



Working towards a Core Strategy for Wiltshire

Wiltshire Core Strategy Pre-Submission Document

February 2012

Wiltshire Council

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Foreword

To meet the needs of Wiltshire's communities we need a plan that provides for the new jobs required by our economy and the new homes for our growing and ageing population whilst balancing the need to protect the natural environment. The plan is the Wiltshire Core Strategy which, when adopted, will provide the up-to-date strategic planning policy for Wiltshire until 2026. This document is the Wiltshire Core Strategy Pre-Submission Document, which the Council considers this to be a 'sound' document and therefore ready, subject to the outcome of this consultation, to be submitted to the Secretary of State for Communities and Local Government for Independent Examination by a Planning Inspector.



Before submission, we are asking the public and stakeholders to consider the 'soundness' of the document. That is, do you have reasons as to why our approach is not 'sound' i.e. not based on robust and credible evidence and not the most appropriate strategy when considered against reasonable alternatives. This is a statutory stage in the plan making process to enable 'challenge' to be made to the 'soundness' of the document, rather than to continue the discussions with our communities that led to its development. As a formal stage in the development of the plan, this consultation will run for a period of six weeks up to 5pm on 2nd of April 2012, in accordance with the Council's Statement of Community Involvement.

This is not the first time we have asked for your views. Over the past few years you have helped to build our understanding of what kind of place you would like Wiltshire to be. This draft Wiltshire Core Strategy has been shaped by your comments, alongside the evidence as to how Wiltshire is changing and how growth can be managed to bring benefits to communities and make Wiltshire a more sustainable place.

Wiltshire is a rural county and has a pattern of market towns, including the City of Salisbury, which provides services for their surrounding rural areas and are the focus for the commercial and cultural life of the county. The continuation of the role and the function of our towns and villages is safeguarded in the core policies. In the document, we have described each of Wiltshire's community areas separately and drawn out the issues, opportunities and challenges. The document also contains a suite of policies which, whilst providing for jobs and homes, also protects the environment and enhances quality of life. In addition, the policies in this draft Core Strategy respond to the emerging Government agenda and propose a framework within which neighbourhood planning and localism can develop.

The real test of the Core Strategy will be whether it is deliverable. Ensuring that the market can afford to deliver the new jobs and homes proposed, whilst meeting the requirements to provide for high quality design, infrastructure, environmental and community benefits requires a balance to be struck and flexibility to be built in. We consider this strategy can deliver for the communities of Wiltshire and that this is a sound document, developed by the Council working alongside its communities, but we need your views.

Thank you for giving your time to plan with us for Wiltshire's future.

A handwritten signature in dark ink, appearing to read 'Fleur de Rhé-Philippe'.

Fleur de Rhé-Philippe

Cabinet Member for Economic Development and Strategic Planning

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How to use this document

Chapter 2 of this Wiltshire Core Strategy Pre-Submission Document begins by describing the key characteristics of Wiltshire in a 'spatial portrait' of the area, and identifying six key strategic challenges which planning policy can assist in addressing. The spatial portrait and the key strategic challenges form the basis for the vision and strategic objectives which are set out in Chapter 3. The strategic objectives in turn provide a clear direction for the 'spatial strategy' and three overarching policies presented in Chapter 4. Key local challenges and issues are contained within the community area spatial strategies presented in Chapter 5. Finally there are a set of Wiltshire wide policies in Chapter 6, which are required to complement the core policies in preceding sections and contribute to effective development management.

Where indicated, certain policy and supporting text has been incorporated into this document from the adopted South Wiltshire Core Strategy (SWCS). There have been some minor changes made to ensure the effective amalgamation into the wider document. However the amended text is a reflection of the SWCS and the binding inspectors report and for this reason it is unlikely that a subsequent inspector would re-open debate on this policy area, which has already been found sound. Please however please feel free to make comment, on the policy or supporting text.

The Proposals Map

The accompanying proposals map to this document are detailed in Appendix H.

How to comment on this document

The Wiltshire Core Strategy has been subjected to two rounds of consultation since 2009, taking forward the work started by the former district councils. The Wiltshire Core Strategy Pre-Submission Document provides the final opportunity for public consultation on changes to the Wiltshire Core Strategy document before it is submitted to the Secretary of State for an Examination in Public. In addition, appropriate policies from the South Wiltshire Core Strategy have been integrated into this document.

You now have the chance to tell us if the changes made to the strategy represents the right approach. If it is not the right approach you need to support the reasons why it is not on the following grounds - are the changes to the core strategy justified, effective and consistent with national policy?

1. Justified means that the changes to the documents must be:

- founded on a robust and credible evidence base
- the most appropriate strategy when considered against the reasonable alternatives

2. Effective means that the changes to the document must be:

- deliverable
- flexible
- able to be monitored

3. Consistent with National Planning Policy as set out in a suite of Planning Policy Statements and Planning Policy Guidance notes⁽¹⁾.

Further guidance on the requirements for submitting comments at this stage can be found on the council's website at www.wiltshire.gov.uk, local libraries and council offices.

1 <http://www.communities.gov.uk/planningandbuilding/planningsystem/planningpolicy/planningpolicystatements/>

Following this consultation the core strategy will be submitted to the Secretary of State. The core strategy will then be subject to an Examination in Public.

The consultation will close on 5pm, Monday 2nd April. The council has set up an interactive website, which enables those with access to the internet to respond to the consultation on-line. You are strongly urged to respond in this way if you can, as it will ensure that your views are recorded accurately. This may be found at: www.wiltshire.gov.uk

Alternatively, comments may also be submitted by e-mail, using the form available at www.wiltshire.gov.uk to the Spatial Planning Team on spatialplanningpolicy@wiltshire.gov.uk

Comment forms are also available from council offices and libraries. Completed response forms should be sent to:

The Spatial Planning Team
Economy and Enterprise
Wiltshire Council
County Hall
Bythesea Road
Trowbridge
BA14 8JN

Please submit any views to Wiltshire Council using the above methods by 5:00pm on Monday 2nd April

Next steps

The representations received during this formal round of consultation will be passed to the planning inspectorate, who will appoint an inspector to conduct an examination in public, possibly later this year. The council will publish details of the examination in public on its website.

1 Introduction

A strategy focused on delivering stronger, more resilient communities

- 1.1** The vision for Wiltshire is to create stronger, more resilient communities⁽²⁾. This is all about people and places, fostering a sense of community belonging and self-sufficiency where communities can solve problems locally with the support of the public sector and partner bodies and organisations. The Wiltshire Core Strategy sets out a flexible and realistic framework within which local communities can work.
- 1.2** The underpinning idea of the strategy is to strengthen communities, wherever possible, by maintaining and increasing the supply of jobs to ensure that Wiltshire remains strong and prosperous. The underlying principles of the strategy seek to manage future development to ensure that communities have an appropriate balance of jobs, services and facilities and homes. The strategy recognises that previous growth hasn't always been delivered in a proportionate manner whereby housing is delivered in settlements where there are insufficient employment opportunities leading to out commuting. Perhaps the key message from our communities during the preparation of this document was that whilst there was the understanding of the need for new homes there was little appetite for more homes, without the imbalance in local jobs and the infrastructure required to support growth, being addressed. The strategy therefore seeks to redress this imbalance and support a more sustainable pattern of development within Wiltshire.
- 1.3** There are a number of key principles which underpin the strategy to help build more resilient communities, as follows.
- Providing for the most sustainable pattern of development that minimises the need to travel and maximises the potential to use sustainable transport.
 - Creating the right environment to deliver economic growth, delivering the jobs Wiltshire's population needs locally, and taking a flexible and responsive approach to employment land delivery.
 - Managing development to ensure that jobs and the right infrastructure are delivered at the right time to ensure that out commuting, in particular to areas outside of Wiltshire, is not increased and development does not have a detrimental impact on infrastructure.
 - Working towards lowering Wiltshire's carbon footprint through the appropriate location of development, and through renewable energy and sustainable construction.
 - Protecting and planning for the enhancement of the natural, historic and built environments, wherever possible, including maintaining, enhancing and expanding Wiltshire's network of green infrastructure to support the health and wellbeing of communities.
 - Providing high quality, well designed development, and ensuring full local community involvement in planning for significant new proposals.
 - Providing the framework to deliver appropriate community-led planning policy documents, including neighbourhood plans.

A strategy which places an emphasis on economic growth as the driving force behind meeting our objectives

- 1.4** Planning for job growth and meeting the needs of business are central to this Strategy. This plan puts in place policies which will help both attract new inward investment and help existing business meet their aspirations in Wiltshire, as well as providing the right environment for business start-ups. This will be achieved by ensuring new land is identified for job growth, allowing for redevelopment of outdated premises, safeguarding a range of employment sites to allow for choice and making

2 Wiltshire Community Plan 2011 – 2026: People, places and promises.

sure that potential barriers to investment, such as inadequate infrastructure, are overcome. In addition, specific policies have been put in place to support the regeneration of Salisbury, Trowbridge and Chippenham through town centre regeneration, as well as recognition being given to the importance of the market towns and rural communities. Specific policies have been framed to support the changing role of the Military in Wiltshire.

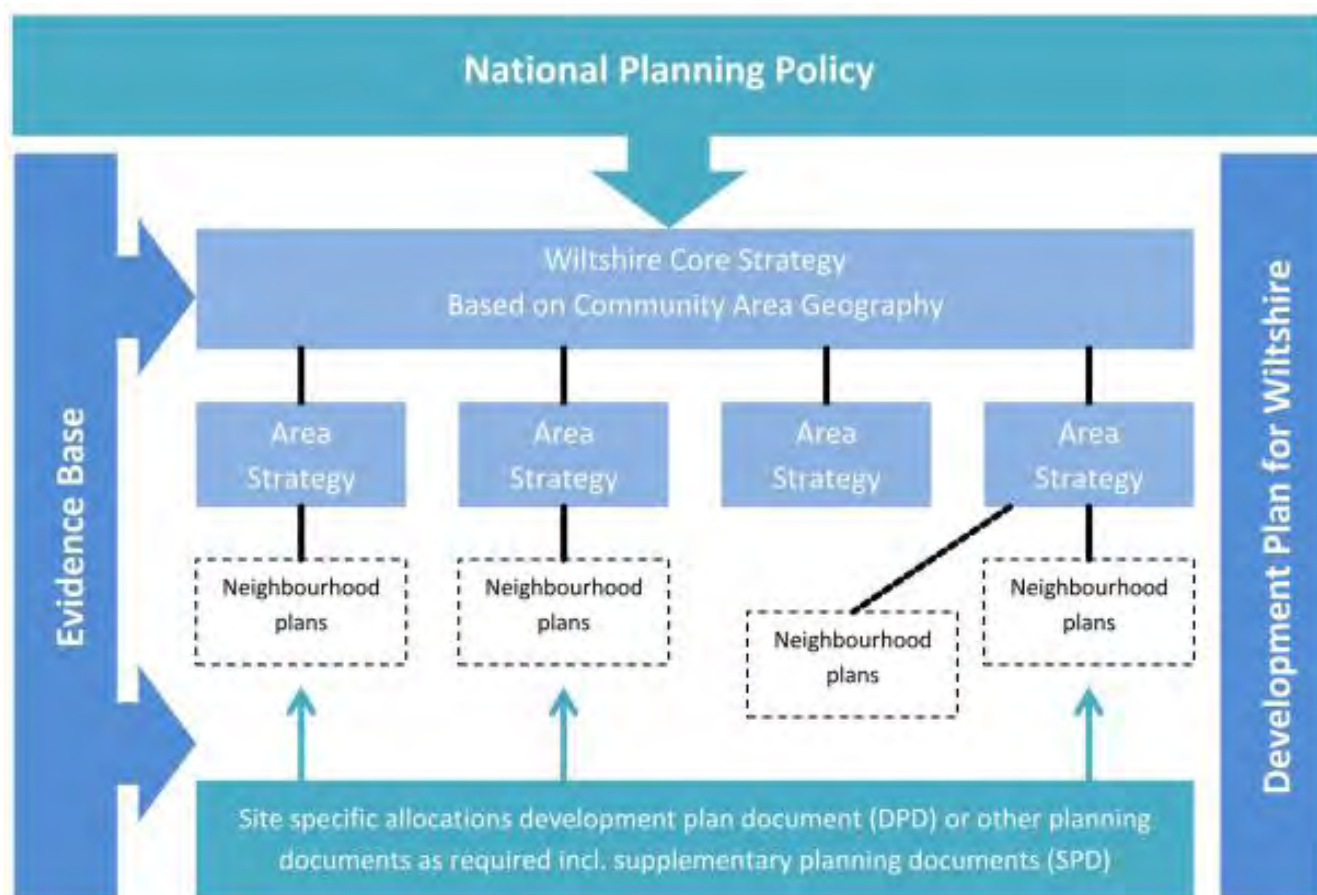
- 1.5** Underpinning this strategy is the delivery of resilient communities; to be achieved through enhancing the economy in order to help secure a greater level of self containment in settlements and provide the jobs locally that Wiltshire's communities need. This is an economic led strategy.
- 1.6** By creating certainty and choice through land allocation, the strategy seeks to help capitalise on Wiltshire's pivotal location for growth and help facilitate delivery of the aims of the Swindon and Wiltshire Local Enterprise Partnership⁽³⁾ which are as follows.
- 10,000 new private sector jobs created across Wiltshire and Swindon.
 - Safeguarding of 8,000 jobs within existing business base.
 - Achieving 85% coverage of super fast broadband.
 - Using planning powers to build a supportive economic environment.
 - Delivering regeneration in our primary population centres of Chippenham, Trowbridge and Salisbury.
 - Allocation of strategic employment sites.
 - Reduction in CO2 emissions.
 - Delivering resilient rural communities.
 - Targeting growth in the tourism sector.

A strategy which provides a framework for localism

- 1.7** The Core Strategy gives communities a solid framework within which appropriate community-led planning policy documents, including neighbourhood plans can be brought forward and communities themselves can decide how best to plan locally. Neighbourhood plans are required to be in conformity with the Core Strategy and can develop policies and proposals to address local place-based issues. In this way the Wiltshire Core Strategy provides a clear overall strategic direction for development in Wiltshire, whilst enabling finer detail to be determined through the neighbourhood planning process where appropriate. Neighbourhood plans will form part of the development plan for Wiltshire, alongside, but not as a replacement for, the Wiltshire Core Strategy. The relationship between the Wiltshire Core Strategy and any community-led planning policy documents which may come forward is illustrated below. The community-led planning policy documents can include neighbourhood plans, neighbourhood development orders and community right to build. However, neighbourhood planning is optional, not compulsory. As such the council will work closely with communities to plan successfully and cost effectively for their areas by helping to identify the approach that best suits the needs of each individual community.

3 The Swindon and Wiltshire Local Enterprise Partnership Proposal 2011, page 2, Executive Summary.

Figure 1.1 Structure of the planning policy framework



A strategy that will help to deliver the objectives of the Wiltshire Community Plan, other plans and strategies

1.8 The Core Strategy provides a spatial expression of the Wiltshire Community Plan 2011-2026: People, places and promises, and will be focused on delivering the three overarching priorities and the 17 key objectives of the Community Plan. The overarching priorities are to help build and protect resilient communities, through:

- creating an economy that is fit for the future
- reducing disadvantage and inequalities
- tackling the causes and effects of climate change.

1.9 This Core Strategy sets out policies and proposals that will make an important contribution in delivering these priorities.

1.10 The Core Strategy has also been developed using other policies and strategies relating to the area and develops a spatial dimension to these plans and strategies and does not simply repeat them. The relationship between the Core Strategy and other documents is made explicit at relevant points throughout the document. These include:

- national planning policy
- the Wiltshire Community Plan: People, places and promises
- the Swindon and Wiltshire Local Enterprise Partnership Proposal
- strategies prepared by local communities such as community area plans and parish plans
- the Salisbury, Trowbridge and Chippenham town centre regeneration programmes

- Wiltshire's Joint Strategic Assessment
- heritage strategies such as Conservation Area Appraisals and the Stonehenge and Avebury World Heritage Site Management Plans
- strategies relating to specific geographic areas such as management plans for the Areas of Outstanding Natural Beauty
- forward work programmes of essential infrastructure providers.

1.11 The Wiltshire Core Strategy covers the whole of the administrative area of Wiltshire Council, with the exception of the areas within the New Forest National Park and it incorporates the South Wiltshire Core Strategy, thus replacing stand alone versions of that document. The New Forest National Park Management Plan (2010 – 2015) was formally approved by the National Park Authority in December 2009 with the authority's Core Strategy & Development Management Policies DPD adopted in December 2010. These plans cover the whole of the National Park, including the parts of the Park in South Wiltshire, and supersede the New Forest policies within the Salisbury District Local Plan 2003.

1.12 Where indicated, certain policy and supporting text has been incorporated into this document from the adopted South Wiltshire Core Strategy (SWCS). There have been some minor changes made to ensure the effective amalgamation into the wider document. However the amended text is a reflection of the SWCS and the binding inspectors report and for this reason it is unlikely that a subsequent inspector would re-open debate on this policy area, which has already been found sound. Please however please feel free to make comment, on the policy or supporting text.

A strategy that is based on an understanding of the community areas in Wiltshire

1.13 The area covered by the Wiltshire Core Strategy is shown on the map below and the Key Diagram on Page 29.

1.14 There are 18 established community area boards across Wiltshire. Membership of the boards include elected Wiltshire councillors; city, town and parish councillors; police, fire and health services; business community representatives; local community groups; community area partnerships; and young people's groups. They provide opportunities for people to help shape the future of their local area. The area boards are a formal part of Wiltshire Council and work collaboratively to find solutions for local issues including traffic problems, facilities for young people, and affordable housing. Each area board covers a community area shown on the map below, with the exception of the South West Wiltshire Area Board, which covers the three community areas of Mere, Tisbury and Wilton.

Figure 1.2 Wiltshire's community areas



- 1.15** Co-ordinating strategies and plans around the established community areas is central to Wiltshire Council and its partners' commitment to empowering local people to have a greater role in what happens in their local communities. The Core Strategy includes a strategy for each of the community areas of Wiltshire, setting out how it is expected that these areas will change by 2026, and how this change will be delivered. Aligning the Core Strategy with the community areas in this way offers the opportunity for place shaping to be embedded within the local community and the benefits of development to be realised at a local level.

A strategy which will ensure that the most is made of Wiltshire's outstanding environments

- 1.16** From the North Wessex Downs, to the expanse of Salisbury Plain, from the historic settlements such as Lacock to the World Heritage Site of Stonehenge and Avebury, Wiltshire has one of the richest and most varied natural, historic and built environments to be found across the country. The evidence upon which this strategy is based clearly indicates that the quality of the environment is a key competitive advantage for Wiltshire in terms of attracting investment. While other parts of the country may have more readily available developable land, it is the quality of life that is a key attractor to investment in Wiltshire. Put simply the way that Wiltshire looks, is a key strength and the rich environments and heritage will be managed to act as a catalyst for the realisation of this strategy and not a barrier to it. This means the careful stewardship of our environmental assets so that growth is complimentary and does not erode the very qualities that make Wiltshire so attractive in the first place. The policies later in this strategy will demonstrate how this will be achieved and that the aims of attracting investment and caring for our environments are mutually compatible and that without carefully managed growth many of the opportunities to safeguard and strengthen our environmental assets will be lost.

A strategy based on firm evidence

- 1.17** In order to identify the challenges that Wiltshire faces and also in demonstrating that the proposals in this strategy are deliverable an evidence base has been developed. A detailed collation of this evidence is provided in the series of Topic Papers⁽⁴⁾, which support this strategy. Reference to the evidence has been indicated through the use of footnotes where ever relevant.
- 1.18** The evidence can be viewed at: www.wiltshire.gov.uk.

4 See Appendix B for list of Topic Papers

2 A spatial portrait of Wiltshire and the key challenges it faces

- 2.1** Wiltshire Council is one of the largest unitary authorities in England. The authority's area covers approximately 3,255 square kilometres and has a population of approximately 460,000 people. Wiltshire adjoins the higher tier local authorities of Dorset, Somerset, South Gloucestershire, Oxfordshire, West Berkshire, Hampshire, Swindon and Bath and North East Somerset. Wiltshire is a largely rural area encompassing many natural and historic features which make it distinctive, including parts of three Areas of Outstanding Natural Beauty, part of the New Forest National Park, over 16,000 listed buildings, over 240 conservation areas and a World Heritage Site. Wiltshire also includes an element of the Western Wiltshire Green Belt, which protects the openness of the countryside between Bath, Bradford-on-Avon and Trowbridge. The urban area of Swindon, while predominantly within Swindon Borough, has expanded into Wiltshire. Deprivation is generally low and our communities benefit from safe environments. Wiltshire enjoys strong sub regional links and is within commutable distance of London, Bristol, Swindon, South Wales and the south coast.

Figure 2.1 Wiltshire Context



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Settlements

- 2.2** The largest settlements in Wiltshire are the historic cathedral city of Salisbury in the south, the county town of Trowbridge in the west, and the market town of Chippenham in the north. The city of Salisbury serves a large surrounding rural area. With its cathedral and close proximity to the internationally famous World Heritage Site of Stonehenge, Salisbury is a very popular tourist destination. Trowbridge plays a role as an employment, administration and service centre for the west Wiltshire area, and has good transport links to many nearby settlements, including Bath and Bristol. Chippenham has a busy town centre and, in recent decades, an expanding urban area and is a focus for employment growth due to its proximity and good access to the M4 and rail links. It has direct transport links with Swindon, Bath, Bristol and London.
- 2.3** Aside from these three larger settlements there are also a number of market towns throughout the county. The market towns of Devizes and Marlborough are located in the eastern part of Wiltshire. Devizes is centrally located with an attractive town centre which is well regarded. Marlborough is popular for tourism, shopping and leisure as well as business. Calne, Corsham, Cricklade, Malmesbury and Royal Wootton Bassett in the north of Wiltshire, and Bradford on Avon, Melksham, Warminster and Westbury in the west. Amesbury has an important role as a service centre in the south Wiltshire area, providing a good level of services, shops and jobs, and Downton, Mere, Tisbury, Wilton, are local service centres in this area. The garrison towns of Tidworth and Ludgershall in the east are dominated by the presence of the Army which is the largest local employer.
- 2.4** Wiltshire also contains numerous villages and rural settlements: around half of the people living in Wiltshire live in towns or villages with fewer than 5,000 people, reflecting the rural nature of the county.

Cross border relationships

- 2.5** Wiltshire has important relationships with the surrounding large urban centres of Bath, Bristol, Swindon and Southampton, and lies completely within 115 miles of London. The larger centres provide a wider range of employment, leisure and cultural opportunities than can be found across Wiltshire and result in out-commuting of Wiltshire's residents for work⁽⁵⁾ and leisure activities such as shopping⁽⁶⁾. Evidence also identifies that in some instances workers are commuting into Wiltshire, whilst residing in larger centres such as Bristol and Southampton⁽⁷⁾ and this could be due to cheaper housing and enhanced leisure facilities providing a greater draw. The air and seaports related to these settlements are also widely used by Wiltshire residents.

The six key challenges for Wiltshire

- 2.6** There are six key 'strategic' challenges in Wiltshire that broadly apply across the whole county, which the Core Strategy can assist in addressing. The key challenges set out below form the basis for developing the 'strategic objectives' presented in the next section.

1. Economic development

- 2.7** Reducing levels of out commuting from many of Wiltshire's settlements is perhaps the most important strategic challenge in planning for the future of Wiltshire.

5 Table A2.17, appendix 2 of the Roger Tym Workspace and Employment Land Review identifies that 13,339 net residents out commute for work to Swindon, the majority of these being located in the former north Wiltshire area.

6 Table 4.1, page 35 of the GVA Grimley Town Centre and Retail Study, March 2011 identifies that Swindon, Bath and Southampton have a combined market share of 25.7% across the study area whilst, Chippenham, Salisbury and Trowbridge account for only 14.7%, showing that a high proportion of expenditure is being lost to outside of Wiltshire.

7 Table A2.17, appendix 2 of the Roger Tym Workspace and Employment Land Review identifies that 1,852 net workers commute from Bristol to West Wiltshire, whilst 580 net workers commute from Southampton to North Wiltshire.

2.8 Wiltshire has net out-commuting flows to several employment centres beyond the county boundary. Evidence suggests that pay differentials are a major driver meaning that higher earners commute out of the county to work. Out-commuting may have some beneficial effect on the local economy through income earned outside the area being spent in Wiltshire, but this is far outweighed by the negative impacts on sustainability.

2.9 The key challenge is to improve the self-containment of the main settlements, to ensure that there are a range of appropriate employment opportunities available, reflecting the needs of inward investors and Wiltshire's communities. Delivering a good level of local opportunities close to the main centres of population will help reduce the need to commute out of Wiltshire to seek work. An important part of this challenge is to provide the correct amount and type of employment provision to take account of the anticipated levels of growth⁽⁸⁾. It is also necessary to put in place contingency plans to ensure that the loss of major employers can be mitigated as exemplified by the potential closure of MoD establishments, such as the UKLF HQ at Wilton. In this way broadening the employment base and providing choice in the job market for Wiltshire's population is a key element of delivering resilient communities.

