

January 2021



Malmesbury

Wiltshire Council LOCAL PLAN

Looking to the future

■ Planning for Malmesbury



Wiltshire Council

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Introduction

1. What will Malmesbury 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.

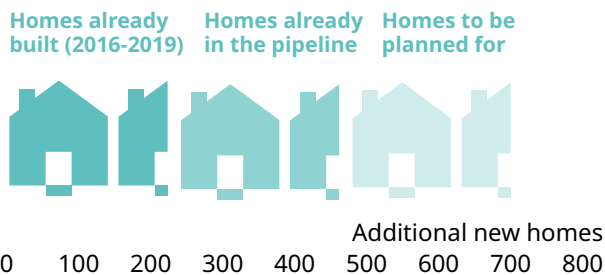
Additional homes

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. Malmesbury is in the Chippenham 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.



9. The current strategy 2006-2026, the Wiltshire Core Strategy, identified a requirement for 885 homes. The new strategy proposes a requirement of 665 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.

¹In Malmesbury 308 dwellings have been built between 2016-2019 and, at 1 April 2019, 260 homes are already in the pipeline (i.e. they have planning permission, resolution to grant planning permission or are allocated for development in the Malmesbury Neighbourhood Plan (2015)).



11. When the number of homes built and in the pipeline is deducted it leaves a further 95 homes to be accommodated up until 2036. However, since 1 April 2019 (baseline of the last monitoring data) planning permission has been granted for a new greenfield development of up to 71 homes on land south of Filands at the town, which would reduce the figure further. Both the Local Plan and neighbourhood plan can allocate sites for development. Each community is encouraged to help determine where development takes place though 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. In Malmesbury, the Malmesbury Neighbourhood Plan will identify sites on which these new homes can be built. The Neighbourhood Plan will also be able to propose development on sites, for example, that meet a particular housing need, for self-build housing or for other uses, or that positively plan for brownfield sites.
13. At Malmesbury, 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.
14. 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 next 10 years². The brownfield target approaches the amount of homes envisaged that need to be planned for.

15. The Local Plan must ensure that the proposed scale of growth will be accommodated. The Council must be certain that there is enough land supply to meet assessed need. But the Council cannot rely on the brownfield target being met by as yet unidentified windfall redevelopment, the scale or timing of which is uncertain.
16. Planning positively for brownfield sites as part of reviewing the neighbourhood plan providing certainty about these opportunities coming forward, this will then reduce the amount of greenfield land needing to be planned for.
17. Alongside Neighbourhood plans, development briefs for individual sites and master plans for larger areas, are also a means for the community, with developers and landowners, to help bring forward brownfield opportunities and achieve appropriate designs.

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, further employment land is not needed at Malmesbury. Land is already allocated in both Local and Neighbourhood Plans. Employment land supply has been reviewed and the existing supply is available and capable of meeting the needs.

Questions

MM1. 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 Malmesbury 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 Malmesbury

- i. Deliver a range of housing to meet local needs with supporting infrastructure at a level that recognises environmental constraints that affect the town's growth
- ii. Support good prospects for economic growth including diversifying the local economy and building on local skills
- iii. Develop a town centre strategy for the town centre that encourages spending, improves accessibility, better manages traffic and parking and safeguards, as well as capitalises on, heritage assets

Questions

MM2. 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 much of Malmesbury is being promoted for development by landowners or prospective developers. From this larger amount of land, the Council is focussing 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 Malmesbury, further assessment will be carried out following the consultation to identify which site or site(s) will be proposed for allocation in the 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. But if Malmesbury is to expand, the next difficult question focuses on where and how the built-up area may need to extend to accommodate change. Therefore, what will the role be for the release of greenfield land at Malmesbury and where is it most appropriate to consider development options.
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 several or even all potential development sites. The information below shows what features, possibly both good and bad, set each one apart from others under consideration using current evidence. This pool of sites can be used to allocate sites in the Local 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.
28. In Malmesbury, only a small amount of land is required in order to meet strategic housing requirements and this will be identified by the neighbourhood plan. The review of the neighbourhood plan, however, can also consider whether further land is needed for development to meet the community's needs.
29. The Malmesbury Neighbourhood Plan can select sites for development for new homes, business and other uses to meet local needs. Prioritising brownfield land, 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.

