

APPENDIX 2

Wiltshire Local Plan Review

Planning for Trowbridge

Introduction

1. What will Trowbridge be like in the future?
 - How much should the town grow?
 - What priorities should we tackle?
 - Where should development take place?
2. Answers to these fundamental questions could affect how the town develops over the next 15 years.
3. The Council is thinking about these questions in planning Wiltshire's future. It's an important stage in the Council's review of the current Wiltshire Core Strategy and the development of the Local Plan.
4. The Core Strategy is currently the basis for determining most planning applications. It covers the period 2006 to 2016. It identifies land for development and hence provides for new homes and jobs whilst balancing the need to protect the environment. The Local Plan will continue this role and therefore help shape the places the community of Wiltshire live and work within whilst enhancing the environment.
5. The Council has come to some initial answers to these three questions. It is sharing them and wants your views.

Scale of growth

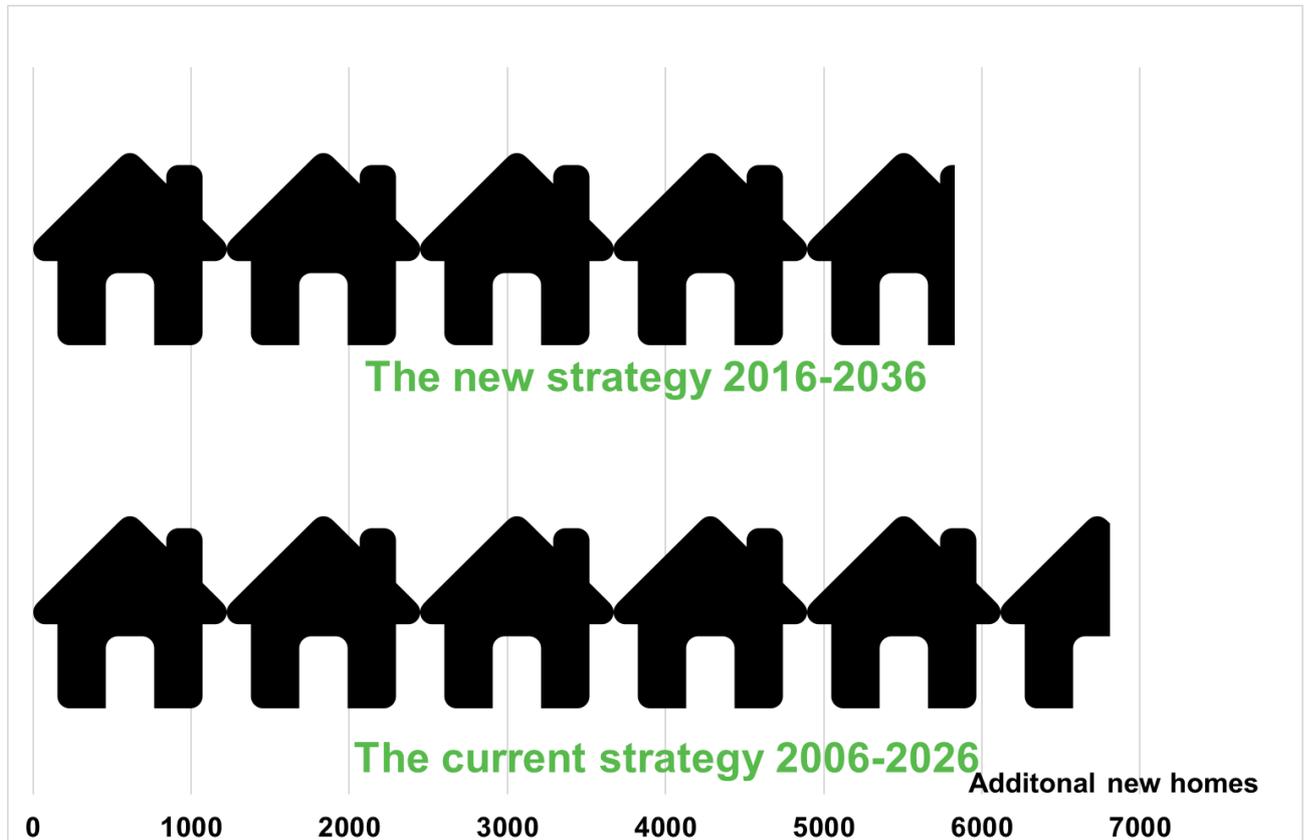
How much should the town grow?

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

Additional homes

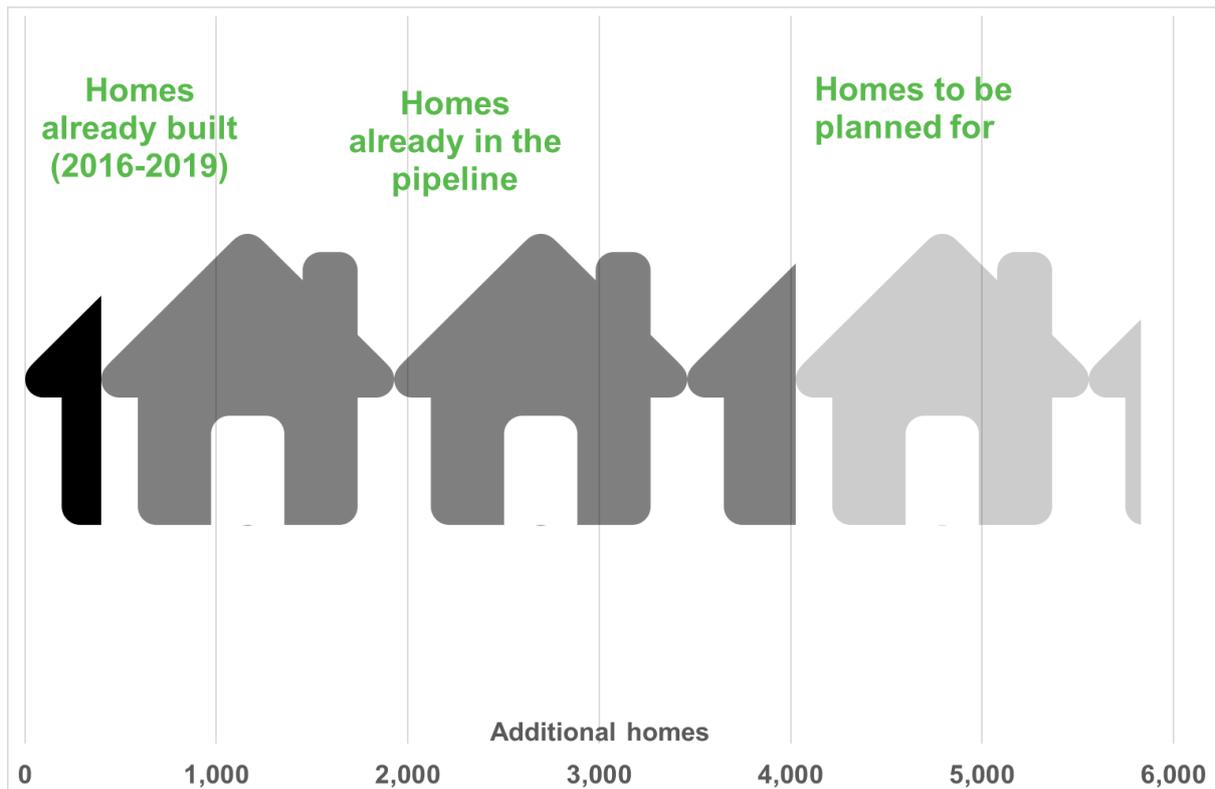
7. Assessments estimate levels of need for new homes within defined 'housing market areas'. These defined areas reflect where the majority of the local population live and work, where the majority of home moves take place and where there is a common range of private sector rents. There are four housing market areas in Wiltshire and each area includes many settlements. Trowbridge is in the Trowbridge Housing Market Area.