2. Climate change

2.10 Climate change is a central issue to be addressed by the Wiltshire Core Strategy. This necessitates both adapting to the consequences of unavoidable climate change and mitigating the causes by reducing greenhouse gas emissions. This strategy offers a significant opportunity to influence greenhouse gas emissions and has an important role in shaping communities that are resilient to the predicted impacts of climate change such as higher temperatures and increased flood risk. The basis of this strategy is to achieve sustainable patterns of development in order to reduce carbon emissions.

2.11 The climate in Wiltshire is changing and the challenge is to plan ahead to both mitigate the future consequences and play a meaningful part in trying to reverse the trends. For example, the latest projections indicate that annual mean temperature in the county will rise by between 1.2 and 1.70C by the 2020's (2010 to 2039) and by between 3.1 and 4.10C by the 2080's (2070 to 2099)⁽⁹⁾. Particular vulnerabilities to extreme weather in Wiltshire have been identified and these include: high temperatures/ heat waves; wind; and excessive rainfall/flooding⁽¹⁰⁾. Wiltshire's per capita carbon emissions are greater than for either the South West or for the UK⁽¹¹⁾. In 2010, Wiltshire made the second lowest contribution to renewable electricity of all areas in the South West and the lowest contribution for renewable heat⁽¹²⁾.

3. Providing new homes

2.12 There is a challenge to plan for sufficient new homes to be delivered in Wiltshire to address housing requirements. Providing decent and affordable homes to complement the economic growth being promoted is a key challenge to improving the self-containment and resilience of Wiltshire's communities. These new homes will need to be delivered at appropriate sustainable locations and

8 Level and type of growth is evidenced in Topic Paper 8, 'Employment', and The Wiltshire Workspace and Employment Land Review, by Roger Tym and Partners, November 2011, Section 5, page 52 onwards.

9 These projections are based on the medium emissions scenario developed by the Intergovernmental Panel on Climate Change (IPCC) and use the United Kingdom Climate Projections 09 (UKCP09) tool developed by the Met Office Hadley Centre. See Climate Change Topic Paper.

10 See Climate Change Topic Paper.

11 Department for Energy and Climate Change (2010). Local and regional CO2 emissions estimates for 2005 - 2008 – Full dataset.

12 Regen SW (2010) – Renewable electricity and heat projects in South West England.

must be supported by necessary improvements to infrastructure. Within a predominantly rural area, with a limited amount of previously developed land for redevelopment⁽¹³⁾, the identification of the strategic growth sites to ensure an adequate supply of new homes is also a challenge.

- 2.13** Wiltshire is a desirable place to live and, as the high level of out-commuting shows, it is also within easy reach of a number of large employment centres. A growing population and smaller household sizes are fuelling demand for new homes. Wiltshire also faces considerable inward migration pressures. For the period 1971 to 2001 the percentage increase of households for Wiltshire was higher than both that of the South West and of England as a whole. The type of housing within Wiltshire reflects the rural nature of the area as there is a higher percentage of detached properties than nationally. The gradual deterioration of affordability in Wiltshire has left many residents experiencing difficulty gaining access to the housing market, especially given the low household based income of certain areas. In 2011, the average house costs approximately 7.5 times the annual wage of Wiltshire's workplace employees and the age of the first time buyer is 38⁽¹⁴⁾. There are currently over 10,000 individuals on the council's housing waiting list, with Chippenham, Trowbridge and Devizes community areas having some of the highest levels of demand⁽¹⁵⁾.
- 2.14** Wiltshire has been one of the fastest growing populations in the country. Since 2001, the level of population growth has been above the national average; however, it is an ageing population which will have implications for the future economic base of the county. By 2026 there will be a higher proportion of the older age groups, including the over 85s. This part of the population is predicted to grow the fastest, by 89.4%, over the next 15 years, and it is also predicted that there will be double the number of older disabled people by 2026⁽¹⁶⁾. It is necessary to both plan for the needs of the ageing population, while also seeking the jobs and homes that can support a more diverse population encouraging economically active and younger people to live in the area.
- 2.15** Certain communities within Wiltshire experience social exclusion as a result of their isolation from essential services and facilities. This situation has been exacerbated through the decline in rural facilities which in turn has led to a greater reliance on the private car. Educational achievement within Wiltshire has continued to improve. However, there is a need to improve the level of skills beyond the age of 16 and to retain those skills within local communities.
- 2.16** This strategy will need to include measures that will help to address some of the social issues that affect Wiltshire's communities enabling them to help themselves and improve their quality of life, foster a sense of community belonging, safety, social inclusion and self sufficiency. While this Core Strategy indicates those challenges which will need to be addressed, it will be a further challenge to the communities themselves to work with the council and other partners to produce subsequent planning policy documents which will add detail to the overarching policies on a local basis.

5. Environmental quality

- 2.17** The challenge of safeguarding high quality environments whilst accommodating levels of growth to meet local need is demanding. The Core Strategy will need to ensure that Wiltshire's high quality built and natural environment is adequately protected, and that opportunities to enhance these significant assets are optimised. However it needs to go further and set out a proactive approach through which Wiltshire's rich environments and heritage will be managed to act as a catalyst for the realisation of this strategy and not a barrier to it. This means the careful stewardship of our environmental assets so that growth is complimentary and does not erode the very qualities that

13 Previously developed land, often called brownfield land, is land that was developed but is now vacant or derelict, and land currently in use with known potential for redevelopment.

14 See Strategic Housing Market Assessment.

15 On Wiltshire Council Housing Register on 31.12.11.

16 See Topic Paper 2, Housing, page 25, paragraphs 5.4 to 5.5 and Fig 3.

make Wiltshire so attractive in the first place. Simply put, a key challenge for the Core Strategy is to set out how protection of these environments will be achieved in a way which supports a positive strategy for growth, as they form the very heart of what Wiltshire has to offer to investors, visitors and the community.

6. Infrastructure

2.18 The Core Strategy will endeavour to ensure that adequate services and infrastructure provision, to meet the needs of Wiltshire's growing population and economy, is brought forward in a timely and responsive manner alongside new development proposals. Appropriate and sustainable modes of transport, highway improvements, water management, green spaces, power supply, high speed and affordable internet connectivity, access to emergency services, sustainable waste management facilities are all essential components of daily life and therefore critical to delivering our strategic goal of building more resilient communities. To ensure this is in place, new development will need to be supported by adequate physical, social and green infrastructure. The level of infrastructure provision will need to reflect growth and demand for services within Wiltshire's communities. The Core Strategy is supported by a detailed Infrastructure Delivery Plan⁽¹⁷⁾, which broadly sets out what infrastructure is required to support growth. Where necessary the growth in this strategy will be phased to ensure essential infrastructure is delivered within a timescale to support development.

17 See Wiltshire Infrastructure Delivery Plan, www.wiltshire.gov.uk.

3 The spatial vision for Wiltshire

- 3.1** The spatial vision provides direction for development within Wiltshire and is presented below. The Vision has helped to inform individual strategies for each of the community areas, to ensure that they address locally distinct challenges and opportunities. These are presented in Chapter 5 and are called the Area Strategies. These strategies have been informed by community aspirations and developed through extensive public engagement.

Spatial vision

By 2026 Wiltshire will have stronger, more resilient communities based on a sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Market towns and service centres will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel. In all settlements there will be an improvement in accessibility to local services, a greater feeling of security and the enhancement of a sense of community and place. This pattern of development, with a more sustainable approach towards transport and the generation and use of power and heat, will have contributed towards tackling climate change.

Employment, housing and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design. Wiltshire's important natural and built environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the Wiltshire's heritage to promote cultural and lifestyle improvements as well as tourism for economic benefit.

Partnership working with communities will have helped plan effectively for local areas and allow communities to receive the benefit of managed growth, where appropriate.

Strategic objectives

- 3.2** A series of strategic objectives have been developed to deliver the vision for Wiltshire. The strategic objectives have been designed to marry up with the six key challenges that were identified in Chapter 2. These objectives are:

Strategic objective 1: delivering a thriving economy

Strategic objective 2: addressing climate change

Strategic objective 3: providing everyone with access to a decent, affordable home.

Strategic objective 4: helping to build resilient communities

Strategic objective 5: protecting and enhancing the natural, historic and built environment

Strategic objective 6: ensuring that adequate infrastructure is in place to support our communities.

- 3.3** These strategic objectives are all interlinked and will together assist in addressing both the three overarching priorities of the Wiltshire Community Plan and the six key challenges for planning in Wiltshire identified above.

Strategic objective 1: delivering a thriving economy

3.4 Wiltshire needs to encourage a buoyant and resilient local economy. The Core Strategy enables development to take place and encourages economic vitality, providing local jobs for Wiltshire's population, whilst ensuring that sustainable development objectives have been met. Residents within Wiltshire should have access to facilities and retail choice in convenient locations throughout Wiltshire. Employment and housing provision should seek to strengthen the role and function of established town centres to secure their future vitality and viability. Town centres should be regenerated and enhanced as necessary. They should fulfil the roles appropriate to their sizes and the communities they serve, and should complement one another. The potential of tourism should be realised as a major growth sector through capitalising on the quality of the environment and location Wiltshire benefit from.

Key outcomes

- Land will have been identified in sustainable locations to provide for about 27,500 new jobs up to 2026 and significant progress to tackle the issue of out-commuting from Wiltshire will have been achieved.
- Where appropriate, existing employment sites will have been protected and the suitable intensification and regeneration of established employment sites will have taken place.
- Major regeneration projects for Salisbury, Chippenham and Trowbridge including those as set out in the respective visions will have been delivered and the rural economy will have diversified where appropriate.
- Smaller business premises will have been provided to support business start ups.
- Redundant MoD land will, as far as possible, have been brought within the overall pattern of development.
- Wiltshire will have secured sustainable growth of established and emerging employment sectors, building on existing strengths, including defence-related employment, bioscience, advanced manufacturing and business services.
- Potential for the expansion of green jobs will have been realised, particularly in relation to developing and installing renewable energy and energy efficiency technologies.
- Wiltshire's tourism sector will have grown in a sustainable way, ensuring the protection and where possible enhancement of Wiltshire's environmental and heritage assets, including the delivery of new tourist accommodation and where appropriate the safeguarding of existing facilities.
- Appropriate retail, leisure and employment opportunities will have been located within town centres and planning applications for retail development will have been determined in line with the need to safeguard town centres.
- Good progress will have been made towards a broadened night-time economy within town centres, especially Chippenham, Salisbury and Trowbridge, which has been refocused to provide greater choice for families and tourists and respect the quality of life of residents.

Strategic objective 2: addressing climate change

3.5 Climate change is possibly the greatest long-term challenge facing the world today. Tackling climate change is therefore a key Government priority for the planning system. Local authorities are uniquely placed to act on climate change and the planning system can help by contributing to delivering the most sustainable development and shaping communities that are resilient to the unavoidable consequences of a changing climate.

Key outcomes

- A sustainable pattern of development, including improvement to the self-containment levels of the main settlements and a reduction in the need to travel, will have contributed towards meeting climate change obligations.
- The supply of energy and heat from renewable sources will have contributed towards meeting national targets and helped to address fuel poverty.
- New development will have incorporated sustainable building practices and where possible will have contributed to improving the existing building stock.
- High energy efficiency will have been incorporated into new buildings and development.
- New developments will have incorporated appropriate adaptation and mitigation for climate change.
- New development will be supported by sustainable waste management.

Strategic objective 3: providing everyone with access to a decent, affordable home

3.6 This strategy makes provision for at least 37,000 new homes in Wiltshire in the plan period from 2006 to 2026. It sets out a plan for an appropriate mix of types, sizes and tenures, particularly to address affordable housing needs and will ensure a continuous supply of housing over the plan period that is aligned to job growth and the delivery of infrastructure.

Key outcomes

- New homes will have been delivered in the most sustainable locations and will have been designed to respect the local character and the primary focus of new housing development will have been at Trowbridge, Chippenham and Salisbury and the market towns.
- More modest growth proportionate to the size of the settlement will have been delivered in smaller settlements, through community-led planning policy documents, including neighbourhood plans and partnership working with the local communities and the benefits from the development of new homes will have been successfully captured for local communities.
- Development will have avoided encroachment on the Western Wiltshire Green Belt and the separate identity of the outlying villages to the west of Swindon protected.
- The strategy will have made significant progress towards addressing the shortfall in affordable homes across Wiltshire through ensuring a minimum of 40% of such homes will have been delivered in all new schemes of 5 or more houses.
- Land will have been used efficiently and for all development to be low-carbon or zerocarbon will have been maximised.
- A range of housing types and sizes will have been provided in order to help meet local needs for different groups of the population in a sustainable manner, including many new homes meeting the needs of an ageing population thereby allowing people to live for longer within their own communities.
- New sites will have been provided for gypsies and travellers.
- Changes in the accommodation of military personnel will have enabled better integration with the wider community.

Strategic objective 4: helping to build resilient communities

3.7 This strategy will provide support for Wiltshire's communities, enabling them to help themselves and improve their quality of life, foster a sense of community belonging, safety, social inclusion and self-sufficiency.

Key outcomes

- Where appropriate community-led planning policy documents, including neighbourhood plans will have been produced by communities which add detail to the overarching policies within the Core Strategy and ensures that the benefits from the new development will have been successfully captured for local communities.
- New developments will have incorporated 'safe by design' standards.
- A positive contribution will have been made to help areas of social exclusion, especially access to essential services and local facilities in the rural areas, which will have been improved.
- Strategic growth will have been matched by the provision of new educational and healthcare facilities where appropriate and high quality education services will have assisted in providing the trained employees necessary to deliver economic growth.
- More effective planning controls will have resulted in the retention of existing facilities such as village shops and pubs including, where practicable, encouraging community management of such facilities through a pragmatic application of planning policy.
- Significant progress will have been made towards addressing the identified shortfall in the range of sport, leisure and recreation facilities.

Strategic objective 5: protecting and enhancing the natural, historic and built environment

- 3.8** Wiltshire's rich and diverse natural, historic and built environments are a significant asset and this strategy will be based on taking steps to use these as a catalyst to attract inward investment in a manner which as far as possible also protects and enhances them. The reuse of Wiltshire's limited amount of previously developed land should be maximised unless of high environmental value and the delivery of housing and employment growth needs to be carefully managed in a sustainable manner. This should include maintaining, enhancing and expanding Wiltshire's multi-functional green infrastructure network ⁽¹⁸⁾, with wide-ranging benefits for both people and the environment.
- 3.9** Wiltshire contains some outstanding built heritage which is an important asset to be safeguarded and which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well-being. New development will need to respect and enhance Wiltshire's distinctive characteristics. Wiltshire also has a rich historic environment, including the Stonehenge and Avebury World Heritage Site and numerous sites of archaeological importance. These sites will be protected from inappropriate development.

Key outcomes

- Where possible, development will have been directed away from our most sensitive and valuable natural assets, habitats and species ⁽¹⁹⁾, towards less sensitive locations.
- New development will have contributed to delivery of the Wiltshire Biodiversity Action Plan (BAP) targets and protected, maintained and enhanced BAP habitats and species, particularly within areas identified for landscape scale conservation.
- Local biodiversity and wildlife corridors will have been incorporated into new development, maintaining and enhancing this resource for the future.

18 This network of green infrastructure will comprise both new and existing green spaces; walking, cycling and horse riding routes; parks, recreational spaces and play areas; water courses and water bodies; areas of high biodiversity value; and access and wildlife corridors, such as canals and rivers.

19 Including Special Protection Areas (SPAs), Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Sites and other areas containing Biodiversity Action Plan (BAP) habitats.

- Wiltshire's network of multi-functional green infrastructure will have been maintained and enhanced to contribute towards achieving the vision set out in the Wiltshire Green Infrastructure Strategy.
- The multi-functional green infrastructure network will have assisted Wiltshire in adapting to a changing climate, and in attracting business investment and tourism, enhancing the local economy, and promoting physical and social well-being.
- Good air quality will have been maintained and significant progress will have been made in treating areas of risk through the implementation of air quality management plans.
- The quality and quantity of Wiltshire's groundwater and surface water features will have been improved, helping to achieve the objectives of the Water Framework Directive.
- Increased recreational pressures on sensitive wildlife will be effectively managed.
- The landscape character of Wiltshire will have been protected and enhanced, contributing to the delivery of landscape scale plans and projects.
- Features and areas of historical and cultural value will have been conserved and where possible enhanced, including the sensitive re-use of historical buildings will have taken place where appropriate.
- Wiltshire's distinctive built heritage will have been used as the inspiration for new developments.
- New development will have incorporated exceptional quality design which reflects local character and fosters community cohesion, and which reinforces Wiltshire as a desirable place in which to live and invest.
- Archaeological sites and features will have been adequately protected.
- The outstanding universal value of the Stonehenge and Avebury World Heritage Site will have been protected from inappropriate development.
- Opportunities to significantly enhance Wiltshire's public realm will have been realised.

Strategic objective 6: to ensure that infrastructure is in place to support communities

3.10 The anticipated level of growth within Wiltshire will increase demand on local infrastructure services and facilities. The strategy will need to ensure that infrastructure requirements are appropriately planned, secured and implemented to ensure the timely delivery of development proposals. Social and physical infrastructure (e.g. transport improvements) can positively affect the environment, the economy and social well-being. The strategy will need to ensure that strategic and local transport needs are managed in a sustainable manner. The anticipated effects of climate change could potentially increase the frequency of flood events within Wiltshire. Development will need to appropriately address the risk of flooding and, where necessary, provide attenuation measures designed to adapt to the challenge of climate change.

Key outcomes

- Provision of essential infrastructure, including, transport, water, energy, flood alleviation, sustainable urban drainage (SUDs), telecommunications affordable housing, education, health care, emergency services and waste and recycling, will have been coordinated and provided in timely manner within all new development.
- Appropriate place-shaping infrastructure, such as leisure and open space, green infrastructure, libraries, public art and cultural facilities, will have been secured on a priority basis.
- There will have been effective partnership working between the council, other infrastructure providers and developers to facilitate infrastructure delivery and opportunities for the co-location and multi-functional use of existing and new infrastructure services and facilities will have been realised and appropriate contributions will have been secured from developers towards the cost of new and improved infrastructure.

- Existing infrastructure services and facilities will have been protected, unless they are no longer needed, or there is alternative provision elsewhere.
- The provision of new or improved infrastructure will have been positively supported provided there is no detrimental environmental impact.
- Progress will have been made to ensure policies are helping to reduce greenhouse gas emissions associated with transport.
- A range of viable, efficient sustainable transport alternatives will have been provided to reduce reliance on the private motor vehicle, including effective choices for those people without access to a car and for the distribution of freight.
- A safer and more integrated transport system will have been provided that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors.
- Sustainable transport alternatives will have been implemented in a manner which has reduced the impact of traffic on people's quality of life and Wiltshire's built and natural environment including enhancement of the public realm and street scene.
- Measures will have been implemented which reduce traffic delays and disruption, and improve journey time reliability on key routes.
- The use of existing transport infrastructure will have been optimised through effective design, management and maintenance.
- Safety for all road users will have been improved, the number of casualties on Wiltshire's roads reduced and the impact of traffic speeds in towns and villages mitigated.
- Barriers to transport and access for people with disabilities and mobility impairment will have been effectively removed.
- Access to local jobs and services will have been improved.
- Strategic transport corridors within Wiltshire will have been safeguarded and, where appropriate, improved in a sustainable way.
- The natural function of floodplains will have been maintained and enhanced and a sequential approach to flood risk will have been followed, with development being located first in areas of lowest risk.
- The use of appropriate surface water management will have become a pre-requisite for development to ensure that flood risk is not increased elsewhere. Sustainable urban drainage systems (SUDs) will have been used in most cases.
- Proposals for new development will have reduced the overall risk of flooding through the appropriate implementation of climate change adaptation measures.

4 Delivering the vision - the spatial strategy for Wiltshire

- 4.1** Setting out a clear spatial strategy is fundamental to the delivery of the vision and objectives. New development must deliver overall benefits to, and take account of, local distinctiveness and the character of Wiltshire. It should also be delivered in tandem with good quality infrastructure and services.
- 4.2** The challenge is to plan for growth whilst maintaining people's quality of life and protecting Wiltshire's high value environment.
- 4.3** The Spatial Strategy for Wiltshire consists of three key elements, namely:
- Settlement Strategy - classifies Wiltshire's settlements based upon an understanding of their role and function
 - Delivery Strategy - identifies the level of growth and how Wiltshire's settlements will develop in the most sustainable fashion
 - Infrastructure Requirements – describes how infrastructure will be provided to support future development.
- 4.4** The Spatial Strategy makes provision for the growth of around 27,500 jobs and at least 37,000 new homes from 2006 to 2026, including 178 ha of new employment land, beyond that already committed for general broad based employment uses to help deliver job growth and regeneration opportunities.
- 4.5** The strategy seeks to deliver the most sustainable level of growth, which does not exacerbate commuting, encourages a greater level of self containment and does not negatively impact on Wiltshire's exceptional environmental quality.

The promotion of sustainable development

- 4.6** The Spatial Strategy sets the foundations for how 'sustainable development' is defined and applied within Wiltshire. The Settlement Strategy (Core Policy 1) identifies the different tiers of settlements based on an understanding of the role and function of Wiltshire's settlements and how they interact with their immediate communities and their wider hinterland⁽²⁰⁾. In doing so the Settlement Strategy, coupled with the Delivery Strategy (Core Policy 2), seeks to define where development will be the most sustainable across Wiltshire's settlements.
- 4.7** The Spatial Strategy and the following core policies contained in this document will ensure that development within Wiltshire helps to deliver a stronger economy, appropriate levels of housing and the careful use of natural resources. If a development proposal does not accord with the core strategy it is deemed unsustainable and will not be supported
- 4.8** The Spatial Strategy recognises the importance of delivering new jobs and infrastructure alongside future housing delivery. This will be achieved by ensuring that strategic sites, which are fundamental to the delivery of the strategic objectives, are brought forward through 'master plans' which are comprehensive and joined up. The council will also use legal agreements to ensure the appropriate timing of infrastructure to support homes and employment.

²⁰ The evidence which has informed this understanding of the role and function of settlements is set out in Topic Paper 3: Settlement Strategy which can be found at www.wiltshire.gov.uk.

Core Policy 1: Settlement strategy

The Settlement Strategy

- 4.9** The main settlements in Wiltshire have seen their role as employment and service providers undergo gradual change. There is less reliance on traditional business sectors, which has altered the employment base across the county. In addition, easy access to larger settlements outside of Wiltshire, such as Bath and Swindon, together with a willingness to travel further to employment opportunities has led to an increase in net out-commuting. The provision and retention of services and facilities has been affected not only by the proximity to larger centres outside of Wiltshire but also changes in habits through growth in internet use for retail and service provision. Nevertheless, a number of settlements retain buoyant employment, retail and service economies.
- 4.10** Wiltshire is a predominantly rural area and its rural communities have also seen significant change. Although the high demand for new homes due to Wiltshire's attractive environment has led to development taking place, at the same time there has been a decline in employment opportunities, facilities and services in small towns and villages. Again this has been brought about by the ease of travel to larger centres for employment and other purposes.
- 4.11** The Settlement Strategy identifies four tiers of settlements, namely:
- Principal Settlements
 - Market Towns
 - Local Service Centres
 - Large and Small Villages.
- 4.12** Wiltshire's Market Towns and Principal Settlements serve different strategic roles. These strategic roles have been identified through an assessment of their individual characteristics and functional relationships with their surrounding area. The results of this classification are set out in the Settlement Strategy (Core Policy 1) and then Core Policy 2 presents the way these settlements will develop in the future.
- 4.13** At the Principal Settlements, Market Towns, Local Service Centres and Large Villages which have settlement boundaries, as defined by former District Local Plans, these will be carried into this strategy and retained. However, these settlement boundaries can be reviewed. It will be the prerogative of the community to carry out this review through an appropriate planning process which might include a neighbourhood plan.
- 4.14** The level of development at Local Service Centres will be closely linked to their current and future role of providing for a significant rural hinterland. This will consist of less development than that at the Principal Settlements and Market Towns. Developments at Local Service Centres in accordance with the Settlement Strategy should provide for local employment opportunities, improved communities facilities and/or affordable housing provision. This will safeguard the role of these settlements and support the more rural communities of Wiltshire.
- 4.15** At the settlements identified as villages, a limited level of development will be supported in order to help retain the vitality of these communities. At Large Villages the existing settlement boundaries will be retained, and development will predominantly take the form of small housing and employment sites within the settlement boundaries. Small housing sites are defined as sites involving less than 10 dwellings (i.e. not a major application). Development outside the settlement boundary will be strictly controlled. Relaxation of the boundaries will only be supported where it has been identified through a community-led planning policy document, such as a neighbourhood plan, which includes a review of the settlement boundary to identify new developable land to help meet the housing

and employment needs of that community. In turn this could bring forward benefits to the local community such as improvements to the economy through the identification of land for employment purposes.