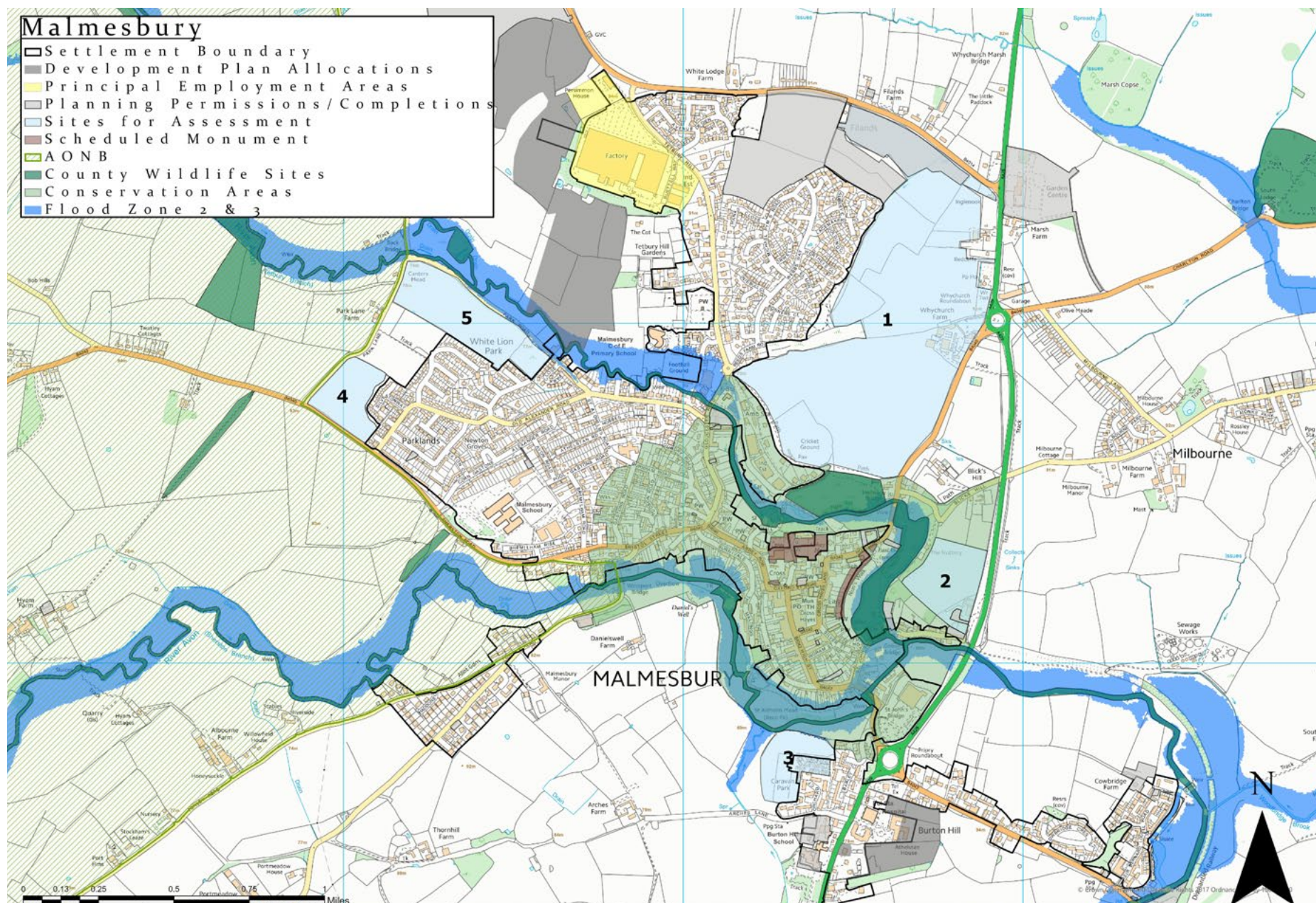
Questions

MM3. Is this the right pool of potential development sites?
Are there any other sites we should be considering?

MM4. 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?

MM5. Are there important social, economic or environmental factors you think we've missed that need to be considered, generally or in respect of individual site?

Figure 1 Map showing potential development sites for assessment



Five potential sites have been identified in Malmesbury for further assessment of their development potential. Given the relatively small amount of land that needs to be planned for at Malmesbury, not all of any particular site may be required at this time, but it would be sensible to consider the area as a whole when decision-making. Key considerations for these potential site options are provided below.

