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Bradford
on Avon

Wiltshire Council LOCAL PLAN

Looking to the future

■ Planning for Bradford on Avon



Wiltshire Council

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Introduction

1. What will Bradford on Avon be like in the future?

• How much should the town grow?

• What priorities should we tackle?

• Where should development take place?
2. Answers to these fundamental questions affect how the town develops over the next 15 years.
3. The Council is thinking about these questions in planning Wiltshire’s future. It’s an important stage in the Council’s review of the current Wiltshire Core Strategy and the development of the Local Plan.
4. The Wiltshire Core Strategy is the basis for determining most planning applications. It also identifies land for development that provides for new homes, jobs and infrastructure for our growing communities whilst balancing the need to protect the environment. The Local Plan will continue this role and therefore help shape the places the community of Wiltshire live and work within.
5. The Council has come to some initial answers to these three questions. It is sharing them and wants your views.

Scale of growth

How much should the town grow?

6. The Council assesses what amount of new homes are needed between 2016 and 2036, the period of the Local Plan. It does the same for how much land will be needed for new jobs and business. Detail on these requirements can be found in the ‘Emerging Spatial Strategy’ paper.

Additional homes

7. Assessments estimate levels of need for new homes within housing market areas, as these reflect where the majority of the local population live and work, where the majority of home moves take place and where there is a common range of private sector rents. There are four housing market areas in Wiltshire and each area includes many settlements. Bradford on Avon is in the Trowbridge Housing Market Area.
8. The Council has considered how best to accommodate needs for new homes, setting scales of growth by testing different distributions. The result of this work suggests the scale of growth should change from what is currently planned as shown on the right.



The new strategy 2016-2036



The current strategy 2006-2026



9. The current strategy 2006 – 2026, the Wiltshire Core Strategy identified a requirement for 595 homes. The new strategy proposes a requirement of 350 homes for the plan period 2016 – 2036.
10. From this total estimate of need over the plan period can be deducted homes already built and those already in the pipeline as shown in the diagram below¹.

Homes already built (2016-2019) Homes already in the pipeline Homes to be planned for



¹In Bradford on Avon 152 homes have been built between 2016 and 2019 and, at 1 April 2019, 117 are already in the pipeline (i.e. they have planning permission or resolution to grant planning permission).

11. When the number of homes built and in the pipeline is deducted it leaves a further 80 homes to be accommodated up to 2036. Both the Local Plan and neighbourhood plan can allocate sites for development. Each community is encouraged to help determine where development takes place through the preparation of a neighbourhood plan. The Local Plan will only allocate land where necessary to ensure supply of deliverable land to meet strategic housing needs and for large or complex sites.
12. The Bradford on Avon Neighbourhood Plan is due to be reviewed. This will still be able to propose development on sites, for example, that meet a particular local housing need – e.g. an identified need for self-build homes. At this stage it is too early to confirm whether the neighbourhood plan will be updated to allocate sites to meet the residual housing requirement of 80 homes, or whether this will need to be addressed through allocations in the Local Plan.
13. Needs for development land should be met as far as possible on brownfield sites in order to help minimise the loss of greenfield land. The Council suggests that a target of 70 homes could be built on brownfield sites over the period 2021 to 2031².
14. The Local Plan ensures that the proposed scale of growth will be accommodated. It must be certain that there is a land supply sufficient to meet assessed need. It cannot rely on the brownfield target being met by as yet unidentified windfall redevelopment; the scale or timing of which is uncertain.
15. Meeting a brownfield target will reduce the need for greenfield sites in the future reviews of the Local Plan. This could be positively addressed through the revised neighbourhood plan. Sites identified formally, with sufficient certainty, either in the development plan or by granting planning permissions, reduce the need.
16. Alongside neighbourhood plans, development briefs for individual sites and master plans for larger areas, are a means for the community, with developers and land owners, to help bring forward brownfield opportunities and achieve appropriate designs.
17. At Bradford on Avon, given the modest scale of growth remaining to be planned for and the possibility to identify sites through a review of the neighbourhood plan, there may be no need to allocate further greenfield land in the Local Plan.