- 4.16** Any existing settlement boundaries for Small Villages and other small settlements not identified in the settlement strategy will be removed (these are listed in Appendix F), and there is a general presumption against development outside the defined limits of development of the Principal Settlements, Market Towns, Local Service Centres and Large Villages. However, some very modest development may be appropriate at Small Villages, to respond to local needs and to contribute to the vitality of rural communities. Any development at Small Villages will be carefully managed by Core Policy 2 and the other relevant policies of this plan.
- 4.17** Proposals for improved local employment opportunities, housing growth (over and above that allowed by this Core Strategy) and/or new services and facilities outside the defined limits of development will not be supported unless they arise through community-led planning documents, such as neighbourhood plans, which are endorsed by the local community and accord with the provision of this plan. In such circumstances villages may be able to become more sustainable and their status may change to that of 'Large Villages' as a result in subsequent reviews of the settlement strategy. The strategy does allow for carefully managed development outside of settlement boundaries in specific cases, such as new employment investment where there is an overriding strategic interest, or for other local circumstances such as providing affordable housing, allowing new tourist accommodation or supporting diversification of the rural economy (see Core Policies 34, 37, 44, and 48).

Core Policy 1

Settlement Strategy

The Settlement Strategy identifies the settlements where sustainable development will take place to improve the lives of all those who live and work in Wiltshire.

The area strategies in Chapter 5 list the specific settlements which fall within each category.

Principal Settlements

Wiltshire's Principal Settlements are strategically important centres and the primary focus for development. This will safeguard and enhance their strategic roles as employment and service centres.

They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure meeting their economic potential in the most sustainable way to support better self containment.

The Principal Settlements are: Chippenham, Trowbridge and Salisbury.

Market Towns

Outside the Principal Settlements, Market Towns are defined as settlements that have the ability to support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities.

Market Towns have the potential for significant development that will increase the jobs and homes in each town in order to help sustain and where necessary enhance their services and facilities and promote better levels of self containment and viable sustainable communities.

The Market Towns are: Amesbury, Bradford on Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Tidworth and Ludgershall, Warminster, Westbury, and Royal Wootton Bassett.

Local Service Centres

Local Service Centres are defined as smaller towns and larger villages which serve a surrounding rural hinterland and possess a level of facilities and services that, together with improved local employment, provide the best opportunities outside the Market Towns for greater self containment.

Local Service Centres will provide for modest levels of development in order to safeguard their role and to deliver affordable housing.

The Local Service Centres are: Pewsey, Market Lavington, Cricklade, Tisbury, Mere, Downton and Wilton.

Large and Small Villages

Large Villages are defined as settlements with a limited range of employment, services and facilities. Small Villages have a low level of services and facilities, and few employment opportunities.

Development at Large and Small Villages will be limited to that needed to help meet the housing needs of settlements and to improve employment opportunities, services and facilities.

The Large and Small Villages are: see area strategies, Chapter 5.

Targets: Qualitative: The delivery of levels of growth in conformity with the Settlement Strategy;

Monitoring and Review: AMR & housing trajectory, number of dwellings built in sustainable locations aligned with the Sustainable Settlement Strategy

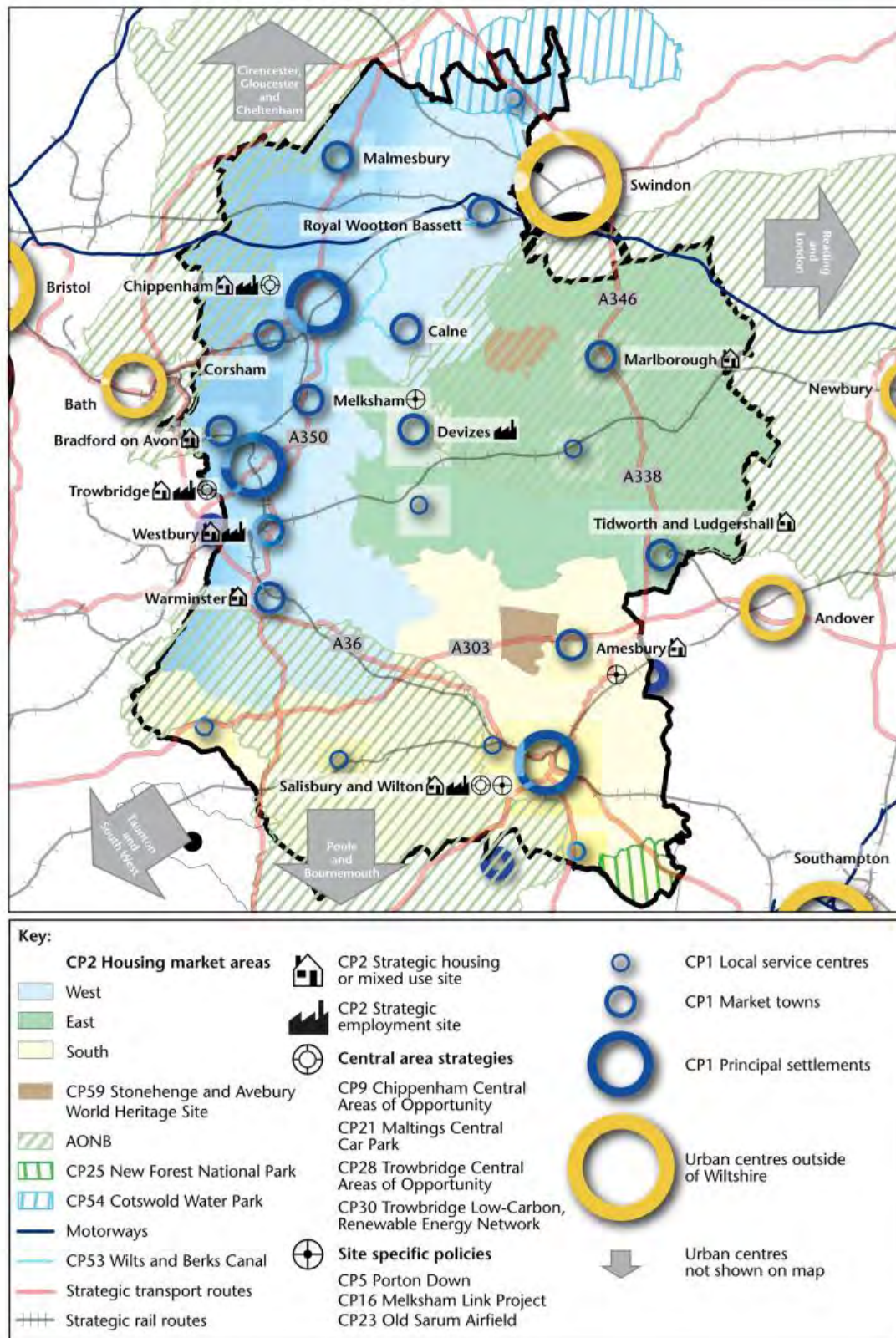
Delivery Responsibility: Wiltshire Council, Development Industry, Strategic Partnerships.

Core Policy 2: Delivery strategy

The Delivery Strategy

- 4.18** The Delivery Strategy recognises that, in some settlements, new jobs have not necessarily been delivered alongside new homes. It therefore seeks to strengthen communities, wherever possible, by allowing appropriate growth to provide for the most sustainable pattern of development within Wiltshire which seeks to reduce the need to travel and help redress the imbalance between jobs and homes.
- 4.19** The underlying principles of the Delivery Strategy are to ensure that communities have a better balance of jobs, services and facilities and homes. This underlines the focus of the Settlement Strategy to support growth at the Principal Settlements of Chippenham, Trowbridge and Salisbury which provides the greatest opportunities within Wiltshire to deliver improved self containment and potential to generate job growth. The interrelationship between the Settlement Strategy (Core Policy 1) and the Delivery Strategy (Core Policy 2) is explained under paragraphs 4.13 to 4.17.
- 4.20** Wiltshire's proposed strategic housing requirement is set out against defined sub-county areas as identified within the Wiltshire Strategic Housing Market Assessment (SHMA). However, in order to support the most sustainable pattern of growth, in line with the principles defined in Core Policy 1, requirements are provided for each Principal Settlement, Market Town and by community area within each area strategy.

Figure 4.1 Wiltshire - Key Diagram



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- 4.21** The Delivery Strategy identifies around 178 ha of new strategic employment land⁽²¹⁾ to supplement that already built since 2006 (the base date of the plan) or with planning permission at date of submission, to provide a range of sites and choice of locations across Wiltshire. The new employment land allocated responds to the need to provide for new jobs to provide for investment choice and to assist in meeting job creation targets of the Swindon and Wiltshire Local Enterprise Partnership. The allocation also allows the retention of existing jobs through facilitating the relocation of existing business to new sites within the locality and thereby allowing older, outdated employment stock to be redeveloped. This builds the necessary flexibility into the strategy.
- 4.22** The 178ha of new strategic employment land will be provided by a combination of the following types of sites.
- New strategic employment allocations.
 - Provision of employment land as part of mixed use urban extensions.
 - Retained Local/District Plan allocations for employment land.
- 4.23** At mixed use strategic sites there will be a focus on ensuring an appropriate phasing of development, so that jobs are provided in a timely manner alongside new homes. It is therefore a requirement that employment land will be delivered in the early stages of mixed use development proposals. This will be achieved through master planning and legal agreements, which will be need to accord with the development template identified for each site in Appendix A.
- 4.24** In planning for new homes, a number of sources have been identified to ensure a continuous supply of housing across the plan period. These sources of supply are detailed within Appendix C and include:
- strategic allocations made within this plan
 - retained Local Plan allocations
 - existing commitments
 - regeneration projects, for example, those in Chippenham, Trowbridge and Salisbury
 - business expansion plans⁽²²⁾
 - non-strategic sites identified through community-led planning policy documents, including neighbourhood plans
 - windfall sites in accordance with the delivery strategy.
- 4.25** Strategic allocations are set out within the area strategies. These sites are considered to be central to the delivery of the spatial strategy and strategic objectives for Wiltshire. The critical mass of development on some of these strategic sites will enable infrastructure to be provided that offers benefits beyond the scope of the development. In addition, opportunities to maximise the delivery of climate change adaptation and mitigation measures, such as the incorporation of sustainable building practices and on-site renewable energy and heat provision, will be pursued on these sites.
- 4.26** In order to direct development at a strategic level to the most suitable, sustainable locations and at appropriate times the area strategies outline a housing requirement for each community area including the Principal Settlements and Market Towns. While the Core Strategy only allocates sites that are strategically important for the delivery of the overall strategy for Wiltshire, additional specific sites (non-strategic allocations) may also need to be identified in accordance with the settlement strategy to ensure the delivery of the overall strategic housing requirement. This strategy

21 B1, Offices, research and development of products and processes and light industry. B2 General industrial - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste). B8 Storage or distribution - this class includes open air storage.

22 Housing supply has the potential to be delivered through a company relocating and freeing up their existing site, or rationalisation and retrenchment thereby freeing up land on their existing site, or indeed basing expansion on a mixed use development.

sets a clear framework for these to be delivered either through community-led planning policy documents, including neighbourhood plans or a site allocations Development Plan Document (DPD). The area strategies identify some specific issues that must be considered when planning for these areas and these should be taken into account when assessments are carried out to identify specific sites for development in particular towns. This strategy has been designed to put into place a clear framework which, together with national policy, will facilitate the delivery of community-led planning policy documents, including neighbourhood plans, at a local level which can indicate where and when development will be brought forward. It also provides the flexibility to allow subsequent planning documents, such as site specific allocations DPD to be brought forward by the council, to deliver important development should the community not deliver their own plans.

- 4.27** The sources of supply have been assessed to ensure that there is a deliverable supply of housing (with additional contingency) relative to the targets for defined sub county areas, which are based on the housing market areas (HMAs) presented below.

Table 1 New homes requirement by housing market area

| Housing market area | Requirement |
|--------------------------|---------------------|
| East Wiltshire | At least 5,500 |
| North and West Wiltshire | At least 21,400 |
| South Wiltshire | At least 9,900 |
| West of Swindon | 200 ⁽²³⁾ |

- 4.28** It is proposed that these housing market areas will form the appropriate scale for disaggregation across Wiltshire, as they define areas within which the majority of household moves take place. Whilst within this document, community area and settlement housing requirements are provided, it is considered inappropriate to assess housing delivery at this scale. This is due to the fact that the requirements within any area could be met within neighbouring areas without compromising the strategy. However, the proposed requirements will be used as a general guiding principle for land supply purposes. So for example, if Trowbridge had over-delivered relative to the identified requirement for the town, the over-delivery will begin to address the requirements of the surrounding areas. It would therefore be appropriate to count this over-delivery relative to the requirements in surrounding areas, such as Westbury. If land supply was assessed at a community area scale, without taking into account delivery across the broader HMA, then delivery could continue without a requirement being present for the HMA, or indeed for the community area, where delivery elsewhere has addressed this need.

- 4.29** Despite this being the appropriate scale for assessing land supply, the town and community area requirements should also be capable of being a material consideration to ensure that delivery is distributed broadly in line with the strategy. So in the above example, whilst it is appropriate for supply in Trowbridge to provide for some of the requirement of Westbury, it would be wholly inappropriate for the entirety of Westbury's requirement to be added to Trowbridge. Indeed, across the plan period, delivery should be in general conformity with the delivery strategy. Similarly, development that provides housing for the population of Swindon rather than that of Wiltshire should not be assessed against the Wiltshire housing requirement. Should any development beyond that already committed come forward in this location, this will be additional to the housing requirement for Wiltshire. A specific requirement has been made for the existing commitment at

23 The West of Swindon does not form a HMA - see paragraph 4.29.

Moredon Bridge at the West of Swindon for 200 homes. Development in this area does not meet the requirement for Wiltshire and so this has been excluded from the defined housing market areas. Furthermore, these 200 dwellings are an allowance rather than a requirement, and should they not be delivered on the identified site, there will be no requirement to find an alternative. The delivery strategy defines the level of growth appropriate within the built up area of small villages as infill. For the purposes of Core Policy 2, infill is defined as the filling of a small gap within the village that is only large enough for one dwelling. Exceptions to this approach will only be considered through the neighbourhood plan process.

Core Policy 2

Delivery Strategy

In line with Core Policy 1, the delivery strategy seeks to deliver future development in the most sustainable manner by making provision for around **178 ha of new employment land** (over and above employment development which has already been built from 2006 to 2011 or had permission at April 2011) and at least **37,000 homes** in Wiltshire between 2006 and 2026.

This will be delivered in a sustainable pattern in a way that prioritises the release of employment land and the re-use of previously developed land to deliver regeneration opportunities, and to limit the need for development on Greenfield sites, with at least 35% of development taking place on previously developed land. Future development will also maximise community benefits, whilst minimising environmental and social impacts by applying the following delivery strategy.

Within the defined limits of development

Within the limits of development, as defined within the proposals maps, there is a presumption in favour of sustainable development at the Principal Settlements, Market Towns, Local Service Centres and Large Villages.

Development outside of the limits of development will only be permitted where it has been identified through community-led planning policy documents including neighbourhood plans, or a subsequent development plan document which identifies specific sites for development. This development must be adjacent or well related to the limits of development.

Outside the defined limits of development

At the Small Villages development will be limited to infill within the existing built area. Proposals for development will be supported where they seek to meet local housing needs and/or employment, services and facilities provided that the development accords with all policies of the development plan and:

- i) respects the existing character and form of the settlement
- ii) the proposal does not elongate the village or impose development in sensitive landscape areas, and
- iii) does not consolidate an existing sporadic loose knit areas of development related to the settlement.

Development proposals which do not accord to the delivery strategy are deemed unsustainable and as such will only be permitted in exceptional circumstances as set out within the succeeding core policies.

Strategic development

Development will be supported at the following sites in accordance with the area strategies and that meet the requirements set out in the development templates at appendix A.

Central Car Park, Salisbury

Up to 40,000 sq m retail and leisure floor space
and 200 dwellings

| | |
|--|---|
| Churchfields & Engine Sheds, Salisbury | 5 ha of retained employment land and 1100 dwellings |
| Drummond Park, Ludgershall | 475 dwellings |
| East Chippenham | 6ha of employment land and 700 dwellings |
| Former Imerys Quarry, Salisbury | 4 ha of employment land |
| Fugglestone Red, Salisbury | 8 ha of employment land and 1250 dwellings |
| Hampton Park, Salisbury | 500 dwellings |
| Horton Road, Devizes | 8.4ha of employment land |
| Kings Gate, Amesbury | 1300 dwellings |
| Kingston Farm and Moulton Estate, Bradford on Avon | 2-3ha of employment land and 150 dwellings |
| Longhedge (Old Sarum), Salisbury | 8 ha of employment land and 450 dwellings |
| Mill Lane, Hawkeridge, Westbury | 14.7ha of employment land |
| North Chippenham | 2.5ha of employment land and 750 dwellings |
| Patterdown and Rowden, Chippenham | 800 dwellings |
| Salisbury Road, Marlborough | 220 dwellings |
| Showell Farm, Chippenham | 18ha of employment land |
| South East Trowbridge | 15ha of employment land and 2600 dwellings |
| Station Road, Westbury | 250 dwellings |
| UKLF, Wilton | 3 ha of employment land 450 dwellings |
| West of Warminster | 6ha of employment land 900 dwellings |

Master plans will be developed for each strategic site in partnership with the local community, local planning authority and the developer, to be subsequently approved by the council as part of the planning application process. At mixed use strategic sites development will be phased to ensure employment land and appropriate infrastructure is brought forward during the early stages of development.

The council will work closely with local communities to develop community-led planning policy documents, including neighbourhood plans and (or) subsequent development plan documents to identify further sites for development in line with the area strategies in Chapter 5. The supply of developable land to meet the strategic requirements of the delivery strategy will be monitored and managed*.

The 37,000 homes will be developed in sustainable locations in conformity with the distribution set out within the Table 1, against which the land supply situation will be assessed. A more detailed distribution is set out in the Community Area Strategies and development proposals should also be in general conformity with this. Development above and beyond the requirement will be supported when this is brought forward through the neighbourhood planning process.

These sources of supply, together with development proposals which meet the requirements of the delivery strategy and the other core policies, contained herein, will meet the strategic employment and housing requirements of Wiltshire.

[*See Wiltshire Council Core Strategy Monitoring Framework]

Targets: Qualitative: The delivery of levels of growth in conformity with the Settlement Strategy.

Monitoring and Review: AMR & housing trajectory, number of dwellings built in sustainable locations aligned with the Sustainable Settlement Strategy.

Delivery Responsibility: Wiltshire Council, development industry, strategic partnerships.

Core Policy 3: Infrastructure requirements

Delivering infrastructure requirements to support development

- 4.30** An appropriate and balanced mix of new development is essential for the long term prosperity of Wiltshire. The Core Strategy shapes where new development should be located and also manages the pressure relating to speculative proposals through policy. It will provide new homes, jobs, services and thereby support social, economic and environmental objectives. The impact of development on local communities and the fabric of the existing built and natural environment is an important consideration. Managing this impact involves protecting existing infrastructure and securing the timely investment of new infrastructure.
- 4.31** The council will work in partnership with internal and external infrastructure providers; neighbouring authorities; and the Local Enterprise Partnership to ensure that new or improved infrastructure, including that listed in the Infrastructure Delivery Plan and Schedule, is delivered prior to, or in conjunction with, new development.
- 4.32** The timely delivery of new infrastructure to support development proposals must be secured. In order to achieve this aim, the council will work with developers to prepare robust infrastructure delivery plans to support the overall master planning of strategic sites within the Core Strategy and/or planning application process. The delivery plan will need to be in place prior to the commencement of development and should be agreed by the council, other relevant infrastructure providers and developers. The scope of such plans will cover among other things: funding, phasing, accessibility and impact on the surrounding area.
- 4.33** In addition to managing the provision of the new infrastructure requirements of development proposals, the individual investment plans of infrastructure providers should be recognised and fully considered. It will be important that all new development proposals build safeguards into schemes to protect and enhance appropriate services and facilities, including: bus corridors, telecommunications equipment (particularly high speed broadband infrastructure), electricity power lines, high pressure gas mains, educational facilities, health facilities, flood protection measures, water treatment infrastructure, waste water treatment works and waste collection and management services.
- 4.34** Existing community services and facilities will be protected in line with Core Policy 49 and existing green infrastructure will be protected in line with Core Policy 52. To encourage the most effective use of existing and new infrastructure, co-location and multi-functional use of land and buildings for services and facilities will be supported in accordance with other policies of the Core Strategy. The provision of new or improved infrastructure will be positively supported, particularly where

opportunities arise through redevelopment or regeneration in sustainable locations, provided that this has no detrimental impact on the environment and contributes towards mitigation and adaptation to climate change.

Securing the delivery of infrastructure

4.35 Where new development proposals require the delivery of infrastructure, priorities will be set to manage competing demands. The broad categories of prioritisation (i.e. essential infrastructure will be afforded the highest priority) are set out below, but the indicative list of infrastructure typologies should not be viewed as exhaustive, nor as being conveyed in a particular order of preference.

Infrastructure priority theme 1:

4.36 Essential infrastructure including but not limited to:

- sustainable transport measures
- water, sewerage and electrical utilities and connecting services, including low-carbon and renewable energy
- flood alleviation and sustainable urban drainage schemes
- telecommunications facilities including fibre optic super-fast broadband connectivity services to serve local communities and the business community
- education
- healthcare facilities
- emergency services
- waste management services such as recycling and collection facilities
- specific projects needed to ensure compliance with the Habitats Regulations.

Infrastructure priority theme 2:

4.37 Place-shaping infrastructure including but not limited to:

- community safety in the public realm
- maintenance and improvement of the Wiltshire's heritage assets, including the storage of archaeological remains
- leisure and recreation provision
- open space and green infrastructure
- town centre management schemes
- employer engagement and training schemes
- cultural and community facilities
- libraries
- public art and streetscape feature
- cemetery provision.

4.38 The broad prioritisation of infrastructure provision has been designed to ensure that development proposals present solutions to address essential requirements first and then place shaping items next. This should not be taken to imply that place-shaping infrastructure is of lesser importance rather than the precise timing of providing it is not critical to the phasing of development. It may also be the case that a particular infrastructure project might deliver multiple benefits. For example, a new landscaped pedestrian footpath or cycleway could deliver sustainable transport, green infrastructure and recreation improvements.

- 4.39** Every proposal will be dealt with on its merits and influenced by the detail presented in the council's Infrastructure Delivery Plan and Schedule. These requirements will be sought in addition to other costs associated with development, such as affordable housing, on-site utilities infrastructure and transport access requirements.
- 4.40** The council will seek to ensure that the cost of providing necessary infrastructure will be met through the appropriate use of planning obligations and, once finalised and adopted, the Community Infrastructure Levy (CIL). All such financial contributions will be registered and monitored to ensure that developers and local communities can see when and how money is spent in relation to infrastructure provision. Agreement between the council, other relevant infrastructure providers, the community and developers over the extent and amount of developer contributions will be sought through the planning application process.
- 4.41** The council intends to charge CIL and will consult with local communities, infrastructure providers, developers and other key stakeholders to prepare a CIL Charging Schedule, which will set out the rate(s) of CIL to be charged on new development. Whereas section 106 agreements will, upon adoption of a CIL Charging Schedule, be restricted to funding mainly site-specific infrastructure and affordable housing, CIL will be used to pool contributions towards local and strategic infrastructure that will benefit a wider area than any one development in particular.
- 4.42** The council will also aim to secure funding from other streams. For example, the New Homes Bonus, which commenced in April 2011, is the match funding by central government of the additional council tax raised on new homes and empty properties brought back into use, with an additional amount for affordable homes, for the following six years. Money raised through the New Homes Bonus scheme could be utilised by the council to offset the cost of delivering public services and amenities with the overall aim of mitigating against the impact from increasing housing development and/ or population growth.

Core Policy 3

Infrastructure requirements

All new development will be required to provide for the necessary on-site and, where appropriate, off-site infrastructure requirements arising from the proposal. Infrastructure requirements will be delivered directly by the developer and / or through an appropriate financial contribution prior to, or in conjunction with, new development. In ensuring the timely delivery of infrastructure, development proposals must demonstrate that full regard has been paid to the council's Infrastructure Delivery Plan and Schedule and all other relevant policies of this plan. Joint working with adjoining authorities will be encouraged to ensure that wider strategic infrastructure requirements are appropriately addressed.

In the event of competing demands for infrastructure provision, developer contributions will be sought in the following order of priority.

