

**Appendix 1: Part 2**

**Chippenham Housing Market Area**

**Individual Settlement and Housing Market Area  
Profile**

**DRAFT**

**Committee Draft**

**October 2017**

## Introduction

This document is one of four Housing Market Area Profiles which have been prepared to inform the Swindon and Wiltshire Joint Spatial Framework: Issues Paper. It provides an assessment of the main settlements in the Chippenham Housing Market Area and the strategic issues they face. This is a first step to understanding the opportunities and constraints of growth before considering how each place could develop sustainably; whether its role continues as currently planned or how it should change.

In combination with profiles for the Salisbury, Swindon and Trowbridge Housing Market Areas, this better understanding of our main settlements can inform the assessment of whether and how the housing and employment needs in each market area can be met.

The profiles contained in this document draw on existing published data sources such as the current understanding of the role and function of each main settlement, the 2011 Census, the Council's own monitoring reports and other local area documents such as neighbourhood plans.

Each profile presents a snapshot assessment of progress with the current strategy included in the Wiltshire Core Strategy, a picture of environmental constraints, the local community's vision (where there is neighbourhood plan) and the position from providers of underlying infrastructure (transport, water and education) which is essential to every settlement but which has the potential to also be a significant barrier to further growth.

The main findings for each settlement are summarised below followed by a set of issues specific to each settlement. These identify where the current development plan strategy may need to change. They are phrased as questions because the vital part of this stage in the Local Plan review is to invite community and stakeholder input on how the current strategy should change; what issues it should address and how future needs can be met by sustainable development.

## Chippenham Housing Market Area

The Chippenham Housing Market Area extends from Malmesbury in the north to Devizes in the south and Pewsey in the east, with Chippenham town being the principal settlement within this Housing Market Area.



The 2017 SHMA forecasts objectively assessed need for housing (including the overall balance between market and affordable housing). The study identifies the need for housing in this market area over the period 2016-2036 to be 22,500 dwellings. This would represent a substantial increase on the WCS period 2006-2026.

The SHMA notes that demographic projections indicate a surplus of workers in the HMA.

Chippenham town falls into the A350 FEMA. However, given its proximity to the Swindon/M4 FEMA, its strategic location on the Bristol-London rail line and proximity to the M4, additional employment growth may be attributed to Chippenham over and above the forecasted requirements within the A350 FEMA set out below.

The 2017 FEMAA states that the A350 corridor Chippenham forms part of has a greater westward focus towards Bath and the West of England. It is a polycentric FEMA of market towns that is very much a corridor with interactions between adjacent settlements. There could also be increased pressure for out-commuting to Bristol/Bath if these areas achieve disproportionate economic success. The employment forecast for the A350/West Wilts FEMA shows job growth of 13,800 in total for 2016-36, with the main growth occurring in manufacturing, construction, business support services, and social care activity and associated services.

This equates to the following B use floor space requirements for 2016-36

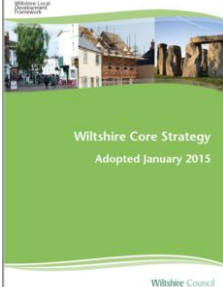
Use class	Use	Floor space in m2
B1a	Offices (other than financial and professional services)	37,620
B1b	Research and development	32,950
B1c	Industry that can be carried out in a residential area	8,900
B2	General industry	23,720
B8	Storage and distribution	4,200

The FEMA more specifically forecasts growth in B1 and B8 uses but decline in the B2 general industrial sector although a floorspace requirement remains. The A350 FEMA requirement for 2016-36 is up to 21 ha of new land for office (B1) and 83 ha for industrial (B8). This means delivery of up to 1 ha and 4.2 ha per year respectively at the towns within this FEMA.

DRAFT

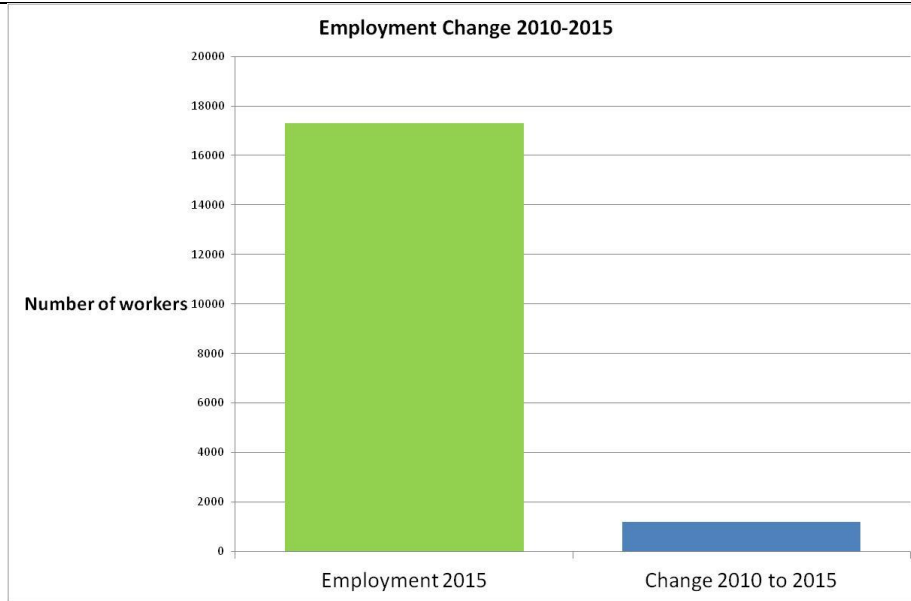
# Chippenham

Chippenham is one of the largest towns in Wiltshire and has excellent transport links, being in close proximity to Junction 17 of the M4 and located on the main Bristol to London railway route. It is designated as a Principal Settlement in the WCS.

 <p>Wiltshire Core Strategy Adopted January 2015</p> <p>Wiltshire Council</p>	<p>The Wiltshire Core Strategy Vision</p> <p><i>“Chippenham’s role as a strategic employment location will have been successful in retaining internationally renowned employers in the manufacturing and service sectors, including ICT, rail systems and logistics, and future development will have been employment led. Job growth will have taken place on existing sites within the urban area, as well as on sustainable edge of town sites.</i></p> <p><i>The town centre will have been improved, with an enhanced mix of retail, leisure and entertainment uses and greater integration with the River Avon, making Chippenham an attractive and popular centre. The River Avon will be a defining and connecting feature and its active riverfront combined with the historic centre, market, parks and open spaces will have provided a thriving artery and distinctive identity for the town.</i></p> <p><i>The self-sufficient status of the town will have been improved, although its excellent transport connectivity will continue to be an asset to the town, making it a popular location for employers. Housing development will have been highly sustainable and balanced, with early delivery of key infrastructure, and key services and facilities in the town will have been improved. Young people will choose to stay to live and work in the town because of the employment opportunities, access to housing and other available facilities.”</i></p>
--	---

## Economy

- Wavin Group – main UK site for a global manufacturer – significant factory investment and site expansion securing 500 jobs
- Siemens acquired Invensys Rail, securing around 800 AEM/rail consulting jobs and creating UK HQ for Rail Automation; redevelopment of Langley Park should help secure technology tenants e.g. semiconductor manufacturer IXYS
- Good Energy’s HQ office continues to expand with future requirement for a new purpose-built permanent HQ office for increased headcount
- Methuen Park and Bumpers Farm largely fully occupied and final plots now coming forward



**Self-containment**

	2001	2011	change
% of employed residents working in the town	50.7%	47.1%	-3.6%

Core Policy 10 identifies 26.5 ha of land for employment development on land adjoining the built up area in addition to what has already been provided or committed at April 2011. Land is allocated in the Chippenham Site Allocations Plan at SW Chippenham (18 ha) and at Rawlings Green (5 ha).

Since 2011, 1.1 ha of employment floorspace has been completed and currently, 7.1 ha of employment floorspace remain permitted but unimplemented. A planning application is pending for land at SW Chippenham.

The Swindon and Wiltshire LEP’s Strategic Economic Plan (SEP) states that Chippenham is situated on the convergence of two growth zones. Chippenham is included in both the Swindon-M4 Growth Zone and the A350 Growth Zone. This location offers the potential to extend growth into the area from both the east and west along the M4 corridor and recognise the development potential at Junction 17.

The A350 Growth Zone has recorded the highest growth in employees amongst all growth zones in 2012-14 (27.4%). The SEP registers the need for transport improvements along the A350 and to Chippenham railway station. The WCS acknowledges that new employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting.

**Town Centre:** Regeneration of the central area of Chippenham is a priority. Details are contained in Core Policy 9 of the WCS which identifies:

- Bath Road Car Park/Bridge Centre Site - to form a retail extension to the town centre to provide a supermarket and comparison units. It is held up by lack of funding and

market conditions.

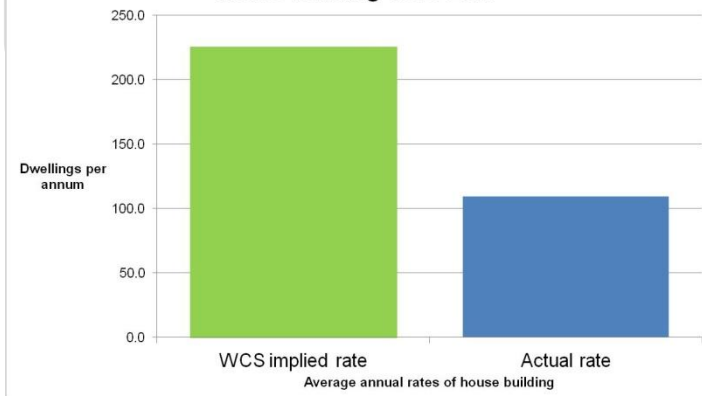
- Langley Park - to deliver a mixed use site solution for a key redevelopment opportunity area to support the retention of significant business uses on part of the site. Planning permission has been granted.
- In addition, the River Avon Corridor to be enhanced for leisure and recreation uses in an environmentally sensitive manner and developed as an attractive cycle/ pedestrian route. More detailed proposals for sections of the valley are contained in the Chippenham Site Allocations Plan.

A Masterplan (see below) has been developed for all opportunity sites. The Wiltshire College redevelopment is now complete – and sale of former site for use as retirement dwellings is underway. A Station Hub Scheme also features in the Masterplan and includes improved connection over the railway line and regeneration north of the railway line.

The 2017 FEMAA states that there is a net additional sq m floor space requirement of approx. 30,000 for (A1), 980 (A2) and 9,200 (A3-5) at the A350 FEMAA for 2016-36.

The Wiltshire Council Retail Review (2015) forecasts approx. 2,000m2 additional convenience goods floorspace capacity in Chippenham by 2026. For comparison goods floorspace, the study identifies a capacity of 11,000 m2 by 2026.