The Local Economy

18. The Council has assessed what additional land is needed for business in each of the economic zones of the County. These zones encompass many settlements. It has considered how best to accommodate needs for new business by testing different distributions².
19. On current evidence, no additional employment land is needed at Bradford on Avon. Employment land supply has been reviewed and the existing supply is available and capable of meeting the needs.

Questions

BR1. What do you think to this scale of growth? Should there be a brownfield target? Should it be higher or lower?

²Further detail can be found in the Emerging Spatial Strategy (2021) paper.

Place shaping priorities

What priorities should we tackle?

20. The Local Plan will contain a set of place shaping priorities for each main settlement. They play a central role in developing planning policies and proposals for development. They will be the basis for an overarching planning policy for Bradford on Avon that will guide development and the direction of growth.
21. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Place shaping priorities are intended to be those distinct to a particular place. They may include:
- Important local objectives or issues and how they can be addressed
 - Opportunities that have been identified that can help support a local community's vision
 - Infrastructure requirements for which there are local aspirations and capable of delivery or that are necessary to support likely future growth
22. They must relate to the development and use of land and so should revolve around specific outcomes and their benefits
23. They are also a starting point for policies that can be in neighbourhood plans. The Council will continue to work with Town and Parish

Councils to find the priorities best suited to delivering sustainable development and town centre improvements. At this stage of the plan making process these are the draft priorities that have been identified for Bradford on Avon.

- i. Delivery of employment growth and retention of all existing employment sites
- ii. Provision of affordable housing to help reduce high levels of need in the town
- iii. Improved air quality within the town centre of Bradford on Avon, reducing the impact of traffic, particularly within the Air Quality Management Area
- iv. Continue to conserve, maintain and enhance the unique historic architecture of Bradford on Avon
- v. Improve the pedestrian and cyclist environment through and around the town
- vi. Achieve high quality design in new buildings and the public realm that respects and responds to its context.

Questions



BR2. Are these the right priorities? What priorities may be missing?
How might these place shaping priorities be achieved?

Potential Development Sites

Where should development take place?

24. Land around Bradford on Avon is being promoted for development by land owners or prospective developers. From this larger amount of land, the Council is focusing its own assessment on a smaller pool of potential development sites that are shown on the map below. How these sites have been chosen is explained in a separate 'site selection report', published alongside this document. Not all these sites will be needed to meet the housing requirement in Bradford on Avon, further assessment will be carried out following the consultation to identify which site or site(s) will be proposed for allocation in the draft plan.
25. The Local Plan ensures the proposed scale of growth will be accommodated. The amount to be planned for takes account of development that is already certain and in the pipeline, including as many brownfield sites as can be relied on, such as those with planning permission.
26. It is hoped that work to identify additional brownfield opportunities will remove the need to consider greenfield land. But if Bradford on Avon is to expand, the next difficult question focuses on where and how the built up area may need to extend to accommodate change.
27. Each potential development site has its own individual characteristics. Rarely is one site very clearly the best choice. There are a range of different constraints and opportunities associated with each. Some are common to more than one potential development site. The information below shows what features, possibly both good and bad, set each one apart from others under consideration using current evidence.
28. This small pool of sites can be used to allocate sites in either the Local Plan or neighbourhood plan. One or more sites, in whole or part, will be selected and the rest of the pool of the potential development sites will remain as they are – i.e. potentially available for consideration in any subsequent plan review. The results of this consultation might remove some sites, might restore others that were rejected or might even throw up new ones that have not so far been considered.
29. In Bradford on Avon only a small amount of land is required in order to meet strategic housing requirements. It is possible that this can be identified in the neighbourhood plan. The review of the neighbourhood plan, however, might also consider whether additional land is needed for development to meet the community's needs.
30. The Bradford on Avon Neighbourhood Plan can select sites for development for new homes, business and other uses to meet local needs. Prioritising brownfield land means that work would focus first on identifying opportunities using previously developed land. The pool of sites provided here is a starting point for any greenfield sites.