8. The Council has considered how best to accommodate the need for new homes over the plan period (2016-2036), setting scales of growth by testing different distributions across each of the defined housing market areas. The result of this work suggests the scale of growth should change from what is currently planned for in the Wiltshire Core Strategy as shown below:



9. The current strategy 2006-2026, the Wiltshire Core Strategy, identified a requirement for 6,810 homes. The new strategy proposes a requirement of 5,830 homes for the plan period 2016-2036.
10. From this total estimate of need over the plan period can be deducted homes already built and those already in the pipeline as shown in the diagram below¹.

¹ In Trowbridge 398 dwellings have been built between 2016-2019 and at 1 April 2019 3,627 dwellings are already in the pipeline i.e. they have planning permission, resolution to grant planning permission or are allocated for development in the Wiltshire Core Strategy or Wiltshire Housing Site Allocations Plan.



11. When the number of homes built and in the pipeline is deducted from the overall forecast requirement, it leaves a further 1,805 homes to be accommodated up until 2036. However, in order to deliver a full range of necessary education infrastructure to support long-term growth at the town, it is considered necessary and appropriate to increase this number to circa 2,600 homes, with a significant proportion of this quantum being delivered beyond 2036.
12. Both the Local Plan and neighbourhood plan can allocate sites for development. Each community is encouraged to help determine where development takes place through the preparation of a neighbourhood plan. The Local Plan will allocate land where necessary to ensure a supply of deliverable land to meet the overall scale of housing needs and for large or complex sites.
13. The need for development land should be met as far as possible on brownfield sites in order to help minimise the loss of greenfield land. The Council suggests that a target of 370 homes should be built in Trowbridge on brownfield sites over the next 10 years².
14. The Local Plan ensures that the proposed scale of growth will be accommodated. It must be certain that there is a supply of deliverable land sufficient to meet assessed need. However, land supply cannot rely on the brownfield target being met by as yet unidentified windfall redevelopment, the scale or timing of which is uncertain.
15. Planning positively for the redevelopment of brownfield sites can work alongside allocations of greenfield land. Indeed, where there can be certainty about brownfield sites coming forward – e.g. by working positively with landowners to promote

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

deliverable development schemes, then this will reduce the amount of greenfield land needing to be allocated in this review of the Wiltshire Core Strategy.

16. In Trowbridge, the Trowbridge Neighbourhood Plan is being prepared and this may identify brownfield sites on which homes could be built. The Neighbourhood Plan will also be able to propose sites, for example, that meet a particular housing need e.g. self-build. Once part of a neighbourhood plan such sites could reduce the scale of greenfield land allocated through the Local Plan review process.
17. Neighbourhood plans, alongside development briefs for individual sites and master plans for larger areas, are a means for the community, with developers and landowners, to help bring forward brownfield opportunities and achieve appropriate, sustainable development.

The Local Economy

18. The Council has assessed what additional land is needed for business in each of the economic zones of the County. These zones encompass many settlements. It has considered how best to accommodate needs for new business by testing different distributions³.
19. On current evidence, no further employment land is needed at Trowbridge. Sufficient land is already allocated in the existing Wiltshire Core Strategy.

QUESTIONS

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

Place shaping priorities

What priorities should we tackle?

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

³ Further detail can be found in the Emerging Spatial Strategy paper.

23. They are also a starting point for establishing policies that can be in neighbourhood plans. The Council will continue to work with Town and Parish Councils to identify the priorities best suited to delivering sustainable development and town centre improvements. These are the draft priorities for Trowbridge, which we are seeking your views on:

To deliver an appropriate mix, tenure and type of housing to meet local needs.

To improve the resilience of the town centre by:

- protecting, improving and extending the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss, further enhancing it as a key feature of the town that connects and draws residents towards the town centre
- regenerating and repurposing the town centre / Trowbridge central area as a resilient service area that supports the development of the whole town and wider area, though the delivery of the Trowbridge Masterplan and Neighbourhood Plan. These plans will be outcome focused and help deliver a holistic strategy for the town centre that encourages spending, improves accessibility, better manages traffic and parking and safeguards heritage.
- focusing leisure and retail developments in the central area in order to safeguard the integrity of the town centre as a destination of choice.

To deliver job growth and encourage business investment at the town to support job growth and greater levels of self-containment, thereby help reduce the need to travel away from the town.

To improve the range of transport modes that serve the town to reduce reliance on the private car and, levels of traffic congestion in the town.

To respect the integrity of the Bath & Bradford on Avon Bats Special Area of Conservation (SAC) by protecting and enhancing wherever possible important bat habitats around the town, as set out in the adopted Trowbridge Bat Mitigation Strategy. In particular, the pattern of planned growth at the town should be guided by the environmental constraints that limit the spatial options for development.

To ensure that a town-wide approach to future education provision is taken that addresses the need for primary and secondary places in appropriate locations.

To balance the need to accommodate additional growth at the town with the need to respect, as far as is reasonably practicable, the individual identities of the villages of Hilperton, North Bradley, Southwick and West Ashton within the landscape setting of Trowbridge and their relationship to the town.

To protect, improve and extend the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss

QUESTIONS

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

Preferred Development Sites

Where should development take place?

24. Land around much of Trowbridge is being promoted for development by landowners or prospective developers. From this large pool of potential site options, the Council has focused its own assessment on a smaller pool of potential development sites and has selected preferred options in order to test whether the emerging Spatial Strategy is capable of meeting the forecast development needs for the town. A map illustrating this pool of potential development sites and the preferred sites is provided below. How these sites have been chosen is explained in a separate 'site selection report', published alongside this document.
25. The Local Plan must ensure that the proposed scale of growth will be accommodated at the town. The amount to be planned for takes account of development that is already certain and, in the pipeline, including as many brownfield sites as can be relied on, such as those with planning permission. The re-use of previously developed land within the existing urban area will continue to be supported, as this reduces the need to allocate greenfield land. Moreover, such sites are generally well located and can relieve pressure for new infrastructure, as well as help regenerate urban areas. However, the scale of growth for Trowbridge is so substantial that significant greenfield sites will need to be identified.
25. If Trowbridge is to expand, the next difficult question focuses on where and how the existing built-up area may need to extend to accommodate new development. Therefore, what will the role be for the release of greenfield land at Trowbridge and where is it most appropriate to consider development options?
26. The proposals set out in this paper are premised on the delivery of a self-contained and sustainable new community that seeks to enhance the role of the town, whilst acknowledging the need to protect the environment and integrity of existing communities.
27. The proposals have therefore been shaped by a range of key considerations, including potential effects on landscape, heritage assets (designated and non-designated) and ecology, as well as the need to address climate change through positive adaptation and mitigation measures. As a result of running the site selection process, the preferred option at this stage of the plan making process combines sites 4 and 5.

QUESTIONS

Do you agree these sites are the most appropriate upon which to build? If not, why not?

Considering the environmental constraints around the town, what other reasonable options should the Council consider investigating in order to address the identified forecast development needs for the place?

What are the most important aspects to consider if these sites are going to be built on?