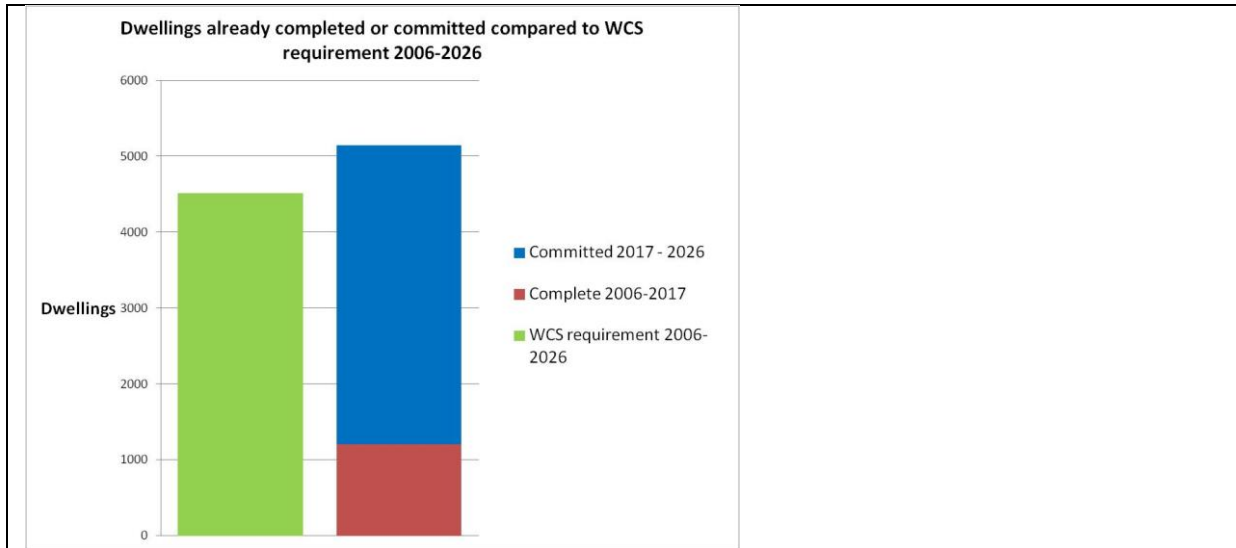
**Actual compared to anticipated average rates of house building 2006-2017**



### Housing

House building has been substantially below anticipated rates. A main reason has been a lack of significant sites to develop. This has been addressed by the Chippenham Site Allocations Plan.

Affordable housing was 21% of all homes built, below target levels. The ratio of house price to earnings rose from 8.6 to 10.2 between 2011 and 2016. The ratio is below the average for settlements in Wiltshire.



**Infrastructure**

**Transport:** Measures in the Chippenham Transport Strategy were refreshed alongside preparation of the Chippenham Site Allocations Plan. These include Cocklebury and Northern Link Roads to the A350. Preparation of the Plan also modelled the relative merits of different routes for new roads linking the A4 to the A350 (to the south and east). A traffic study concluded an eastern link road to be the ‘*key piece of highway infrastructure that is required to unlock the development potential of the town*’. Separate measures also involve further dualling of the A350 and improvements to Junction 17 of the M4. There is good scope for modal shift through improved walking, cycling and public transport.

**Schools:** Growth would need to involve allocations large enough to provide new primary provision. There is however some capacity and plans for a further secondary expansion at Abbeyfield School.

**Water Network:** Wessex Water states that assets are predicted to require investment to improve capacity between 2025 – 2036.

**Neighbourhood Plan**

No Neighbourhood Plan is being prepared for Chippenham Town. Adjoining parishes of Bremhill and Langley Burrell are preparing Neighbourhood Plans to 2026. Amongst other aspects, these aim to safeguard the separate character and identity of villages close to the town and the attractiveness of the countryside that provides both their settlements’ visual setting and is a valued local amenity.

Other area designations have been made at Allington & Sheldon (March 2015), Hullavington (September 2016), Kington St Michael (September 2015), Seagry (September 2015) and Sutton Benger (September 2015).

**Chippenham Central Area Masterplan (the Chippenham Vision)**

The masterplan provides further detail on development guidance set out in WCS Core Policy



## 9 - 'Chippenham Central Area of Opportunity'.

To encourage coherent regeneration and investment it seeks to:

- Emphasise role as a riverside market town;
- Build on natural assets such as the river and connecting features such as the market, historic centre, parks, eateries and leisure facilities;
- Encourage young people to stay in Chippenham through education facilities, employment choices and access to leisure and housing;
- Strengthen role as a business location, building on its excellent road and rail links.

### Chippenham Station Hub

The Chippenham Station Hub scheme includes the potential enhancement of station facilities, including increased car parking, railway crossing provision, commercial development, and public realm improvements. Funding has been secured through the LEP.

Phase 1 is underway and includes access improvements and enhancement of station facilities. Further phases will include increased car parking, access improvements, commercial development, and public realm improvements.

### Air Quality

There are no Air Quality Management Areas in Chippenham, however responding to local concerns areas of the town are being monitored.

### Constraints

See map.

The overall potential for significant urban regeneration is medium. A corridor of flood risk areas (zones 2 and 3) goes along the River Avon through the town. Land to the south of the town includes a significant area of grade 1 agricultural land. There are relatively few other environmental constraints compared to other settlements. Urban expansion might impinge upon the separate identities and character of smaller settlements around the town, most of which include designated heritage assets. The A350 is considered as a man-made boundary to expansion westward. Current expansion is to the north and south.

### Settlement Strategic Issues

Key findings

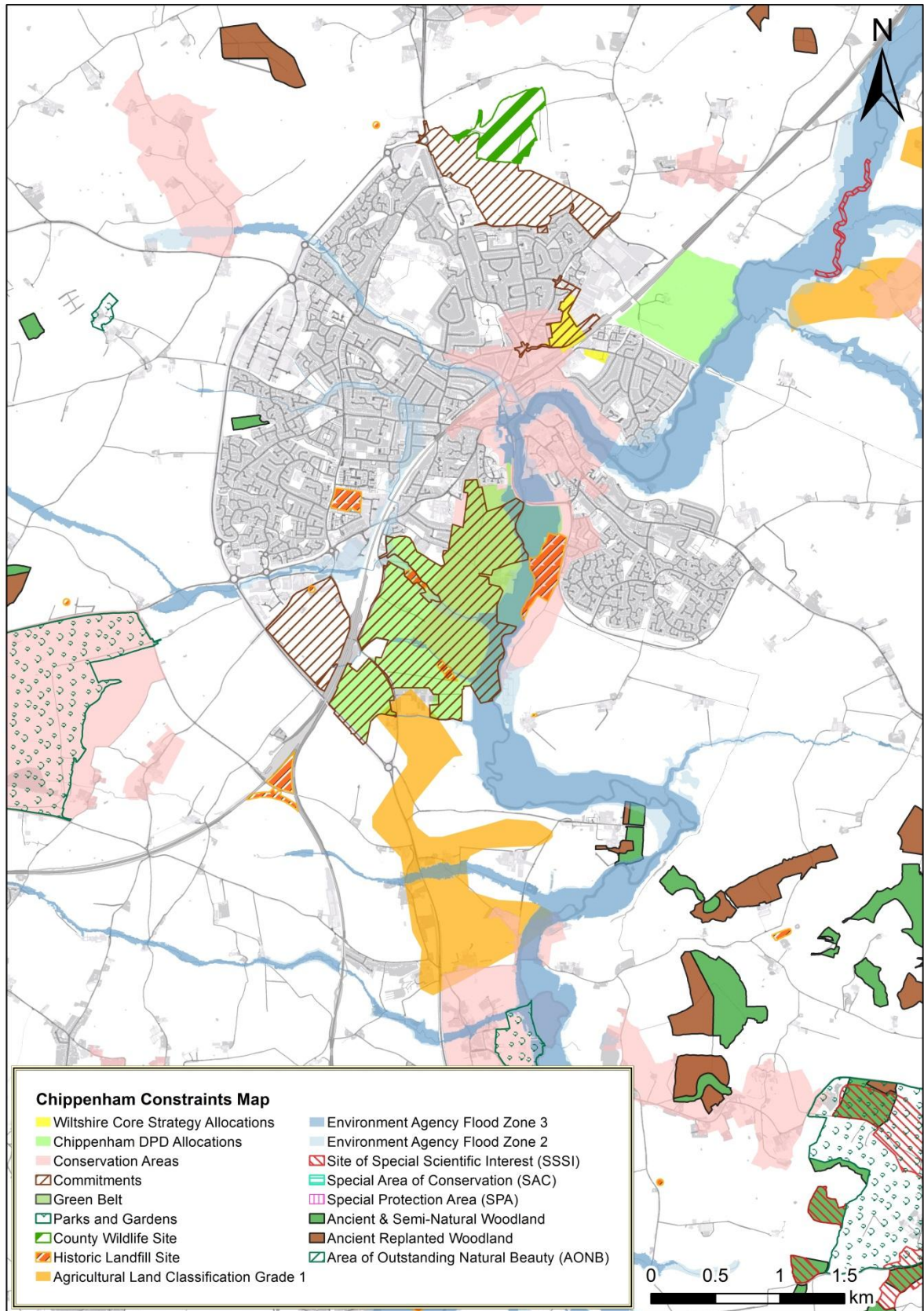
- The town has significant potential for economic growth. A new road linking the A4 to the A350 would help considerably toward realising it.
- Housing development has been well below anticipated rates, largely because there has been no land identified for development for much of the plan period.

- The town is relatively unconstrained compared to other settlements, but urban expansion might threaten the separate identity and character of nearby villages.

#### Issues

- Should the continued growth of the town be of a scale and location to provide a new road linking the A4 to the A350?
- How can a strategy for the town ensure redevelopment opportunities are maximised?
- How should the town's development relate to the advantages offered by Junction 17 on the M4?

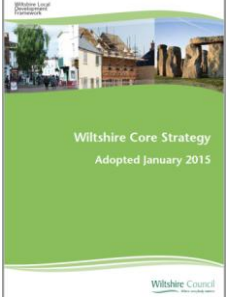
DRAFT



© Crown copyright and database rights 2015 Ordnance Survey 100049050

# Calne

Calne provides an important centre for its surrounding rural area, it features many historic buildings. It is designated as a Market Town in the WCS.



