

January 2021



Marlborough

Wiltshire Council LOCAL PLAN

Looking to the future

■ Planning for Marlborough



Wiltshire Council

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Introduction

1. What will Marlborough 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. Details 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. Marlborough is in the Swindon 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 be as is illustrated on the right.



The new strategy 2016-2036



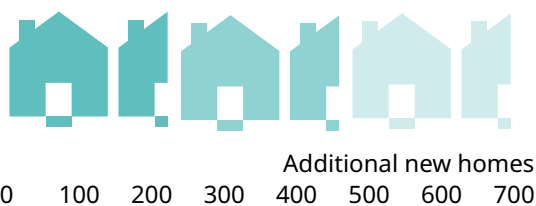
The current strategy 2006-2026

0 100 200 300 400 500 600 700 Additional new homes

9. The current strategy 2006-2026, the Wiltshire Core Strategy, identified a requirement for 680 homes. The new strategy proposes a requirement of 680 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 on the following page¹.

¹In Marlborough, 154 dwellings have been built between 2016-2019 and, at 1 April 2019, 280 homes are already in the pipeline (i.e. they have planning permission or resolution to grant planning permission).

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



11. When the number of homes built and in the pipeline is deducted it leaves a further 245 homes to be accommodated up until 2036.
12. This level of growth represents the highest tested distribution for new homes at Marlborough. This distribution has been chosen solely to enable the Marlborough Area Neighbourhood Plan steering group to deliver the affordable homes their work has indicated are required as a priority for the settlement. This level of growth does however represent a challenge given Marlborough sits within a constrained location compared to the wider Housing Market Area. Delivering this growth will require careful balancing against the need to protect the attractive qualities of the wider Area of Outstanding Natural Beauty.
13. Both the Local Plan and neighbourhood plan can allocate sites for development. It is currently anticipated that the Marlborough Area Neighbourhood Plan will identify sites on which these new homes can be built. 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.
14. Wiltshire Council will work in close collaboration with the Marlborough Area Neighbourhood Plan steering group to ensure that we meet Marlborough's housing need, ensuring synergy

is achieved between the two plans.

15. 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 160 homes could be built on brownfield sites over the next 10 years².
16. 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.
17. Planning positively for brownfield sites, as a part of preparing the neighbourhood plan, can also work alongside allocations of greenfield land. Where there can be certainty about brownfield sites coming forward, then this may reduce the amount of greenfield land being sought.
18. 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.

The Local Economy

19. 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.
20. On current evidence, further employment land is not needed at Marlborough. Employment land supply has been reviewed and the existing supply is available and capable of meeting the needs.

Questions

MB1. 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?

21. 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 Marlborough that will guide development and the direction of growth.

22. 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

23. They must relate to the development and use of land and so should revolve around specific outcomes and their benefits.

24. They are also 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 Marlborough.

- i. Housing provision will prioritise local needs for affordable homes. This will require enough new housing whilst respecting the objectives of Area of Outstanding Natural Beauty designation;
- ii. Support additional opportunities for job growth and business investment ensuring the town centre remains a vibrant hub for the community and as a visitor destination. This should facilitate self-containment and maximise the tourism opportunity Marlborough and its surroundings offer while preserving and enhancing the special historic character of the Town Centre.
- iii. Develop a town centre strategy to improve accessibility, traffic management and parking
- iv. Improve the provision of infrastructure to fully meet the town's needs, in particular additional health service and educational facilities

Questions

MB2. 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?

25. Land around much of Marlborough is being promoted for development by landowners or prospective developers. From this larger amount of land, the Council is focussing its own assessment of 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 Marlborough, 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.
26. 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.
27. But if Marlborough 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 Marlborough and where is it most appropriate to consider development options.
28. 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 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 sites, might restore others that were rejected or might even throw up new ones that have not so far been considered.
29. In Marlborough, only a relatively small amount of land is required in order to meet strategic housing requirements and it is anticipated this will be identified by the neighbourhood plan. In this instance, the Site Selection work undertaken by Wiltshire Council so far would contribute as evidence towards their selection process.
30. The Marlborough Area 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 site selection.