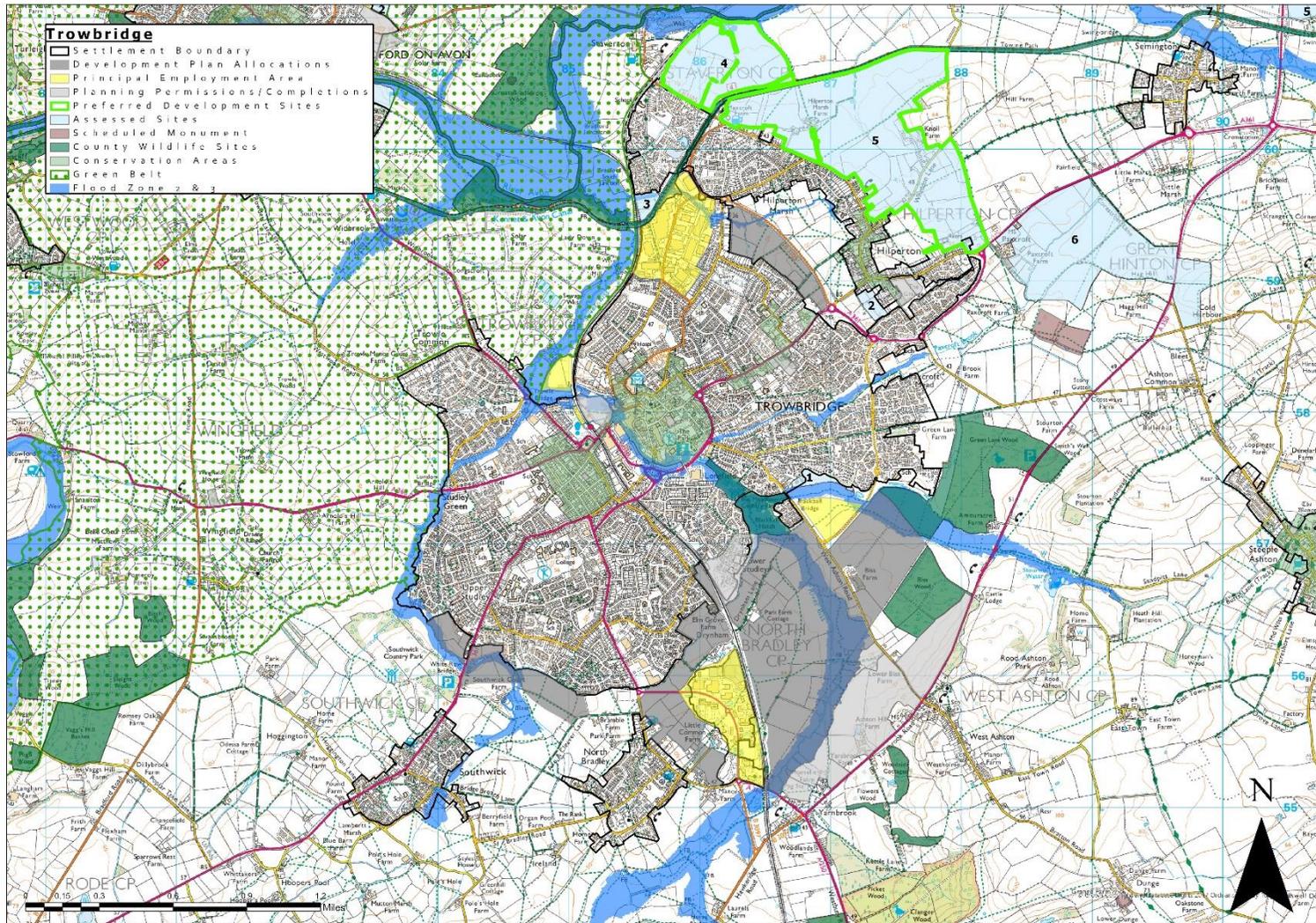


Figure 1 Stage 3: Sustainability Appraisal map with Preferred development sites highlighted

28. The size of these preferred development sites is likely to see construction continuing beyond the end of the plan period (2036). However, the scale of proposals allows us to set in place a new long-term boundary for the town. It also provides long term certainty to infrastructure and other service providers.
29. Planning at scale provides better opportunities to moderate existing and future carbon emissions. It secures large areas of land that help the town adapt to increased rainfall and summer heating, such as from more frequent extreme weather events. It allows for development to be planned in a manner that focuses on providing land to enhance biodiversity and protect habitat to thereby help communities adapt to and mitigate for the effects of climate change. It also provides a critical demand mass that will enable off-grid renewable energy generation to help meet needs for such things as vehicle charging and the switch to carbon free domestic heating.
30. The proposals set out in this paper offer opportunities for a properly integrated and comprehensive route network for pedestrians and cycles, seeking to reduce the need to travel by car. They will also provide for a mix of dwelling styles, tenures and forms, including self-build and provision by small to medium sized building firms, all of whom will be required to produce buildings to the highest sustainable construction methods.

Concept Plans

31. In looking to the future, it is acknowledged that development proposals must be designed in a manner that respects the character of Trowbridge and its surrounding villages. As the demand for new housing at the town remains a key consideration for the Local Plan to address, so is where that development should be focused. Within an ever-diminishing pool of relatively unconstrained land around the town to choose from, the Council recognises that there are no 'easy' solutions for meeting the development needs of the town.
32. Indeed, as a result of the work undertaken to date the most sustainable options for accommodating growth lie to the north and east of the town on land with a close functional relationship with the village of Hilperton. However, it is also acknowledged that protecting the integrity and identity of Hilperton village will need to be a critical factor in terms of shaping how any future new development is planned. In this regard more recent development proposals and new communities (e.g. Paxcroft Mead) have sought to achieve.
33. Concept plans for each component of the proposed preferred development site show a way the land identified could be developed and still respect the key characteristics of the area, including the identity of Hilperton village. They show the undeveloped land, areas suggested for development and the location of uses within them.
34. They show what land would be left undeveloped to help maintain the setting of the town, important views across to the countryside, as well as the setting and separate identity of surrounding villages in the wider area. They identify areas where there will be planting to provide an attractive and interesting urban edge.
35. They also show the location for infrastructure and facilities necessary to support a growing community. The concept plans show the suggested locations for new

primary schools and a new secondary school, plus additional space for formal sports, allotments and other such uses.

36. The concept plans illustrate one way each of the sites could be developed. There are different ways. This consultation invites everyone to offer their ideas and give us their views on the most appropriate locations for growth and the form it should take.
37. Against each concept plan, we highlight aspects and invite views on how the approach can be improved. Further development of the ideas here would culminate in design codes developed alongside master plans for each site. Codes will express the community's needs and requirements for good design locally. Development would only be permitted to take place in accordance with an approved master plan.
38. The draft design principles incorporated at this stage are set out below:

Design Principles

- A new, sustainable urban community shaped by a range of key considerations, including potential effects on landscape, heritage assets (designated and non-designated) and ecology, as well as the need to address climate change through positive adaptation and mitigation measures.
- An average housing density of 35 dwellings per hectare. However, this is capable of being a higher density in and around the planned local centres and main High Street areas.
- A network of radial, off street cycleways linking all parts of the site through green routes to schools, community facilities and local employment sites.
- Larger development parcels will be broken up with green corridors, so as to allow space for sustainable urban drainage, wildlife and canopy growth.
- A new tree lined main street will form the spine of each new neighbourhood. Designed initially as a 40-50 mph road, it will also be capable of being adapted to provide for 20-30 mph speed limits to be imposed.
- Community facilities are placed along or close to this spine road and cycle network.
- Heritage Assets are marked as opportunities for suitable future uses. Their settings are addressed with a balance of any new buildings set back and wooded screen planting.
- A substantial amount of green space will remain undeveloped with various options as to its future use and management e.g. renewable energy land use or rewilding projects.
- Parts of large areas of green infrastructure, play areas, orchards and allotments will be located within these largely undeveloped areas, to be structured either formally or informally. Green infrastructure could provide areas for informal exercise, park runs, seating areas, picnic areas etc.
- All homes will be within close proximity to communal greenspace and an off-street walking/cycling network.
- All homes will be within 400m of a Local Equipped Area of Play (LEAP).