Wiltshire Core Strategy  
Adopted January 2015

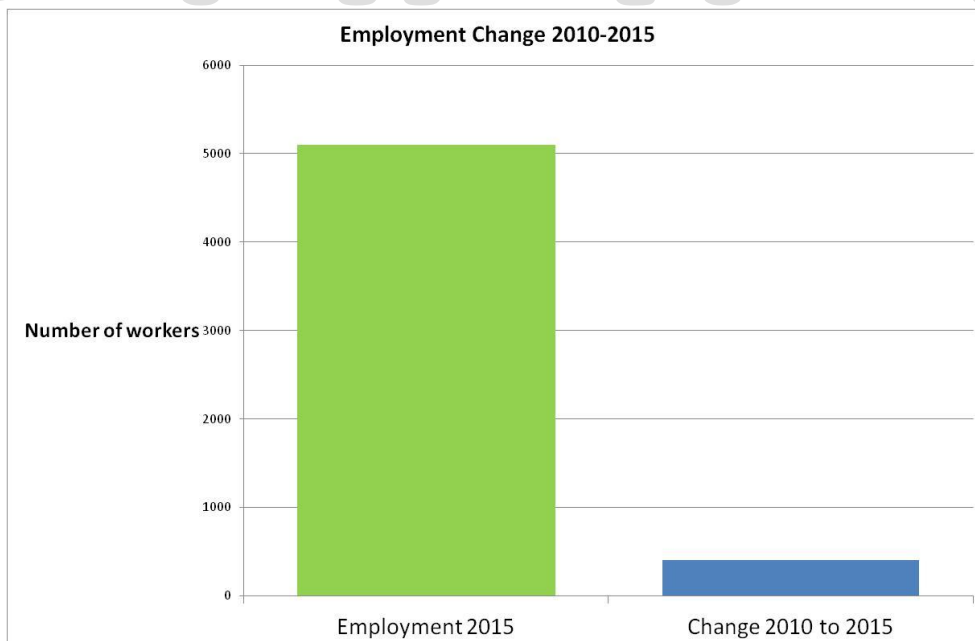
Wiltshire Council

**The Wiltshire Core Strategy Vision**

*“Calne will be an active and attractive centre for the Community Area, offering a range of retail outlets accessible by public transport. The town will have services that are well used, including entertainment and recreational facilities. The community will feel proud of Calne, and will benefit from its range of accommodation and good links with local businesses. Development will have supported the growth of services and community facilities within the town. People within the Community Area will have access to a range of jobs, which will have helped in reducing the present high levels of out-commuting. Progress will have been made towards the restored Wilts and Berks Canal and the River Marden will provide social, environmental and economic assets to the area as part of a wider green infrastructure network linking Calne with Chippenham and the wider countryside.”*

## Economy

- The Bowood Estate/Hotel/Golf Course complex has become fully established as a leisure/conference facility (around 250 hospitality sector staff)
- Porte Marsh Industrial Estate - re-investment by glazing manufacturer Deceuninck in production capability, securing jobs and reoccupation of secondary premises



Self-containment

	2001	2011	change
% of employed residents working in the town	39.6%	35.4%	-4.2%

The WCS allocates a total of 6 ha of employment land including 3.2 ha on land East of Beversbrook Farm and Porte Marsh Industrial Estate.

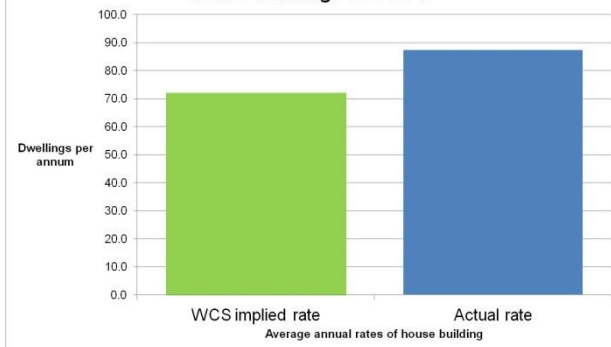
Since 2011, 0.54 ha of employment floor space has been completed at the town and approximately 0.07 hectare of employment floorspace remains committed but unimplemented as of 2017.

The WCS notes that the close proximity of the area to the M4 has attracted key employers to Calne in the past. Close proximity to the M4, Swindon and Chippenham does, however, mean that the town has one of the lowest levels of self-containment in the plan area, which continues to decline, as recorded in the 2011 Census. While Calne falls within the A350 FEMA it is located in its eastern part which may result in a degree of 'overlap' with the Swindon/M4 FEMA to the north east of the town.

**Town Centre:** The submitted Neighbourhood Plan states that proposals in the 'Town Centre' that create new or enlarged retail units or involve other new development will be expected to contribute to the improvement of the Town Centre's public realm where viable. The plan is permissive of town centre uses provided they do not undermine the vitality or viability of the town centre.

The WCS noted some potential for additional convenience retail. This remained the case according to the Wiltshire Council Retail Review (2015) that suggested there was no capacity for additional comparison goods floorspace and only small capacity for additional convenience goods floor space by 2026 (540 m2 net). Planning permission has been granted for a 2,647 m2 net out of centre Tesco store.

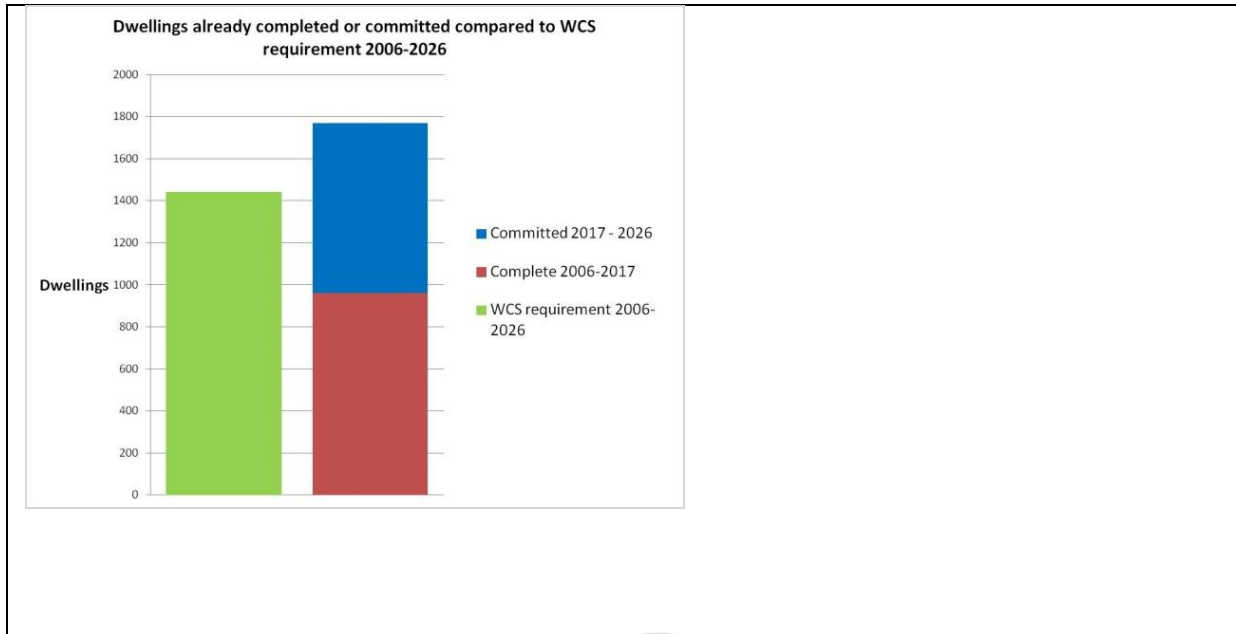
Actual compared to anticipated average rates of house building 2006-2017



Housing

House building has been above anticipated rates. Housing provision is set to exceed requirements in the WCS.

Affordable housing was 27% of all homes built, below target levels. The ratio of house price to earnings rose from 8.0 to 9.6 between 2011 and 2016. The ratio is below the average for settlements in Wiltshire.



### Infrastructure

**Transport:** Traffic congestion detracts from the attractiveness of the town centre and harms air quality (see below). A particular issue arises from the impact of traffic connected to waste facilities on the edge of the town. An eastern distributor road has been suggested as alleviation, but there has been no detailed assessment of its feasibility or how it would relate to the longer term development of the town. Congestion at Curzon Street/Wood Street has also been a long standing issue. While mitigation of this has been discussed over the years a suitable solution is yet to be identified.

**Schools:** There is some primary capacity for a modest scale of development (100-200 dwellings). Any larger development would require a new primary school. John Bentley Secondary School has the potential to expand if necessary.

**Water Network:** Wessex Water states that assets are predicted to require investment to improve capacity between 2025 – 2036. There are potentially issues in terms of site capacity and land availability.

### Neighbourhood Plan

The Calne Neighbourhood Plan seeks to ensure that future housing development should only be built if it brings infrastructure alongside and does not lag behind it.

Particular importance is placed on developing the of the Town Centre. A Masterplan proposes a number of improvements to promote a night time economy, improve accessibility and increase the number of residential units and potentially provide a new health centre, pharmacy and community services.

The plan contains a housing allocation for 250 dwellings (Land North of Low Lane – planning permission had already been granted on appeal for 130 dwellings on part of this site). A further planning permission has since been granted on the remainder of this site for 165

dwellings.

The plan also contains policies to enhance the green infrastructure network through the allocation of a number of local green spaces.

### **Air Quality**

An Air Quality Management Area (AQMA) covers the A3012, New Road, Curzon Street and part of Oxford Street.

### **Constraints**

See map.

The overall potential for significant urban regeneration is medium. Corridors of flood risk areas (zones 2 and 3) go through the town as well as tributaries north and south of the built up area. No extensive designations about the built up area. Significant features are designated Historic Parks and Garden to the west and an Area of Outstanding Natural Beauty to the east and south,