1. Essential infrastructure.
2. Place-shaping infrastructure.

All proposals for new development should be supported by an independent viability assessment. If the viability assessment adequately demonstrates that development proposals are unable to fund the full range of infrastructure requirements, then the council will:

- i. prioritise seeking developer contributions in the order set out above, and
- ii. use an appropriate mechanism to defer part of the developer contributions requirement to a later date, as agreed by all parties.

Delivery responsibility

This policy will be delivered by:

- iii. the direct provision of facilities and services by the council and its public and private sector partners, reflected in the Infrastructure Delivery Plan
- iv. the development management process. Planning conditions and planning obligations (largely through section 106 agreements) will be sought to mitigate the direct impact(s) of development, secure its implementation, control phasing where necessary, and to secure and contribute to the delivery of infrastructure made necessary by the development. The council will prepare a supplementary planning document that will provide more detail about its approach to securing developer contributions
- v. utilising developer contributions to provide enhancements to local facilities and services
- vi. liaison through the area boards with town and parish councils and appropriate local stakeholders to identify community infrastructure requirements, help establish local priorities as well as develop / implement mechanisms for administering monies collected through Community Infrastructure Levy (CIL) and planning obligations in accordance with national and council policies
- vii. partnership work with infrastructure providers, neighbouring authorities and other stakeholders, to identify requirements for and to facilitate appropriate community infrastructure development
- viii. upon adoption of the CIL Charging Schedule, CIL will be used to pool developer contributions towards a wide range of new and improved infrastructure necessary to deliver new development.

5 Area Strategies

Introduction

- 5.1** This chapter explains what the Spatial Strategy, which is set out in Core Policies 1 and 2, means for the individual community areas of Wiltshire. It is presented as a series of area strategies for each of the community areas of Wiltshire, setting out how that area is expected to change by 2026, and how this change will be delivered.
- 5.2** Where Principal Settlements and Market Towns are referred to, it should be noted that reference is being made to their continuous urban areas that may be within more than one parish area. Similarly, there are places, notably Chippenham, Salisbury and Trowbridge, where the continuous extent of their existing urban areas and/ or proposed urban extensions, fall within more than one community area. In such circumstances, the community area in which the majority of the settlement sits includes the policy relating to that settlement in full.
- 5.3** An overview of the information presented in each community area strategy is provided below.

Spatial information and context

- 5.4** Each area strategy begins with a brief description of the area, focusing on the main settlement. It identifies the opportunities for growth and the issues to overcome.

The strategy for the community area

- 5.5** The strategy then sets out how the area needs to grow in order to address these issues. It summarises how planning policy will guide development to ensure the right amount and type of growth takes place.

Issues and considerations

- 5.6** A list of specific issues to be addressed in planning for each community area follows the strategy. This list focuses on issues influenced by planning policy, such as the need to improve self-containment or to ensure appropriate phasing of development.

How will the community area change by 2026?

- 5.7** A 'spatial vision' for each community area shows how the area is expected to have changed by the end of the plan period. It explains how new development and planning policies will have delivered this change.

Community area map

- 5.8** A map is presented, which shows the main settlements in the community area (Principal Settlements, Market Towns, Local Service Centres, and Large and Small Villages), as described in Core Policy 1. The map also shows selected constraints in the community area, such as areas Areas of Outstanding Natural Beauty (AONB's) and green belt.
- 5.9** Specific development sites have been identified in some community areas, where new jobs and homes will be provided. In those community areas where new employment land and housing is proposed in the form of strategic sites, the location of these is shown on the map. More detailed maps are provided in appendix A, showing indicative areas within each site for different types of development (employment, housing, mixed-use), and for areas of green space where built development will not take place. However, these maps are purely indicative, and each site will be subject to a master-planning process which will have community input.

Core policies

- 5.10** A core policy is presented for each area (additional core policies are provided in those areas with further specific issues to be addressed such as Amesbury, Chippenham and Salisbury). The core policy begins by setting out those settlements which have been identified as Principal Settlements, Market Towns, Local Service Centres, and Large and Small Villages in accordance with Core Policy 1 as appropriate within each community area.
- 5.11** The core policy identifies Principal Employment Areas in each community area, which are considered to be critical to the economic role of the relevant settlements and/ or Wiltshire as a whole. These Principal Employment Areas will be protected in accordance with Core Policy 35.
- 5.12** The amount of new employment land and new homes to be provided in each community area over the plan period is set out within the relevant core policy. The level of new homes is the total over the plan period 2006 to 2026. Some of the proposed level of housing will have already been planned for or completed, as discussed below. Where strategic sites are identified then details of these sites are provided, along with specific requirements to be delivered as part of the development set out in the development templates in Appendix A.

Table of housing numbers

- 5.13** The core policy is followed by a table setting out the sources of housing which will together make up the total number of homes to be provided in the community area over the plan period between 2006 and 2026. The numbers within the table have been rounded to the nearest 5. The total homes to be provided can be considered as those already provided for, and those which still need to be provided for. The meanings of the column headings in the table of housing numbers are set out below.
- **Proposed requirement 2006-2026:** this is the total number of new homes proposed between 2006 and 2026.
 - **Completions 2006-11:** this is the number of new homes which have been built since 2006 (between 1 April 2006 and 31 March 2011).
 - **Deliverable permitted sites:** this column presents the number of homes which already have planning permission at 1 April 2011 and are expected to be delivered during the plan period. It also includes existing Local Plan allocations where these are considered deliverable and have been carried forward into the strategy.
 - **Strategic sites:** this is the number of new homes which are being proposed to meet specific strategic needs for development within a settlement and are identified on the community area maps as strategic allocations.
 - **Remainder to be identified:** this is the number of new homes for which a specific location has not yet been identified. These could come forward as windfall sites within existing urban areas and/or as greenfield sites on the edge of settlements that are identified through community led planning documents, including neighbourhood plans or a site allocations development plan document prepared by the Local Planning Authority with community input.

Community area strategies for Chippenham, Trowbridge, Salisbury, Amesbury and Melksham

- 5.14** The area strategies for the Principal Settlements of Chippenham, Trowbridge and Salisbury include additional place-specific policies relating to the Chippenham Central Area of Opportunity, the Trowbridge Central Areas of Opportunity, the Trowbridge Low-Carbon, Renewable Energy Network, the City centre regeneration of Salisbury, the future of Old Sarum Aerodrome and reinforcement of the 40ft policy, which preserves the prominence of Salisbury Cathedral in the skyline of Salisbury.

In the Amesbury Area Strategy there are specific policies related to facilitating a new visitor centre for Stonehenge and the future business needs at Porton Down. Whilst in the Melksham Area Strategy there is a policy to safeguard the route of the Melksham link canal.

Amesbury Area Strategy

Spatial information and context

- 5.15** The Amesbury Community Area comprises the town of Amesbury and surrounding parishes. Amesbury is situated some eight miles north of Salisbury with Salisbury Plain, a large military training area further to the north. It is located on the A303, a major arterial route from London to the West Country. The town is surrounded by an ancient landscape: it is close to the Neolithic site of Stonehenge - a World Heritage Site (WHS), which attracts over a million visitors a year. Large areas around Salisbury Plain and nearby Porton Down are also designated as SPAs, to reflect their unique make-up, of what is one of Europe's last natural semi-dry grassland habitats.
- 5.16** Along with Durrington and Bulford and the associated military garrisons, Amesbury forms part of a group of settlements which have close links to one another, both geographically and functionally, and collectively make up a large population, almost half that of the city of Salisbury. These settlements provide a service centre for the Amesbury Community Area. Durrington, in spite of its size lacks the strong identity of south Wiltshire's smaller centres such as Mere and Tisbury. Bulford, with a population of about 5,000, is closely interrelated to both Durrington and Amesbury and is heavily reliant on them for meeting its own needs relative to other comparably sized settlements in Wiltshire.
- 5.17** The last 15 years has seen the delivery of major growth in the Amesbury Community Area and two major employment sites continue to develop at Solstice Park and Porton Down. Solstice Park is an 64 hectare business park fronting the A303 at Amesbury and Porton Down is an international centre of excellence for biological research and health protection. Another key influence is the Ministry of Defence, with the airbase at Boscombe Down, a major research and development establishment, and the army garrisons at Larkhill, Bulford and Tilshead. There are exceptional local circumstances, which merit the continued support of existing employment land allocations at both Porton Down and Boscombe Down. Each of these employment sites is key to the south Wiltshire economy and makes an important contribution to the regional and national economy. The land identified should support science-based industry and research and facilitate the implementation of the Salisbury Research Triangle initiative.

The strategy for the Amesbury Area

- 5.18** The strategy for the Amesbury Community Area is focused around managing significant growth, ensuring that the world class employers in the area can continue to expand and provide valued employment opportunities in the area. The strategy for Amesbury seeks to make the town a more self-supporting community which has reduced the need to travel to larger urban centres.

Issues and considerations

- 5.19** Specific issues to be addressed in planning for the Amesbury Community Area, include:
- the delivery of balanced growth in the community area focused around Amesbury which will help to facilitate the delivery of improved infrastructure and greater retail choice in the town
 - ensuring that the strategically important employers at Porton Down, Boscombe Down and the MoD on Salisbury Plain can meet their future operational aspirations balanced against the protection of nationally important wildlife sites
 - the MoD is one of the most significant employers in Wiltshire and makes an important contribution to its economy and to many communities across the county. The development of Britain's first 'Super Garrison' around the Salisbury Plain area is having far reaching implications for local communities and is attracting multi-million pound investment into the

county. Although the Super-Garrison project will be supported overall, specific proposal sites will be assessed through a subsequent planning document

- a transport assessment is required for any major development proportionate to the scale of the proposal, in particular identifying appropriate mitigation against any significant impact on transport users, local communities and the environment
- the A303 corridor runs through the area and is a main arterial route from London to the south west. It suffers from problems, with intermittent stretches of single lane carriageway causing large delays at peak times. This has a knock-on effect on the attractiveness of the area for business and tourism investment. Studies have confirmed the need to overcome these problems by dualling the A303 along its length. Wiltshire Council will work collaboratively with agencies, such as the Highways Agency and the Department of Transport, to try and achieve an acceptable solution to the dualling of the A303
- the need to make Durrington and Bulford more self-contained. They will have more local services and facilities to meet their own needs, meaning that functionally these settlements are less reliant on Amesbury
- potential exists for further retail provision around the old Co-op store within Amesbury subject to meeting design requirements and the needs of the conservation area appraisal
- in Amesbury there are also concerns over the loss of A1 retail units especially to take-always. The vitality of the existing town centre will be protected by ensuring that the local centre at Kings Gate is commensurate with the day-to-day needs of the Archers and Kings Gate areas. Future policy proposals for the settlement will focus on assisting the existing town centre to continue to thrive, taking into account the impact of the recent approval of out of centre retail development
- delivery of improved visitor facilities at Stonehenge. The council will also continue to work with partners to ensure that any future improvements to the A303 do not compromise this important World Heritage Site (WHS)
- there is a challenge to improve public transport, pedestrian and cycle linkages to ensure that the residential growth areas have easy, convenient and safe access to town centre facilities and to improve the number of the surrounding villages which are well served by public transport choice to the main service centre at Amesbury
- an acceptable solution to the need for dualling the A303 is needed, which must incorporate environmental measures to mitigate impacts upon the Stonehenge WHS and other outstanding landscapes
- treating the perception and fear of crime and anti-social behaviour is a high priority and measures are needed to try and make people feel safer in their communities
- despite the number of visitors Stonehenge attracts, Amesbury and the surrounding area see little economic benefit from it
- development around Amesbury should be carefully designed so as not to affect the Stonehenge World Heritage Site or its setting
- there is a shortage of amenity space in the area, especially Amesbury East and this shortfall needs to be addressed and contributions will be sought from the planned growth through provision of new Amenity space and commuted payments under saved policy R2
- development in the vicinity of the River Avon Special Area of Conservation (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation
- development which increases recreational pressure upon the Salisbury Plain Special Protection Area will be required to provide proportionate contributions to offset impacts through the Wessex Stone Curlew Project
- ongoing protection and enhancement of the Stone Curlew and calcareous grassland habitat at Porton Down must be secured through the implementation of a Integrated Business and

Ecological Management System, to effectively mitigate potential impacts from further development at the site.

- development within the community Area will need to conserve the designated landscape of Cranborne Chase and West Wiltshire Downs AONB and its setting, and where possible enhance its locally distinctive characteristics.

How will the Amesbury Community Area change by 2026?

- 5.20** Amesbury will continue to be the focus of managed growth within the community area. The town will have a good choice of transport and provide a good range of services including retail and health, acting as an important service centre to many of the villages. It will have good levels of employment, including the specialist sectors within the MoD, QinetiQ at Boscombe Down and the scientific research at Porton Down.
- 5.21** Amesbury will be a thriving community reflecting the aspirations of its residents. It will be a place where people want to stay, attracting new residents, businesses and visitors alike. Managed growth will have provided new homes and jobs, which support improved services and retail choice and cements Amesbury's own specific identity as a self-supporting community which has reduced the need to travel to larger urban centres like Salisbury or other larger centres along the A303 corridor.
- 5.22** Durrington and Bulford will also have become more self-contained. They will have more services and facilities to meet their own needs, meaning that functionally these settlements are less reliant on Amesbury. Through working with partners, especially English Heritage and the National Trust a lasting solution to the long term stewardship of Stonehenge will have been realised, returning the monument to a setting more respectful of its status as an international icon and delivering tangible economic benefits. The other objectives of the 2009 Management Plan, such as improving access to the World Heritage Site, developing sustainable transport and improving the conservation of archaeological sites, will have been realised.

Core Policy 4

Spatial Strategy: Amesbury Community Area

Development in the Amesbury Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Amesbury (including Bulford and Durrington)
Large Villages: Great Wishford, Porton, Shrewton, Tilshead and The Winterbournes.
Small Villages: Allington, Berwick St James, Cholderton, Figheldean / Ablington, Gomeldon, Great Durnford, Hanging Langford, Lower Woodford, Middle Woodford, Milston, Newton Toney, Orcheston, Stapleford, Steeple Langford, Winterbourne Stoke and Wylle.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Boscombe Down (Qinetiq); London Road; Porton Down (DSTL/ HPA); High Post and Solstice Park.

Over the plan period (2006 to 2026) 17 ha of new employment land and at least 2,395 new homes will be provided. 2,100 should occur at Amesbury, including land identified at Kings Gate, Amesbury for strategic growth.

| | | |
|----------------------|--|-------------------|
| Kings Gate, Amesbury | New strategic housing allocation | 1,300 dwellings |
| Boscombe Down | Saved Salisbury District Plan allocation | 7 ha employment |
| Porton Down | Saved Salisbury District Plan allocation | 10 ha employment* |

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should meet any requirements as set out in the development templates shown by Appendix A.

295 homes will be provided in the rest of the community area. Non strategic development in the Amesbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Amesbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.19 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

** The Salisbury Local Plan 2011 identifies a 5ha site at Porton Down in policy E8B. Paragraph 5.16 goes on to state 'The site at Porton Down is about 5 hectares as a first phase, although there is a further 5 hectares of adjoining land available if required in the future'. The full 10ha is saved within Core Policy 4, although only the identified 5ha site is displayed on the maps.*

Table 5.1 Delivery of Housing 2006 to 2026 – Amesbury Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|---------------------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Amesbury Bulford and Durrington | 2,100 | 650 | 375 | 1,300 | 0 |
| Remainder | 295 | 95 | 30 | 0 | 170 |
| Community Area Total | 2,395 | 745 | 405 | 1,300 | 170* |

5.23 **Amesbury, Bulford and Durrington have sufficient commitments to exceed the requirement. The excess of 14 dwellings should not detract from the requirement in the remainder and so the Community Area will over provide by 14.*

Porton Down

5.24 The scientific community at Porton Down is a prized asset in Wiltshire. It comprises three organisations, the Defence Science and Technology Laboratory (DSTL), the Health Protection Agency (HPA) and the Porton Down Science Park operator, Tetricus. The Porton Down Science Park (PDSP) will be developed as both a science park and business incubation facility with an emphasis on the bioscience sector. Ten hectares were allocated at this site within the Salisbury District Plan 2003, which is saved by this strategy.

5.25 In January 2007, the Council adopted the Porton Down Master Plan as an SPD to the saved Local Plan. The Master Plan has been reviewed as part of the production of this strategy and is still relevant, effective and valued by all parties.

5.26 Porton Down is designated as an SPA, principally for its large population of the rare Stone Curlew. The site is also designated as an SAC for its chalk grassland habitat and population of butterflies. While all parties are working positively to mitigate the impacts of the Porton activity on habitats, currently the issue has been addressed in a piecemeal fashion, which is slowing the development process and threatening key habitats.

5.27 The Council is working with the Porton Down scientific community, Natural England and appropriate conservation bodies to agree an IBEMS for the site. IBEM is an Integrated Business and Environment Strategy which seeks to offset known future business development with advanced mitigation through habitat management and creation. The Porton Down stakeholders have already undertaken substantial work towards this and continue to do so. DSTL have undertaken initial work and have established that there are threatened species of butterfly on the site and enhancements required to juniper plantations that all require urgent action. Further work is currently underway, examining invertebrates, bats and other small mammals. The IBEMS will also provide an opportunity to enhance the biodiversity of the site, irrespective of the SPA, SAC or SSSI.

Core Policy 5

Porton Down

The council strongly supports the principle of the future development of the Porton Down Science Campus for research and development purposes and will work with the principal site stakeholders to build on the work already undertaken to facilitate their business aspirations in accordance with Strategic Objective 1 of the Core Strategy. This work will also ensure that the long-term future of Porton Down is secured based on a co-ordinated approach.

One specific issue in relation to which co-ordination is required is wildlife management. The Council will thus work with all relevant interests to produce an Integrated Business and Environmental Strategy (IBEMS) for the Porton Down SAC, SPA and SSSI and the non-designated areas of the site that will be adopted as a Supplementary Planning Document. The IBEMS will seek to balance the existing and future economic and scientific significance of the site with safeguarding important nature conservation interests, together with enhancing biodiversity across the Porton Down site. In order to facilitate future development, the IBEMS will identify future proposed development and when this will take place, the broad impacts of this development and how (if possible) these impacts can be mitigated.

Proposals submitted in advance of the IBEMS being adopted as SPD, and stand alone projects not addressed in the IBEMS will need to adequately demonstrate that either alone or in combination with other plans or projects, they do not have significant impact on the integrity of the Porton Down SPA, SAC or SSSI, or that if they do adequate mitigation will be provided to ensure no adverse effect on site integrity.

Targets: % habitat at Porton Down in favourable condition. Specific species monitoring. Percentage of planning applications granted on the Porton Down site which contribute to the objectives of the IBEMS (target 100%).

Monitoring and Review: AMR, IBEMS when approved.

Delivery Responsibility: Wiltshire Council, DSTL, HPA, PBTC, Natural England, species specific organisations e.g. RSPB, BTO, Plantlife, Butterfly Conservation.

Stonehenge

- 5.28** A new Stonehenge World Heritage Site Management Plan was published in January 2009. The Plan provides a long-term strategy to protect the World Heritage Site for present and future generations. The primary aim of the Plan is to protect the outstanding universal value of the World Heritage Site. The Management Plan sets out many objectives for the World Heritage Site, such as improving the setting of Stonehenge and other prehistoric monuments, provide new visitor facilities, improving interpretation and access, and promoting sustainable transport. The plan was endorsed in July 2009 by Wiltshire Council as a material consideration in determining planning applications affecting the Stonehenge half of the WHS and its setting.
- 5.29** Large numbers of overseas visitors, as well as domestic tourists, consider Stonehenge a "must see" attraction. However there is a lack of capital made on this unique opportunity locally. There is little evidence of the attraction having any real economic benefit for Amesbury or the surrounding villages. The presence of linked trips or tourists deciding to stay in the surrounding villages is all but absent.

5.30 Wiltshire Council will continue to be active partners in seeking a long term solution which mitigates the impacts of the roads, delivers a greatly enhanced visitor experience and returns the monument to a more tranquil chalk downland setting appropriate to its status.

5.31 Core Policy 6 sets criteria for development affecting the World Heritage Site.

Core Policy 6

Stonehenge

New visitor facilities will be supported where they:

- return Stonehenge to a more respectful setting befitting its World Heritage Site status
- include measures to mitigate the negative impacts of the roads
- introduce a greatly enhanced visitor experience in a high quality visitor centre
- implement an environmentally sensitive method of managing visitors to and from Stonehenge
- include a tourist information element, which highlights other attractions and facilities on offer in the surrounding area and raises the profile of Wiltshire.

Targets: Successful implementation of a new scheme by the London Olympics in 2012.

Monitoring and Review: AMR.

Delivery Responsibility: English Heritage, National Trust, Wiltshire Council and partners.

Bradford on Avon Area Strategy

Spatial information and context

- 5.32** The Bradford on Avon Community Area is located in the west of Wiltshire. The majority of the community area is within the Western Wiltshire Greenbelt, and parts of the area are also within the Cotswolds AONB.
- 5.33** The historic town of Bradford on Avon is one of the smaller market towns in Wiltshire. The town features a number of important historic buildings, along with leisure facilities such as the Kennet and Avon Canal and is a popular tourist destination. The town currently offers a low range and number of employment opportunities and has a high level of out-commuting. In addition, although there is a range of specialist shops in the town, which help support the tourist industry, the overall retail offer serves only basic local needs. This has partly been addressed through the provision of a convenience store as part of the Kingston Mill development. The existing infrastructure in the town is under pressure, with schools and doctors surgeries at or near capacity. There are problems with high traffic volumes and congestion in the town centre and an Air Quality Management Area covers Market Street, Silver Street, Masons Lane and part of St Margaret's Street. There is a local aspiration for improvements to walking and cycling routes, including provision of a new footbridge linking the town centre and development at Kingston Mill, and for a reduction in traffic intimidation by giving priority to pedestrians. The Bradford on Avon Historic Core Zone project aims to address some of these issues. The community area has aspirations to become 'carbon neutral' by 2050.
- 5.34** Although Bradford on Avon is not identified as a strategic location for employment, the high levels of out-commuting indicate that development for business and employment uses should be encouraged to meet local needs. New employment provision will be provided at Kingston Farm (Moulton Estate) through a mixed use site. This additional provision will help improve the balance between housing and employment growth in the town, and offers the opportunity to improve self containment. It has been noted that Bradford on Avon faces a particular issue of the loss of employment land for housing. However, the current mix of small employers should ensure that Bradford on Avon is resistant to mass job losses resulting from a single business closure. Further loss of employment should be strongly resisted.

The strategy for the Bradford on Avon area

- 5.35** The strategy for Bradford on Avon is to provide growth on a modest scale and in order to deliver additional employment, thereby helping to improve the self containment of the town by providing jobs locally. Development will need to meet high standards of sustainable design and should incorporate renewable energy provision, to contribute to the town's aspirations to be carbon neutral.

