



Wiltshire Local Plan Review

Scale and Distribution of Growth (Regulation 18 consultation)

Report of Informal Consultation with Town and Parish Councils

Appendices

Event:
October 2018

Report Published:
April 2019

Appendix 1 – Briefing Note 368

Councillors Briefing Note No. 368

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Date Prepared: 19 September 2018

WILTSHIRE LOCAL PLAN REVIEW UPDATE

Invitation to consultation events (October 2018)

The Local Planning Authority has a duty to maintain an up-to-date local plan, which provides for the homes, jobs and infrastructure needed to support its growing communities consistent with Government policy.

Last Autumn we began a review of the Wiltshire Local Plan in the form of a consultation on the issues to be considered to plan for the period to 2036. The consultation was in accordance with the Wiltshire Local Development Scheme (Councillors Briefing Note 331) and based on national guidance contained in the National Planning Policy Framework 2012.

Since then, in July 2018, the Government published a revised National Planning Policy Framework (NPPF) (Councillors Briefing Note 367 refers). The Wiltshire Local Plan will now be prepared in accordance with this latest policy and the introduction of a standard methodology for calculating how many new homes to plan for.

Consultation

You are invited to join representatives from town and parish councils and neighbourhood plan groups to take part in a discussion about how we could respond to the Government agenda to deliver homes where they are needed.

We will also continue to engage and consult with infrastructure providers, neighbouring authorities and statutory bodies (e.g. Environment Agency, Natural England, Heritage England and Highways England) to get their thoughts about potential scales and distribution of growth within Wiltshire.

The methodology for calculating housing need at a local authority level currently suggests Wiltshire should be planning to deliver a minimum of 44,450 homes for the period 2016-2036. While the figure may still change because of Government consultation anticipated later this year, it is similar to the figure of 44,000 homes for Wiltshire identified within the Swindon and Wiltshire Strategic Housing Market Assessment for the period 2016-2036.

The workshops will focus on housing, as follows:

- A. How can approximately 44,450 homes be distributed across Wiltshire, with a focus on Wiltshire's market towns and principal settlements, to maintain the role and function of those places and promote sustainable development?
- B. How can policies within the Local Plan support proportionate housing growth outside named market towns and principal settlements and support the role of neighbourhood plans in the rural area?

Plan making is about much more than building houses and the events will therefore explore the relationship between homes, infrastructure and jobs in the context of these questions.

The dates and times of the events are set out in the attached schedule (**Appendix 1**).

Not all events will follow the same agenda. Instead they will be tailored to the issues facing different parts of the county. The town focused events will consider the issues raised by question A (above) (for example, what potential is there for housing on brownfield sites in our principal settlements and market towns?). The rural area events will relate to question B (for example, does the existing rural exceptions policy provide the type of local housing our rural communities want?).

To manage the events effectively, attendance is limited and by invitation only.

The parish and town councils have been invited to send two representatives to the event most relevant to their town or parish. Rural parishes immediately adjacent to a principal settlement or market town can attend more than one event. It is expected that parish and town councils will invite a representative from their neighbourhood plan steering group also, for which an additional place is available.

To confirm your attendance and to speak to someone about which event may be best for you please:

- email spatialplanningpolicy@wiltshire.gov.uk or
- phone 01225 713223.

You may wish to attend more than one event depending on the geography of your division.

Local Plan Review Timetable

This period of informal consultation is a change from the programme included in the Local Development Scheme. The delay is partly due to the introduction of the revised NPPF.

Wiltshire Council has a duty to cooperate with neighbouring authorities and we are in discussion with Swindon Borough Council to consider a revised programme for our

respective Local Plan reviews. A provisional programme is set out below. It is anticipated that a formal update to the Local Development Scheme will be considered by cabinet in early 2019.

Targeted consultation on scale of growth	Quarter 4, 2018
Targeted consultation on sites	Quarter 1, 2019
Start of Regulation 19 Pre-submission consultation on draft Local Plan	Quarter 4, 2019
Submission to Secretary of State to commence examination	Quarter 3, 2020

Next steps

The outcome of the meetings will be reported to cabinet in December. This will inform the direction of travel in terms of the scale and distribution of growth across Wiltshire before further consultation takes place on specific sites.

Reports of the parish briefings that took place in November 2017 as part of the issues consultation on the Local Plan review, will be published on the council's website by end October via [this link](#).

Appendix 1: Parish Events to inform the Local Plan Review

Outline of events

The consultation in 2017 introduced proposed Housing Market Areas (HMA) for the county. These are illustrated overleaf. We have organised the town focused events based on these HMAs to facilitate discussion and would encourage you to attend the event most relevant to your area.

In the case of the Chippenham HMA, which is proposed to include six market towns, two events are proposed to make sure there is scope to discuss each town in the time available. The strong relationships between Corsham, Chippenham and Calne are reflected in the geography of the events.

The two events for rural areas (rural parishes) will follow the same agenda including affordable housing, rural exception sites and the role of neighbourhood planning.

Table 1: List of events, 2018

Geography	Venue	Date and time *	Please register by:
Chippenham HMA part (Devizes, Malmesbury, Melksham)	Cotswolds Space, County Hall Trowbridge	6.30 – 8.00 pm Monday 8 October 2018	Friday 28 September
Salisbury HMA (Amesbury (including Durrington and Burford), Salisbury (including Wilton, Tidworth and Ludgershall))	Salisbury City Hall, Alamein Suite Salisbury	6.30 – 8.00 pm Wednesday, 10 October 2018	Friday 28 September
Swindon HMA (Royal Wootton Bassett, Marlborough)	Memorial Hall Royal Wootton Bassett	6.30 – 8.00 pm Monday 15 October 2018	Friday 12 October
All rural parishes	Cotswolds Space, County Hall Trowbridge	6.30 – 8.00 pm Thursday 18 October 2018	Friday 12 October
All rural parishes	Bouverie Hall Pewsey	6.30 – 8.00 pm Monday 22 October 2018	Friday 12 October
Chippenham HMA part (Calne, Corsham, Chippenham)	Monkton Park Chippenham	6.30 – 8.00 pm Thursday 25 October 2018	Friday 19 October
Trowbridge HMA (Bradford on Avon, Trowbridge, Warminster, Westbury)	Cotswolds Space, County Hall Trowbridge	6.30 – 8.00 pm Monday 29 October 2018	Friday 19 October

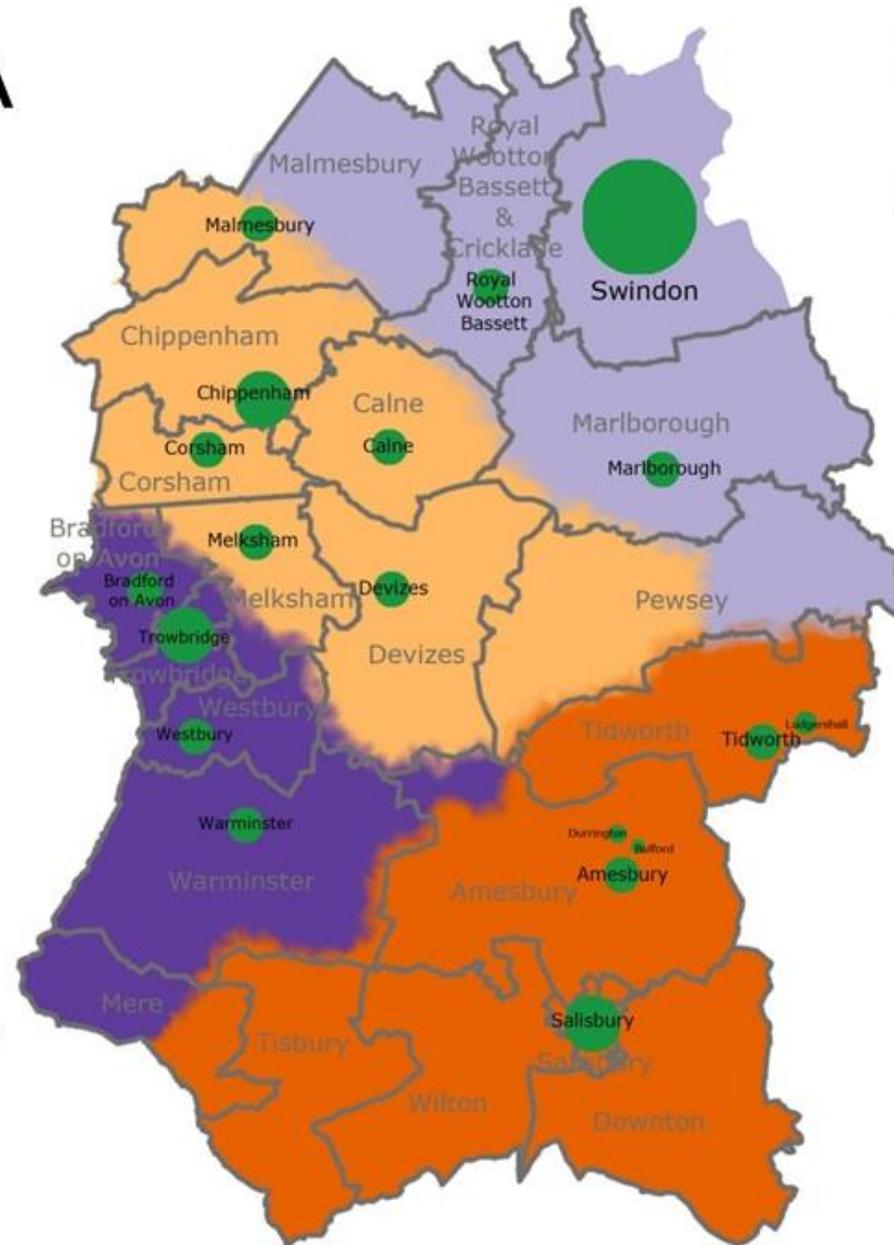
*Please arrive from 6pm to allow a prompt start at 6.30pm.

Chippenham HMA

Chippenham;
Corsham; Devizes;
Calne; Malmesbury;
Melksham

Trowbridge HMA

Bradford on Avon;
Trowbridge;
Warminster; Westbury



Swindon HMA

Swindon; Marlborough;
Royal Wootton Bassett

Salisbury HMA

Amesbury, Bulford and
Durrington; Salisbury
(and Wilton); Tidworth
and Ludgershall

Appendix 2 – Notification Letter to Town and Parish Councils

20 September 2018

Spatial Planning
Economic Development and Planning
Wiltshire Council
County Hall
Bythesea Road
Trowbridge
Wiltshire
BA14 8JN

Your reference: LPRBriefing200918

Dear Sir/Madam

Help shape Wiltshire's plans to 2036: Invitation to consultation event (October 2018)

Last year the council began a review of the Wiltshire Core Strategy (renamed Wiltshire Local Plan). The Local Plan acts as a critical tool in guiding decisions on development. In November and December 2017 we sought your views on the issues we should consider to plan for the period to 2036. We also held meetings with town and parish councils to explain the purpose of the Local Plan review.

We are now holding a number of parish events in October to help develop our thinking further on planning for new homes to 2036 and would value your feedback. Specifically, the events are designed to help us address the following questions:

- A. How can approximately 44,000 homes be distributed across Wiltshire, with a focus on Wiltshire's market towns and principal settlements, to maintain the role and function of those places and promote sustainable development?
- B. How can policies within the Local Plan support proportionate housing growth outside named market towns and principal settlements (the rural area) and support the role of neighbourhood plans?

Details of the parish workshops are set out overleaf. Not all events will follow the same agenda. Instead the events will be tailored to the particular issues facing different parts of the county. The town-focused events will consider the issues raised by question A (above) while the rural area events will relate to question B.

You are invited to send representatives to attend the event most relevant to your town or parish. For those rural parishes immediately adjacent to a principal settlement or market town you may wish to attend more than one event.

Please arrive **from 6pm** to allow a prompt start at 6.30pm. We will aim to end around 8pm. They will commence with a briefing on how we are considering distributing homes across the county followed by facilitated workshops.

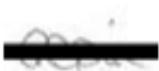
To help manage the event, please register in advance to attend by the dates shown in the table below. To do this please email spatialplanningpolicy@wiltshire.gov.uk or phone 01225 713223.

Please note that attendance is restricted to two representatives from each parish or town council. An additional place is available if you would like to also invite a representative of your local neighbourhood plan steering group.

Please be aware there is no material being published ahead of these events. Instead maps and materials will be provided on the day to inform discussion. The objective is to enable an honest and open discussion about how Wiltshire Council can respond to the Government agenda to deliver homes where they are needed.

If you would like to speak to someone about which event may be best for your town or parish please phone spatial planning on 01225 713223 or email spatialplanningpolicy@wiltshire.gov.uk

Yours Faithfully

A black rectangular redaction box covering the signature of Georgina Clampitt-Dix.

Georgina Clampitt-Dix

Head of Spatial Planning
Economic Development and Planning
Wiltshire Council

Outline of events

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Swindon; Marlborough;
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Salisbury HMA

Amesbury, Bulford and
Durrington; Salisbury
(and Wilton); Tidworth
and Ludgershall

Appendix 3 – Sample Agenda for Town Based Workshops

6pm: Arrivals Exercise - Potential urban housing capacity

- 1. Welcome (6:30pm)**
- 2. Timetable for the Local Plan Review**
- 3. Developing the evidence**
Questions
- 4. Planning for growth exercise**
- 5. Next Steps**

Appendix 4 – Town Based Workshops Attendance

Chippenham HMA Event (Devizes, Malmesbury & Melksham) – 8 October 2018
Devizes East Division
Devizes North Division
Devizes South and Roundway Division
Devizes Neighbourhood Plan Steering Group
Devizes Town Council
Malmesbury Town Council
Melksham Neighbourhood Plan Steering Group
Melksham South Division
Melksham Town Council
Melksham Without Neighbourhood Plan Steering Group
Melksham Without Parish Council
Salisbury HMA Event – 10 October 2018
Alderbury Parish Council
Amesbury Town Council
Bourne & Woodford Division
Downton & Ebble Ward
Durrington & Larkhill Town Council
Fovant & Chalke Valley Division
Fovant Parish Council
Laverstock & Ford Neighbourhood Plan Steering Group
Laverstock & Ford Parish Council
Ludgershall Town Council
Mere Division
Mere Town Council

Nadder Community Land Trust
Pitton & Farley Parish Council
Salisbury City Council
Tidworth Town Council
Tisbury & West Tisbury Neighbourhood Plan Steering Group
Tisbury Parish Council
Wilton & Lower Wylde Valley Division
Wilton Town Council
Swindon HMA Event – 15 October 2018
Marlborough East Division
Marlborough Neighbourhood Plan Steering Group
Marlborough Town Council
Royal Wootton Bassett Neighbourhood Plan Steering Group
Royal Wootton Bassett Town Council
Cricklade Neighbourhood Plan Steering Group
Lydiard Millicent Parish Council
Purton & Braydon Parish Council
Purton Parish Council
Clyffe Pypard Parish Council
Lyneham Division
Tockenham Division
Chippenham HMA Event (Calne, Chippenham, Corsham) – 25 October 2018
Bremhill Parish Council
Calne Chilvester and Abberd Division
Calne North Ward
Calne Rural Division
Calne Town Council

Calne Without Parish Council
Chippenham Lowden and Rowden Division
Chippenham Neighbourhood Plan Steering Group
Chippenham Town Council
Chippenham Without and Box Hill Division
Kington Langley Parish Council
Kington St Michael Parish Council
Lacock Parish Council
Langley Burrell Without Parish Council
Lea and Cleverton Parish Council
Trowbridge HMA Event – 29 October 2018
Heywood Neighbourhood Plan Steering Group
Heywood Parish Council
Holt & Staverton Division
North Bradley Parish Council
West Ashton Parish Council
Southwick Division
Bradford on Avon Division
Winsley and Westwood Division
Holt Parish Council
Hilperton Division
Hilperton Neighbourhood Plan Steering Group
Trowbridge Neighbourhood Plan Steering Group
Trowbridge Paxcroft Division
Trowbridge Division
Warminster Neighbourhood Plan Steering Group
Warminster Town Council

Warminster West Division
Warminster Without Division
Westbury Town Council
Westbury West Division

Appendix 5 – Sample of Town Based Workshop Presentation

Wiltshire Local Plan Review

**Town and Parish Workshop
Monday 29 October 2018**

Trowbridge HMA

Wiltshire Council
Where everybody matters

From arrival to 6.30pm - Exercises Potential urban housing capacity?

Using your local knowledge do you have any comments about the sites identified on the maps and the theoretical housing capacity suggested for the site?

Are you aware of any other sites within the town which may have potential for housing? Please identify them on the maps and add a description to the list.

Or, What are the main challenges facing villages?

Wiltshire Council
Where everybody matters

Welcome

The creation of high quality buildings and places is fundamental to what the planning and development process should achieve

National Planning Policy Framework 2018



Wiltshire Council
Where everybody matters

Purpose of the evening

How can approximately 44,450 homes be distributed across Wiltshire, with a focus on Wiltshire's market towns and principal settlements, to maintain the role and function of those places and promote sustainable development?

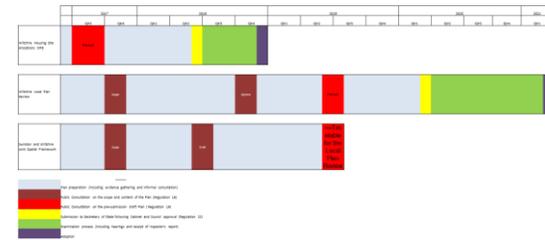


Wiltshire Council
Where everybody matters

Agenda

- Timetable for the Local Plan Review
- Developing the evidence
- Planning for growth
- Workshop
- Next Steps

Timetable for the Local Plan Review



What has happened since we last met?

- National Planning Policy Framework 2018
- Changes to Planning Practice Guidance

Important Changes

- Standardised methodology to calculate local housing need at local authority level
- Revised definition of affordable housing and new concepts such as entry level exceptions sites
- Housing requirements for neighbourhood plan groups
- Importance of duty-to-cooperate

Still some challenges

- Anticipated consultation on change to standardised method for housing
- Infrastructure delivery
- Relationship with Swindon?

Provisional revised timeline

Targeted consultation on scale of growth	Quarter 4, 2018
Targeted consultation on sites	Quarter 1, 2019
Start of Regulation 19 Pre-submission consultation on draft Local Plan	Quarter 4, 2019
Submission to Secretary of State to commence examination	Quarter 3, 2020

Relationship with Swindon

Local Authority	SHMA 2017	Standard Method Jan 2018	Standard Method Sep 2018
Swindon	1,450 homes/year	1,021 homes/year	791 homes/year
Wiltshire	2,220 homes/year	2,227 homes/year	2,370 homes/year

Developing the Evidence: Assumptions for today

- Proceed on basis of 2,227 homes per year (44,450 over the period 2016 - 2036) - but this will change
- Continue to use strategic housing market area assessment
- Rolling forward on the same proportional basis as the current core strategy
- Impact of growth tested to judge where change needed

How has the impact of growth been tested?

What are the environmental risks?

Is there infrastructure capacity?

Where have jobs been growing and likely to continue to grow?



Wiltshire Council
Where everybody matters

How has the impact of growth been tested? (cont.)

Where has housing been delivered?

Where do people live now?

What did people say in 2017 consultation?



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What have we discovered?

TROWBRIDGE HMA

Rolling forward the core strategy: Trowbridge HMA

Principal Settlement / Market Town	Wiltshire Core Strategy 2006-2026	Rolling forward the current strategy 2016-2036	Residual to plan for 2016-2036*
Trowbridge	6,810	7,808	4,290
Westbury	1,500	1,720	650
Warminster	1,920	2,201	165
Bradford on Avon	595	682	455
Rest of HMA	950	1,089	60
Total	11,775	13,500	

* Once homes built since 2016 and outstanding planning permissions and allocations have been deducted.

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Wiltshire Council
Where everybody matters

Environmental risks

	Biodiversity	Landscape	Heritage	Flood Risk
Trowbridge	R	R	R	A
Westbury	A	A	A	A
Warminster	R	R	R	A
Bradford on Avon	R	R	R	A
Rest of HMA	R	R	R	A

Infrastructure constraints

- Secondary school capacity at **Bradford on Avon** is a possible constraint to future growth.
- Once new secondary school development at Ashton Park is taken into consideration **Trowbridge** may require further capacity in the second half of the plan period.
- **Trowbridge, Westbury and Warminster** all have the best access to a range of transport modes (rail, bus, strategic road network, internal cycle networks)

Consultation responses

Strategic issue: Do responses suggest the need for an alternative strategy?	
Trowbridge	Lower rates of growth. Prioritise town centre regeneration. Enhance the role of large villages instead of more urban extensions
Westbury	Higher rates of growth linked to transport investment and to attract employment development
Warminster	No substantially different alternatives suggested. Recognise good rail and road links and range of facilities.
Bradford on Avon	Higher growth linked to green belt review and the need to support the local economy
Rest of HMA	More growth at smaller villages to support their resilience. Local homes / jobs growth > possible green belt loss

Economic and Social Considerations

- Good economic performance in the rest of the HMA and Bradford on Avon
- Westbury's recent success in attracting business likely to reflect shortage of suitable premises at Trowbridge
- More homes would be directed to the 'Rest of HMA' if distribution based on existing population
- Affordable housing target of 30% met in Trowbridge, Warminster and Westbury
- Affordable housing need greatest in Bradford on Avon and rest of HMA

Challenges identified

Trowbridge - significant environmental constraints and slow delivery of housing suggest lower rates of growth but investment in town centre regeneration and employment opportunities needed.

Bradford on Avon – significant environmental and infrastructure constraints but affordable homes needed and there are strong economic prospects

Challenges identified (cont.)

Westbury – fewer environmental constraints suggests scope for growth but this would need to deliver improvements in transport links

Warminster – significant environmental constraints; some growth may be possible given good road and rail links and land availability

Rest of HMA – Economic potential and local housing need suggest more growth

Alternative strategies to consider

Trowbridge

Period of consolidation. Lower rates of growth

Bradford on Avon

Environmental risks suggest lower rates of growth

Warminster

Environmental risks suggest no growth beyond extent of planned urban area

Westbury

Consider higher levels of growth due to fewer environmental risks and need for infrastructure investment

Planning for growth:

Can the scales of growth indicated by rolling forward the core strategy be accommodated in the Trowbridge HMA?

This is a **theoretical exercise** to better understand the constraints and opportunities at individual places.

Your ideas and comments will inform plan making. There is no intention to suggest these will be taken forward.

Planning for growth (cont.):

Using the maps and information provided is land available to support the growth discussed? (Proportionate growth)

What do you consider would be the opportunities and risks of accommodating this level of growth?

Could a higher or lower figure help capitalise on those opportunities or reduce the risks?

Next Steps: Neighbourhood Plans

- Warminster and Bradford have 'made' NPs
- Trowbridge NP area 'designated'
- Is there an appetite to plan to 2036?
- How should Neighbourhood Plans and the Local Plan work together?
- Discussion for the New Year

Planning for rural housing exercise

Does current policy enable villages to respond to these housing challenges?

What policy changes are needed to respond to these housing challenges?

Next Steps: Wiltshire Council

- Report of meeting
- Today's discussion informs decisions on scales of growth
- Member consideration at the end of the year
- Repeat these meetings to discuss sites
- Continue to develop the evidence eg sustainability appraisal, transport assessments, flood risk assessment

**Appendix 6 – Summary of Comments to November 2017
Scope of the Plan Consultation**

Summary of comments received November 2017

CALNE

Chippenham HMA CALNE
Theme 1: Recent levels of growth have not been matched with employment provision
<p>Over the past 10 years Calne has seen a 25% increase in its population. During this time the level of employment development and job opportunities have not kept pace leading to a number of concerns, namely; excessive car travel/ownership and associated increases in congestion and air quality.</p> <p>Future growth should only occur/be matched by a growth in employment opportunities.</p> <p>It was pointed out that the proportion of journeys to work by sustainable modes (bus, walk and cycle) at 18.3% is low for a town of over 20k population.</p>
Theme 2: Town Centre Regeneration
<p>Any future development should help develop the vitality of the Town Centre and invest in its regeneration.</p>
Theme 3: Main constraint/issue is traffic congestion and associated concerns – possibility of eastern relief road
<p>A specific constraint on future development was identified as the congestion of the town centre and Curzon Street/Wood Street.</p> <p>Development should create the opportunity of an eastern relief road to relieve congestion.</p>
Theme 4: Dispersed strategy for housing across the HMA
<p>It was noted that the market towns in the Chippenham HMA (namely Calne) had successfully taken a large amount of development in recent years.</p> <p>Calne has successfully managed to deliver housing while Chippenham hasn't.</p> <p>Future development strategy should take note of physical and technical barriers to development (landscape, flood issues etc.) but should be open to reviewing non-technical policy constraints. This includes policies that limit levels of development to ensure housing delivery is maintained into the future and should take account of how successful certain market towns have been at delivering housing.</p>

Summary of comments received November 2017

CHIPPENHAM

Chippenham HMA Chippenham
Theme 1: Transport
Transport infrastructure and provision should be a focus for Chippenham moving forward. The following topics arose: Eastern Link Road: A key piece of infrastructure needed to benefit not only Chippenham but the county as a whole. Objections related to the negative impact on out commuting, landscape impacts and viability concerns. Southern Link Road: Should be explored as an alternative to an Eastern Link Road providing quicker access to businesses to the south west of Chippenham and helping to alleviate traffic in Lacock (objections were also voiced). Sustainable transport: Chippenham offers one of the best opportunities in Wiltshire to build on existing sustainable transport infrastructure and should improve this provision moving forward, including investment in the railway station. Transport recognised as a general constraint: Needs to be addressed if Chippenham is to take any more growth in the future, including investment around Chippenham, namely the A350 & J17.
Theme 2: Recent shortfall in the delivery of housing
Concern regarding the Shortfall in housing delivery within the current plan period. Should Chippenham continue as a centre for development when historic delivery has been lower than required? The reason behind lower delivery needs be identified and addressed before any further development is planned in Chippenham. Development options should be more widely spread to ensure delivery moving forward.
Theme 3: Constraints to future development
Effect of further development on village of Lacock: Future development should take into account the effects on the historic village, the conservation area, listed buildings etc. There were concerns about the effects that further development to this side of Chippenham may have. River Avon corridor/River Marden valley: These natural resources should be protected along with the opportunity these assets offer in terms of enabling the enhancement for recreation and leisure pursuits. North Wiltshire Rivers Cycle Route: Should be recognised as a point beyond which development should not take place. Leisure and Recreation: There is a need to invest in the provision of these amenities. Brownfield land – need to utilise land such as the police station and Bridge Centre

Summary of comments received November 2017

CORSHAM

Chippenham HMA Corsham
Theme 1: Public transport links with BANES
<p>The vision for future development should make provisions for improved public transport links including those with BANES. This was noted on the following levels:</p> <p>Bus services: along A4 corridor. Corsham should be treated as being in a closely related functional area with Bath.</p> <p>Rail links: Need for a rail link (explained more below).</p> <p>Congestion: Congestion west of the town at Box and within BANES requires solutions if already reported problems are not to be exacerbated.</p> <p>It was noted how important people felt a Duty to Cooperate with BANES will be in relation to these issues, with particular importance placed on transport planning.</p>
Theme 2: Train Station
<p>Train Station was named as an opportunity and something development should be geared towards supporting.</p>
Theme 3: Corsham Link - pedestrian/cycle route
<p>Consider proposals in the Corsham Area Framework and Draft Corsham Neighbourhood Plan including the potential for the Corsham Link pedestrian/cycle route along with the need for a second supermarket.</p>
Theme 4: Development & Investment in Town Centre
<p>Corsham lies on the primary route network, a strategic bus route and has the potential for a railway station. It is the closest settlement of any notable size to Chippenham representing the most logical alternative settlement to account for the reported under delivery at Chippenham.</p> <p>Alongside development investment should be coordinated to increase the attractiveness of the town centre and offer further employment opportunities.</p>

Summary of comments received November 2017

DEVIZES

Chippenham HMA Devizes
Theme 1: Employment led growth
<p>Future development should encourage employment investment in the local area. The reported lack of recent employment growth may be a symptom of smaller residential allocations coming forward in the town.</p> <p>The future strategy for Devizes should be to prioritise employment growth through the allocation of larger urban extensions in suitable locations around the town to stimulate greater economic led development.</p>
Theme 2: Affordable housing need
<p>There is a general appetite/need for affordable housing within Devizes.</p>
Theme 3: Traffic congestion
<p>One of the main reported obstacles to future growth was the problem of traffic congestion and the requirement for future development to invest in infrastructure alleviating this.</p> <p>Large strategic sites, whilst having the potential to increase vehicle usage, provide the opportunity for highway improvements (secured through section 106 obligations etc.) which may improve traffic flows - in turn reducing air quality concerns.</p>
Theme 4: Air Quality
<p>Air quality identified as a problem that needs to be taken into account when planning for future growth within Devizes – in combination with traffic congestion.</p>
Theme 5: Sites/development strategy
<p>Development should consider Devizes as a suitable location for strategic housing and employment development over the plan period, with consideration given to strategic allocations to provide some of the necessary infrastructure.</p>
Theme 6: Constraints
<p>The main constraints listed within representations also included:</p> <ul style="list-style-type: none"> - North Wessex Downs AONB to the north and east of Devizes - Setting of the Devizes Castle Scheduled Ancient Monument - Views and proximity to the Devizes Conservation Area