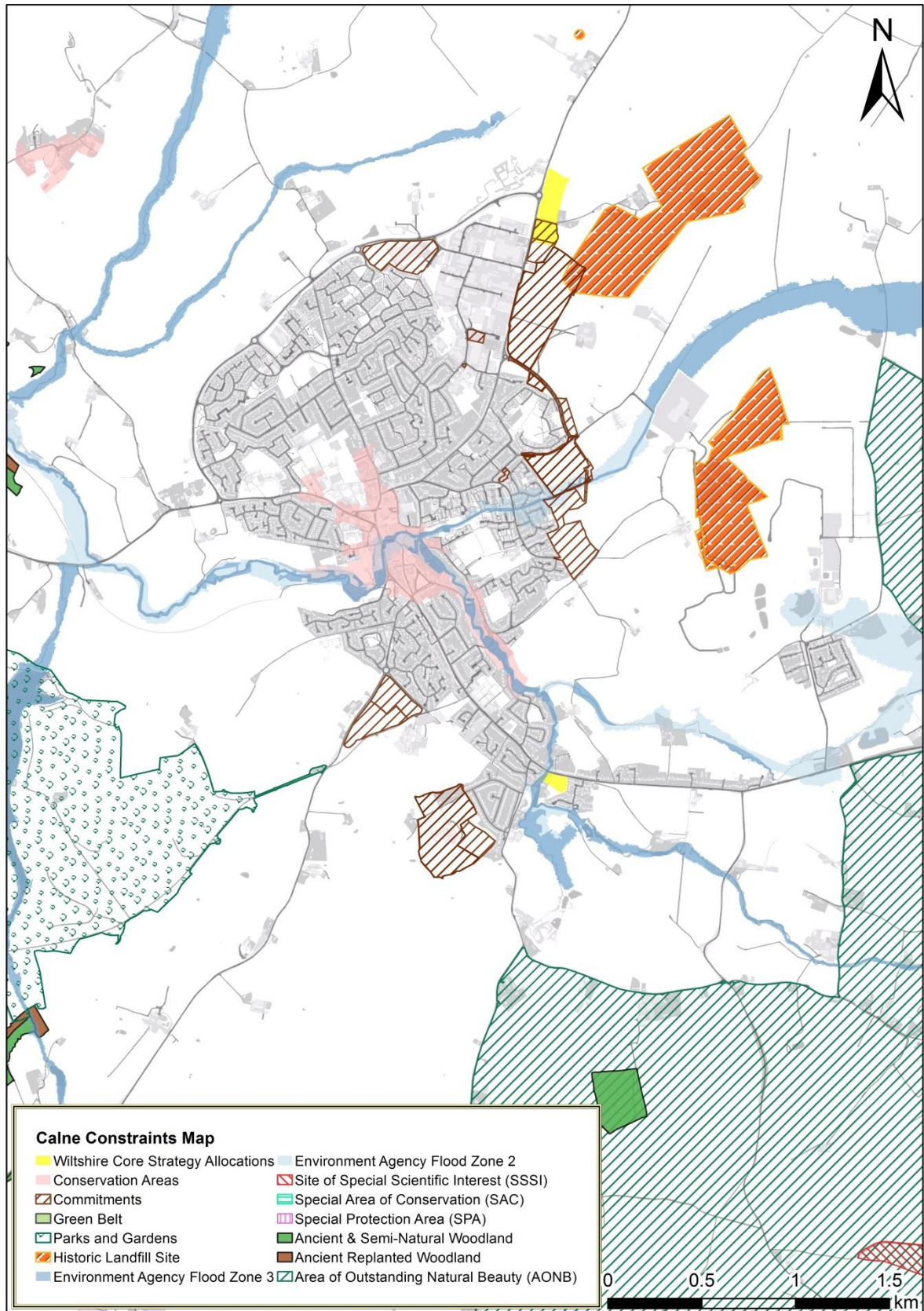
### **Settlement Strategic Issues**

Key findings

- The settlement has a more pronounced dormitory role than others in the HMA
- The town centre is a focus for improvements
- Traffic congestion and air quality are a concern

Issues

- What should be the future strategy of the settlement? For instance, could higher rates of growth stimulate more investment in the town centre?
- Are there other approaches that could be taken to the town's development that can address traffic issues and improve air quality?

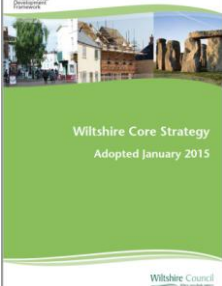


© Crown copyright and database rights 2015 Ordnance Survey 100049050



## Corsham

Corsham is characterised by its rural setting, high quality landscape, and historic built environment. It is designated as a Market Town in the WCS.



Wiltshire Core Strategy  
Adopted January 2015

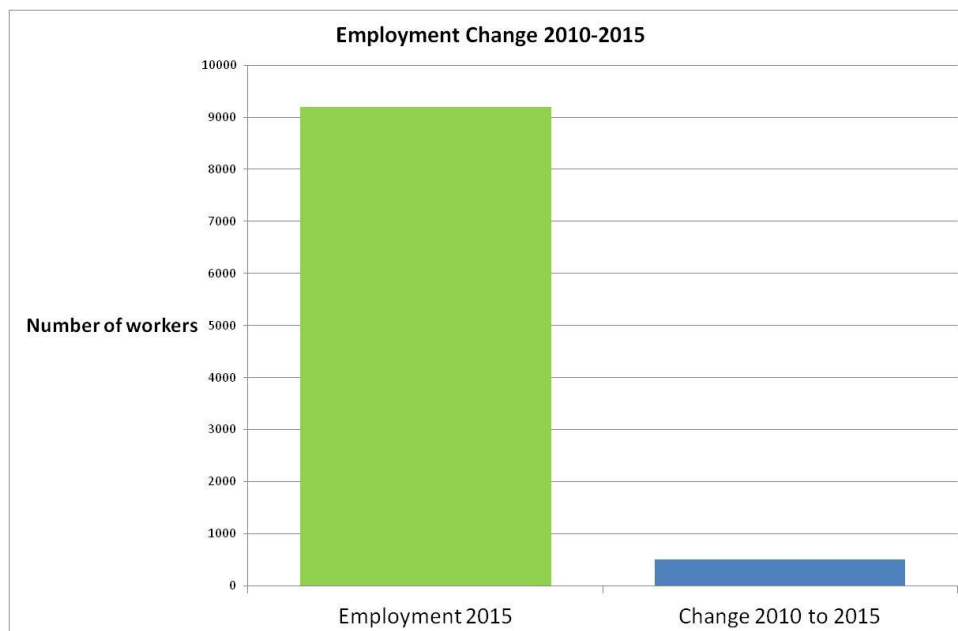
Wiltshire Council

**The Wiltshire Core Strategy Vision**

*“Development within the Community Area will have helped to improve the level of services and facilities in the area and have met local housing need. The unique nature of the villages will have been retained and Corsham will have further established itself as a tourist and employment destination. Redundant MoD sites will have been successfully redeveloped in the most sustainable way and be closely integrated with the wider community following consultation and agreement with the local community. The River Avon will provide a social, environmental and economic asset to the area as part of a wider green infrastructure network linking Corsham with Chippenham, Bath, and the wider countryside.”*

### Economy

- Digital/Information Communications Technology: ongoing significant investment in the development of Spring Park data centre campus by Ark, and related IT/digital service businesses, linked to communications capacity and the Ministry of Defence presence.
- Corsham Science Park - growth of pharmaceutical manufacturer Bath ASU investing in doubled high quality office/manufacturing footprint and further employment space



Self-containment

	2001	2011	change
% of employed residents working in the town	43.2%	40.7%	-2.5%

The WCS allocates 6 ha of new employment land but does not identify specific sites. Since 2011, 2.1 ha of employment floorspace have been completed at the town and approximately 1.5 ha of employment floor space remains committed at the town as of 2017.

The SEP identifies a unique ICT infrastructure built up around Corsham where the Ministry of Defence (MoD) and the private sector have invested heavily in secure communications and data storage. Corsham is home to a growing cluster of digital industries as well as the most secure cloud data centre and electrical supply in the country. There are also strong links with the 100,000 Whole Genome Project and secure Government communications. The SEP however notes the lack of a rail station as a problem.

**Town centre:** The WCS states that there are opportunities for some additional comparison retail in Corsham to help to more effectively meet the needs of local residents and help reduce trips by car to other destinations. However, scope for any additional convenience retail provision in the town should focus on qualitative improvements and will only be appropriate if a suitably located site is available.

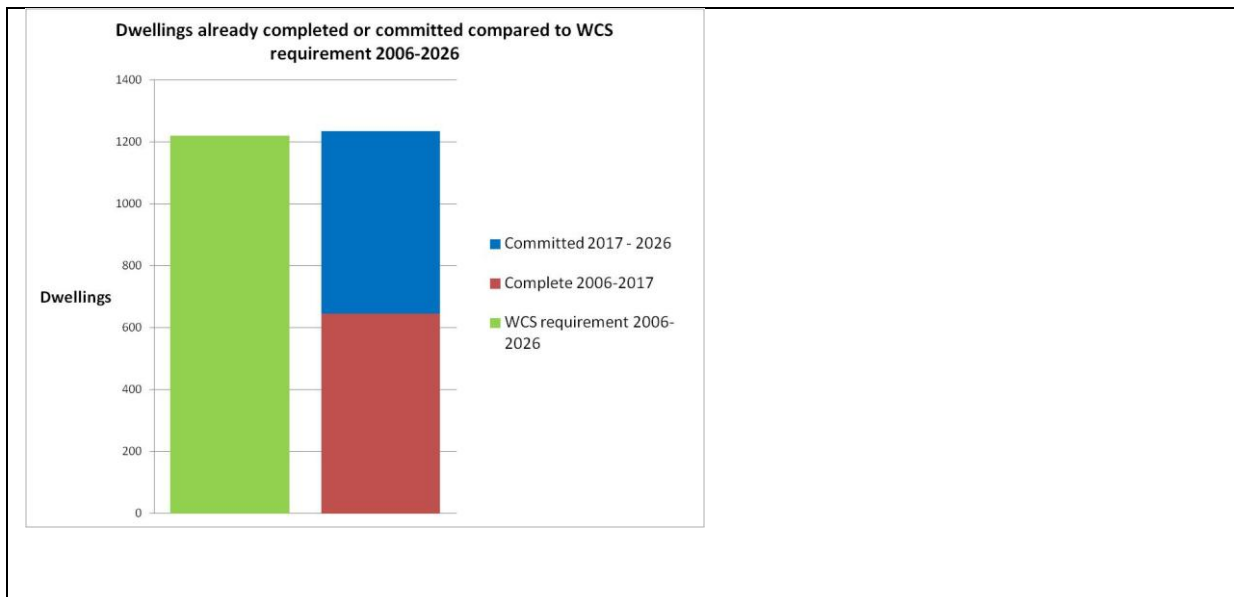
The Wiltshire Council Retail Review (2015) notes a relatively small capacity by 2026 for both comparison and convenience goods floorspace (450 and 540 m2 net respectively).

Rate Type	Dwellings per annum
WCS implied rate	~61
Actual rate	~59

### Housing

House building has been in accordance with anticipated rates. The redevelopment of MoD premises close to the Town has been a sporadic element of land supply.

Affordable housing was 23% of all homes built, below target levels. The ratio of house price to earnings rose from 11.1 to 11.9 between 2011 and 2016. The ratio is above the average for settlements in Wiltshire.



### Infrastructure

**Transport:** The local road network is characterised by rural roads and is generally poor with capacity issues on the A4 and Bradford Road. There is also limited rail and local bus service connectivity. There is limited scope to encourage modal shift, although re-opening Corsham's Railway Station could become more viable with further development.

**Schools:** New development would need to provide additional primary capacity. All existing primary provision is full and cannot be expanded further. The current expansion of the secondary school caters for current needs. A feasibility study would be required to establish whether further expansion would be possible if it was needed.

**Water Network:** Wessex Water states that some investment will take place in 2019/20 to improve capacity and there no current plans for further investment.

### Neighbourhood Plan

An area designation for the Corsham Neighbourhood Plan was made in February 2016. Early consultation on a draft Plan is anticipated Autumn 2017. Seven key themes have been identified for the town; Housing, Business and Economy, Transport, Heritage, Environment, Health and Wellbeing and Lifelong Learning and there is a desire to ensure that additional housing and employment provision is balanced with the need to retain the existing character and heritage of the area. The Corsham Area Framework (see below) will inform policies and proposals.

### Corsham Area Framework

The Framework informs bids for investment and funding by stakeholders and sets out a long-term vision for the area. With regard to the town, the Framework focuses on the Corsham Link, the town centre and West Corsham.

The Framework supports progress on Corsham Link (promoting walking and cycling links)

and the delivery of a new railway station. It contains options for its delivery.

It also outlines guidance on how to remodel the town centre, promote growth south of the railway line and progress the Corsham Link to the Town Centre. It identifies several possible sites for a new hotel to add to the tourism offer of the town.

There is a framework for West Corsham to inform development proposals. The Rudloe Environmental Enhancement project outlines environmental improvements to the area.

### **Constraints**

See map.

