain Bechstein's bat maternity colonies. To the south of the town, lies the Upton Cow Down Escarpment, which is a Site of Specific Scientific Interest (SSSI).
8. There are areas of flood risk to the west of the town, associated with the Biss Brook.
9. The historic environment is notable for the Grade II Listed Leighton House, the former MOD site, within the southern part of the main built-up area of the town, as well as the Grade II Heywood House, to the north of the town. Also, Grade II listed buildings are situated to the west of the town, including Penleigh Mill, and a Scheduled Monument – Bratton Camp – to the east.

10. Westbury suffers from traffic and air quality issues, largely due to congestion from the A350 that runs through the town centre, which contains a designated Air Quality Management Area.

How has Westbury developed?

11. Westbury has grown to the west and north from an historic core following the A350 main trunk road through the town and towards the railway station, respectively.
12. The railway line comprises a physical limit to development of the main residential area of the town to the west and north. However, the siting of the railway station has led to development away from the centre and there is now a substantial employment area north of the railway station in the neighbouring parish of Heywood.
13. More recently, land allocated south of the railway station and the development of Leigh Park, to the west of the town, both now delivered, are examples of Westbury's potential to continue growing to the north and west.
14. Recent speculative developments, granted on appeal, either side of the A350 coming into Westbury from Trowbridge, have also led to significant growth to the east of the town.
15. The following diagram shows how much housing has been delivered in Westbury from 2006 to 2022, compared to annual rates in the Wiltshire Core Strategy.

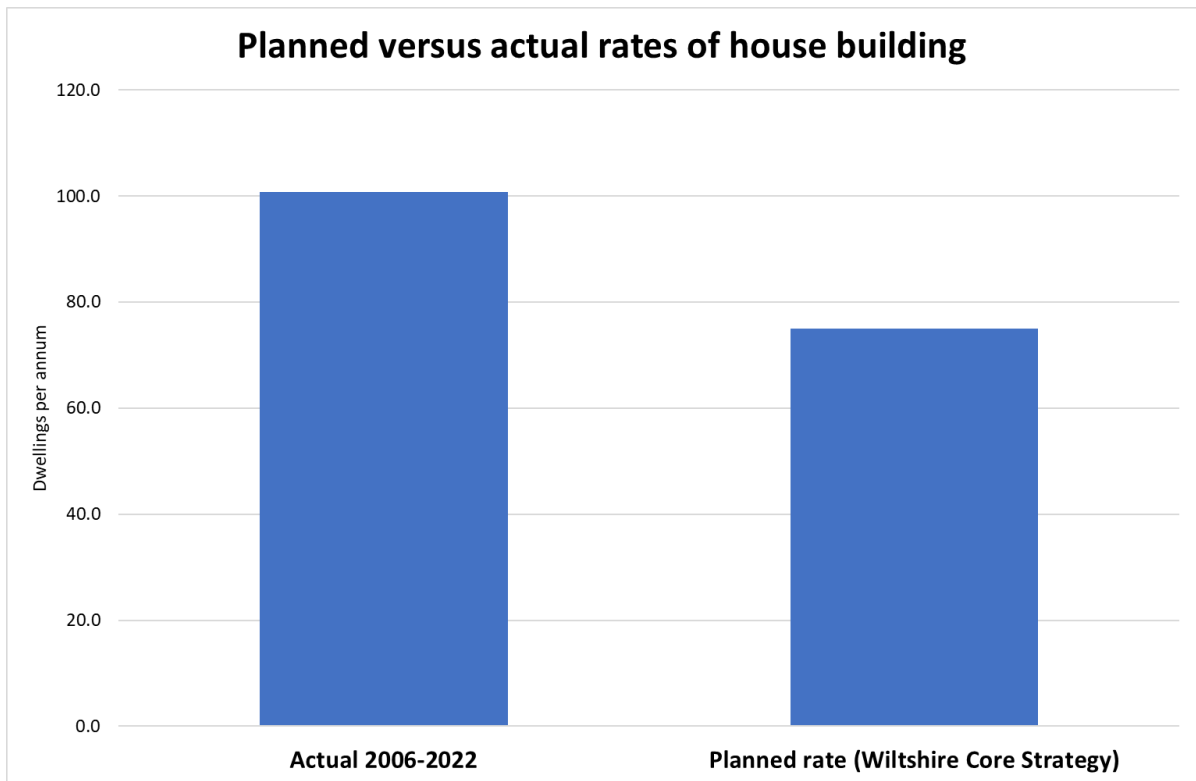


Figure 2: Wiltshire Core Strategy planned growth versus actual rates of house building at Westbury

16. The Employment Land Review (2023)² identifies several employment sectors in Westbury with concentrations that are above the national average, notably all those sectors influence demand for industrial space. However, none of these sectors have seen significant growth in employment over the period. The Professional, Scientific & Technical and Administrative & Support Service Activities sectors offer the largest office-based employment.

17. Welton Bibby & Baron have invested significantly at their West Wiltshire Trading Estate site following relocation to the area; there has been good take up at a development of new industrial/ warehouse units at Rockhaven Business Centre. There has been infrastructure investment into Hawkeridge Business Park, located next to the A350 between Westbury and Trowbridge. There are indications that this entire allocation could come forward in the next 18 months for two major employers. Only a small amount of employment allocated at the North Acre Industrial Estate now remains for development.

18. Westbury town centre has a masterplan that sets out a vision for the future of the centre and key urban design opportunities. The built environment in the town centre is varied. The High Street comprises a series of terraced post-war

² Wiltshire Employment Land Review (Hardisty Jones Associates, 2023)

properties along a street that is semi-pedestrianised. The quality of property along the High Street is modest but not particularly attractive. This is the most modern part of the town centre with properties along the A350 and Edward Street comprising mostly pre-war terraced and semi-detached examples. These are the more attractive parts of the town centre, although many parts of these areas are more residential in nature.

19. The majority of retailing within the town centre is focussed on the High Street, Maristow Street and at the Market Place. Secondary streets, including the east of Haynes Road and Edward Street, also provide a level of retail uses. The Wiltshire Retail and Town Centre Study (2020)³ identifies a noticeable reduction in the number of retail and service uses/ units in Westbury town centre between 2012 and 2020. The number of vacancies in the town centre has not changed between 2012 and 2020. As a whole, Westbury retains 52% of first choice main food trips within the town and surrounding area and the main food store in the town centre is the Morrisons on Edward Street. However, the only notable national multiple retailer is a Boots on the High Street and the proportion of charity shops in the town centre is well above the national average. Westbury's catchment is limited by the reasonably close proximity of Warminster, Frome and Trowbridge, which have materially larger retail offers. The town loses a substantial amount of food and non-food shopping trips to each of these towns.
20. The map below (Figure 3) illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town to illustrate current and future expansion.

³ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

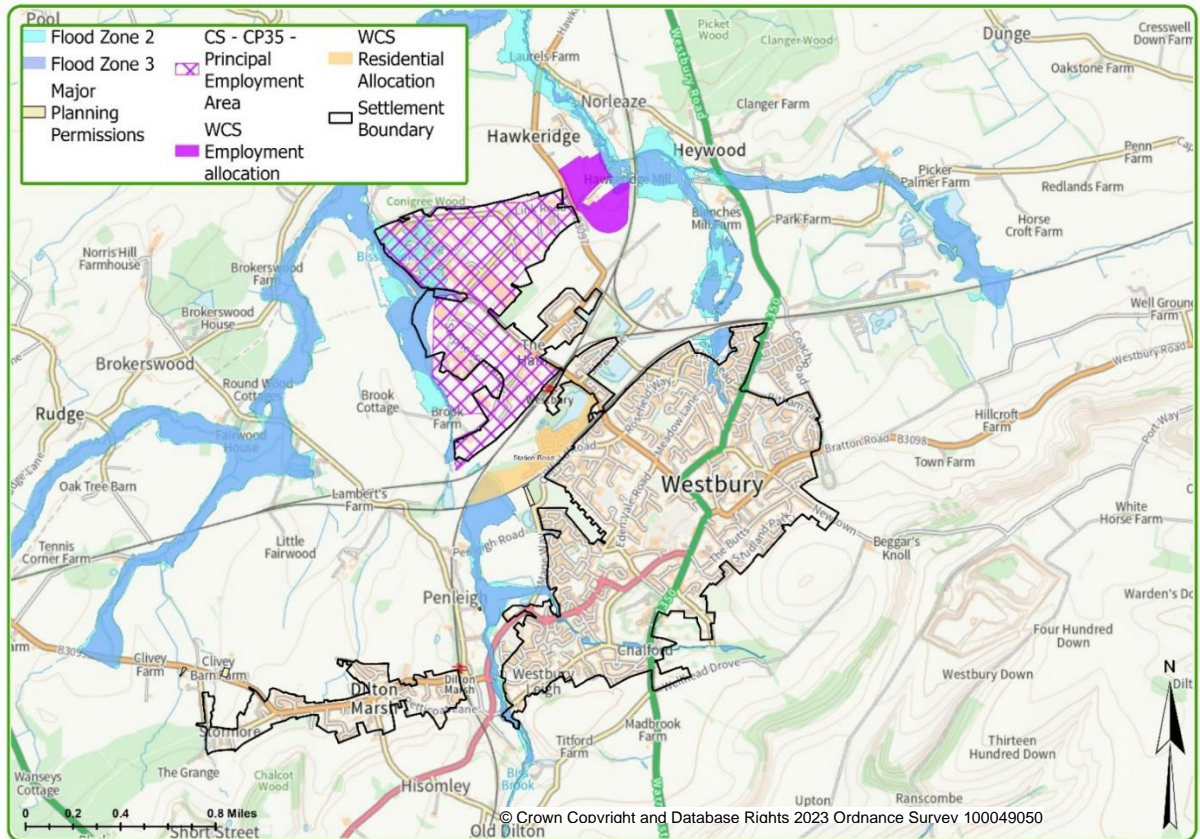


Figure 3. Existing development plan allocations and major planning permissions at Westbury

Planning to 2038

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

There are vulnerabilities at Westbury from a concentration of industrial space but no significant growth in employment and by overshadowing from larger nearby town centres. Recent house building needs to be balanced with additional investment in infrastructure and services for the local community and a stronger town centre.

22. A set of Place Shaping Priorities (PSPs) address 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 the town council and wider consultation with the community and other stakeholders, carried out in 2021. They are as follows:

Table 3: Place Shaping Priorities, Westbury

PLACE SHAPING PRIORITIES (PSP)
<p>PSP1 Housing: deliver high quality design that draws on Westbury’s local heritage, landscape and contributes to local sense of place, and are well connected to existing services and facilities.</p>
<p>PSP2 Town centre: support the delivery of a strategy for town centre regeneration, taking into consideration the emerging Westbury Town Plan Centre Vision and Neighbourhood Plan, to encourage spending, improve accessibility, better manage traffic and parking and safeguard heritage assets.</p>
<p>PSP3 Transport: improve sustainable transport links (particularly walking and cycling routes) within the town and to the surrounding parishes, including enhancing linkages between the railway station, employment areas and the town centre. Specifically, investigate the delivery of a railway crossing to improve the sustainable transport network.</p>
<p>PSP4 Air quality: seek to improve air quality and support the Air Quality Management Area (AQMA) in Westbury town centre. Address traffic issues in the town including, where appropriate, the need for a distributor road and bridge over the railway line at Mane Way to relieve congestion on Oldfield Road.</p>
<p>PSP5 Open space: deliver well thought out open spaces and landscaping to ensure residents can benefit from and enjoy the environment, regardless of whether they are on foot or using transport and should link with other areas to allow easy access to all parts of the town.</p>
<p>PSP6 Employment: retain existing employment areas and support their expansion to provide employment locally.</p>
<p>PSP7 Health: support new sport pitches/ leisure facilities, health provision and active travel choices/ Smart Choices measures.</p>
<p>PSP8 Environment: contribute towards addressing Westbury Town Council’s Climate and Environmental Emergency pledge.</p>

23. PSPs sit alongside the spatial strategy for Westbury. 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 Westbury that guides development and the direction of growth (Policy 60, Westbury Market Town).

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24. PSPs therefore provide a 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.
25. PSPs are also used to influence how and where development will take place as an important part in the selection of sites for new development.
26. Westbury is defined as a Market Town by the Settlement Strategy and has significant potential to grow over the period to 2038. Scales of growth at the town, as set out in the Revised Spatial Strategy⁴, will be increased reflecting fewer constraints at the town in comparison to others in the Trowbridge Housing Market Area (HMA) and will enable the delivery of town centre regeneration and improvements to the local road network. Growth at Westbury will be able to support existing services and facilities, including local employment.
27. The growth planned for Westbury 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, the railway station, and sites for new development, this can also help.
28. 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 PSPs 1, 2 and 3 (above) that seek these outcomes.
29. The evidence⁵ suggests there will not be strong demand to develop additional retail floorspace. Needs are likely to be met through the redevelopment or expansion of existing units.
30. There is significantly more supply than demand for employment land in the Bradford on Avon, Trowbridge, and Westbury area. However, this provides for choice within the market encouraging inward investment and facilitating the retention of local businesses who require new sites. The spatial strategy for Westbury reflects the findings of the Employment Land Review, which concludes

⁴ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, September 2023)

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

there is an indicative forecast demand for up to 2.8ha of employment land at the town (comprising 0.3 - 0.7ha for office and 2.1ha for industrial)⁶. Existing sites could meet this demand and, potentially, some of the demand arising from the rest of the A350 Functional Economic Market Area (FEMA) outside of Westbury.

- 31. The new strategy identifies a requirement of 1,400 homes and 16.7 ha of employment land at Westbury over the plan period 2020 to 2038. This represents a small increase in rates of house building compared to the Wiltshire Core Strategy.



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

3. Local Plan Proposals

Protecting the environment

- 32. Westbury is not significantly constrained in environmental terms when compared with other towns in the area - the proximity of the Salisbury Plain to the south is the main environmental constraint in the area. The Local Plan recognises and protects its importance.

⁶ Hardisty Jones Associates (2023) Wiltshire Employment Land Review, Figure 6.10, p.64.

33. Significant housing growth at Westbury can support road improvements that could relieve traffic congestion and improve air quality in the town centre. Further work, however, including detailed transport assessments, will be needed to ascertain whether improvements could be achieved in the town centre. The provision of employment land alongside housing growth will help to support objectives to rebalance jobs and homes.
34. Careful consideration has been given to the potential impacts of any new development on traffic congestion and air quality issues along the A350 in Westbury town centre. For these environmental reasons, as well as benefits for town centre trade regeneration, development proposals must be as well connected to the town centre as possible, allied to scope for provision for sustainable transport and active travel routes between the town centre, the railway station and new development, such as new and improved bus routes and pedestrian and cycling routes.

How many more homes?

35. From the scale of growth over the plan period (1,400 homes) can be deducted homes already built and those already in the pipeline. The number that 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 a further 570 homes to be accommodated at Westbury up until 2038.

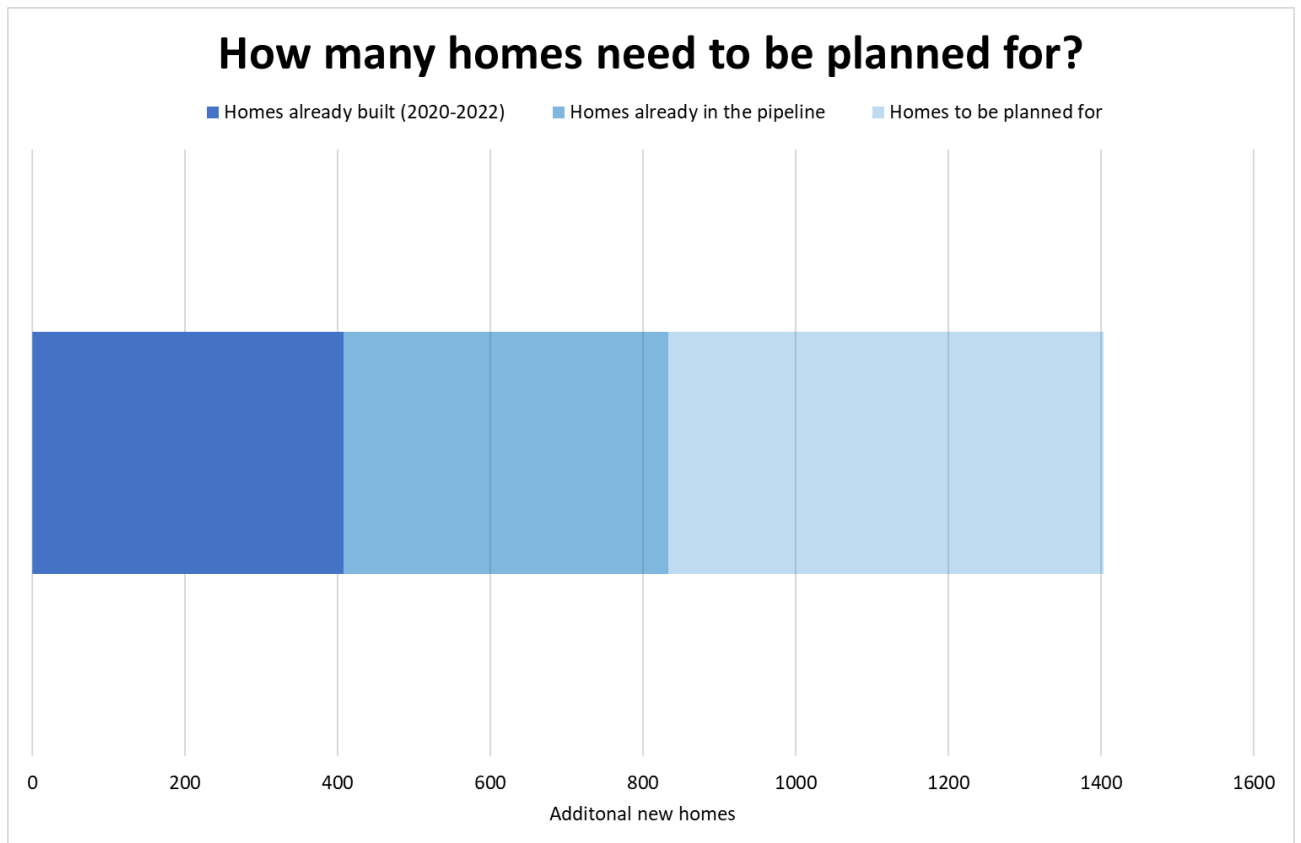


Figure 5. Calculating how many homes need to be planned for at Westbury

How much employment land?