Summary of comments received November 2017

MALMESBURY

Chippenham HMA Malmesbury
Theme 1: Employment Development & Self-containment
A significant decrease in self-containment was reported – new housing allocations should be delivered alongside employment to help improve self-containment.
Theme 2: Suitability for development
Malmesbury is a large market town with many local services and facilities, a secondary school along with established social & community infrastructure. Taking into account these factors and its close proximity to the M4 corridor and the employment centres of Chippenham and Swindon it was implied that Malmesbury is well placed to receive more development within the plan period.
Theme 3: Constraints
<p>The following constraints to further development were highlighted:</p> <ul style="list-style-type: none">- Impact on the character of the town, potentially overwhelming its services and infrastructure.- Impacts on heritage and tourism – within the Core Strategy it describes Malmesbury as having a "high quality built and natural environment" which must be protected- The south and east of Malmesbury is constrained by floodplain and AONB to the east <p>Taking the above into consideration it was suggested that a new town in this area could take the required development and place employment closer to the M4.</p>
Theme 4: Transport
<p>It was reported that the settlement is struggling to provide viable sustainable transport options with some currently relying upon financial contributions. The public transport options cannot credibly compete with car use and the distances to higher-order settlements are relatively long, further adding to the challenge of significantly improving services.</p> <p>Consideration should be given to how the development strategy could align with a wider public transport plan that seeks to improve and commercialise the two main routes towards Chippenham and Swindon.</p>
Theme 5: Malmesbury within Chippenham HMA?
Reported to be unclear why Malmesbury town should be in Chippenham HMA

Summary of comments received November 2017

MELKSHAM

Chippenham HMA Melksham
Theme 1: Potential for future development
<p>The town's characteristics (large employment centre, proximity to larger settlements, strategic road links, railway station, historic high delivery rate) lend itself to a higher level of growth. Some suggested an elevation in the settlement hierarchy of Melksham is warranted.</p> <p>Consideration should also be given to the possibility of locating development on a large scale closer to the M4 in the shape of a new settlement.</p>
Theme 2: Employment
<p>The future strategy for Melksham should focus on employment provision - providing land to encourage further large employers to the area. Providing a wider employment base for a variety of skill levels may assist at discouraging the high level of out commuting.</p>
Theme 3: Town Centre
<p>A need exists to regenerate the town centre, encourage a wider variety of employment opportunities into the town and possibly pedestrianise parts of the town centre. Investment must continue in the town centre and brownfield opportunities must be maximised moving forward.</p>
Theme 4: Wilts & Berks Canal
<p>Support for the restorations and preservation of this canal.</p>
Theme 5: Transport
<p>Development can help contribute to enhancements in the transport network including improvements to the railway station, bus network and eastern bypass. Specific points included:</p> <ul style="list-style-type: none">- Need for investment and delivery of an eastern bypass (assisting bus travel, alleviate traffic from centre, support sustainable development in this region.)- Note on the importance of enhancing the strategic north-south bus corridor through Melksham and towards/through Semington- Need for continued investment in the railway station.
Theme 6: Lacock
<p>Importance of the conservation of Lacock was raised in reference to protecting the listed buildings and conservation area from development.</p>

Summary of comments received November 2017

OTHER COMMENT SUMMARY

Chippenham HMA Other Rep Summary
Theme 1: Role of Smaller Settlements
<p>The Joint Spatial Framework focuses on the role and function of main settlements with little regard to the role smaller settlements lower in the hierarchy will play with regards to housing delivery and future development.</p> <p>Smaller settlements should be taken into account when planning for housing delivery in the future, including accounting for the need for affordable housing in rural settlements.</p>
Theme 2: Infrastructure smaller settlements
<p>The Chippenham HMA concentrates solely upon the main settlements – reported that it appears little regard is given to rural and ancillary settlements. Moving forward suggestions pointed towards taking account of the infrastructure requirements of smaller settlements including maintaining the viability of rural services.</p>
Theme 3: New Settlement
<p>Opportunities exist to develop a new settlement in the Chippenham HMA to solve some of the housing problems.</p>

Summary of comments received November 2017

AMESBURY

Salisbury HMA Settlement Amesbury
Theme 1: What more can be done to improve the range of services to improve the attractiveness of the area?
<p>Suggestions to enhance the range of services in Amesbury included improvements to:</p> <ul style="list-style-type: none">• The retail offering• The leisure offering• Transport links• Tourist accommodation
Theme 2: Should planning for Amesbury be distinct to planning for Bulford and Durrington?
<p>Whilst Durrington and Amesbury share interests in issues such as heritage and would benefit from joint planning, other issues such as green space have separate constituencies and Bulford and Durrington are both lesser order settlements in the settlement hierarchy.</p>
Theme 3: How should the area capitalise on business investment?
<p>Business support for infrastructure development and approaches to match education with employment opportunities should be sought.</p>
Theme 4: What amount of further housing is appropriate?
<p>There is a lack of available space for sites for further housing. Instead of further housing, there should be an emphasis instead on aiming to ensure suitable infrastructure exists.</p> <p>However, it was suggested that the land at King's Gate could accommodate up to 70 additional dwellings, making more effective use of the allocated land.</p>

Summary of comments received November 2017

SALISBURY

Salisbury HMA Settlement Salisbury
Theme 1: Churchfields allocation
The likelihood of the Churchfield sites' delivery should be critically reassessed and evaluated against the tests set out in the NPPF, and potentially kept as industrial land with housing indicated for the site moved elsewhere.
Theme 2: Housing numbers
Increased housing numbers should be allocated for the Salisbury HMA, particularly at Salisbury, to improve affordability and enable workers to live and work in the City to improve self-containment and prevent a shortfall of labour and stagnation of Salisbury's economy.
Theme 3: Housing locations
New development should not be allocated in Salisbury due to infrastructure and air quality issues. Instead of urban extensions, dispersed development of housing to towns and villages which were close to employment locations and public transport should be implemented. The opportunity for developing a new settlement should be investigated, such as a new village south east of Porton. Re-opening the Porton station would provide good access to public transport.
Theme 4: Active transport
Improvements to roads in the City centre should be sought which would benefit cyclists and pedestrians by improving safety and connectivity to neighbouring communities. Opportunities exist for strategic walking and cycling routes.
Theme 5: Improving road/rail infrastructure
Suggested improvements to transport infrastructure included: <ul style="list-style-type: none">• Reopening Wilton and Porton stations• Integrating Salisbury station with a bus and coach park• Upgrading the A36• Building an Eastern Bypass• Reducing the amount of in-commuting to the City By adopting more sustainable transport facilities, brownfield land could be made available for development from city centre parking.

Summary of comments received November 2017

TIDWORTH AND LUDGERSHALL

Salisbury HMA Settlement Tidworth and Ludgershall
General points
<ul style="list-style-type: none">• Army rebasing in the area may help to improve economic diversification and job growth• The inability of Drummond Park to provide homes has contributed to low housing delivery• Tidworth and Ludgershall form part of the functional Andover HMA

Summary of comments received November 2017

GENERAL POINTS

Salisbury HMA General Points
Theme 1: Salisbury HMA housing numbers should be increased
An increase in housing numbers is needed to maintain economic growth and lower housing prices.
Theme 2: Dispersed strategy for housing
Support for a dispersed strategy where houses are allocated in smaller sites to ensure that houses can be delivered within the plan period. However, a dispersed strategy would result in increased commuting.
Theme 3: Need for economic growth
Without a growing employment focus, Salisbury will be marginalised by other competing centres. Factors other than housing which will restrict economic growth include: <ul style="list-style-type: none">• A lack of university level higher education establishments• High housing costs in relation to wage levels• Poor road transport infrastructure.
Theme 4: Churchfields should not be considered as an allocation
Due to delays and complications, the Churchfields allocation should not continue to be considered as an allocation. An objective review of the feasibility of the Churchfields proposal should be conducted.
Theme 5: Content and clarity of the HMA profile
Amendments to the HMA profile document include: <ul style="list-style-type: none">• Stating that the Salisbury HMA borders the New Forest National Park and New Forest District Council administrative areas, as well as Dorset and Test Valley• Removing the Wiltshire Housing Site Allocations Plan allocations from the constraints map as they have not been examined• Including contours on the constraints maps• Acknowledging recreational impacts and potential mitigation approaches on the New Forest European Sites (SPA/SAC)
Theme 6: Transport infrastructure improvements
Road congestion and poor infrastructure is a main constraint to Salisbury's growth. Before further development is approved, the following should be considered: <ul style="list-style-type: none">• A public transport strategy should be implemented• A by-pass should be built• A comprehensive review of traffic concerns should be undertaken and findings implemented

Summary of comments received November 2017

CRICKLADE

Swindon HMA CRICKLADE
Theme 1: Cross Boundary consideration
<p>The framework for the Swindon HMA is too narrow and should be extended to include cross county borders, some of which are closer than the Town of Swindon to Cricklade.</p> <p>The framework should consider where development close to the border impacts upon Cricklade.</p>
Theme 2: Infrastructure
<p>Transport:</p> <ul style="list-style-type: none">- The road infrastructure is inadequate with congestion being caused by commuting into Swindon. New road infrastructure needs to be considered to alleviate this 'rat running'. This poses a significant constraint to further development.- Highway improvements to the A419 are necessary including the possibility for an additional junction to take traffic to Northern Swindon and other areas. <p>Education:</p> <ul style="list-style-type: none">- More than 50% of children aged 11 and over in the area attend schools outside the County in Gloucestershire. With this in mind further development should be coupled with educational provision to provide sufficient places.
Theme 3: Identity
<p>It is important to maintain the towns identity and the physical break between Swindon and Cricklade.</p>

Summary of comments received November 2017

MARLBOROUGH

Swindon HMA MARLBOROUGH
Theme 1: Swindon HMA
<p>Support that Swindon HMA now incorporates the rural hinterland and surrounding areas to more accurately reflect its function as a settlement.</p> <p>What amount of development could and should Marlborough take? While Marlborough, as a service centre in its own right, should accommodate the growth it needs, Swindon should be the focus for growth due to it being the main focal point for employment, particularly in respect of larger companies.</p>
Theme 2: Infrastructure
<p>The following themes emerged from representations on infrastructure:</p> <ul style="list-style-type: none">- Traffic congestion and air quality are local concerns.- Travel/car problems with reference to parking and HGV's within the town.- It was suggested that to enable future growth to take place of an appreciable size, investment in infrastructure will be required.- Infrastructure focus was too much on Swindon – Marlborough must also visibly be taken into consideration.
Theme 3: Constraints
<p>Insufficient consideration had been visible on heritage and architectural grounds - this along with conservation is important for Marlborough.</p> <p>Given the constraints, an alternative to additional development at Marlborough should be pursued whereby the large villages in the hinterland surrounding this main settlement should absorb some of the growth.</p>
Other issues:
<ul style="list-style-type: none">- Tourism industry should be acknowledged and taken into consideration.- More consideration of sports and recreation facilities should be visible within the documentation and moving forward.- Neighbourhood Plan is currently 'calling for sites' which may give way to development opportunities.

Summary of comments received November 2017

ROYAL WOOTTON BASSETT

Swindon HMA ROYAL WOOTTON BASSETT
Theme 1: Dormitory relationship with Swindon
Support and Concern was received regarding RWB having a close relationship with Swindon. This was on the basis that given links with Swindon, RWB is well suited to accommodating additional development. If RWB does take growth there should be a focus on making any relationship with Swindon as sustainable as possible.
Theme 2: Gap Between RWB & Swindon
Gap between RWB & Swindon needs to be taken into consideration - development towards J16 should be minimised to respect this sense of separation. RWB has a cultural identity which is profoundly separate to Swindon and coalescence could lead to a breakdown in the special community spirit in RWB.
Theme 3: Education provision
Need to take into account the requirements to meet future demands – it must be clear whether the need is to expand the current school or whether an urban extension is required to accommodate a new school.
Theme 4: Railway Station
Needs careful consideration and should not necessarily direct development. A new station may be a highly complex and costly project – network rail only awarded funding to 5 new station projects in 2017. A railway station would have significant sustainability benefits for the whole HMA.
Theme 5: Bypass
Need for a bypass/distributor road, for both traffic congestion and HGV traffic.
Theme 6: Large mixed use allocations
This scale of development may enable infrastructure improvements, new facilities and employment areas.
Theme 7: Lyneham
Clear relationship between the town and Lyneham 4 miles away with opportunities for more linkages to be made between these two settlements. Lyneham has substantial MoD airfield and training facilities and should not be ignored as a location for growth.
Theme 8: Other Constraints
The impact of growth on the landscape associated with the topography around this area The lack of infrastructure to cope with future development, namely roads and education.

Summary of comments received November 2017

SWINDON

Swindon HMA SWINDON
Theme 1: Deliverability – past and future
<p>Deliverability is a major concern in relation to future growth at Swindon (the reliance on major infrastructure in strategic sites).</p> <p>Current sites have not delivered and this needs to be protected against when looking at future growth strategies.</p>
Theme 2: Future Growth
<p>Swindon is an important regional centre that should accommodate significant levels of housing and employment growth – mainly due to its sustainable location and strategic links on transport corridors.</p> <p>Due to deliverability issues, growth should be more evenly distributed in the housing market area so that the areas that have seen limited growth previously can be revisited.</p>
Theme 3: Transport
<p>Key points included:</p> <ul style="list-style-type: none">- The need to plan for a western Swindon bypass route- Poor accessibility to the town centre which needs to be improved – including railway station.- Development should incorporate and strengthen sustainable transport links.

Summary of comments received November 2017

OTHER COMMENT SUMMARY

Swindon HMA Other Rep Summary
Theme 1: Swindon HMA
With Swindon struggling to build strategic allocations the extension of the HMA should enable development to be accommodated in the surrounding area.
Theme 2: Development Strategy moving forward – role of smaller settlements
<p>There needs to be a balanced portfolio of large, medium and small sites with the smaller settlements located in close proximity to Swindon playing a key role in delivering relatively small scale developments earlier in the Plan period whilst the larger, more complex urban extensions come forward.</p> <p>The current profile does not currently provide any meaningful consideration of the numerous smaller settlements which are included within the HMA.</p> <p>A review of the settlement hierarchy should be considered.</p>
Theme 3: Infrastructure smaller settlements
<p>Transport impacts of past and future growth on the settlements around Swindon needs to be taken into account.</p> <p>Congestion needs to be dealt with on the roads that lead to Swindon from these more rural settlements with high traffic volumes.</p> <p>Consideration should be given to the opening of a railway station to provide a sustainable means of travel to alleviate travel problems.</p>
Theme 4: Cross boundary working
<p>Administrative boundary between the two authorities, Wiltshire Council & Swindon Borough Council:</p> <ul style="list-style-type: none">- Historically the difference of political views between the two authorities has proven to be a major obstacle in comprehensively planning development that is located astride the administrative boundary.

Summary of comments received November 2017

BRADFORD ON AVON

Trowbridge HMA Bradford on Avon
Theme 1: Green Belt should be reviewed
The Green Belt currently constrains employment and housing opportunities due to the limited ability to expand. This will prevent the town from meeting future development requirements.
Theme 2: Green Belt should not be reviewed
The Green Belt should be protected to maintain community identity and provide green space.
Theme 3: Further development
There is a need for both employment and housing land allocations. New development needs to be community led. Mixed-use allocations may complement existing communities and ensure that growth can be delivered without detriment to economic growth delivery.
Theme 4: Poor transport infrastructure
Further development will potentially strain infrastructure. Peripheral expansion would help to move traffic demands away from the Town Centre. Improvements to public transport should be added to the vision for Bradford on Avon.
Theme 5: Settlement Boundary
Due to constraints in the east and west of Bradford on Avon, the most appropriate area for development would be to the north of the town, extending the existing settlement boundary towards the B3105. However, there were also objections to any expansion of the settlement boundary.

Summary of comments received November 2017

TROWBRIDGE

Trowbridge HMA Trowbridge
<p>Theme 1: Green Belt should not be reviewed</p> <p>The Green Belt should not be reviewed as it helps to make the town more attractive. Instead, brownfield sites should be prioritised for development.</p>
<p>Theme 2: Green Belt should be reviewed</p> <p>The Green Belt should be reviewed, particularly if it releases additional employment land for Trowbridge. This would help to open up sites which are served by existing transport infrastructure, to achieve a better distribution of housing and to prevent housing being deflected onto villages.</p>
<p>Theme 3: Ashton Park development</p> <p>The Ashton Park development will help to provide employment land. Maximum effort should be made to overcoming the obstacles in the development before allocating more greenfield land as a replacement.</p> <p>The Trowbridge HMA paper should have reflected on the reasons for the Ashton Park delay and the impact of the proposed Trowbridge Recreation Management Mitigation Strategy on other development sites at the edge of Trowbridge.</p> <p>Due to the delays, development of a mix of size, types and locations at the edges of Large Villages should be implemented instead of urban extensions such as at Ashton Park.</p>
<p>Theme 4: Transport infrastructure</p> <p>Improving transport infrastructure, including increasing the rail service and improving highways will help to facilitate access to employment, attract inward investment and improve air quality. Improvements to bus services should be a priority.</p> <p>An imbalance of secondary schools in Trowbridge contributes to congestion in the settlement. The early delivery of secondary education east of River Biss at Ashton Park and relocating one of the existing schools to the east would help to provide more balanced flow demands.</p>
<p>Theme 5: Brownfield Land</p> <p>Brownfield land opportunities with close proximity to employment should be prioritised to help make the town more attractive and prevent development on greenfield land.</p>
<p>Theme 6: Clarity and content of HMA profile</p> <p>The constraints map should reflect constraints associated with bats and show why sites have been environmentally discounted.</p>
<p>Theme 7: Balance of housing and jobs</p> <p>There should be a halt to further housing allocations due there being a surplus of workers and high deprivation levels. Instead, the regeneration of the Town Centre should be prioritised. There is also a need for retirement homes and care homes.</p>

Concerns that previous house building was deflected from Chippenham to towns in north and west Wiltshire, contrary to Core Policy 1, and that this would continue in the period 2016-2036.

Summary of comments received November 2017

WARMINSTER

Trowbridge HMA Warminster	
Theme 1: Constraints	
	There are not more significant environmental constraints in Warminster compared to Trowbridge, as suggested in the paper.
Theme 2: Transport infrastructure	
	Concerns about the effects of more housing on infrastructure, particularly the B390. Support for an upgrade of the A303.
Theme 3: West Warminster Urban Extension	
	The West Warminster Urban Extension should not be considered as the sole focus of growth given the delays to the application to date.
Theme 4: Housing numbers	
	Support for the expansion of Warminster due to good road and rail links and a range of facilities which higher levels of growth would improve.
Theme 5: Location of housing	
	Housing should be allocated close to where the main economic potential is located.

Summary of comments received November 2017

WESTBURY

Trowbridge HMA Westbury
Theme 1: Westbury should become a greater focus for growth
More growth should be allocated at Westbury due to a lack of environmental constraints, having a major train station, being positioned on the A350 corridor and having a considerable market capacity. Development could also support the delivery of improvements to the A350.
Theme 2: Transport infrastructure
Opportunities to improve transport infrastructure include upgrading Dilton Marsh train station, providing a bypass for Westbury and upgrading the A350. Congestion in and around Hawkeridge and West Wiltshire Trading Estate should be given a higher priority as a major constraint on growth.

Summary of comments received November 2017

MERE

Trowbridge HMA Other Settlements: Mere
Theme 1: Assessment of Mere in the consultation
The HMA profiles did not contain a specific section for Mere, suggesting a lack of regard for Mere as a settlement capable of and requiring growth.
Theme 2: Mere should be an area for potential growth
Expansion of smaller scale settlements such as Mere presents a suitable alternative to Trowbridge to accommodate housing need.
Theme 3: Mere should not be moved from the Salisbury HMA to the Trowbridge HMA
Mere should not be allocated in the Trowbridge HMA due to Mere's historic, education, health service, leisure and transport links with the Salisbury HMA.

Summary of comments received November 2017

GENERAL COMMENTS

Trowbridge HMA General Comments
Theme 1: The SHMA suggests a modest increase in housing needs, but a surplus of workers compared to jobs in the area. Should housing needs be met in the HMA?
<p>The housing need should be met as far as possible within the HMA.</p> <p>The surplus of workers should not prevent further development, but simply encourage further employment related development.</p>
Theme 2: What are the relationships between settlements and with settlements outside?
<p>The relationships between the settlements within the HMA are strong. Further assessment into this would be useful.</p> <p>The settlements within the HMA have strong relationships with other settlements up the A350 to Chippenham and the M4, and beyond to Bath and the West of England. Consequently, infrastructure development will be an important issue in these areas.</p>
Theme 3: HMA Profile
<p>An assessment of the smaller settlements in the HMA should be undertaken to deduce the function and capacity of the HMA, rather than just assessing the larger settlements.</p> <p>The older population, as identified in Bradford on Avon, was not specified as a constraint within other Wiltshire settlements.</p>

Appendix 7 – SWOT Analysis

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

Amesbury
AIR QUALITY
Historic data indicates no air quality issues at present
ECONOMY
<p>The villages of Bulford and Larkhill have a strong army presence, and the community area is dotted with military sites. The wider Salisbury Plain area will receive an economic boost from the stationing of approximately an additional 4,000 troops as a result of army restructuring and its rebasing programme.</p> <p>The 160 acre Solstice Park has been developed rapidly with only a few plots remaining; an indication of buoyant demand for well-connected employment sites with infrastructure in place.</p> <p>Recent developments include the T J Morris (Home Bargains) Southern Distribution Centre (1 million sq ft), a new HQ facility for The Tintometer, Holiday Inn Stonehenge and a number of food outlets.</p>
EDUCATION
<p>Currently Stonehenge School is being expanded by 300 places to meet the existing demand (2018).</p> <p>Any further expansion of this site is restricted due to the constraints present on site.</p>
HEALTH
Gap in provision in September 2016 was -88m ² and is predicted to increase to -213m ² by 2026.
HOUSING
<p>House building rate has been in accordance with anticipated rates</p> <p>27% of all homes built were affordable housing, below target levels</p>
HERITAGE
<p>Designated assets and their settings:</p> <ul style="list-style-type: none">• Amesbury Abbey grade II* RPG• Stonehenge World Heritage Site (west)• Prehistoric fields within the WHS and in areas to the north, south and east• Scheduled hillfort at Vespasian's Camp• Amesbury Conservation Area

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

Amesbury

Any areas with survival of early character (such as prehistoric fields) are significant and rare, and are vulnerable to development pressure.

LANDSCAPE

Distinctive landscape setting, rolling downland and River Avon Valley is intrinsic to the evolution of settlements and should be conserved and enhanced.

Constraints to development:

- WHS lies to the west
- Salisbury Plain and Salisbury District SLAs surrounding settlements at Boscombe Down

Development has the potential to compromise important landscape features including:

- the green fingers to the west of Amesbury, Bulford and surrounding Durrington;
- the upper slopes of chalk downland which form a highly prominent scenic rim to the settlements;
- the undeveloped skyline, and
- the WHS and Amesbury Abbey and Park.

TRANSPORT

Highway Network

- Amesbury is well served by the A303 which provides a direct link to London and the South West.
- Weaknesses include AM and PM peak hour delays on the A303 causing rat running and delays on London Road and the A345.
- Improvements to A303 would help relieve local congestion hot spots.
- New development sites may add to local traffic congestion.

Public Transport:

- Amesbury is well served by bus routes with regular services to Salisbury and Andover, and less frequent services to Marlborough and Swindon.
- Nearest rail stations are Grately (with very limited services) and Salisbury.
- New rail station at Porton would encourage a modal shift from car journeys to rail, and facilitate cycling to the rail station. However the feasibility of a suitable stopping train service is unknown. The estimated cost range (depending on associated track and signalling requirements) is £10m - £20m.

Cycling / Walking:

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

Amesbury

- National Cycle Network route 45 passes through the town comprising a mixture of on-road routes, quieter roads, and rights of way.
- Lack of good cycling links to Durrington, Stonehenge, Porton Down or off road routes to Salisbury.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

BRADFORD ON AVON
AIR QUALITY
Long standing AQMA for annual average exceedance of nitrogen dioxide and small particulates (PM10) with no improvement in former.
ECONOMY
There is a high concentration of jobs in Accommodation & Food Services, as reflected in the JSF. 2017 saw the construction of a new HQ and production facility for R&D-led automotive business Anthony Best Dynamics as part of the Kingston Farm mixed-use development. There is a limited supply of employment sites and premises available in Bradford on Avon.
EDUCATION
St Laurence Academy is at capacity and the scope for expansion is thought to be limited.
HEALTH
Gap in GP provision in September 2016 was -177m2 (in the top 10 for largest gap in the Wiltshire CCG). This is predicted to decrease to -159m2 by 2026.
HOUSING
House building has been above anticipated rates. 21% of all homes built were affordable housing, below the target in the Core Strategy.
HERITAGE
Increased pressure for 'improvements' to highways network would conflict with preservation of the historic townscape. Designated assets and their settings: <ul style="list-style-type: none">• Belcombe Court and The Hall• Numerous dispersed designated farmsteads (north and north-east)• Conservation areas at Turleigh, Winsley, Avoncliff and Lower Westwood• Listed buildings in smaller settlements at Woolley Green and Leigh
LANDSCAPE
Constraints to development: <ul style="list-style-type: none">• Cotswolds AONB (west)• SLA7 Southern Fringers of the Cotswolds (west)• Belcombe Court Registered Park & Garden (west)• Green Belt• South Wraxall Limestone Lowland (north)

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

BRADFORD ON AVON

- Semington Open Clay Vales (east)
- Avon Clay River Floodplains (east)
- Wingfield Rolling Clay Lowland (south)

Visibility:

Limpley Stoke and Westwood Limestone River Valleys (west) have steep wooded valley sides and are highly visible from the wider AONB

TRANSPORT

Highway Network

- 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 A363 crosses the River Avon on Town Bridge and this is the only road crossing of the river. 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.

Public Transport:

- 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. Rail services do not connect directly to Chippenham or Swindon.
- The town is relatively well served by bus routes. The 265 service runs frequently between Bath and Warminster via Bradford, Trowbridge and Westbury with an extension to Salisbury every 2 hours.
- Peak hour delays on the A363 also affect bus services.

Cycling / Walking:

- Wiltshire Cycleway (on road leisure route) – County route passes through the town.
- There is a cycle route (mainly a shared use path) along the A363 between Bradford on Avon and Trowbridge.
- National Cycle Network route 4 follows the Kennet and Avon Canal Towpath through Wiltshire and connects Bradford on Avon with Bath, Trowbridge, Melksham, Devizes and Pewsey.
- 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.

CALNE

AIR QUALITY

Long standing AQMA for annual average exceedance of nitrogen dioxide

ECONOMY

There is a high concentration of manufacturing jobs.

Deceuninck has reopened its 110,000 sq ft warehouse facility at Porte Marsh Industrial Estate

Close proximity to M4, Swindon and Chippenham contributes to the town having one of the lowest levels of self-containment in Wiltshire.

Land to the east of Porte Marsh Industrial Estate could accommodate additional employment growth.

EDUCATION

John Bentley School could be further expanded if required.

HEALTH

Beverbrook Medical Centre, Patford House Partnership, Broken Cross Health Centre and Northlands Surgery are situated in Calne.

There is expected to be a shortfall in GP provision by 2026.

HOUSING

- House building has been above anticipated rates and is set to exceed requirements in the Wiltshire Core Strategy.
- 27% of all homes built since 2006 were affordable housing, below the 30% target set out in the Core Strategy.

HERITAGE

- Increased pressure for 'improvements' to highways network could conflict with preservation of the historic townscape.

Designated assets and their settings:

- Bowood House and Park RPG (south west)
- Scheduled moated site and listed farmhouse at Pinhills Farm
- Scheduled medieval village at Beversbook (north)
- Dispersed farmsteads (south)

CALNE

LANDSCAPE

Constraints to development:

- The lower land lying to the east and south east includes sand extraction and landfill sites, which is likely to preclude opportunity for major urban expansion in this direction.
- Development to the West along the Marden Valley could undermine the qualities of the River Marden's shallow river valley character and to the south-west the rural setting of Bowood Park.
- Development to the East, especially on higher ground facing the North Wessex Downs, is likely to be more visually prominent from the elevated west/north-west facing scarp slopes and rolling ridge lines of the AONB.

Visibility:

- Bowood House and Park Registered Park and Garden (south west) is on higher ground overlooking the shallow River Marden Valley.
- Marlborough Downs Chalk Plateau (east), Lyneham Hills (west) and Bowood Hills (south) are all on higher ground surrounding the rolling clay lowland of Calne.