The overall potential for significant urban regeneration is low. Significant features are designated Historic Parks and Garden to the east abutting the built up area and an extensive part of an Area of Outstanding Natural Beauty is situated to the west and south of the surrounding area. Safeguards for protected bat species associated with the Bath and Bradford-on-Avon Special Area of Conservation inhibit development on potential greenfield sites around the town. Land west of the built up area is designated as green belt. Urban expansion might impinge upon the separate identities and character of smaller settlements around the town. Previous mine workings are also constraint.

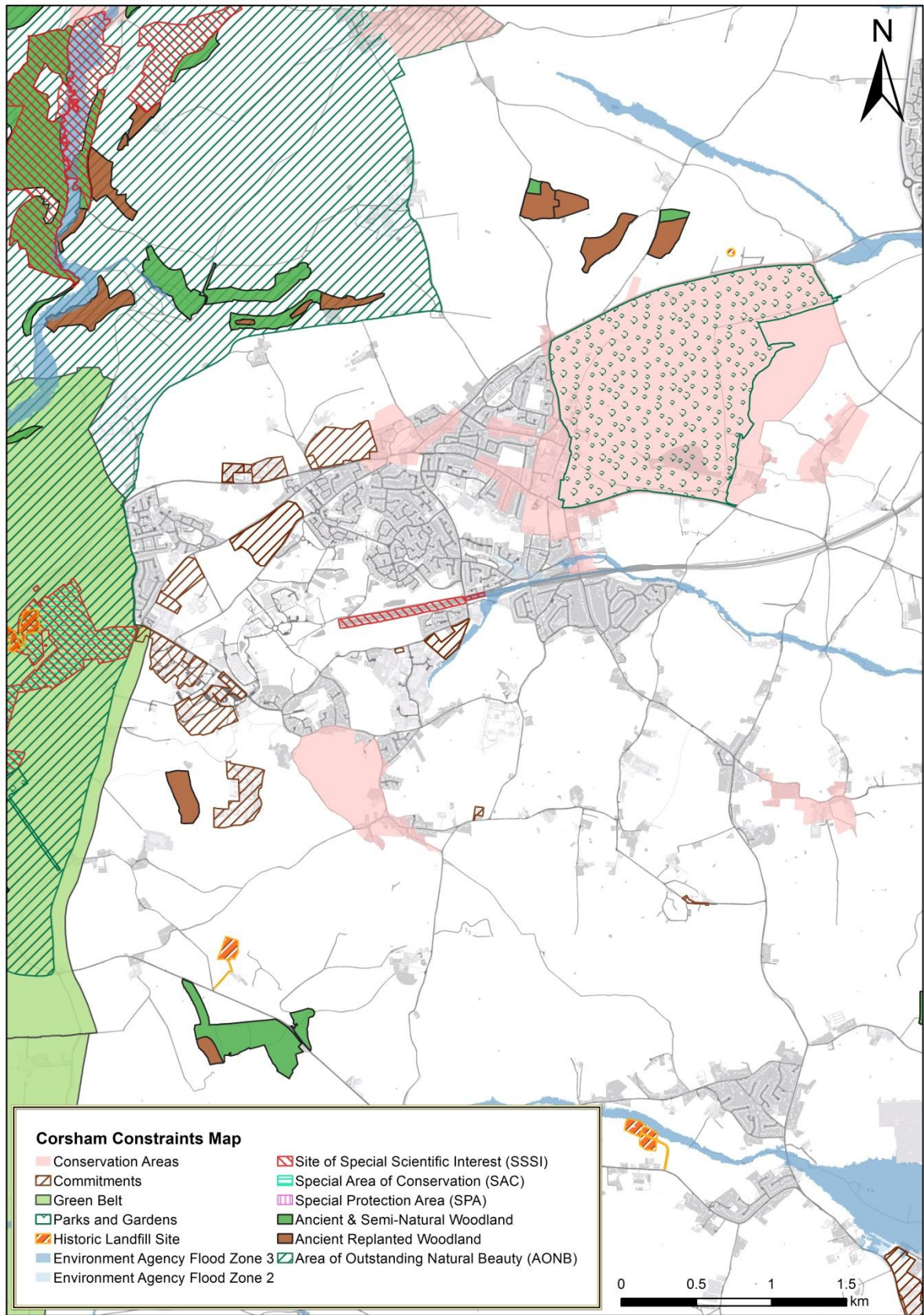
### **Settlement Strategic Issues**

Key findings

- There is a significant ICT Business cluster with further potential to help deliver local economic growth
- Town centre regeneration has the potential to extend the visitor and night time economy as well improve its accessibility
- There is potential to reopen the rail station
- The quality of the local road network is poor

Issues

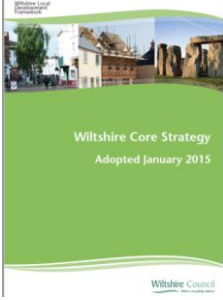
- How can the development of the town capitalise fully on its specialist business cluster?
- Should further growth be geared to support re-opening the rail station?
- What growth might attract more investment in the town centre?



© Crown copyright and database rights 2015 Ordnance Survey 100049050

# Devizes

Devizes is one of the largest market towns in the County, located on the crossroads of the A361 and A342, which serve as important links to Chippenham, Swindon and the M4. The town has historically been the focus for development within east Wiltshire and has a large and varied employment base. It is designated as a Market Town in the WCS.



Wiltshire Core Strategy  
Adopted January 2015

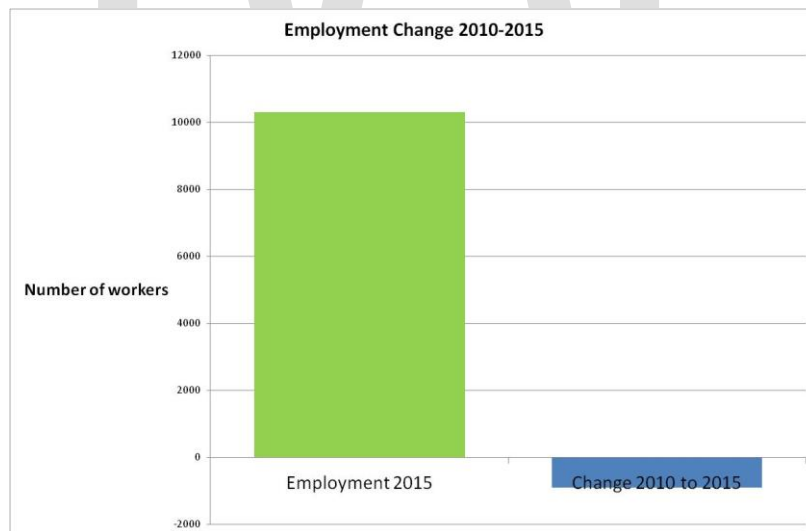
Wiltshire Council

The Wiltshire Core Strategy Vision

*“Devizes will have a strengthened service centre role for employment, retail and community services within the Community Area and east Wiltshire. New residential, employment and retail development will have been delivered to support the town’s high level of self containment. Additional housing will have been provided to help meet the needs of local people. The resilience of the town will have been reinforced by strengthening its small business economy and development will have had regard to capacity constraints within the town’s road network and air quality. The Kennet and Avon Canal will continue to act as a vital social, environmental and economic asset to the area as part of a wider green infrastructure network linking Devizes, Trowbridge, Bradford on Avon, Bath and the wider countryside.”*

## Economy

- A number of major employers have made investments over the past decade, including AEMs: Latchways (expansion of UK HQ), Cross Manufacturing, and Ball Aerocan (production); and Haydens Bakery (ongoing expansion).
- Wadworth Visitor Centre has added to the tourism offer.



## Self-containment

	2001	2011	change
% of employed residents working in the town	55.2%	53.8%	-1.4%

The WCS allocates 9.9 ha of new employment land over the plan period at:

- Land between A361 and Horton Road 8.4 ha
- Nursted Road 1.5 ha

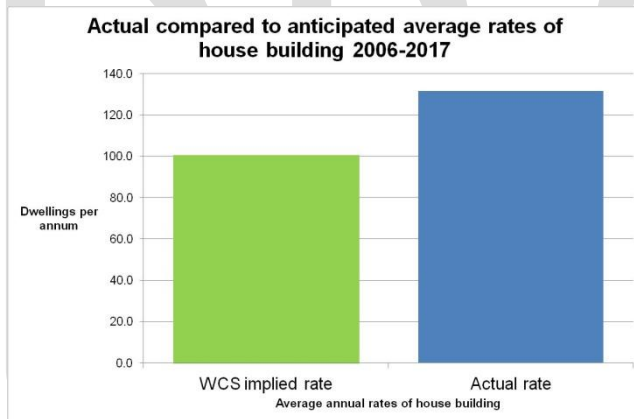
The main employment allocation has not yet come forward. No developer has initiated development.

Since 2011, 0.45 ha of employment floor space have been completed and as of 2017 no employment floorspace remains committed.

**Town centre:** The Wiltshire Council Retail Review (2015) notes that there is demand for additional comparison goods floorspace of approximately 1,500m<sup>2</sup> by 2026, with demand occurring mainly after 2024. There is a very small capacity for additional convenience goods floorspace as of 2026 (300m<sup>2</sup>).

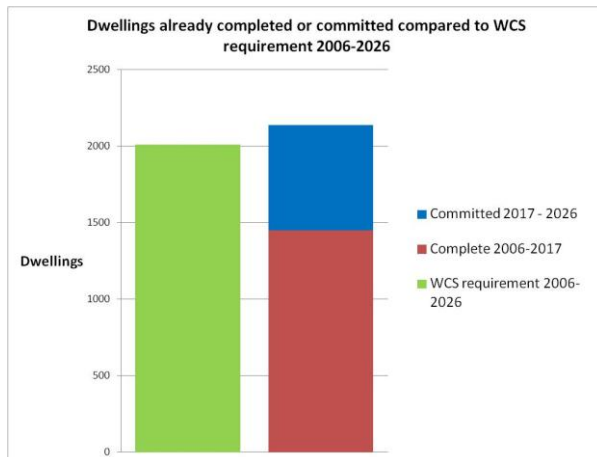
Proposals for modern format retail units need to integrate into the existing fabric and street pattern of the town centre in order to respect its historic character.

### Housing



House building has been above anticipated rates when the WCS envisaged a reduction from earlier trends.

Affordable housing was 31% of all homes built, below target levels. The ratio of house price to earnings stayed the same from 2011 to 2016 at 9.4. The ratio is below the average for settlements in Wiltshire. Everywhere else the ratio worsened. There are local concerns that there are sufficient affordable homes available to support the local economy.



### Infrastructure

**Transport:** Traffic congestion is an issue, with air quality having become a major concern. There is a longer term aspiration to secure a railway station to serve the town. Locations at Lavington or Lydeaway have been suggested. The Devizes Air Quality and Transport Group

is promoting the implementation of the transport plan which has improved cycling and walking infrastructure and committed funds to junction improvements in order to address air quality 'hot spots'.