Issues and considerations

- 5.36** Specific issues to be addressed in planning for the Bradford on Avon Community Area, include:
- the economic self containment of Bradford on Avon will be addressed through delivering employment growth as part of strategic development and retaining all existing employment sites
 - strategic growth in Bradford on Avon will need to meet high standards of sustainable design and deliver renewable energy to help contribute to the town's targets to be carbon neutral. Affordable housing will also be provided as part of the strategic growth as there is a high level of need in the town
 - housing development in Bradford on Avon should be phased for delivery throughout the plan period to allow time for community initiatives to address pedestrian intimidation in the town centre to be implemented. This will also enable employment development to come forward

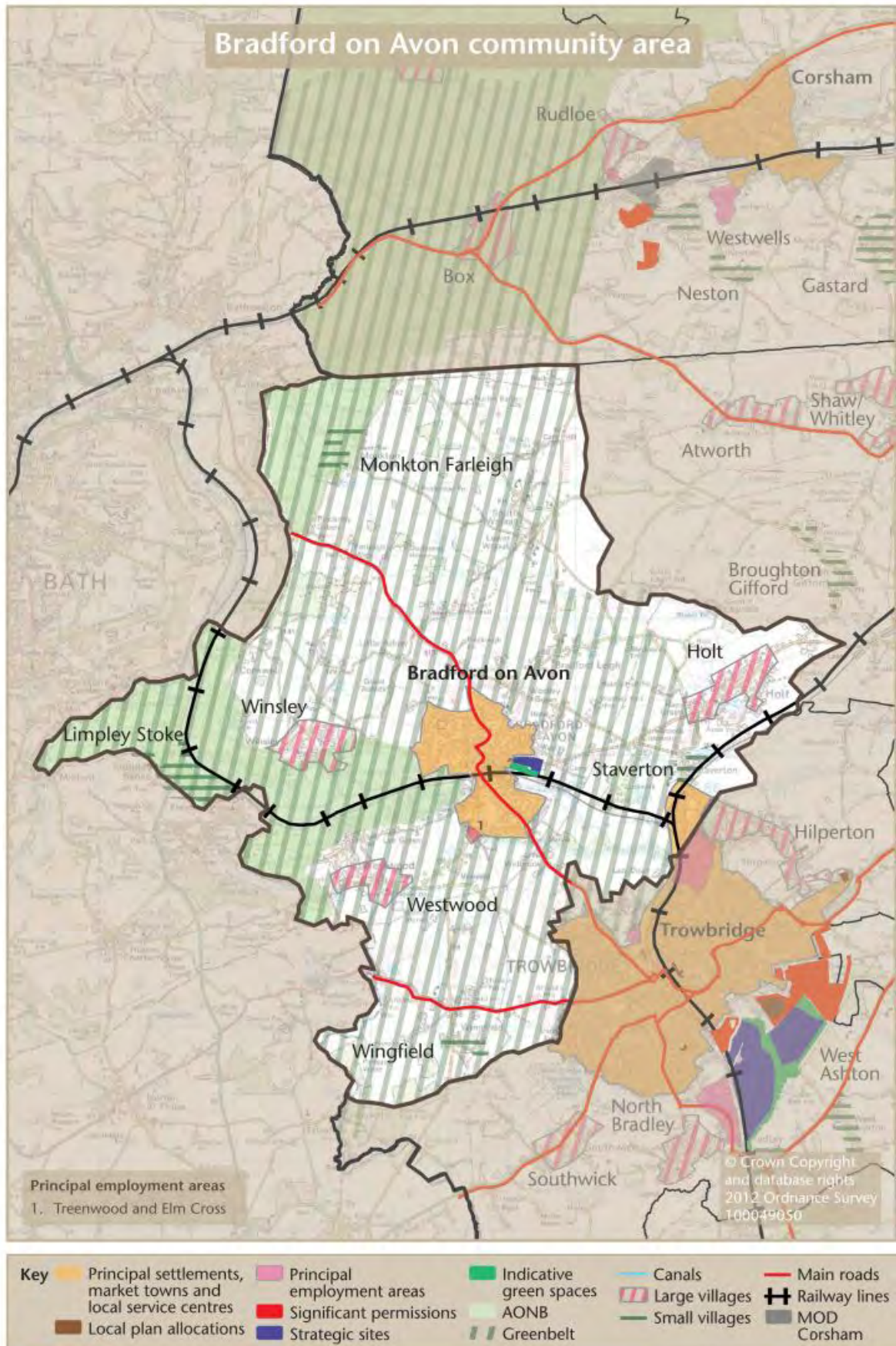
in advance of further residential development, and will help to ensure a steady supply of new homes across the whole plan period

- the loss of employment land in Bradford on Avon will not be supported, in accordance with Core Policy 35. New employment development, in addition to the strategic allocation, will be supported. This will help address the historic loss of employment land in the town due to market forces and the attractiveness of Bradford on Avon to retired people, second home owners and commuters, which have exerted pressure on former employment sites in the town to be converted to residential use
- a transport assessment is required for major applications and must include an assessment of the likely future impacts of the Kingston Mills development and demonstrate how development will not exacerbate the existing AQMA. Consideration is also needed for any impacts from development on the high traffic volumes along the B3107 (Holt Road)
- development should be planned so as to conserve and enhance the high quality built and natural environment in the community area having particular regard to the potential constraints of the Green Belt and Cotswolds AONB. The high quality historic environment in the community area should be protected and where practicable, enhanced
- all development within the Community Area will need to conserve the designated landscape of the Cotswold AONB and its setting, and where possible enhance its locally distinctive characteristics
- development associated with the Kennet and Avon canal will need to protect and enhance its wildlife value, landscape setting and recreational use
- all development will be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the Bath and Bradford on Avon Bats Special Area of Conservation (SAC)
- developer contributions will be sought towards the expansion of the primary and secondary schools, and expansion or relocation to larger premises of one or both of the GP surgeries on the town
- an 'area of opportunity' in Holt (designated in the West Wiltshire District Plan) will be retained as it continues to offer a suitable location for mixed use development in accordance with Core Policy 1. Development of this site should be delivered through a comprehensive master planning process, and should be focused on providing live/work or local employment opportunities to help reduce the need for commuting
- Staverton is located in the Bradford on Avon Community Area, but adjoins Trowbridge and should be considered in relation to both Trowbridge and Bradford on Avon. The Area Strategy for Trowbridge plans for the continuous urban area of Trowbridge and so includes consideration for Staverton.

How will the Bradford on Avon Community Area change by 2026?

- 5.37** New development will have improved the economic self-containment of the community area by enhancing employment opportunities, improving services within the town and delivering an appropriate mix of affordable and market homes to help meet local need. Development will have had due regard to the historic built and cultural environment of the town and will meet high standards of sustainable design. Renewable energy provision, linked with new development, will have contributed to the community area's aspirations to be carbon neutral. The natural landscape will also have been protected and enhanced. Congestion will have been reduced through the promotion and improvement of sustainable transport, including enhancements to the cycling and walking route network. The Kennet and Avon canal and the River Avon will provide enhanced social, environmental and economic assets to the area as vital green infrastructure links with Bath and the wider countryside, and Barton Farm Country Park will have been maintained and enhanced as part of the wider green infrastructure network.

Figure 5.2 Bradford on Avon community area



Core Policy 7

Spatial Strategy: Bradford on Avon Community Area

Development in the Bradford on Avon Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Bradford on Avon
Large Villages: Holt, Westwood and Winsley
Small Villages: Limpley Stoke, Monkton Farleigh, Staverton and Wingfield

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Greenwood Industrial Estate and Elm Cross Trading Estate.

Over the plan period (2006 to 2026), 2 to 3 ha of new employment land (in addition to that already delivered or committed) and at least 670 new homes will be provided. 510 dwellings should occur at Bradford on Avon, including land identified to the east of Bradford on Avon on land at Kingston Farm for strategic growth.

| | | |
|-----------------------|----------------------|---------------|
| Land at Kingston Farm | 2 to 3 ha employment | 150 dwellings |
|-----------------------|----------------------|---------------|

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should meet any requirements as set out in the development templates shown by Appendix A.

160 homes will be provided in the rest of the community area. Non strategic development in the Bradford on Avon Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Bradford on Avon Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.36 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.2 Delivery of Housing 2006 to 2026 – Bradford on Avon Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|--------------------------|------------------------|------------------------------|-----------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Bradford on Avon Town | 510 | 170 | 160 | 150 | 30 |
| Remainder | 160 | 75 | 20 | 0 | 65 |
| Community Area Total | 670 | 245 | 180 | 150 | 95 |

Calne Area Strategy

Spatial information and context

- 5.38** The Calne Community Area is located to the north of Wiltshire and is characterised by a high quality rural landscape which includes areas of the North Wessex Downs AONB. The area contains the Market Town of Calne which is surrounded by a number of smaller rural settlements.
- 5.39** Calne provides an important centre for the surrounding area, it features many historic buildings and has benefited from regeneration projects, including provision of a new library. However, further opportunities for regeneration remain and further development in Calne should be focussed on supporting investment in services and improvements in the town centre. There is some pressure on community health facilities in the town, with GP surgeries at or near capacity. In addition, the emergency services are looking for new or additional sites and additional cemetery capacity is required. The close proximity of the area to the M4 has attracted key employers to Calne in the past and it is identified as a strategic employment location in Wiltshire. This close proximity to the M4, Swindon and Chippenham does however mean that the town has a low level of economic self-containment and people often travel elsewhere for jobs and services. However, Calne is one of the more affordable settlements in the county.

The strategy for the Calne Area

- 5.40** The strategy for Calne is to ensure that housing growth is carefully balanced with job creation and town centre improvement. A relatively high level of growth has been suggested for Calne in the past to help facilitate the delivery of an eastern distributor road to alleviate town centre traffic. However the scale of growth needed to deliver such a new road now would be higher than is appropriate for the town. The actual level of growth proposed is on a more organic scale and would not support the provision of this significant infrastructure. As a large proportion of development has already come forward in the plan period, future development during the remainder of the plan period should be phased to ensure that infrastructure and employment provision appropriately supports development in the town
- 5.41** The strategy for Calne will help to maintain the economic base in the town with mixed growth of employment alongside housing, thus improving the self-containment of the settlement.

Issues and considerations

- 5.42** Specific issues to be addressed in planning for the Calne Community Area, include:
- the community have commenced work on preparing a Town Plan for Calne which could be adopted as a Supplementary Planning Document (SPD) in the future, or lay the foundations of a neighbourhood plan. This will identify projects to help strengthen and regenerate the town centre and build on the success of recent regeneration projects
 - the town plan will also investigate opportunities to address town centre traffic congestion and improve public transport access to the town centre
 - consideration is needed for making greater use of the River Marden, which runs through the town centre, and could be utilised more successfully as an attractive feature of future regeneration projects, while also protecting and enhancing the important ecological value and landscape character of the river corridor
 - a transport assessment is required for major applications and should include investigations into identifying an appropriate solution to reducing the impact on traffic from the waste facilities located on the edge of Calne, which are a source of heavy vehicles
 - developer contributions from future housing growth should also help to deliver infrastructure necessary in the town, which has not been delivered at an appropriate rate through historic

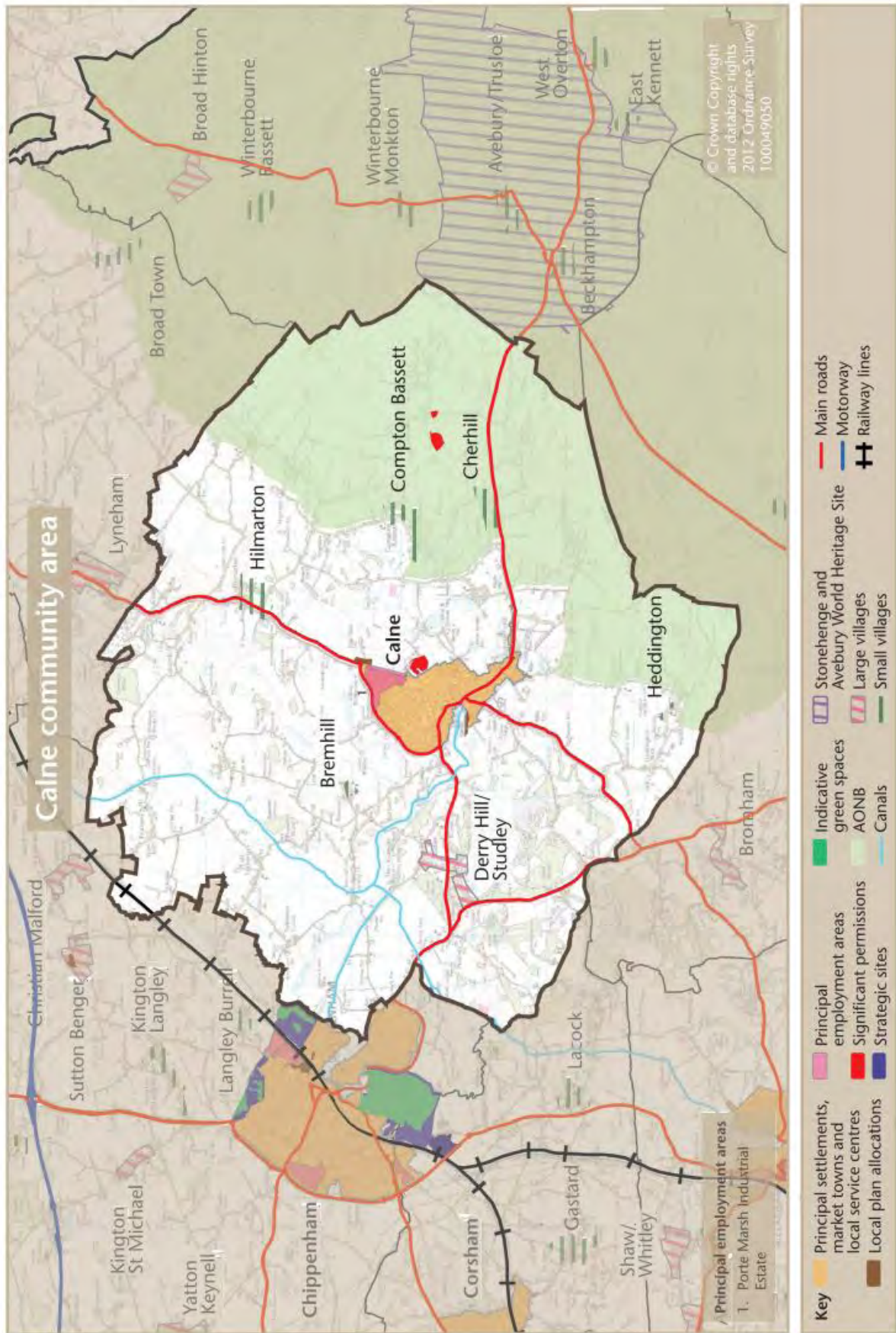
development. In particular, there is a lack of cultural and entertainment facilities on offer in Calne compared to other towns of a similar size

- other infrastructure requirements include the need to expand the existing GP surgeries, and provide additional cemetery capacity. The fire and rescue service is also considering relocating closer to the North Beaversbrook Road area and so new facilities may be required
- potential for additional convenience retail has been identified for Calne in the Wiltshire Town Centre and Retail Study. It is important that this is directed to the central area of the town to help improve the retail offer and the vitality and viability of the town centre
- the delivery of a proposed leisure campus in Calne will provide enhanced community facilities and could help to strengthen the overall offer of the town. It is very important that such facilities are also directed towards the town centre, where this is practicable
- non strategic growth should be brought forward in accordance with Core Policy 2 and phased throughout the plan period to deliver homes in a balanced manner that will enable infrastructure and traffic congestion issues to be addressed
- all development within the Community Area will need to conserve the designated landscape of the North Wessex Downs AONB and its setting, and where possible enhance its locally distinctive characteristics
- the eastern part of the Calne Community Area borders the Avebury section of the Stonehenge and Avebury World Heritage Site. It is therefore important that future development is sensitive to the setting of the World Heritage Site
- the historic alignment of the Wilts and Berks canal passes through Calne Community Area and will be safeguarded in accordance with CP 53.

How will the Calne Community Area change by 2026?

- 5.43** 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 Avon 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.

Figure 5.3 Calne community area



Core Policy 8

Spatial Strategy: Calne Community Area

Development in the Calne Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Calne.
 Large Villages: Derry Hill / Studley.
 Small Villages: Bremhill, Cherhill, Compton Bassett, Heddington and Hilmarton.

The following Principal Employment Area will be supported in accordance with Core Policy 35: Porte Marsh Industrial Estate.

Over the plan period (2006 to 2026), at least 1,380 new homes will be provided, of which 1,240 should occur at Calne and 140 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Calne. Non-strategic development in the Calne Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Calne Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.42 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.3 Delivery of Housing 2006 to 2026 – Calne Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Calne Town | 1,240 | 420 | 450 | 0 | 370 |
| Remainder | 140 | 65 | 35 | 0 | 40 |
| Community Area Total | 1,380 | 485 | 485 | 0 | 410 |

Chippenham Area Strategy

Spatial information and context

- 5.44** Chippenham Community Area is located in the northern part of the county and includes the market town of Chippenham, which is identified in this strategy as a Principal Settlement. The community area lies partly within the Cotswold AONB and contains several Sites of Special Scientific Interest (SSSI).
- 5.45** Chippenham is located within a rural setting and acts as an important service centre for a number of villages within the community area and the surrounding towns and villages within north Wiltshire. The area is an attractive place to live and has several excellent schools. Although there is a relatively strong retail offer within the town, people from the catchment area often choose to shop in other larger settlements, including Bath and Swindon, and as such the town centre retail offer in Chippenham should be strengthened.
- 5.46** Chippenham is one of the largest towns in Wiltshire and has excellent transport links, being in close proximity to the M4 and located on the main Bristol to London railway route. As such the town is an attractive location for employers, but this has also led to significant levels of out-commuting. As there is currently a shortfall of suitable land for employment growth in the town, a priority for this strategy is to ensure appropriate economic development takes place to prevent existing and prospective employers moving elsewhere. A failure to respond to this issue could lead to a loss of local employment at a time when some job losses are anticipated due to the current economic climate.

The strategy for the Chippenham Area

- 5.47** The strategy for Chippenham is based on delivering significant job growth, which will help to improve the self-containment of the town by providing more jobs for local people. To ensure employment is accessible to the local population a sustainable distribution and choice of employment sites will be provided at the town. They will form part of mixed use urban extensions, incorporating housing, that are well integrated with the town. Currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of town.

Issues and considerations

- 5.48** Specific issues that should be addressed in planning for the Chippenham Community Area include:
- new employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting. New employment provision will be supported on the allocated strategic sites and on identified town centre regeneration / brownfield opportunity sites
 - housing development in Chippenham should be phased for delivery throughout the plan period. This will enable employment development to come forward in advance of further residential development, and will help to ensure a steady supply of new homes across the whole plan period
 - Chippenham's offer as a service centre will be enhanced, particularly the town centre for retail, leisure and the evening economy in order to reduce the outflow of shopping and leisure trips
 - securing expansion to Chippenham's town centre and improved retail offer through redevelopment of the Bath Road Car Park/ Bridge Centre is a priority along with redevelopment of other smaller town centre brownfield sites.
 - further out of centre retail development in Chippenham would weaken the town centre and future provision should be focused in the central regeneration opportunity area. Any proposals

for edge of town centre retail development should clearly demonstrate that the development would not have a detrimental impact on the town centre.

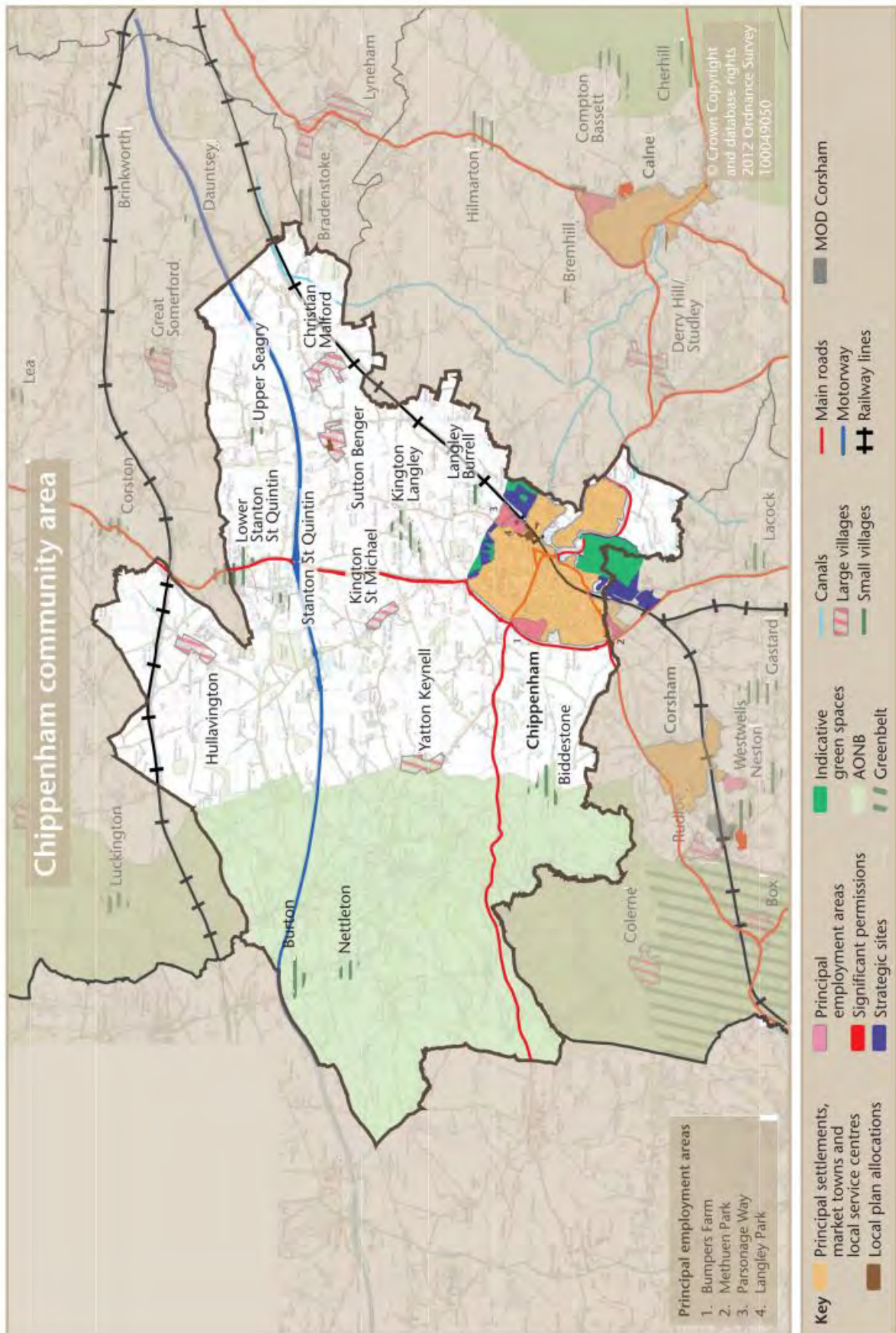
- public transport connectivity and pedestrian and cycling links to the town, town centre, railway station and Wiltshire College campuses needs to be improved including better integration of different modes
- the River Avon is an important asset for the town and the local environment, and will be better integrated with the town centre and urban extension as part of a green infrastructure strategy, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists
- all development within the community area will need to conserve the designated landscape of the Cotswold AONB and its setting, and where possible enhance its locally distinctive characteristics
- development will, where possible, enhance the ecological value of the Birds Marsh Wood County Wildlife Site and Birds Marsh Meadow County Wildlife Site
- there is a need to plan for the potential re-use of the Hullavington MoD site which became surplus to requirements. This site is designated as a conservation area and is an important heritage asset
- the former Chicken Factory site in Sutton Benger needs to be redeveloped and provides the opportunity to deliver local housing and to support rural services and new employment opportunities in the village
- a number of improvements are needed to infrastructure provision in Chippenham and these include the need for new GP, Fire, Police and Ambulance facilities. A shared site for such provision could offer an effective route to improved service delivery providing they are centrally located as practicable and in a sustainable and accessible location
- the existing Hardenhuish and Sheldon secondary schools are oversubscribed and further work is needed to assess either the need for a new secondary school in the town or the opportunity for expansion of Abbeyfield secondary school. Secondary school provision should be integral to any proposed mixed use development in Chippenham
- further infrastructure requirements include improved facilities for the young, including a possible skate park for the town
- Abbeyfield School is a business and enterprise school with close links with the local Chambers of Commerce. A small business enterprise zone, linked to the school, should be developed as a centre of excellence to facilitate dynamic and reciprocal links with local businesses to ensure direct pathways from education through to training through to employment. This will help to encourage young people to stay within Wiltshire

How will the Chippenham Community Area change by 2026?

- 5.49** 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.
- 5.50** 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.

- 5.51** 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.
- 5.52** Modest levels of development to meet local housing need and to support rural services and local employment opportunities will have been delivered in the villages.

Figure 5.4 Chippenham community area



Regeneration of Chippenham Central Area

5.53 Regeneration of the central area of Chippenham is a priority and a number of North Wiltshire Local Plan (2004) sites are saved by this strategy as they provide for excellent regeneration opportunities. The council will work with developers to ensure viable and comprehensive site solutions are delivered, which will secure investment in Chippenham. The nature of development to come forward on these sites will be determined in accordance with the key principles set out below and Core Policy 9. A Chippenham Central Area Master Plan will be developed to provide a more detailed framework for the delivery of alternative regeneration opportunity sites. If appropriate, this will be adopted as a Supplementary Planning Document (SPD) or via an alternative planning mechanism.

5.54 The key principles to be addressed in developing the Chippenham Central Area are:

- a place to live and work – proposals should be for mixed use schemes and incorporate high quality design standards
- the river as a defining and connecting feature of the town – any proposals for development in the central opportunity area should demonstrate how they will contribute to enhancing the river as an attractive feature of the development, providing improved pedestrian and cycle routes, public open space and active riverside frontages
- a retail destination of choice – retail proposals will be supported in the central opportunity area providing it is clearly demonstrated how the proposals will strengthen the retail offer of the town and not lead to fragmentation or a weakening of the existing offer
- a vibrant business location – mixed use proposals will be supported, particularly including office development, if this is well integrated into high quality development schemes providing for a range of appropriate town centre uses
- an accessible town centre – all proposals should establish appropriate high quality public realm and pedestrian and cycle routes to create a lively visual and social environment focused on linking all parts of the town with its centre.

Core Policy 9

Chippenham Central Areas of Opportunity

The redevelopment of the following sites will be supported.

- i) Bath Road Car Park/Bridge Centre Site - to form a retail extension to the town centre to provide a supermarket and comparison units.
- ii) 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.