TRANSPORT

Highway Network

- Calne is well served by the A4 which provides a direct link to Chippenham and Bath.
- The A3102 provides a western bypass and leads northeast to the M4.
- Highway congestion around Curzon Street/Wood Street causes delay and contributes significantly toward poor air quality.
- Increased pressure on highway network as a result of significant development growth could exacerbate air quality conditions.
- Historic streetscapes limit options for interventions.
- Significant development growth could potentially deliver an eastern bypass which has been a long-standing local aspiration (estimated cost £30m - £50m).

Public Transport:

- There is a regular bus service to Chippenham railway station and Swindon and bus links to Devizes, Marlborough and many villages around Calne.
- Increasing traffic congestion in the centre of Calne may cause the main bus service to divert away from town centre bus stops.

Cycling / Walking:

- National Cycle Network route 403 passes through Calne.
- 6.9% journeys to work made by walking. Relatively low compared with 9.2% in Wiltshire.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

CHIPPENHAM
AIR QUALITY
Elevated levels of pollutants and increased traffic could lead to an AQMA declaration.
ECONOMY
<p>Chippenham is home to high quality employment sites including Methuen Business Park and Greenways Business Park. Headquarters of numerous strategically significant businesses, several with overseas ownership or global reach are located here.</p> <p>Recent investments include ongoing HQ office expansion by Good Energy, a new purpose built HQ for Woods/Valldata, Expolink's move to a larger building at Greenways, Wincanton's occupancy of the former Herman Miller facility and Wavin Group's major factory and stockyard expansion. There is virtually full occupancy of sites/premises and businesses report an availability shortage.</p> <p>There is a limited supply of employment sites and premises available in Chippenham.</p>
EDUCATION
<p>All three secondary schools will soon be at capacity with a possible shortfall of approx. 500 places from current known strategic housing sites in the next few years.</p> <p>Scope present for the expansion of Abbeyfield School, limited expansion possible at Sheldon or Hardenhuish.</p>
HEALTH
<p>Rowden Medical Practice, Lodge Surgery and Jubilee Field Surgery had a gap in GP provision of -50m², -496m² and -182m² in September 2016. A high provision in Hathaway Medical Partnership (+785m²) led to a locality gap for Chippenham of +57m². This gap is predicted to be -27m² by 2026.</p> <p>Chippenham Community Hospital provides a facility with beds, minor injuries unit, maternity, XR base for out of hours.</p>
HOUSING
<p>House building has been below anticipated rates.</p> <p>21% of all homes built were affordable housing, below the target in the Core Strategy.</p>
HERITAGE
<p>Designated assets and their settings: Corsham Park (RPG); Lacock (CA); Bowood House and Park (RPG); Spye Parklands (RPG); Derry Hill (CA); Bowden Hill (CA); Sheldon Manor (Scheduled monuments, GI & II*listings & RPG) (north-west); Rowden Conservation Area (south east); Scheduled monuments at Allington</p>

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

CHIPPENHAM

LANDSCAPE

Constraints to development:

Corsham Park (RPG) (south-west); Corsham CA (south west); Corsham SLA 7 (south-west); Bowood House and Park (RPG) (south east); Spye Parklands (RPG and SLA 5) (south east); Derry Hill (CA) (south east); Bowden Hill CA (south east); Rowden Conservation Area (south)

Visibility:

The River Avon Corridor North and south of Chippenham, and the River Marden Corridor to the north-east are visually sensitive to change from new urban development and new road infrastructure / river crossings.

TRANSPORT

Highway Network

- Chippenham is located adjacent to the A350 primary route corridor which provides north-south links in west Wiltshire to the M4 in the north and A36 in the south.
- AM and PM peak hour delays particularly on the A350, A4 and the A420 along with certain town centre locations.
- The central road network is constrained by bridges and historic layouts.
- New transport infrastructure can be delivered as part of the development of strategic sites in and around the town.
- Planned growth and an increased local population may increase congestion and put further pressure on the town's parking capacity.

Public Transport:

- Bus routes with regular 20 minute services to Bath and Swindon along with other surrounding towns and villages. Traffic congestion can affect bus service reliability.
- Chippenham railway station is well connected to the town centre and the Great Western Mainline provides direct rail links to Bath, Bristol and onwards to South Wales in the west and Swindon, Reading and London to the east.
- Improvements at Chippenham Station are identified in the Wiltshire Core Strategy and feasibility work has been undertaken.
- The electrification of the Great Western Mainline, with improved availability of frequent and reliable train services, should encourage a greater modal shift from car journeys to rail.

Cycling / Walking:

- National Cycle Network route 403 passes through Chippenham while Regional Route 20 also connects from the west into Chippenham.
- Severances limit opportunities to travel by foot and cycle while there are relatively few off-road cycle paths or on-road lanes

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

CORSHAM
AIR QUALITY
Elevated levels of pollutants and increased traffic levels have been recorded.
ECONOMY
<p>There is a high concentration of employment in the Real Estate, Information & Communication sectors.</p> <p>Corsham Science Park continues to grow with Bath ASU completing a new purpose built manufacturing and R&D facility, two further buildings have been completed, and a third phase of flexible business units is planned to meet expected market demand.</p> <p>Ark Data Centres have continued to expand their large scale data facilities at Spring Park.</p> <p>Opportunities include Corsham Science Park increasing the number of high skilled jobs, regeneration of MOD sites, Sands Quarry brownfield site and Corsham Mansion House offering incubation and start up space to digital businesses in the town centre.</p>
EDUCATION
The Corsham School is currently at capacity with planned expansion meeting known demand, though the secondary school does have scope for further expansion.
HEALTH
In the top 10 for largest gap in GP provision in the Wiltshire CCG (-283m2) in September 2016. The gap is expected to increase to -408m2 by 2026.
HOUSING
<p>Rate has been in accordance with anticipated rates, with the redevelopment of MoD premises close to the town being a sporadic element of land supply.</p> <p>23% of all homes built have been affordable housing, below target levels in core strategy.</p>
HERITAGE
<p>Designated assets and their settings:</p> <ul style="list-style-type: none">• Corsham Park (CA and RPG)• Hartham Park• Rudloe Park• Pickwick Park• Settings of Neston, Pickwick and Gastard CAs• Dispersed designated farmsteads

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

CORSHAM

LANDSCAPE

Constraints to development:

- Cotswolds AONB (north and west)
- SLA 7 (north)
- Pickwick Conservation Area (north)
- Corsham Park (Conservation Area and Registered Park & Garden) (east)
- Elevated West Wiltshire Green Belt (west)
- Neston Conservation Area (south-west) Potential settlement coalescence with Neston and Rudloe.

Development to the:

North of the A4 or further west could impact on the tranquillity, dark skies and setting of the Cotswolds AONB

TRANSPORT

Highway Network

- Corsham is well served by the A4 which provides a direct link to Chippenham and Bath, and connects northwards towards the M4 via the A350.
- AM and PM peak hour delays on the A4 particularly at Cross Keys and Chequers junctions.

Public Transport:

- Corsham is well served by bus routes with regular services to Bath and Chippenham and less frequent services to Trowbridge
- Peak hour delays on the A4 and into key destinations affect bus services
- A Corsham Station could help unlock land to the south and west for which there is general community support.

Cycling / Walking:

- Wiltshire Cycleway (on road leisure route) – County route passes through the town while the Vale of Pewsey Route starts in Corsham.
- National Cycle Network route 254 (part of Wiltshire Cycleway) and Regional Route 20 pass through the area
- Corsham has few off-road cycle paths or on-road lanes.

DEVIZES

AIR QUALITY

Long standing AQMA for annual average exceedance of nitrogen dioxide.

ECONOMY

There is a high concentration of employment in the Public Administration & Defence, Manufacturing, and Construction sectors.

Recent larger investments at Hopton Road Trading Estate have included a new-build second production facility for MSA Latchways, Cross Manufacturing taking a second production building, and ongoing production expansion at Haydens Bakeries.

There is a very limited supply of employment sites and premises available in Devizes. Regeneration sites exist at Devizes Wharf and Assizes Court while a greenfield site of 8 ha is present adjacent to the Hopton Park Industrial Estate.

EDUCATION

Currently a surplus capacity with Devizes School anticipated to continue to have some surplus capacity after known housing growth is completed. Therefore modest housing growth could be accommodated without expansion.

HEALTH

Second largest gap in provision in the Wiltshire CCG in September 2016 (-612m2). This is predicted to increase to -820m2 by 2026.

HOUSING

House building has been above anticipated rates when the Wiltshire Core Strategy envisaged a reduction from earlier trends

31% of all homes built were affordable housing, below target levels

HERITAGE

Designated assets and their settings:

- Roundway Down Civil War Battlefield site
- Setting of castle and town (CA, LB, SM) including perception as a fortified settlement

Development to the north and north east on rising ground would be highly visible and affect the setting of Roundway Down and other archaeological assets clustered on the higher ground.

Development could impact on Caen Hill Locks and the rest of the route/infrastructure of the Avon and Kennet Canal

Further development is likely to increase pressure for 'improvements' to highways network which would conflict with preservation of the historic townscape.

DEVIZES

LANDSCAPE

Constraints to development:

- North Wessex Downs AONB (north, north east, east) and Horton Down and Vale of Pewsey

Due to intervening slopes Potterne is unlikely to be affected.

Rowde to the northeast is some distance beyond the greensand scarp and would be unaffected.

The strategy should not compromise the wooded greensand scarps on the western edges of the town and the wooded parkland of Roundway Park to the north.

TRANSPORT

Highway Network

- The main highway routes radiate outwards providing links towards the north, east, south and west of Wiltshire via the A361, A342 and A360.
- Highway congestion causes delay and significantly contributes towards poor air quality.
- Increased pressure on highway network as a result of significant development growth could exacerbate the existing AQMA and encourage rat running.

Public Transport:

- Devizes benefits from a town bus services and is linked by the key bus network between Trowbridge and Swindon and has buses to Chippenham, Salisbury, Bath and a number of neighbouring villages.
- Peak hour delays on the A361 and into key destinations affect bus services (partly as a result of a lack of bus priority measures).
- A Devizes parkway rail station would help better integrate the town into the rail network. No business case or detailed study work undertaken on a Devizes parkway railway station. The feasibility of a suitable stopping train service is therefore unknown. The estimated cost range (depending on associated track and signalling requirements) is £10m - £25m.

Cycling / Walking:

- National Cycle Network route 4 passes through the centre of Devizes along the Kennet and Avon canal tow path.

MALMESBURY

AIR QUALITY

No Known Air Quality Issues

ECONOMY

Wholesale & Retail and Business Services are the most highly concentrated sectors.

There is ongoing major investment by Dyson at its global RDD campus in the town, supporting a doubling of the workforce, including the new Dyson Academy, and through the acquisition of Hullavington Airfield in order to develop a second campus, for battery and New Energy Vehicle development.

Dyson's expansion aside, there is a limited supply of employment sites and premises available in Malmesbury.

EDUCATION

The current Malmesbury Secondary School is at capacity. Scope to expand the current facilities is limited.

HEALTH

Malmesbury was ranked as having the smallest gap in capacity in the Wiltshire CCG in September 2016, which is predicted to stay the same by 2026.

HOUSING

House building rate is slightly higher than anticipated rates.

17% of all homes built were affordable housing, below target levels.

HERITAGE

Designated assets and their settings:

- Malmesbury Conservation Area and its high number of Listed buildings
- Medieval abbey and its surrounding setting
- Significant archaeological remains dating from the Iron Age to Civil War within the core of the town

Sensitive areas include:

- The area occupied by Charlton Park, its estate and the associated ancient woodland.
- The historic character of the abbey and surrounding area
- Parkland landscapes

Further development may increase pressure for 'improvements' to the highways network (junction improvements etc.) which may conflict with the need to preserve the historic character of the town.

MALMESBURY

LANDSCAPE

Constraints to development:

- Cotswolds AONB (west)
- Charlton Park and farmland estate (while not a Registered Park & Garden it is a large important peripheral local heritage asset) (north east)
- Malmesbury Conservation Area and the high number of Listed buildings within the town (highest in Wiltshire).
- Malmesbury Abbey

Historic landscape elements and features:

- Views from outlying countryside to the abbey and The King's Church spire
- Parkland landscapes provide legible historic landscape character
- Dispersed small villages with strong stone vernacular or hamlets and fine stone country houses

TRANSPORT

Highway Network

- The A429 connects Malmesbury to a number of key destinations via the M4, including Swindon, Bristol and London.
- Recent improvements to Junction 17 of M4 have relieved a congestion hot spot and accident cluster site. AM and PM peak hour delays along A429 approaching M4 Junction 17 of M4 and at the junction itself may still occur.

Public Transport:

- Malmesbury is well served with bus routes with regular services to Swindon, Chippenham and Cirencester though increasing traffic congestion in Swindon and Chippenham could prevent buses 'cycling' in the current efficient way
- Kemble Station (8.5 miles from Malmesbury) offers regular services towards Swindon, London Paddington, Gloucester and Cheltenham Spa, and is due to be served by new Bi-mode trains.
- An Hullavington parkway railway station would potentially open up new development opportunities. However no business case or detailed study work has been undertaken on an Hullavington parkway railway station at this time.

Cycling / Walking:

- National Cycle Network route 254 and Sections 13 and 14 of the Wiltshire Cycleway pass through the area comprising a mixture of on-road routes, quieter roads, rights of way and permissive routes.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

MARLBOROUGH
AIR QUALITY
Long standing AQMA for annual average exceedance of nitrogen dioxide
ECONOMY
There is a limited supply of employment sites and premises available in Marlborough. There is a lack of affordable sites for development. Marlborough Business Park has provided an important new location for employment growth and new business.
EDUCATION
St John's in Marlborough is currently at capacity and oversubscribed so expansion is already required on its current site to meet growth. Secondary school does have scope for expansion. While further expansion is possible, large scale development may be needed to enable the provision of a new school.
HEALTH
East Kennet area had the third largest gap in GP provision in the Wiltshire CCG in September 2016 (-493m ²). Marlborough Medical Practice had a gap in GP provision of -379m ² , whereas for Ramsbury and Wanborough Surgery this figure was 318m ² . These are predicted to stay the same in 2026.
HOUSING
House building rate has been in accordance with anticipated rates 15% of all homes built were affordable housing, substantially below target levels
HERITAGE
Designated assets and their settings: <ul style="list-style-type: none">• Marlborough Castle - Scheduled Monument and Registered Park (RPG)• Tottenham House Registered Park & Garden (southeast)• Savernake Forest (south east) which is mostly incorporated into the Registered Park and Garden.• Scheduled Roman small town of Cunetio (east)• Scheduled Forest Hill Camp (south-east)• Scheduled Wansdyke (south)

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

MARLBOROUGH

LANDSCAPE

Savernake Forest ancient woodland is a major contributor to local historic landscape character and its setting and prominence could be affected by new developments.

Constraints to development:

- North Wessex Downs AONB
- Tottenham House Registered Park & Garden (higher plateau to the southeast)

The Kennet & Og chalk rivers and valley floor meadows are scarce and sensitive landscapes

The strategy would need to avoid sensitive skylines which could impact on the setting of the town and locations visible from the wider AONB, particularly the Marlborough Downs Open Downland to the north.

TRANSPORT

Highway Network

- 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.
- AM and PM peak hour delays on A356 (towards junction 15 of M4 and Salisbury Road), Bath Road and George Lane.
- Improvements to A346 / A4 would help relieve local congestion hot spots.
- Shortage of parking at peak times, creating parking issues for both residents & visitors

Public Transport:

- 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.
- Nearest railway stations are Great Bedwyn and Pewsey stations (both some 6 miles from Marlborough) offering regular services to London Paddington. However, the current bus-rail infrastructure and timetables are not meeting local needs.
- The feasibility of a suitable stopping train service is unknown. The estimated capital cost (depending on associated track and signalling requirements) is £20m - £40m.

Cycling / Walking:

- National Cycle Network routes 254, 403, and 482; and Sections 10 and 11 of the Wiltshire Cycleway pass through the area comprising a mixture of on-road routes, quieter roads, rights of way and permissive routes.

MELKSHAM

AIR QUALITY

Potential future AQMA indicated by current data.

ECONOMY

Total jobs have grown steadily since 2009 with a high concentration of jobs in Manufacturing.

Cooper Tyres (automotive) remain the largest employer (700 jobs).

Herman Miller constructed a new factory in Bowerhill with other recent major investments at Bowerhill including expansion by Gompels Healthcare; and developments at Hampton Park West including the JLR dealership, hotel and food outlets and a new Wiltshire Air Ambulance airbase.

There is a limited supply of employment sites and premises available in Melksham however land to the west of Bowerhill Industrial Estate could accommodate additional employment growth while brownfield sites in the town also provide regeneration opportunities.

EDUCATION

Melksham Oak School is expected to be over capacity in the next couple of years with expansion already planned by at least 300 places to meet existing demand.

Allocations of 1000+ dwellings would require additional land to be secured adjacent to school.

HEALTH

Melksham hospital, Giffords Primary Care Centre, Spa Medial Centre and St Damian's Surgery are located in the town.

There is a shortfall in GP provision, which is expected to rise by 2026.

HOUSING

House building has been slightly above anticipated rates in the core strategy

Substantial commitments for housing, focussed around the east, have improved local road and other infrastructure.

Affordable housing was 44% of all homes built since 2006, above target level of 30%.

HERITAGE

Designated assets and their settings:

- Spye and Bowood Parklands RPG (east on the ridgeline at Sandridge Park)
- Designated farmsteads
- Setting of the Spa and Woolmore Manor

Opportunities may exist for development associated with the proposed link of the Wilts & Berks Canal.

MELKSHAM

LANDSCAPE

Constraints to development:

- Spye and Bowood Parklands (east on the ridgeline at Sandridge Park)
- Low lying R. Avon floodplain corridors
- Strategy should avoid expanding to the East and encroaching on the lower slopes to Sandridge Hill to the east of Blackmore Farm.
- Strategy should avoid expanding North & Southwest along the R. Avon floodplain.

TRANSPORT

The Melksham Link could provide the opportunity to walk, cycle, ride and navigate boats from the south west of Melksham to the north east of Melksham and beyond.

Highway Network

- Melksham is well served by the A350 primary route which provides a direct link to Chippenham (and the M4 at Junction 17) and Trowbridge.
- Other key routes provide access to Bath (A365), Calne (A3102), Devizes (A365) and Bradford on Avon (B3107).
- Confluence of A350 and other radial routes (A365, A3102 and B3107) causes significant peak hour congestion and delays particularly in central section of A350 through the town
- Future development growth could increase pressure on the A350 through Melksham and at congestion hot spots such as Farmers Roundabout. Further development and delivery of an A350 Melksham bypass would relieve peak time congestion and delays. The estimated scheme costs are £35m to £80m.

Public Transport:

- Melksham is well served by bus routes with regular services to Bath, Chippenham, Trowbridge and Devizes. The TransWilts train service provides a two hourly service between Westbury and Swindon.
- Poor environment around Melksham rail station. A Melksham rail station masterplan is being prepared.
- Melksham does not have good bus-rail links. The road layout makes on highway bus / train connections impractical - there are no bus stops on the A350 and poorly located ones on the A365.

Cycling / Walking:

- National Cycle Network route 403 passes through the town and National Cycle Network route 4 passes through the area following the route of the canal.
- Poor access to Melksham rail station from the north.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

ROYAL WOOTTON BASSETT
AIR QUALITY
Real time monitoring introduced from 2017 with a future AQMA declaration possible.
ECONOMY
Occupancy at Interface Park remains strong; there has been much MoD property investment at Lyneham to support its training facilities there. There is a limited supply of employment sites and premises available in Royal Wootton Bassett. Low level of self-containment Royal Wootton Bassett currently loses main food shopping trips to neighbouring towns.
EDUCATION
The school has room for expansion and has currently submitted a planning application to meet existing demand. Given current expansion is planned to meet existing demand, large scale growth may need to be at a level that accommodates a new school.
HEALTH
Area had the fourth largest gap in GP provision in September 2016 (-409m ²). This is predicted to rise to -533m ² by 2026.
HOUSING
House building rate has been substantially higher than anticipated rates. 24% of all homes built were affordable housing, below target levels.
HERITAGE
The line of the Wiltshire and Berkshire Canal should be protected but may provide an opportunity for enhancement as part of sensitive development. Designated assets and their settings: <ul style="list-style-type: none">• Royal Wootton Bassett Conservation Area and its high number of listed buildings• Lydiard Park registered Park (north east on the other side of the M4)• Isolated designated farmsteads (surrounding the town to the north, east and south)• Road bridges across the railway to the south-east and south-west are listed structures

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

ROYAL WOOTTON BASSETT

LANDSCAPE

Constraints to development:

- The North Wessex Downs AONB (south east)
- Royal Wootton Bassett Conservation Area
- Brynards Hill Country Park (south)

Visibility:

The strategy may alter the characteristic setting of the town itself, with new urban extensions in lower lying clay vale areas obscuring open views of the town's characteristic western green escarpment slopes from open countryside.

The 'Great western Community Forest' Plan Area / Designation seeks to deliver an improved urban edge, transition with and repair of countryside around the south of Swindon through woodland planting, repair/restoration/enhancement of landscape character alongside enhanced opportunities for access and recreation; nature conservation; education and health etc.

TRANSPORT

Highway Network

- RWB is located in close proximity to junction 16 of the M4 and is well connected with Class A roads to other settlements, including Swindon.
- The M4, along with an expanding Swindon, continues to influence patterns of travel in the area generating additional volumes of traffic and congestion in RWB.
- A future opportunity exists through development providing a bypass of RWB thus reducing traffic congestion and impacts on the High Street.

Public Transport:

- Benefits from strategic bus routes to Calne, Chippenham, Malmesbury & Swindon.
- Off the strategic bus route network, links to surrounding villages are poor.
- A RWB rail station could help unlock land to the west, south and/or east of the town. The estimated capital cost range of a RWB rail station and necessary track improvements is £10m to £25m.

Cycling / Walking:

- National Cycle Network routes 26 & 254 lie 2-3km north & west of RWB respectively.
- Improved pedestrian and cycle linkages are needed between the town centre and local community facilities.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

Salisbury/Wilton
AIR QUALITY
3 long standing AQMAs for exceedance of nitrogen dioxide annual average.
ECONOMY
<p>A presence of financial/business services (led by James Hay's UK HQ with around 500 staff) remains significant.</p> <p>Investments have included Nicholas & Harris' expansion at Churchfields, and High Post Trading Estate is again fully occupied. DSTL continues to invest at Porton, and Phase One of Porton Science Park is complete with strong occupancy; with further aerospace investment planned for Boscombe Down.</p> <p>There is a limited supply of employment sites and premises available in Salisbury</p> <p>The lack of capacity for city centre businesses to expand is having a knock on impact on business operations</p> <p>A number of brownfield development opportunities exist including sites at The Maltings/Central Car Park and Churchfields.</p>
EDUCATION
<p>There is currently capacity across the secondary schools in Salisbury.</p> <p>The planned housing and numbers of children expected from the growth in the primary sector means that there may be a shortfall in places from 2022/23 onwards. Plans are in place to expand existing schools to meet known demand.</p> <p>If substantial new housing in Salisbury is planned the existing school sites are restricted.</p>
HEALTH
<p>Gap in provision in the Salisbury City area in September 2016 was -227m², the ninth largest gap in the Wiltshire CCG. This is predicted to decrease to +13m² by 2026 due to an increase in provision at Salisbury Medical Practice.</p> <p>In the Wilton area, the locality gap was +4m² in September 2016 and is predicted to decrease to +30m² by 2026.</p>
HOUSING
<ul style="list-style-type: none">• Rate of growth has been below anticipated rates and there continues to be a delay in delivering land for housing.• 28% of all homes built have been affordable housing, below target levels.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

Salisbury/Wilton

HERITAGE

Designated assets and their settings:

- Salisbury Cathedral & setting
- Salisbury Conservation Area
- Old Sarum Scheduled Monument
- Wilton House Grade 1 Listed Building
- Wilton Park RPG
- Wilton Conservation Area
- St Mary & Nicholas Church Scheduled Monument

LANDSCAPE

Cranborne Chase and West Wiltshire Downs AONB lies in close proximity to the south and west of Salisbury & Wilton.

The land to the north and east is covered by the locally designated Special Landscape Area. Historic parks and garden include Wilton House (including Wilton Park, Warren Down & Hare Warren) and Longford Castle & Park to the south east.

The area is rich in cultural features including SAMs and unregistered assets such as field systems and historic water meadows. Old Sarum is a prominent Iron Age earthwork that overlooks the city and the River Avon.

TRANSPORT

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

Salisbury/Wilton

Highway Network

- Weaknesses AM and PM peak hour delays on key junctions on all arterial routes including the A36 Wilton Road, A36 Southampton Road, A345 Castle Road, A345 New Bridge Road and A30 London Road
- Opportunities include improvements to key junctions including Harnham, Exeter Street and A36 roundabouts
- Facilitating future development growth would increase pressure on all arterial routes, including the A36

Public Transport

- Well served bus network and wide variety of rail services
- Peak hour delays, height restrictions in city centre and lack of cross-city bus connections impacting on the operation and viability of bus services
- Opportunities including building on the relatively high bus usage and availability of park & ride sites, a reopened Wilton Station and extension of TransWilts rail service to Salisbury
- High cost of Wilton Station

Cycling / Walking

- Wiltshire Cycleway, National Cycle Network route 24 and Salisbury Town Cycle Network
- Difficulty implementing some cycling / walking improvements due to land negotiation and other issues
- A36 ring road a key barrier

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

TROWBRIDGE
AIR QUALITY
No know air quality issues
ECONOMY
Recent investments include the St Stephen's Place leisure/food/retail developments, the new HQ offices for Hitachi CVS, and Apetito's programme at Canal Road. White Horse Business Park is again nearing full occupancy, with only one undeveloped plot. Global cosmetics manufacturer LF Beauty (600+ staff) has made ongoing investments at its UK plant. There is a limited supply of employment sites and premises available in Trowbridge to accommodate economic growth potential. Current opportunities include regeneration of Bowyers site, East Wing, Castle Place and the current proposal at Ashton Park for 15 ha of employment space.
EDUCATION
The three secondary schools in Trowbridge may be at or exceeding capacity from existing planned housing shortly. Process is currently underway to secure a new secondary school site on Ashton Park, the site offered may accommodate a small secondary school to meet needs of known development.
HEALTH
Trowbridge hospital offers 24/7 minor injuries unit, maternity, XR and base for out of hours. The Trowbridge area had the highest gap in GP provision in the Wiltshire CCG in September 2016. The gap is expected to increase by 2026.
HOUSING
42% of homes built were affordable housing, in excess of target levels. House building rates have been lower than those anticipated in the WCS, mainly due to the complexity and delay in developing Ashton Park.
HERITAGE
Designated assets and their settings: <ul style="list-style-type: none">• The historic cores of surrounding outlying settlements contain listed buildings• Dispersed farmsteads in the surrounding agricultural areas

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

TROWBRIDGE

LANDSCAPE

Constraints to development:

- To the SW between Southwick and Trowbridge is Southwick Country Park (100 acres leisure & recreation).

Visibility:

There is a strong visual connection to the Salisbury Plain SLA scarp and the Westbury White Horse

The strategy could lead to loss of outlying settlement character and setting e.g. Southwick, North Bradley, Staverton, Hilperton and Semington.

TRANSPORT

Highway Network

- Trowbridge is well connected via the highway network and is situated on the A350 (providing north-south links) and the A361 (providing east-west links).
- The highway network suffers from significant peak time delays in the town centre which also affects bus services.

Public Transport:

- Trowbridge benefits from town bus services and is linked to other key destinations via the key bus network between such as Swindon, Bath and Salisbury.
- Trowbridge rail station offers good connectivity within and beyond the county and has benefitted from significant (over £1m) investment through the Local Sustainable Transport Fund
- The enhanced TransWilts train service provides an improved north-south link from Swindon to Westbury.

Cycling / Walking:

- National Cycle Network route 4 passes through Trowbridge along the Kennet and Avon canal tow path.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

WARMINSTER
AIR QUALITY
No know air quality issues
ECONOMY
<p>There is a concentration of jobs in Education, Health & Social Work, and Manufacturing.</p> <p>Planning permission to deliver several new business starter and industrial units was granted on Warminster Business Park last year, which would see the creation of over 40,000 sq ft of new B use space in the town</p> <p>Longleat Enterprises plan to develop a major hotel/conference facility to augment core businesses, potentially significantly increasing their tourism/hospitality jobs</p> <p>There is a limited supply of employment sites and premises available in Warminster</p>
EDUCATION
<p>Satellite provision created on the West Warminster Urban Expansion development to meet planned future demand.</p> <p>Kingdown School is at capacity and this site cannot be meaningfully expanded further.</p>
HEALTH
<p>Warminster hospital offers a facility with beds, XR, base for out of hours and GP practice.</p> <p>In September 2016 the Warminster area had a locality gap in provision of -163m². This gap is predicted to increase to -204m² by 2026.</p>
HOUSING
<p>55% of all homes built were affordable housing, in excess of target levels.</p> <p>House building has been below anticipated rates, partly due to the complexity and delay delivering the West Warminster Extension.</p>
HERITAGE
<p>Designated assets and their settings:</p> <ul style="list-style-type: none">• Longleat RPG (south west)• Prominent scheduled hillforts at Cley Hill, Battlesbury and Scratchbury (west and north east)• Bishopstrow Conservation Area (east)• Scheduled Iron Age hillforts within the Longleat estate
LANDSCAPE

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

WARMINSTER

Constraints to development:

- CCWWD AONB lies to the west (Cley Hill) and south (Longleat Estate, registered house, park & garden).
- Corsley and
- Chapmanslade SLA (north west)
- Salisbury Plan SLA (wrapping around the town to the north, east and south)

Development to the:

- South and south west has potential direct and indirect effects to the River Wylye and its tributaries and associated habitats, adjacent chalk downland and the surrounding woodland habitats.
- North beyond the A36 and A350 would compromise the rural character of neighbouring landscapes, and the setting of isolated farmsteads, hamlets and the village of Upton Scudamore.
- Wylye Valley could undermine the setting of Bishopstrow and its conservation area.