**Schools:** There is a small amount of capacity at both primary and secondary levels. Significant new development would need to provide additional primary capacity

**Water Network:** Wessex Water states that assets are predicted to require investment between 2025 – 2036 in order to improve capacity

### Neighbourhood Plan

The vision for the Devizes Neighbourhood Plan (2015) states that “Devizes should grow in a manner which enables its residents to live a sustainable lifestyle, with a reduced need to travel; where there is a provision for easy access to open space and the public realm and the scale and ambiance of the built environment promotes wellbeing.”

The Plan identifies 15 sites around the town capable of accommodating approximately 140 dwellings.

The Plan highlights how population growth has not been matched by infrastructure improvements, such as in transport. Stress on the local infrastructure is therefore a significant concern. In particular, it describes how local roads have not been upgraded to cope with traffic increases created by local development and the growth of traffic.

### Air Quality

An Air Quality Management Area (AQMA) covers the area around Shanes Castle. Other points along the A361 through Devizes are also being monitored.

### Constraints

See map.

The overall potential for significant urban regeneration is medium. An extensive part of an Area of Outstanding Natural Beauty is situated immediately to the north of the town and eastwards in the surrounding area. The immediate area around the town includes significant areas of grade 1 agricultural land.

### Settlement Strategic Issues

#### Key findings

- Employment has declined and the larger WCS allocation of employment development has not yet been developed
- Traffic congestion and air quality are important concerns

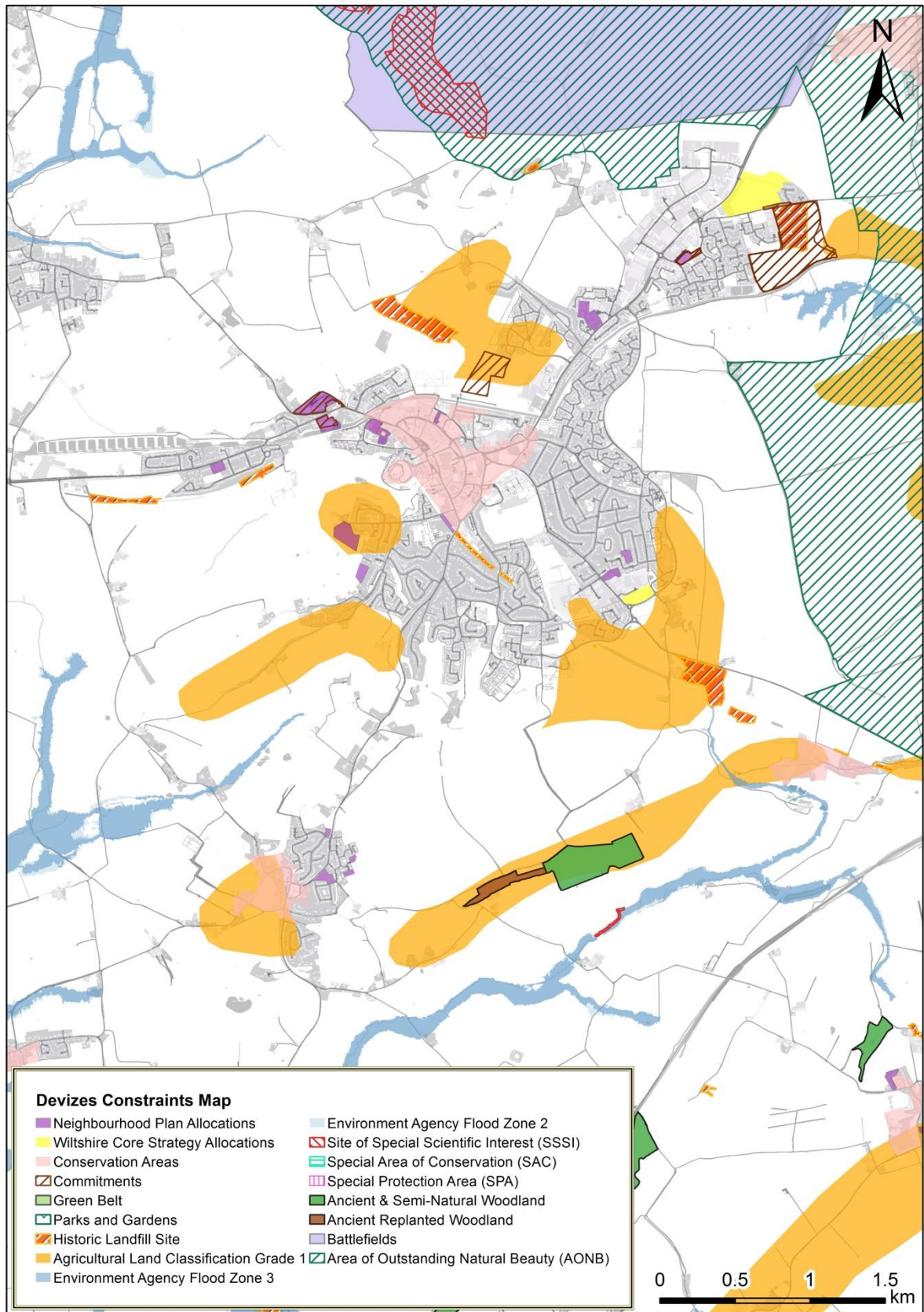
#### Issues

- What should be the future strategy of the settlement? Should it prioritise measures to support more affordable homes and stimulate greater economic development?



Are there other approaches to the town's development that can address traffic issues and improve air quality?

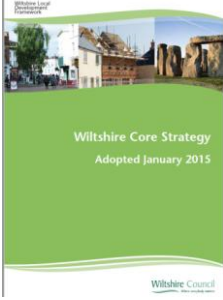
DRAFT



© Crown copyright and database rights 2015 Ordnance Survey 100049050

# Malmesbury

The hill top town of Malmesbury is almost surrounded by the River Avon and contains an historic core which includes Malmesbury Abbey, Town Walls and Market Cross. It has an important role as a tourist destination. There is a small employment base in the town which is dominated by a single manufacturer. It is designated as a Market Town in the WCS.



Wiltshire Core Strategy  
Adopted January 2015

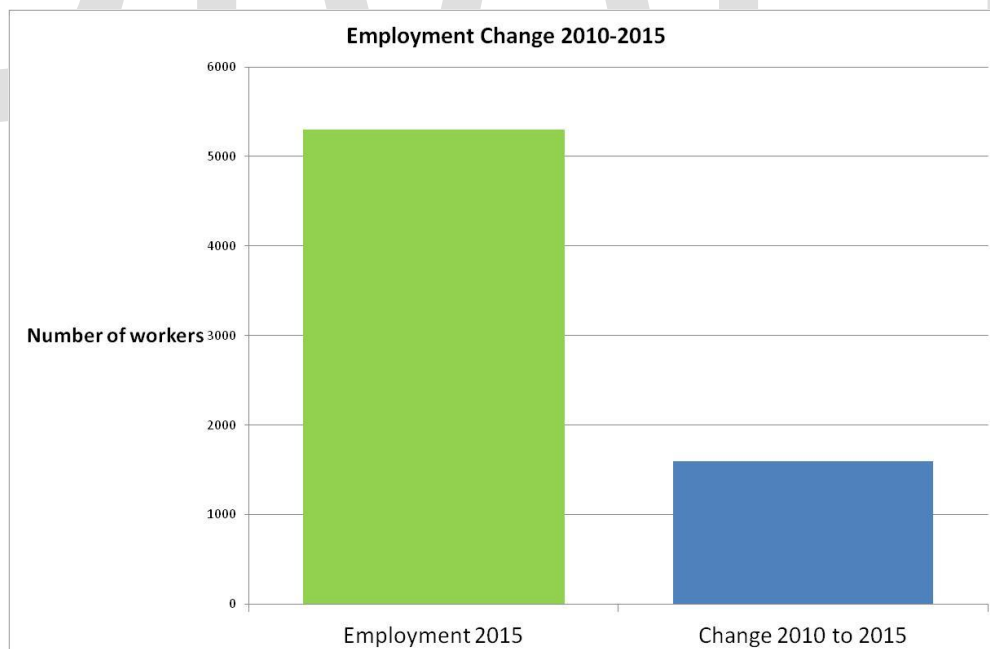
Wiltshire Council

The Wiltshire Core Strategy Vision

*“Development within the Malmesbury Community Area will have reflected and respected its high quality built and natural environment. The River Avon will be a social, environmental and economic asset to the area as part of a wider green infrastructure network linking Malmesbury with the wider countryside. The Cotswold Water Park will provide a recreational resource for local communities and visitors to the area. The town of Malmesbury will continue to serve as an important service and employment centre for the Community Area. New development will have helped to meet local needs, while Malmesbury will have also widened its employment offer.”*

## Economy

- Dyson: significant expansion of its global HQ and research and development campus, doubling workforce with high-value engineering/professional roles



Self-containment

	2001	2011	change
% of employed residents working in the town	46.9%	40.6%	-6.4%

The WCS allocates 5 ha of new employment land over the plan period, including:

- Land North of Tetbury Hill 1 ha for which planning permission was granted in 2014
- Land at Garden Centre, Malmesbury 4 ha

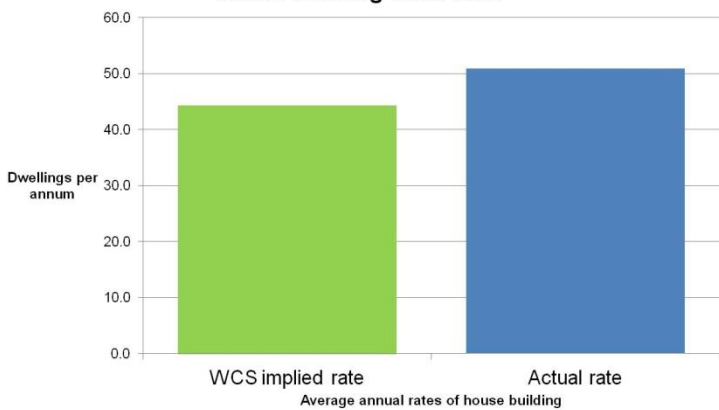
Since 2011, aside from the expansion of Dysons, Malmesbury has seen a negligible amount of employment floor space completed and as of 2017, 1.0 ha of employment floorspace remains committed, which is the expansion to the Dyson factory at Tetbury Hill.

There is a small employment base in the town which is dominated by a single manufacturer, yet overall there is a pattern of net in-commuting to the town. Dyson has experienced significant expansion.

The town’s proximity to the M4 and the A429 is described as a real asset and should provide the impetus required for attracting increased employment growth. Malmesbury is also close to the Cotswold Water Park, which is an important tourist destination, and the former RAF Kemble (located on the border with Cotswold District Council and now called Kemble Business Park), which has developed into a business park.

**Town centre:** A new large foodstore has opened on the edge of the centre. According to the Wiltshire Council Retail Review (2015), there is no capacity for additional convenience goods floorspace at the town and limited comparison goods floor space capacity (approx. 700m2 by 2026).