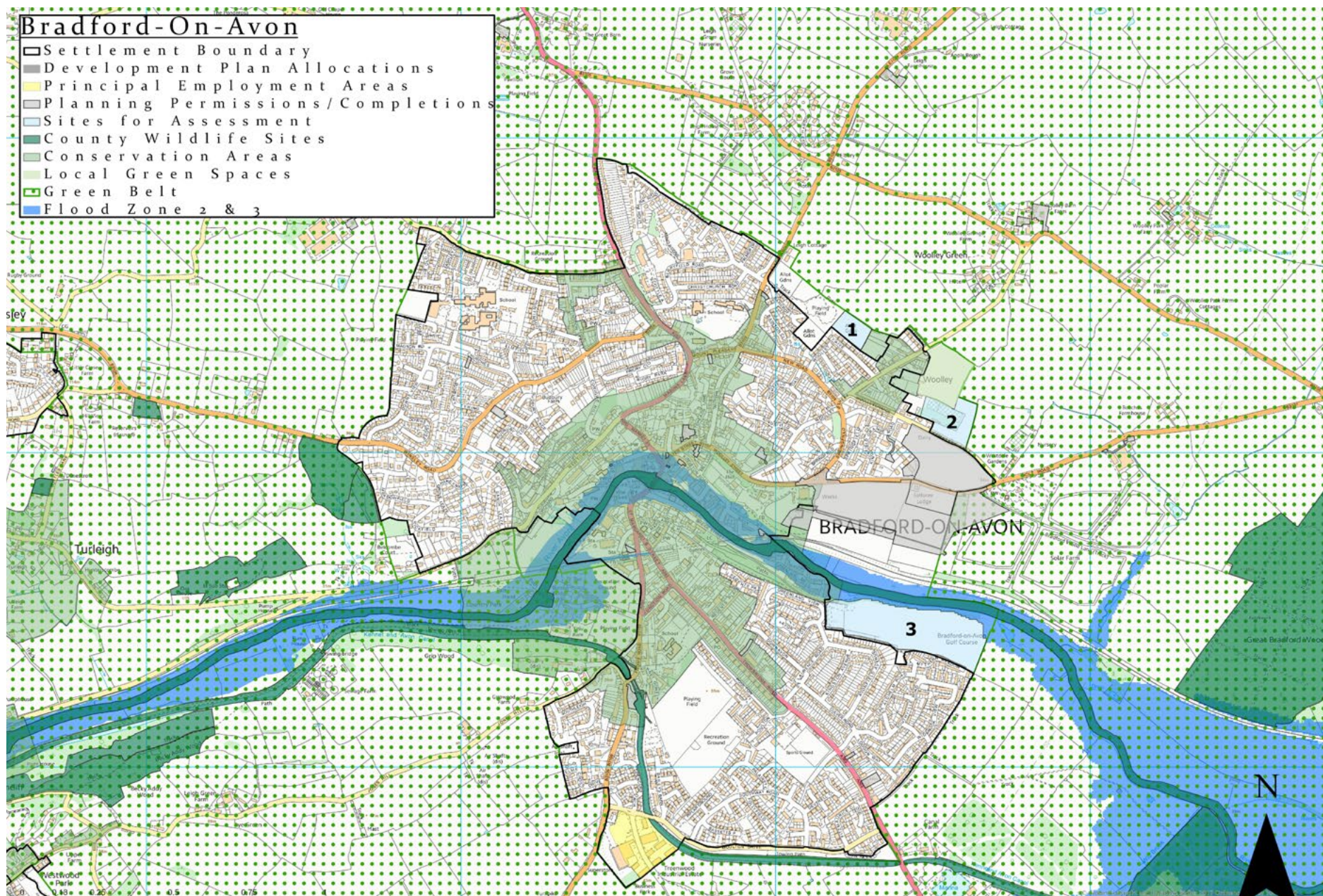
Questions

BR3. Is this the right pool of potential development sites?
Are there any other sites that we should be considering?