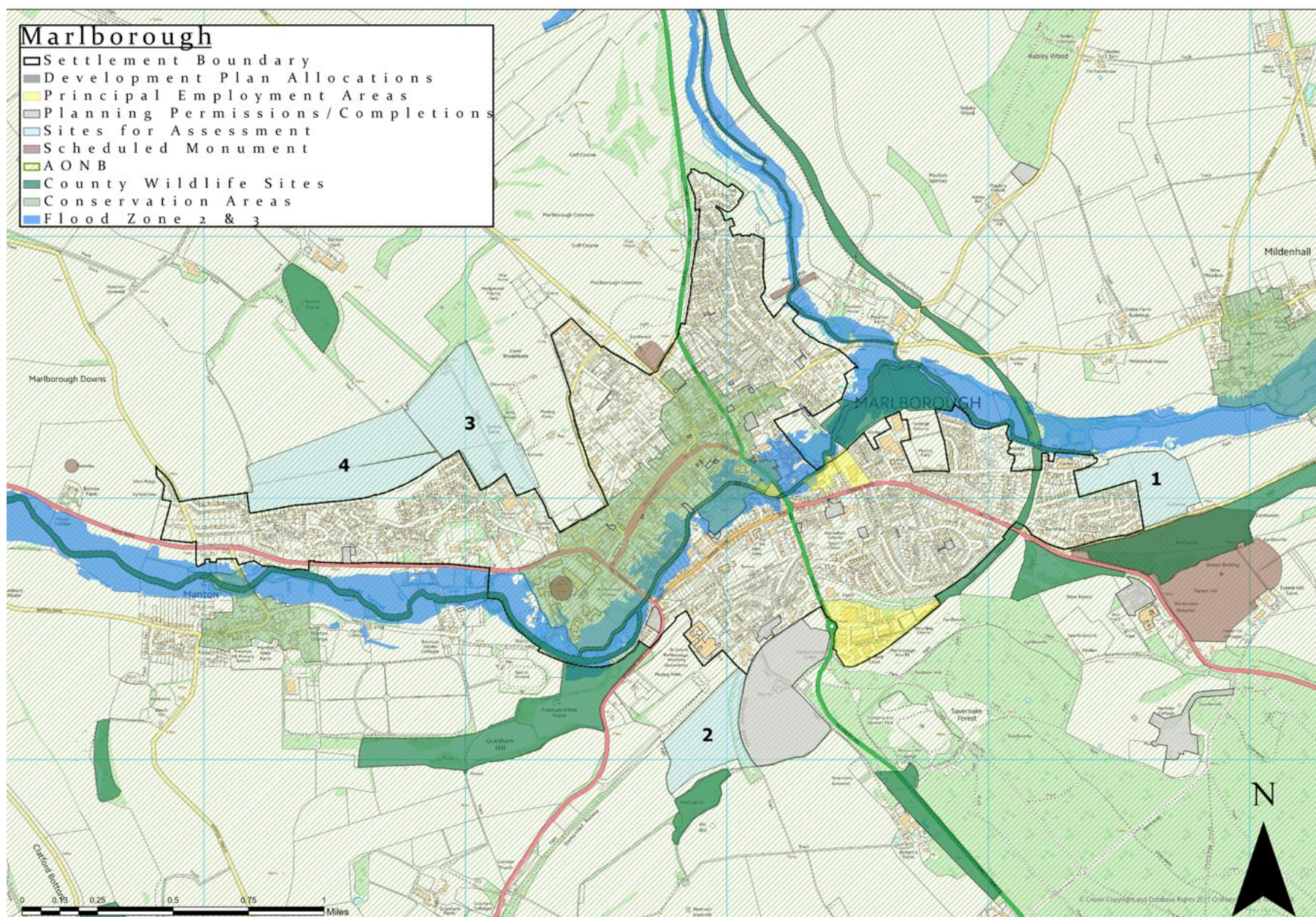
Questions

MB3. Is this the right pool of potential development sites?
Are there any other sites we should be considering?

MB4. 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?

MB5. 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



31. Four potential sites have been identified in Marlborough for further assessment of their development potential. Key considerations for these potential site options are provided below.