39. A box for each component of the proposed site lists the main uses proposed. A set of concept plans illustrate how each area could be developed. A framework plan provides an overview. Three other plans look at specific aspects: green and blue infrastructure, movement and urban design principles. Together, the plans illustrate one way the area could be developed. Comments are invited on all aspects of the proposals, but there are a set of questions to prompt consideration and some specific questions around elements of a proposal.
40. The proposed allocations are largely adjacent to Trowbridge town and will be able to provide walking and cycling links to and from the town centre, nearby settlements including Hilperton, Staverton and Semington and footbridges over the canal.
41. The character and function of Hilperton village will be maintained by open green space (as shown on concept plans). In particular separation will be maintained alongside the historic core of Hilperton village. A new spine road will direct traffic away from the village of Hilperton. This will help to preserve the separate and distinct character and setting of the village and maintain Hilperton's own community facilities and community cohesion.
42. The location of the schools and local centre to the west of Hilperton will allow for greater connectivity with the wider community of Trowbridge as well as the proposed residential development.

Site 5 North East Trowbridge

Land North East of Trowbridge, is proposed for a mixed-use development to include the following:

Approximately 2,100 dwellings that incorporates a mix of self and custom build plots, as well as specialist housing (delivery of 500 dwellings post-2036).

Local centre

Community Uses

Land for community orchards and allotments

Open space provision to include a Suitable Alternative Green Space (SANG) alongside the Kennet and Avon Canal

Land for one Two Form Entry Primary School

Land for one 100 places nursery

Land for one 8 Form Entry Secondary School

Land for renewable energy provision

Walking and cycling links to and from the town centre, nearby settlements including Hilperton, Staverton and Semington and footbridges over the canal

Land for a Local Equipped Area for Play (LEAP) and Multi-use Games Area (MUGA)

DEVELOPMENT

- residential
- (self build)
- existing employment
- local centre
- primary school
- secondary school
- nursery

GREEN INFRASTRUCTURE

- green space
- existing hedges, trees & woodland
- new woodland planting
- new allotment
- community orchard
- Sustainable drainage swales and basins
- LEAP / MUGA

MOVEMENT

- spine road tree lined avenue (20m)
- primary road
- existing PROW
- retained/new PROW
- new cycleway
- vehicular access

Concept is:

A new suburb, shaped mostly by the existing landscape, but also by future climate change flood mitigation.

A network of criss-crossing off street cycle ways linking all parts of the site through green routes, in particular schools.

larger development parcels broken up with GI corridors (20-50m wide) so as to allow space for substantial canopy growth.

DRAFT Framework Plan

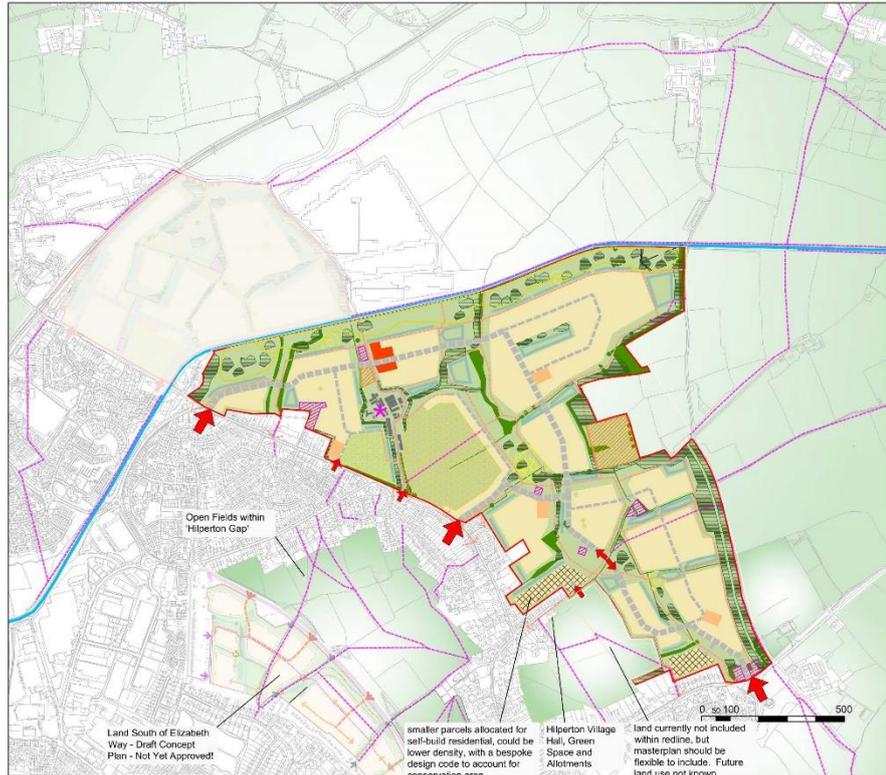


Figure 2 Concept map for Site 5 North East Trowbridge showing boundary outline and proposed layout and land uses, within which to accommodate development

DRAFT GREEN & BLUE INFRASTRUCTURE CONCEPT PLAN

GREEN INFRASTRUCTURE

- Total green space
- existing hedges, trees & woodland
- new woodland planting
- new allotments
- community orchard
- Sustainable drainage swales and basins
- 5xLEAPs + 1xNEAP + 1xMUGA

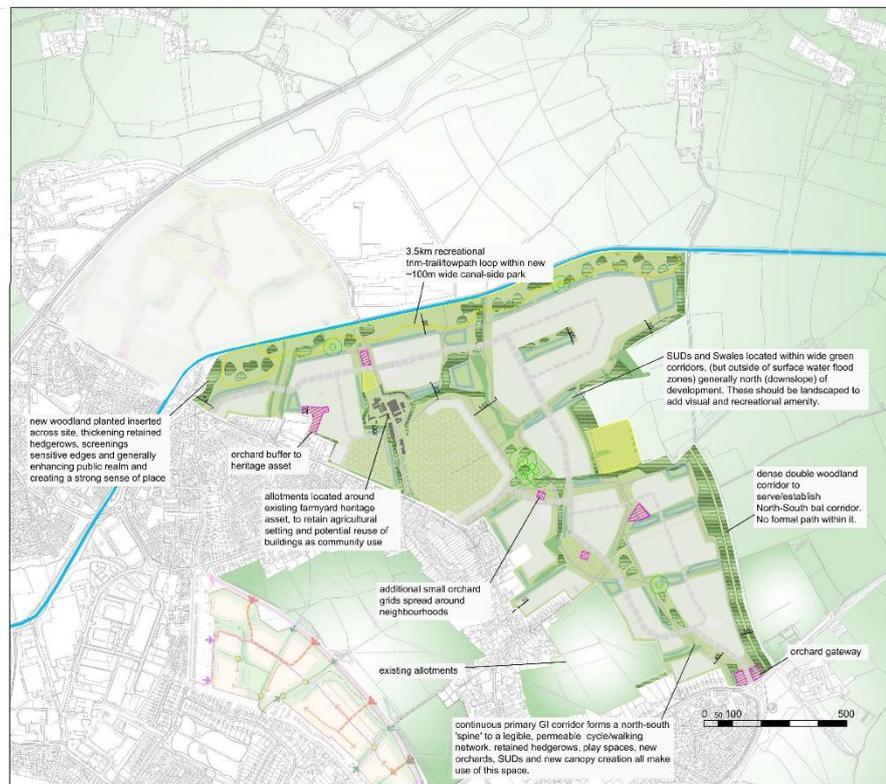


Figure 3 Concept map for Site 5 North East Trowbridge showing green and blue infrastructure

MOVEMENT	
	spine road (20m tree lined avenue)
	primary road (~10m tree lined avenues)
	secondary road
	existing PROW
	new PROW
	new cycle
	vehicular access

Concept is:

residents can enter and move directly through the site on segregated cycle routes set within green spaces.

cycle routes serve desire lines within and around the site, and from the site toward town.

cycle routes would be shared pedestrians and so a few PROWs would be slightly diverted to serve more practical desire lines.

recreational circular walking routes are created focuses around the canal to encourage people into the general area towards this space as a SANG (Suitable Alternative Green Space) and away from Green Lane Wood in south Trowbridge.