36. The Local Plan will provide for 16.7 ha of employment land at Westbury over the plan period 2020 to 2038. This includes employment land on existing allocations at Land at Mill Lane, Hawkeridge and North Acre Industrial Estate.

Selecting sites

37. The supporting Site Selection Methodology⁷ sets out the process that was undertaken to select preferred sites. Appendix 2 outlines the detailed outcomes from this process for Westbury and is briefly summarised below.
38. The starting point for assessing sites is Wiltshire Council's Strategic Housing and Economic Land Availability Assessment⁸ (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

⁷ Wiltshire Local Plan Site Selection Methodology, September 2023

⁸ Information about the Strategic Housing and Employment Land Availability Assessment available on the Council's website: <https://www.wiltshire.gov.uk/planning-policy-monitoring-evidence>.

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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 10 within Appendix 2.

39. Stage 2 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 likely that 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 12 within Appendix 2.
40. There were thirteen 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).

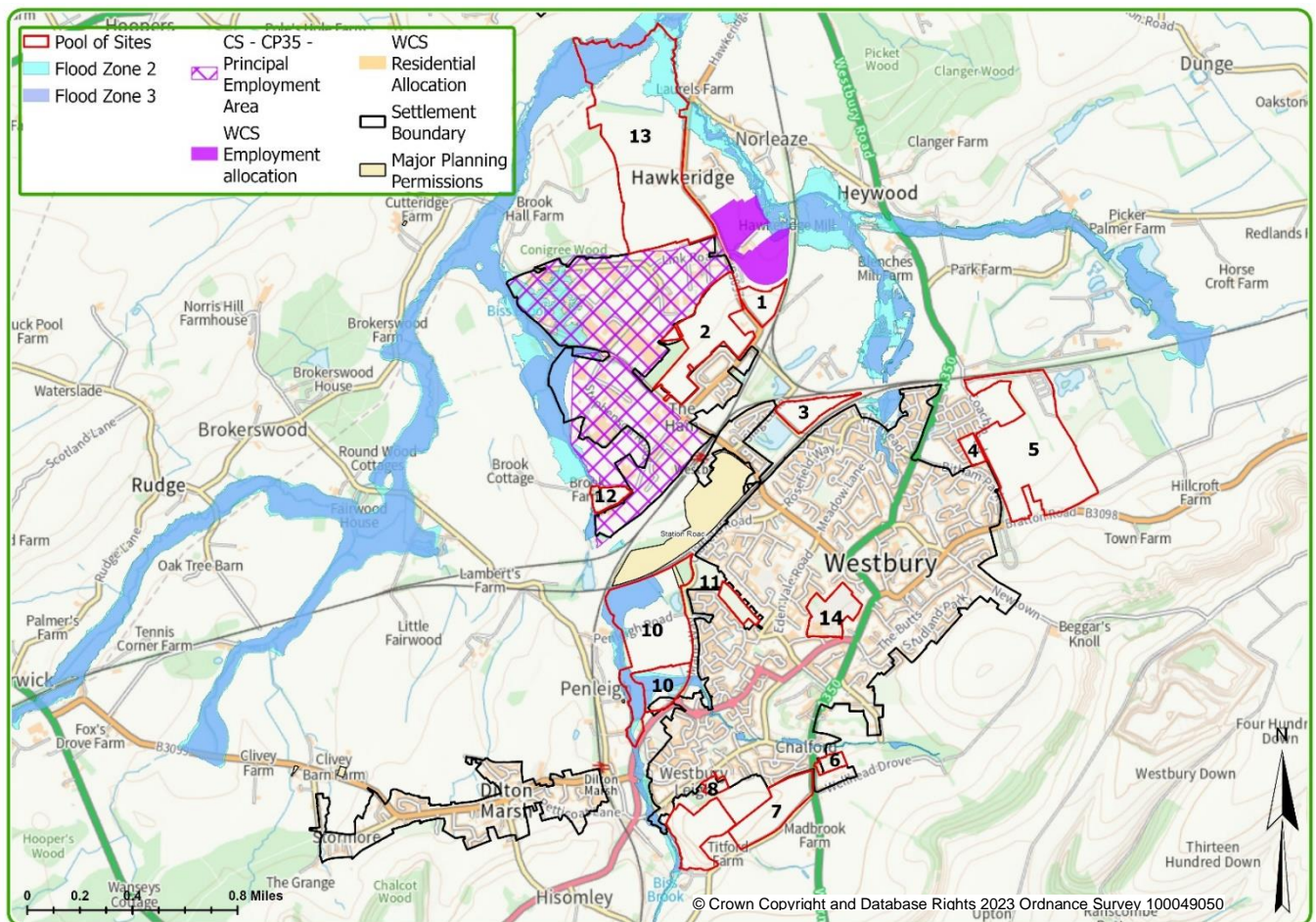


Figure 6. Pool of reasonable alternative sites for sustainability appraisal at Westbury

41. The sustainability appraisal assessed the likely significant effects that development of a site 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.
42. The sustainability appraisal process ranked sites by their social, environmental and economic effects. The outcomes from the sustainability appraisal are shown in Table 16 and Table 17 within Appendix 2, which shows that Site 14 was the most sustainable site from those that were assessed. The full Sustainability Appraisal Report assessments are contained with a separate report⁹.
43. The sustainability appraisal showed that all thirteen sites had a range of negative environmental effects. However, no major adverse effects have been identified for any of the sites. A summary of the outcomes from the sustainability appraisal for each site can be found in Table 16 within Appendix 2.
44. All sites were judged suitable for further consideration following sustainability appraisal and were taken forward for further evaluation against the Place Shaping Priorities.
45. The assessment of sites against the Place Shaping Priorities is set out in Table 18 within Appendix 2. Sites 5 and 10 performed the best against the Place Shaping Priorities largely because they are well-related to existing services and facilities, and larger sites with more capability of addressing the Place Shaping Priorities. Site 2, while performing well against some of the Place Shaping Priorities, is less well-related to services and facilities and the town centre. Similarly, Site 14 performed well against the Place Shaping Priorities but is currently in use as a secondary school. It also scores lower due to the potential impact of future development in that location, adjacent to the A350 through the town centre, on the Air Quality Management Area (AQMA) in Westbury. Despite being large, Site 13 performed poorly against the Place Shaping Priorities due to the location of the site and its location away from Westbury's residential communities. Sites 3 and 11 also did not perform well against several of the Place Shaping Priorities. The other sites tend to perform averagely. Therefore, sites 5 and 10 are proposed for allocation after Stage 4 of the site selection process.

⁹ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, September 2023)

46. The methodology and detailed assessments made in the site selection process are further illustrated in Appendix 2. The full Sustainability appraisal process is set out within a separate report¹⁰.

What development is proposed?

47. Sites 5 and 10 contribute towards the scale of residual requirements for new homes that should be planned for, with existing employment land being retained at the town.
48. The draft Westbury Neighbourhood Plan is considering the allocation of additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in neighbourhood plans will supplement proposals in the Local Plan Review. The overall amount of land earmarked for development may equal or exceed residual requirements but will provide a good degree of contingency and flexibility, as well as a wider choice, to best ensure development needs are met.
49. The Local Plan, however, proposes the central, strategic, development proposals. They are explained below and are reflected in Policies 61, 62 and 63 of the Plan.

Site 5: Land at Bratton Road, Westbury

Table 5: Development proposals on land at Bratton Road, Westbury

Use	Scale/ area
Residential	260
Education	0.3 ha nursery
Green space	3.1 ha
Vehicular access is possible from Bratton Road (B3098) (primary) and Bitham Park Road. Further vehicular access established to the north via the Mill	

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

Brook/White Horse View development. Pedestrian links to the north and east via Coach Road and the Mill Brook development.

Greenspace would include a range of children's play areas. It would also include allotments and suitable alternative greenspace to safeguard against adverse effects of recreation pressures on protected sites for biodiversity offsite.

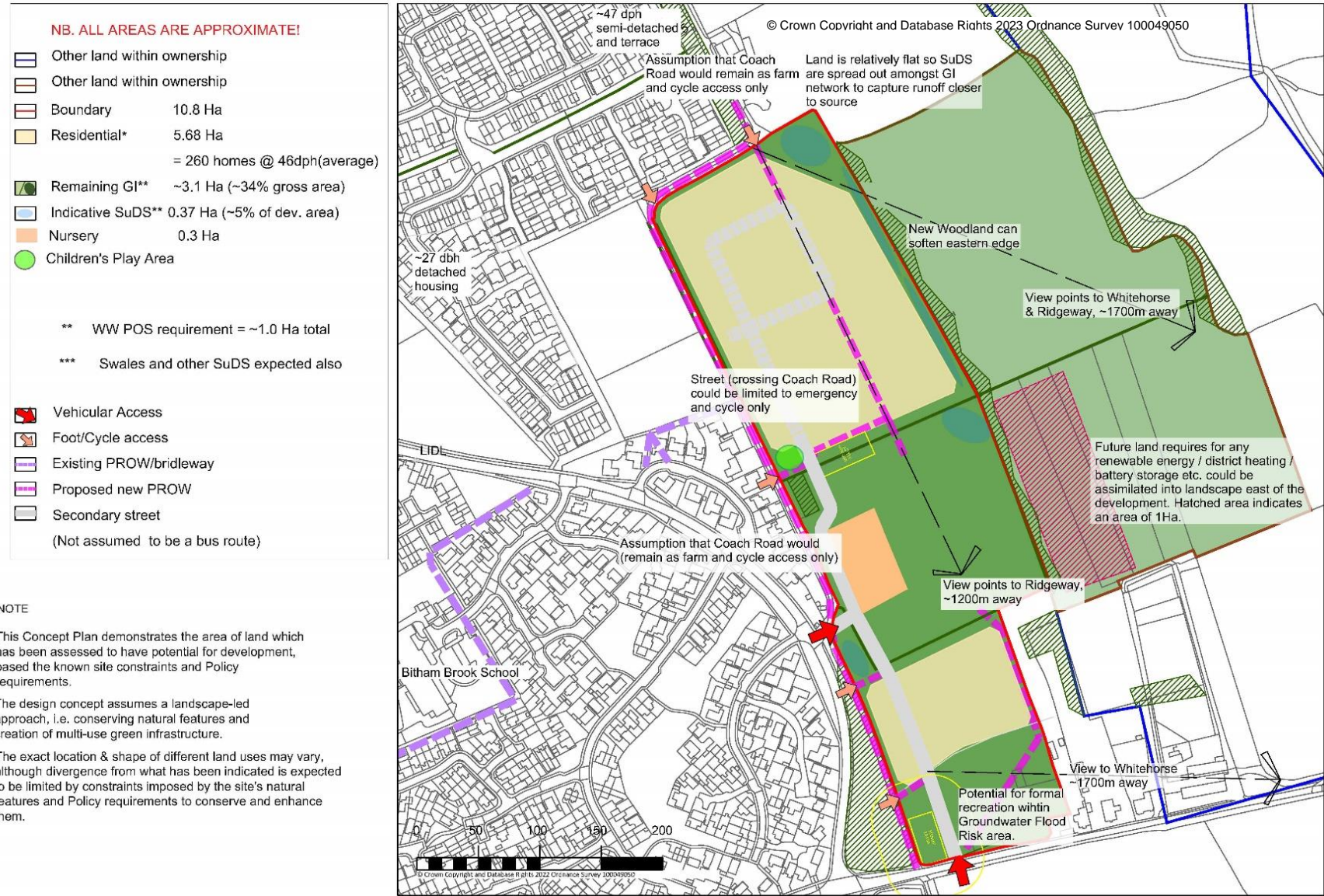
50. The main role of the site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.
51. The site is approximately 1200m away from the town centre for walking and cycling, following the route of the B3098. It is within reasonable walking distance of existing primary schools and 1600m from the secondary school, also following the route of the B3098. The nearest bus stops are directly adjacent to the site, but these are only served by the 87 service, which has a poor (hour plus) frequency. The railway station is beyond a 2.5km walking distance.
52. However, development could support improvements to bus service frequency, walking and cycling links to the town centre, railway station enhancements to accommodate car parking and bus transit, and enhancements to junction capacities at either end of Bitham Park, the A350/ B3098 and the A350/ A363/ Hawkeridge Road roundabout.
53. The proposals and mitigation could support Place Shaping Priorities for design, town centre, air quality and transport, open space and landscape and infrastructure. The amount of housing provides good scope to provide a mix of housing type, including a proportion of affordable homes.
54. Evidence establishes potential for a range of negative effects that will be mitigated as follows:
 - Measures to positively support walking cycling and public transport use between the site and Westbury town centre.
 - Provision of landscaping to retain the open character of the east of the site, to include biodiversity enhancements and preservation of the historic landscape.
 - Provision for landscape sensitivity to the south of the site owing to the intervisibility with the ridgeline with development minimising negative effects upon the landscape character.
 - Buffer to the east of the site to support an integrated settlement edge and Green and Blue Infrastructure.

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- Core bat habitat to be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and the Trowbridge Bat Mitigation Strategy (TBMS). Appropriate mitigation to protect bats, including funding contributions towards management, monitoring and any off-site measures as necessary, as informed by TBMS.
 - Layout and design to be informed by heritage and archaeological impact assessments assessing potential harm on the setting of, and views between, Bratton Camp and Westbury White Horse Scheduled Monument and Grade II* listed Heywood House.
 - Buffer between Bratton Road to any dwellings to be informed by a Noise Impact Assessment to ensure residential amenity of future occupiers.
 - Funding contributions towards measures that improve air quality. An assessment will be needed to understand cumulative effects of development on relevant receptors in the AQMA.
 - Funding contributions towards additional early years and education places, and healthcare provision.
 - 0.3 hectares of land to be provided for nursery provision.
 - Funding contribution towards a Westbury Strategic Transport Strategy including an extension across the railway line at Mane Way.
 - Site specific groundwater investigation to inform the layout of development to avoid areas of high groundwater flood risk.
 - Where required, off-site reinforcement for water supply and foul water drainage infrastructure.
55. How the site may be developed is shown on the illustrative concept plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, other uses and infrastructure envisaged.

Land at Bratton Road, Westbury

Concept Plan



NOTE

This Concept Plan demonstrates the area of land which has been assessed to have potential for development, based on the known site constraints and Policy requirements.

The design concept assumes a landscape-led approach, i.e. conserving natural features and creation of multi-use green infrastructure.

The exact location & shape of different land uses may vary, although divergence from what has been indicated is expected to be limited by constraints imposed by the site's natural features and Policy requirements to conserve and enhance them.