Considerations relevant to all the sites:

- Marlborough has a designated Air Quality Management Area (AQMA) within the town.
- Contributions would be required to expand the existing secondary school and a safe walking route would need to be provided.
- Land and contributions will be required for a new early years nursery school site.
- Marlborough sits within the North Wessex Downs Area of Outstanding Natural Beauty which is a significant constraint to development for all of the sites. Careful consideration must be given to the conservation and enhancement of this designated landscape.
- Landscape sensitive areas requiring mitigation likely across all sites

Considerations relevant to each site:

Site 1: Land at Chopping Knife Lane (SHELAA sites 660 and 661)

- Wrapping around Grade II listed Elcot Mill and Stable Block, any development must take account of the impact upon the setting of these heritage assets.
- Groundwater levels could impact infiltration techniques, drainage, construction activities and flood risk, therefore site-specific groundwater investigations will be required.
- Limit development in the east of the site and maintain open land as part of a strategic green gap buffer between Marlborough and Mildenhall.

Site 2: Land adjacent to Salisbury Road allocation (SHELAA site MA1)

- The developable area may be further reduced by surface water flood risk. The surface water drainage strategy will have to address low/medium flood risk to the site.
- The site is located in source protection zone 1 (SPZ1) for drinking water. This will have an

impact on infiltration-based SuDS.

Site 3: Land at College Roads (SHELAA site 3326 and 3622)

- Sitting on a south facing slope, visible across the Kennet valley. Significant landscape mitigation may be necessary especially given the extent to which 3622 extends into the countryside.
- Groundwater levels could impact infiltration techniques, drainage, construction activities and flood risk, therefore site specific groundwater investigations will be required.

Site 4: Land at Barton Dene (SHELAA sites 565, 3626a, 3626b)

- Extending further into the countryside than other sites, significant landscape mitigation may be necessary given the sensitivity of the north of the site.

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

MB6. Are there any other issues or infrastructure requirements that should be identified?

Topic	Comment
Education	<p>Full day care provision for early years closed in early 2020, thus provision for under 3s is now situated out of the Town.</p> <p>There is a projected surplus of around 70 places across the two primary schools at Marlborough.</p> <p>Marlborough St Johns can be expanded to supply new secondary school places.</p>
Energy	<p>According to Scottish and Southern Electricity Network's (SSEN) Network Capacity Map, the substation and supply points in and around Marlborough 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 Marlborough 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. • There is a view that the Rugby Club and Cricket Club would like to find a new site where they could be co-located so that they can have something they can call their own and purpose built. No site is currently identified. It might be possible to find a site if enabled through development. <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 Marlborough Leisure Centre will be informed by this work, which will include planned growth and demand.
Health	<p>There is 1 GP surgery in Marlborough, and 3 GP surgeries in the surrounding areas (Great Bedwyn, Ramsbury and Burbage). There are capacity concerns for Marlborough GP surgery.</p>

Topic	Comment
Housing needs	<p>In the years 2016-2036 the older population is expected to increase by 25% in the 60-74 age group and 85% in the 75+ age group. At the same time the 0-14 age group is expected to decrease by 20% and the 15-29 age group to increase by 11%. Finally, the 30-44 age group is expected to increase by 4% and the 45-59 age group to decrease by 14%.</p> <p>Local household income</p> <p>The annual average gross income is £41,200 and the net income after housing costs is £28,700</p> <p>Affordability Ratio (based on 2 bed property)</p> <p>Median price £254,500</p> <p>Annual gross income £41,200</p> <p>Affordability ratio 6.18</p>
The local economy	<ul style="list-style-type: none"> • Low levels of unemployment • Marlborough Business Park has provided an important new location for employment growth and new business • Very limited supply of employment sites and premises available in Marlborough, particularly affordable sites. • Town centre vacancies are quite substantially below the national average. • No capacity for additional convenience and comparison retail floor space up to 2036.
Transport	<p>Key Features</p> <p>Marlborough is on the intersection of the A4 which runs east / west from London to Bath, and the A346 primary route which runs north / south linking to the A303 and M4. Marlborough is well served by bus routes with regular services to Swindon, Pewsey and Salisbury and less frequent services to Kennet Valley settlements, Calne and Tidworth.</p> <p>Current constraints/local concerns</p> <ul style="list-style-type: none"> • AM and PM peak hour delays on A346 (towards junction 15 of M4 and Salisbury Road), Bath Road and George Lane. • Shortage of parking at peak times, creating parking issues for both residents and visitors with uncontrolled parking on residential streets. • An Air Quality Management Area (AQMA) has been designated in Marlborough with air quality exceedances on the A346 Herd Street. • HGV traffic on Herd Street/Barn Street causes issues for residents and directly affects air quality in the AQMA. • Marlborough has no railway station with the nearest stations being Great Bedwyn and Pewsey stations (6 miles from Marlborough) offering regular services to London Paddington. <p>Opportunities</p> <ul style="list-style-type: none"> • Improvements to A346 / A4 may help relieve local congestion hot spots. • Improvements to the bus-rail link service could encourage modal shift.