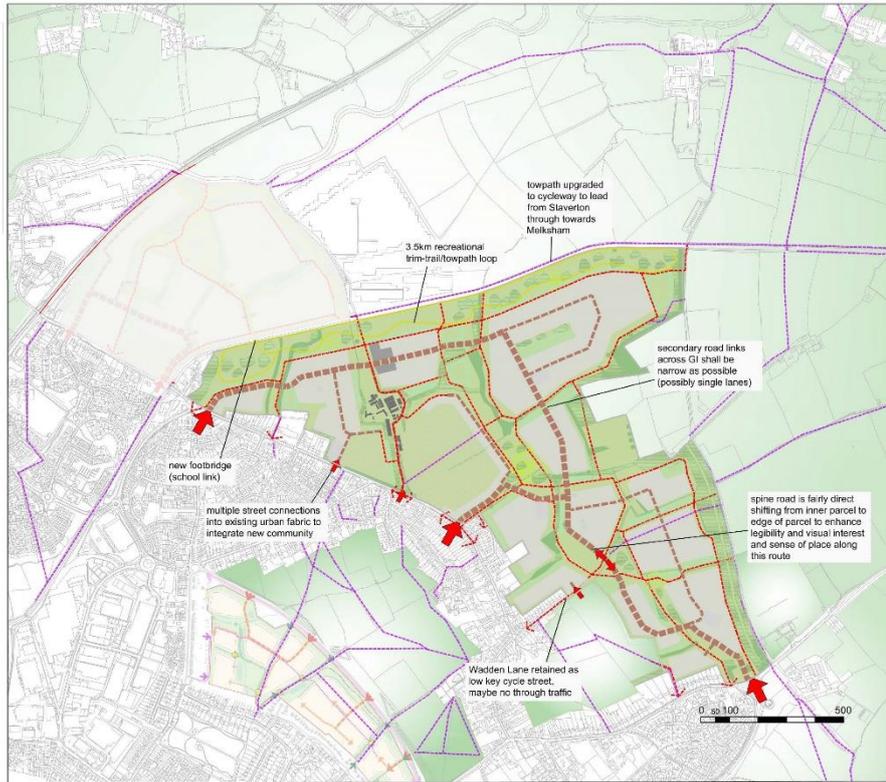


Figure 4 Concept map showing key movement routes within and connected to Site 5 North East Trowbridge

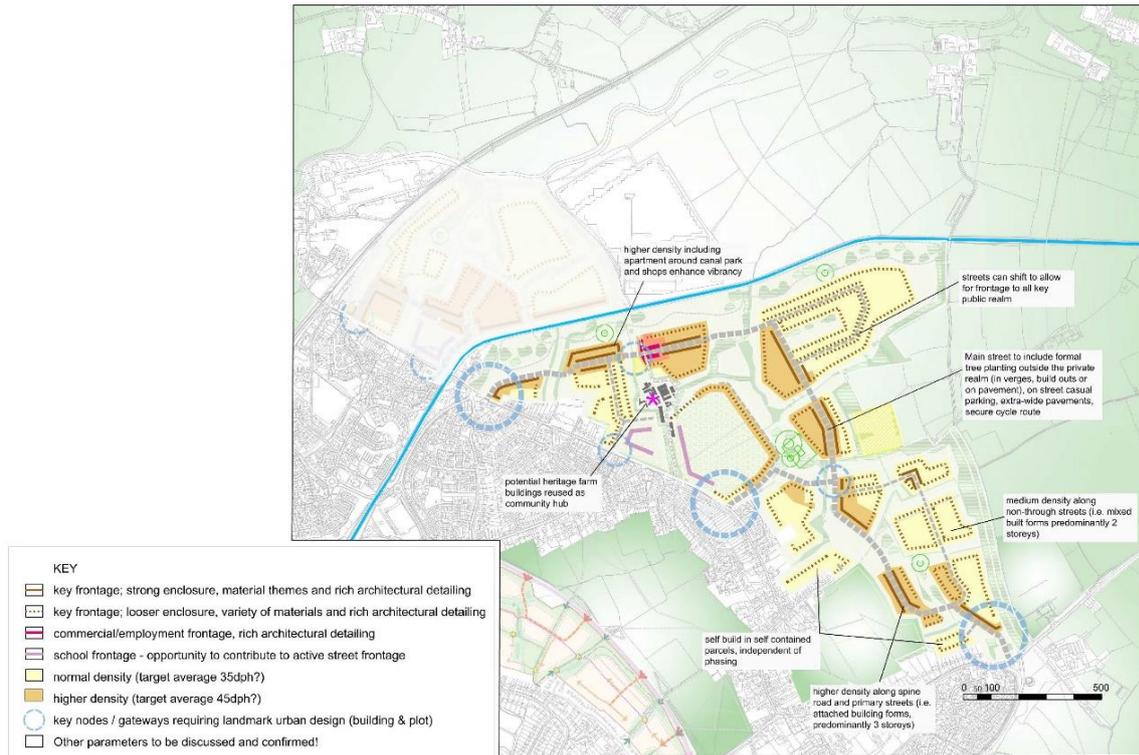


Figure 5 Concept map for Site 5 North East Trowbridge showing urban design principles

Site 4 North Trowbridge

Land North of Trowbridge, is proposed for a mixed-use development to include the following:

Approximately 500 dwellings to include self and custom build plots, as well as specialist housing.

Land for one Two Form Entry Primary School

Land for one 40 place nursery with space to increase to 60 spaces after 2036

Land for community orchards and allotments

Open space provision to include an area alongside the Kennet and Avon Canal

Walking and cycling links to and from the town centre, nearby settlements including Hilperton, Staverton and Semington and footbridges over the Canal

Land for a Local Equipped Area for Play (LEAP) and a Multi-use Games Area (MUGA)