Figure 7. Concept plan for Land at Bratton Road, Westbury

Site 10: Land West of Mane Way, Westbury

Table 6: Development proposals on land West of Mane Way, Westbury

Use	Scale/ area
Residential	220
Green space	17.7ha
<p>Vehicular access is possible from Mane Way.</p> <p>Greenspace would include a range of children’s play areas. It would also include allotments and suitable alternative greenspace to safeguard against adverse effects of recreation pressures on protected sites for biodiversity offsite.</p>	

57. The main role of the site is to provide additional homes over the Local Plan period and facilitate a railway bridge extending Mane Way across the railway line through the provision of land and contributions. There will be a variety of dwelling types, including a significant proportion of affordable homes.
58. Mane Way accommodates a shared use path for much of its length on the eastern side. This shared use path is key to linking the site with existing primary school provision, and the nearby retail and health centres. Crossing facilities will be required to access this network.
59. There is an hourly bus service along Mane Way that may also provide bus access to the town centre but too infrequently for commuting. There should be a new 30-minute frequency bus service that links the development with the railway station. Removal of the weight limit on the B3097, facilitated by appropriate structural works, would enable the bus service to connect with the railway station.
60. The site is within 1700m walk to the railway station, from the junction of Mane Way with Penleigh Road. The delivery of a bridge over the railway will reduce walking distances to the railway station. Land and contributions towards the delivery of a Mane Way extension across the railway line would be required. Land has already been secured on the northern side of the railway line.
61. The proposals and mitigation could support Place Shaping Priorities for design, air quality and transport, open space and landscape and infrastructure. The

amount of housing provides good scope to provide a mix of housing type, including a proportion of affordable homes.

62. Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Measures to positively support walking, cycling, and public transport use between the site and Westbury town centre.
- Provision of landscaping to include the enhancement of the Biss Brook Corridor and protection of the Moated Site Scheduled Monument.
- Heritage and archaeological impact assessments to guide design and layout, including assessment of the Penleigh Estate and buffers to the setting of: Scheduled Monument to Penleigh House; Grade II Listed Penleigh Cottage; Grade II Listed Penleigh Mill; and Grade II Listed Penleigh Farmhouse, which form key features of the Penleigh Estate.
- Buffers of at least 8m to all onsite watercourses and the enhancement of these areas for Green and Blue Infrastructure. Including retention and enhancement of Biss Brook and the associated riparian vegetation as part of the landscape strategy for the site and wider green infrastructure network.
- Layout and design to be informed by noise, dust, odour, and pest impact assessments, specifically addressing noise impacts from the railway and nearby roads and any further residential amenity issues arising from nearby agricultural businesses. This includes buffers from any dwellings to the railway line, in the north, and Mane Way, in the east, to be informed by a Noise Impact Assessment to ensure residential amenity of future occupiers.
- Core Bat Habitat to be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and the Trowbridge Bat Mitigation Strategy (TBMS). Appropriate mitigation to protect bats including funding contributions toward management, monitoring and any off-site measures as necessary, as informed by the TBMS.
- Further research to identify survival and extent of water meadows across the site. Mitigation could include avoidance of area of high historic landscape value.
- Safeguarding of land to the north of the site, identified on the proposals plan, to support a new road connection over the railway linking to the Mane Way/Oldfield Road junction.
- A crossing to be delivered on Mane Way to access the shared route network.
- Funding contributions towards a Westbury Strategic Transport Strategy.
- Funding contribution for a bus service to deliver a new 30-minute frequency service.
- Retention of public rights of way links through the site, including WEST16, WEST17 WEST18, WEST20, WEST21, WEST22, WEST23 and WEST25.

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- Funding contributions toward additional early years and education places, and healthcare provision.
 - An Air Quality assessment of the cumulative effects of development on relevant receptors in the AQMA in Westbury.
 - Infrastructure reinforcement to support water supply and foul water drainage infrastructure.
 - Flood Risk Assessment incorporating an assessment of the predicted effects of climate change and surface water management, to include comprehensive surface water drainage measures, including sustainable urban drainage systems, that achieves equivalent or better than current greenfield rates of run-off.
 - Net gain for biodiversity requirement may be absorbed by the proposed Country Park Suitable Area of Natural Greenspace. However, the overall layout and design of the site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
63. How the site may be developed is shown on the illustrative concept plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, other uses and infrastructure envisaged.

Land West of Mane Way, Westbury

Concept Plan

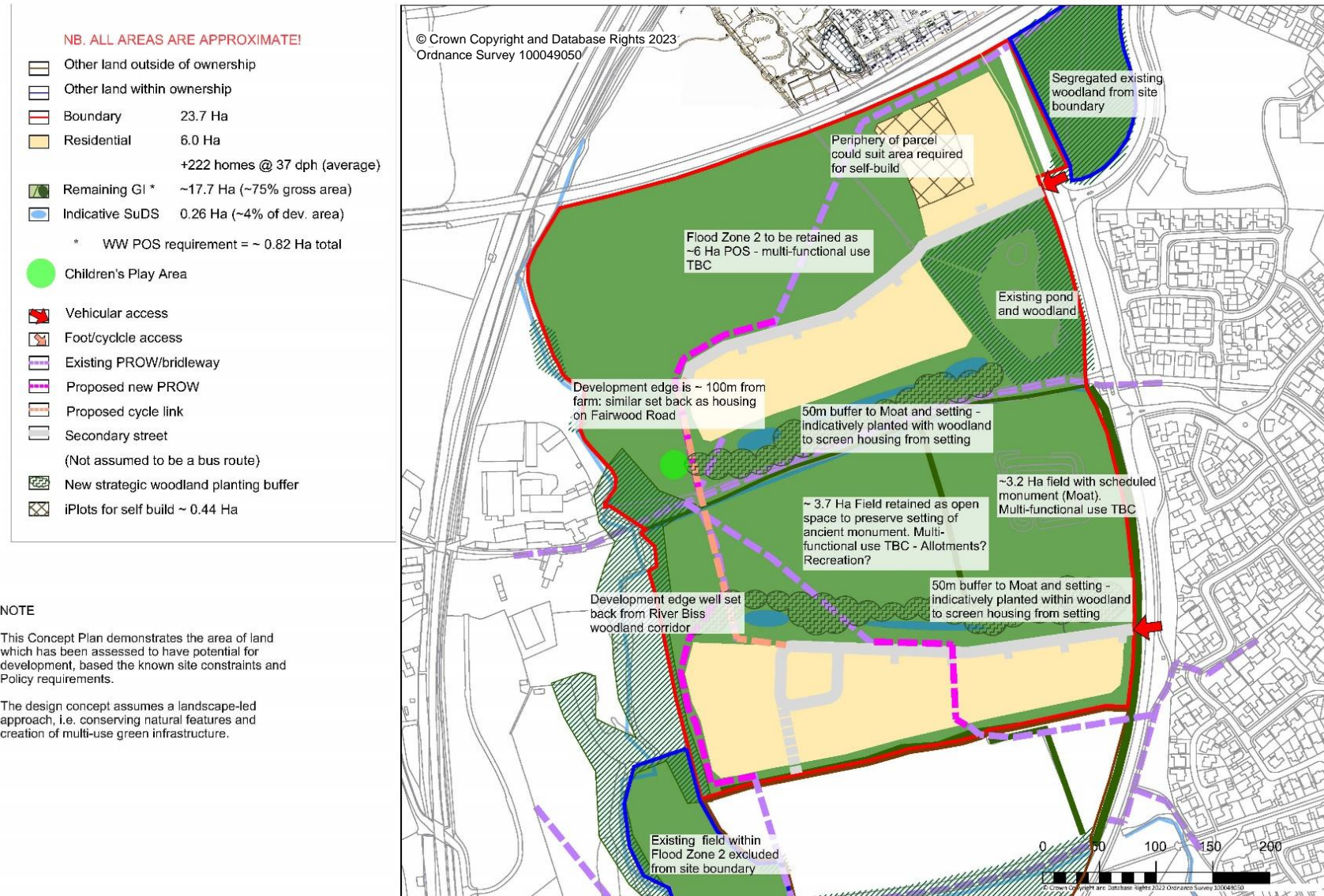


Figure 8. Concept plan for Land West of Mane Way, Westbury

Westbury Country Park (SANG)

Table 7: Development proposals for Westbury Country Park Suitable Area of Natural Greenspace (SANG)

Use	Scale/ area
Green space	27ha
<p>Major development in the north of Westbury should make provision for a Country Park, approximately 27 ha in size, functioning as Suitable Alternative Natural Greenspace (SANG). It will be available in perpetuity for public to access for informal recreation prior to the occupation of the first dwelling at either the Land at Bratton Road allocation or the Land to the west of Mane Way allocation.</p>	

65. The purpose of this policy is to set out the approach to mitigate potential likely significant effects arising from development in the north of Westbury. Provision of the Country Park will ensure that the planned growth within the plan period and beyond will seek to avoid harm to the Bechstein's bat maternity colonies in Picket and Clanger Woods which are functionally linked to the Bath and Bradford-on-Avon Bats SAC that is protected under the Habitats Regulations. Accordingly, all development will contribute to the strategic SANG.
66. The Local Plan is subject to a Habitats Regulations Assessment (HRA) which sets out possible measures that need to be provided to enable development to be delivered. The Council has produced a Trowbridge Bat Mitigation Strategy (TBMS) Supplementary Planning Document (SPD) which should be read in conjunction with this Westbury Country Park policy. The role of the Country Park is to provide alternative green space to prevent an increase in visitor pressure and divert visitors away from both Picket and Clanger Woods to the north of Westbury.
67. A Public Right of Way (PRoW) exists along Lower Westbury Road which aligns the southeastern boundary of the Country Park and so the allocation of the Country Park would allow for the remaining part of the allocation site to be made fully accessible to the public. Visitors would include those by car and there would be a free, on-site car park to accommodate the anticipated numbers using the site. Access on foot to the Country Park from the adjacent proposed development site to the immediate west would be provided and linkages with green and blue infrastructure within the area would also be provided.

68. The Country Park should have a choice of circular routes, of varying lengths and for all year-round use, to provide an attractive alternative walk to the protected woods to be a minimum of 2.5km in length. These paths should blend into the landscape and not detract from the natural feel of the site. Suitable street furniture should be provided to allow for enjoyment of the public realm within the Country Park.
69. In order to recreate the quality of the woodlands that will be protected, areas of the Country Park would be planted with native tree species to encourage a diverse range of flora and fauna and to contribute towards attainment of policy compliant biodiversity net gain. The overall management approach would be to provide a natural landscape with a mix of open and semi-woodland to balance the varying desires of those using the site and enhanced where appropriate to provide good habitat for bats including woodland, grassland and ponds. Consideration should be given to bringing forward the Country Park in advance of any development within the proposed sites being allocated for residential development.

Supporting the town centre

70. The Local Plan contains a framework that describes how all the different uses found in the central area of Westbury function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.
71. Policy 68 (Managing Town Centres) and Appendix 5 of the Local Plan Review 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 Centre Boundaries and Primary Shopping Areas within Principal Settlements, 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.
72. The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in Wiltshire Council's Retail Review that was carried out in 2015. The 2020 Wiltshire Town Centre and Retail Study (WTCRS) reviewed these boundaries and found them to remain up to date.
73. Westbury 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.

74. The Local Plan aim is to strengthen the town centre. Westbury town centre is a geographically smaller centre with a relationship with both the historic environment to the east and to a key transport route to the west. Westbury Swimming Pool is a heritage asset and attraction for the town centre. The town centre faces issues when competing with larger centres at Frome, Trowbridge and Warminster, which have a more distinct role in serving local communities.
75. The Town Centre and Retail Study 2020 identifies a small need for new retail convenience and comparison retail floorspace. Despite a small capacity for new retail floorspace, due to market conditions, there is no need identified to allocate additional floorspace, with needs likely being met through the redevelopment or expansion of existing units.
76. Opportunities for Westbury town centre to grow are limited due to constraints, but opportunities to improve the offer and attractiveness of the town centre through the redevelopment of existing units, particularly vacant units are likely.
77. New development to the east of the town centre will be able to draw upon the medieval character of Westbury Conservation Area.
78. Opportunities to improve connectivity and legibility throughout the town centre, particularly through improvements to the public realm, are likely throughout the plan period.
79. Introducing pedestrian priority within the town centre boundary will be supported. The implementation of the Westbury Cycling and Walking Infrastructure Plan will be key in overcoming existing transport constraints within the town centre, as well as supporting connectivity between the central area and Westbury Train Station.
80. The Westbury Neighbourhood Development Plan is supported by the Westbury Town Centre Vision and provides a clear guide for how change is anticipated over the coming years. Policy TCE2 of the draft Westbury Neighbourhood Development Plan, underpinned by the detail of the Vision document, identifies development proposals which will be supported.
81. Development proposals within the town centre should have regard to the Vision, including the principal objectives to:
 - support the retention and growth of local businesses.

- support and enable the regeneration of the town centre to encourage spending.
- improve accessibility, better manage traffic and parking.
- safeguard heritage assets.

82. The part played by the Local Plan is to position site allocations for homes and business that help to increase footfall to support the retention and growth of local businesses and by good footpath, cycle and public transport connections.

4. How will growth be delivered?

83. Landowners, businesses, and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. Wiltshire Council as local planning authority determines 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

84. 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.

85. The Local Plan sets out a series of Place Shaping Priorities for Westbury that have been devised in consultation with Westbury 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.

86. 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.

87. 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:
- 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.
88. The draft Westbury Neighbourhood Plan (WNP) undertook Regulation 16 consultation summer 2023. It sets out the vision, objectives, and policies to ensure that Westbury maintains its distinctiveness over the period 2022 to 2036. It seeks to reduce carbon emissions and energy demand, secure well designed homes and places, enhance and protect Westbury's historic character, deliver the right type and mix of housing in the right locations, support the retention and growth of local businesses, ensure an accessible and well-connected town, support and protect the role of the town centre, improve air quality, protect, extend and enhance the natural environment and network of green spaces, and retain and improve the range of facilities and services.
89. 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.
90. There are no other Local Service Centres or Large Villages within the Westbury neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements¹².

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.

91. Ten per cent of the scale of growth suggests a baseline requirement of 140 dwellings. However, the draft Westbury Neighbourhood Plan, which has considered opportunities and local context also needs to be taken into consideration in setting a requirement. This proposes to allocate two sites on the eastern edge of the town: Land off Bitham Park and Land between Mill Brook & Coach Road. Together these allocations will deliver 95 dwellings, including 30% affordable housing, community green space, landscape infrastructure and improvements to sustainable transport infrastructure.
92. The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. Neighbourhood area requirements are 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.

Table 8: Westbury Neighbourhood Area Requirement (2020 to 2038)

Westbury neighbourhood area requirement (2020 to 2038)	90
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Local infrastructure

93. The growth of Westbury 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 needs and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Westbury as well as known infrastructure issues, what additional provision is necessary to support growth and what other opportunities there may be.

Education

94. Westbury Infant and Junior schools have both been expanded to three forms of entry (3FE). Bitham Brook primary school has also been expanded to 2FE. Beyond this, there is no further potential to expand any of the existing schools. It is envisaged that they will have sufficient provision for the proposed housing.
95. Matravers Secondary School currently has some surplus capacity but there may be a need to expand, in which case financial contributions would be required.

Sustainable transport

96. Westbury enjoys excellent rail connectivity, with direct links to Bristol, London, Portsmouth, and Exeter. The town is well connected via the strategic highway network; it is situated on the A350 (providing north-south links) with the A36 to the south (providing east-west links). Bus services are available from most of the residential areas of Westbury to the town centre. There is a generally hourly bus service to Trowbridge, Bradford on Avon and Bath, also to Warminster and Salisbury. The town's location on the A350 between Warminster and Trowbridge, allied with its position as a junction for rail travel, makes it an accessible location and enhances its catchment. Development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.
97. Current transport constraints/concerns include:
- The A350 passing through the town causes delay and local social and environmental impacts.
 - A traffic related Air Quality Management Area (AQMA) has been designated on the A350 in the centre of Westbury.
 - Peak hour delays on the A350 and into key destinations affecting bus services (partly because of a lack of bus priority measures).
 - Westbury's railway station is situated about 1.3km from the town centre with limited bus integration.
98. Future development growth in Westbury may increase traffic on the A350. Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the town, as reflected in the Place Shaping Priorities. These seek improvements to the local transport network that reduce traffic congestion, improve air quality in the town centre and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes.
99. To help realise the opportunities presented by the locations chosen for development, and necessary for their development, funding contributions will be sought to the Westbury Area Transport Strategy¹³ which is Wiltshire Council and Westbury Transport Group's proposed long-term approach.
100. The key improvements are set out below as indicative scheme options that could contribute to the overall ambition for Westbury:

¹³ Westbury Area Transport Strategy – Atkins (2021)

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- A350 West Ashton/ Yarnbrook Relief Road will reduce congestion north of Westbury.
- Car park extension at Westbury rail station to remove a constraint on rail travel growth.
- Bridge over the railway – land reserved at Site 10 (Land West of Mane Way) to deliver a bridge over the railway connecting the Spinnaker development to Oldfield Road/ Mane Way.
- Bypass/ distribution road – investigate options for a bypass and/ or other responses to town centre congestion and air quality issues because of the A350.
- Sustainable transport links – walking and cycling links between the railway station, employment area, and the town centre and to surrounding parishes.
- Public transport improvements – contributions towards bus service enhancements, including frequency and stops.