BR4. What land do you think is the most appropriate upon which to build?
What type and form of development should be brought forward at the town?

BR5. Are there important social, economic and environmental factors you think we've missed, generally or in respect of individual sites?

Figure 1 Map showing potential development sites for assessment



31. Three potential sites have been identified in Bradford on Avon for further assessment of their development potential. Not all of these sites will be allocated for development.

Considerations relevant to all the sites:

- The control of surface water discharges from new development is required.
- Sites should be connected to the town centre by methods other than private transport through the provision and promotion of sustainable transport and active travel.
- Consideration must be given to impact on the Bradford on Avon Air Quality Management Area (AQMA).

Site 1: Allotments adjacent to Coronation Avenue (SHELAA site 171)

- Relatively small-scale site with potential to deliver 20 – 30 homes.
- Loss of allotments should be avoided where possible, unless alternative land can be secured elsewhere for this use.
- Impact on setting of adjacent Conservation Area and landscape may also limit capacity/suitability of this site.

Site 2: Land North of Holt Road and North of Cemetery Lane (SHELAA site 3102a)

- Cemetery Lane is to be closed to vehicular traffic as part of a legal agreement attached to the development of the allocated 'Bellway' site to the south. This will render site 2 inaccessible, unless subsequent agreement can allow for the pedestrianised route to be crossed, although the feasibility of this will need to be considered further.
- The site is open to the north with views across the Avon Valley and clay vales.
- The Wooley Conservation Area is within 100m of the site to the east, so development may affect its setting.
- A large area of the site has tree cover, which may also limit the developable area.
- Opportunity to enhance Local Green Space to the north.

Site 3: Golf course (SHELAA site 739)

- Site of a former golf course and historic landfill site – contaminated land and land stability likely to limit developability of this site.
- Access to the site is poor - the existing narrow road network of the adjacent housing estate is unlikely to be suitable.
- Potential impact on landscape setting of River Avon valley.

Settlement profiles

32. When planning for growth it is important to consider the characteristics of the town in terms of important services and infrastructure (green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following profiles therefore summarise measures in place or being put in place to address known infrastructure issues and their timing, what additional provision would be needed to support growth and what other opportunities there may be.

Questions



BR6. Are there any other issues or infrastructure requirements that should be identified?

Topic	Comment
Education	<p>Primary schooling</p> <p>There are currently only a small number of surplus places in the Bradford on Avon primary schools, with limited scope for expansion.</p> <p>Secondary schooling</p> <p>St Laurence Academy is at capacity but there is some scope for small scale expansion to meet the demand from up to 300 new homes.</p>
Energy	<p>According to Scottish and Southern Electricity Network's Network (SSEN) Capacity Map, the substation and supply points near Bradford on Avon (Trowbridge) are currently unconstrained. They are also unconstrained in relation to energy generation, according to SSEN's Generation Availability Map.</p>
Green and blue infrastructure	<p>A multi-functional 'Local Green Blue Infrastructure (GBI) Network' has been identified and is shown on the map in Figure 2 below. The Map indicates areas where improvements will need to be sought – i.e. in the form of functional and sufficiently scaled corridors within which the aim would be to consolidate and incorporate new green and blue spaces into the existing GBI networks.</p> <p>The map in Figure 3 below identifies biodiversity and heritage assets which are also GBI assets. These features are important waypoints within the existing landscape and should be considered as being integral to how new development areas are sensitively planned.</p>
Sport and Leisure Facilities	<p>At Bradford on Avon there is a need for the following, as identified by the Wiltshire Playing Pitch Strategy:</p> <ul style="list-style-type: none"> Whilst there are sufficient adult sized grass pitches the quality of these pitches need to be upgraded and there is the need for a 3GATP to meet the needs of the local junior youth football community. <p>Leisure Facilities</p> <ul style="list-style-type: none"> Wiltshire Council is in the process of undertaking a Leisure Facility Needs Analysis. Any requirements relating to Bradford on Avon Swimming Pool, will be informed by this work, which will include planned growth and demand.