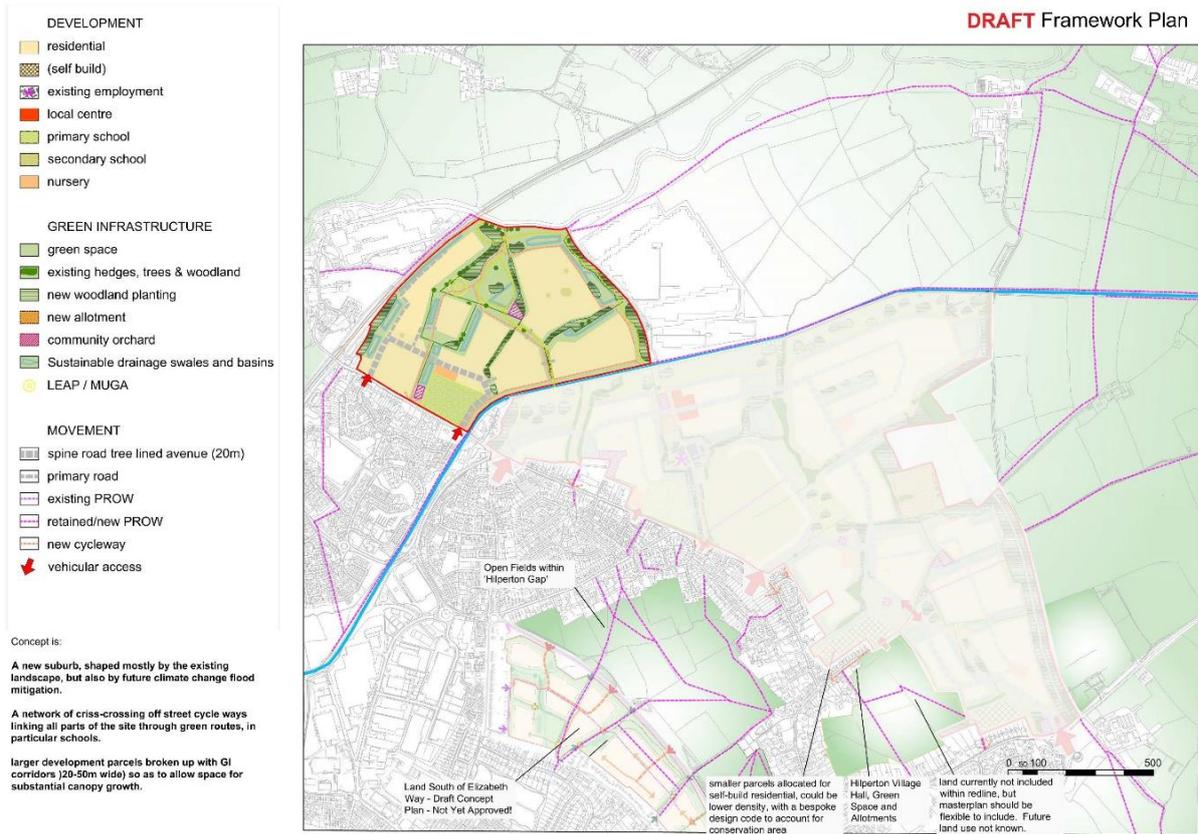


Figure 6 Concept map for Site 4 North Trowbridge showing boundary outline and proposed layout and land uses, within which to accommodate development

DRAFT GREEN & BLUE INFRASTRUCTURE CONCEPT PLAN



Figure 7 Concept map for Site 4 North Trowbridge showing green and blue infrastructure

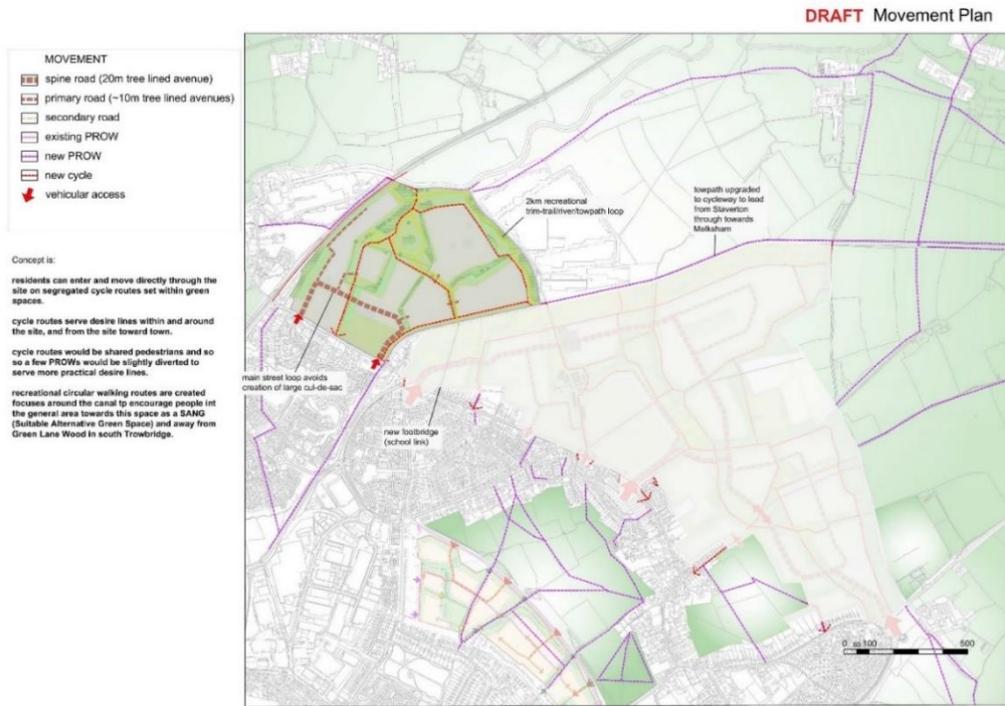


Figure 8 Concept map showing key movement routes within and connected to Site 4 North Trowbridge

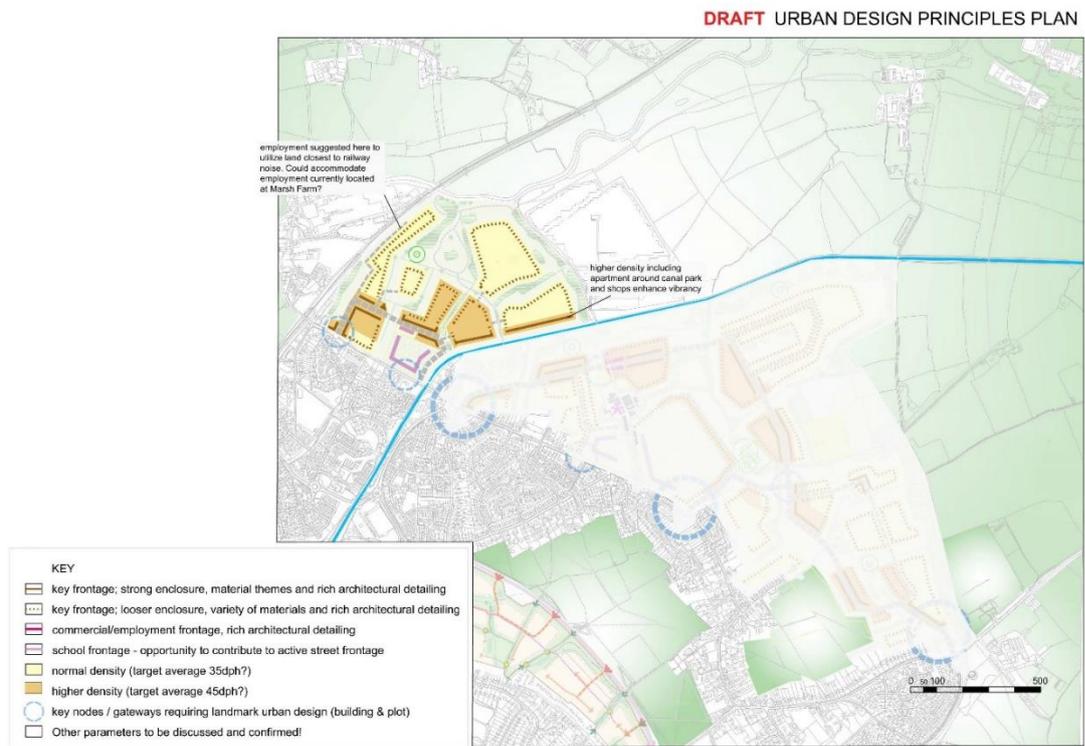


Figure 9 Concept map for Site 4 North Trowbridge showing urban design principles

QUESTIONS

Do you agree with the range of uses proposed, what other uses should be considered?

Do you agree with the location of the proposed uses? What should be located where and why?

Do you agree with the proposed locations for self-build and custom build housing? Would you prefer alternative locations? Explain

Is there a particular type of renewable energy that should be provided on site?