101. Addressing town centre congestion:

- Improvements to roundabout in town centre, which experiences heavy traffic and has no crossings.
- Monitoring and improvements to air quality and support the Air Quality Management Area (AQMA) in the town centre.
- Consideration of the route of the A350 through the town centre, including options for a bypass

Health and social care

102. There is the recently built White Horse Health Centre and one GP surgery with no current capacity issues.

Utilities

103. The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are both constrained. The Bulk Supply Points across Wiltshire are also constrained.

104. 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.

105. According to Scottish and Southern Electricity Network's (SSEN) Network Capacity Map, the substation and supply points in and around Westbury are currently

unconstrained. They are also unconstrained in relation to energy generation, according to SSEN's Generation Availability Map.

106. The approach to securing infrastructure provision from new development is set out within Local Plan Policy 5 (Securing Infrastructure Provision from New Development), with specific requirements that are applicable to Westbury and the proposed allocation sites set out within Policy 60 (Westbury Market Town), Policy 61 (Land West of Mane Way, Westbury), Policy 62 (Land at Bratton Road, Westbury) and Policy 63 (Westbury Country Park).

Appendix 1 Policy Review

Table 9: Wiltshire Core Strategy policy review for Westbury policies

Policy	Title	Retain, replace or delete
<i>Wiltshire Core Strategy (WCS) and Wiltshire Housing Site Allocations Plan (WHSAP)</i>		
WCS: Core Policy 32	<p>Spatial Strategy: Westbury Community Area</p> <p>Principal Employment Areas: West Wiltshire Trading Estate, Brook Lane Trading Estate, North Acre Industrial Estate.</p> <p>Housing Allocation: Land at Station Road</p> <p>Employment Allocation: Land at Mill Lane, Hawkeridge</p>	<p>Updated and replaced by WLP Policy 60 (Westbury Market Town)</p> <p>The policy sets out how development at Westbury is envisaged to take place over the plan period. This includes outlining the amount of growth provided at Westbury.</p> <p>Land at Station Road deleted as site is under construction.</p> <p>Land at Mill Lane, Hawkeridge retained through Policy 60 (Westbury Market Town).</p>
<i>West Wiltshire District Plan 1st Alteration, saved policies</i>		
WWDP: E1D	<p>New Employment Land Allocation: North Acre/ Brook Lane Trading Estate, Westbury</p>	<p>Deleted and replaced by Policy 60 (Westbury Market Town).</p> <p>The policy allocates 13ha of land for employment purposes adjacent to Northacre/Brook Lane Trading Estate, Westbury.</p> <p>The Employment Land Review Update recommends residual unbuilt elements of the site continue to be allocated for employment purposes.</p>
WWDP Policy C39	<p>Environmental Enhancement (improvements identified at Market</p>	<p>Deleted.</p> <p>The policy outlines that the former District Council would undertake a programme of environmental enhancement including tree</p>

	Place and Edward Street, Westbury)	planting and support improvement proposals to be undertaken by other agencies, groups and businesses. While the environmental improvement schemes have not been carried forward the objective of the policy to secure environmental enhancement through both hard and soft landscaping will be reflected within the Local Plan’s design and landscape policies.
WWDP Policy C40	Tree Planting (proposed schemes in Westbury)	Deleted and replaced by Policy 90 (Woodlands, Hedgerows, and Trees). The policy outlines that to conserve the character and appearance of an area, trees of visual amenity value will be retained, particularly within conservation areas. Whilst Local Plan policies in relation to conserving and enhancing biodiversity, landscape and, green and blue infrastructure provide some basis for assessing proposals for the protection of trees or development affecting them, a new woodland, hedgerow, and tree policy will provides further guidance for decision making with regards the retention, enhancement, and management of these assets. This new policy will also encompass topics such as tree planting targets of Wiltshire Council’s Climate Strategy and Woodland, Hedgerow, and Tree Strategy, street tree planting alongside sustainable management of on-site planting.
WWDP Policy C41	Areas of Opportunity: Land East of Edward Street, Westbury Vivash Park	Deleted. The policy was partly saved to continue to provide support for the redevelopment and/or rehabilitation of specified areas to

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		<p>improve the local environment, namely:</p> <ul style="list-style-type: none"> - Land East of Edward Street, Westbury (Proposed Uses: Shopping, residential or office uses) - Vivash Park, Westbury (Proposed Uses: Light industrial, recreation and community facilities)
WWDP Policy H3	<p>Urban Brownfield Allocations:</p> <p>Station Road, Westbury (90 dwellings)</p> <p>Land off Oldfield Road, Westbury (30 dwellings)</p>	<p>Deleted.</p> <p>The original policy allocated seventeen sites to meet the strategic housing requirements of the District. The policy as saved (to sit alongside the policies of the WCS) includes:</p> <ul style="list-style-type: none"> - Station Road: established business on site - Land off Oldfield Road: partly built out <p>The WLP Area Strategies provide up-to-date details of the strategic housing requirement up until 2038 including new land allocations.</p>
WWDP Policy H13a	Land adjacent to Westbury Hospital	<p>Deleted.</p> <p>The saved policy allocated land for 25 dwellings. The site is now built out.</p>
WWDP Policy R13	Sailing Lakes (Station Road, Westbury)	<p>Deleted.</p> <p>The policy seeks to safeguard the recreational use of sailing lakes and provides support for new sailing lakes and associated facilities.</p> <p>The policy relates to the area of the former District Plan only however the merits of any proposal for the loss of, or new, sailing lakes can adequately be assessed under the Local Plan's Wiltshire-wide policies in relation to green and blue infrastructure, as well as open spaces.</p>
WWDP Policy T4	New Distributor Road F. Land south of Westbury and north of	<p>Deleted.</p> <p>The policy identified new distributor roads to be constructed</p>

	Westbury Leigh with connection to Oldfield Road and Leigh Road/ Laverton Road	with new developments, at the following locations: F. Land south of Westbury and north of Westbury Leigh with connection to Oldfield Road and Leigh Road/Laverton Road All the roads listed, other than scheme F, land south of Westbury and north of Westbury Leigh with connection to Oldfield Road and Leigh Road/ Laverton Road, have been delivered. It is therefore recommended that scheme F be incorporated into the area strategy for Westbury as part of WLP Policy 61 (Land west of Mane Way) to enable the other elements of WWDP policy T4 to be deleted.
WWDP Policy TC2	Traffic management and pedestrian priority C. Westbury town centre including a pedestrian priority scheme for Maristow Street	Deleted. The policy outlines that the former District Council would co-operate with the County Council as highway authority in investigating ways in which traffic management, pedestrian priority and environmental enhancement measures could improve the shopping environment, air quality and promote pedestrian safety in 5 identified towns. The objective of the policy is covered by established local plan policies which seek to secure transport strategies, improve air quality, secure good design, and promote pedestrian priority and good accessibility.
WWDP Policy T7	Westbury – Swindon Railway Services	Deleted and Replaced by Policy 75 (Strategic Transport Network). The policy provided support for the retention and further enhancement of the rail link between Westbury and Swindon via Melksham and for development proposals that enhance the rail services and facilities along the route. The objective of the policy

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		remains relevant however its objective will continue via WLP Policy 75 (Strategic Transport Network).
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Appendix 2 Site Selection

Site Selection: Westbury

- A1. The purpose of this appendix is to explain the site selection process at Westbury, 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 report¹⁴.
- A2. This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the conclusions for Westbury set out within the main body of this paper.

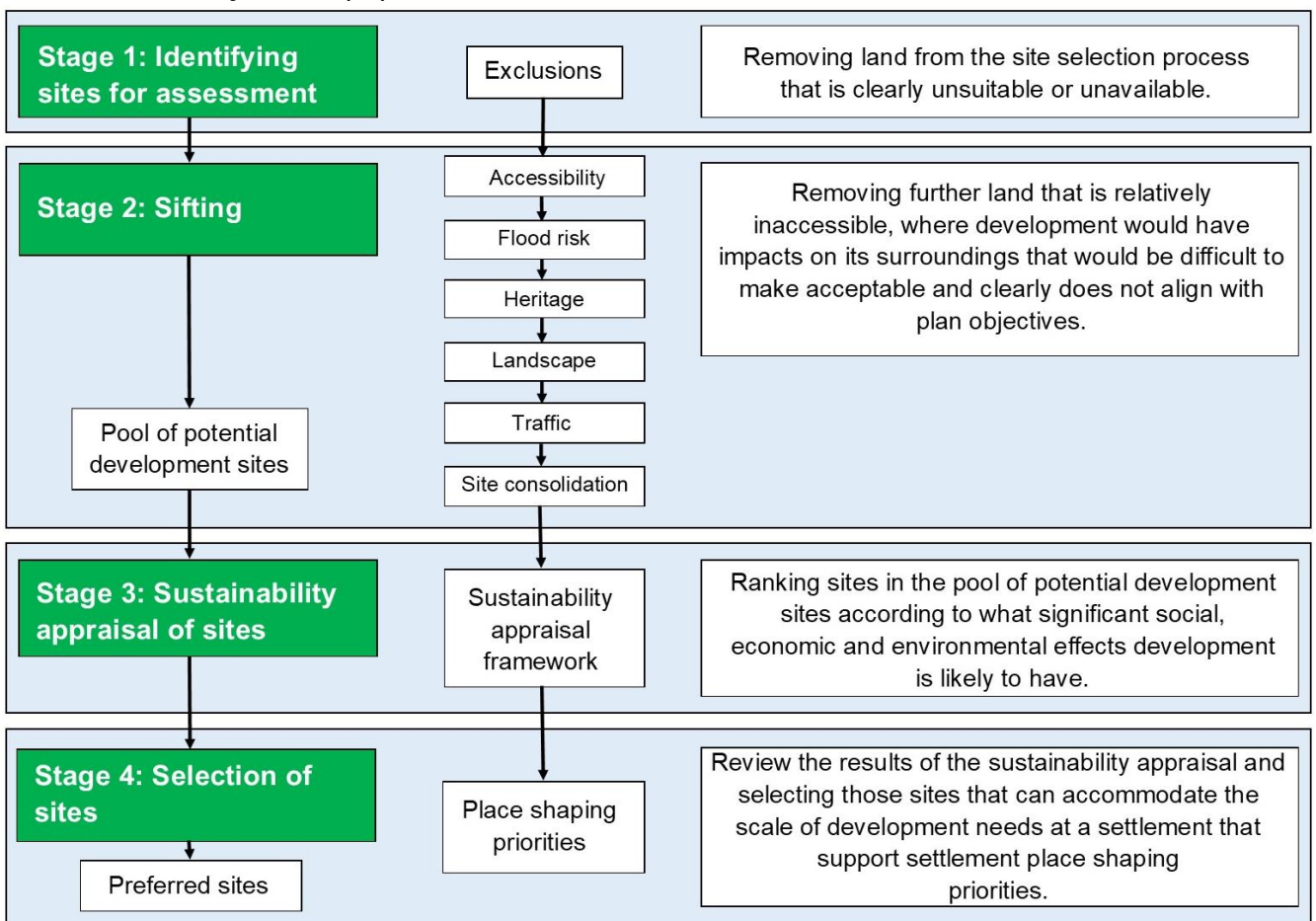


Figure 9: Summary of the site selection process

¹⁴ Wiltshire Local Plan Site Selection Methodology, September 2023

Strategic Housing and Employment Land Availability Assessment

- A3. The Strategic Housing and Economic Land Availability Assessment¹⁵ (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 plans¹⁶. 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 Westbury.

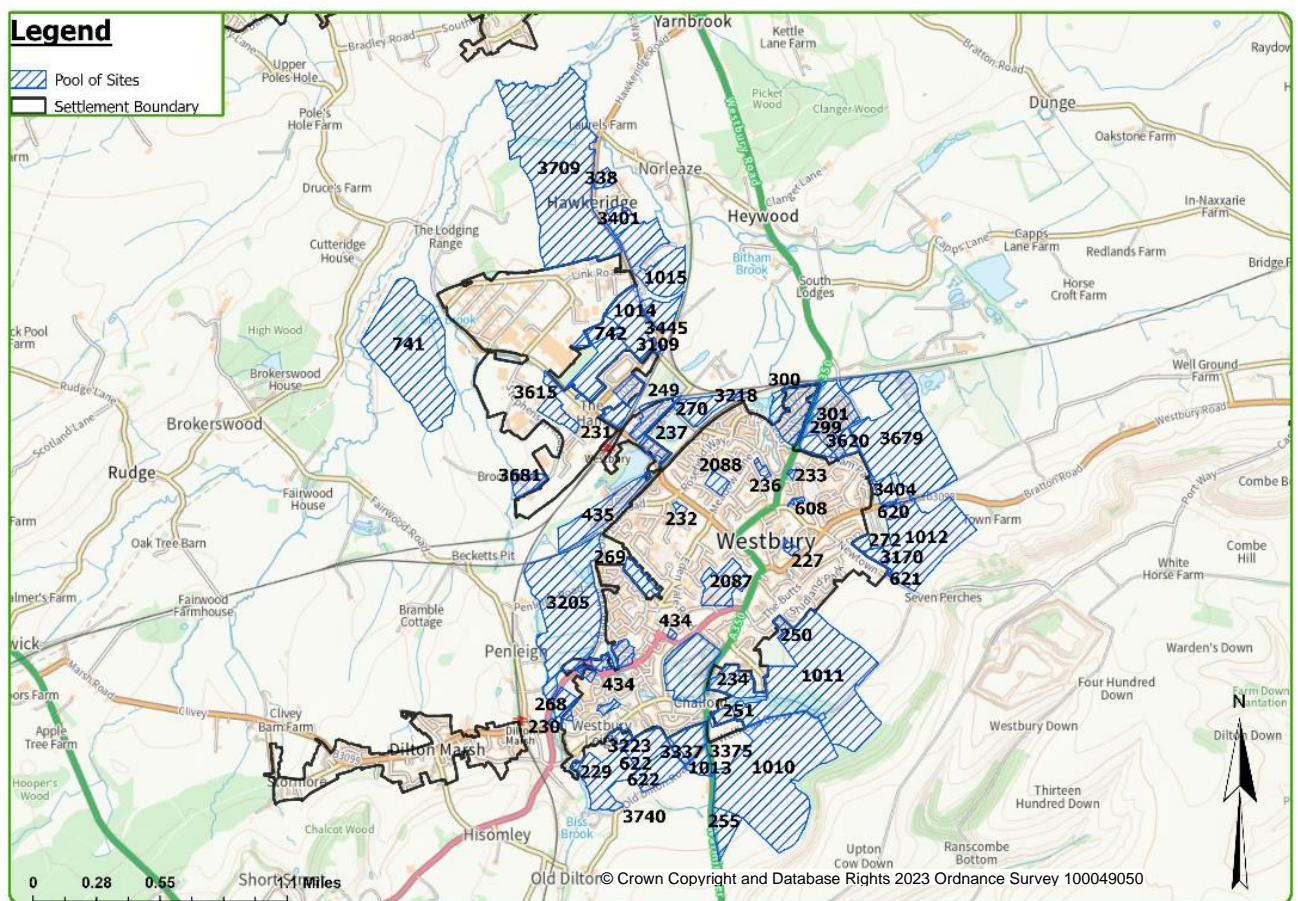


Figure 10. Pool of sites at Westbury

¹⁵ 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.

¹⁶ Other land, not included in the SHELAA, may possibly 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 plan period.

- 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 constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology¹⁷.
- A7. Thirty-one sites at Westbury were excluded at Stage 1.

Table 10: Sites removed at Stage 1 of the site selection process for Westbury

SHELAA Site ref.	Reason for removal at Stage 1
227	Site is completed development.
229	Site area is 0.28ha; sites less than 0.5ha should not be within the pool of sites.
230	Site is within flood zones 2 and/ or 3.
231	Site is under construction.
232	Site is 0.47ha; sites less than 0.5ha should not be within the pool of sites.
233	Site is 0.25ha; sites less than 0.5ha should not be within the pool of sites.
234	Site unavailable for development during the plan period.
236	Site is completed development.
237	Site is completed development.
249	Site is completed development.
250	Site is completed development.
268	Site has planning permission and is under construction.
270	Site is completed development.
272	Site unavailable for development during the plan period.
299	Site unavailable for development during the plan period.
300	Site is completed development.
301	Site is under construction.
337	Site does not adjoin the settlement boundary and does not adjoin a SHELAA site that does.
338	Site does not adjoin the settlement boundary and does not adjoin a SHELAA site that does.
434	Site is completed development.
435	Site is a strategic housing allocation and is under construction.
608	Site is 0.23ha; sites less than 0.5ha should not be within the pool of sites. Site is within a conservation area.
621	Site is 0.13ha; sites less than 0.5ha should not be within the pool of sites.