TRANSPORT

Highway Network:

- Warminster is well served by the A36 / A350 which provides a direct link to west Wiltshire, Bath, Salisbury and the south coast.
- The A36 provides a bypass for Warminster and alleviates the majority of through traffic.
- AM and PM peak hour delays on the B3414 High Street / Market Place particularly at the Weymouth Street junction.
- Warminster town centre has a linear high street which can result in cross-town traffic problems. This is exacerbated by the presence on the east side of town of both the sole secondary school and also the army garrison.

Public Transport:

- Warminster is well served by bus routes with regular services to west Wiltshire, Bath and Salisbury. There is also a town bus service serving those areas lying away from the inter-urban routes.
- Warminster rail station provides good connectivity within and beyond the county.

Cycling / Walking:

- National Cycle Network route 24 passes through the south area of the town comprising a mixture of on-road routes, quieter roads, rights of way and permissive routes.
- Identified walking and cycling link issues by the local community.

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

WESTBURY
ECONOMY
<p>There is a high concentration of jobs in Transportation & Storage, and noticeable concentrations in Manufacturing and Construction.</p> <p>Welton Bibby & Baron have invested significantly following relocation to the area. Other investments included increased capacity at Aria Westbury Dairies and the adjacent Hills Group MBT Plant.</p> <p>There has been significant investment into Hawke Ridge Business Park, located next to the A350 between Westbury and Trowbridge. Opportunity for further development.</p> <p>Weight limit on bridge accessing employment sites</p>
EDUCATION
<p>Any significant development in Westbury will require expansion of Matravers School, although this may only be able to accommodate an expansion of approx. 1000 houses max.</p>
HEALTH
<p>Westbury Group Practice provides GP services across the Community Area.</p> <p>By 2026 it is predicted that there will be a shortfall in GP provision.</p>
HOUSING
<p>Housing Build rate has been slightly higher than anticipated.</p> <p>The town has a significant supply of land already permitted or allocated, exceeding current requirements to 2026.</p> <p>Since 2006, 39% of all homes built were affordable housing, consistent with target levels.</p>
HERITAGE
<p>Designated assets and their setting:</p> <ul style="list-style-type: none">• Bratton Camp - Scheduled Monument• Grade II* listed Heyward House and surrounding farmsteads (north, north east and west)• Significant medieval field systems and associated scheduled medieval settlements in the Brook area (southwest)• Scheduled moated site at Penleigh (west)• Leighton House <p>Development to the east would bring development closer to the immediate setting of the</p>

Summarised SWOT (Strength, Weakness, Opportunity & Threat) Analysis

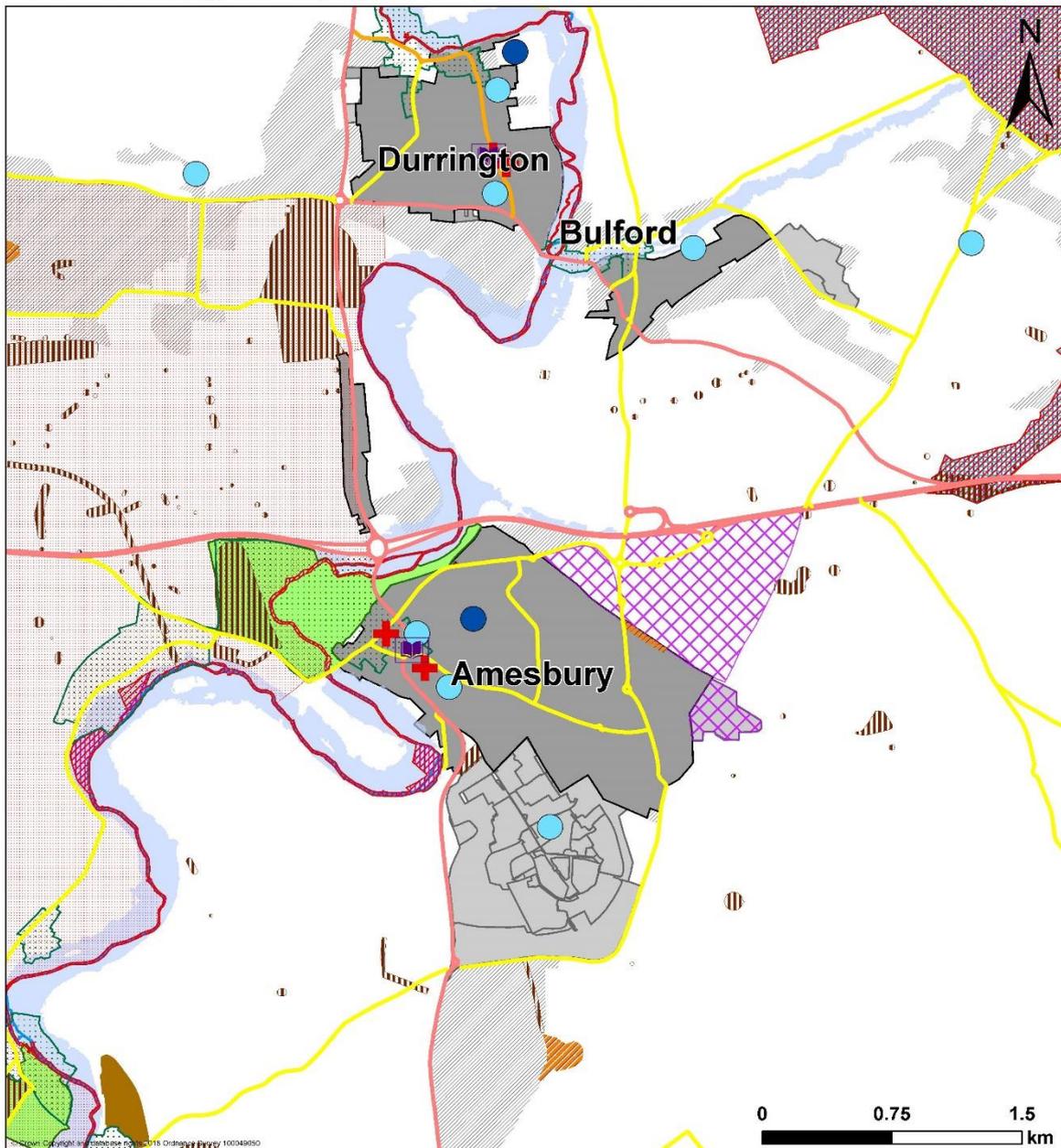
WESTBURY
<p>White Horse.</p> <p>There is the potential for more coalescence with Dilton Marsh, Hawkeridge and the smaller settlements/ farmsteads around Brokerswood leading to adverse impacts on their rural character.</p>
LANDSCAPE
<p>Constraints to development:</p> <ul style="list-style-type: none">• Salisbury Plain Special Landscape Area. <p>Visibility</p> <ul style="list-style-type: none">• Views from the top of the chalk scarp of Salisbury Plain are extensive and panoramic.
TRANSPORT
<p>Highway Network</p> <ul style="list-style-type: none">• Westbury is located on the A350 primary route.• The A350 passing through the town causes congestion and local social and environmental impacts. Increased pressure on highway network as a result of significant development growth could exacerbate air quality conditions.• A350 West Ashton / Yarnbrook Relief Road will reduce congestion north of Westbury. <p>Public Transport:</p> <ul style="list-style-type: none">• Bus services are available from most of the residential areas of Westbury to the town centre, Trowbridge, Bradford on Avon and Bath, Warminster and Salisbury.• Westbury is a significant rail hub, with direct services in six directions, including services to Bristol, Swindon, London, Salisbury and the South West. The railway station is situated about 1.3km from the town centre, and is poorly integrated with the bus network.• Peak hour delays on the A350 and into key destinations affect bus services. <p>Cycling / Walking:</p> <ul style="list-style-type: none">• The A350 and Station Road provide a poor walking and cycling environment. The severance caused by the Westbury Avoiding Line (rail route) and the rail routes through the station result in poor connectivity between the residential parts of Westbury and the major business sites• Potential opportunity is to link Oldfield Road to Westbury railway station via a new bridge through new residential development

Appendix 8 – Illustrative Maps

Sheet 1: Amesbury, Bulford and Durrington

Option: ____

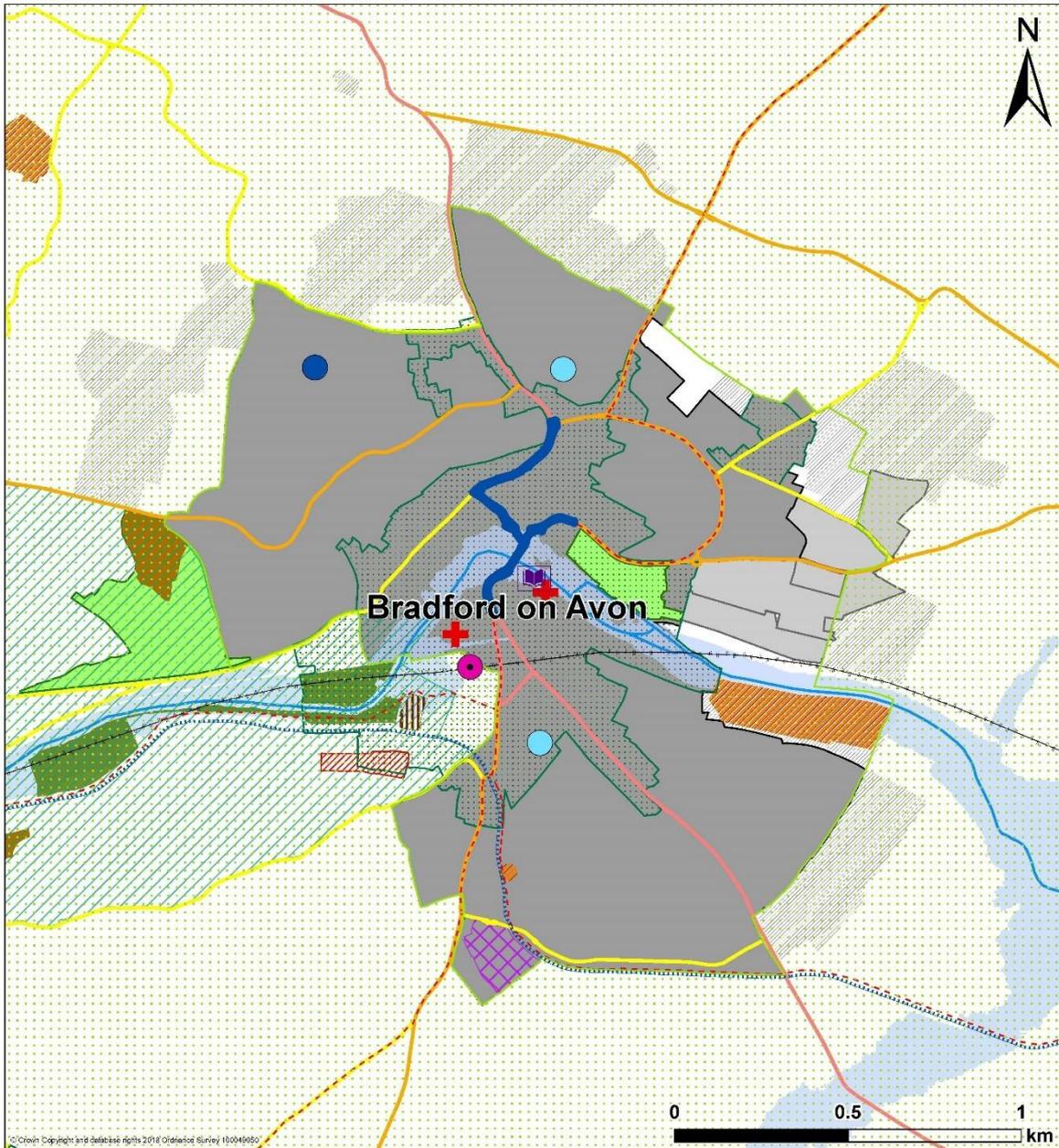
If a different strategy is emerging, please mark it on a separate map



Constraints		Facilities	Infrastructure
■ Within Limits of Development	■ Environment Agency Flood Zone 2	📖 Library	— A Road
■ Permitted Land	— Rivers	● Secondary Schools	— B Road
■ SHELAA 2017 sites	■ Conservation Area	● Primary Schools	— Minor Road
■ Principal Employment Area	■ SSSIs	+	
	■ Special Protection Areas		
	■ Special Area of Conservation		
	■ Historic Landfill		
	■ Scheduled Monuments		
	■ World Heritage Site		
	■ Historic Parks and Gardens		
	■ Ancient & Semi-Natural Woodland		

Sheet 1: Bradford on Avon Option: _____

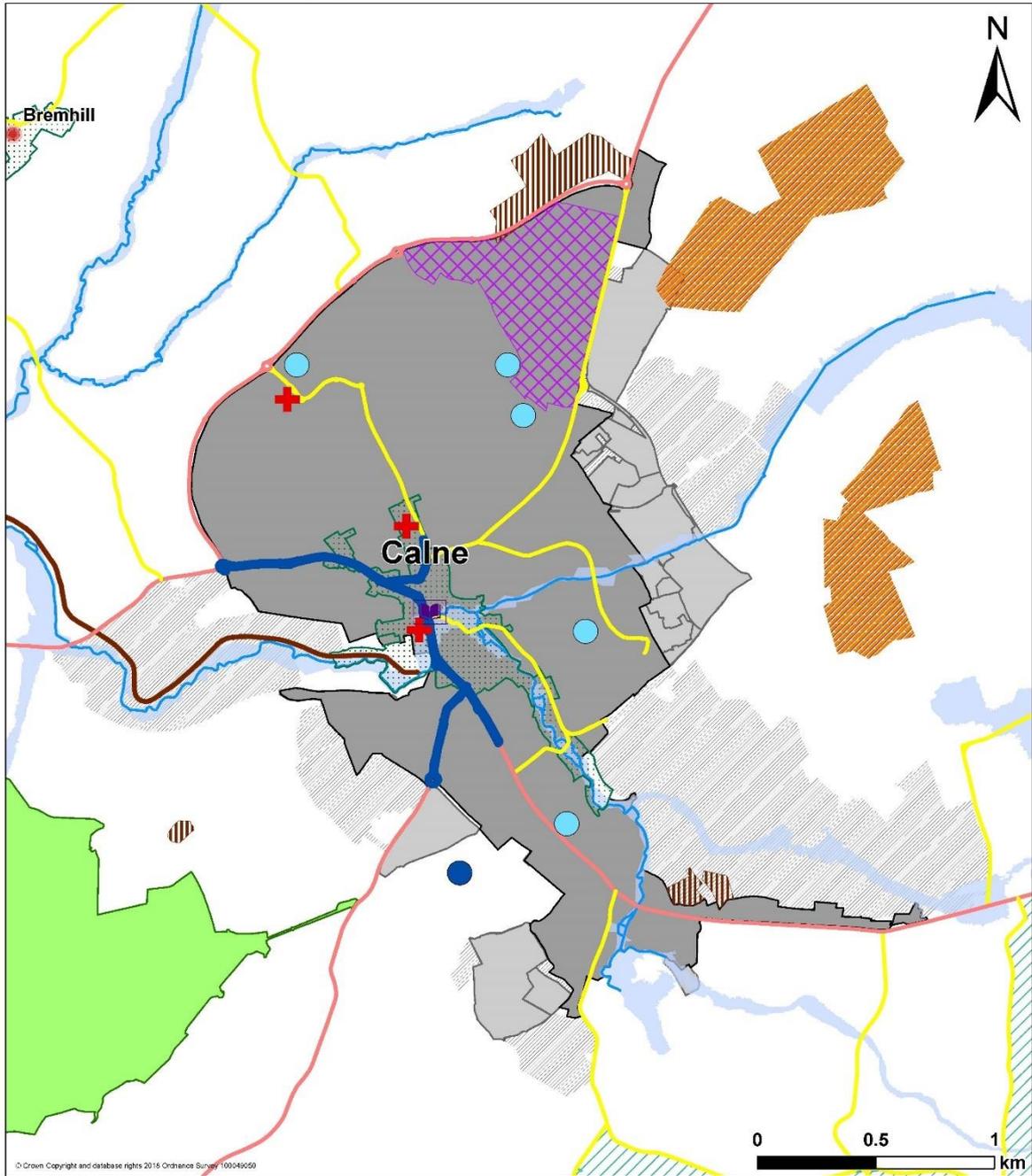
If a different strategy is emerging, please mark it on a separate map



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| <ul style="list-style-type: none"> ■ Within Limits of Development Constraints ■ Permitted Land ▨ SHELAA 2017 sites ⊠ Principal Employment Area ■ Air Quality Management Area | <ul style="list-style-type: none"> ■ Environment Agency Flood Zone 2 ■ Rivers ■ Green Belt ■ Conservation Area ■ SSSIs ■ Historic Landfill ■ Scheduled Monuments ■ Historic Parks and Gardens ■ Ancient & Semi-Natural Woodland ■ AONB ■ Country Parks | <ul style="list-style-type: none"> ■ Facilities ■ Library ● Secondary Schools ● Primary Schools ■ Public Health GPs | <ul style="list-style-type: none"> ■ Infrastructure ■ A Road ■ B Road ■ Minor Road ■ Railway ● Train Stations --- National Cycle Network --- Kennet & Avon Canal |
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Sheet 1: Calne Option: _____

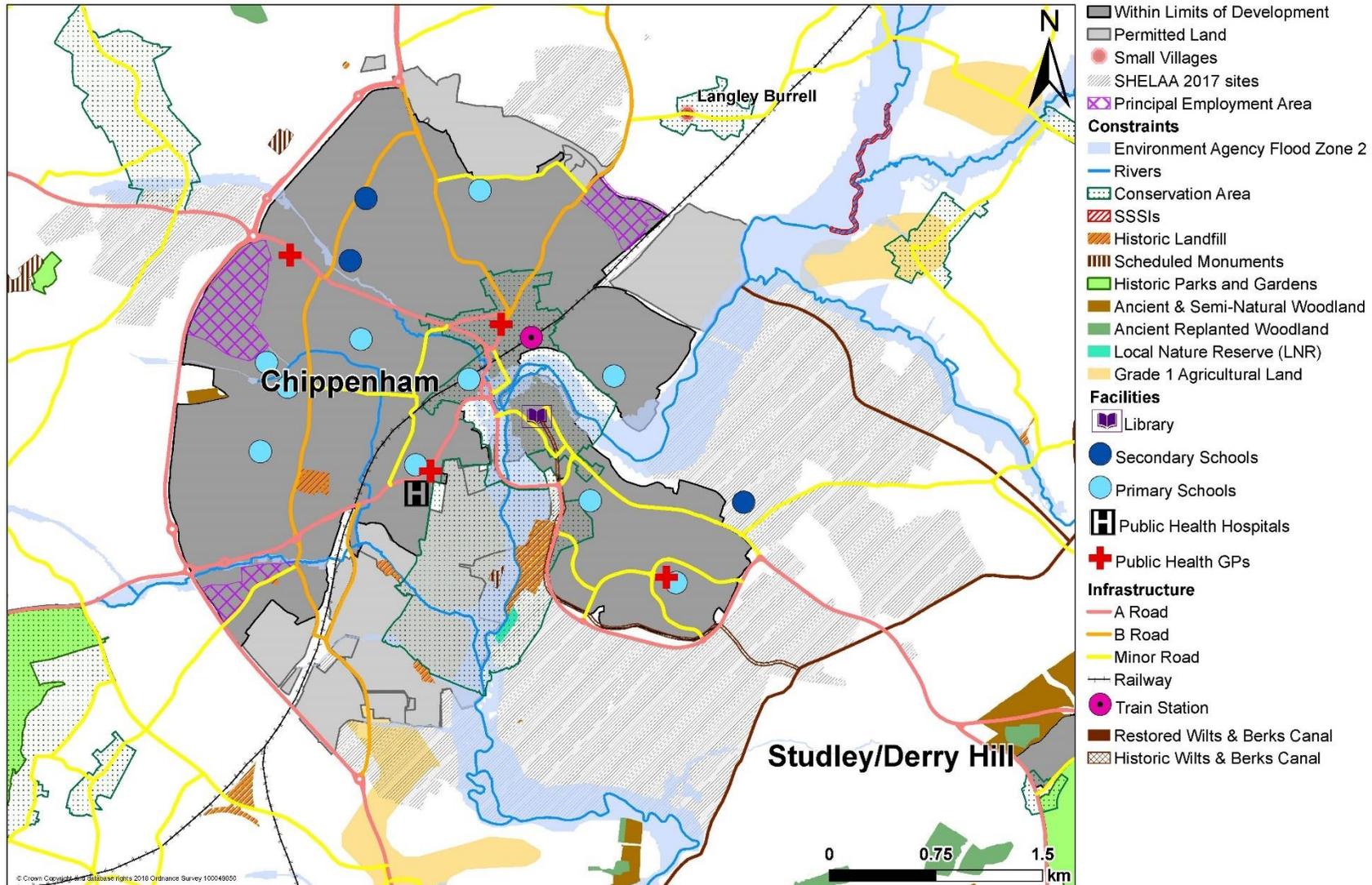
If a different strategy is emerging, please mark it on a separate map



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| <ul style="list-style-type: none"> ■ Within Limits of Development Constraints ■ Permitted Land ● Small Villages ▨ SHELAA 2017 sites ▨ Principal Employment Area ▨ Air Quality Management Area | <ul style="list-style-type: none"> ■ Environment Agency Flood Zone 2 ■ Rivers ■ Conservation Area ■ Historic Landfill ■ Scheduled Monuments ■ Historic Parks and Gardens ■ AONB | <ul style="list-style-type: none"> ■ Facilities ■ Library ● Secondary Schools ● Primary Schools ■ Public Health GPs | <ul style="list-style-type: none"> ■ Infrastructure ■ A Road ■ Minor Road ■ Restored Wilts & Berks Canal |
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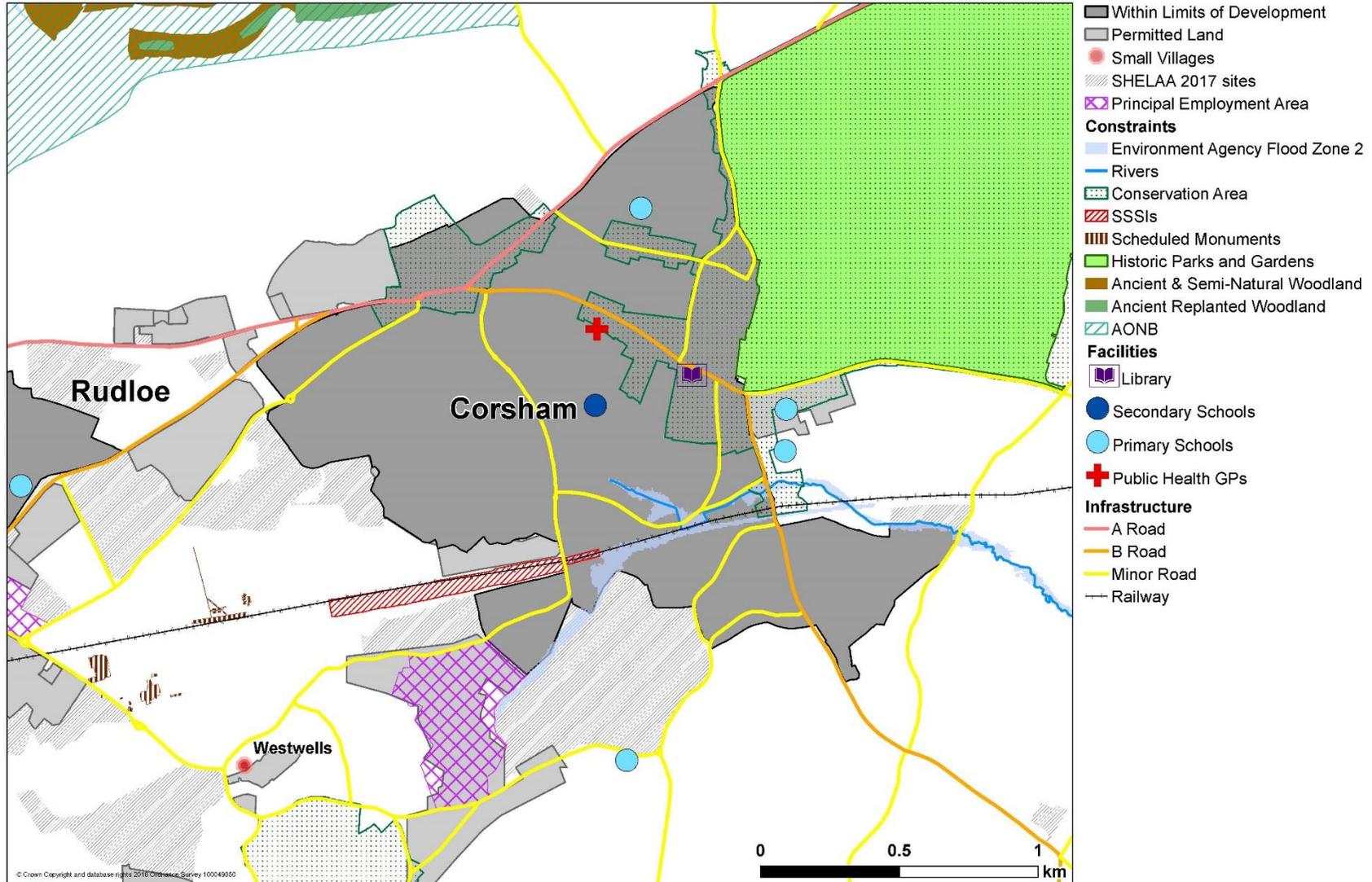
Sheet 1: Chippenham Option: _____