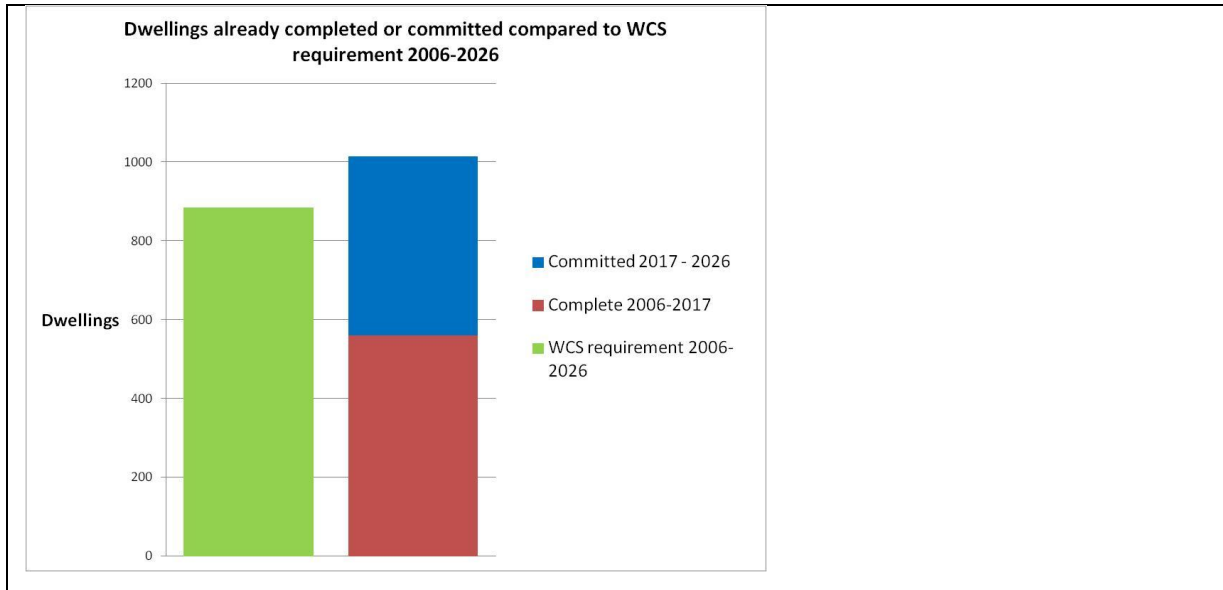
Actual compared to anticipated average rates of house building 2006-2017



Housing

House building has been slightly higher than anticipated rates.

Affordable housing was 17% of all homes built, well below target levels. The ratio of house price to earnings rose from 11.2 to 11.9 between 2011 and 2016. The ratio is above the average for settlements in Wiltshire.



**Infrastructure**

**Transport:** Currently few traffic problems compared to other settlements. Junction improvements have been carried out in connection to expansion of Dyson’s HQ. Limited capacity to mitigate trips through public transport, walking or cycling.

**Schools:** Primary provision could be expanded if justified by sufficient significant further development. Land is available at the secondary school should it be necessary to expand it.

**Water Network:** Wessex Water states that assets are predicted to require investment to improve capacity between 2025 – 2036

**Neighbourhood Plan**

The Malmesbury Neighbourhood Plan was made in February 2015. It aims to consolidate the housing growth including proposals to allow for the expansion of Dyson’s HQ and encourage other new business, looking for town centre services and shops to capitalise on the construction of a new foodstore (now delivered). It includes proposals for new homes aiming to provide a better mix of dwelling types, business units and expansion of the primary school.

**Constraints**

See map.

The overall potential for significant urban regeneration is low. Corridors of flood risk areas (zones 2 and 3) go around the core the town. Malmesbury Abbey is a designated heritage asset on the town’s hill top within an extensive conservation area. Its setting is a significant contribution to its value. An Area of Outstanding Natural Beauty abuts the eastern side of the town.

**Settlement Strategic Issues**

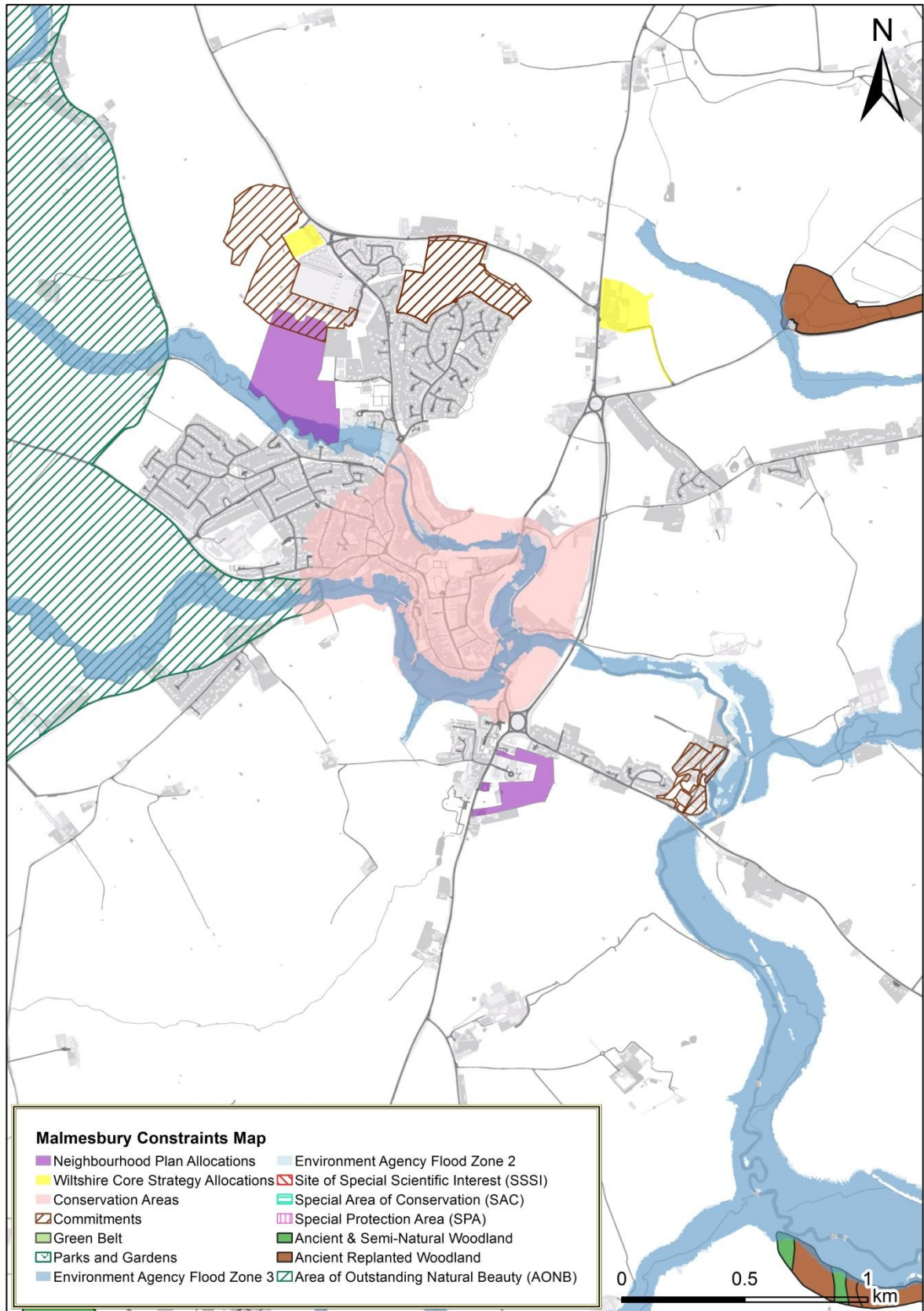
## Key findings

- The town has attracted significant inward investment but continues to rely heavily on a single employer
- There has however been a significant decrease in self-containment, even though there is net in-commuting.
- There are several significant environmental constraints (heritage, landscape and flooding)

## Issues

- What should be the future strategy of the settlement? Are there approaches to the town's development that could help diversify the local economy?

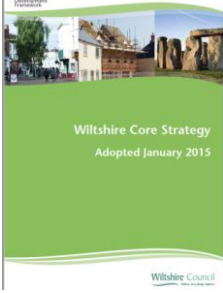
DRAFT



© Crown copyright and database rights 2015 Ordnance Survey 100049050

# Melksham

Melksham has strong links by road with the larger centres of Trowbridge and Chippenham and the A350 runs through the town from north to south. There are a large number of historic buildings within Melksham, but the town centre is in need of regeneration and its retail offer has suffered for a number of years. It is designated as a Market Town in the WCS.



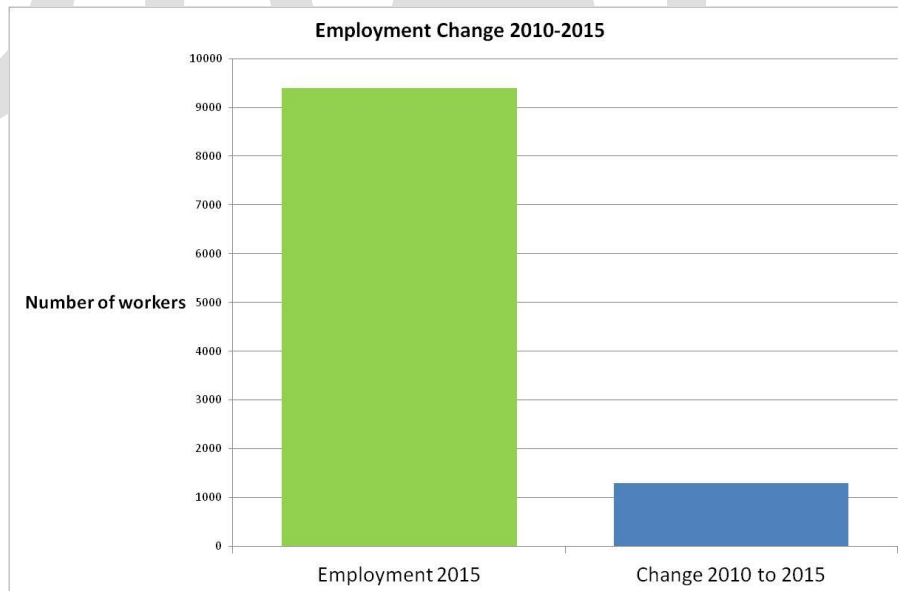
Wiltshire Core Strategy  
Adopted January 2015

**The Wiltshire Core Strategy Vision**

*“Melksham will be a thriving and accessible market town that respects its heritage and rural environment, whilst welcoming the expansion of local inward investment from new high quality businesses. The town’s employment base will have been strengthened, helping to improve its economic self-containment. Inward investment will also help support regeneration ambitions for the town centre, taking full advantage of its canal and riverside location. The River Avon, Kennet and Avon Canal and the restored Wilts and Berks Canal will provide social, environmental and economic assets to the area as part of a sustainably used green infrastructure network.”*

## Economy

- Furniture manufacturer Herman Miller consolidated UK manufacturing operations from Bath and Chippenham to a purpose built 100k sq ft facility (200 jobs).
- Cooper Tires (automotive) remain the largest employer (700 jobs)



## Self-containment

	2001	2011	change
% of employed residents working in the town	45.9%	41.1%	-4.8%



The WCS allocates 5 ha of new employment land over the plan period at Hampton Business Park. The WCS also states that the regeneration of Bowerhill Industrial Estate remains a priority.