Settlement profiles

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

QUESTIONS

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

Topic	Comment
Education	<p>Existing early years facilities in the town are unlikely to be able to support additional demand and so new nursery provision is likely to be required to support new housing development.</p> <p>There are 2 new primary schools to be delivered at the planned Ashton Park site. Once completed, these are forecast to have a surplus of 55 places. There are opportunities for expansion at Walwayne Court and Studley Green primary schools situated in the west of the Town, but any such expansion would likely service the pupil numbers emanating from planned growth in the Wiltshire Housing Site Allocations Plan.</p> <p>Land for a secondary school has been secured on the Ashton Park site. But the site for the school is considered to be too small to support any additional growth beyond that planned at Ashton Park. Future planned growth at the town will therefore require a new secondary school, but there would need to be a sufficient number of new homes to support a viable school. As such, it is advised that to provide a cogent strategy for meeting the educational needs of the town, more housing than is currently planned would be needed.</p> <p>The alternative education strategy would be to secure land for a new secondary school that could then be utilised as and when projected growth (i.e. projected pupil numbers) at the town exceeds the capacity of existing and committed schools in the area.</p> <p>To accommodate the amount of development proposed will require:</p> <p>Primary School Provision – 2 (No.) 2FE schools Secondary School Provision – 1 (No.) 8FE School</p>

	<p>Nursery Provision – 332 place nurseries; 1 (No.) 80 place nursery. Each primary school would also need to incorporate an element of nursery provision.</p>
<p>Energy</p>	<p>For the amount of development proposed, it would be possible to include significant renewable energy generation, both within buildings and in areas of open space. Low carbon community infrastructure such as district heating could also be incorporated. There are no existing district heating networks in the local area to link into, but there may be opportunities to map local energy anchor points (e.g. the adjacent solar farm and/or the Cereal Partners factory at Staverton).</p> <p>According to Scottish and Southern Electricity Network’s (SSEN) Network Capacity Map, the substation and supply points in and around Trowbridge are currently unconstrained. They are also unconstrained in relation to future energy generation, according to SSEN’s Generation Availability Map.</p>
<p>Green and Blue Infrastructure</p>	<p>Appropriate land uses, footpaths and cycleways should be geared to boosting the attractiveness of the town centre to visitors and investment, as part of a wider priority to improve its economic and cultural resilience.</p> <p>Provision of recreational (footpaths/cycle paths) and wildlife links into the surrounding countryside/neighbouring parishes should be maximised. There are opportunities to improve the green and blue corridor links between the town and nearby settlements such as Staverton, Semington and Melksham to encourage active travel routes and thereby reduce road traffic - e.g. along the canal.</p> <p>A multi-functional ‘Local Green Blue Infrastructure (GBI) Network’ has been identified and is shown on the map in figure 7 below. The Map indicates areas where improvements will need to be sought – i.e. in the form of functional and sufficiently scaled corridors within which the aim would be to consolidate and incorporate new green and blue spaces into the existing GBI networks.</p> <p>The map in figure 8 below identifies biodiversity and heritage assets which are also GBI assets. These features are important waypoints within the existing landscape and should be considered as being integral to how new development areas are sensitively planned</p> <p>There is a need for more community orchards and allotments and hence opportunities for such uses will need to be planned for at the heart of any future community.</p>
<p>Sport and Leisure Facilities</p>	<p>At Trowbridge there is a need for the following, as identified by the Wiltshire Playing Pitch Strategy:</p>

	<ul style="list-style-type: none"> • Woodmarsh Recreation Ground requires an upgrade of the playing surface and general changing and social accommodation. • The Wiltshire Playing Pitch Strategy shows the need for a 3GATP, more grass football pitches and improved quality of existing pitches. Proposed football pitches and changing facilities at the Ashton Park and Elm Grove developments will help to meet the existing need, therefore there is no further need for individual or paired grass pitches. Trowbridge Town Council has recently gained planning permission and Football Foundation grant funding for a new 4G ATP at Doric Park which meets present need. However, further growth will require the provision of at least one more 3GATP and potentially the provision of a hockey-biased full-sized ATP. Further land is potentially available at Doric Park. • Multi-use games area (MUGA) upgrades are needed at Studley Green, The Grove and Longfield. • Development may be able to help fund the provision of youth facilities – there is a proposed upgrade of Stallards Street Recreation Ground into an alternative sports facility to link in with the existing skate park, to include Parkour and further skate facilities. <p>Leisure Facilities</p> <p>A new leisure facility is likely to be required in Trowbridge to replace the existing Trowbridge Sports Centre and Castle Place Leisure Centre. Wiltshire Council is in the process of undertaking a Leisure Facility Needs Analysis. The need for a new facility will be determined by this piece of work. If a new build is required a site will need to be found.</p>
Health	<p>The Trowbridge area had the highest gap in health care provision in the entire Wiltshire Clinical Commissioning Group (CCG) area in September 2016 (-1,050m²).</p> <p>The CCG is considering relocating services from Trowbridge Hospital to a new build facility, situated next to the existing hospital or on the White Horse Business Park off A365 Bradley Road. Plans for this Integrated Care Centre are to include required additional primary care space.</p> <p>Trowbridge Hospital birthing unit to close in 2021, which may be replaced by a community hub for antenatal and postnatal services.</p>
Housing needs	<p>In the years 2016-2036 the older population is expected to increase by 32% in the 60-74 age group and 90% in the 75+ age group. At the same time the 0-14 age group is expected to increase by 16% and the 15-29 age group to increase by 13%. Finally, the 30-44 age group is expected to increase by 11% and the 45-59 age group to increase by 1%.</p> <p>Local household income:</p>

	<p>The annual average gross income is £35,700 and the net income after housing costs is £23,700</p> <p>Affordability Ratio (based on 2 bed property): Median price £158,600 Annual gross income £35,700 Affordability ratio 4.76</p>
The local economy	<p>There have been recent investments within the town including the St Stephen's Place leisure/food/retail developments and the successful relocation and expansion of the Hitachi CVS offices near the White Horse Business Park.</p> <p>There is a limited supply of employment sites and premises available in Trowbridge, particularly affordable sites, to accommodate economic growth potential.</p> <p>Funding has been allocated by the South West Local Enterprise Partnership (SWLEP) to deliver the Yarnbrook/ West Ashton Relief Road.</p> <p>The regeneration of Bowyers site, East Wing, Castle Place remain significant investment opportunities for regeneration.</p> <p>Town centre retail vacancies are above the national average.</p> <p>There is no capacity for additional convenience and comparison retail floorspace up to 2036. Focus should be directed to maintaining a good range of comparison provision.</p>
Transport	<p>Key features</p> <p>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).</p> <p>Trowbridge benefits from good town bus services and is linked to other key destinations via the key bus network such as Swindon, Bath and Salisbury.</p> <p>Trowbridge rail station offers good connectivity within and beyond the county.</p> <p>Current constraints/local concerns</p> <ul style="list-style-type: none"> • The highway network suffers from peak time delays in the town centre. • The shuttle working signals on the B3105 at Staverton cause delays. • Peak hour delays in the town centre and into key destinations affect bus services (partly as a result of a lack of bus priority measures). • The potential options for housing sites at Trowbridge are located on the outer edges of the town. This will require good quality radial cycle routes and safe cycle