In addition, the River Avon Corridor will be enhanced for leisure and recreation uses in an environmentally sensitive manner and developed as an attractive cycle/pedestrian route connecting the town centre with the wider green infrastructure network, while conserving and enhancing its role as a wildlife corridor.

Development will be delivered on opportunity sites elsewhere in the central area in accordance with the key principles listed in paragraph 5.51.

All proposals should meet high quality design and sustainability standards including exemplary public realm and strong pedestrian and sustainable transport links.

Targets: Planning permission granted and implemented redevelopment within plan period.

Monitoring and Review: AMR.

Delivery Responsibility: Developers, Wiltshire Council, community groups, service providers.

Figure 5.5 Chippenham Central Area of Opportunity

Chippenham Central Area of Opportunity



Core Policy 10

The Spatial Strategy: Chippenham Community Area

Development in the Chippenham Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Principal Settlements: Chippenham

Large Villages: Christian Malford, Hullavington, Kington St Michael, Sutton Benger and Yatton Keynell.

Small Villages: Biddestone, Burton, Kington Langley, Langley Burrell, Lower Stanton St Qunitin, Nettleton, Stanton St Quintin and Upper Seagry.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Bumpers Farm Industrial Estate, Methuen Park and Parsonage Way Industrial estate.

Over the plan period (2006 to 2026), 26.5 ha of new employment land (in addition to that already provided or committed) and at least 4,500 new homes will be provided. 4,000 should occur at Chippenham, including the following land identified for strategic growth.

| | | |
|---------------------------------|-------------------|---------------|
| North Chippenham | 2.5 ha employment | 750 dwellings |
| Rawlings Green, East Chippenham | 6 ha employment | 700 dwellings |
| South West Chippenham | 18 ha employment | 800 dwellings |

The strategic allocations will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should meet any requirements as set out in the Development Templates shown by Appendix A.

Land South West of Abbeyfield School (Landers Field) is identified as a non-strategic site to deliver 100-150 homes and 1ha employment land as part of a sustainable mixed use site including a business/enterprise centre linked to Abbeyfield School. Further details will be developed through an SPD or alternative planning mechanism.

500 homes will be provided in the rest of the community area over the plan period.

Development proposals in the Chippenham Community Area will need to demonstrate how those issues and considerations listed in paragraphs 5.48 and 5.54 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.4 Delivery of Housing 2006 to 2026 – Chippenham Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|-----------------------------|------------------------|------------------------------|-----------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Chippenham Town | 4,000 | 855 | 415 | 2,400 | 330 |
| Community Area Remainder | 500 | 130 | 100 | 0 | 270 |
| Community Area Total | 4,500 | 985 | 515 | 2,400 | 600 |

Corsham Area Strategy

Spatial information and context

- 5.55** The Corsham Community Area is characterised by its rural setting, high quality landscape, and historic built environment. The area is located within the Cotswold AONB and the natural beauty of the area is also protected by the West Wiltshire Greenbelt. It has a number of extremely attractive buildings, in settlements such as Lacock village, a popular tourist destination.
- 5.56** The main settlement in the community area is the town of Corsham, which has seen considerable growth in recent years. The community area has strong economic relationships with the nearby major settlements of Bath and Chippenham, which offer higher order services, including for leisure and retail. However, despite the area's proximity to the M4 transport corridor, the transport network in the area is generally poor, characterised by a rural road network with limited rail connectivity. Community and health facilities in Corsham are under pressure, with most GP surgeries at capacity. In addition, there is a need for a new cemetery. The area uniquely includes a concentration of active and dormant underground mines around Corsham, Box and Gastard, which provide the famous Bath stone valued locally and beyond. These mines also support internationally important populations of roosting bats which utilise the landscape of the entire area and are protected by a Special Area of Conservation (SAC) designation.
- 5.57** Recent and historic growth around the Corsham and Rudloe area has been strongly influenced by the military. The area retains a large military site, MoD Corsham, which has been significantly upgraded to form a 'state of the art' operational facility. The military presence has led to the area being traditionally a net importer of workers. However, reductions in the size of the military facilities in the future may alter this situation.

The strategy for the Corsham Area

- 5.58** Corsham has not been identified as a location for new strategic employment growth. Corsham has a large existing employment base for a town of its size due to the presence of the MoD and continues to be a net importer of workers (more jobs available than total resident workers) yet also has relatively high levels of out-commuting. New employment development at the town should seek to improve the retention of workers, with the redevelopment of MoD Corsham, ensuring that Corsham will remain an important employment location in Wiltshire. Overall, the strategy supports some future growth to help facilitate the delivery of improved services and facilities in the community area.

Issues and considerations

- 5.59** Specific issues to be addressed in planning for the Corsham Community Area, include:
- new growth in Corsham will be balanced with housing delivery alongside employment. This is particularly important as Corsham has seen significant housing growth in recent years which has not been accompanied by appropriate increases in services and facilities
 - employment growth should be delivered in Corsham to complement the existing strong employment base (currently dominated by the military presence) and allow for economic diversification. There are particular opportunities in the area associated with specialist technologies that have developed within a number of sites in the area. These include Corsham Media Park which represents a significant permission with strategic value for Wiltshire
 - the area contains a number of redundant MoD sites and proposals for the redevelopment of MD sites which are well related to the town will be supported in accordance with Core Policy 37 (Military Establishments). All major development sites coming forward in the wider Corsham area must clearly demonstrate that the proposal will be well integrated into the existing

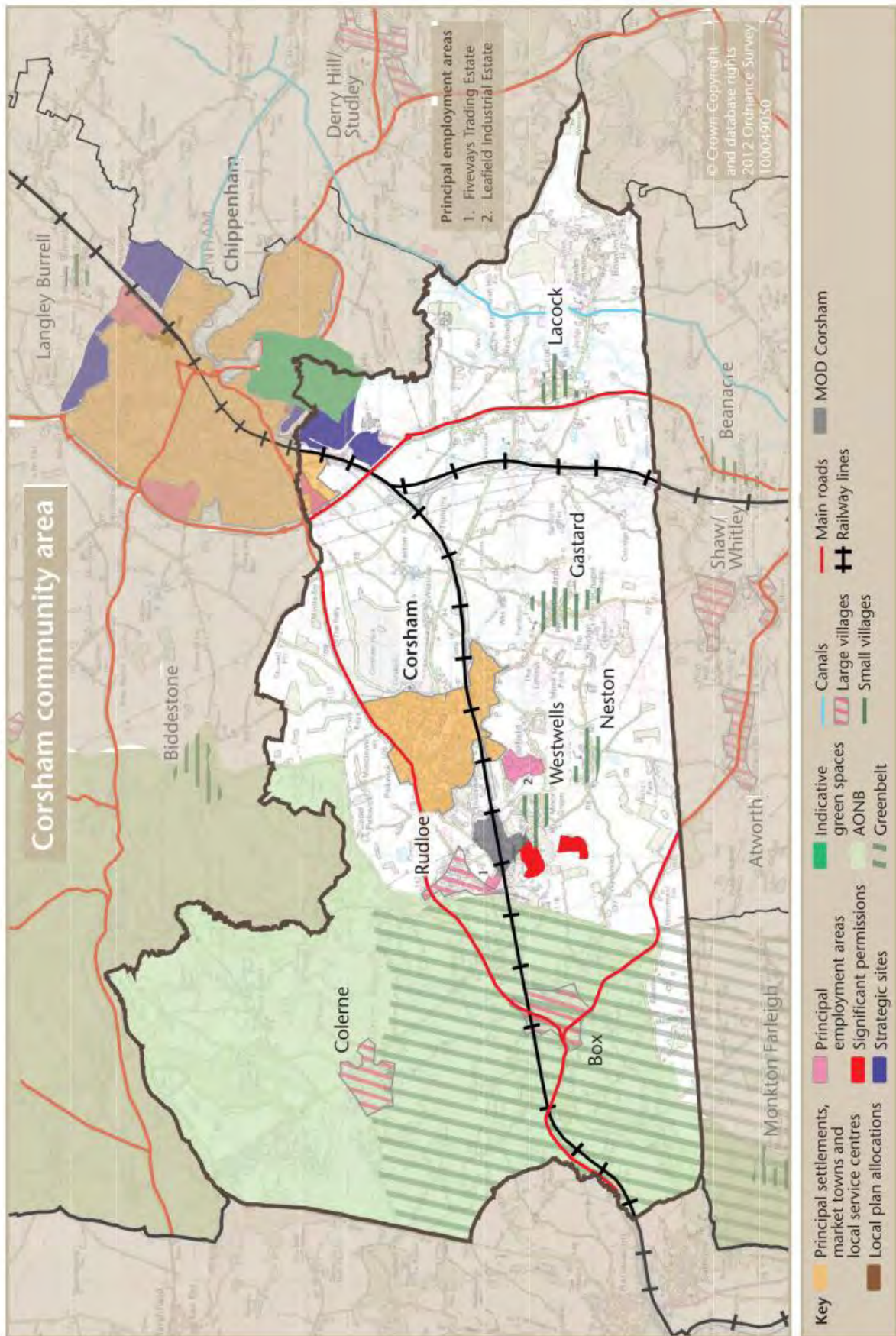
settlements and enhance the character of the area. A master plan should be prepared for each site in conjunction with the community

- 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, there is no scope for any additional convenience retail provision in the town
- the delivery of a proposed community campus in Corsham will provide enhanced community facilities in the town centre and help to strengthen the overall offer of the town
- developer contributions from future housing growth should also help to deliver infrastructure necessary in the town. In particular, additional community and health facilities are needed, along with additional cemetery provision. There is also a need for a permanent, centrally located, ambulance standby point in the town
- transport assessments required for major development should include identifying appropriate solutions to address capacity issues on the A4 and Bradford Road
- the bus network in the area lacks connectivity and this creates a reliance on the car to travel to work, yet highway capacity in and around Corsham is poor. Reopening the railway station could be a significant boost to local businesses and should remain a priority. Improvements to bus services could help encourage a further shift away from car use and should form part of an integrated transport solution including cycling links between rural settlements and the Corsham town centre
- the re-use of historic buildings in Corsham will be encouraged to sustain and maintain the character and identity of the town as well as provide further employment and community facilities providing proposals are of high quality design and sensitive to the historic setting and designations. Opportunities for Corsham to be promoted as a tourist destination should also be explored
- the former MoD underground sites in the area are of international importance and development should be in accordance with the Historic Partnership Agreement (HPA) for the management of these sites
- all development within the community area will need to conserve the designated landscape of the Cotswold Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- all development will be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the Bath and Bradford-on-Avon Bats Special Area of Conservation (SAC).

How will the Corsham Community Area change by 2026?

5.60 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.

Figure 5.6 Corsham community area



Core Policy 11

Spatial Strategy: Corsham Community Area

Development in the Corsham Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Corsham
 Large Villages: Box, Colerne and Rudloe
 Small Villages: Gastard, Lacock, Neston and Westwells

6 ha of employment land will be provided:

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Leaffield Industrial Estate and Fiveways Trading Estate.

Over the plan period (2006 to 2026), at least 1,200 new homes will be provided of which 1,050 should occur at Corsham. 150 homes will be provided within the rest of the community area. There will be no strategic housing or employment allocations in Corsham. Non strategic development in the Corsham Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Corsham Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.59 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.5 Delivery of Housing 2006 to 2026 - Corsham Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Corsham Town | 1,050 | 465 | 110 | 0 | 475 |
| Remainder | 150 | 65 | 325 | 0 | 0 |
| Community Area Total | 1,200 | 530 | 435 | 0 | 475 |

Devizes Area Strategy

Spatial information and context

- 5.61** The Devizes Community Area is predominantly rural in character, containing a number of small villages and featuring a high quality landscape, lying partly within the North Wessex Downs AONB.
- 5.62** The main settlement within the community area is Devizes, which is one of the largest market towns in Wiltshire. The urban area of Devizes includes the administrative area of Devizes Town Council and parts of Bishops Cannings and Roundway parishes. Devizes has a well regarded town centre and has a good range of shopping and recreational facilities. Although not within a strategic transport corridor, Devizes is 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 with a relatively high level of residents living and working in the town.
- 5.63** Devizes is identified as a location for strategic employment growth. The town retains a large and varied employment base and should be resistant to job losses from single business closures. Devizes has a good record of attracting employers, although given its location and transport access, these have tended to be small to medium businesses catering for local networks. The success of Devizes as an employment location and the status of the town should enable it to continue to be a strategic location for new employment outside the principle employment growth areas of Wiltshire.

The strategy for the Devizes Area

- 5.64** The development strategy for the Devizes Community Area supports Devizes' role as a significant service centre providing jobs, homes and attractive retail opportunities within east Wiltshire whilst recognising existing constraints within the highway network and the town's rich built and natural environment. The town should support the role of the nearby larger villages providing access to schools, doctors and small scale convenience shopping.

Issues and considerations

- 5.65** Specific issues to be addressed in planning for the Devizes Community Area, include:
- traffic congestion is a major issue in Devizes and will be a significant consideration when discussing future growth in Devizes. A traffic simulation model has been developed to better understand the potential impact of new development⁽²⁴⁾. A Devizes Town Transport Strategy is being prepared by Wiltshire Council in consultation with representatives of the local community and will consider sustainable transport solutions to reduce congestion as well as possible upgrades to existing junctions. All developments in Devizes that have the potential to increase the number of vehicles on the Devizes road network will be expected to contribute to the implementation of this strategy
 - air quality is becoming a major issue in Devizes. An Air Quality Management Area (AQMA) has been declared in relation to a discrete area around Shanes Castle. Other points along the A361 through Devizes are also being monitored and there are local concerns that these sites will also exceed the mandatory limits set by European Directive 2008/50. Measures to improve air quality in Devizes must be considered, particularly through actions arising from the Devizes Town Transport Strategy

24 Devizes Traffic Model: Local Model Validation Report, PFA Consulting, January 2012 and Devizes Traffic Model: 2026 Model Forecasting: Core Strategy Options Testing, PFA Consulting, January 2012.

- there is a long term aspiration in the Devizes Community Area to secure a railway station to serve the town. Locations at Lavington or Lydeaway have been suggested. Opportunities to develop a strategy for rail access to Devizes should be explored during the plan period
- the rate of development in Devizes should reduce compared to recent trends in recognition of the need to improve local infrastructure before significant new development takes place. Non strategic growth should be brought forward in accordance with Core Policy 2 and phased throughout the plan period to deliver homes in a balanced manner that will enable infrastructure and traffic congestion issues to be addressed
- developer contributions from future housing growth should also help to deliver infrastructure necessary in the town. In particular, capacity improvements are needed to the water supply network and the sewer system, including likely relocation of discharge points. A replacement is also needed to Devizes Ambulance Station
- the cultural heritage of Devizes is very important. Two potential regeneration sites, the Wharf and Assize Courts, present an opportunity to enhance and develop this historic heritage through development that encourages tourism, recreation and community uses whilst retaining the historic integrity of each site. Development could have a dramatic impact on Devizes Wharf. Therefore improvements to the public realm at the Wharf and guidance on appropriate development should be secured through the preparation of a supplementary planning document⁽²⁵⁾
- the irregular street pattern in Devizes centre provides a unique and attractive retail environment, although it does also limit the potential for developing new larger format retailers. Recent research has concluded that Devizes is becoming less competitive within Wiltshire and has identified scope for an additional 840 sqm of new small scale comparison floorspace by 2015, rising to 2,125 sqm in 2020 to improve its competitiveness⁽²⁶⁾. Within the primary shopping areas in Devizes, proposals for new comparison retail units will be supported provided the proposal is integrated with and provides enhancement to the existing fabric of the town centre and respects the historic character of the town
- providing for a range of employment growth at Devizes will help to further diversify the existing offer in the town, ensuring that it remains an area of key economic importance in Wiltshire for the future
- the loss of green space within the town for development would undermine the character of Devizes
- the rural identity of Bishops Cannings and Roundway parishes together with sites of biodiversity value are an important part of the landscape setting which helps define the character of Devizes
- all development within the Community Area will need to conserve the designated landscape of the North Wessex Downs AONB and its setting and where possible enhance its locally distinctive characteristics
- development associated with the Kennet and Avon canal will need to protect and enhance its wildlife value, landscape setting and recreational use
- the north eastern section of the Devizes Community Area borders the Avebury section of the Stonehenge and Avebury World Heritage Site and contains a number of its attributes of outstanding universal value. Development will be particularly sensitive to these and the setting of the World Heritage Site.

How will the Devizes Community Area change by 2026?

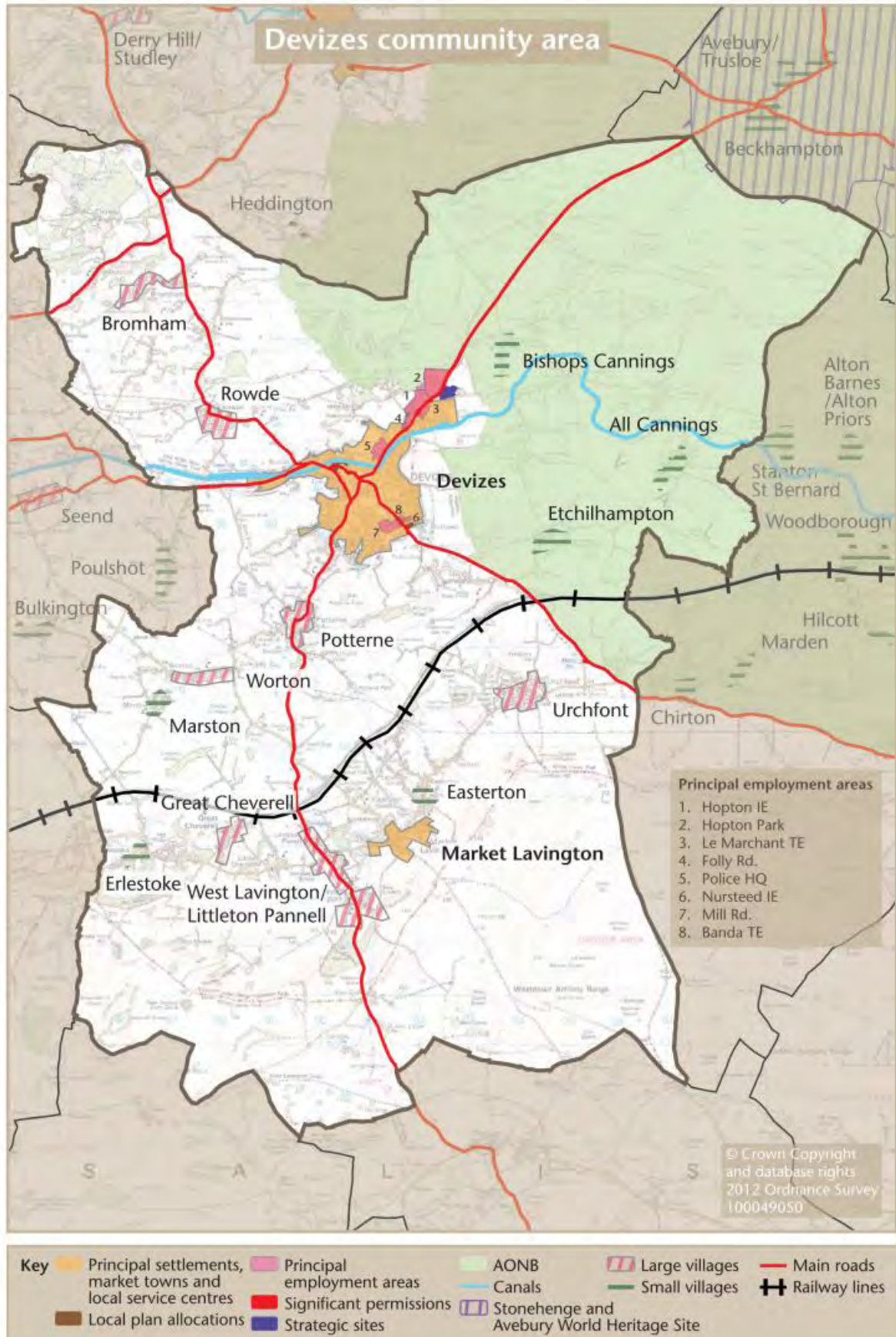
5.66 Devizes will have a strengthened service centre role for employment, retail and community services within the community area and east Wiltshire. New residential, employment and retail development will have been delivered to support the town's high level of self containment. Additional housing

25 Devizes Wharf Planning Brief, Draft Supplementary Planning Document, June 2011.

26 Wiltshire Town Centre and Retail Study 2011.

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.

Figure 5.7 Devizes community area



Core Policy 12

Spatial Strategy: Devizes Community Area

Development in the Devizes Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

| | |
|------------------------|---|
| Market Towns: | Devizes. |
| Local Service Centres: | Market Lavington. |
| Large Villages: | Bromham, Great Cheverell, Potterne, Rowde, Urchfont, West Lavington / Littleton Pannell and Worton. |
| Small Villages: | All Cannings, Bishop Cannings, Easterton, Erlestoke, Etchilihampton and Marston. |

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Banda Trading Estate, Folly Road, Hopton Industrial Estate, Hopton Park, Le Marchant Barracks, Mill Road, Nursteed Industrial Estate and Police Headquarters.

9.9 ha of employment land will be provided.

| | | |
|-----------------------------------|---------------------------------------|--------|
| Land between A361 and Horton Road | New strategic employment allocation | 8.4 ha |
| Nursteed Road | Saved Kennet District Plan allocation | 1.5 ha |

The strategic employment allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should be in accordance with the Development Templates shown by Appendix A.

Over the plan period (2006 to 2026), at least 2,150 new homes will be provided of which 1,730 should occur at Devizes. 420 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Devizes. Land for residential development in the Devizes Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a neighbourhood plan or a site allocation Development Plan Document (DPD).

Development proposals in the Devizes Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.65 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.6 Delivery of Housing 2006 to 2026 - Devizes Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|-------------------------|------------------------|------------------------------|-----------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Devizes town | 1,730 | 1,070 | 255 | 0 | 405 |
| Remainder | 420 | 195 | 20 | 0 | 205 |
| Community Area Total | 2,150 | 1,265 | 275 | 0 | 610 |

Malmesbury Area Strategy

Spatial information and context

- 5.67** Malmesbury Community Area is located in the north of Wiltshire, it is predominantly rural in character and includes parts of the Cotswold AONB. The area has important functional links with Cirencester to the north and includes the market town of Malmesbury and a number of rural villages including Ashton Keynes, Crudwell, Great Somerford, Oaksey and Sherston.
- 5.68** 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, and has an important role as a tourist destination. 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. Malmesbury is an important local retail centre for the surrounding rural area. The town's proximity to the M4 and the A429 is 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.

The strategy for the Malmesbury Area

- 5.69** Given Malmesbury's rural location and the characteristics of the town, it is not realistic to plan for significant growth, but some new homes will contribute towards alleviating affordability issues in the area. The strategy for Malmesbury is to support its role as an important tourist location in Wiltshire and local retail centre offering a range of shops and services for the wider community. It is important that some housing development occurs to meet local housing need and to support the employment, service and retail role that Malmesbury provides.