¹⁷ Wiltshire Local Plan Site Selection Methodology, September 2023

741	Site does not adjoin the settlement boundary and does not adjoin a SHELAA site that does.
1013	Site is bounded from the town and sites to the north by roads. It has no physical relationship with Site 3375 to the north. Uncertain availability.
1015	Sites is a strategic employment allocation with planning permission and is under construction.
2088	Site is now understood to be currently unavailable for development during the plan period.
3109	Site is 0.31ha; sites less than 0.5ha should not be within the pool of sites.
3170	Site is now understood to be currently unavailable for development during the plan period.
3615	Site is in a Principal Employment Area.

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 evidence¹⁸) 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:

- **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.

¹⁸ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

- **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 rating 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 – Westbury

Table 11: Strategic context analysis of Westbury

Context criteria	Detail
Long-term pattern of development	<p>Westbury has grown to the west and north from an historic core following the A350 main trunk road through the town and towards the railway station, respectively. The town is constrained to the east and south by the northwestern edge of the Salisbury Plain, most notable for the famous Westbury White Horse to the east. The escarpment of the Upton Cow Down Site of Specific Scientific Interest (SSSI) overlooks the town from the south.</p> <p>The railway line comprises a physical limit to development of the main residential area of the town to the west and north. However, the siting of the railway station has led to development away from the centre and there is now a substantial</p>

	<p>employment area north of the railway station in the neighbouring parish of Heywood.</p> <p>More recently, land allocated by the local plan south of the railway station and the development of Leigh Park, to the west of the town, are examples of Westbury’s potential to continue growing to the north and west.</p>
<p>Significant environmental factors</p>	<p>Westbury suffers from traffic and air quality issues, largely due to congestion from the A350 that runs through the town centre and is also designated as an Air Quality Management Area. Westbury lies under the north-western scarp of Salisbury Plain, to the south, marked by the famous Westbury White Horse, and is within the Special Protection Area (SPA) buffer zone.</p> <p>The entire town lies within the Greater Horseshoe 4000m buffer zone for the Bath and Bradford on Avon Bats Special Area of Conservation (SAC).</p> <p>There are areas of flood risk to the west of the town, associated with the Biss Brook.</p> <p>To the south of the town lies the Upton Cow Down Escarpment, which is a Site of Specific Scientific Interest (SSSI).</p> <p>The historic environment is notable for the Grade II Listed Leighton House, the former MOD site, within the southern part of the main built-up area of the town, as well as the Grade II Heywood House, to the north of the town. Also, Grade II Listed Buildings to the west of the town, such as Penleigh Mill and the Scheduled Monument Bratton Camp, to the east.</p>
<p>Scale of growth and place shaping priorities</p>	<p>The scale of growth is relatively large.</p> <p>Place shaping priorities include delivering the necessary infrastructure to support this and past growth; sustainable transport links between the railway stations, employment areas, town centre and neighbouring parishes; regenerating the town centre; improving traffic congestion and air quality; linked open space and green infrastructure network; and supporting existing and delivering new employment centres.</p>
<p>Future growth possibilities for the urban area</p>	<p>Due to the relatively unconstrained nature of land around the town, there are several potential locations for future growth at Westbury. However, development to the north of the railway station will need to be mindful of coalescence with employment areas. Views to and from environmental and historical designations will likewise need to be considered when assessing growth possibilities to the south and east of the town.</p>

A14. A table comprising the Stage 2A RAG ratings and a concluding commentary formed part of 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 12: Stage 2 site assessment conclusions

SHELAA ref.	Site address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - overall judgment	Taken Forward
251	Chalford Gardens						<p>The site is positioned to the south of Westbury and the rear of properties fronting onto Warminster Road. Access is most likely achieved from Warminster Road or Wellhead Drove. The site is small and subject to some woodland and other vegetation.</p> <p>The site is subject to good accessibility. Groundwater risk covers the whole site, with the north having the highest risk. Grade II listed Leighton House and designed landscape setting are to the north of this site. There are also three other Grade II listed buildings to the north of the site. These are all screened from the site by existing development. Heritage impacts require detailed assessment to understand the potential impacts on the setting of Leighton House and other assets and the potential to limit development to avoid adverse impacts on these features.</p> <p>The site is generally well-screened from countryside views</p>	✓

						<p>to the east with significant mature trees along the edges and within the site that would need to form part of the masterplanning process. The site is located particularly close to a congested corridor and AQMA. However, this is an accessible site to Westbury town centre and there is likely to be limited impact on the highway network given the scale of the site.</p> <p>The site should be taken forward for further assessment as there does not appear to be any constraints that justify excluding the site at this stage.</p>	
255	Land off Warminster Road					<p>The site is positioned to the south of Westbury and to the east of Warminster Road. The site adjoins SHELAA site 1010 on its northern boundary and lacks a relationship with the urban form of Westbury. The site sits within an open landscape and lacks a defined southern edge where land to the south of the site steadily begins to rise to Upton Cow Down.</p> <p>This site has moderate accessibility. Groundwater risk covers the whole site. This site sits at the base of Upton Cow Down escarpment and development here would adversely affect views both to and from this important landscape feature. The site also sits well away from the current settlement boundary for Westbury and development would create an isolated encroachment into the</p>	X

						<p>countryside. The site is located close to a congested corridor and an AQMA.</p> <p>This site should be excluded from further consideration on landscape grounds.</p>	
269	Land at Redland Lane					<p>The site is positioned to the west of Westbury and has a strong relationship with the existing form of the town. The site comprises playing fields and has an established role as the home for local youth football. It is therefore a recreational asset. The site is flat in its topography and boundary by woodland, screening the pitches from housing to the east and west, and Penleigh Park to the north.</p> <p>This site has good accessibility. Surface water risk on this site is confined to the north of the site; the closer to the skatepark, the higher the risk. It is noted that there is an ordinary watercourse in this area, which may lead to a higher risk. Detailed assessment is required to determine the full extent of flood risks.</p> <p>The site is well-screened by surrounding development to protect it from views. Careful masterplanning will be required due to the amount of current overlooking. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify</p>	✓

							excluding the site at this stage, although its current use as recreation asset requires further consideration.	
620	Land adjacent to B3098						<p>The site is positioned to the east of Westbury, adjoining another larger SHELAA site (1012) that partially adjoins the settlement boundary. The site lacks a relationship with the urban form of Westbury, with Westbury Cemetery separating the site from existing development.</p> <p>This site has moderate accessibility. Groundwater flood risk covers the site. Potential impacts on Grade II and Grade II* Listed mausoleums within the cemetery would need further consideration through detailed assessment. However, mausoleums have a contained setting, and any development would need to respect the tranquillity of the cemetery. This could create an isolated development in the landscape. Additional impacts could also arise on the setting of Schedule Monument Bratton Camp and the Heywood House landscape. This would require further assessment. The site encroaches towards the escarpment. The site is located close to a congested corridor and an AQMA.</p> <p>The site is subject to constraints across all areas of assessment at this stage and, while there is scope to consider the full extent of heritage impacts detailed assessment, a development at the site is unlikely to achieve a</p>	X

						well-connected relationship with the built form of Westbury. It should therefore be excluded from further consideration.	
622	Land south of Sand Hole Lane (Leigh Field)					<p>The site is positioned to the south of Sandhole Lane, south of Westbury. The site tends to slope from the edges to form a hill. The northern part of the site is subject to planning permission for residential development. Old Dilton Road runs along the southern boundary of the site where some existing planting forms a defined edge. PROW WEST28 runs from west to east along the centre of the site dissecting land with and without planning permission. This sits at the highest point of the site.</p> <p>This site has good accessibility. Groundwater risk covers the whole site. The site, whilst sitting further away from Upton Cow Down escarpment, would potentially impact on views both to and from this important landscape feature. However, due to its location adjacent to the settlement boundary suggests that detailed assessment is required to determine the full extent of any landscape impacts and the possibility of mitigation.</p> <p>The site is located close to a congested corridor and an AQMA. This site could be considered in combination with SHELAA sites 3337 and 3375.</p> <p>The site itself extends into open countryside beyond the urban/ rural fringe of the town, which</p>	✓

						<p>may affect the suitability of this site for development. However, the site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
742	Land Southeast of West Wilts Trading Estate					<p>The site is located to the north of Westbury and adjoins the settlement boundary to the north, west and south of the site. Storridge Road is positioned to the west of the site and presents a logical point of access. An area of woodland is positioned to the northwest of the site's boundary, creating a buffer between a large part of the site and the West Wiltshire Trading Estate to the north. Existing housing development is apparent to the south of the site, within the Westbury settlement boundary.</p> <p>This site has moderate accessibility. There are small pockets of low-risk surface water flooding. The site is generally well screened from far views, and near views could be mitigated by better management of boundary hedges and subsequent reinforcement through additional planting. The site is located close to a congested corridor and an AQMA.</p> <p>SHELAA site 1014 is positioned to the east of this site and there is potential to consider these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any</p>	✓

						overriding constraints that justify excluding the site at this stage.	
1010	Wellhead Farm					<p>The site is positioned to the south of Westbury. It is of a significant size and partially adjoins the Westbury settlement boundary to the north of the site. The site lacks a relationship to Westbury and rises away in the south towards Upton Cow Down.</p> <p>This site has poor accessibility. Groundwater risk affects the western part of the site (near Wellhead Farm), though the risk decreases as you progress eastward. The surface water risk is minimal and focused on Wellhead Farm, covering less than 5% of the total site area. Grade II Listed building Leighton House is a significant country house with a designed landscape, which extends into surrounding 'borrowed' landscape. Changes within the wider landscape may therefore impact upon its setting. Detailed assessment would be required to understand the extent of the impact that development would have on heritage assets and the historic setting of these. However, the site sits at the base of Upton Cow Down and wooded green infrastructure escarpment and development would adversely affect views both to and from this important landscape feature. The site is located close to a congested corridor and an AQMA.</p> <p>The site is subject to constraints across all the areas of assessment at this stage,</p>	X

						particularly landscape. As such, the site should be excluded from further consideration.	
1011	Land to the rear of Leighton Recreation Centre					<p>The site is situated to the south of Westbury and adjoins site 251 on the western most boundary. The site adjoins the Westbury settlement boundary in part to the west and north of the site. Wellhead Springs is located within the site boundary. As a significantly sized site, the topography varies, sloping upwards towards landscape features to the east and south of the site.</p> <p>This site has moderate accessibility. Groundwater risk affects the western part of the site (near Wellhead Springs), though the risk declines as the site slopes upwards to the east. Surface water flood risk is minimal and focused on the existing water bodies within/ close to the site. Grade II Listed building Leighton House is a significant country house with a designed landscape, which extended into surrounding 'borrowed' landscape. Changes within the wider landscape may therefore impact upon its setting. The areas of the site that wrap around the south and east of Leighton House Park could impact the setting, however the full extent of this impact would need to be investigated through detailed assessment. The site sits at the base of Upton Cow Down and wooded green infrastructure escarpment and development would adversely affect views both</p>	X

						<p>to and from this important landscape feature. The site is located close to a congested corridor and an AQMA.</p> <p>There may be some potential to consider a much smaller parcel to the west along with site 251, however the entirety of the site is subject to constraints across all the areas of assessment at this stage, particularly landscape. As such, the site should be excluded from further consideration.</p>	
1012	Land north of Newtown					<p>The site is positioned to the east of Westbury. Despite being a large site, it adjoins the Westbury settlement boundary only partially the sites westernmost edge. Overall, a larger area of the site lacks a relationship with the urban form of Westbury, with Westbury Cemetery separating the north-western area of the site from existing development.</p> <p>This site has moderate accessibility. Groundwater risk covers the northern part of the site. Potential impacts on Grade II and Grade II* Listed mausoleums within the cemetery would need further consideration through detailed assessment. However, mausoleums have a contained setting, and any development would need to respect the tranquillity of the cemetery. This could further create an isolated development in the landscape. Additional impacts could also arise on the setting of Schedule Monument Bratton Camp and the setting of Grade II* Listed Building Heywood House due to</p>	X

						<p>the contribution this site makes the wider landscape. These would require further assessment. While it is situated approximately 2km to the north of the site, Heywood House is a significant country house in a designed landscape, which enjoyed deliberately framed views towards the Westbury White Horse. The site sits at the base of the Westbury Hill and escarpment and would adversely affect views both to and from this important landscape feature, particularly between Heywood House and the Westbury White Horse. The site is located close to a congested corridor and an AQMA.</p> <p>The site is subject to constraints across all areas of assessment at this stage and, while there is scope to consider the full extent of heritage impacts detailed assessment, a development at the site would struggle to achieve a relationship with the built form of Westbury and is within an important landscape setting. It should therefore be excluded from further consideration.</p>	
1014	Glenmore Farm					<p>The site is positioned to the north of Westbury. Hawkeridge Road is situated to the east of the site and adjoins the eastern boundary in the northern area. The site is subject to some boundary planting. The site adjoins the Westbury settlement boundary to the north and south. The West Wiltshire Trading Estate is situated to the north, while existing residential development to the south/ southwest.</p>	✓

						<p>This site has moderate accessibility. Groundwater risk is apparent in the southern part of the site. Surface water risk is minimal, situated close to the middle of the site and covers only a small part. The site is generally well screened from far views, and near views could be mitigated by better management of boundary hedges and subsequent reinforcement through additional planning. The site is located close to a congested corridor and an AQMA.</p> <p>SHELAA site 742 is positioned to the west of the site and there is potential to consider these two parcels in combination.</p> <p>Development on the site may, potentially, erode the separation of the residential area to the south and employment land to the north. However, the site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3205	Land to the west of Mane Way					<p>The site is positioned to the west of Westbury and covers a large area. Scheduled monument: Moated site 400m of Penleigh House is positioned within the site boundary. Biss Brook is positioned along the western site extent, while other water bodies are positioned within the site boundary. Mane Way is positioned to the east of the site and wraps round the southern area of the site.</p>	✓

							<p>The site is subject to areas of Flood Zones 2 and 3 because of the adjoining river and other water bodies. There is also surface water flood risk associated with the existing water bodies. However, due to the size of the site, surface water flood risk covers only a small area. Detailed consideration of flood risk s is required to understand the full extent of any impacts and potential for mitigation.</p> <p>This site has good accessibility. Impact on Penleigh Moated Site Scheduled Monument, Grade II Listed Building Penleigh House, Grade II Listed Building Penleigh Farmhouse, and Grade II Listed Building Penleigh Mill. Moated sites were often status symbols with deliberate primacy in the landscape. This could be lost with surrounding development, as would the relationship with surrounding historic assets and field systems. Mitigation would be very difficult, but further consideration through detailed assessment should be carried out. Farmsteads also have a fundamental relationship with their surrounding hinterland (here constrained already by the railway) and mitigation is likely to be very difficult. The settings of Penleigh House and Mill require further assessment. The site is exposed to views from Mane Way (A3098) but there is the opportunity to mitigate this through planting along the boundary. The Biss Brook Green Infrastructure Corridor runs</p>	
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						<p>along the west of the development. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3218	Land at Slag Lane					<p>The site is a triangular parcel positioned to the north of Westbury. Frogmore Road is situated to the southwest and follows the boundary of the site. Beyond this road to the southwest is a waterbody. The railway line bounds the site to the northeast and southeast.</p> <p>This site has good accessibility. Surface water risk stretches from the northeast corner towards the centre of the site, covering around 20% of the whole site. The site is nestled in between railway embankments, giving good screening to near views, though there are far views to the Westbury Hill escarpment. The adjacent old gravel workings and railway lines are important green infrastructure corridors. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	✓
3223	Land to the rear of 71					<p>The site is positioned to the south of Westbury and to the rear of properties along Westbury Leigh.</p>	✓

	Westbury Leigh						<p>The site adjoins the settlement boundary to the north and east. Existing tracks suggest access is achievable off Westbury Leigh or via Sandhole Lane. Three Grade II listed buildings are positioned in proximity along Westbury Leigh, these are 101 Westbury Leigh, the Malthouse and Applegarth.</p> <p>This site has good accessibility. Impact on Grade II Listed Malthouse building requires further investigation. The contribution to the setting of the Malthouse building requires assessment but harm is unlikely to be increased over and above harm caused by existing development. The site is generally well-enclosed by existing trees and development. Sitting on the current settlement boundary, it would not adversely affect any views to the countryside beyond. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3337	Land adjoining Old Dilton Road and Tickle Belly Lane						<p>The site is situated to the south of Westbury and is a narrow stretch of land, bounded to the west by a line of trees and a track (Sandhole Lane). The Westbury settlement boundary adjoins the site to the north and Old Dilton Road runs along the south / southeastern boundary. The eastern boundary is lined by trees.</p>	✓

							<p>This site has good accessibility. While sitting further away from the Upton Cow Down escarpment, development of this site would potentially impact on views both to and from this important landscape feature. However, due to its location adjacent to the settlement boundary and with careful mitigation along its southern edge, reinforcing the existing hedgerows, suggests mitigation is possible. Detailed consideration is required to understand the full extent of any landscape impacts and the possibility of mitigation. The site is located close to a congested corridor and an AQMA.</p> <p>The site is sandwiched between SHELAA sites 622 and 3375, although tree lining and a track to the south create some physical separation, however, the size and position of the site suggest it could be grouped with these two parcels.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3375	Turnpike Field, Old Dilton Lane						<p>The site is situated to the south of Westbury and is bounded on all sides by existing trees. The Westbury settlement boundary adjoins the site to the north and east. While Old Dilton Road runs along the southern boundary and the A350 (Warminster Road) follows the eastern site boundary.</p>	✓