	<p>storage facilities if high levels of mode shift from car to bicycle are to be realised.</p> <ul style="list-style-type: none">• Increased pressure on the highway network as a result of significant development growth could exacerbate congestion hot spots such as Staverton. <p>Opportunities</p> <ul style="list-style-type: none">• A Trowbridge Transport Strategy has been developed that highlights key junction improvements in Trowbridge and along the A350.• Developing the old Bowyers site in a way that optimises the accessibility of its location next to Trowbridge rail station.• opportunities for better bus-rail integration including ticketing and promotion
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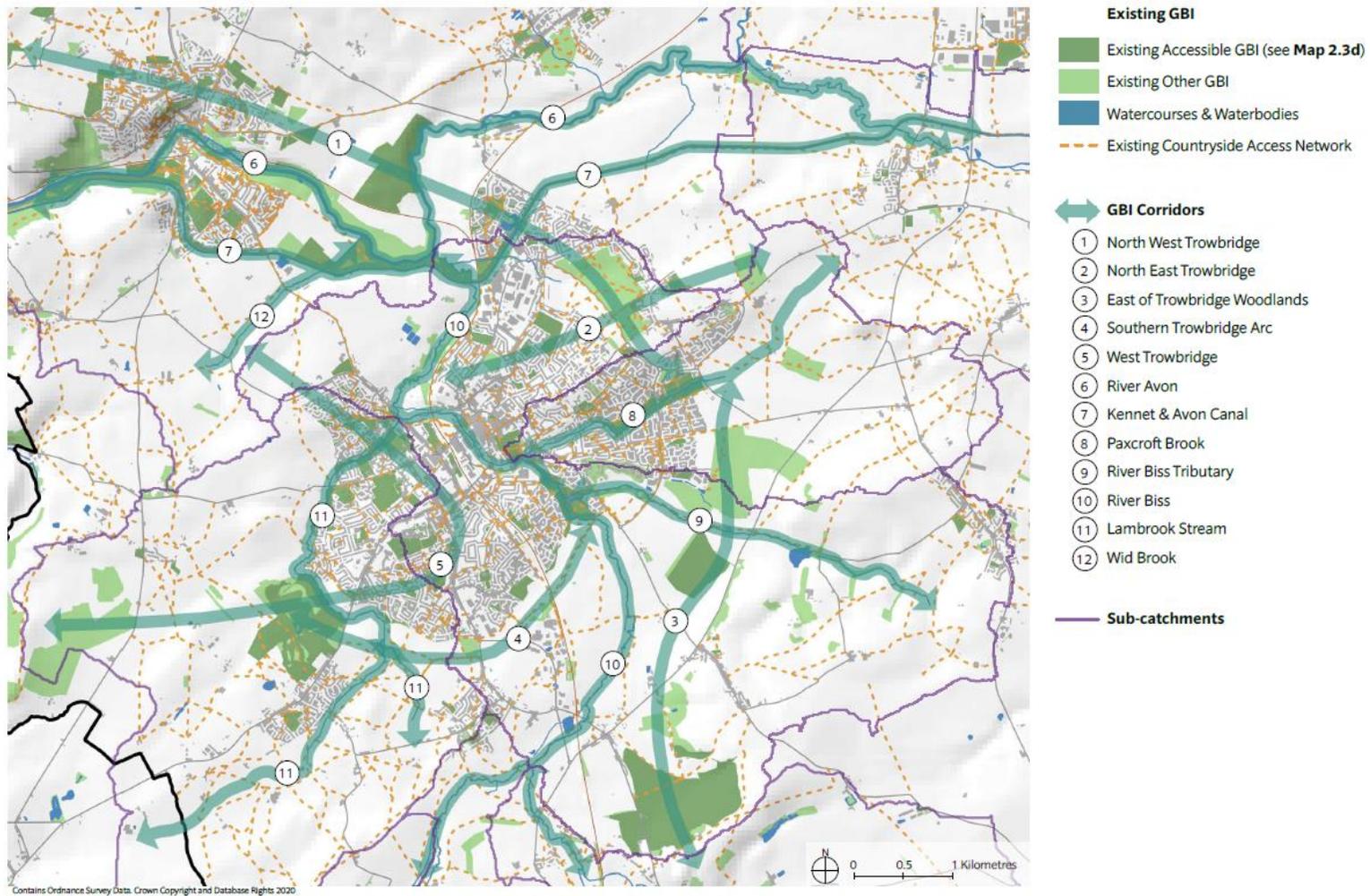


Figure 10 Map showing Trowbridge Green and Blue Infrastructure Network and improvement corridors (numbered).
 (These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)

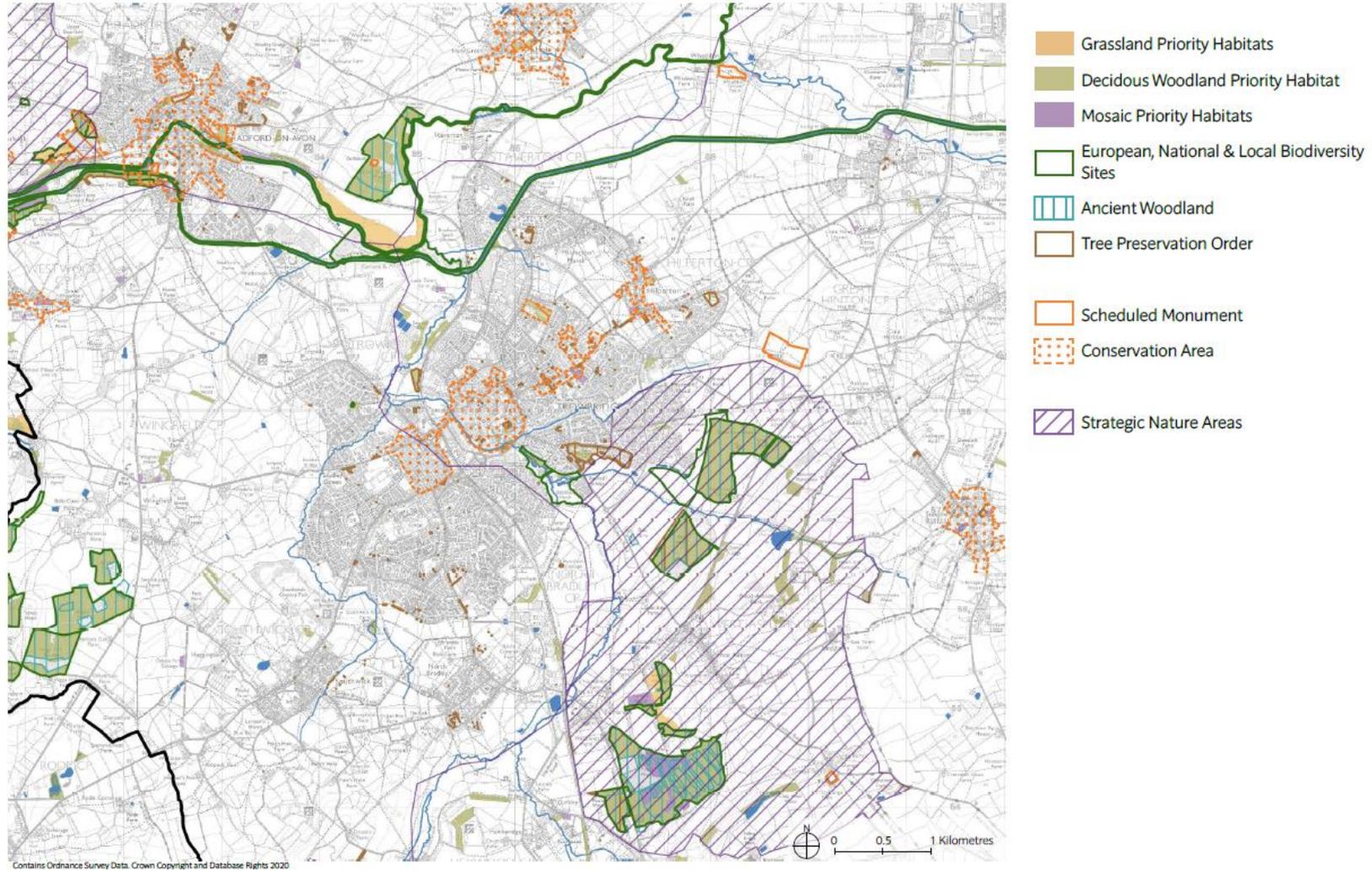


Figure 11 Map showing Trowbridge Green and Blue Infrastructure Assets in relation to Biodiversity and Heritage.
 (These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)