Issues and considerations

- 5.70** Specific issues to be addressed in planning for the Malmesbury Community Area, include:
- providing appropriate levels of housing in the town. Malmesbury has a high quality historic environment with few opportunities to bring forward new affordable homes on previously developed land. It is possible that a greenfield site may need to be identified to provide for housing need in the community area and enable the local economic base to diversify. Such opportunities should be identified through a community-led neighbourhood plan or in accordance with Core Policy 2
 - consideration for primary school places as the existing schools in the town are close to capacity. Collaborative work to prepare a neighbourhood plan should also carefully consider how primary school capacity can be satisfactorily resolved in a timely manner and integrated with any future housing growth
 - developer contributions from future housing growth should also help to deliver other infrastructure necessary in the town. This may include contributing to the relocation of Malmesbury fire station from the town centre to the northern part of Tetbury Hill
 - diversification of the employment base which will help to strengthen the local economy and reduce out-commuting. A more flexible approach to allow economic development on the edge of the town will be considered, providing the scale of development is appropriate and sensitive to the historic environment, as described below
 - there is little capacity for additional convenience retail provision in Malmesbury. However, there has been market interest and as many residents from the town travel outside of the community area to shop, there may be scope for an appropriate scale of supermarket development at Malmesbury during the plan period, providing this contributes towards

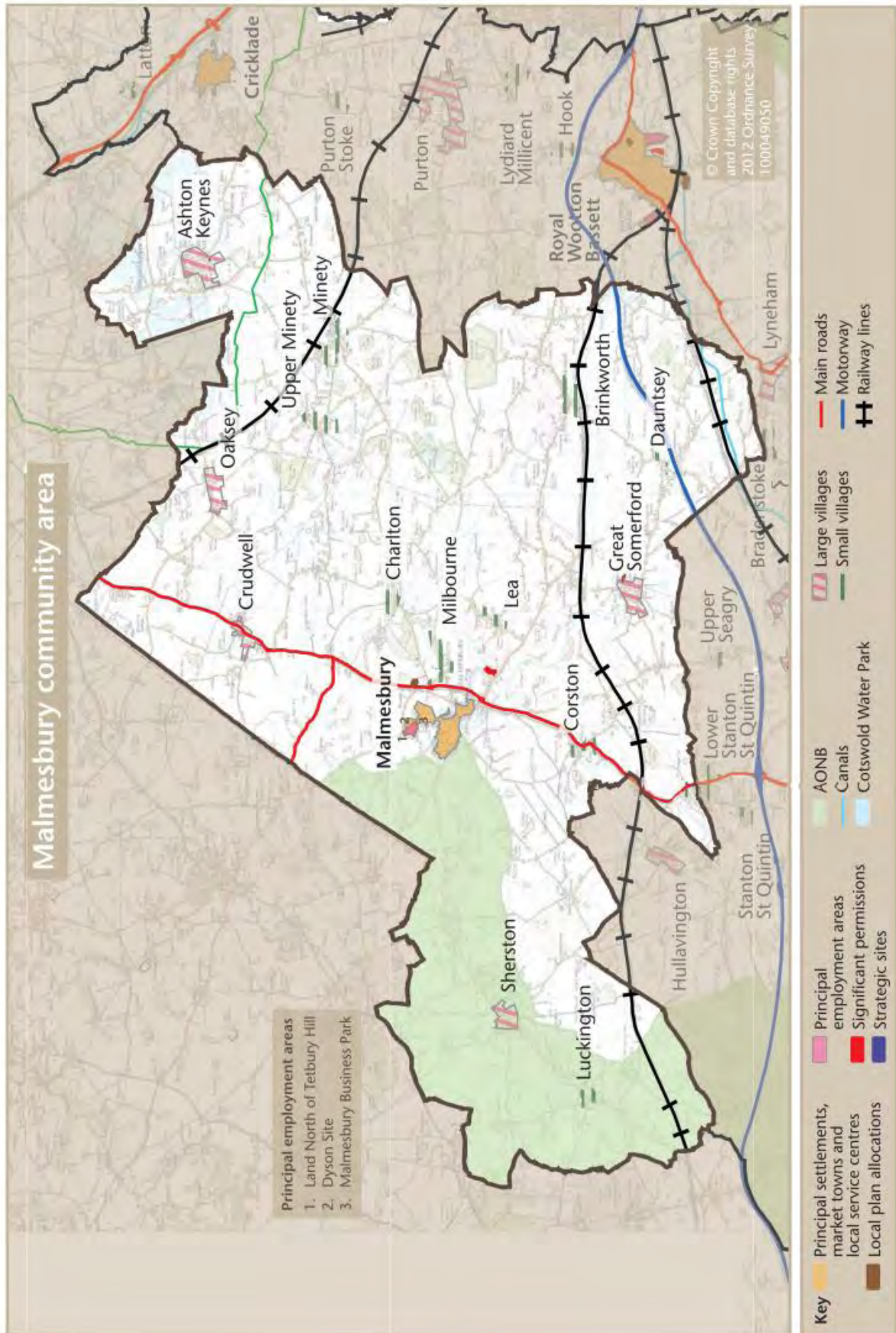
strengthening the town centre, be of high quality design and sensitive to the historic environment

- future development will be carefully managed to ensure the high quality built environment including the important historic assets - such as Malmesbury Abbey and Conservation Area, are protected. Future development should be of high quality design and well integrated with the existing built form and landscape setting of the town including using local materials where appropriate
- all development within the community area must conserve the designated landscape of the Cotswold Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- the Cotswold Water Park is a changing landscape and expanding recreational resource for the county and its visitors. Development in the Cotswold Water Park should contribute towards the objectives of the Vision and Implementation Plan for the area
- work is currently underway to prepare neighbourhood plans in the Malmesbury Community Area, and these should also inform future planning decisions.

How will the Malmesbury Community Area change by 2026?

5.71 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.

Figure 5.8 Malmesbury community area



Core Policy 13

Spatial Strategy: Malmesbury Community Area

Development in the Malmesbury Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Malmesbury
Large Villages: Ashton Keynes, Crudwell, Great Somerford, Oaksey and Sherston.
Small Villages: Brinkworth, Charlton, Corston, Dauntsey, Lea, Luckington, Milbourne, Minety and Upper Minety.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Malmesbury Business Park, Dyson Site, and Land North of Tetbury Hill.

5 ha of employment land will be provided, including:

| | | |
|-----------------------------------|--|------|
| Land North of Tetbury Hill | Saved North Wiltshire District Plan allocation | 1 ha |
| Land at Garden Centre, Malmesbury | Saved North Wiltshire District Plan allocation | 4 ha |

Over the plan period (2006 to 2026), at least 1,200 new homes will be provided of which 760 should occur at Malmesbury. 440 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Malmesbury. Non-strategic development in the Malmesbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Malmesbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.70 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.7 Delivery of Housing 2006 to 2026 - Malmesbury Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|-------------------------|------------------------|------------------------------|-----------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Malmesbury Town | 760 | 405 | 85 | 0 | 270 |
| Remainder | 440 | 215 | 90 | 0 | 135 |
| Community Area Total | 1,200 | 620 | 175 | 0 | 405 |

Marlborough Area Strategy

Spatial information and context

- 5.72** The Marlborough Community Area lies within an area of high quality landscape which is entirely within the North Wessex Downs AONB and includes the settlement of Avebury, which together with its surrounding landscape, forms part of the Stonehenge and Avebury World Heritage Site. The market town of Marlborough has a rich built environment with an attractive and thriving retail centre with a good amount of independent retailers. The town and surrounding area have considerable tourism potential, which arguably has yet to be fully harnessed. The town is also well regarded as a local employment location and benefits from being situated only eight miles from the M4. Marlborough has a relatively high level of selfcontainment. Marlborough has a high average income above the national average, and some of the highest house prices in the county.
- 5.73** Marlborough is not identified as a location for new strategic employment growth however some employment should be delivered through the plan period. Marlborough has a relatively small but strong employment base with a reasonable level of self containment. The Marlborough Business Park has provided an important new location for employment growth and new business in Marlborough. Marlborough has some unusual employment patterns with a strong representation by the education sector and there is no indication that this sector will weaken in the planning period. Employment development in Marlborough should look to consolidate the existing employment base by encouraging small to medium sized businesses to fulfil a localised role.

The strategy for the Marlborough Area

- 5.74** The strategy for the Marlborough Community area will be to deliver housing growth appropriate to the scale of the town to help maintain and enhance Marlborough's role as a service and tourist centre; and help to meet local needs. Development will be planned to ensure minimal impact upon Marlborough's rich built, historic and landscape assets and to afford protection of the World Heritage Site and its setting.

Issues and considerations

- 5.75** Specific issues to be addressed in planning for the Marlborough Community Area, include:
- the strategy supports Marlborough's town centre to continue to function as a prominent retail centre within east Wiltshire and serve as a locally important employment centre
 - proposals for retail provision outside of Marlborough are likely to have an adverse impact upon the town centre. As such any additional comparison retailing should be located within the town centre of Marlborough
 - the town currently has a narrow but strong economic base, catering for predominately local business needs. However, it is overshadowed by its proximity to Swindon , but is too far away to benefit from spin off activity. Due to its strong economic base and lack of current employment land supply evidence identifies that there is likely to be some demand for new employment space⁽²⁷⁾. There is a need to ensure that a balance of employment and housing opportunities is achieved into the longer term demand for new employment space²⁹. the need to ensure that a balance of employment and housing opportunities is achieved into the longer term
 - future development should help to deliver early improvements to the existing infrastructure in the town. This may be achieved through direct delivery mechanisms and/or financial contributions. The existing GP surgery in the town is at capacity and will need to expand to allow any further growth to proceed. Extra childcare facilities are needed to support working parents and a replacement ambulance station is needed. There is an aspiration to merge the

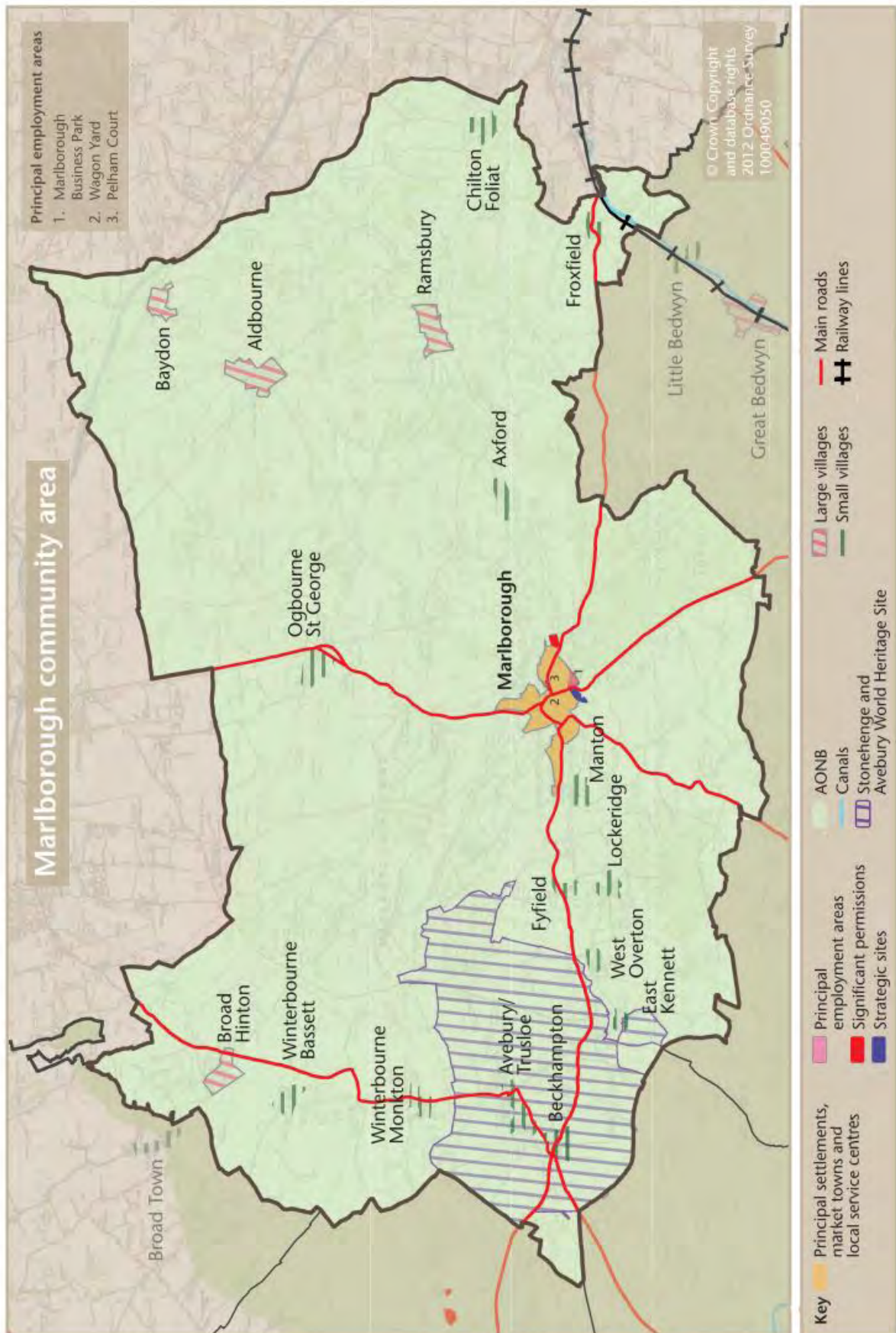
27 Wiltshire Workspace and Employment Land Review, Roger Tym and Partners, November 2011, para 5.49 and 6.28.

- existing infant and junior schools in the town although extra capacity should be provided to cater for the long terms needs of the town
- sustainable and measured growth throughout the plan period will also help to deliver affordable housing in the community area and improve access to open market housing. This will help to provide a local workforce for current and new employers moving to the area
 - proposals for the change of use of existing bed spaces provided in hotels or public houses to alternative uses will be resisted, unless it can be clearly demonstrated there is no longer a need for such a facility in its current use
 - all development within the community area will need to conserve the designated landscape of the North Wessex Downs Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
 - the outstanding universal value of the World Heritage Site will be protected from inappropriate development both within the Site and in its setting in accordance with Core Policy 59
 - several sites of nature conservation importance lie in close proximity to the town, particularly Savernake Forest SSSI, River Kennet SSSI / CWS and Marlborough Railway Tunnel CWS. Development will protect, and where possible, enhance the ecological value of these features. Survey and mitigation are required relating to the impacts on bats (including roosting and foraging grounds) associated with the Savernake Forest bat roost and other protected species and local wildlife habitats and features associated with the designated conservation areas
 - the Great Western Community Forest will also be maintained and enhanced as a significant green infrastructure resource within and beyond the community area.

How will the Marlborough Community Area change by 2026?

5.76 A modest and sustainable level of development within the community area will have provided for a range of housing appropriate to the local needs and incomes of residents. The community area will have continued to benefit from high standards of housing, health, education and culture in the context of a growing economy in the area as a whole. Development will have protected and enhanced the community area's rich natural and historic assets including the Avebury element of the Stonehenge and Avebury World Heritage Site. The Kennet and Og Rivers and Savernake Forest will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure which will be used sustainably.

Figure 5.9 Marlborough community area



Core Policy 14

Spatial Strategy: Marlborough Community Area

Development in the Marlborough Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Marlborough
Large Villages: Aldbourne, Baydon, Broad Hinton and Ramsbury.
Small Villages: Avebury / Trusloe, Axford, Beckhampton, Chilton Folliat, East Kennett, Froxfield, Fyfield, Lockeridge, Manton, Ogbourne St George, West Overton, Winterbourne Bassett, and Winterbourne Monkton.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Marlborough Business Park, Pelham Court Site, and Wagon Yard.

3 ha of employment land will be provided in Marlborough in the plan period.

Over the plan period (2006 to 2026), at least 850 new homes will be provided of which 610 should occur at Marlborough, including land identified to the west of Salisbury Road for strategic growth.

Land to the West of Salisbury Road New strategic housing allocation 220 dwellings

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should meet any requirements as set out in the development templates shown by Appendix A.

240 homes will be provided in the rest of the community area. Non-strategic development in the Marlborough Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Marlborough Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.75 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.8 Delivery of Housing 2006 to 2026 - Marlborough Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|-------------------------|------------------------|------------------------------|--------------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Marlborough Town | 610 | 210 | 150 | 220 | 30 |
| Remainder | 240 | 75 | 20 | 0 | 145 |
| Community Area Total | 850 | 285 | 170 | 220 | 175 |

Melksham Area Strategy

Spatial information and context

- 5.77** The Melksham Community Area is located in western Wiltshire and contains the market town of Melksham, one of the larger towns in the county. Melksham benefits from strong links by road with the larger centres of Trowbridge and Chippenham and the regionally significant 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 the retail offer has suffered for a number of years. Community and health facilities in Melksham are under pressure, with most GP surgeries at capacity, particularly to the west of the town. Although Melksham has a relatively strong existing employment base, and has the capacity for future employment growth, there is a high degree of economic out-commuting. Large numbers of residents travel to work in the nearby larger centres of Trowbridge, Chippenham and Bath, as well as smaller centres such as Calne, Corsham and Devizes.
- 5.78** Melksham is identified as having an important strategic employment role. It is located on the A350 and forms part of the key A350 employment growth area. The town has a reasonably broad economic base and has historically been able to attract large employers. However a large number of jobs are provided by a single employer, which may leave the town vulnerable to mass job losses. Nevertheless, there are good opportunities to expand the employment base within Melksham.

The strategy for the Melksham Area

- 5.79** A high level of residential development is already proposed in Melksham, including a planned urban extension to the east of the town and this planned development will go some way towards addressing the future affordable housing need in the town. The strategy for Melksham will be to ensure an appropriate and balanced mix of housing and employment growth is managed to provide contributions to town centre improvement and delivery of enhanced services in the town.

Issues and considerations

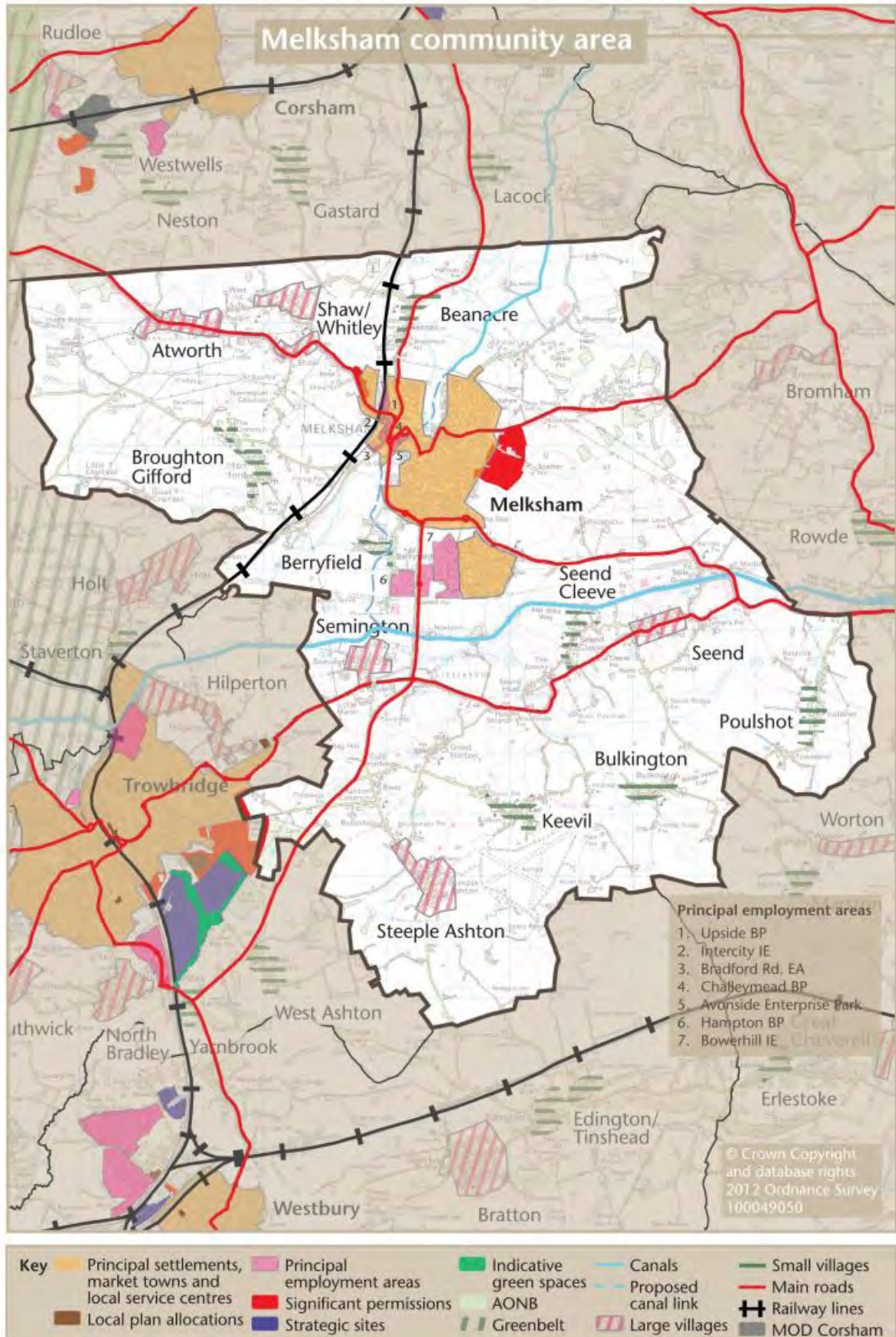
- 5.80** Specific issues to be addressed in planning for the Melksham Community Area, include:
- residential growth in Melksham should help address the shortfall in affordable housing and contribute towards delivering improved infrastructure. In particular, growth should contribute towards town centre regeneration and the revitalisation of the retail and employment offer
 - improving Melksham's town centre is a priority and this should assist in improving the setting of the historic environment. The preparation of a 'town plan' or similar document (e.g. neighbourhood plan), may provide a useful step to help achieve the aspirations of the local community. Wherever possible, key community services and facilities should be located within or well related to the town centre to help promote and deliver the requisite regeneration. This should include consideration for how to best provide for the proposed new community campus for the town, which would offer a number of services and facilities, including leisure uses
 - 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. Any proposals for large format retail units should demonstrate how they would be integrated with and enhance the existing town centre businesses, incorporating high quality public realm and strong pedestrian linkages
 - further employment growth in Melksham will help to further diversify the employment base, providing protection against possible future changes in the employment market. The regeneration and improvement of existing employment sites, such as the Bowerhill Industrial Estate remains a priority

- it is important that any new development in the town has strong walking and cycling linkages to the town centre. There is local concern around the current opportunities to access the Melksham Oak School and new Asda store
- developer contributions from future housing growth should help to deliver infrastructure necessary in the town. In particular, there is a need to increase the capacity of GP surgeries, particularly towards the west of the town. Additional cemetery capacity is also needed
- the proposed restoration of the Wilts and Berks Canal provides an opportunity to promote tourism within the town and provide linkages with the nearby Kennet and Avon Canal, an important leisure corridor. Opportunities to maximise the benefit of the canal restoration will be supported, as discussed below. This matter could be addressed through future town or neighbourhood planning work
- opportunities to enhance the riverside area in Melksham as an important leisure corridor could be integrated into plans for the canal and any regeneration proposals. However, any proposals will need to be carefully considered through a community-led process, such as a neighbourhood plan
- a need to improve public transport provision in the area has been identified including improving bus services, improving the railway station and examining whether the frequency of rail services could be increased
- Melksham and Bowerhill are considered together for the purposes of this strategy, and the housing growth identified for Melksham town will also serve to meet the needs of Bowerhill. Berryfield is considered separately and is identified as a small village. However, it is recognised that both Berryfield and Bowerhill have strong functional links to Melksham and have important individual characteristics which should be protected, where practicable
- development at Melksham should protect the historic environment and in particular should protect the historic setting of the Spa
- Shaw and Whitley are being planned for together due to their close proximity and the importance of ensuring future development is coordinated across the wider area.

How will the Melksham Community Area change by 2026?

- 5.81** 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.

Figure 5.10 Melksham community area



Core Policy 15

Spatial Strategy: Melksham Community Area

Development in the Melksham Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Melksham

Large Villages: Atworth, Seend, Semington, Shaw / Whitley and Steeple Ashton.

Small Villages: Beanacre, Berryfield, Broughton Gifford, Bulkington, Keevil, Poulshot and Seend Cleeve.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Bowerhill Industrial Estate, Hampton Business Park, Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challeymead Business Park and Bradford Road Employment Area.

6 ha of employment land will be provided, including:

| | | |
|-----------------------|---|------------------|
| Hampton Business Park | Saved West Wiltshire District Plan Allocation | Up to 6 hectares |
|-----------------------|---|------------------|

Over the plan period at least 2,040 new homes will be provided of which 1,930 should occur at Melksham. 110 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated within the Melksham Community Area. Non-strategic development in the Melksham Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Melksham Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.80 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.9 Delivery of Housing 2006 to 2026 - Melksham Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Melksham Town* | 1,930 | 460 | 865 | 0 | 605 |
| Remainder | 110 | 50 | 35 | 0 | 25 |
| Community Area Total | 2040 | 510 | 900 | 0 | 630 |

*The housing requirement for Melksham town includes Bowerhill, and could include dwellings provided within the Melksham Without Parish Council Area

Melksham link project

5.82 The proposed Melksham link project would provide a canal link to the south west of Melksham between the Kennet and Avon canal and the river Avon, and to the north east of Melksham between the river Avon and the historic alignment of the Wilts and Berks canal. The project provides a significant opportunity to improve the green infrastructure in the community area and provide a welcome boost to tourism, regeneration and the local economy. It also offers an opportunity to promote sustainable transport through the provision of walking and cycling routes. The canal project and the link to the river Avon could particularly assist with the regeneration of Melksham town centre, and this is something which should be considered further through a 'town plan' or similar document. The proposed route will be protected using the same approach as that for safeguarding historic canal alignments, as set out in Core Policy 53 (Wilts and Berks and Thames and Severn canals). Canal proposals along this route will need to demonstrate that particular concerns around water abstraction, water quality, biodiversity and flood risk have been fully addressed, and that adequate facilities for sewage disposal and waste collection will be provided. Canal proposals must also have regard to the status and objectives of the River Avon, as set out in the Severn River Basin Management Plan (2009) prepared under the Water Framework Directive.

Core Policy 16

Melksham link project

The proposed route for the Melksham link canal, as identified on the proposals map, will be safeguarded from inappropriate development. Development should not prejudice the future use of the route as part of the Wilts and Berks canal restoration project. Proposals for the use of the route as part of the canal will need to demonstrate that the cultural, historic and natural environment will be protected and enhanced, with no overall adverse effect, and that adequate consideration has been given to potential impacts on ecology, landscape, flood risk, water resources (abstraction) and water quality. Proposals will also need to demonstrate that sufficient consideration has been given to the potential environmental impacts of both the Melksham scheme and the Wilts and Berks restoration project as a whole.