There are a number of brownfield sites in the town which provide good regeneration opportunities. The regeneration and improvement of existing employment sites, such as the Bowerhill Industrial Estate, remains a priority.

Since 2011, 2.5 ha of new employment floor space have been completed and there is 0.3 ha of B-use floor space permitted but unimplemented. Permissions are relatively small scale.

Melksham is close to and easily accessed from Trowbridge, Chippenham and Bath and is only eleven miles from the M4. Initial analysis of the population statistics indicates that there is capacity within the labour market to accommodate future growth. Melksham allows occupiers to benefit from being located in close proximity to these settlements without being subject to the higher rents charged for employment property in these other locations.

**Town centre:** The WCS states that there is limited scope for any further convenience retail provision in the town. However, there is some potential for expansion of comparison retailing, which should be focused in the central area of the town to support town centre regeneration. This is confirmed in the Wiltshire Council Retail Review (2015) which states in line with the findings of the 2011 Retail Study, there remains an over-provision of convenience goods floor space in Melksham, following the introduction of the ASDA store (- 2,492sq m net by 2026). There has also been a reduction in the amount of comparison goods floor space capacity, which is now relatively modest in the medium to longer term (850sq m net by 2026) and not felt sufficient to prompt the allocation of land for new development.

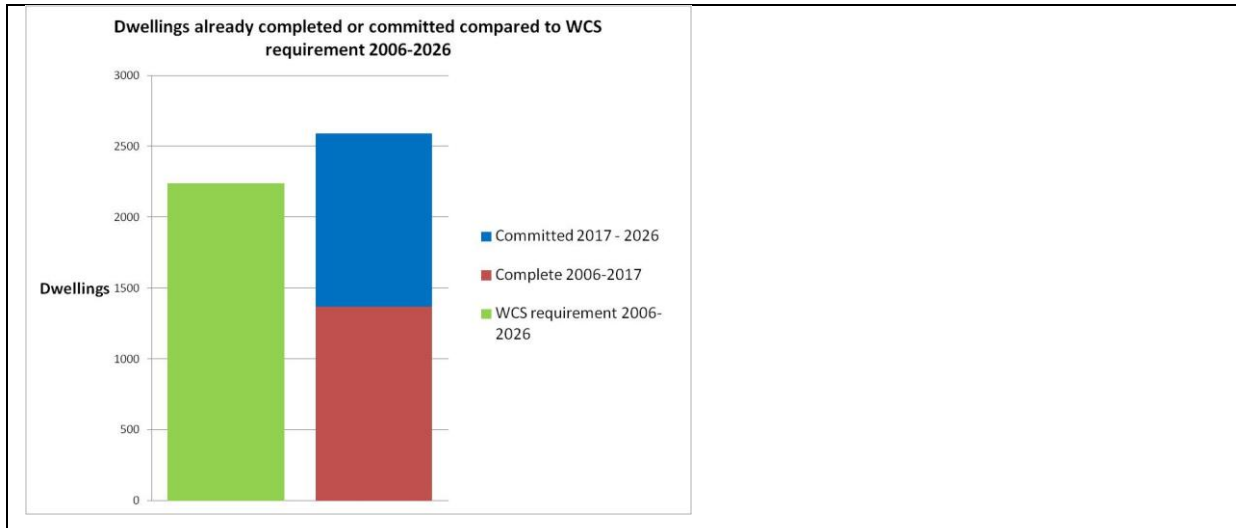
Actual compared to anticipated average rates of house building 2006-2017



### Housing

House building has been slightly above anticipated rates. Substantial commitments for housing, focussed around the east, have improved local road and other infrastructure.

Affordable housing was 44% of all homes built, above target levels. The ratio of house price to earnings rose from 8.6 to 9.3 between 2011 and 2016. The ratio is below the average for settlements in Wiltshire.



### Infrastructure

**Transport:** Increased congestion and delays on A350 at Melksham increases journey times between key settlements in the corridor (i.e. Chippenham, Melksham Trowbridge, Westbury, Warminster) and makes longer distance north south journeys more difficult, impacting on business / freight transport costs and commuting. A study is considering the feasibility of a by-pass for the town. The TransWilts rail service will increase to 2 car trains in 2018 and usage is expected to continue to rise. Melksham station will undergo a platform extension in 2018 to facilitate the larger trains and a Masterplan for further station and access improvements has been commissioned.

**Schools:** New development would need to provide additional primary capacity. Melksham Oak Secondary School is to be expanded to cater for existing demand and could possibly expand again by a small amount but has limited further development potential.

**Water Network:** Wessex Water states that assets are predicted to require investment & capacity between 2025 – 2036. There are potentially issues in terms of site capacity and land availability.

### Neighbourhood Plan

An area designation for Melksham Neighbourhood Plan was made in July 2014. It covers the area of Melksham Town and Melksham Without parish. The steering group are considering allocating housing sites that will have significant community benefits, providing infrastructure and facilities that will have long-term benefits, whilst helping to regenerate the town centre and protect the remaining open land between Melksham and Bowerhill.

The provision of additional employment land is also being considered, as is the potential allocation of land for healthcare purposes that will complement the new Wiltshire Air Ambulance Headquarters to the south of Melksham.

Work involves realising opportunities from the proposed Melksham canal link through green infrastructure provision, transport links, regeneration and tourism.

**Constraints**

See map.

The overall potential for significant urban regeneration is medium. A wide corridor of flood risk areas (zones 2 and 3) goes through the town as well as a tributary to the east. Land to the south-west of the town includes a significant area of grade 1 agricultural land. A route is safeguarded for the future restoration of a Wilts and Berks canal link from Semington to the River Avon.

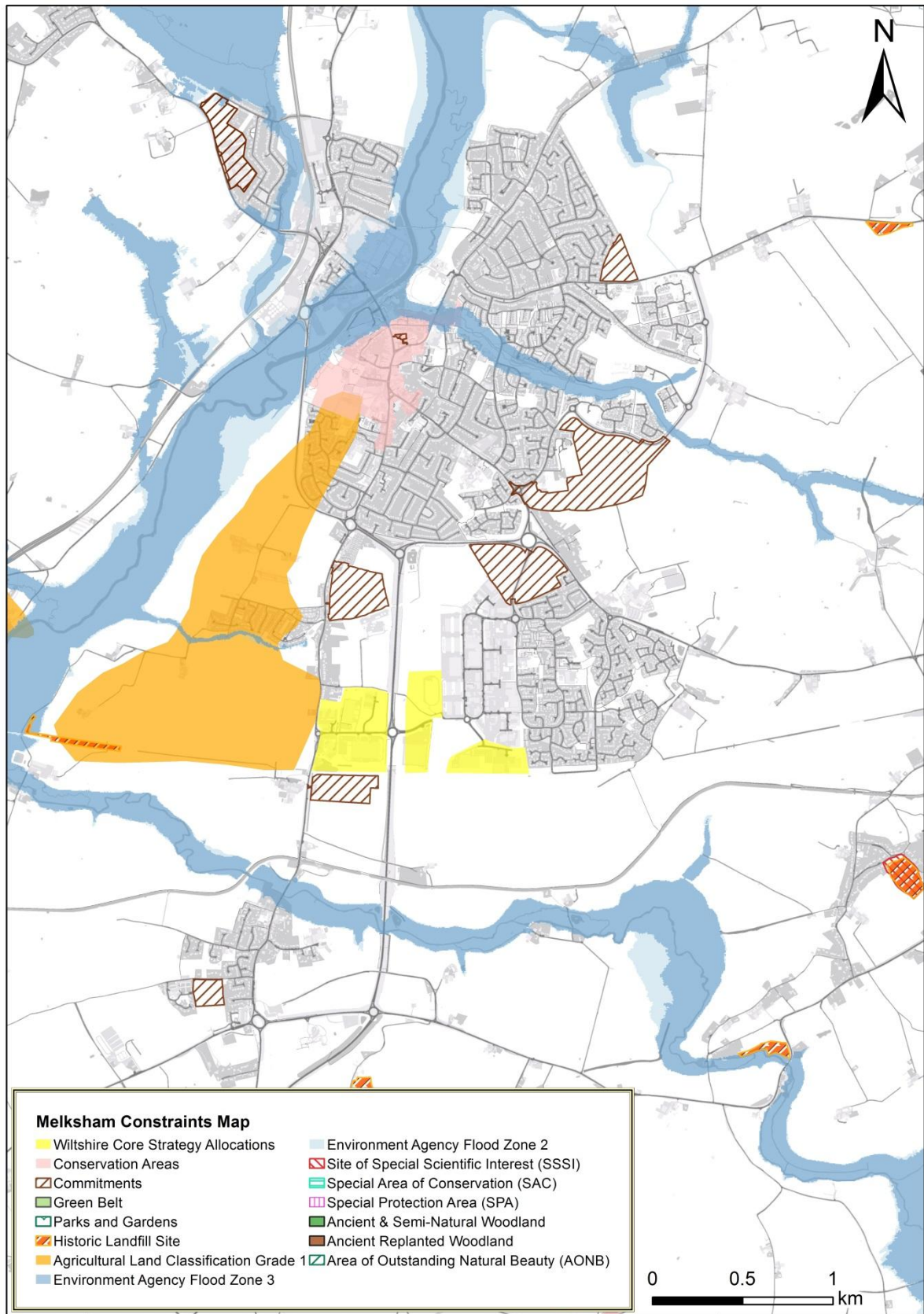
**Settlement Strategic Issues**

## Key findings

- There are several potential regeneration opportunities in the town.
- Levels and rates of housing and employment development have been slightly higher than those anticipated in the WCS and been accompanied by infrastructure investment.

## Issues

- How should town centre regeneration opportunities be realised?
- Should the current strategy for the town be continued or should there be a different approach? What contribution could the restoration of the canal make to the town's future?



© Crown copyright and database rights 2015 Ordnance Survey 100049050

## Chippenham Housing Market Area – Strategic Issues

Settlements in the Chippenham HMA would face pressures for a marked increase in rates of growth over the period 2016 - 2036. This signals a substantial change in Chippenham's growth where there are already substantial commitments after a sustained period of slow rates of house building and a lack of land for employment development.

Studies suggest growth at some settlements might need to be underpinned by substantial infrastructure investment. This is against a background of concern in many communities that their local infrastructure has not kept pace with growth that has already taken place. Particular concerns involve traffic on local road networks.

Strategic issues for the HMA at this stage are:

- The SHMA suggests an increase in housing needs. Do settlements in the HMA have the potential for economic development to support balanced growth? If not and it is then decided that not all the suggested housing need should be met in the HMA, where else should the remainder be met?
- Are some settlements much more constrained? Are some settlements more suited to growth than others? If so, which ones would be and why?
- Is there scope to bring about more re-use of brownfield sites to limit the loss of greenfield land? If so, how could this be realised?
- What would be the effect on commuting patterns of higher rates of house building? Looking to 2036, what should be the key investments in transport?