If a different strategy is emerging, please mark it on a separate map



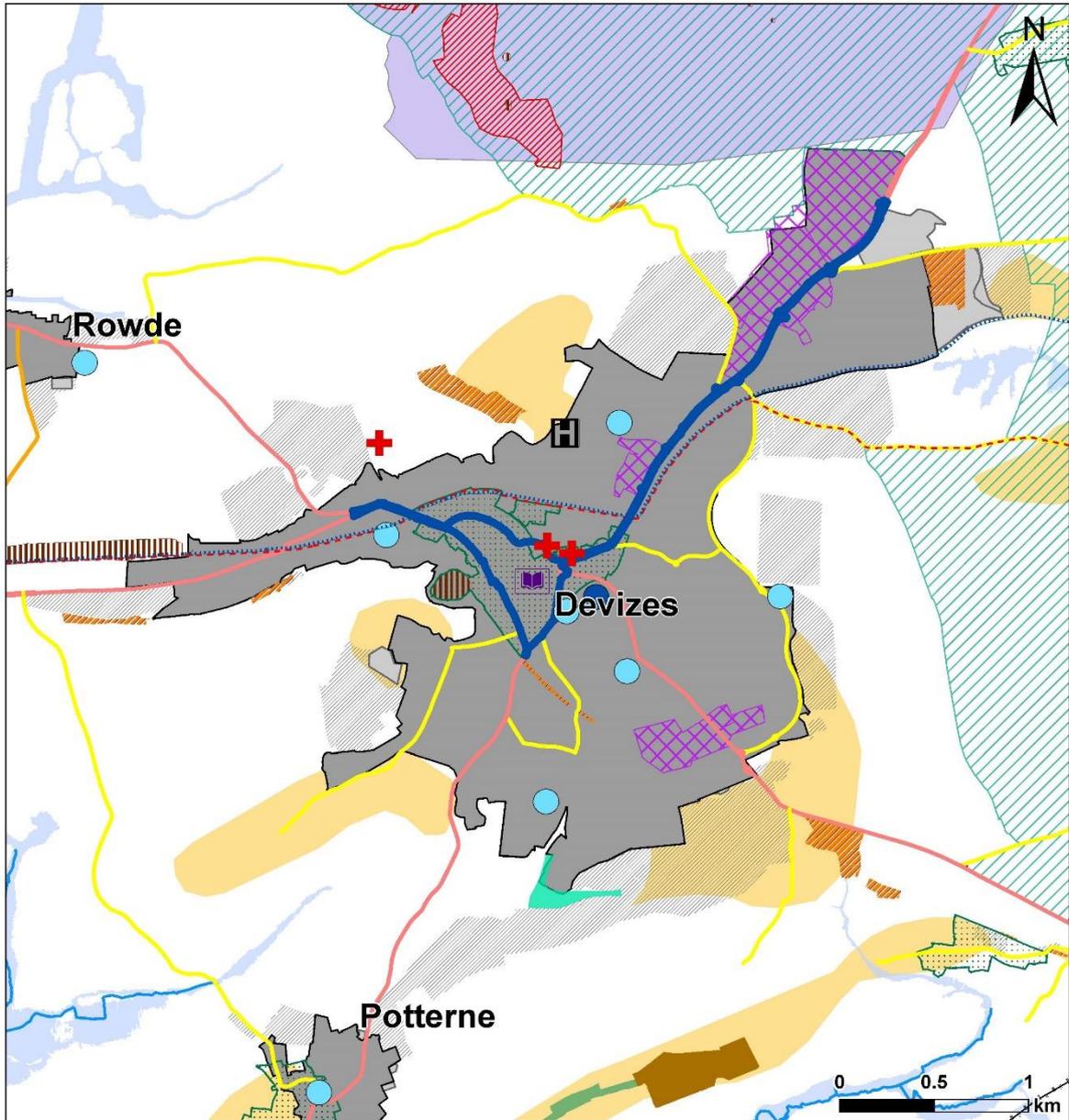
Sheet 1: Corsham Option: _____

If a different strategy is emerging, please mark it on a separate map



Sheet 1: Devizes Option: _____

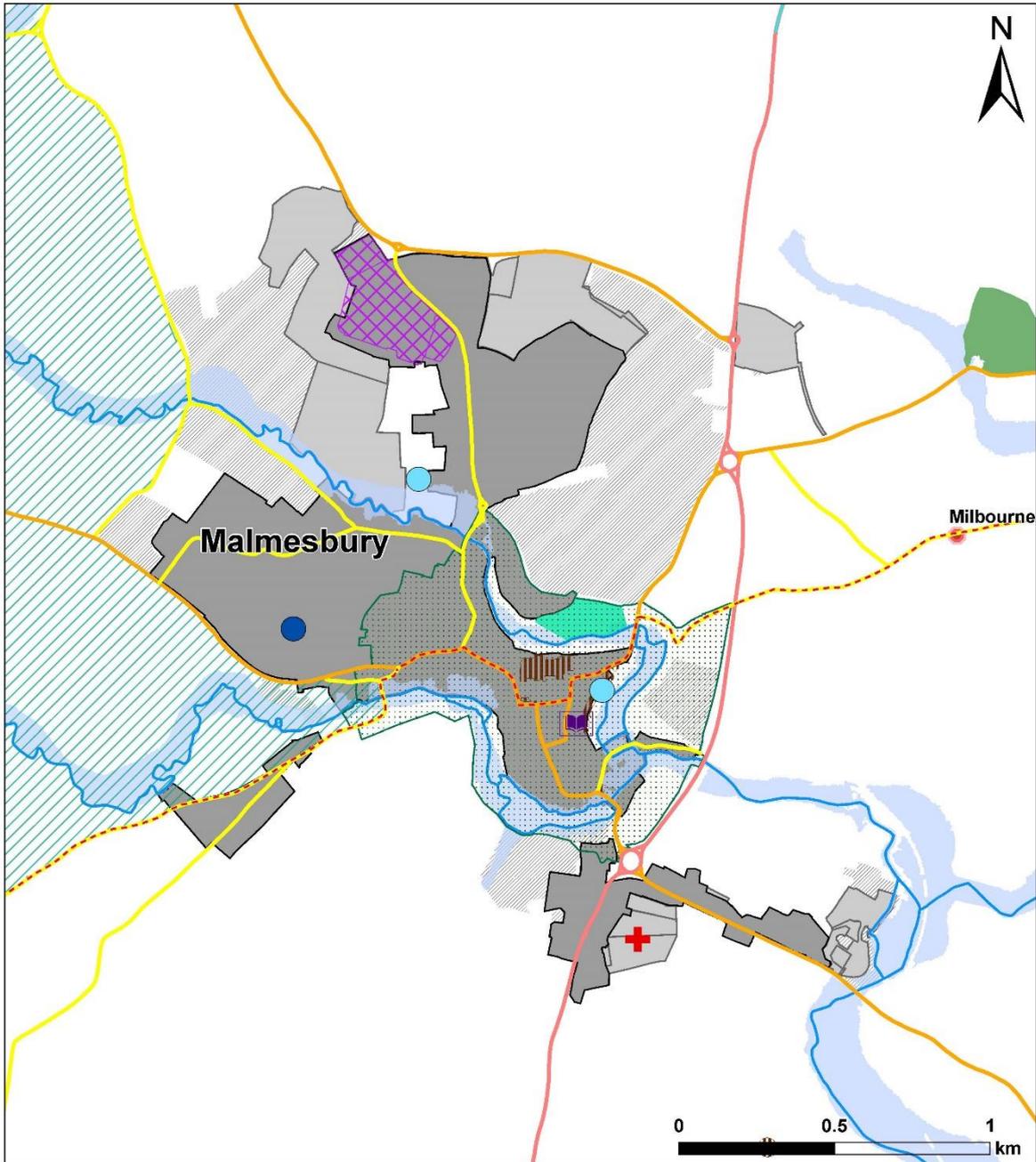
If a different strategy is emerging, please mark it on a separate map



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| <ul style="list-style-type: none"> Within Limits of Development Permitted Land SHELAA 2017 sites Principal Employment Area Air Quality Management Area | <p>Constraints</p> <ul style="list-style-type: none"> Environment Agency Flood Zone 2 Rivers Conservation Area SSSIs Historic Landfill Registered Battlefields Scheduled Monuments Ancient & Semi-Natural Woodland Ancient Replanted Woodland Local Nature Reserve (LNR) AONB Grade 1 Agricultural Land | <p>Facilities</p> <ul style="list-style-type: none"> Library Secondary Schools Primary Schools Public Health Hospitals Public Health GPs | <p>Infrastructure</p> <ul style="list-style-type: none"> A Road B Road Minor Road Railway National Cycle Network Kennet & Avon Canal |
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Sheet 1: Malmesbury Option: _____

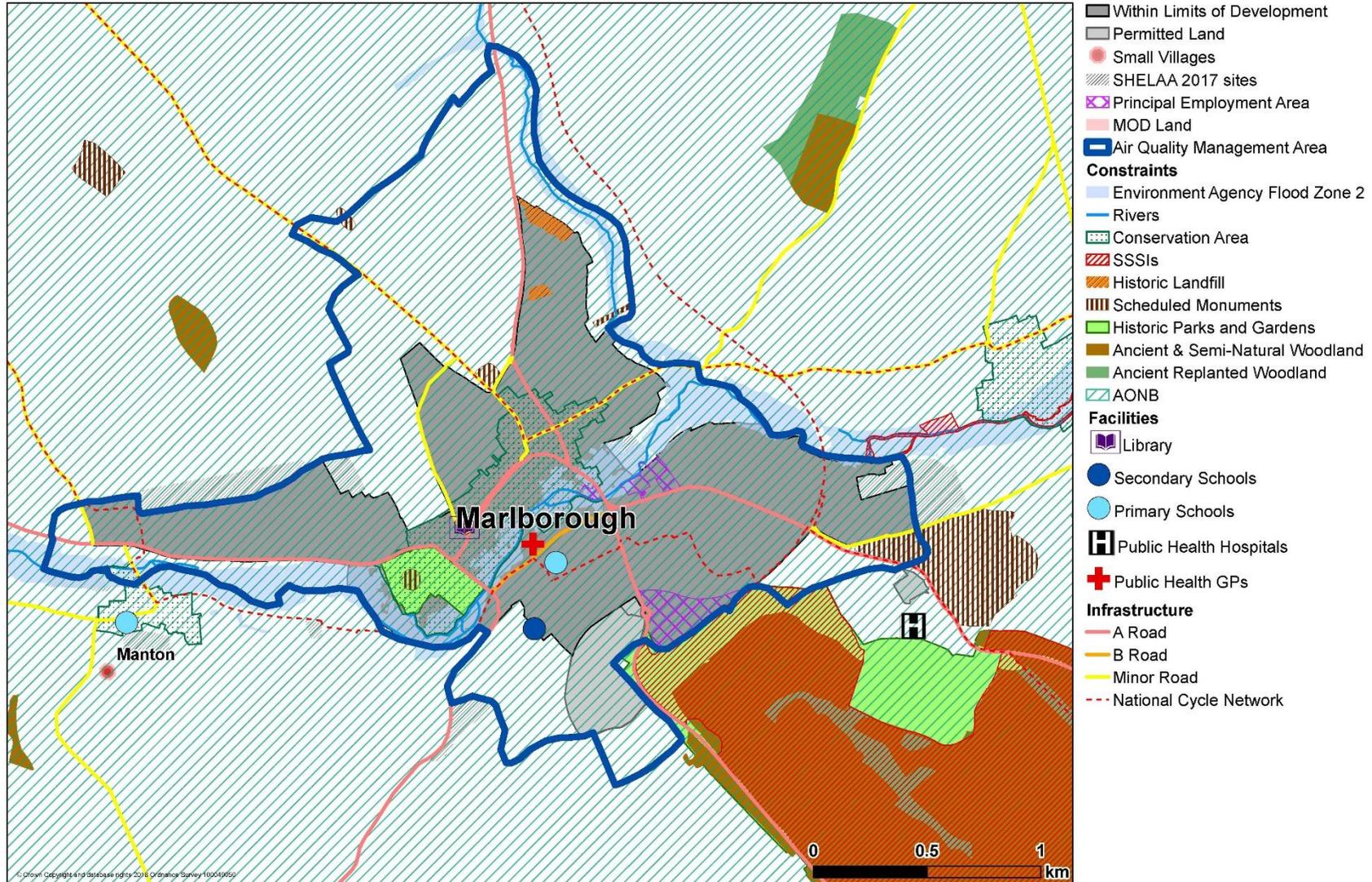
If a different strategy is emerging, please mark it on a separate map



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| <ul style="list-style-type: none"> ■ Within Limits of Development Constraints ■ Permitted Land ● Small Villages ▨ SHELAA 2017 sites ▨ Principal Employment Area | <ul style="list-style-type: none"> ■ Environment Agency Flood Zone 2 — Rivers ▨ Conservation Area ▨ Scheduled Monuments ■ Ancient Replanted Woodland ■ Local Nature Reserve (LNR) ▨ AONB | <ul style="list-style-type: none"> ■ Facilities ■ Library ● Secondary Schools ● Primary Schools ■ Public Health GPs | <ul style="list-style-type: none"> ■ Infrastructure — A Road — B Road — Minor Road — National Cycle Network |
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Sheet 1: Marlborough Option: _____

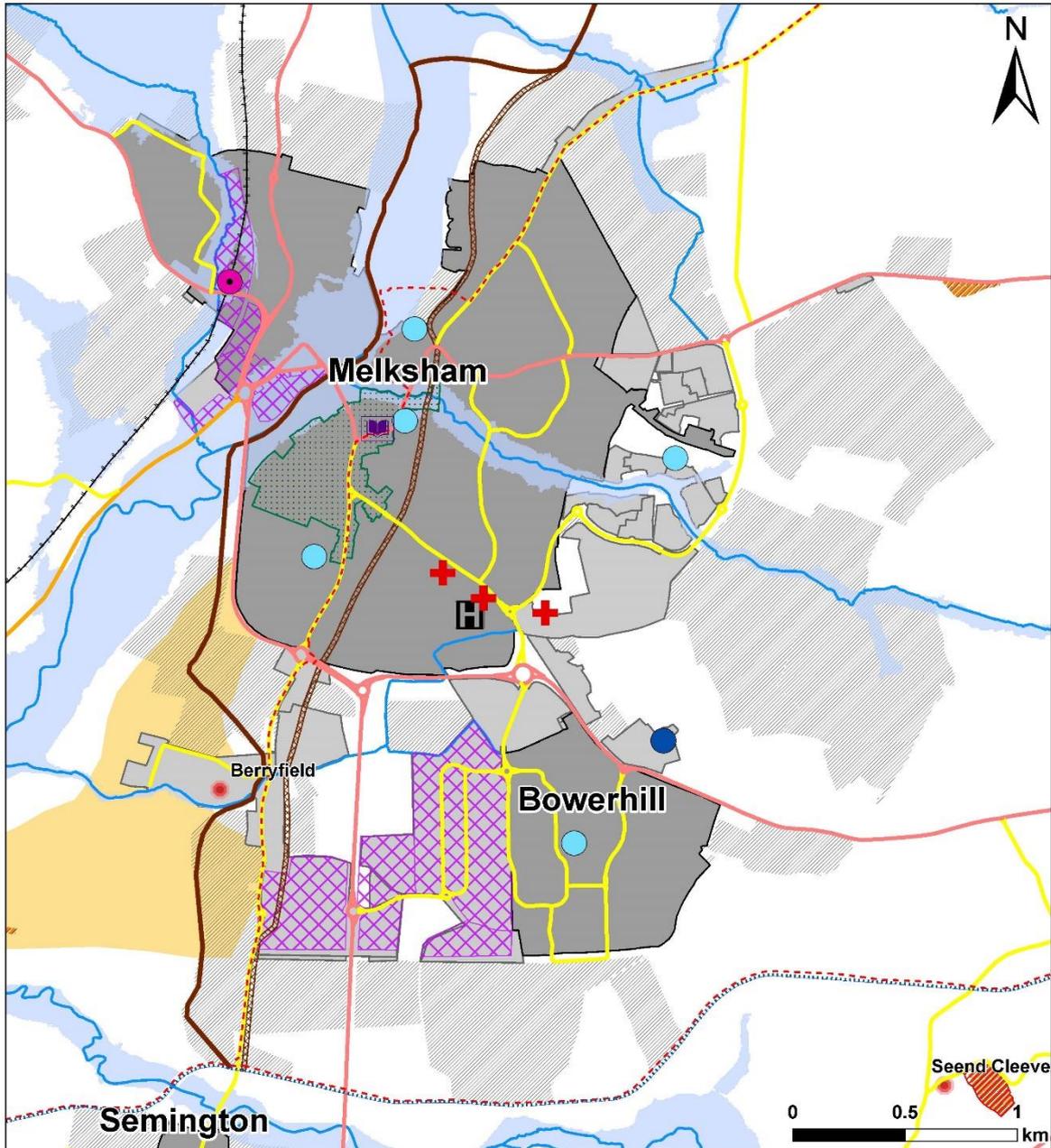
If a different strategy is emerging, please mark it on a separate map



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Sheet 1: Melksham Option: _____

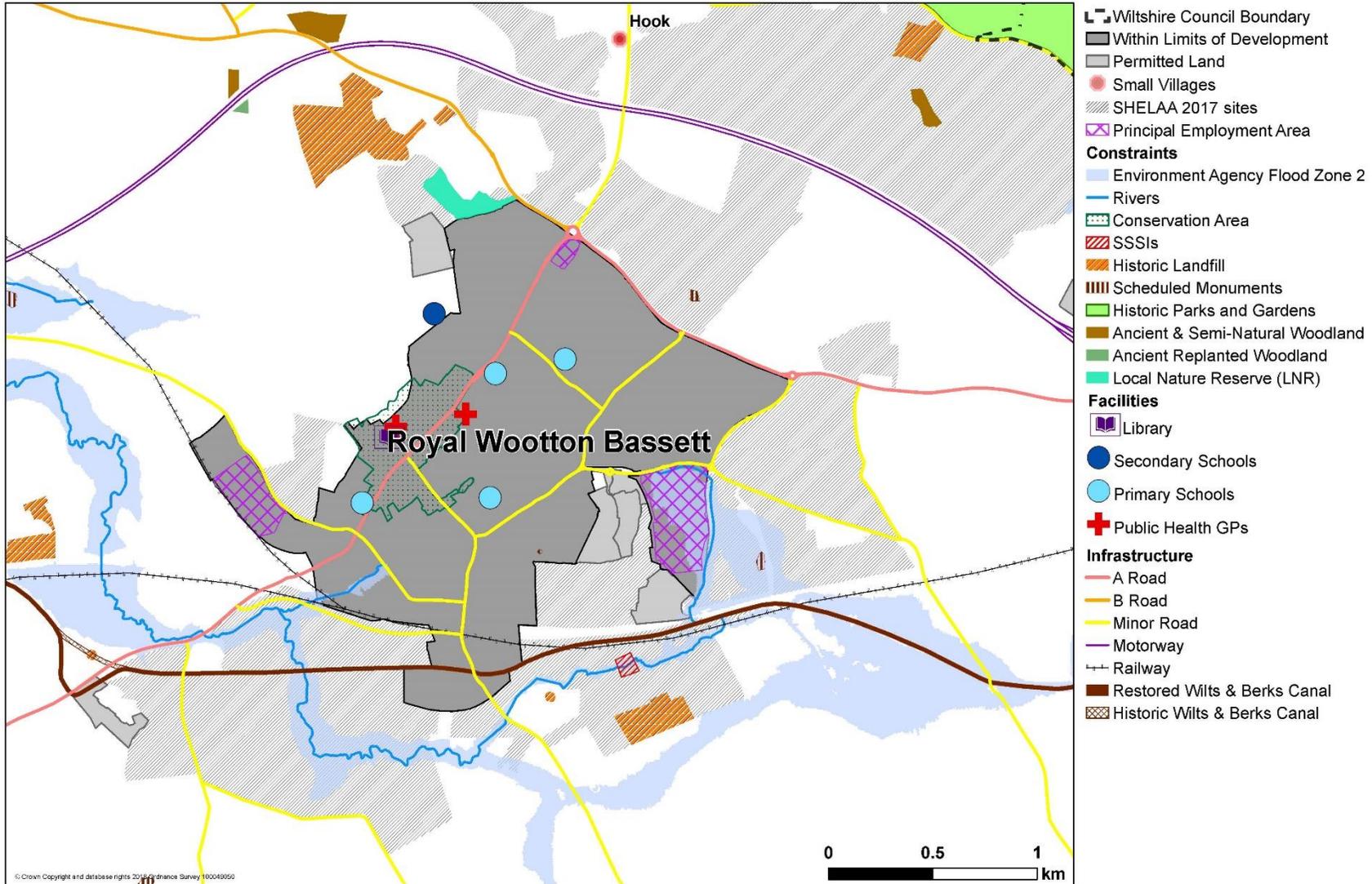
If a different strategy is emerging, please mark it on a separate map



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| <ul style="list-style-type: none"> ■ Within Limits of Development Constraints ■ Permitted Land ● Small Villages ▨ SHELAA 2017 sites ▨ Principal Employment Area | <ul style="list-style-type: none"> ■ Environment Agency Flood Zone 2 ■ Rivers ■ Conservation Area ■ SSSIs ■ Historic Landfill ■ Grade 1 Agricultural Land | <ul style="list-style-type: none"> ■ Facilities ■ Library ■ Secondary Schools ■ Primary Schools ■ Public Health Hospitals ■ Public Health GPs | <ul style="list-style-type: none"> ■ Infrastructure ■ A Road ■ B Road ■ Minor Road ■ Railway ■ Train Stations ■ National Cycle Network ■ Kennet & Avon Canal ■ Restored Wilts & Berks Canal ■ Historic Wilts & Berks Canal |
|--|---|---|--|

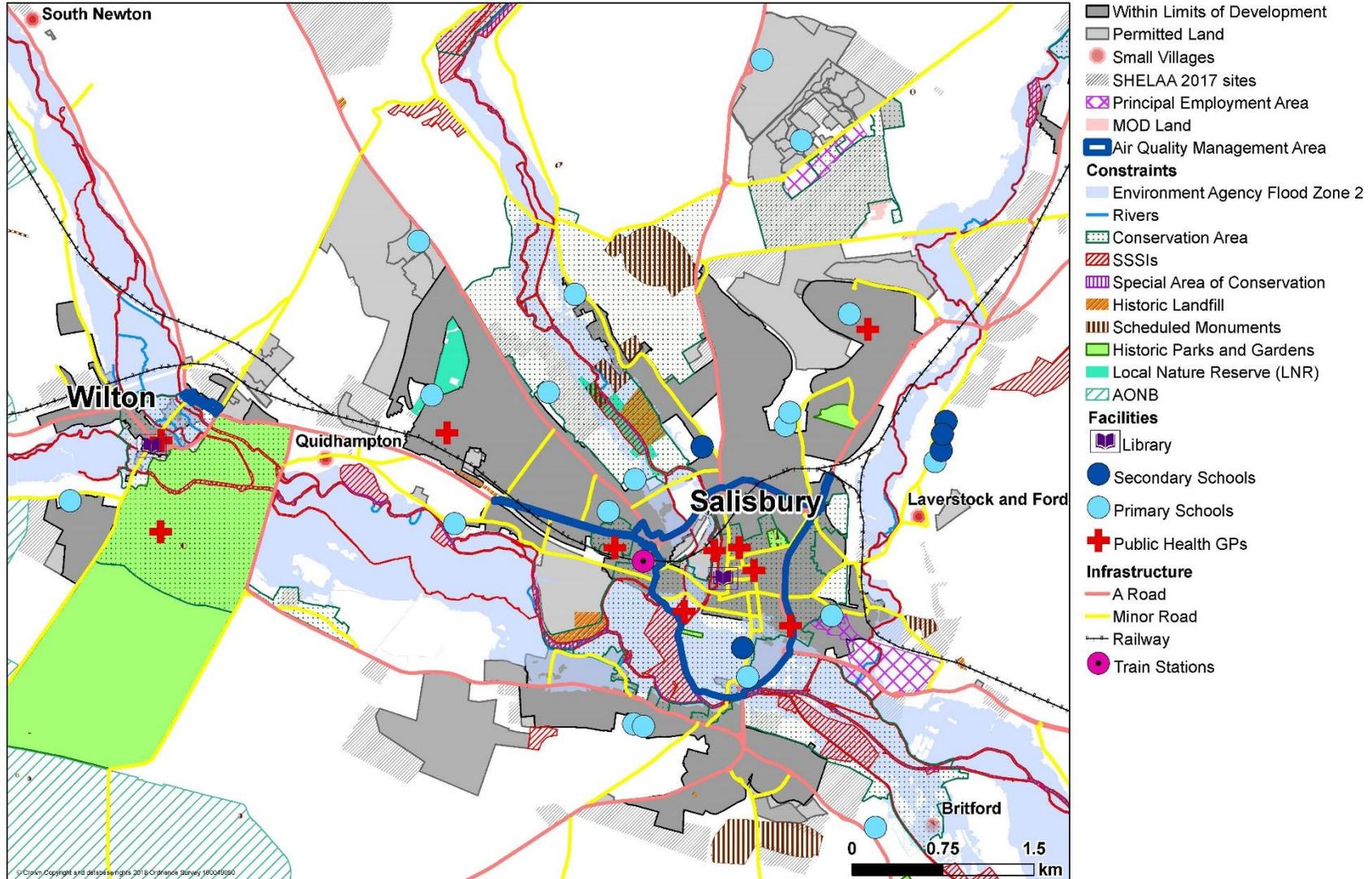
Sheet 1: Royal Wootton Bassett Option: _____

If a different strategy is emerging, please mark it on a separate map



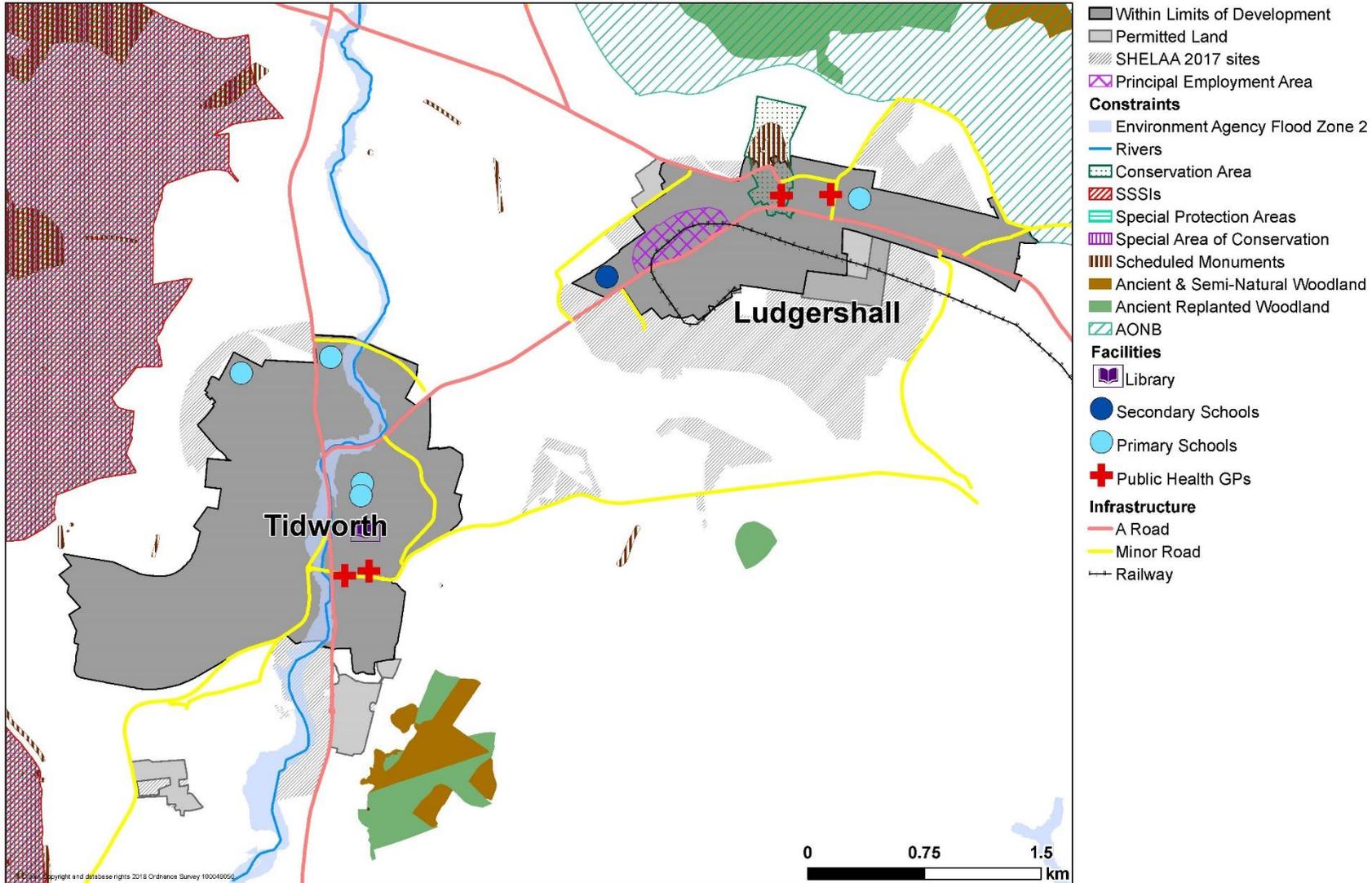
Sheet 1: Salisbury and Wilton Option: _____

If a different strategy is emerging, please mark it on a separate map



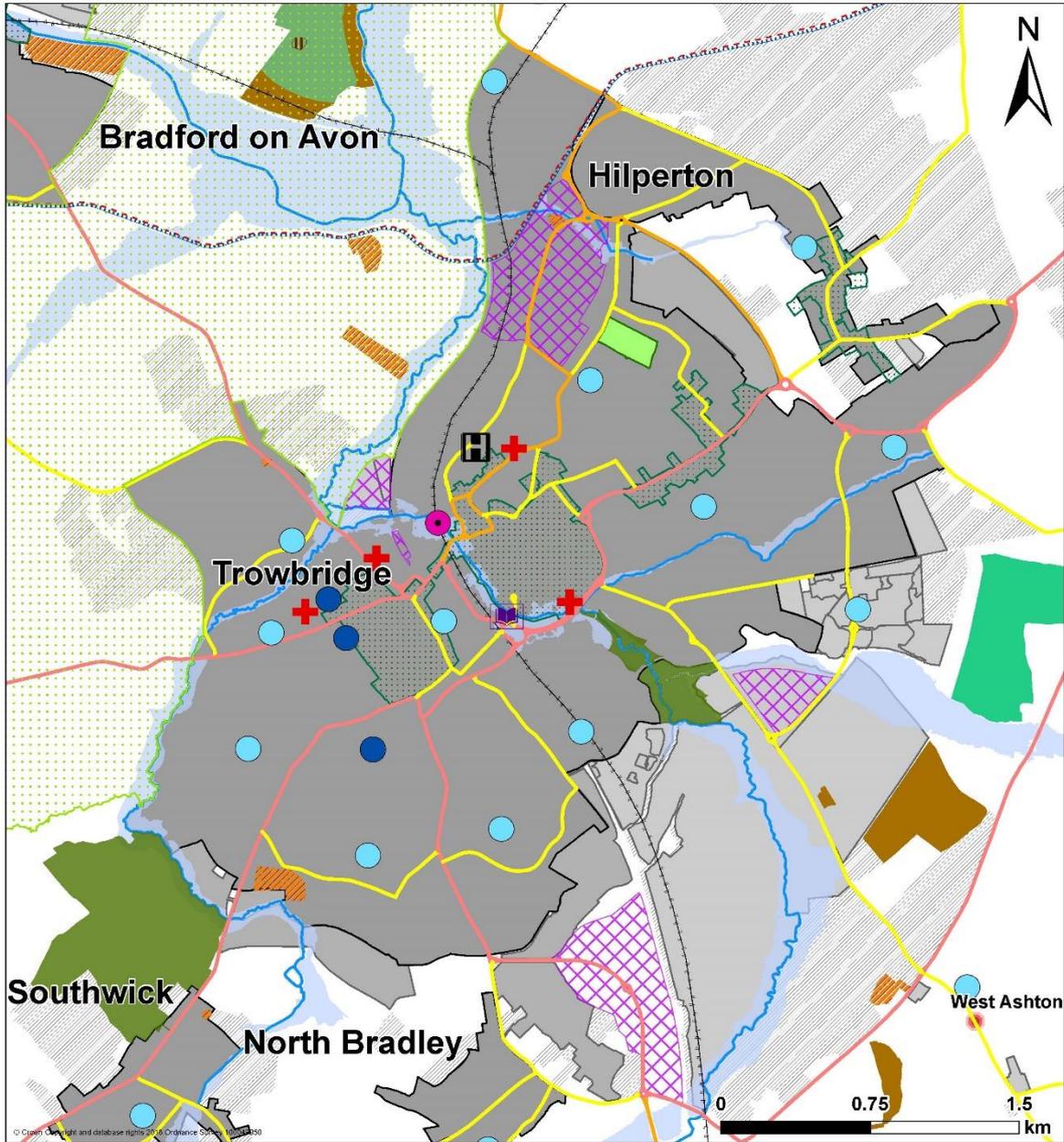
Sheet 1: Tidworth and Ludgershall Option: _____