Topic	Comment
Health	<p>There is one General Practitioner surgery in Bradford on Avon.</p> <p>There are capacity issues within Bradford on Avon. The gap in provision is -177m2 (as at September 2016). The gap is expected to decrease to -159m2 by 2026.</p> <p>The buildings are considered to not be fit for purpose. A new building is required.</p>
Housing needs	<p>In the years 2016-2036 the older population is expected to increase by 15% in the 60-74 age group and 81% in the 75+ age group. At the same time the 0-14 age group is expected to decrease by 26% and the 15-29 age group to decrease by 12%. Finally, the 30-44 age group is expected to decrease by 19% and the 45-59 age group to decrease by 15%.</p> <p>Local Household Incomes</p> <p>The annual average gross income is £43,800 and the net income after housing costs is £30,200.</p> <p>Affordability Ratio (based on 2 bed property)</p> <p>Median price is £247 300</p> <p>Annual gross income £43 800</p> <p>Affordability ratio is 5.65</p>
The local economy	<p>Bradford on Avon has low levels of unemployment</p> <p>The town centre has a good range of retail provision and is subject to vacancy rates below the national average.</p> <p>There is a high concentration of jobs in Accommodation and Food Services, 2017 saw the construction of a new HQ and production facility for Research and Design-led automotive business Anthony Best Dynamics as part of the Kingston Farm mixed-use development, which has also accommodated additional employers.</p> <p>There is a limited supply of employment sites and premises available in Bradford on Avon.</p> <p>There is modest capacity to provide additional retail floor space where it doesn't impact the health of the town centre.</p> <p>There is little capacity for additional convenience and comparison retail floor space. However, this could amount to a modest sized foodstore where it can be demonstrated that it doesn't impact the health of the town centre.</p>
Transport	<p>Key Features</p> <p>The A363 runs through Bradford on Avon and provides a link to Bath (and the M4) to the north via the A4, and to Trowbridge to the south, and thence to the A350 at Yarnbrook. Bradford on Avon is also served by a number of radial B roads: the B3107 connects the town to Melksham and the A350 to the east, the B3109 links the town to Corsham in the north and Frome to the south, and the B3108 links Bradford to the village of Winsley and the A36 to the west.</p> <p>The town is relatively well served by bus routes. The D1 service runs frequently between Bath and Warminster via Bradford, Trowbridge and Westbury with an extension to Salisbury every 2 hours.</p> <p>Bradford on Avon rail station is well served by the Cardiff to Portsmouth and Bristol to Weymouth services. These services provide direct links to Bath, Bristol, Trowbridge and Salisbury.</p>

Topic	Comment
	<p>Current constraints/local concerns</p> <ul style="list-style-type: none"> • The A363 crosses the River Avon on Town Bridge, the only road crossing of the river in the town. The roads in the historic town centre are very narrow and with a daily traffic flow of 20,000 vehicles per day this leads to congestion at peak periods. Three out of five vehicles originate outside the town. • The high volume of traffic together with the narrow streets and footways has resulted in the town centre being dominated by vehicles and having a poor pedestrian environment. • Due to the high traffic flows, an Air Quality Management Area (AQMA) has been declared in the town centre. • Peak hour delays on the A363 also affect bus services. • Rail services do not connect directly to Chippenham or Swindon. • The historic fabric of Bradford on Avon, its hilly topography, and numerous environmental constraints (River Avon, Kennet and Avon Canal and railway line) restricts pedestrian and cycling connectivity. • Facilitating future development growth would increase pressure on the A363 through Bradford on Avon, causing more congestion and potentially exacerbating the existing air quality issues. <p>Opportunities</p> <ul style="list-style-type: none"> • The A363 through Bradford on Avon is identified in Department for Transport's Major Road Network (MRN) consultation. The MRN status provides the potential opportunity to secure funding to improve the function of this section of MRN.