						<p>This site has good accessibility. While sitting further away from the Upton Cow Down escarpment, development of this site would potentially impact on views both to and from this important landscape feature. However, detailed assessment is required to the understand the full extent of visual and landscape impacts and the potential for mitigation. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3401	Land behind and adjacent to BA13 4LB					<p>The site is positioned to the north of Westbury and adjoins allocated employment land at Hawkeridge on the southern boundary of the site. The northern boundary of the site adjoins the built form of Hawkeridge within the open countryside.</p> <p>This site has moderate accessibility. There are very small pockets of very low risk surface water flooding noted within the site along the northeast border. The site, if developed, risks coalescence between Hawkeridge hamlet and the West Wilts Trading Estate. The site is located close to a congested corridor and an AQMA.</p> <p>This site should be excluded from further consideration on landscape grounds.</p>	X

3404	Land at Bratton Road (Highfield)						<p>The site is positioned to the east of Westbury. This is a smaller parcel that adjoins the Westbury settlement boundary only in part to the north at Coach Road. A dense woodland is apparent to the west of the site, creating a buffer between existing development and the site. Bratton Road is situated to the south of the site.</p> <p>This site has good accessibility. Groundwater risk is highest on a strip across the middle of the site. The south part of the site is also subject to groundwater flood risk, this is less, however. The contribution of the wider landscape and the impact of development on and within the setting of the Scheduled monument Bratton Camp requires assessment requires further assessment. Impact on the setting of the Grade II Listed Heywood House also requires further investigation. This is a significant country house in a designed landscape, which enjoyed deliberately framed views towards the White Horse. Assessment of the impact of development on its setting is required. While the site is set back from the Westbury Hill escarpment, its development would still be prominent from views from the top of the escarpment. The site is located close to a congested corridor and an AQMA.</p> <p>The site adjoins SHELAA site 3679 to the north. There is potential to</p>	✓

							<p>consider these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3445	Land north of Shallow Waggon Lane						<p>The site is positioned to the north of Westbury. Allocated employment land at Hawkeridge is positioned to the north of the site, beyond a dismantled railway which forms part of the site's northern boundary. Hawkeridge Road follows the sites western boundary, while the railway line follows the eastern boundary.</p> <p>This site has moderate accessibility. Groundwater risk is limited to the south of the site, covering less than 15% of the total site area. There is a very small section of low-risk surface water flooding in the northeast corner of the site. The impact of the Grade II Listed building Hawkeridge Farmhouse must be considered. However, extant permissions potentially compromise the setting of the farmhouse. The site is generally well-screened but is set apart from existing settlement boundaries. There is potential for a development in this location to be isolated if other land around the site, e.g., 1014, does not come forward. This is to be investigated further through further consideration. The site is located close to a congested corridor and an AQMA.</p>	✓

							<p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
3620	Land to the west of Coach Road						<p>The site is positioned to the east of Westbury. This is a smaller parcel that adjoins the Westbury settlement boundary along the southern boundary. Land to the north and the west is subject to a recent residential development, which is positioned outside of the Westbury settlement boundary. Coach Road forms the eastern boundary of the site.</p> <p>This site has moderate accessibility. There are small pockets of low-risk surface water flooding. The site is generally well-enclosed by existing trees and development. Sitting on the current settlement boundary, it would not adversely affect any views to the countryside beyond. The site is located close to a congested corridor and an AQMA.</p> <p>SHELAA site 3679 is positioned to the east of the site. There would be some logic in considering these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	✓
3679	Land at Bratton Road						<p>The site is situated to the east of Westbury. It is a larger parcel that is bounded to the north by the railway line and to the south by Bratton Road. Coach Road runs</p>	✓

							<p>along the western boundary of the site. The site is subject to an even topography for a large site, however the relationship with the wider landscape exposes the site to key views, thus has a prominent position in the landscape. The site adjoins the settlement partially on the west, as well as partially adjoining recent residential development in this location.</p> <p>This site has moderate accessibility. There is minimal surface water risk; covering less than 5% of the site and located near areas of existing water features. Groundwater risk covers less than 10% of the total site area and is most prevalent on the south part of the site. The impact on the setting of the nearby Scheduled monument Bratton Camp and the Westbury White Horse requires assessment. There is the potential for impacts on the setting of Grade II* Listed Building Heywood House, which has designed views towards the White Horse. The impact of development on these views requires assessment and may cause unacceptable harm. Development in this location could impact the setting of the Westbury White Horse and the Fair View Farm viewpoint. There would be prominent and direct views from the Westbury Hill escarpment. Development in this location would be urban encroachment into the countryside. The south part of the site is classified as Grade 3 agricultural land. The full extent</p>	
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						<p>of any landscape and heritage impacts and the potential for mitigation, should be investigated through detailed assessment. The site is located close to a congested corridor and an AQMA.</p> <p>SHELAA sites 3404 and 3620 adjoin this site to the south and west, respectively. There is potentially to consider these sites in combination.</p> <p>The site should be taken forward for further assessment. It is a large site and as such there remains scope for further investigation of constraints and potential mitigation through detailed assessment. Therefore, it should not be excluded at this stage.</p>	
3681	Brook Farm					<p>The site is positioned to the north of Westbury and adjoins the settlement boundary to the south. The Brook Lane/ Northacre Trading Estate encompasses the site to the north, east and south. Biss Brook follows the western boundary of the site, while Grade II listed Brook Farmhouse and Medieval Settlement west of Brook Farm Scheduled Monument is beyond the site boundary to the west.</p> <p>This site has moderate accessibility. Flood risk is isolated to the western part of the site, running along with the watercourse where Flood Zones 2 and 3 are apparent. Surface water risk is patchy across the site but does not account for more than</p>	✓

						<p>10% of the total site area. Most of the site is within an area of high groundwater risk. Impact on Grade II Listed Brook Farm, impact on Scheduled Medieval Settlement and field systems to the west of Brook Farm and impact on non-designated Brook Mill and layout of watercourses require further investigation. Farmsteads have a fundamental relationship with their surrounding hinterland. The site could lead to the loss of both farmstead and the immediate setting of the farmhouse. The impact of the setting of the scheduled settlement requires assessment, however mitigation is unlikely due to the size of the site. Nonetheless, while subject to heritage constraints the relationship between the site and existing employment land suggests that detailed consideration of any impacts and the potential for mitigation should be undertaken. The Biss Brook Green Infrastructure Corridor runs along the west of the development. There are opportunities to enhance the green infrastructure corridor and provide integrated flood risk management to the west of the site. It may also be possible to mitigate the development through reinforced hedgerow planting around the boundaries of the site. The site is located close to a congested corridor and an AQMA.</p> <p>While there is limited scope to mitigate heritage impacts, there</p>	
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						remains the need to investigate the full extent of any impacts and mitigation further through detailed assessment. Therefore, it should not be excluded at this stage.	
3709	Court Farm Estate					<p>The site is positioned to the north of Westbury. It is a very large site that adjoins the Westbury settlement boundary along the southern border. The site then stretches to the north beyond Court Farm, which is situated within the site boundary and Hawkeridge, which is positioned to the east of the site. Hawkeridge Road follows the eastern boundary, although the boundary of the site extends north towards Bitham Brook and Biss Brook as the road veres to the north-east towards Yarnbrook. These waterbodies form the northeast and northernmost boundaries. The site is subject to some existing woodland and planting. The site itself gradually slopes away from Westbury towards North Bradley with the topography of the site reflecting the vast scale of it.</p> <p>This site has moderate accessibility. The northern area of the site is subject to flood risks. These are surface water flood risk and Flood Zones 2 and 3 associated with Bitham Brook and Biss Brook. Court Farm Grade II listed building is within the centre of the site. The wider farmstead has a functional relationship with the surrounding hinterland. As an open site, with an agricultural setting,</p>	✓

						<p>suggesting mitigation could be difficult but further investigation is required. Development in this locations risk coalescence with North Bradley and, more widely, with Trowbridge where development to the south of the town increases these potential landscape risks. The site has the River Biss Green Infrastructure corridor to the North along with two woodlands. Landscape and heritage impacts require detailed assessment to understand the full extent of these impacts and the potential for mitigation.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints, when considering the size of the site, that justify excluding the site at this stage.</p>	
3740	Land at Titford Farm					<p>The site is positioned to the south of Westbury. The west and south-west of the site slopes away downwards significantly, leaving the remainder of the site atop a hill. The site adjoins the settlement boundary in part to the north and north-west to the rear of Westbury Leigh.</p> <p>Biss Brook is apparent at the bottom of the hill on the west of the site, Flood Zones 2 and 3 are apparent in this area. The site is located close to a congested corridor.</p> <p>The site has moderate accessibility. Due to the topography of the site, suitable access is a concern. However, the</p>	✓

						<p>site adjoins SHELAA site 622 to the south-eastern corner. There is therefore potential to consider these sites in combination.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage.</p>	
2087	Land at Matravers School					<p>The site is positioned in the central area of Westbury. It is currently in use as the local secondary school, comprising built development and playing fields. While the site is available for development, no site for relocation of the facilities has yet been identified. Suggesting some uncertainty about the prospects of development at this site.</p> <p>The site has good accessibility. However, it is within 500m of Westbury Air Quality Management Area. Suggesting severe traffic and transport impacts could be apparent. These impacts are to be investigated further through detailed assessment.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding constraints that justify excluding the site at this stage, albeit its retention as a school site will need further consideration.</p>	✓
3734	Land off Storridge Road					<p>This site has good accessibility. Groundwater risk affects the southeast corner of the site, covering around 10% of the site. Surface water risk is focused on</p>	✓

						<p>the centre of the site, near the sewage pumping station, covering less than 5% of the total plot. There is the potential for archaeology remains. The site is generally well-screened from far views, and near views could be mitigated by better management of boundary hedges and subsequent reinforcement through additional planting. A woodland belt green infrastructure corridor goes along the western side. There is the issue of coalescence between employment and residential uses to be considered. The site is located close to a congested corridor and an AQMA.</p> <p>The site should be taken forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	
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A15. Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Table 13: Site assembly

Sites combined	Reason
1014, 742 and 3734	These sites abut each other and have no strong physical barriers.
3679 and 3404	Sites to the east abut each other and have no strong physical barriers. Land to the west adjoins land to the east in part and in the control of a single developer.
3375, 3337, 622 and 3740	These sites abut each other and have no strong physical barriers.

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

Table 14: Sites renumbered for the purpose of further assessment

Site number	Site name	SHELAA reference
1	Land north of Shallow Waggon Lane	3445
2	Glenmore Farm	742, 1014 and 3734
3	Land at Slag Lane	3218
4	Land to the west of Coach Road	3620
5	Land at Bratton Road	3404, 3679
6	Land to the rear of Leighton Recreation Centre	251
7	Turnpike Field, Old Dilton Lane and Land at Titford Farm	622, 3337, 3375 and 3740
8	Land to the rear of 71 Westbury Leigh	3223
10	Land to the west of Mane Way	3205
11	Land at Redland Lane	269
12	Brook Farm, Brook Drive, Westbury	3681
13	Court Farm Estate, Westbury	3709
14	Land at Matravers School	2087

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 appendices¹⁹.

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.

¹⁹ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, September 2023)

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- A19. Table 16 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.
- A20. The sustainability appraisal weights all 'objectives' (shown in the top row of Table 16) equally. There are more environmental objectives than social/economic objectives – scores against environmental objectives typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.
- A21. Table 17 sets out a descriptive summary of the key outcomes from the sustainability appraisal for each of the sites that were assessed.
- 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).
- A23. At Westbury, the sustainability appraisal identified that none of the sites that were assessed were considered likely to have 'major adverse effects' whereby mitigation would be unachievable. Therefore, 13 sites were taken forward for further consideration at Westbury.

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

Table 15: Explanation of sustainability appraisal scores

Key to likely significance of effects:				
+++	Major positive effect = +3 points	0	---	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)
		Neutral effect = 0 points		

Table 16: Sustainability appraisal scores for sites assessed at Westbury

SITE	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
14	-2 (1st)	-	++	--	-	-	0	-	-	+	++	--	++
2	-5 (2nd)	-	--	--	--	-	0	-	0	+++	+	--	++
4	-7 (=3rd)	-	-	--	--	-	0	-	-	+	+	-	+
10	-7 (=3rd)	-	--	--	--	--	0	--	--	+++	+++	--	++
11	-7 (=3rd)	0	-	-	--	-	0	-	-	+	-	-	+
1	-8 (=6th)	-	-	--	--	-	0	--	-	+	+	-	+
5	-8 (=6th)	--	--	--	--	-	0	--	--	+++	++	--	++

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7	-8 (=6th)	--	--	--	--	--	0	-	--	+++	++	--	++
3	-10 (=9th)	--	-	--	--	-	0	-	-	+	0	--	+
13	-10 (=9th)	--	--	--	--	-	0	--	--	+++	+	--	+
8	-11 (=11th)	--	-	-	--	--	0	-	-	+	0	--	0
12	-11 (=11th)	--	--	--	--	--	0	--	-	+	0	-	++
6	-12 (13th)	--	-	--	--	--	0	-	--	+	0	--	+

Table 17: Likely key issues from sustainability appraisal of sites at Westbury

Site	SA score and ranking	Likely key issues for site
14	-2 (1st)	<p>Site 14 (Land at Matravers School), which is located in the centre of Westbury, is considered the most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. Nevertheless, development of this site would result in the loss of the centrally located secondary school site. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include: Water resources – This site falls within the catchment area supplied by Wessex Water. The area has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site. It is likely that moderate and significant off-site infrastructure reinforcement would be required in terms of both water supply and foul water network capacity, respectively. Highways/ transport – The site currently encompasses the towns secondary school education facility, and its closure would either require pupils to travel to Trowbridge or Warminster, or a new facility would need to be developed in a less central location. The site is very well located, but conversion from a school to residential would reduce the wider towns sustainability. The change of use from a secondary school has severe and wide implications for the sustainability of the town.</p>
2	-5 (2nd)	<p>Site 2 (Glenmore Farm), which is located to the north of Westbury, is considered the most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include: Land and soil resources – This site is not near the town centre. A predominantly greenfield site, there are few opportunities to maximise the reuse of previously developed land (PDL). A small part of the site on the nearby industrial estate has the potential for historic contamination from industrial uses. Development of this site would likely lead to a permanent loss of Grade 3 agricultural land and given the size of the site; this would be considered significant. Water resources – This site falls within the catchment area supplied by Wessex Water. The area has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the</p>

		<p>site. It is likely that significant off-site infrastructure reinforcement would be required in terms of both water supply and foul water network capacity. Significant wastewater infrastructure crosses the site.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. A significant part of this site would be unsuitable to take forward for residential uses due to noise impacts from the adjoining West Wilts Trading Estate and may be more appropriate for other uses. A small part of the site lies within the odour zone of the nearby sewage treatment works. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Highways/ transport – Without resolution to the weight limit of the B3097 railway bridge, buses will not be able to come within 650m of the southern access to Storridge Road. There is a lack of cycle infrastructure and a low frequency bus service, and the site is a distance from the town centre.</p>
4	-7 (=3 rd)	<p>Site 4 (Land to the West of Coach Road), which is located to the east of Westbury, is considered the joint third most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p> <p>Water resources – This site falls within the catchment area supplied by Wessex Water. The area has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site. It is likely that moderate off-site infrastructure reinforcement would be required in terms of water supply.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p>
10	-7 (=3 rd)	<p>Site 10 (Land to the West of Mane Way), which is located to the west of Westbury, is considered the joint third most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p>

		<p>Land and soil resources – As a greenfield site, there are no opportunities to maximise the reuse of PDL. Development of this site would likely lead to a significant permanent loss of Grade 3 quality agricultural land.</p> <p>Water resources – This site falls within the catchment area supplied by Wessex Water. The area has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site. It is likely that moderate and significant off-site infrastructure reinforcement would be required in terms of both water supply and foul water network capacity, respectively. Significant water infrastructure crosses the site.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation. The site adjoins the railway line and main roads giving rise to potential noise impacts. The site adjoins existing farms, and this could give rise to impacts from noise, dust, odours and pests.</p> <p>Climate – Approximately a third of the site is in flood zone 3, due to the proximity of the River Biss. This significantly affects the developable area of the site. This is a very large site which could produce more emissions than a smaller one.</p> <p>Heritage – The potential for significant adverse heritage/ conservation effects and archaeological effects is moderate, while that for historic landscapes is low.</p> <p>Landscape – It is considered that the site is of generally medium landscape sensitivity to development. The site has generally medium capacity to accommodate development.</p> <p>Highways/ transport - There is likely to be localised congestion exacerbated by the scale of the development. Development of the site will require bus service contributions, crossing provision of Mane Way to access the shared route network and land and contribution towards the delivery of a Mane Way extension across the railway line.</p>
11	-7 (=3 rd)	<p>Site 11 (Land at Redland Lane), which is located to the west of Westbury, is considered the joint third most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. Nevertheless, development of this site would result in the loss of this recreation land. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p>