If a different strategy is emerging, please mark it on a separate map



Sheet 1: Trowbridge Option: _____

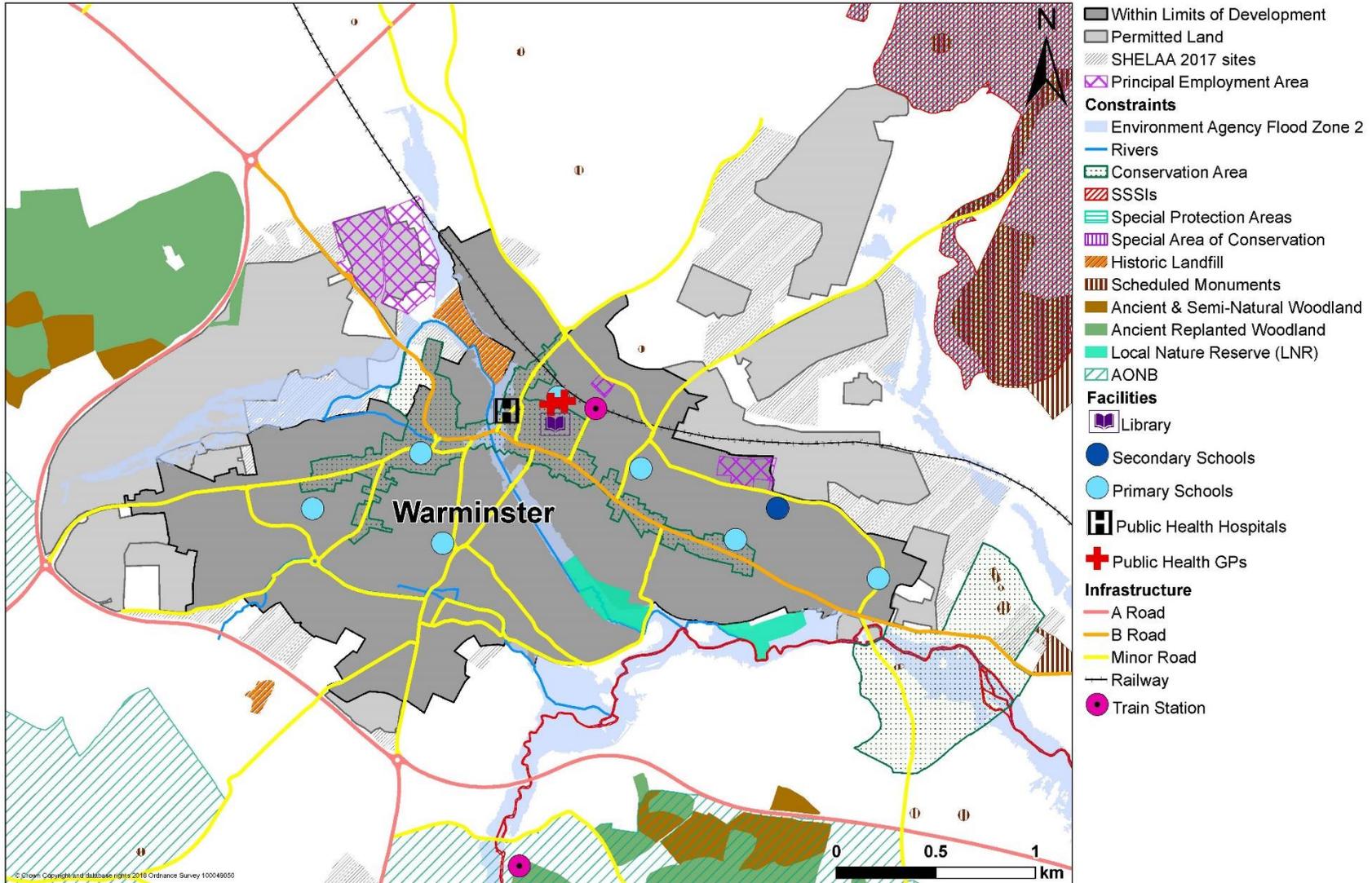
If a different strategy is emerging, please mark it on a separate map



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| <ul style="list-style-type: none"> ■ Within Limits of Development Constraints □ Permitted Land ● Small Villages ▨ SHELAA 2017 sites ▨ Principal Employment Area | <ul style="list-style-type: none"> ■ Environment Agency Flood Zone 2 — Rivers ■ Green Belt ■ Conservation Area ■ Historic Landfill ■ Scheduled Monuments ■ Historic Parks and Gardens ■ Ancient & Semi-Natural Woodland ■ Ancient Replanted Woodland ■ Local Nature Reserve (LNR) ■ Country Parks | <ul style="list-style-type: none"> ■ Facilities ■ Library ● Secondary Schools ● Primary Schools ■ Public Health Hospitals ■ Public Health GPs | <ul style="list-style-type: none"> ■ Infrastructure — A Road — B Road — Minor Road — Railway ● Train Station — National Cycle Network — Kennet & Avon Canal |
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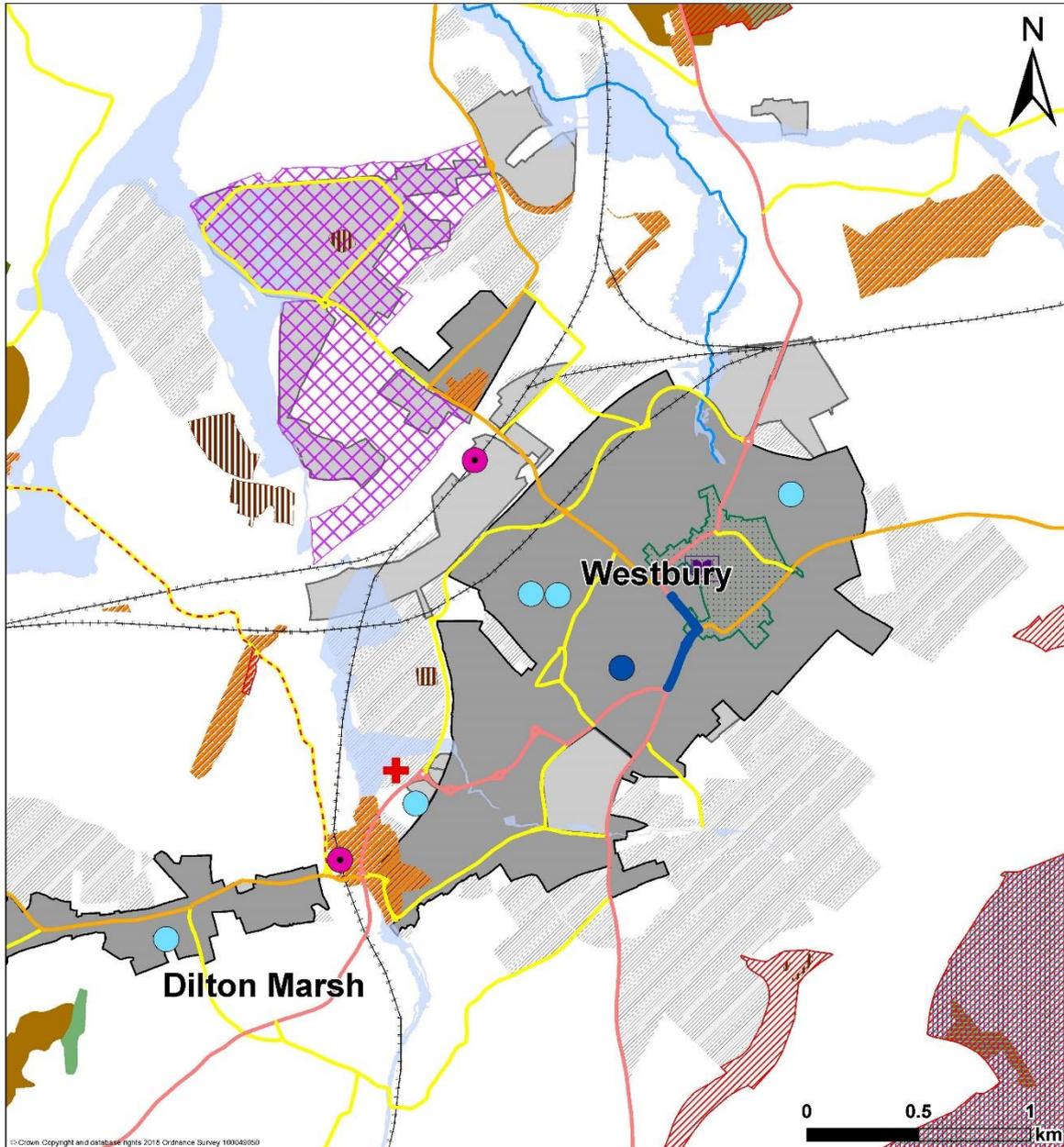
Sheet 1: Warminster Option: _____

If a different strategy is emerging, please mark it on a separate map



Sheet 1: Westbury Option: _____

If a different strategy is emerging, please mark it on a separate map



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| <ul style="list-style-type: none"> ■ Within Limits of Development Constraints ■ Permitted Land ■ SHELAA 2017 sites ■ Principal Employment Area ■ Air Quality Management Area | <ul style="list-style-type: none"> ■ Environment Agency Flood Zone 2 ■ Rivers ■ Conservation Area ■ SSSIs ■ Special Protection Areas ■ Special Area of Conservation ■ Historic Landfill ■ Scheduled Monuments ■ Country Parks ■ Ancient & Semi-Natural Woodland ■ Ancient Replanted Woodland | <ul style="list-style-type: none"> ■ Facilities ■ Library ● Secondary Schools ● Primary Schools ■ Public Health GPs | <ul style="list-style-type: none"> ■ Infrastructure ■ A Road ■ B Road ■ Minor Road ■ Railway ● Train Station ■ National Cycle Network |
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Appendix 9 – Activity Sheet Example

AMESBURY (INCLUDING DURRINGTON AND BULFORD)

Amesbury, Durrington and Bulford are located within the proposed Salisbury Housing Market Area where the Strategic Housing Market Assessment suggests **8,250** are required over the period 2016 – 2036. Distributing this growth on the same proportionate basis as the Wiltshire Core Strategy would result in a housing requirement of 1,670 homes at Amesbury, Durrington and Burford.

A number of homes already have planning permission. Once these have been deducted from 1,670 the residual to plan for is 570 homes.

	Local Plan Review (LPR) 2016 - 2036	LPR Residual @ Apr 2017
Amesbury	1,670 homes	570 homes

Step 1: Considering the options

Using the maps and information provided (and any local knowledge you have of the area) please identify where you think the best land to locate 570 homes at the town(s) would be. Please note this is an exercise to explore whether this scale of growth is feasible given known constraints at the town.

Step 2: Recording your choices

Once you have come to a conclusion, please annotate the map on Sheet 1 with your suggestion. If more than one possible solution emerges, please record them on separate sheets.

Step 3: Identifying the opportunities and risks

On Sheet 2, please let us know what you consider would be the opportunities and risks of accommodating this level of growth.

Step 4: Maximising the opportunities and minimising the risks

Finally, on Sheet 3, please explain how a higher or lower figure may help capitalise on those opportunities or reduce the risks.

Appendix 10 - Rural Based Workshop Agenda

18:00	Arrival activity What are the main challenges facing villages in Wiltshire?
18:30	Welcome
18:35	Presentation <ul style="list-style-type: none">• Local Plan Review revised timeline• Rural housing policy
18:55	Case studies <ul style="list-style-type: none">• Baytree Close, Corsley• Fralex Site Winterslow• Community Land Trusts• Neighbourhood Plans
19:10	Feedback: Biggest challenges in relation to housing
19:20	Workshop Does current policy enable villages to respond to those challenges?
19:50	Next Steps
20:00	Close

Appendix 11 - Rural Based Workshop Attendance

Rural Parishes Event – 18 October 2018
Berwick St John Parish Council
Box NP Steering Group
Box Parish Council
Broughton Gifford Parish Council
Burcombe Parish Council
Chapmanslade Parish Council
Corsley Parish Council
Crudwell NP Steering Group
Crudwell Parish Council
Dinton Parish Council
Donhead St Mary Parish Council
Fovant Parish Council
Great Somerford Parish Council
Heytesbury Imber & Knook Parish
Heywood NP Steering Group
Heywood Parish Council
Hilperton Division
Hindon Parish Council
Holt and Staverton Division
Holt Parish Council
Kington Langley Parish Council
Langley Burrell Without Parish Council
Longbridge Deverill Parish Council
Mere NP Steering Group

Mere Town Council
Monkton Farleigh Parish Council
North Bradley NP Steering Group
North Bradley Parish Council
Pitton and Farley Parish Council
Quidhampton Parish Council
Sedgehill & Semley Parish Council
Southwick Parish Council
St Paul Malmesbury Without Parish
West Ashton Parish Council
West Knoyle Parish Council
Worton Parish Council
Rural Parishes Event – 22 October 2018
Bratton Parish Council
Chilmark Parish Council
Chirton and Conock Parish Council
Collingbourne Kingston Parish Council
Coulston Parish Council
Dilton Marsh Parish Council
Easton Royale Parish Council
Edington Parish Council
Firsdown Parish Council
Hawkeridge Parish Council
Lavingtons and Erlestoke Division
Lyneham Division
Lyneham Parish Council

Market Lavington Division
Netheravon Parish Council
Nettleton Parish Council
Pewsey Parish Council
Potterne Parish Council
Quidhampton Parish Council
Rushall Parish Council
Steeple Langford Parish Council
Swallowcliffe Parish Council
Winterslow Parish Council
Wootton Rivers Parish Council
Salisbury HMA Event – 10 October 2018
Alderbury Parish Council
Fovant Parish Council
Mere Town Council
Southern Area Division
Tisbury Parish Council
Swindon HMA Event – 15 October 2018
Britford Parish Council
Clyffe Pypard Parish Council
Cricklade Neighbourhood Plan Steering Group
Lydiard Millicent Parish Council
Lyneham Division
Lyneham Neighbourhood Plan Steering Group
Lyneham Parish Council
Purton & Braydon Division

Purton Parish Council
Tockenham Parish Council
Chippenham HMA Event (Calne, Chippenham, Corsham) – 25 October 2018
Box Parish Council
Bremhill Parish Council
Calne Rural Parish Council
Colerne Parish Council
Corsham Without Parish Council
Kington Langley Parish Council
Kington St Michael Parish Council
Lacock Parish Council
Trowbridge HMA Event – 29 October 2018
Heywood Neighbourhood Plan Steering Group
Heywood Parish Council
Holt & Staverton Division
North Bradley Parish Council
Southwick Division
West Ashton Parish Council

Appendix 12 - Rural Based Workshop Presentation

Wiltshire Local Plan Review

Rural Housing Workshop
Monday 22 October 2018
Pewsey

Arrival activity

What are the main challenges facing villages in Wiltshire?

Please discuss at your tables and record your thoughts on the sheets provided

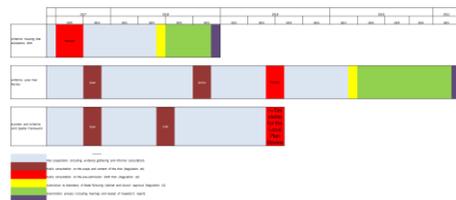
Can you identify the 2 greatest challenges in relation to housing

Purpose of the evening

How can policies within the local plan support proportionate housing growth in the rural area to deliver affordable housing that meets local needs and support the role of neighbourhood plans?



Timetable for the Local Plan Review



What has happened since we last met?

National Planning Policy Framework 2018

Changes to Planning Practice Guidance

Indicative revised timeline

Targeted consultation on scale of growth	Quarter 4, 2018
Targeted consultation on sites	Quarter 1, 2019
Start of Regulation 19 Pre-submission consultation on draft Local Plan	Quarter 4, 2019
Submission to Secretary of State to commence examination	Quarter 3, 2020

Important Changes

- Standardised methodology to calculate local housing need at local authority level
- Revised definition of affordable housing
- Entry level exceptions sites
- Housing requirements for neighbourhood plan groups
- 10% of housing on sites less than 1 hectare

Important changes (cont.)

- Affordable housing can only be sought on sites of more than 10 homes unless a designated rural area:
- In designated rural areas a lower threshold can be used subject to evidence of need



Other national policy

- Housing developments should reflect local needs.
- Rural exception sites
- Planning policies to identify opportunities for villages to grow and thrive, especially where this will support local services.
- At least 10% affordable housing on all major developments

Current Local Policy : Core Policy 1 and 2

- Housing permitted within Limits of Development (Local Service Centres and Large Villages)
- Only infill within the built up area of small villages
- Development at Large and Small Villages will be limited to that needed to help meet the housing needs
- Local Service Centres will provide for modest levels of development in order to safeguard their role and to deliver affordable housing

Current Local Policy: Some Exceptions

- Rural exception sites (Core Policy 44)
- Supporting rural life (Core Policy 48)

Specialist accommodation (nursing accommodation, residential homes, extra-care facilities.) restricted to within or adjacent to Principal Settlements or Market Towns

Case Studies

- Baytree Close, Corsley
- Fralex Site, Winterslow
- Community Land Trust
- Neighbourhood Plans

Baytree Close, Corsley

- Rural Exception Site, 100% affordable housing
- 5 x 2 bed bungalows for older people (age 50+)
- Local connection
- Council owned field
- Scheme initiated by Wiltshire Council, with support from Parish Council



Wiltshire Council
Where everybody matters

Fralex Site, Winterslow

- Winterslow designated as a large village
- Mix of open market and affordable housing
- Located outside a settlement boundary
- Strong support from the Parish Council and local residents
- At the time the site was identified as the preferred site in the draft Neighbourhood Plan
- Specific circumstances created an exception to Core Policy 2.



Keel Close, Winterslow – White Horse Housing Association

Wiltshire Council
Where everybody matters

Community Land Trusts

- Support affordable housing schemes that are initiated by and can be managed by the community
- Ensures housing remains genuinely affordable.
- CLTs aim to help neighbourhood groups develop affordable housing to meet local needs
- CLTs established in Seend; Broadchalke; Wilton; Tisbury & West Tisbury; and being considered in Great Bedwyn.

Wiltshire Council
Where everybody matters

Neighbourhood Plans

- Great Bedwyn
- Pewsey



Wiltshire Council
Where everybody matters

Some challenges

- Less opportunity for affordable housing in non designated areas
- Exceptions policy for entry level housing versus affordable housing
- Local homes for local people
- Understanding the definition of affordable housing
- Housing should be directed to where the need arises which would mean more growth in the rural areas
- How to develop a housing requirement for individual neighbourhood plans.

Feedback

What were the two main housing challenges facing your villages?

Planning for rural housing exercise

1. Does current policy enable villages to respond to these housing challenges?
2. What policy changes are needed to respond to these housing challenges?

Next Steps: Wiltshire Council

- Today's discussion will inform strategy and policy development
- Member consideration at the end of the year on scale and distribution growth (including approach to parish requirements)
- Report of meeting

Appendix 13 – Output of Town Based Workshops

Trowbridge HMA

Bradford on Avon, Trowbridge, Warminster, Westbury

County Hall, Trowbridge – 29 October 2018

Part 1 Arrivals Exercise

Bradford on Avon

In Bradford on Avon, there were no brownfield sites recorded that Wiltshire Council were aware of. However, Bradford on Avon representatives identified potential areas of opportunities at the following locations:

- Train station
- Sports ground
- Land adjacent to recreation ground at Ashley Rd

Several sites were also identified as having development potential in Holt:

- Star Ground
- Tannery (allocated in Neighbourhood Plan)
- Land east of the Tannery (previously used as landfill)

It was noted that Bradford on Avon and Holt are both keen to review their neighbourhood plans in parallel with the Local Plan Review.

Trowbridge

Several brownfield sites were identified as additional areas of opportunity in Trowbridge which are shown below alongside any additional comments in brackets:

- Homefield House (due for redevelopment to residential)
- Post Office and sorting office (redevelop to residential)
- The Uplands, West Ashton Road
- Union Street, Motor Repairs (relocate and build residential)
- Manvers House (residential conversion)

Warminster

Several sites were identified as having urban housing potential in Warminster, shown below with the size of potential development estimated by representatives shown in brackets:

- College (20 units circa)
- Police Station (10 units circa)
- Shanley's new yard (10 units circa, 0.5ha)
- Land south of station and rear of Lidl (20 units, 0.2ha)

Westbury

No new sites were identified as having urban housing potential. It was noted that there were very few opportunities in Westbury with only some infill sites left for development.

Part 2 Questions during Presentation

Questions raised during the presentation are shown below.

Question	Answer
When planning for new homes, which comes first – jobs or houses?	In the past, the Council have aimed to deliver both housing and employment simultaneously. However, the delivery of employment has not been what was anticipated in the Wiltshire Core Strategy. This is one of the areas we will be looking at through the Local Plan Review.
If the new policy framework does not mention the use of Housing Market Areas (HMAs), why are they still being used in Wiltshire?	The HMAs are defined based on evidence gathered by consultants. They also respond to the National Planning Policy Framework requirement to meet need where it arises.
Disagree with the mention of 'recent success in attracting business' in Westbury, as stated in the presentation.	Noted

Part 3 Planning for Growth Exercise

Bradford on Avon

Identified locations for growth

Bradford on Avon representatives were asked to identify the best locations for housing to accommodate the proposed number of homes at the town. Several sites were suggested, mainly comprising of urban sites of 25 to 50 units. A site of 250 dwellings was suggested on the Golf Course to the east.

A new road was also suggested linking Trowbridge road to Holt road.

Opportunities and risks of accommodating level of growth

The Bradford on Avon representatives were asked to consider the opportunities and risks of accommodating the level of growth in the town. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none">• Employment opportunities• Enable retail on the north side of the town• Regeneration of station - car park including CLT housing	<ul style="list-style-type: none">• Air quality• Traffic• Golf site really needs new access via Beehive site in Green Belt rather than through existing housing

The identified risks of development relate to road infrastructure, with site access, traffic and subsequent air quality issues being concerns associated with housing growth in Bradford on Avon.

However, it was noted that housing growth could also bring opportunities including employment, retail and the regeneration of the train station area.

Bradford on Avon representatives noted that a higher growth scenario could enable the development of a bypass around the town, which would help to minimise traffic and air quality impacts in the town centre.

Trowbridge

Identified locations for growth

No specific sites were identified for housing in Trowbridge.

Opportunities and risks of accommodating level of growth

Due to high attendance of Trowbridge representatives, there were two tables undertaking this exercise. Both tables discussed the opportunities and risks of accommodating the proposed level of growth. The results of the discussions are shown below.

	Opportunities	Risks
Table 1	<ul style="list-style-type: none"> • Maximise brownfield potential • Paxcroft Farm - derelict farm land • Green Belt release within 2km of town centre – most sustainable locations are on the edge of Trowbridge 	<ul style="list-style-type: none"> • Lack of delivery • Locations too far away from town centre – not sustainable/environmental constraints • Any development of the Hilperton Gap is not supported due to open space • Bat migration routes • Bats limit development to south east and east of town • Developing a town beyond a 2km distance to centrally located facilities is unsustainable • Competing retail facilities detached from town centre

Table 2	<ul style="list-style-type: none"> • Developing roads and infrastructure • Focus development on the villages and limit development at Trowbridge • Extending North Bradley towards Southwick (but then there is an issue of infrastructure/facilities e.g. primary schools) • Focus development in Trowbridge just on housing – check evidence to see if employment development is actually needed • Affordable housing for young workers which could also work for elderly e.g. flats, small separate units • Review the Green Belt which is 'strangling' development to the north west of Trowbridge – review could allow Wingfield to link with Broadmead (facilities near Wingfield road have ability to expand) 	<ul style="list-style-type: none"> • Lack of delivery at allocated sites e.g. Ashton Park – developers not delivering after getting permission • Impact of Ashton Park on A350 – modelling suggests roads will manage but models consider the whole A350 corridor • Impact of Bath clean air scheme – moving traffic away towards Trowbridge • Nothing done on West Ashton Road principal employment area - why aren't employment sites being delivered? • Current road infrastructure will not sustain growth e.g. Yarnbrook roundabout, West Ashton traffic lights • Impact of Green Belt review on villages • But no Green Belt review leading to southward development and encroachment onto North Bradley • Not enough employment to support housing figures
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A key point of discussion on both tables was the potential review of the Green Belt. It was agreed that the Green Belt prevents development which could provide the most sustainable option for housing in Trowbridge due to the close proximity of some sites to the town centre, rather than encroachment on the villages to the south.

An important area of discussion on Table 2 was the concern that current road infrastructure would not be able to cope with additional growth. However, it was identified that improvements to roads was a potential opportunity of housing development.

The discussion on Table 2 also involved doubts on the need for additional employment land. It was noted that the West Ashton Road Employment Area allocated in the Wiltshire Core Strategy had not been delivered, which led to the suggestion that the need for employment in Trowbridge should be reassessed.

The below points regarding accommodating a lower level of growth were made:

- Allocation of a new settlement – should Trowbridge still be grown to the same extent?
- Other towns should take share

Warminster

Identified locations for growth

No specific sites were identified for housing in Warminster.

Opportunities and risks of accommodating level of growth

Warminster representatives discussed the opportunities and risks of accommodating the proposed level of growth. The results of the discussions are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Home Farm (extension) (100 dwellings) • Brickhill Farm and extension (10 dwellings) • 165 homes identified as being needed – no real need to identify further sites as small scale development (infill, brownfield sites) will yield the number 	<ul style="list-style-type: none"> • Developers who take too long in bringing forward permitted schemes within strategic sites (West Warminster Urban Extension)

It was noted by Warminster representatives that, due to experiencing a period of relatively high growth, the town needs time to assess the impact on services and facilities before having to face another programme of significant growth.

Westbury

Identified locations for growth

While the Westbury representatives did not identify locations for housing, they recorded areas which should be avoided. These included:

- Sites north of Hawkeridge Business Park which act as a buffer between Hawkeridge and the employment land
- SHELAA site west of West Wilts Trading Estate considered to be a new location as it is detached from the town
- All SHELAA sites south of the settlement boundary considered to be unavailable due to landscape constraints

Opportunities and risks of accommodating level of growth

Westbury representatives discussed the opportunities and risks of accommodating the proposed level of growth. The results of the discussions are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Deliver the remaining funds to get bridge over the railway (some funds already) • Need better direct connections for cycle and walking • Infrastructure should be considered first - bypass should be an option • How can the shopping centre be improved? – better access to towns • Standerwick – A36 link road • Move people from town to industrial estate with other benefits e.g. walking/cycling • Check SHELAA site on playing fields at school – think it is WC owned 	<ul style="list-style-type: none"> • Be realistic about infrastructure costs – bridge cost underestimated • Why should Westbury take more growth than Chippenham? • Layout of existing development makes it very difficult to provide sustainable transport links to new developments

The Westbury table did not have enough time to discuss the effects of accommodating a higher or lower amount of housing growth.

Swindon HMA

Marlborough, Royal Wootton Bassett

Memorial Hall, Royal Wootton Bassett – Monday 15 October 2018

Part 1 Arrivals Exercise

Marlborough

Several brownfield sites in Marlborough were identified by attendees as having development potential, for mixed-use, residential and car parking development, listed below:

- Police Station, George Land (mixed use/residential)
- St Peters School, London Road (residential/car parking)
- Elm Tree Garage (residential)
- TH White, London Road (residential)
- Skurray's, George Land (residential/parking)
- Marlborough Tiles, Elcot Land (residential/parking)

It was also noted by representatives that the Marlborough Area Neighbourhood Plan (MANP) is going to be starting a Call for Sites exercise, with smaller, affordable housing opportunities being a priority. MANP expressed a desire for less larger dwellings and retirement homes, with self-build and Community Land Trust being important aspirations.