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 any impact on views of the Abbey.

Site 1: Whychurch Farm and Inglenook, Crudwell Road (SHELAA sites 649, 866217, 3432)

- The southern part of the site is highly visible, and development could affect views of the Abbey from the east. Potential for built form to be intrusive in the rural landscape in several aspects: to the approach to and setting of the abbey and market town on the River Avon; and to separation from outlying rural settlements
- This elevated southern section is also within the setting of Whychurch Farm, a listed building, and development would be highly likely to harm the significance of this asset
- A 50m buffer to the river corridor would be required to help protect Conygre Mead County Wildlife Site and Local Nature Reserve from adverse impact

Site 2: Land east of the A429/Crudwell Rd, Malmesbury (SHELAA site 3630)

- Development in its setting could harm the value of Malmesbury Conservation Area.
- A 50m buffer to the river would be required

Site 3: Malmesbury Static Caravan and Camp Site (SHELAA site 1108)

- Development in its setting could harm the value of Malmesbury Conservation Area.

- High groundwater levels need stringent controls on surface water discharge
- A 50m buffer to the river would be required

Site 4: Land adjacent Park Lane (SHELAA site 691)

- Potential for built form to form an abrupt, new settlement edge and be intrusive in the tranquil, rural landscape setting where it breaks treed skylines

Site 5: Land West of Malmesbury and Land at Park Road (SHELAA sites 502 and 452)

- High groundwater levels need stringent controls on surface water discharge

Settlement profiles

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

MM6. Are there any other issues or infrastructure requirements that should be identified?

Topic	Comment
Education	<p>Early years provision would likely require financial contributions to create new places. Lea and Garsdon Primary School is currently being expanded to 1 Form Entry. It is also possible to add 210 places to Malmesbury Primary School. It is not possible to expand any of the existing schools any further.</p> <p>There may be opportunities to expand Malmesbury Secondary School, but this may require a feasibility study.</p>
Energy	<p>According to Scottish and Southern Electricity Network's Network Capacity Map, the substation and supply points in and around Malmesbury are currently unconstrained. However, the infrastructure is partially constrained in relation to energy generation, according to SSEN's Generation Availability Map. This means new generators may require investment in the infrastructure to be able to connect to the grid.</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 Malmesbury there is a need for the following, as identified by the Wiltshire Playing Pitch Strategy:</p> <ul style="list-style-type: none"> A 3GATP (3rd generation artificial turf pitch) is needed to support future / further growth. <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 The Activity Zone will be informed by this work, which will include planned growth and demand.
Health	<p>Malmesbury has one GP surgery, in good condition and has no capacity issues.</p>

Topic	Comment
Housing needs	<p>In the years 2016-2036 the older population is expected to increase by 39% in the 60-74 age group and 96% in the 75+ age group. At the same time the 0-14 age group is expected to increase by 4% and the 15-29 age group to increase by 17%. Finally, the 30-44 age group is expected to increase by 4% and the 45-59 age group to decrease by 3%.</p> <p>Local household income</p> <p>The annual average gross income is £43,800 and the net income after housing costs is £29,200.</p> <p>Affordability Ratio (based on 2 bed property)</p> <p>Median price £217,600 Annual gross income £43,800 Affordability ratio 4.97</p>
The local economy	<ul style="list-style-type: none"> • High concentration of employment in the wholesale retail and business sectors • Recent major investment by Dyson at its global Research and Development campus • Low levels of unemployment • Below average town centre unit vacancy rates • Dyson's expansion aside, limited available supply of employment sites and premises • Recent permission on employment allocation ('Land at Garden Centre') for retail, business uses and/or new garden centre • No or limited capacity for additional convenience or comparison goods floor space by 2036, respectively due to recent Aldi store on garden centre site
Transport	<p>Key Features</p> <p>The A429 connects Malmesbury to a number of key destinations via the M4, including Swindon, Bristol and London. There is reasonable connectivity to the M5 via the A429 / A417 which provides access to Gloucester and Cheltenham, and Birmingham. Malmesbury is well served with bus routes with regular services to Swindon, Chippenham and Cirencester.</p> <p>Current constraints/local concerns</p> <ul style="list-style-type: none"> • AM and PM peak hour delays on the A429 approaching the M4 and at Junction 17 itself • Uncontrolled parking on residential streets. • HGV concerns at Blick's Hill and in Malmesbury town centre • Malmesbury has no railway station with Kemble Station 8.5 miles from Malmesbury. <p>Opportunities</p> <ul style="list-style-type: none"> • Development opportunities may help fund further M4 Junction 17 improvements.