		<p>Air quality/ pollution - Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. Noise impacts are likely to arise from the skate park and recreation ground. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p>
1	-8 (=6 th)	<p>Site 1 (Land North of Shallow Waggon Lane), which is located to the north of Westbury, is considered the joint third sixth most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include: Water resources – This site falls within the catchment area supplied by Wessex Water. The area has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site. It is likely that moderate and significant off-site infrastructure reinforcement would be required in terms of both water supply and foul water network capacity, respectively. Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. The site adjoins the railway line giving rise to potential noise impacts. A small part of the site lies within the odour zone of the nearby sewage treatment works. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation. Heritage - The potential for significant adverse effects is moderate for heritage and conservation, high for archaeology but very low for historic landscape.</p>
5	-8 (=6 th)	<p>Site 5 (Land at Bratton Road), which is located to the east of Westbury, is considered the joint sixth most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include: Biodiversity – The railway line along the northern boundary is a local habitat corridor requiring buffering. Biodiversity net gain on site could be targeted to minimise impacts on bats, newts and priority habitat. The site lies within the Trowbridge Bat Mitigation Strategy (TBMS) zones</p>

		<p>representing increased likelihood of increased recreational pressure and habitat loss, so it will be necessary to comply with TBMS criteria. Northern part of site is within risk zone and strategic opportunity area for great crested newts. Site contains a very significant proportion of grazing land within 1km of the cemetery horseshoe bat roost, which is critical to retaining the population over the winter.</p> <p>Land and soil resources – A greenfield site, there is no opportunity to maximise the reuse of PDL. Development of this site would lead to a permanent loss of Grades 3 and 4 agricultural land that, given the size of the site, would be considered a significant loss.</p> <p>Water resources – This site falls within the catchment area supplied by Wessex Water. The area has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site. It is likely that moderate and significant off-site infrastructure reinforcement would be required in terms of both water supply and foul water network capacity, respectively.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. The north boundary of the site abuts a railway line and to the east lies a golf driving range that may be a source of noise arising from early morning machinery. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Heritage – The potential for significant adverse effects is moderate/ high for heritage and conservation, high for archaeology but very low for historic landscape.</p> <p>Landscape – The site is of generally medium landscape sensitivity to development, with higher sensitivity to the south and east at the base of the ridgeline slopes and beyond the existing substantial tree belt. The site has generally medium capacity to accommodate development, with reduced capacity in the south and east of the site.</p> <p>Highways/ transport - There is a lack of walking and cycling infrastructure and limited opportunity to enhance bus transit associated with the site. There would be impacts on junctions at either end of Bitham Park, the A350/ B3098 junction and the A350/ A363/ Hawkeridge Road roundabout.</p>
7	-8 (=6 th)	<p>Site 7 (Turnpike Road, Old Dilton Lane and Land at Titford Farm), which is located to the south of Westbury, is considered the joint sixth most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p>

		<p>Likely significant issues identified in the sustainability appraisal include:</p> <p>Biodiversity – The development of the site would have the potential to increase public access to designated/ non-designated biodiversity features. This may lead to a detrimental increase in recreational pressure on identified protected species and habitats in the local area. Hedgerows require wide buffers to reduce risk of light spill and risks to dormice. Developable area is likely to be limited due to the constraints of retaining hedgerows with wide buffers.</p> <p>Land and soil resources – A greenfield site, there are no opportunities to maximise the reuse of PDL. Development in the southern and western parts of the site will be more sensitive than that in the north, which is adjacent to existing residential development, and may need to be built at lower densities. Development of this site would likely lead to a significant permanent loss of Grade 2 best and most versatile (BMV) agricultural land.</p> <p>Water resources – This site falls within the catchment area supplied by Wessex Water. The area has been classed by the Environment Agency as ‘seriously water stressed’. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site. It is likely that moderate and significant off-site infrastructure reinforcement would be required in terms of both water supply and foul water network capacity, respectively.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. The site adjoins a main road giving rise to potential noise impacts. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Climate – This is a larger site with comparable increase in emissions, and loss of greenfield land, thus natural drainage. There is a medium groundwater flood risk across the site.</p> <p>Landscape – The site, in developable terms, would need to be significantly reduced to the less landscape sensitive areas in the far north of the site, with accompanying mitigation. It is considered that the site is of generally medium to high landscape sensitivity to development, due to its contributions to the integration of the existing settlement edge and separation between the urban area of Westbury and the distinctive ridgeline to the southeast. The site has generally medium to limited capacity to accommodate development.</p> <p>Highways/ transport - This site is on a hill and subject to high gradients on trips to and from the town. Achieving satisfactory vehicular access from the A350 may not be possible.</p>
3	-10 (=9 th)	Site 3 (Land at Slag Lane), which is located to the north of Westbury, is considered the ninth most sustainable site when assessed against the

		<p>12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p> <p>Biodiversity – The estimated capacity for this site will be much reduced by the requirements for biodiversity mitigation. A large buffer will be necessary to southern scrub/ tree planting to reinforce separation from the large lake to the southwest of the site and to avoid disturbance of waterfowl alongside buffers to hedgerows and railway embankments. The site lies within the Trowbridge Bat Mitigation Strategy (TBMS) zones representing increased likelihood of increased recreational pressure and habitat loss, so it will be necessary to comply with TBMS criteria. There is the likelihood of increased recreational pressure on Westbury Lakes County Wildlife Site (CWS), adjacent to the south part of the site. Priority habitat, such as the railway embankments on two site boundaries, scrub/ trees on the south boundary and mature hedgerows in the middle of the site, should be retained with wide buffer/ ecological protection zones.</p> <p>Water resources – The site is in an area covered by Wessex Water that has been classed as ‘seriously water stressed’ by the Environment Agency. This means that steps will need to be taken to ensure the efficient use of water in the development and occupation of the site. Regarding both water supply and foul water network capacity, significant improvements are likely to be required.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would put add to pressures on the AQMA. Wessex Water have confirmed they would object to housing development in this location due to being located within the odour/ flies buffer zone of a sewage treatment works (STW), where there is a strong likelihood of adverse impacts on residential amenity and conflict between uses. Within the STW buffer, light employment uses, such as offices are also unlikely to be suitable but heavier employment uses may be acceptable. An odour/ flies assessment would be required. The site is bound by railway lines on both sides, with a high likelihood of noise impacts against which successful mitigation for residential uses would be unlikely. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Highways/ transport - Cars share Frogmore Road and Hawkeridge Lane with pedestrians and cyclists in narrow, unlit rural lanes; there is no segregated footway/ cycleway provision. The impact of up to 106 additional vehicles along such routes will have a significant deleterious effect on current usage by active modes.</p>
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<p>13</p>	<p>-10 (=9th)</p>	<p>Site 13 (Court Farm Estate, Westbury), which is located to the north of Westbury, is considered the joint 9th most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p> <p>Biodiversity – A small section of the site along its eastern margin falls within the 1.5km zone of influence around a Bechstein’s bat maternity roost site in Picket and Clanger Wood SSSI. The north-eastern portion of the site falls within the 1.5km zone of influence around a Bechstein’s bat maternity roost site at Flowers Wood Day Nursery in Flowers Wood CWS. Development of the large scale proposed at this site in such close proximity to woodlands that support Bechstein’s bat maternity roost sites which are functionally linked to the Bath and Bradford on Avon Bats SAC will likely lead to adverse effects on these roost sites. The provision of a SANG on-site is unlikely to wholly avoid or mitigate for the potential adverse effects on Picket and Clanger Wood SSSI and other local designations. Development of this large currently unlit greenfield site bordered by Biss Brook and Bitham Brook, which serve as key commuting/foraging corridors for bats, will likely have adverse effects on bats on-site and at core roosts off-site. The estimated capacity will be much reduced by the above requirements for mitigation.</p> <p>Land and soil resources – The site extends out into open countryside from West Wilts Trading Estate and is divorced from the town. The only residential development in this area is low-density development at Hawkeridge village. This site is predominantly greenfield, agricultural land. It does include the farmyard and farm buildings of Court Farm but being agricultural, this would not be regarded as PDL. Development of this site would lead to a significant permanent loss of Grades 3 and 4 quality agricultural land, given the site size.</p> <p>Water resources – The site is in an area covered by Wessex Water that has been classed as ‘seriously water stressed’ by the Environment Agency. This means that steps will need to be taken to ensure the efficient use of water in the development and occupation of the site. Regarding both water supply and foul water network capacity, significant improvements are likely to be required. Significant water infrastructure crosses the site.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. The southern boundary of the site abuts the West Wilts Trading Estate, and in close proximity is a night club and a car mechanic shop which have potential to be sources of adverse noise. Road traffic noise from the B3097 may also impact future occupiers.</p>
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		<p>There is also potential for light pollution from the industrial estate to impact the site. The site also abuts a solar farm, and a glint and glare survey would be required to ensure future occupiers are not impacted by light reflection from the solar panels. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Heritage – The potential for significant adverse heritage/ conservation and archaeological effects is moderate, whereas that for historic landscape is low.</p> <p>Landscape – It is considered that the site is of generally medium landscape sensitivity to development, with variation across the site including areas of higher sensitivity in the north of the site in association with the watercourses. The site has generally medium capacity to accommodate development, with reduced capacity in the north of the site where landscape features are in good condition.</p> <p>Highways/ Transport - The site is considered inaccessible by walking and cycling to cater for its needs. Because employment opportunities are within close proximity to the site, the site may be considered sustainable if all other residential requirements are met; education of all levels, retail and community facilities. However, at 1700+ dwellings, delivering these facilities is unlikely to be financially viable or sustainable in the long term. No active travel connections to Westbury and poor connection to North Bradley. Bus transit requires service uplift and highway works to remove weight limits. The site is very likely to have a material impact on congestion points of concern.</p>
8	-11 (=11 th)	<p>Site 8 (Land to the Rear of 71 Westbury Leigh), which is located to the south of Westbury, is considered the joint 10th most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p> <p>Biodiversity – Given the broadleaved woodland priority habitat and trees across the site, it may not be possible to achieve no net loss of biodiversity on site even with a reduction in housing numbers.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Climate – There is a medium groundwater flood risk across the site. There may be limited opportunity to use open space as this is a smaller site. Although the size of this site may not lend itself to large amounts of</p>

		<p>renewable energy opportunity, it also has the potential to produce significantly less greenhouse gas emissions than a larger site.</p> <p>Highways/ transport - The site is presented as having no vehicular access. However, if it is assumed that the current access to Westbury Leigh can be utilised, then concern is raised for width and gradient of the access and limited opportunity to safeguard the movement of pedestrians and cyclists.</p>
12	-11 (=11 th)	<p>Site 12 (Brook Farm, Brook Drive, Westbury), which is located to the northwest of Westbury, is considered the joint 10th most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p> <p>Biodiversity – An ecological buffer zone of at least 20-30m from the outer edge of the riparian habitat should be implemented alongside Biss Brook and no development should be carried out within this zone. There are records, and potential, for bat roosts of site. Biss Brook and the associated riparian habitat on the site in the form of broadleaved treelines and scrub, will serve as a key flight line and foraging route for bats roosting in the farm buildings on site, and connects with suitable bat habitat off-site thereby facilitating movement through the landscape and to other roost sites and foraging areas. The roost on site has been identified as being used by two Annex II species. There are records of water vole upstream of the site demonstrating that water vole populations may be present along Biss Brook. Biss Brook is also likely to be used by otter. Development of this site would appear likely to result in adverse effects on greater and lesser horseshoe bats. Preferred avoidance and mitigation measures to reduce effects on bats would potentially render development of the site relatively unfeasible given the need to incorporate buffers to Biss Brook and hedgerows. Development of this site would appear likely to result in adverse effects on greater and lesser horseshoe bats. Preferred avoidance and mitigation measures to reduce effects on bats would potentially render development of the site relatively unfeasible given the need to incorporate buffers to Biss Brook and hedgerows. The estimated capacity will be much reduced by the above requirements for mitigation.</p> <p>Land and soil resources – It is considered that development of this site may not be able to deliver appropriate densities given its location. There are multiple potential sources of land contamination. This site is located next to a hazardous waste transfer station, and Northacre Resource Recovery Centre where household waste is processed using mechanical and biological treatment. It is likely that locating housing this close to</p>

		<p>such facilities would not be acceptable. Some industrial uses on this site may be acceptable, however.</p> <p>Water resources – The site is in an area covered by Wessex Water that has been classed as ‘seriously water stressed’ by the Environment Agency. This means that steps will need to be taken to ensure the efficient use of water in the development and occupation of the site. Regarding foul water network capacity, moderate improvements are likely to be required. Significant water infrastructure crosses the site.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. The site abuts Brook Lane industrial estate, which includes a network rail yard. There is potential for light pollution from the industrial estate to result in a negative impact. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Climate – There is a high groundwater flood risk across most of the site and there would be a loss of greenfield land and thus natural drainage.</p> <p>Heritage - The potential for significant adverse heritage/ conservation and archaeological effects are both high, whereas that for historic landscape effects is very low.</p>
6	-12 (13 th)	<p>Site 6 (Land Rear of Leighton Recreation Centre), which is located to the south of Westbury, is considered the joint 12th most sustainable site when assessed against the 12 SA objectives and when compared against all other reasonable alternative sites at Westbury. No major adverse effects (where mitigation is considered unachievable are considered likely).</p> <p>Likely significant issues identified in the sustainability appraisal include:</p> <p>Biodiversity – As a small site, the estimated capacity of this site will be much reduced by the requirements for ecology mitigation. For example, all priority grassland/ scrub habitat and orchard, woodland and hedgerows should be retained. Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the site boundaries. The development of the site is likely to increase public access to designated/ non-designated biodiversity features and lead to pressure on identified protected species and habitats in the local area. Much of the site is recorded as supporting priority habitat.</p> <p>Water resources – The site is in an area covered by Wessex Water that has been classed as ‘seriously water stressed’ by the Environment Agency. This means that steps will need to be taken to ensure the efficient use of water in the development and occupation of the site.</p>

		<p>Regarding foul water network capacity, moderate improvements are likely to be required.</p> <p>Air quality/ pollution – Westbury has an Air Quality Management Area (AQMA). Traffic associated with this development is likely to add to an increase of traffic entering the town network. This would add to pressure on the AQMA. Development of this site is likely to lead to increased levels of environmental pollution, including noise, light and vibration, both during construction and occupation.</p> <p>Climate – There is a high or medium groundwater flood risk across the site. As this is a small site, there may be limited opportunity for this site to use open space or to include renewable energy generation.</p> <p>Landscape – The landscape components within the site are neglected in part but the mature trees form part of the identifiable wooded landscape to the southeast of Westbury. The site itself has limited sense of place and value, is of generally medium landscape sensitivity to development and has generally medium capacity to accommodate development.</p> <p>Highways/ Transport - It is not served by a nearside footway and crossing facilities may not be provided. A sufficient site access may not be achievable. It is unlikely that the issues associated with the site could be appropriately mitigated.</p>
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Stage 4 – Selection of Sites

- A24. Stage 4 enabled the results of the sustainability appraisal to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – the identified ‘Place Shaping Priorities. 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, in or to meet the identified housing and employments needs for the settlement.
- A25. The outcome 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.
- A26. 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.
- A27. 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

A28. Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

A29. At Westbury, 13 sites were assessed at Stage 4. These site options were assessed against the Place Shaping Priorities, which is set out in the following table:

Westbury: Table showing assessment of sites against the Place Shaping Priorities

Table 18: Assessment of sites against the Place Shaping Priorities

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
Site 1	Strength Very well related to services and facilities to the north of the town, including the train station. Less likely to support local sense of place due to location.	Neutral The site is some distance from the town centre. Unlikely to provide opportunities to support town centre regeneration.	Neutral Good opportunities to improve connectivity from the north of the town, where the train station and employment land are positioned, and the town centre. The site is smaller and wider benefits are less likely.	Weakness Could result in additional pressure on the AQMA and Oldfield Road through car journeys southerly via the B3097. Unlikely to result in investigations to overcome issues.	Neutral Could deliver some onsite public space or support connectivity to local spaces.	Strength Could support the retention and expansion of existing employment. Considering employment needs at the town, is more likely to support existing employment areas through residential development.	Neutral Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Neutral Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.
Site 2	Strength The site is less well located to services and facilities in the town centre. Extremely well related to the train station and services and facilities to the north of the town. The site	Strength The site is some distance from the town centre, but opportunities to support town centre regeneration / local ambitions could be apparent, specifically	Strength Very good opportunities to improve connectivity from the north of the town, where the train station and employment land are positioned, and the town centre.	Neutral Could place additional pressure on the AQMA but could also support investigation into measures to improve air quality and local congestion. Unlikely to result in positive short	Neutral Could result in new public open space, but unlikely to link well to other sites to residential areas, other than those adjoining the site to the south, due to the railway line to	Strength Could support the retention and expansion of existing employment. In light of employment needs at the town, is more likely to support existing employment	Neutral The site is less likely to new formal sport or recreational uses but could support new public recreational green space.	Neutral Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	could support a very good level of new homes and could support increased connectivity between Westbury Train Station and the town centre. Less likely to support local sense of place due to location.	improving active travel accessibility from the north to the town centre.	A larger development in this location could result in wider reaching benefits.	term measures in achieving this PSP, however.	the southern and the employment site to the north.	areas through residential development.		
Site 3	Neutral	Neutral	Neutral	Weakness	Neutral	Neutral	Neutral	Neutral
	Well related to the railway station but lacks good access to the town centre and poorly related to health centre. Potential to support a small number of homes but with capacity reduced by the presence of constraints, notably the railway lines on	The site lacks good access to the town centre. Smaller site unlikely to provide opportunities to support town centre regeneration.	Proximity to railway station may provide opportunity to improve sustainable transport links between railway station and town centre though small size of site and constrained location may be limiting factors.	The size and location of the site suggests it is unlikely to support the investigation of measures to decrease pressure on the AQMA and could result in additional pressure on Oldfield Road. Within odour/flies zone buffer zone of sewage treatment works.	Site may support a small amount of open space and link well with the nearby railway station. However, it is separated by the railway lines from the employment area to the north of Westbury and the town centre, from which it is some distance away.	Site may be more suited to some employment development to complement nearby uses, being near the railway station and given that its location between two railway lines and proximity to the sewage treatment works may make it less desirable for	Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	two sides of the site.					residential development.		
Site 4	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Less well related to services and facilities in the centre, east and to the north of the town. Smaller potential to support local sense of place.	The site is a reasonable distance from the town centre, but opportunities to support town centre regeneration would be less apparent if this site were to come forward alone.	Unlikely to support connectivity from the north of the town, where the train station and employment land are positioned.	Could result in additional traffic through the AQMA due to the good access to the A350 and unlikely to support investigation of measures to overcome issues. Opportunity for this site to support site 5 in bringing forward measures to overcome these issues.	Unlikely to deliver onsite public space or support connectivity to local spaces.	Unlikely to support the retention and expansion of existing employment areas	Unlikely to support new sports pitches/recreational uses, improved health provision and active travel choices alone, but could support site 5 in achieving this priority.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.
Site 5	Strength	Strength	Neutral	Strength	Strength	Strength	Strength	Neutral
	Well related to services and facilities in the town centre and to the east of the town. Potential to support a good number of homes and contribute to local sense of place.	The site is a reasonable distance from the town centre. Opportunities to support town centre regeneration/ local ambitions could be apparent, specifically	Potential opportunities to support increased connectivity from the east, but this is unlikely to support connectivity from the north of the town,	The position and size of the site suggests it could support the investigation of a A350 bypass/ secure land for future road delivery. The site is likely to deliver short term solutions to air	Likely to be able to support new public open space and the formalisation of the country park. Opportunities to link to the residential areas to the west through active travel measures	Could support new onsite employment, but considering employment needs at the town, is more likely to support existing employment areas through a good amount of	The site is likely to be able to support new recreational space and support the enhancement of the Country Park for recreational use. The site is less likely to support new	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
		improving active travel accessibility from the east to the town centre.	where the train station and employment land are positioned.	quality issues and congestion.	are likely to be apparent.	residential development.	sports pitches and healthcare improvements, but active modes of travel to increase connectivity from the site across the town could accompany a development of this size.	
Site 6	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Some access to services and facilities in the centre, east and south of Westbury, but is some distance from the train station and services and facilities to the north. A small number of homes here could contribute to local sense of place, although the character of the surrounding housing is more	Quite well related to the town centre but situated outside. Unlikely to support town centre regeneration.	Unlikely to support connectivity from the north of the town, where the train station and employment land are positioned.	Unlikely to worsen local issues, but unlikely to support investigation into measures to improve air quality and congestion.	Unlikely to deliver onsite public space or support connectivity to local spaces.	Unlikely to support the retention and expansion of existing employment areas.	Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	rural than the heart of Westbury.							
Site 7	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Reasonably well related to the town centre and health centre but is some distance from the train station and services and facilities to the north. Homes here could contribute to local sense of place, although the character of the surrounding area is more rural than the heart of Westbury.	The site is situated outside of the town centre. Unlikely to support town centre regeneration or accessibility improvements.	Unlikely to support connectivity from the north of the town, where the train station and employment land are positioned.	Traffic associated with this larger site next to the main A350 road is likely to lead to a sizeable increase in traffic entering the town centre, which would put pressure on the AQMA. However, the size of the site suggests it might be able to support the investigation of measures to decrease pressure on the AQMA.	Site is large enough to support new public open space and link to surrounding residential development. However, the amount of development would need to be significantly reduced to the less landscape sensitive areas in the north of the site.	Unlikely to support the retention and expansion of existing employment areas.	Unlikely to result in new sport pitches/ recreational uses, due to its location and the amount of development needing to be significantly reduced to the less landscape sensitive areas in the north of the site.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.
Site 8	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Reasonably well related to the town centre and health centre. Small potential to contribute to	The site is situated outside of the town centre. Unlikely to support town centre regeneration or	Unlikely to support connectivity from the north of the town, where the train station and	Unlikely to worsen local issues, but unlikely to support investigation into measures to	Unlikely to deliver onsite public space or support connectivity to local spaces.	Unlikely to support the retention and expansion of existing employment areas.	Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to	Opportunities for development to consider Westbury's local climate and environmental emergency

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
	local sense of place.	accessibility improvements.	employment land are positioned.	improve air quality and congestion.			support health provision or active travel choices.	pledges are likely to be apparent.
Site 10	Strength	Strength	Strength	Neutral	Strength	Strength	Strength	Neutral
	Well related to services and facilities, e.g., health centre and district shopping centre. Good opportunity for heritage led housing design to contribute to local sense of place.	The site is a reasonable distance from the town centre and offers the opportunity to safeguard and enhance historic assets at Penleigh Farm, including a Scheduled Monument. The site is well-related to existing residential development and local services and facilities. A development of this size in this location is likely to result in opportunities to support town centre regeneration, by	Extremely good potential to support the delivery of the railway crossing. Good potential to support increased connectivity between the north of the town and the town centre.	The size and location of the site suggests it could support the investigation of measure to decrease pressure on the AQMA and congestion along Oldfield Road. The site could equally result in additional pressure on Oldfield Road but is less likely to have impacts on the AQMA.	Could support a good amount of public open space. Several onsite PRoWs suggest opportunities to increase connectivity or active green corridors to other parts of the town will likely be apparent.	Could support new employment, but considering employment needs at the town, is more likely to support existing employment areas through a good amount of residential development.	The site is likely to be able to support new recreational space. The site could support healthcare provision through the growth of the health centre to the south of the site. very good opportunities to support active travel choices are likely to be apparent.	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
		improving accessibility between both sides of the town.						
Site 11	Weakness Well related to services and facilities. Could lead to the loss of local sporting facilities. Likely to be able to support housing that can contribute to local sense of place, however.	Neutral Good relationship with the town centre, although new housing is unlikely to support town centre regeneration as the site is smaller and outside of the town centre.	Neutral Less likely to support connectivity better the north of the town, where employment and the train station are positioned, and the town centre.	Neutral Unlikely to place additional pressure on the AQMA or Oldfield Road as access is most likely achieved to the south. Unlikely to support investigation into measures to overcome air quality issues.	Weakness Likely to result in the loss of public open space. This would need to be replaced offsite and connectivity ensured, smaller site so opportunities to lead to enhancements are likely to be limited.	Neutral Unlikely to support the retention and expansion of existing employment areas.	Weakness Development would result in the loss of playing pitches.	Neutral Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.
Site 12	Neutral Well related to employment land, but poor connectivity to the main built-up area of Westbury. Less likely to support local sense of place due to location.	Neutral The site is situated away from the town centre. Unlikely to support town centre regeneration or accessibility improvements.	Neutral The positioning of the site suggests that connectivity to the town centre would need to be improved through development that adjoins employment land, with routes through	Neutral Unlikely to worsen local issues, but unlikely to support investigation into measures to improve air quality and congestion.	Neutral Unlikely to deliver onsite public space or support connectivity to local spaces.	Strength Could support the retention and expansion of existing employment. Considering employment needs at the town, is more likely to support existing employment areas through	Neutral Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Neutral Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
			employment land to overcome the constraints of the train station and train line to connectivity. The site is small and good benefits for this PSP are unlikely.			residential development.		
Site 13	Weakness The site is some distance from the main residential area of Westbury, suggesting that new housing in this location would make no contribution to local sense of place. The site is some distance from most services and facilities, with the site being served by Trowbridge as well as Westbury for these.	Weakness The site is far from the town centre and extends away from it. Extremely unlikely to support town centre regeneration. A large development could support some accessibility improvements. The site is positioned between Westbury and Trowbridge town centres,	Neutral Good opportunities to improve connectivity from the north of the town, where the train station and employment land are positioned and the town centre. A larger development in this location could result in wider reaching benefits. The site is further from the train station than other sites to the north of	Weakness Has the potential to severely increase air quality issues in the town if sustainable transport accessibility between the site and the heart of the town isn't achieved, resulting in reliance on private cars. Some support for town wide measures could be apparent, but unlikely to bring forward measures and	Neutral Could deliver vast onsite public space, but unlikely to support connectivity to local spaces. Public space is most likely achieved in the north of the site where landscape buffers will be required, further placing these away from existing communities and open spaces.	Strength Could support the retention and expansion of existing employment. Considering employment needs at the town, is more likely to support existing employment areas through residential development.	Neutral Unlikely to result in new sport pitches/ recreational uses, due to size and location. unlikely to support health provision or active travel choices.	Neutral Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
		increased spend could therefore leak to the larger centre of Trowbridge.	the town, as such improved accessibility from the site to the train station, employment and town centre would need to be supported through development. unlikely to support delivery of the railway crossing due to the location of the site.	could result in new or additional issues in the northern area of the town.				
Site 14	Strength	Strength	Neutral	Weakness	Strength	Strength	Weakness	Neutral
	Site is centrally located and has the potential to deliver new homes.	Likely to be able to support town centre regeneration and local transport management improvements.	Could result in local transport improvements across and around the site, but unlikely to improve connectivity to the train station and employment areas.	Could lead to additional pressure on the AQMA, unless a car free/ all electric development was brought forward. Could support investigation into measures to improve air quality. Unlikely to support investigation	Could lead to new public open space in the centre of the town, including increased connectivity across the site to the town centre from the west.	Unlikely to support the retention and expansion of existing employment areas to the north but could support growth of the town centre.	Development on this site would lead to the loss of this centrally located secondary school and associated playing fields. The playing fields could be relocated and enhanced as a part of a new school site or partially retained	Opportunities for development to consider Westbury's local climate and environmental emergency pledges are likely to be apparent.

Planning for Westbury

Site	PSP1 Housing	PSP2 Town centre	PSP3 Transport	PSP4 Air quality	PSP5 Open space	PSP6 Employment	PSP7 Health	PSP8 Environment
				into measures to improve local congestion, including a bypass.			on the current site. It is likely that development would lead to new sports pitches and/ or health provision.	

A30. 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 19: Summary of Place Shaping Priorities assessment

Site	Stage 4 ranking	SA ranking of site	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	PSP7	PSP8	Change from SA ranking
1	=5 th	=6 th	Green	Yellow	Yellow	Red	Yellow	Green	Yellow	Yellow	↑
2	3 rd	1 st	Green	Green	Green	Yellow	Yellow	Green	Yellow	Yellow	↓
3	11 th	9 th	Yellow	Yellow	Yellow	Red	Yellow	Yellow	Yellow	Yellow	↓
4	=7 th	=3 rd	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↓
5	=1 st	=6 th	Green	Green	Yellow	Green	Green	Green	Green	Yellow	↑
6	=7 th	=12 th	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↑
7	=7 th	=6 th	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↓
8	=7 th	=10 th	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	↑
10	=1 st	=3 rd	Green	Green	Green	Yellow	Green	Green	Green	Yellow	↑
11	13 th	=3 rd	Red	Yellow	Yellow	Yellow	Red	Yellow	Red	Yellow	↓
12	=5 th	=10 th	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Yellow	Yellow	↑
13	12 th	=12 th	Red	Red	Yellow	Red	Yellow	Green	Yellow	Yellow	No change
14	4 th	2 nd	Green	Green	Yellow	Red	Green	Green	Red	Yellow	↓

A31. The outcome of Stage 4 of the site selection process for Westbury is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that two sites emerged as the preferred sites at Westbury:

- Land at Bratton Road
- Land to the West of Mane Way

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

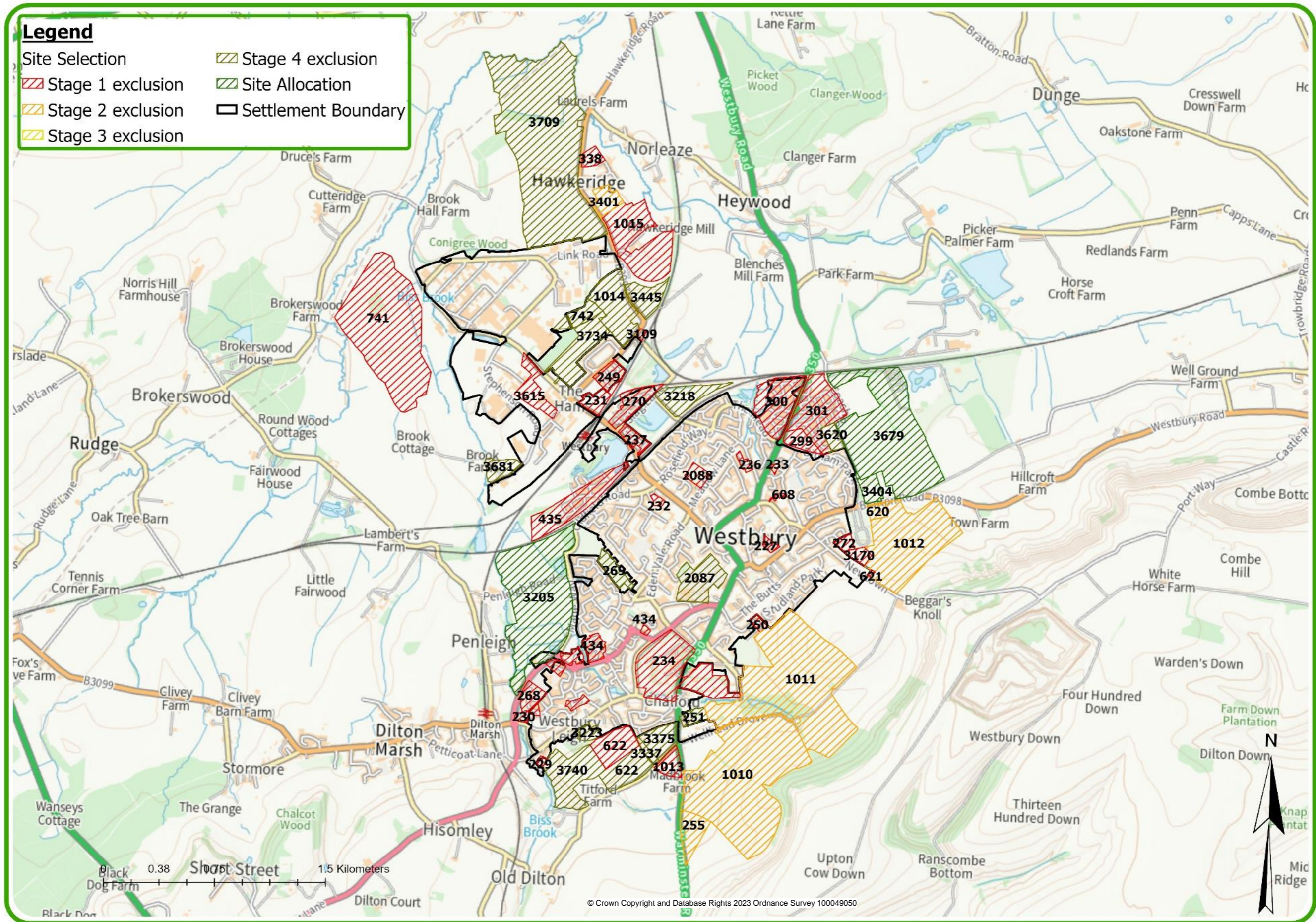


Figure 11. The results of the site selection process at Westbury