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

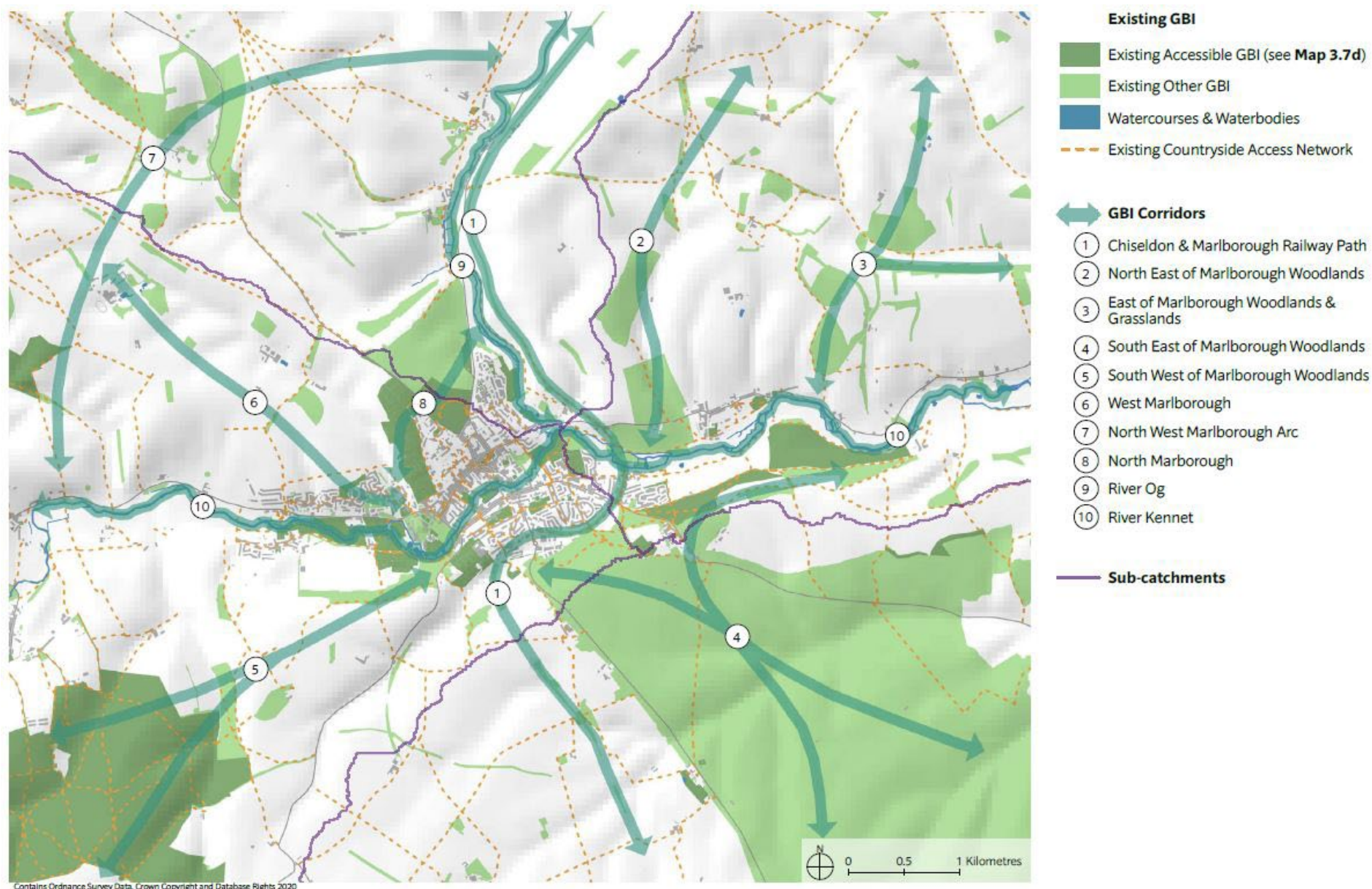
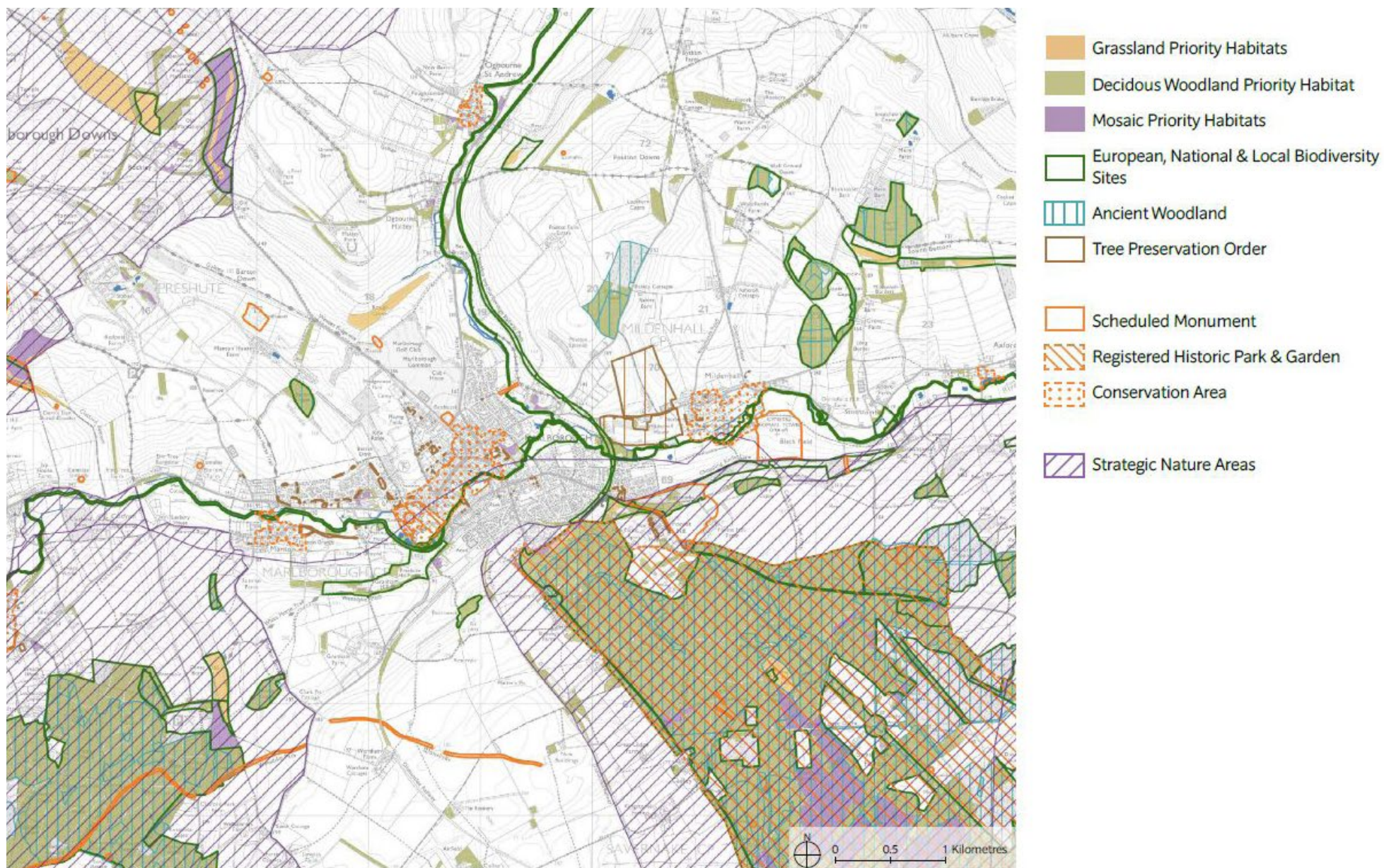


Figure 3 Map showing Marlborough Green and Blue Infrastructure Assets in relation to Biodiversity and Heritage.
(These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)



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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**