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

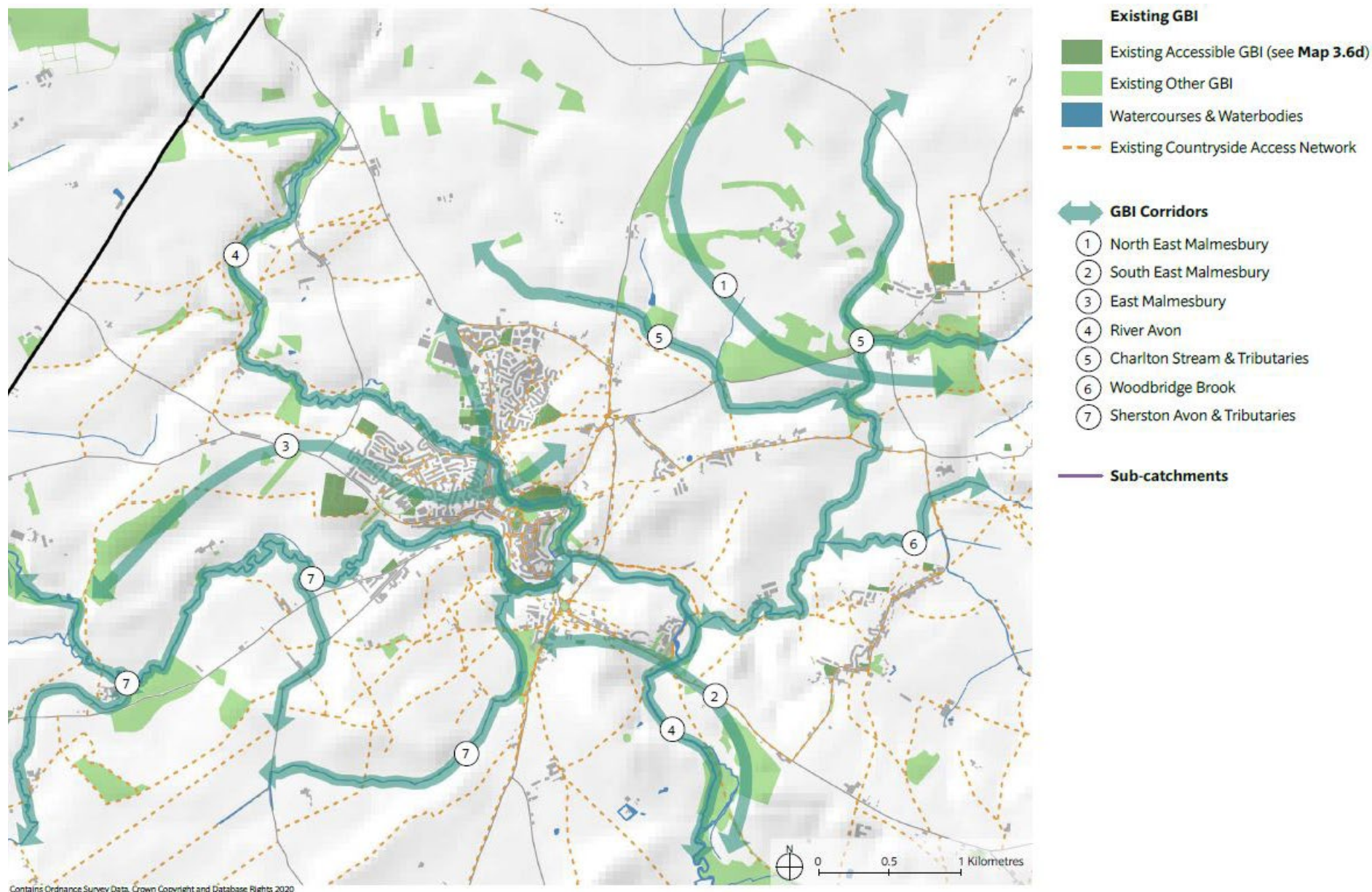
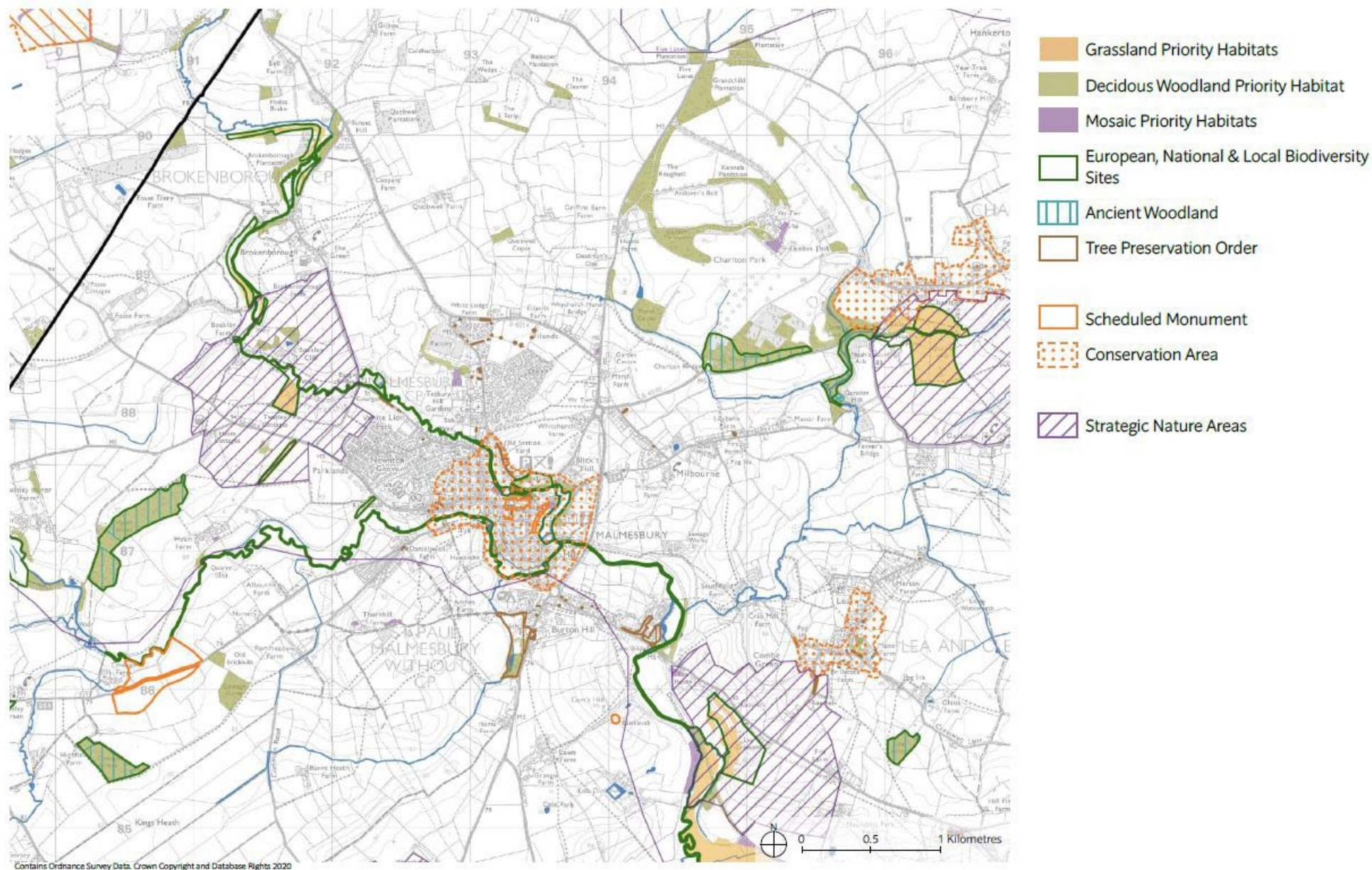


Figure 3 Map showing Malmesbury Green and Blue Infrastructure Assets in relation to Biodiversity and Heritage.
(These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)



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**This document was published by the Spatial Planning Team,
Economic Development and Planning, Wiltshire Council**
For further information please visit the following website:
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