Figure 2 Map showing Bradford on Avon Green and Blue Infrastructure Network and improvement corridors (numbered). (These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)

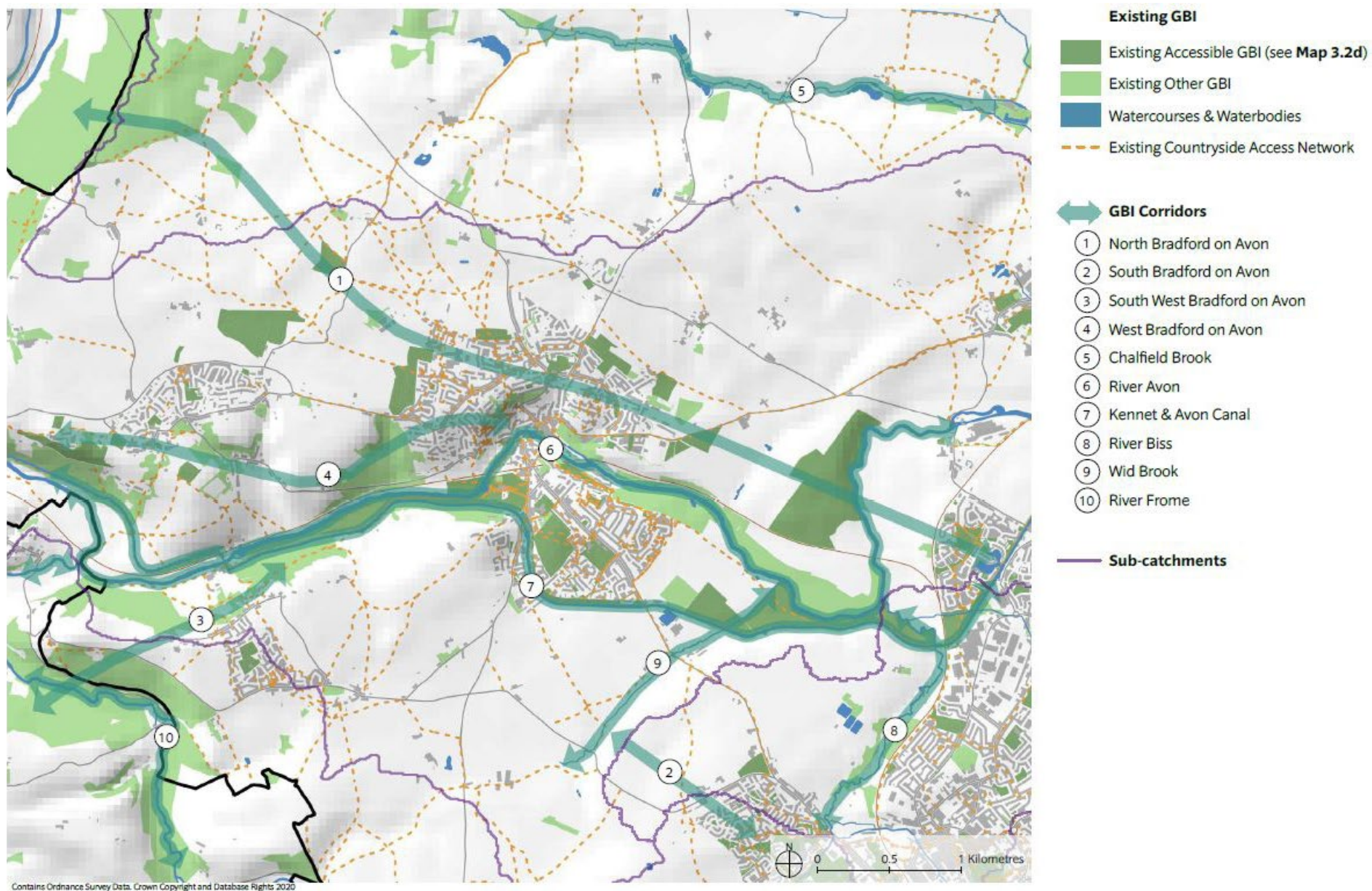
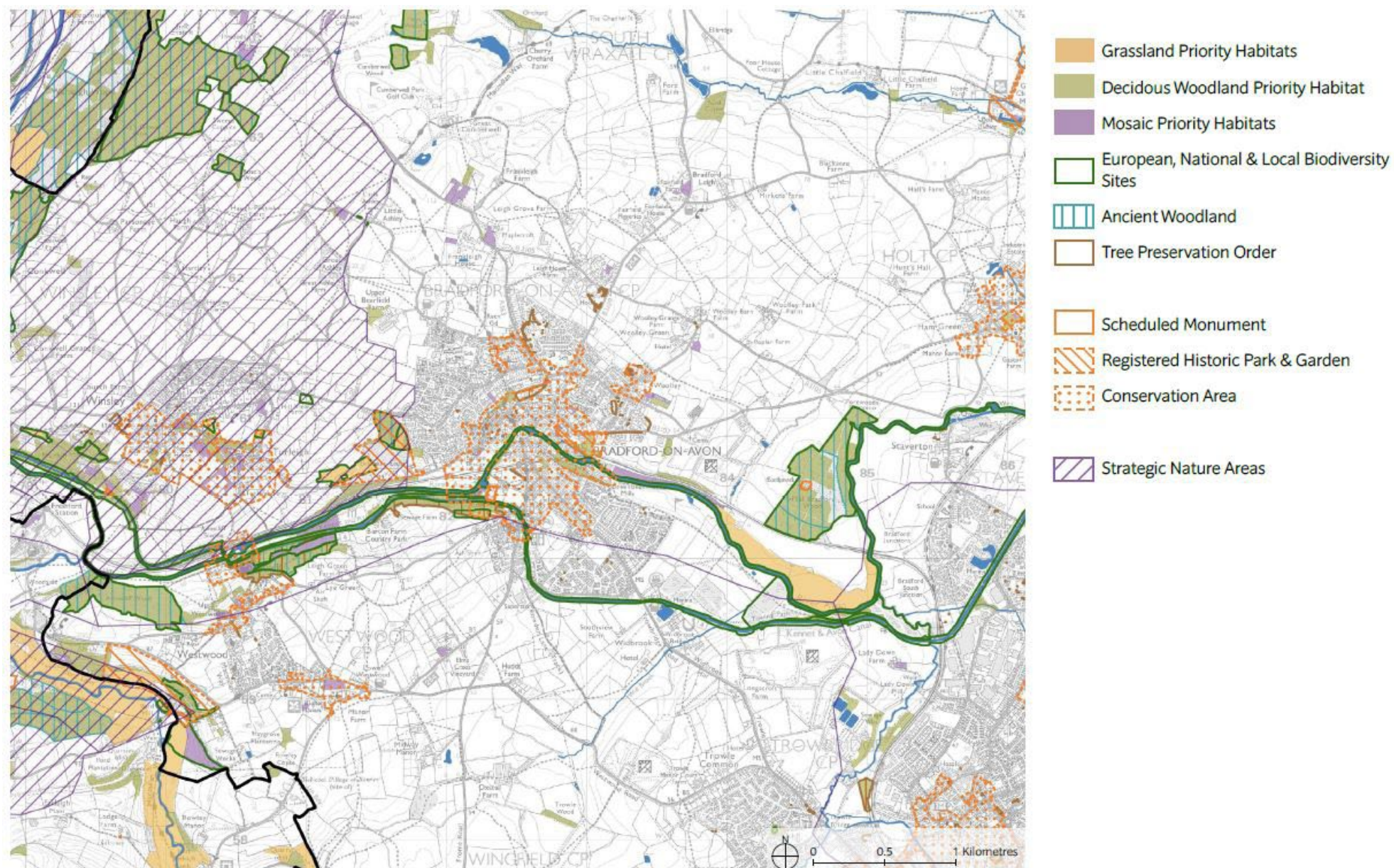


Figure 3 Map showing Bradford on Avon Green and Blue Infrastructure Assets in relation to Biodiversity and Heritage. (These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)



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**This document was published by the Spatial Planning Team,
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**For further information please visit the following website:
www.wiltshire.gov.uk**