Royal Wootton Bassett

Several brownfield sites with development potential in Royal Wootton Bassett were identified by attendees, listed below alongside additional comments made in brackets:

- Rylands Field (Wiltshire Council land)
- Land north of Wootton Bassett School (flat, suitable location for development. Identified in NP. Could facilitate Community Hub – in doing so, this would release Lime Kiln site for development)
- Lime Kiln (as above)
- The Lawns (could be developed in conjunction with site at Broad Town, Pye Land to deliver a new care home)
- Vicarage garden
- Jewsons/Old Nick
- Boroughfields (redevelop to make proper access. Flat site, good for older people)

Part 2 Questions during presentation

Questions raised during the presentation are shown below.

Question or concern raised	Answer
Clarification needed over whether the new numbers arising from using the different methodology to calculate housing need will increase.	The standard method for calculating local housing need is likely to result in lower housing figures for Wiltshire than the SHMA. However, at this stage it is difficult to know for certain.
Why is Wiltshire Council work aligned with Swindon Borough Council if there is no longer a mention of Housing Market Areas in the NPPF?	Wiltshire Council is required to work with Swindon Borough Council under Duty to Cooperate regulations.
Is the timeline realistic?	The timeline is based on a number of assumptions. If these are found to not be the case, the timetable may have to be revaluated.
It is important that extra care and affordable housing is delivered in the next plan period	We will be communicating with colleagues in the relevant departments to discuss how policies in the Local Plan can help to enable this.

Part 3 Planning for Growth Exercise

Marlborough

Identified locations for growth

Marlborough representatives were asked to identify the best locations to accommodate the proposed number of homes at the town. Several sites were located including:

- Land east of Elcot Road
- Land east of White Horse Road
- Land east of Edwards Meadow

Opportunities and risks of accommodating level of growth

Marlborough representatives were asked to consider the opportunities and risks of accommodating the level of growth in Marlborough. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Provide the 100 affordable homes proven to be needed in our HMA • Replace the diminishing (through sell-offs and right to buy) social housing stock • Provide a new site for Preshute Primary School • Provide a new doctors surgery • Provide a new cemetery 	<ul style="list-style-type: none"> • Developers building retirement complexes and large 'executive' homes which do not meet local need • Car parking – analysis shows a need for 100+ spaces in the town • Worsening air quality and traffic congestion as road infrastructure does not keep up with housing development

As shown above, it was considered that the level of growth will help to provide a number of facilities for the town, including a primary school, health services and a new cemetery. It was

also considered that housing development would help to provide the affordable homes and social housing stock identified as being needed in the town by the representatives.

However, representatives also expressed concerns that the level of growth would worsen current issues, including car parking capacity and road infrastructure. Furthermore, it was noted that the housing should be focussed away from retirement homes and larger homes as these would not help to meet local need.

Marlborough representatives were asked whether a higher or lower level of growth could help to capitalise on the opportunities or reduce the risks. Their thoughts are shown below.

Higher growth	Lower growth
<ul style="list-style-type: none"> • Pollution and traffic congestion get worse with more development • Inappropriate development of retirement complexes adds to infrastructure problems and does not meet community need • A higher level of growth than needed could be accommodated but only if it included and met evidenced housing needs e.g. social housing as a priority, affordable housing 	<ul style="list-style-type: none"> • Housing growth that is tailored to community need, as defined by our HMA, would lower risks • A lower level of growth risks not delivering any of our local needs ('opportunities')

The concerns relating to higher growth echo the risks identified in the previous exercise, with fears that growth would worsen the air quality and traffic issues and lead to development which did not meet local need.

However, there were concerns that a lower housing figure would lead to the potential opportunities identified in the previous exercise not being delivered.

Royal Wootton Bassett

Identified locations for growth

Royal Wootton Bassett representatives identified several sites within and outside the settlement boundary of mainly 100 unit blocks which were considered suitable to accommodate the proposed amount of housing.

In order to facilitate the housing numbers, infrastructure requirements were identified on the map. This included a potential new M4 junction where it crosses with the B4042 and two potential bypass routes:

- Southern route from Breach Lane to the Interface Business Park roundabout
- Western route from potential new M4 junction to Hunts Mill Road

However, it was noted that the southern route would have additional costs and issues associated with crossing the railway line.

A potential site for a railway station was also located south of the Interface Business Park.

Opportunities and risks of accommodating about 3,300 homes

Royal Wootton Bassett representatives were asked to consider the opportunities and risks of accommodating the proposed number of homes in the town. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Extra households near town centre • Potential to support further bus services 	<ul style="list-style-type: none"> • Proportionate growth levels do not provide road infrastructure • Primary and secondary schools being over capacity • GPs being over capacity • General lack of infrastructure • Impact of increased traffic on local highway network

There were concerns that the level of growth would lead to a strain on facilities, including schools, health services and road infrastructure. It was also identified that the level of housing growth may not be high enough to trigger road infrastructure development and improvement.

However, it was identified that the growth could increase bus use which may lead to an improvement in the services provided.

Royal Wootton Bassett representatives were then asked whether a higher or lower level of growth could help to capitalise on the opportunities or reduce the risks. Their thoughts are shown below.

Higher growth	Lower growth
<ul style="list-style-type: none"> • Provides funding for bypass and other essential local facilities (note: size of development dependent on what facilities are provided for) • Help to provide railway station in association with private developers/funding (i.e. mixed use site – retail, office development, etc) • Provision of pre and primary schools (note: consideration that secondary school has capacity) 	<ul style="list-style-type: none"> • Does not provide for bypass and other essential local facilities

It was noted that a lower growth figure could risk infrastructure and facilities not being delivered, which could be provided alongside development. Emphasising this, a higher growth figure would help to provide infrastructure such as a railway station, employment and school facilities.

West of Swindon

The attendees on the rural table were asked three questions regarding growth at the West of Swindon. The questions and the result of the discussions are shown below.

1. What would be the consequences of continued growth to the West of Swindon for Wiltshire's rural areas?

If there is a growing need for housing growth for people who work in Swindon these should be provided north of motorway to avoid expansion across motorway junctions

2. What would be the benefits and risks of continued growth at West of Swindon?

Benefits:

- Reduces traffic impacts south of motorway and travel times to work
- Good cycle routes in West Swindon

Risks:

- Enhanced cycle lanes between RWB and Swindon are needed, as promised
- Commuting from Calne direction through villages e.g. Bushton, Broad Hinton and Broad Town accessing motorway/Swindon

3. Is there an alternative approach to manage growth in the rural areas reflecting on the role and function of existing places?

- Emphasis at Swindon on regeneration of town - how much greenfield expansion is sustainable?
- Managed growth with each village to take a share. By 2036 aim to increase number of dwellings by a certain percentage (include conversions e.g. sub division of dwellings)

Opportunities and risks of accommodating growth

Representatives on both the 'Rural 1' and the 'Rural 2' table were then asked to consider the opportunities and risks of accommodating growth in their area. Their thoughts are recorded below.

	Opportunities	Risks
1	<ul style="list-style-type: none"> • Proper planning of larger sites within market town areas, utilising local employment and good public transport links • Further M4 junction • Deflect traffic from J16 to create a new junction to coordinate with development • Bypass for Cricklade • Larger scale development within villages providing a full package e.g. school access, health services etc • Review of school catchment areas 	<ul style="list-style-type: none"> • Further development exacerbating the situation of 'rat runs' especially in areas like Crosslanes with most traffic leaving Swindon and entering Wiltshire roads • Further development putting further strain on narrow rural roads further afield • More vehicle movements for working out of area

2	<ul style="list-style-type: none"> • Type of housing: <ul style="list-style-type: none"> ○ Ensuring diversity of stock to enable starter homes ○ Enable people to stay in same geographical area ○ Upsizing and downsizing – ensure housing stock works for people’s needs ○ House blockers ○ Village communities – ability to downsize and stay in community rather than move out • Place shaping – not just about housing • Brownfield opportunities, such as agricultural buildings • Housing must be within reasonable proximity to primary school. 2-mile threshold as benchmark (beyond which LA has to provide transport) • Transport hubs – cycle to public transport network – can we plan to support this concept? • Self-build register – how can policies support the delivery as a part of housing? 	<ul style="list-style-type: none"> • Recent growth at RWB appears to be poorly integrated with town: <ul style="list-style-type: none"> ○ Question over whether new areas are using high street ○ Poor connectivity for walking and cycling • Challenge for further growth at RWB is to have connectivity to encourage walking and cycling to facilities in town centre
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The main areas of discussion focussed around transport concerns and the location of future growth, with some additional comments on the type of housing to be delivered. Suggestions for the location of future growth were wide ranging, with some support of growth at West of Swindon, villages, market towns and Swindon itself.

With regards to growth at West of Swindon, benefits included reducing the traffic impacts south of the motorway. However, it was noted that enhanced cycle routes would be needed. The allocation of larger sites in market towns was also suggested, taking the view that the towns already have employment and public transport links. However, there were also concerns that recent housing developments at the market town of Royal Wootton Bassett is poorly integrated with the town, leading to a lack of high street usage and poor connectivity for walking and cycling. Growth at villages was also suggested, with suggestions that the growth should be shared out and managed accordingly. Furthermore, it was recommended that growth at villages should be at a large scale, including the development of additional facilities alongside the housing. Other points raised included locating housing within a two-mile threshold of primary schools, beyond which the Local Authority would need to provide transport.

Part 4 Other issues raised

A number of concerns were expressed regarding Purton:

- **Shops** – there is a need for more shops in the village with appropriate parking and levelled out surfaces
- **Parking** – there is a need for more car parking
- **Bus** – there is a need for more frequent bus services
- **Housing** – there has been a lack of delivery of sites
- **Traffic** – increase in traffic through the village and on rural roads. Potential for feeder road to the back of the schools

There are concerns that additional housing in the local area will worsen these issues. The below points were suggested to minimise the issues raised:

- Residential land identified in Neighbourhood Plan should be used for retail and parking facilities
- Suggested new road to south of High Street
- Need to look a wider road network to identify issues and come up with solutions

Salisbury HMA

Amesbury, Bulford and Durrington; Salisbury and Wilton; Tidworth and Ludgershall

City Hall, Salisbury – 10 October 2018

Part 1 Arrivals Exercise

Salisbury/Wilton

The following sites were suggested as having urban potential in the Salisbury/Wilton area:

- Gasometer site, Warren Lane
- Bus Depot, Castle Street

Salisbury City Council also requested that Wiltshire Council land at Churchfield should be included.

Amesbury, Bulford and Durrington

The following sites were suggested as having urban potential:

- Earls Close
- Land east of Amesbury Road

Part 2 Questions during Presentation

Questions raised during the presentation are shown below.

Question	Answer
Clarification of references to towns – does this refer to the parish or the settlement boundary?	References to towns concern settlement boundaries as per Wiltshire Core Strategy
What are the proposals for jobs at Porton Down?	6-8,000 over the length of the plan period
Outcome of the cap on Council owned housing being lifted?	Finishing the first stage of the Council house building plan
Location of housing?	To be decided
Certainty of allocated sites used to calculate residual figures	Calculation takes into account WHSAP sites and works on the basis of sites coming forward. Figure does not include sites assessed in SHELAA 2017 as such sites do not have planning status.

Part 3 Planning for Growth Exercise

Salisbury/Wilton

Identified locations for growth

No specific sites were suggested as locations for housing growth.

Opportunities and risks of accommodating level of growth

Salisbury and Wilton representatives were asked to discuss the opportunities and risks of accommodating the proposed level of growth for the area. The results of the discussion are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Development around Hospital (esp. community/elderly care accommodation) • Develop adjacent to Wilton P&R > potential to make rail station viable • Imerys could mix housing and employment: 100-250 homes • LR retail ('Asda?'): 100 homes, already permitted • Bulbridge extension (natural infill site) 	<ul style="list-style-type: none"> • Concern that higher growth may lead an oversupply due to Brexit • Wilton: avoid Sheep Fayre field and land around rail junction to preserve for station aspiration • Water Meadows: avoid development • Laverstock and Ford has sufficient growth; further would risk community identity/liveability/greenspace

Salisbury and Wilton representatives were asked to discuss the potential effects of adopting a higher or lower level of growth. The results of the discussion are shown below.

Higher growth	Lower growth
<ul style="list-style-type: none"> • How would the hospital cope? • Chance to expand evening economy (opportunity, but also downsides) 	

Amesbury, Bulford and Durrington

Identified locations for growth

No specific sites were suggested as locations for housing growth.

Opportunities and risks of accommodating level of growth

Amesbury, Bulford and Durrington representatives were asked to consider the opportunities and risks of accommodating the proposed level of growth. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Improve housing quality • Increasing employment / retail 	<ul style="list-style-type: none"> • Lack of jobs ('low' growth) • Lack of health facilities ('low' growth) • Traffic congestion / poor road infrastructure • Lack of schools ('low' growth) • Affordability > 2nd homes not occupied by local people • Poor quality housing • Loss of recreation / greenspace • General sustainability

Tidworth and Ludgershall

Identified locations for growth

Representatives from Tidworth and Ludgershall identified the following areas for potential housing development:

- Area 1 - East of Ludgershall (250 dwellings)
- Area 2 - North of Faberstown (150 dwellings)
- Area 3 - South of Tidworth (100 homes)
- Area 4 - North of Tidworth (50 homes)

Opportunities and risks of accommodating level of growth

Participants were then asked to discuss the opportunities and risks of accommodating the proposed level of growth in Tidworth and Ludgershall. The result of the discussion is shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Area 1 – opportunity to re-open railway to Andover and beyond, original plans said to include ‘Ludgershall bypass’ 	<ul style="list-style-type: none"> • Area 1 – railway bridge needed to enable A342 access • Area 2 - road improvements required • Area 3 – potential flood risk, MoD land to the North • Area 4 – MoD land

Tidworth and Ludgershall representatives discussed the potential effects of adopting a higher or lower level of growth. The results of the discussion are shown below.

Higher growth	Lower growth
Enhanced growth would require enhancing retail and job provision, either on the Business Park or at Areas 1 or 2 (central Ludgershall is conservation area)	

Part 4 Other concerns raised

Further comments made on the Salisbury and Wilton table included the following:

- As there is more of a community feel in smaller settlements, there was support for a new settlement rather than urban extensions
- Wilton would like own housing number
- Affordable housing closer to city centre: young people needed
- Suggestions for retail – independent shops to share a warehouse to help decrease business rates

Further comments made on the Tidworth and Ludgershall table included:

- Affordable Housing: issue of Housing Associations taking first option on properties, especially in Ludgershall, that would otherwise be suitable for entry-level purchase
- Army Rebasing: already requires a range of enhanced facilities (medical/community and leisure/retail)

Chippenham HMA

Devizes, Malmesbury and Melksham

County Hall, Trowbridge – Monday 8 October 2018

Part 1 Arrivals Exercise

Devizes

Devizes representatives were asked to comment on urban potential sites already identified as well as highlighting any other brownfield sites which could have some housing potential. Representatives had no major issues with the development of Roundway Hospital and Wharf or Folly Road car centre which had been previously identified. Several further sites were identified by attendees as having development potential with additional comments made shown in brackets below:

- GPO – BT Building, Castle Lane (15/20 units, potential issues with BT cables remaining within the building)
- Marshall Road Site (50 units, site from Neighbourhood Plan)
- Football Club (60+ units, site from Neighbourhood Plan)

Malmesbury

Several sites were identified by Malmesbury representatives as having development potential. These sites along with any additional comments made are shown below:

- The Fire Station
- Caravan Site
- Industrial Estate in Town Centre (subject to provision of alternative space elsewhere, for example, at the Garden Centre site)

It was also noted by representatives that the Neighbourhood Plan Steering Group did assess the majority of SHELAA sites in and around the town in 2013-15. That evidence should be considered when looking at individual sites earmarked for growth.

Melksham

Melksham representatives were asked to comment on urban potential sites already identified as well as highlighting any other brownfield sites which could have some housing potential. Regarding the Cooper Tyres brownfield site, it was noted that the Joint Melksham Neighbourhood Plan team (NHP team) met with Cooper Tyres two years ago at which time they suggested that they were looking at options to remain on the site. The NHP team want to see the site as mixed commercial development. Regarding the Canberra Children's Centre, it was noted by representatives that a Community Asset Transfer to Young Melksham is imminent.

Several sites were identified by attendees as having development potential with additional comments made shown in brackets:

- The Martins, Spa Road (Cabinet 25/9/18, Wiltshire Council marketing for sale in January 2019)

- Avonside Enterprise site (NHP want to see mixed commercial development)
- Nortree Motors (applied for planning permission to move to Vanguard site on Bowerhill)
- Melksham Library (will become available when campus is completed)
- Christie Miller (NHP would like to see this as a brownfield exception site and be only for employment development)
- Melksham Hospital, Corfe Road (two opportunities including the field behind and the hospital site)

It was also noted by representatives, as has been noted above, that the Melksham Neighbourhood Plan is going to be starting a Call for Sites exercise, with smaller, affordable housing opportunities being a priority.

Part 2 Questions during presentation

No questions were raised during the presentation.

Part 3 Planning for Growth Exercise

Devizes

Identified locations for growth

Devizes representatives were asked to identify the best locations to accommodate the proposed number of homes at the town. Of the sites that were not already allocated for development, a potential site of 250 dwellings was suggested east of Green Lane Hospital.

Opportunities and risks of accommodating level of growth

Devizes representatives were asked to consider the opportunities and risks of accommodating the level of growth in Devizes. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Development should relate to Chippenham – Rowde side of Devizes. • Development to the north could have a larger development as long as it has a primary school included. This is because the area is separate to the town centre and link to the A361. • New land opportunity off A361. This may create a road link to Horton Road. • Nursted Road most feasible, lying close to primary and secondary schools and employment sites. 	<ul style="list-style-type: none"> • A361 is particularly bad for congestion and further development should not feed onto this road directly. • Road in from Rowde is very steep and cannot be widened. • There is no benefit developing to a large scale apart from meeting housing numbers. • Rowde separation from town centre • Commuter traffic worsening the traffic situation. • Can secondary school cope with increased numbers? • Constraints include the canal and the 5 A roads converging.

As shown above, it was considered that the level of growth on the face of it would be difficult to allocate due to the constraints shown on the map and those constraints outlines above. Concern was voiced that further development would worsen current issues, including congestion problems caused by the road infrastructure.

However, it was acknowledged that opportunities existed to provide new schooling and road infrastructure with development in certain locations.

Devizes representatives considered whether a higher or lower level of growth could help to capitalise on the opportunities or reduce the risks. Their thoughts are shown below.

Higher growth	Lower growth
	<ul style="list-style-type: none"> An option for a lower level of growth was highlighted to the south east of Devizes. Benefits from this would include its proximity to infrastructure including schools, GP provision while also situating it away from A361.

The lack of available options for higher growth reflected the risks identified in the previous exercise, with no opportunities highlighted for higher growth due to concerns over the capacity of current infrastructure. Specifically, concerns were voiced that the road infrastructure, medical facilities and education capacity could not provide or mitigate a higher level of growth.

An option for a lower level of growth was discussed, though it was acknowledged that while this was an option, it would not likely deliver any infrastructure to help improve the currently identified infrastructure constraints.

Malmesbury

Identified locations for growth

Malmesbury representatives identified several sites around the periphery of the settlement boundary which were considered suitable to accommodate the proposed amount of housing. Namely, they listed the following:

- The group identified 550 units at the following SHELAA sites:
 - Land adj Silveston Way (100)
 - Land west of Park Rd (200)
 - Backbridge Farm (west) (250)
- The group identified a further 200 units at the following non-SHELAA sites:
 - Fire Station (50) – subject to relocation
 - Land to the east of Malmesbury PCT (100)
 - Land to the north of Cowbridge Crescent (50)

Also recorded were areas where views of the abbey were considered key to protect when it came to planning development and mitigating any impacts.

Opportunities and risks of accommodating level of growth

Malmesbury representatives were asked to consider the opportunities and risks of accommodating the proposed number of homes in the town. Their thoughts are shown below.

Opportunities	Risks

<ul style="list-style-type: none"> • Development may be able to resurrect reserve school site in the northern part of the town • Redevelopment opportunities exist at fire station and industrial estate • Identified that the main opportunity appears to be smaller dispersal sites around the town rather than one large site • Opportunity exists at the back of NP site for sheltered housing for circa 100. • Possibility to ease the boundary towards AONB to the west • Opportunity may present itself to provide retirement units near town centre 	<ul style="list-style-type: none"> • Lack of school places to accommodate growth • Relocation doesn't happen • Abbey views must be protected • View from north and south • Lack of community facilities • Impact on the AONB • Overhead electricity cables to the west (Silveston Way) • Need better parking in town to encourage people to go into town and not shop elsewhere • Need better internal transport, for example more smaller buses
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Malmesbury representatives considered whether a higher or lower level of growth could help to capitalise on these opportunities or reduce the risks.

It was noted that no options for a higher level of growth were thought possible at this settlement. It was acknowledged that the level of growth proposed posed a challenge to the community in the areas outlined above and any further growth above this figure may not be easily accommodated at this time.

Melksham

Identified locations for growth

Melksham representatives identified a broad area for growth to the north east of the town around the periphery of the settlement boundary.

Also marked on the map were areas of concern regarding how current and future development may be sustainably catered for when considering educational needs. Alongside that, an area was marked at the industrial estate that certain representatives felt should be earmarked for employment growth.

Opportunities and risks of accommodating level of growth

Melksham representatives were asked to consider the opportunities and risks of accommodating the proposed number of homes in the town. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • An opportunity was highlighted to adopt a transport led approach to development in Melksham to resolve the identified constraints that the road network is causing. Namely, an opportunity was highlighted to deliver an eastern bypass. It was noted that without this it may not be able to accommodate the level of growth being proposed. 	<ul style="list-style-type: none"> • Lack of capacity on the A350 poses a risk. Currently the use of Lacock Road and the single track roads around that area is used as an alternative route to Chippenham and this is unsuitable and unsustainable. • Concern that primary school provision at the east of Melksham may mean that school at Pathfinder Way will never be built leading to a shortfall in provision.

<ul style="list-style-type: none"> • The development of a new primary school may be possible alongside development to the east of Melksham. • Through development it may be possible to provide infrastructure such as GP/Pharmaceutical provision at the west side of Melksham. 	<ul style="list-style-type: none"> • A shortfall in secondary school provision is a risk with limited capacity to extend the current secondary school. • Railway infrastructure is currently a single track line with no passing places. With passenger numbers increasing improvements are necessary as the existing infrastructure is struggling to cope.
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Melksham representatives considered whether a higher or lower level of growth could help to capitalise on these opportunities or reduce the risks.

It was noted that no options for a higher level of growth were thought possible at this settlement. It was acknowledged that the level of growth proposed posed a challenge to the community in the areas outlined above and any further growth above this figure may not be easily accommodated at this time. In order to accommodate the level of growth being proposed, significant infrastructure would need to be planned for, namely but not exclusively regarding transport and educational infrastructure.

Part 4 Other issues raised

General points included:

- Need to deliver infrastructure in a timely manner. Frustration was voiced that infrastructure such as road and educational provision is often delivered after it is required, with houses being built at a faster rate than the supporting infrastructure. The suggestion was that these pieces of infrastructure should be delivered in advance of the development being built out to avoid further negative effects within the effected settlement.
- Concern was voiced whether the strategy of continuing to focus on already established towns for growth was the most appropriate option given the identified constraints in each location. A desire was voiced to fully explore a new settlement option instead of simply continuing to grow towns exacerbating existing problems.

Chippenham HMA

Calne, Chippenham and Corsham

County Hall, Trowbridge – Thursday 25 October 2018

Part 1 Arrivals Exercise

Calne

Calne representatives were asked to comment on urban potential sites already identified as well as highlighting any other brownfield sites which could have some housing potential. No further urban potential sites were identified. The comments received on existing urban potential sites are listed below.

- Youth Centre, Priestly Grove – majority of this site is protected as green space via the adopted Neighbourhood Plan. Only the footprint of the former Youth Centre and basketball court has potential for housing
- Woodroffe Sq & Colemans Farm – underway
- Marden Court – block is owned by Green Square who may refurbish the accommodation or demolish and redevelop

Comments were also recorded regarding the discounted brownfield sites:

- Quemerford House & Mill – Neighbourhood Plan protects this
- Broken Cross/Abberd Way – potential site for housing

Chippenham

No additional urban potential sites were recorded by Chippenham representatives.

Corsham

Corsham representatives were asked to highlight any brownfield sites which could have some housing potential. Only one site was identified at Leafield Engineering car park, Monks Lane. However, it was noted that this site is outside the settlement boundary close to Gastard.

Part 2 Questions during presentation

Questions raised during the presentation are shown below.

Question or concern raised	Answer
What is being done to increase employment in Chippenham?	Conversation is needed with developers to understand the delays in delivering allocated employment land and prevent this in the future. In order to encourage the delivery of employment land, we may end up moving away from mixed-use sites in the future. This will be one of the issues we hope to address in the review of the Local Plan.
Clarification is needed on information contained in the handouts.	Noted – information will be communicated more clearly in the future.

Part 3 Planning for Growth Exercise

Calne

Identified locations for growth

Calne representatives were asked to identify the best locations to accommodate the proposed number of homes at the town. It was identified that, taking into account the challenges facing Calne, there were two development strategies that emerged from discussions. Firstly, a development strategy that allocated slightly less than the number of homes being proposed using some more dispersed sites. It was suggested that this could be accommodated by development to the west of Calne, although not before 2026, combined with land on the north east which is the direction of growth in the Neighbourhood Plan.

Secondly, a development strategy was suggested that would be employment led and would lead to a higher level of growth enabling the delivery of key pieces of infrastructure that the representatives felt were needed. This suggested employment development on the south east of Calne, along with a proposed new road alongside the development.

Opportunities and risks of accommodating level of growth

Calne representatives were asked to consider the opportunities and risks of accommodating the level of growth in Calne. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none">• At any scale of growth an identified opportunity/desired opportunity is to have a more open line of communication between Wiltshire Council, Town Council, Developers and the general public. It was felt that this would ensure local views were taken into account.• At any scale of growth representatives felt it a priority to develop and deliver employment land, with recent development just being housing at the expense of employment land.	<ul style="list-style-type: none">• It was felt that growth should take place in the most sustainable manner possible. This was voiced with the suggestion that new housing is located in close proximity to employment, shops, education and healthcare. Representatives felt that in growing Calne further, some housing may be placed at a relatively long distance from amenities and this would need to be mitigated.• Following recent experience, it was felt that a risk existed that when employment land is allocated, it will be lost to housing. Strong feeling was present that policy must protect employment and in the future.• It was identified that the proposed level of growth may add pressure to the identified constraints without being able to offer mitigation solutions. Namely, this included the congestion that is experienced within the town.• It was identified that there is a lack of cemetery land within the town.

As shown above, it was considered that the level of growth on the face of it could be accommodated however this would need to be carefully managed alongside solutions to the identified constraints and a focus on an employment led strategy. Concern was voiced that further development would worsen current issues, including congestion problems caused by the road infrastructure, without offering solutions.

However, it was acknowledged that opportunities existed to provide new road infrastructure with development in certain locations.

Calne representatives considered whether a higher or lower level of growth could help to capitalise on these opportunities or reduce the risks. Their thoughts are shown below.

Higher growth	Lower growth
<ul style="list-style-type: none"> • Having an employment led strategy was identified to be important. It was felt that if a higher level of growth was required to enable the delivery of employment land as opposed to just housing, then this could be preferable. • Similarly, one of the main constraints highlighted as being a concern was the congested road infrastructure. The higher growth option highlighted at appendix _ and it was felt that with a slightly higher level of growth, it may become viable to deliver a link road similar to that which can be seen at appendix _. • The delivery of further education facilities may be more viable with a higher level of growth. 	<ul style="list-style-type: none"> • It was felt that a lower level of growth may be required if no improvements in the infrastructure constraints already highlighted were possible. • A potential risk of allocating a lower level of growth is that no employment land would be delivered.

The discussions around whether a higher or lower level of growth may be possible were centred on the concerns that had already been highlighted. A higher level of growth may be considered if it was clear that it would enable infrastructure to be put in place to deal with the congestion present within the town and also provide employment land. Any level of growth that does not enable the delivery of such infrastructure should be kept to a minimum as to not worsen the identified constraints within the town.

Chippenham

Identified locations for growth

Chippenham representatives identified a few areas that could accommodate the residual level of growth identified at this stage. There was a broad move to place development towards the south and south east of the town with the remaining numbers being accommodated by the odd site around the periphery of the settlement boundary along with a significant number within the town itself in the form of brownfield development.

Opportunities and risks of accommodating level of growth

Chippenham representatives were asked to consider the opportunities and risks of accommodating the proposed number of homes in the town. Their thoughts are shown below.

Opportunities	Risks
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<ul style="list-style-type: none"> • To provide a southern link road linking the A4 to through to the A350. • Capitalise on urban capacity sites. This should be a priority when planning for growth. • Building on the country farms to the east of the town. • Possibility of an eastern link road – less favourable due to the need for two bridges, the route being longer and the need to erode more countryside than the southern route. • 	<ul style="list-style-type: none"> • Loss of farming land • Congestion • Air quality • Destruction of countryside • Divert traffic away from town centre • Loss of high grade agricultural land • Building in close proximity to flood plains that could expand with climate change • Cause congestion on bypass • Causes congestion on Langley Road
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Another table of representatives, mainly from Chippenham and the surrounding area, also discussed the opportunities and risks of accommodating the proposed number of homes in the town. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Southern link road from A350 to A4 • Sequentially force development to first take place on brownfield sites • Looking to the surrounding area – Dyson growth could mean more engineers needed, more students and ultimately more housing requirements in these areas. • J17 Employment growth – need to support high end engineering • Recreational access/opportunities expanding from Chippenham – maximising effectiveness of green transport corridors. E.g. railway path towards Calne, helping to integrate the town with the countryside. • Northern link road 	<ul style="list-style-type: none"> • Sites crossing River Avon, Grade 1 agricultural land and areas of flood risk • No real impact on numbers and disruption within the town. • Traffic pollution including air and noise. • Transport requirements • Transport management risks • Risks of increasing commuting, sustainability? • Need careful management

Chippenham representatives considered whether a higher or lower level of growth could help to capitalise on the opportunities or reduce the risks.

It was noted that no options for a higher level of growth were thought possible at this settlement. It was acknowledged that the level of growth proposed posed a challenge to the community in the areas outlined above. It was felt key to balance the number of homes being proposed at Chippenham against the constraints outlined above. Any level of growth will need to be carefully managed against these factors.

Corsham

Identified locations for growth

Corsham representatives identified a number of dispersed sites around the periphery of the settlement boundary that could accommodate the proposed level of growth; no single area for growth was identified with the dispersed approach appearing preferential. A further map was annotated to indicate areas where employment growth should be considered to ensure the delivery of employment land alongside housing growth, including areas to the south of Corsham, Westwells and Rudloe.

Opportunities and risks of accommodating level of growth

Corsham representatives were asked to consider the opportunities and risks of accommodating the proposed number of homes in the town. Their thoughts are shown below.

Opportunities	Risks
<ul style="list-style-type: none"> • Close to town links • Maintains a core concentration for services and employment • Supports railway bridge site • Largely supports existing public transport links • Reasonable distance to primary schools • Potentially sites where you can walk/cycle to facilities 	<ul style="list-style-type: none"> • Settlements beginning to join Corsham e.g. Neston • Road infrastructure unable to accommodate level of growth • Too optimistic to think Corsham station will come forward • Green buffer prevents development at some SHELAA sites e.g. off Bradford Road • Donkey field site (land off Westwells road) very sensitive • Bats • Large housing development dilutes sense of community • Conflict with neighbourhood plan which runs to 2026 once new local plan adopted • Medical facilities and schools unable to accommodate growth • Distorting growth away from town centre • Loses publicly accessible public open spaces • Road infrastructure is not suitable for freight traffic

Corsham representatives considered whether a higher or lower level of growth could help to capitalise on these opportunities or reduce the risks. Their thoughts are shown below.

Higher growth	Lower growth
<ul style="list-style-type: none"> • Exacerbate risks as outlined in the table above • Increase reliance on infrastructure that is already at capacity – especially the road system (A4) • Quality of life – unpleasant community to live in • Health impacts – less land for leisure / open space etc. 	<ul style="list-style-type: none"> • Less growth = higher house prices meaning that they may lose the employment force • Undermines business case for railway station / transport infrastructure improvements

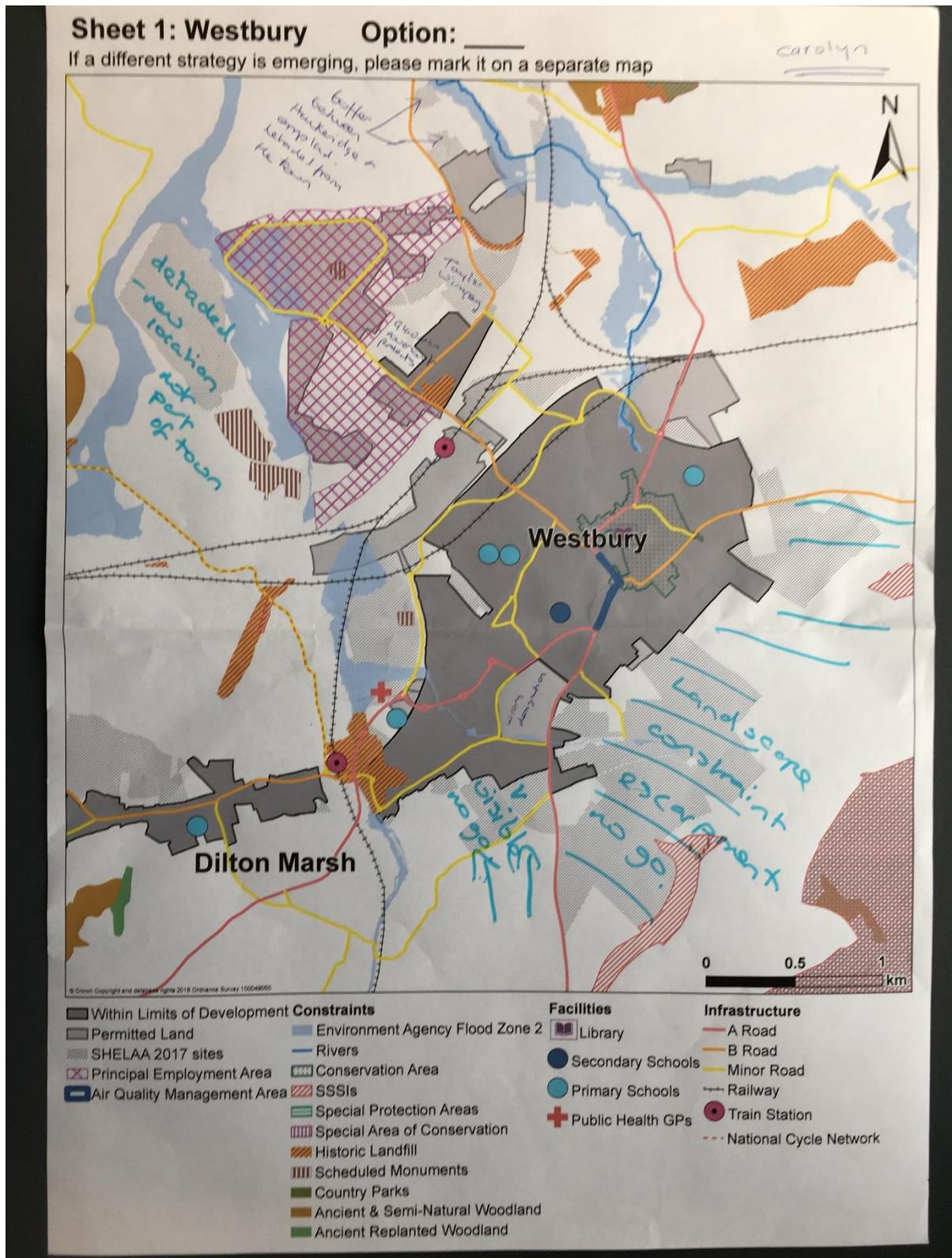
<ul style="list-style-type: none">• Required infrastructure for higher growth e.g. new roads may spoil town• Degrades character of town• Larger estates don't integrate well with community	<ul style="list-style-type: none">• Less housing land – more opportunity for employment growth or open space• Retains character of town better
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The discussions around whether a higher or lower level of growth may be possible were centred on the concerns that had already been highlighted. This included concerns that higher growth would exacerbate risks mainly centred on infrastructure capacity and the ability of infrastructure to adapt/cope with larger levels of growth. It was felt that while a lower level of growth may alleviate some of these concerns, there were additional concerns with restricting development as highlighted above.

Part 4 Other issues raised

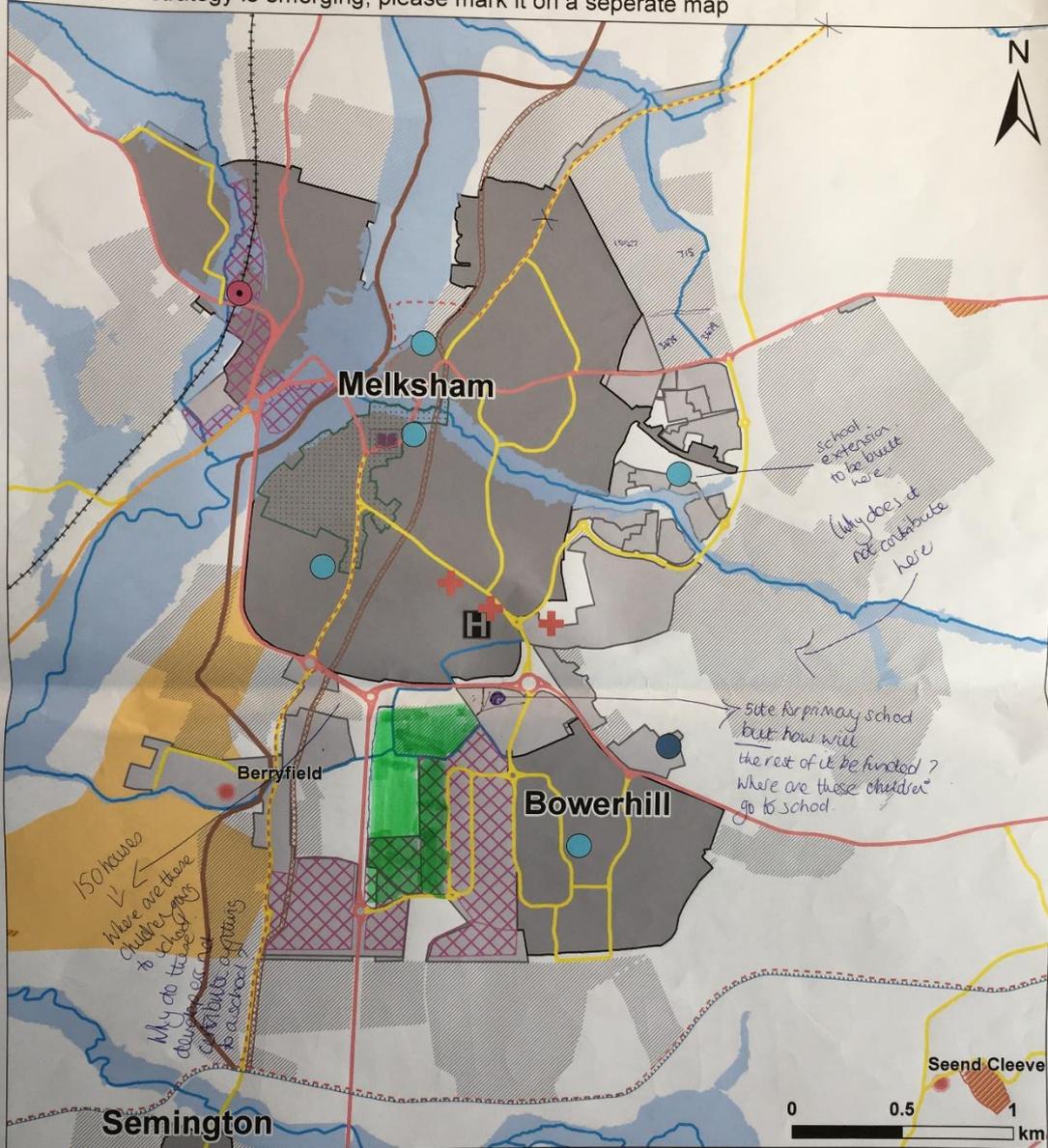
No additional concerns were raised.

Appendix 14 – Annotated Maps from Town Based Workshops



Sheet 1: Melksham Option: _____

If a different strategy is emerging, please mark it on a separate map



<ul style="list-style-type: none"> ■ Within Limits of Development Constraints ■ Permitted Land ● Small Villages ▨ SHELAA 2017 sites ▨ Principal Employment Area 	<ul style="list-style-type: none"> ■ Environment Agency Flood Zone 2 ■ Rivers ▨ Conservation Area ▨ SSSIs ▨ Historic Landfill ■ Grade 1 Agricultural Land 	<ul style="list-style-type: none"> ■ Facilities ■ Library ● Secondary Schools ● Primary Schools ■ Public Health Hospitals ■ Public Health GPs 	<ul style="list-style-type: none"> ■ Infrastructure ■ A Road ■ B Road ■ Minor Road ■ Railway ● Train Stations --- National Cycle Network --- Kennet & Avon Canal --- Restored Wilts & Berks Canal ▨ Historic Wilts & Berks Canal
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MWPC = feel should be employment

Appendix 15: Record of Comments at Rural Workshops

1. What are the main challenges facing rural villages in Wiltshire?

On arrival participants were asked to discuss and record what they thought were the main challenges facing rural villages. Participants were able to provide first-hand experience of challenges their communities face, as well as the success or difficulty in relation to deliver of specific developments in their local area.

This is a composite list of comments submitted at all events (includes additional comments from town based workshops at Trowbridge and Salisbury).

a) HOUSING / GROWTH

- Need for clear definition of 'affordable housing'
- Affordable (low cost) housing needed for younger people / older people / local people
- Social housing has been sold off
- People moving in from outside area with higher wages – compounds affordability problem
- Erosion of smaller houses through extensions
- Second homes / foreign ownership is a problem
- Difficulties with allowing relatives to live closer to elderly parents
- New housing does not serve local people, or meet local needs
- Wiltshire Council more concerned with Central Government directives rather than village housing needs
- Downsizing is needed, but in some cases, this may be overstated / oversimplified
- Lack of land availability – no space for housing
- Need to re-balance demographic of village population
- Coalescence leading to loss of identity
- Some villages do not want social or high-density housing
- Slow housing delivery
- Housing association operations are not supportive of Wiltshire Council or community's goals
- Housing associations selling off stock and not working well together
- Lack of self-build opportunities
- Poor quality design and materials
- Completion of infill development in villages

b) INFRASTRUCTURE, SERVICES, FACILITIES, EMPLOYMENT

- Need for improvements to broadband / mobile communications
- Lack of access to and decreasing number of local facilities e.g. GPs, schools
- Poor access to facilities elsewhere due to poor public transport
- Lack of public transport and facilities makes it difficult to deliver affordable housing
- Planned growth needs to be at a pace the community's infrastructure can absorb

- Village not sustainable due to lack of services leading to young families moving away
- No local employment
- Desire to encourage businesses in rural areas
- Employers (e.g. hotels, farmers) unable to get workers due to house prices and transport links
- Need to prevent viable business change of use to residential
- Car parking
- Sewerage capacity
- Roads unsuitable for traffic and poorly maintained
- Dangerous access roads
- Lack of maintenance funding

c) LOCAL ENVIRONMENT / COMMUNITY

- Community need understanding of road / verge maintenance responsibilities
- Loss of village identity and community
- Many children driven in to village school leading to a decreased sense of community
- Village split and disturbed by road traffic
- Need to preserve the natural environment and maintain the rural nature of villages

d) TRAFFIC & MOVEMENT

- Volume of traffic unsuitable for roads
- Rat-running
- Pedestrian and cycle safety e.g. lighting, width of pavements
- Speed of traffic
- Poor transport links
- Many members of the community do not have cars so young people need access to facilities via public transport, cycle, pedestrian routes
- Redistribution of traffic due to clean air initiatives e.g. Bath

e) COMMENTS SPECIFICALLY RELATING TO POLICY / PLANNING PRACTICE

- Small villages lack the resources to carry out a neighbourhood plan
- Neighbourhood plans cannot include policies for transport issues – difficult for community to get their wishes taken on board
- Village limits / settlement boundaries are restrictive
- Small villages and settlements in 'open countryside' classed as 'unsustainable' – no freedom to develop the village in the right places

- Policy enables building of affordable housing but not market housing for older people
- A lot of single occupancy people in the village
- There should be more dispersed development across a wider area of Wiltshire
- Affordable housing provision – 5 / 10 homes allows developers to manipulate the system
- Developers do not want to use CP44 'exception sites'

2. Summary of main issues: What are the greatest challenges affecting rural villages, in relation to housing?

Groups were asked to identify the greatest challenges in relation to housing. The following is a record of the main challenges raised at the workshops.

Location of development

- Smaller settlements lack suitable sites and human resources to prepare neighbourhood plans - could there be other mechanisms for putting forward village aspirations / opportunities?
- There should be more dispersed development across a wider area of Wiltshire
- Restrictive policies on villages - need for redefined settlement boundaries to allow expansion of villages but will this lead to pressure on infrastructure / facilities?

Sustainability

- Lack of consideration of sustainability e.g. public transport
- Should affordable housing be delivered in places with no public transport?
- Lack of access to local facilities e.g. GPs, schools
- Developing infrastructure alongside development
- Lack of access to employment
- Car parking provision
- Maintenance of rural roads
- Increase in traffic
- Preserving natural environment
- Towns encroaching on villages
- Need for green belt protection

Type of housing being built / available; affordability

- Type of housing not reflecting need – larger houses are being bought by commuters from elsewhere
- Lack of affordable (low cost) housing for younger / older / local people
- Slow delivery
- Lack of housing for the elderly and disabled
- Houses being made bigger through extensions
- Flexible affordable housing policy / lower threshold policy supported
- Starter homes should be a rural exception
- Appropriate balancing between larger and smaller sites

- Design quality
- Population too small to enable diversity of provision

Amount of housing; delivery

- Planning in principle – assurances that this gives communities
- Is there an appetite for garden villages?
- Housing prices (national challenge)
- Second home owners
- Mismatch between local aspirations and commercial development decisions
- CLT a slow process

3. Solutions: What needs to change?

Discussion of specific challenges for rural housing

Each table was asked to choose one of the housing challenges that had been identified, and discuss the following two questions:

1. Does current policy enable villages to respond to this challenge? If not please explain why?
2. What policy changes are needed to respond to this challenge?

Rural Parishes Event – 18 October 2018
Table 1
<p>Challenge: Public / residents' acceptability of development</p> <p>Does current policy enable villages to respond to this challenge? Yes – tools are there to do it, but it is difficult</p>
<p>What policy changes are needed to respond to this challenge?</p> <ul style="list-style-type: none"> • Convincing people there is a need for development • Convincing developer's small developments are needed • Better communication with Housing Associations • Maintaining the gap between settlements
Table 2
<p>Challenge: Freedom to develop in the village in the right places</p> <p>Does current policy enable villages to respond to this challenge? No</p>
<p>What policy changes are needed to respond to this challenge?</p> <ul style="list-style-type: none"> • Struggle with expertise to interpret policy – need for clarity • Ability to develop fields on edge of village that could open the village up but at same time restrict the scale • Need community support through neighbourhood plan or Parish Council • Would like sites to demonstrate they meet local needs and have a way to access facilities e.g. cycle paths / footpaths

- Would like simple summary of key policies for parishes

Table 3

Challenge: Infrastructure provision

Does current policy enable villages to respond to this challenge?

No

What policy changes are needed to respond to this challenge?

- Need contributions from developments to fund sustainable transport
- Capture increased land value for community benefit
- Low cost cycle paths

Table 4

Challenge: Failure of delivery in urban areas deflecting housing into rural areas – proportion of rural areas want additional housing

Does current policy enable villages to respond to this challenge?

- Housing allocations don't seem to have been decided on the basis of sustainability e.g. good public transport access
- Under pressure to accept a planning application that is not what younger people need – financially driven by developers

What policy changes are needed to respond to this challenge?

- Need to strengthen consideration of sustainability
- Better specification / delivery of what people need

Table 5

Challenge: Local facilities – maintaining, keeping, sustainability

Does current policy enable villages to respond to this challenge?

Partially

What policy changes are needed to respond to this challenge?

- Definition of 'affordability' needs to be looked at and reworded - possibly linked to income rather than a % mark

Challenge: Housing reflecting needs

Does current policy enable villages to respond to this challenge?

No

What policy changes are needed to respond to this challenge?

- Start with the needs of the communities including employment; residual need to be allocated subsequently
- Policy needs to be driven bottom-up according to need, not top down

- Planners need to apply a more fact-based approach and not be influenced by political considerations.

Challenge: Sustainability

Does current policy enable villages to respond to this challenge?

No

What policy changes are needed to respond to this challenge?

- Standardised definition of sustainability
- Housing in villages based on community needs

Table 6

Challenge: Size of sites and configuration

Does current policy enable villages to respond to this challenge?

No

- 10 houses in a village is a comfortable scale
- Small sites end up as a series of cul de sacs – rules out further development because of access issues
- Land owners do not want to develop on available sites
- Green belt – is it possible to loosen constraints with local support?

What policy changes are needed to respond to this challenge?

- Is there a benefit in bringing back settlement boundaries for small villages?
- Small villages do not always have capacity to do a neighbourhood plan
- Parish Councils are ignored in the planning application process
- Frustrating that CIL is not spent locally – could have three tiers of distributing CIL money
 - 25/15% spent by Parish Council
 - Some spent by Wiltshire Council in the parish
 - Remainder spent by Wiltshire Council in the rest of Wiltshire
- Affordable housing proportion - build 30/40% regardless of local need but should not be forced at villages
- Rural Housing Needs Survey is flawed - too long, filled out by retired people, low return rate, people in need are not the ones who fill it in
- Definition of what is a sustainable location (in travel terms) too restrictive e.g. village location is cyclable to a service, but the policy says it is not a sustainable location – more flexibility needed

Table 7

Challenge: Infrastructure

Does current policy enable villages to respond to this challenge?

No

- Broadband is a key issue

- More planners to discuss each village's needs and ambitions to supplement neighbourhood plan
- Housing standards to help achieve affordability

What policy changes are needed to respond to this challenge?

- Infrastructure to be developed ahead of the housing
- Parish Councils' views should carry more weight

Table 8

Challenge: Type and mix of houses for everyone

Does current policy enable villages to respond to this challenge?

No

- Lack of sites and viability
- Need homes for younger people
- Difficult to get developers to build affordable housing
- Lack of facilities

What policy changes are needed to respond to this challenge?

- Affordable – exceptions to towns only
- Large / small villages – small groups for % discount and starter homes
- Amending housing needs survey for neighbourhood plans to also target starter homes and low-cost market
- Define 'community facilities' and 'local need'
- More involvement in legal agreement
- Need maximum figures not 'at least'

Rural Parishes Event – 22 October 2018

Table 1

Challenge: Road infrastructure / lack of employment

Does current policy enable villages to respond to this challenge?

No

- Cost of providing speed limit
- Consenting housing that creates other spatial problems
- Road network antiquated
- Congestion at peak times

What policy changes are needed to respond to this challenge?

- How to respond to cost of reducing traffic speeds?
- Good linkage of Local Transport Plan with Local Plan Review
- Need improvements to broadband for working at home
- Better localised employment provision
- Re-use of agricultural buildings for employment

- Housing led by local employment
- Staggering school and work start / finish times to ease congestion

Table 2

Challenge: Affordable housing

Does current policy enable villages to respond to this challenge?

No

What policy changes are needed to respond to this challenge?

- There is a need for clarity on affordable housing policy position and need to ensure that planning officers are clear on policy when dealing with applications
- Need to ensure that all people in need of affordable housing are on the list
- Definition of affordable housing does not match local needs / incomes
- Need for policy / funding to provide social housing for rent
- Settlement boundaries restricting development in small villages

Table 3

Challenge: Lack of smaller / starter homes for downsizing and for young people

Does current policy enable villages to respond to this challenge?

No

- Bungalows converted to much larger dwellings
- No policy to enable older people to downsize in villages

What policy changes are needed to respond to this challenge?

- More flexible rural exception policy to allow small proportion of market housing
- Specialist accommodation for older people to downsize, in policy
- Policy to manage size of homes delivered – limited to 2 or 3 bedrooms

Table 4

Challenge: Determining housing requirement and locating new development in alignment with transport strategy

Does current policy enable villages to respond to this challenge?

N/A

- Despite the overlapping issues, circumstances are very different on a site by site / case by case basis
- Depends not just on services and facilities at the settlement, but could be based on access
- Need to look at the quality of the access e.g. is there a footpath on the road? 1.5 miles on a map might not mean it is accessible
- High dependency on cars
- Unable to get staff for rural businesses because village is not very accessible

What policy changes are needed to respond to this challenge?

- National policies need to change
- Clear strategic transport plan
- Bradford on Avon caught between high numbers of new housing in Trowbridge and commuting to Bath
- Housing provides an opportunity for CIL and S106, but need to have a clearer vision on what it will be spent on
- Need to challenge the vision for transport in Wiltshire so that housing can be delivered and so that housing and employment are in the same location
- CP1 and CP2 analysis to see how well they have worked in terms of location of housing and employment
- Do we start with employment sites or infrastructure?
- Broadband
- Westbury could be a location for employment development if there are highways improvements
- Swindon & Wiltshire LEP – Market Lavington is not in the LEP area so not targeted for highway improvement
- Need to look again at the areas for growth – not just the ‘usual suspects’
- Look at growing villages but only if out-commuting is solved and by getting cars off roads
- Have Community Area Neighbourhood Plans as well as neighbourhood plans
- Need for youth facilities, schools and surgeries
- Cycle routes need to do more - especially for young people
- Smaller housing sites – more difficult to deliver by developers; deliverability of affordable housing becomes more difficult for smaller sites
- Housing Associations driven by market – there is no pressure to deliver in areas of need
- Housing Associations are not functioning well and are not working together
- New towns

Table 5

Challenge: Small houses turning into large houses

Does current policy enable villages to respond to this challenge?

No policy.

- Erosion not acceptable. Can't continue to build in places dominated by traffic
- What is "local" to the village?
- Use of unsuitable roads = commuting increase
- Why not build on old employment sites rather than greenfield?
- At what point is time up and employment allowed?
- Churchfields is boarded up, unsightly.
- Housing in the right place may have unforeseen consequences on rural roads – need to understand that.
- No opportunity for by-pass at Salisbury?
- Does HSMA take account of MOD & army rebasing?

What policy changes are needed to respond to this challenge?

- Specific requirement on all major developments of X% small dwellings, i.e. 1 or 2 beds. How to enforce?
- Need to be very clear of what “Affordable Housing” is in Wiltshire and “local needs” – clarity needed.
- Should local affordable housing survey extend to first time buyer property?
- Need to accommodate people whose roots are local or employed locally – how to understand this?

Swindon HMA Event – 15 October 2018

Table 1

Challenge: Providing entry level and later life housing within their community

Does current policy enable villages to respond to this challenge?

No

- Lack of flexibility of planning policies
- Proportion of affordable housing hampers delivery
- Criteria of under £80K combined income – very high threshold
- Moving up the affordable house chain – how do you get people the next step up?
- Inability for industry to deliver the relevant houses
- ‘House blocking’ causes stagnation and stops people utilising housing efficiently
- Need a different language to describe and explain ‘affordable housing’ – offputting
- Local housing register isn’t well understood as people think it is just for social housing

What policy changes are needed to respond to this challenge?

- Can we build more Council houses?
- Enabling self-build housing to promote starter home take-up in villages
- Developing existing sites cheaply e.g. building in gardens as infill
- Settlement boundaries should include all garden curtilages
- Promote high density housing in villages
- Enable local housing in undesignated villages to build in gardens, sub-plots
- Policies to limit how much you can extend dwellings keeping small houses small
- ‘Local connection’ register for low cost / share ownership housing (separate from council housing register)
- Promoting the availability of land for affordable housing take-up – incentive policies

Chippenham HMA Event (Calne, Chippenham, Corsham) – 25 October 2018

Table 1

Challenge: Settlement boundaries are not helpful

Does current policy enable villages to respond to this challenge?

No

What policy changes are needed to respond to this challenge?

- Review settlement boundaries to include parts of villages which are currently outside but related to the part of the village with settlement boundary
- Relate to individual circumstances of each village / parish
- Benefit of finding sites for more housing
- Make clearer in front document as to how settlement boundaries are defined and what they mean
- Review Green Belt boundaries as they are a constraint for villages like Colerne
- Existing policies are restrictive
- Redefining villages to allow expansion
- Improve infrastructure – expansion of schools can cause problems

Additional points raised through plenary session or submitted on post-it notes.

- Car parking
- Making viability assessments public would be helpful
- Need to revise rural housing needs survey to encompass market housing
- Council allocation policy needs to change e.g. CLT only 50% local
- Worton more suited to a small village classification as it lacks suitable sites, has low demonstrated need for housing and lacks human resources for a neighbourhood plan
- Need to consider local and wider transport needs as well as housing needs
- Facilitate land swaps in small villages e.g. school in middle of village with no room to expand when a field at edge of boundary may be available
- Older people want to downsize to bungalows / small houses, not retirement villages or apartments
- Push to retain amenities like pubs and shops by not allowing change of use in small villages
- Go back to ditches for water run off - drains on roadways too often blocked or not sufficient capacity for heavy weather events
- Ageing population want to downsize and younger people wanting affordable - current policy does not meet these needs

This document was published by the Spatial Planning team,
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