Targets: No development by 2026 which has rendered implementation impracticable.

Monitoring and Review: AMR.

Delivery Responsibility: Wiltshire Council, developers.

Mere Area Strategy

Spatial information and context

- 5.83** The Mere Community Area lies at the extreme western side of south Wiltshire and is predominately rural in character. A large part of the area is included within the Cranborne Chase and West Wiltshire Downs AONB.
- 5.84** Mere is the Local Service Centre for the area but settlements across the border in Dorset and Somerset, particularly Gillingham, also provide employment, education, retail, leisure and cultural opportunities. The A303 Trunk Road and A350 provide good routes across the area, particularly to and from Mere, Zeals and East Knoyle, but access to other settlements is not generally of a high standard. The nearest railway station is on the Salisbury to Exeter line, at Gillingham.
- 5.85** There are employment opportunities in Mere including some internationally and nationally renowned businesses, such as the Hill Brush Company. However, supporting further employment growth is also important to maintain the self sufficiency of the area. The National Trust house and ornamental gardens at Stourhead, which is one of the Trust's most visited properties, is located within the community area and contributes to the local economy by bringing tourists to the area and providing additional employment opportunities.

The strategy for the Mere Area

- 5.86** The strategy for the Mere Community Area is to provide for limited growth of both housing and employment to ensure development is balanced, thus helping to minimise out-commuting and also to provide support for local services and communities.

Issues and considerations

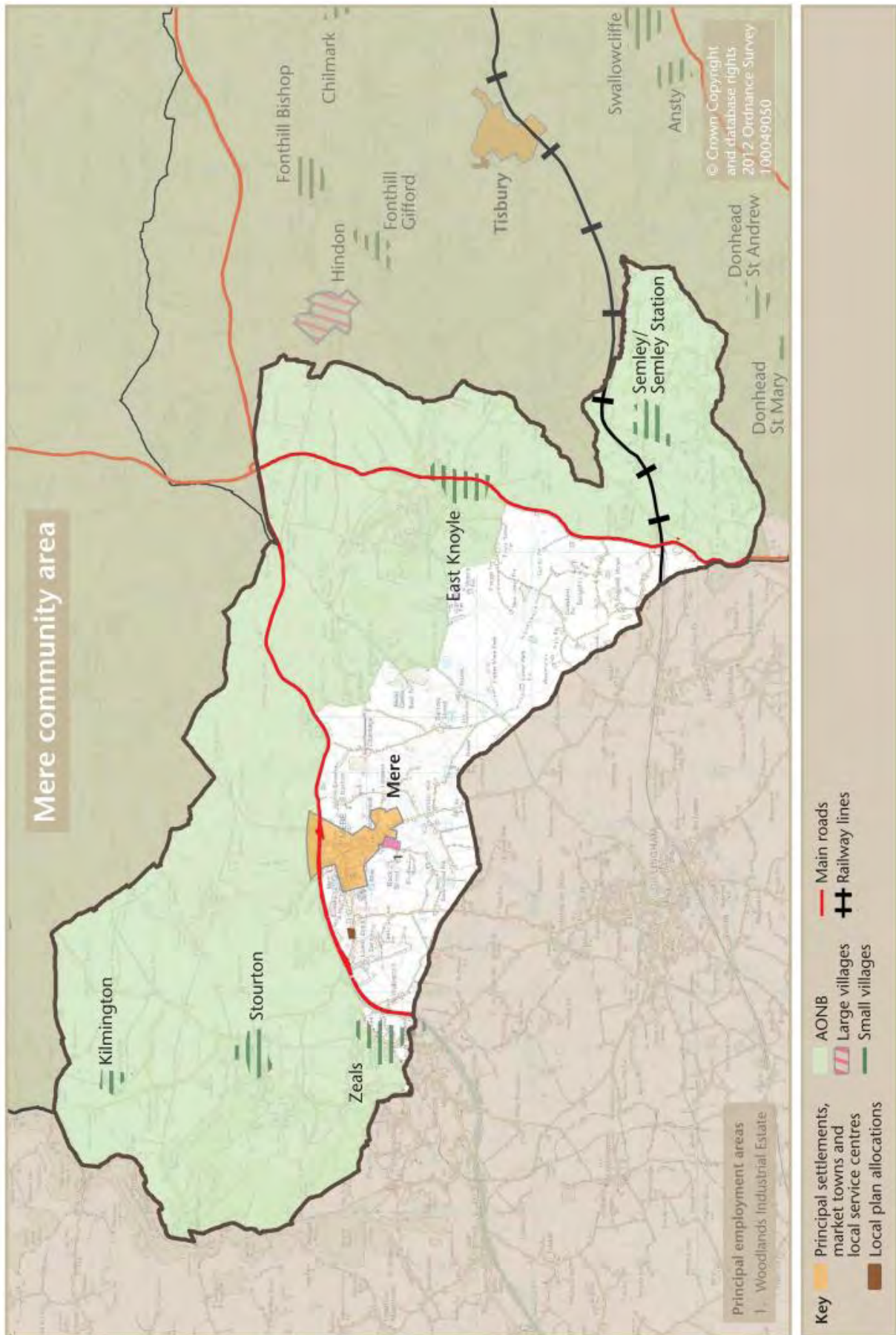
- 5.87** Specific issues to be addressed in planning for the Mere Community Area, include:
- there are no settlements that perform a secondary large village role and, the majority of growth will take place in Mere as the dominant settlement over the plan period
 - some employment land allocated in Mere has not been taken up and good access to the A 303 may be seen as both a strength and a threat. As local wages are generally low and there is a predominance of out commuting, there is a risk Mere will become a 'dormitory' type settlement. Future growth therefore needs to be balanced with a good mix of housing and employment
 - there are a number of businesses that have been within Mere for a number of years, providing important local jobs. However, their buildings and sites are old and not necessarily appropriate for modern business needs. Therefore, in Mere itself, where a business wishes to modernise and the proposal concerns loss of employment land of more than 0.25ha, redevelopment of the original site for alternate uses should be permitted. This is provided that the business and job numbers remain in Mere and the loss of site is replaced with employment land of similar size elsewhere in Mere, subject to meeting other policies within the Development Plan
 - although bus links to nearby towns such as Gillingham and Wincanton from Mere are generally good, opportunities to improve public transport connectivity need to be pursued for the more rural areas
 - the need to address the shortage of affordable houses in the area by planning for some housing growth

- the area has a high quality natural and built environment and any future growth will be carefully managed in accordance with core strategy policies to ensure these assets are protected
- all developments within the community area will need to conserve the designated landscape of the Cranborne Chase and West Wiltshire Downs AONB and its setting, and where possible enhance its locally distinctive characteristics.

How will the Mere Community Area change by 2026?

- 5.88** By 2026, the Mere Community Area will comprise thriving communities that reflect the aspirations of its residents. The area will have benefited from new housing and employment growth, managed in a way that delivers improved services and choice, and from the opportunities that this growth has attracted. In response to this challenge, Mere will continue to be the focus of appropriate levels of managed growth. It will provide a good range of services and good levels of employment.
- 5.89** The area will further benefit from the delivery of improved community facilities and better connectivity through improved footpaths, cycle ways and public transport choices. These developments will have been carried out in a manner that protects the built and natural heritage.

Figure 5.11 Mere community area



Core Policy 17

Spatial Strategy: Mere Community Area

Development in the Mere Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Local Service Centres: Mere

Small Villages: East Knoyle, Kilmington, Semley / Semley Station, Stourton and Zeals.

3 ha of employment land will be provided.

E12 Land at Mere Saved Salisbury District Plan Allocation 3 ha employment

The following Principal Employment Area will be supported in accordance with Core Policy 35: Woodlands Industrial Estate, Mere.

Over the plan period (2006 to 2026), at least 250 new homes will be provided, of which 200 should occur at Mere and 50 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in the Mere Community Area. Non-strategic development in the Mere Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Mere Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.87 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.10 Delivery of Housing 2006 to 2026 - Mere Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Mere | 200 | 95 | 25 | 0 | 80 |
| Remainder | 50 | 20 | 5 | 0 | 25 |
| Community Area Total | 250 | 115 | 30 | 0 | 105 |

Pewsey Area Strategy

Spatial information and context

5.90 Pewsey Community Area is rural in nature containing one of the largest villages within Wiltshire - Pewsey, which provides an important role as a Local Service Centre for services and employment. Pewsey has good transport connections afforded by a rail link to London, and is located on the A345 approximately eight miles to the south west of Marlborough and thirteen miles to the east of Devizes. The village offers a good range of community facilities and is popular as a commuter settlement, particularly with the benefits of a rail link. The area is home to a rich rural landscape including a proportion of the North Wessex Downs AONB, and the Kennet and Avon Canal passes through the community area, providing a significant green infrastructure asset.

The strategy for the Pewsey Area

5.91 The strategy for Pewsey is to deliver a level of housing and employment provision which helps meet local need and support service and retail provision within the village. Pewsey will only receive modest amounts of growth appropriate to its needs. The role of Pewsey as a Local Service Centre will however be encouraged and strengthened and the allocation of modest growth in the community area will help to enhance employment, retail and service provision. Furthermore, there is an aspiration to promote Pewsey as a heritage village for tourism and proposals which positively contribute to this aspiration will be supported, providing they are of high quality design and well integrated with the existing built form and setting of the town including using local materials where appropriate.

Issues and considerations

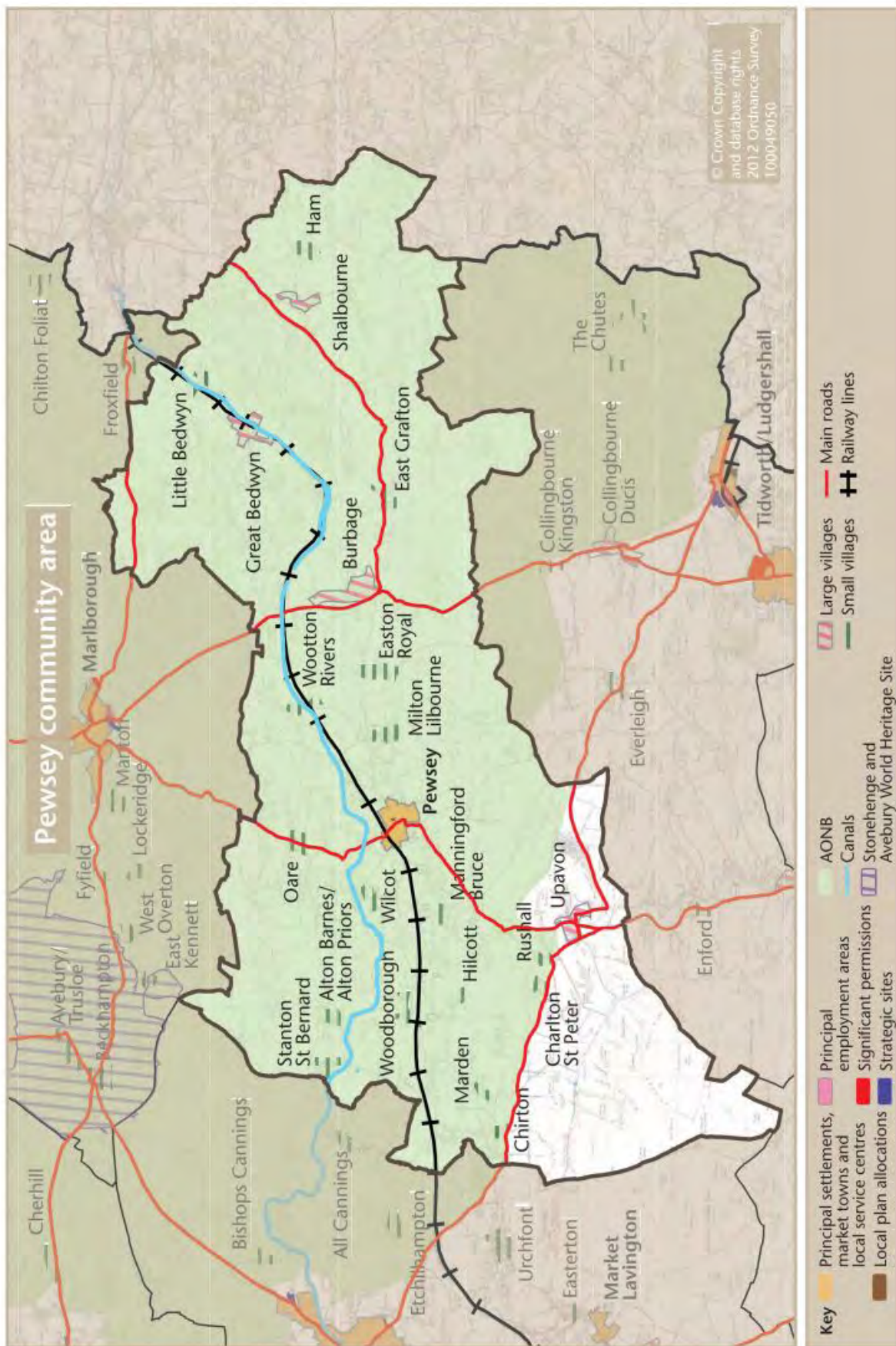
5.92 Specific issues to be addressed in planning for the Pewsey Community Area include:

- the level of housing and employment growth in Pewsey will be appropriate to its role; in particular it lacks the critical mass in terms of population and existing employment to accommodate significant amounts of housing or employment. In retail and employment terms, the village is overshadowed by Marlborough and Devizes
- all development within the community area will need to conserve the designated landscape of the North Wessex Downs Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- development associated with the Kennet and Avon canal will need to protect and enhance its wildlife value, landscape setting and recreational use
- development in the vicinity of the River Avon (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation (SAC)
- development which increases recreational pressure upon the Salisbury Plain Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project
- the loss of small employment sites in Pewsey has been an issue in recent years. To mitigate this loss, opportunities to bring forward the saved Local Plan allocation for employment at Marlborough Road should be investigated through the neighbourhood plan process.

How will the Pewsey Community Area change by 2026?

5.93 The community area will have continued to enjoy an attractive natural environment with a strong community spirit and local involvement. Pewsey's cultural heritage will have been enhanced through the redevelopment of the Broomcroft site. The tourist industry in the area will have been developed in a manner compatible with Wiltshire's character and in line with the principles of sustainable development. The Kennet and Avon Canal, the River Avon and Salisbury Plain will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure which will be used sustainably. Modest development will have been delivered, reflecting the role of Pewsey as a Local Service Centre within the community area.

Figure 5.12 Pewsey community area



Core Policy 18

Spatial Strategy: Pewsey Community Area

Development in the Pewsey Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Local Service Centres: Pewsey.
 Large Villages: Burbage, Great Bedwyn, Shalbourne and Upavon.
 Small Villages: Alton Priors / Alton Barnes, Charlton St Peter, Chirton, East Grafton, Easton Royal, Ham, Hilcott, Little Bedwyn, Manningford Bruce, Marden, Milton Lilbourne, Oare, Rushall, Stanton St Bernard, Wilcot, Woodborough and Wootton Rivers.

The following locally important rural employment sites will be supported in accordance with Core Policy 35: Salisbury Road Business Park, Marlborough Road and Broomcroft Road, Pewsey; Manor Farm, Manningford Bohune, Hirata site, Burbage.

Over the plan period, 2 hectares of employment will be provided.

At least 600 new homes will be provided in the community area. There will be no strategic housing or employment sites allocated in the Pewsey Community Area. Non-strategic development in the Pewsey Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Pewsey Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.92 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.11 Delivery of Housing 2006 to 2026 - Pewsey Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Community Area Total | 600 | 195 | 120 | 0 | 285 |

Royal Wootton Bassett and Cricklade Area Strategy

Spatial information and context

- 5.94** The community area is predominately rural in character, containing many villages and has a strong landscape quality, containing parts of the North Wessex Downs AONB. The area is located in the north east of Wiltshire and contains the historic market towns of Royal Wootton Bassett and Cricklade. Although of differing size, both of these settlements play an important role in the community area, not least because of the relationship they have with the nearby higher order centre of Swindon.
- 5.95** Royal Wootton Bassett is the largest town within the community area, located approximately six miles from Swindon and two miles from the M4, and as such is ideally located to develop into an important employment centre. The town has therefore been identified as a location for new strategic employment growth, particularly to help reduce outcommuting, as the town currently has a dormitory role to Swindon. Although the town currently has a smaller employment base than might be expected for a town of its size it does have a varied employment base and should be relatively resilient to mass job losses.
- 5.96** A recent decision to maintain an MoD presence at RAF Lyneham, following the relocation of the RAF Hercules transport fleet, is a significant boost to the local economy. RAF Lyneham is a large UK military base located four miles to the south west of Royal Wootton Bassett, and strong links between the base and the town have been established over many decades. The continued MoD use of Lyneham is expected to have long term positive impacts on the local economy.
- 5.97** Although Cricklade is a smaller settlement, it nevertheless performs an important Local Service Centre role for the surrounding rural area. Some housing development is necessary in Cricklade to help facilitate the delivery of improvements to the retail offer and other facilities in the town.

The strategy for the Royal Wootton Bassett and Cricklade Area

- 5.98** Housing growth in the main settlements will help improve their vitality and create a critical mass to deliver improvements in infrastructure. However, given that there are a number of existing outstanding housing commitments, no further strategic housing allocations are needed early in the plan period. Future growth should be brought forward in a balanced way to ensure infrastructure is delivered alongside housing.

Issues and considerations

- 5.99** Specific issues to be addressed in planning for the Royal Wootton Bassett and Cricklade Community Area include:
- non-strategic growth should be brought forward in accordance with Core Policies 1 and 2 and phased throughout the plan period to deliver homes in a balanced manner that will enable infrastructure issues to be addressed
 - developer contributions from future housing growth should help to deliver infrastructure necessary in the town. In particular, improved pedestrian and cycle linkages are needed between the town centres and local community facilities; to include enhancements to the Cricklade Country Way and a cycle way between Royal Wootton Bassett and Windmill Hill Business Park. Other infrastructure priorities include the completion of a Wessex Water scheme to reduce flood risk to areas in Royal Wootton Bassett, the expansion or re-location of one or both of the existing GP surgeries in the town, and additional fire and rescue provision in the west of Swindon area

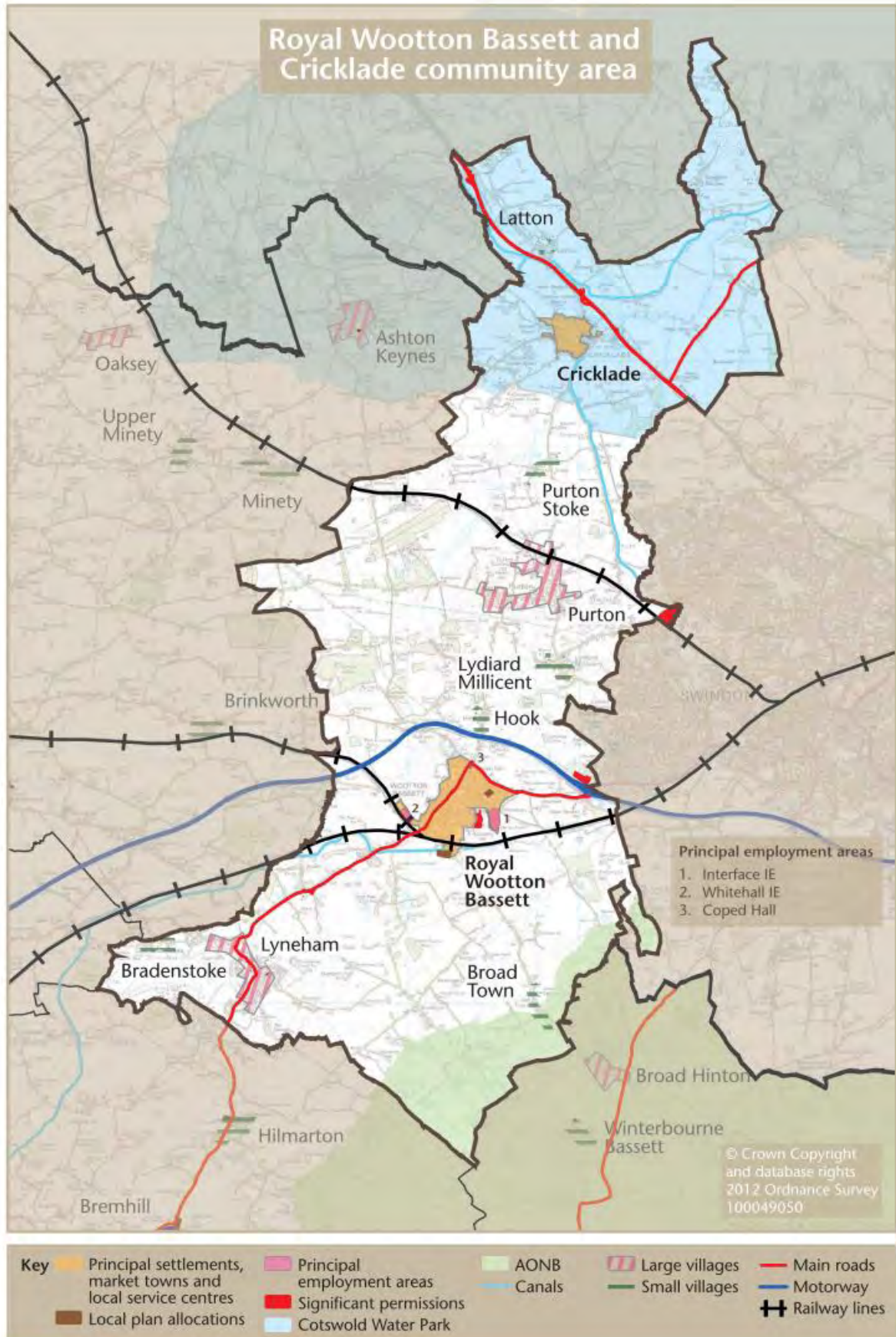
- a mix of employment development alongside housing is also important and appropriate proposals for mixed development will be supported. Main food shopping trips from Royal Wootton Bassett are currently lost to neighbouring towns, including Calne and so the development of additional convenience retail in the town may be appropriate if a suitable site is identified. This would improve the retention of convenience trade in the town and its overall vitality
- work is ongoing to identify appropriate action to help address capacity issues associated with Junction 16 of the M4. Any major development proposals should demonstrate how this matter has been taken into account and propose appropriate sustainable transport solutions to help address this problem
- the long established policy of protecting the distinct character and identity of the villages and settlements remains a priority for local communities. This applies particularly to the parts of the community area which adjoin the administrative area of Swindon Borough Council where there may be unplanned development pressure. The open countryside should be maintained to protect the character and identity of the area in accordance with Core Policy 51. The local community may also wish to consider this matter further in any future community-led neighbourhood planning work
- given the proximity of Swindon to the community area, planning for this area needs to be managed holistically to ensure development at Swindon is as balanced and sustainable as possible while also affording appropriate protection to rural areas. This matter is discussed further below
- there are a number of environmental constraints around Royal Wootton Bassett, including areas prone to flooding and a SSSI to the south which will need to be considered and appropriately protected before selecting any sites for future housing growth
- all relevant development within the community area will need to conserve the designated landscape of the North Wessex Downs AONB and its setting, and where possible enhance its locally distinctive characteristics
- the Cotswold Water Park is a changing landscape and expanding recreational resource for the county and its visitors. Development in the Cotswold Water Park should contribute towards the objectives of the Vision and Implementation Plan for the area
- further work is needed to identify how improvements to the recreational facilities in the community area can be delivered. These include Ballards' Ash Sports Hub, Cricklade Country Way and the restoration of the Wilts and Berks Canal
- the historic alignment of the Wilts and Berks and Thames and Severn canals pass through the community area and will be safeguarded in accordance with Core Policy 42 and the emerging Swindon Core Strategy
- the Great Western Community Forest will also be maintained and enhanced as a significant infrastructure resource within and beyond the community area
- the proposed route of the Swindon and Cricklade railway line will be protected from development between Mouldon Hill to Moredon Bridge Junction and the Swindon and Gloucester railway line.

How will the Royal Wootton Bassett and Cricklade Community Area change by 2026?

5.100 Royal Wootton Bassett will continue to function as the main service centre within the community area. Cricklade will perform a similar role, but with a more local focus. The separate identity of both Royal Wootton Bassett and Cricklade and the villages, especially those closest to Swindon will have been maintained and enhanced where appropriate. The retail offer of Royal Wootton Bassett will have been enhanced and the town will enjoy a good supply of housing including affordable dwellings. The town will have an appropriate level of facilities for its size, with a hub for sports provision at Ballards Ash. People within the community area will have access to a range of jobs within the towns, which will have helped to alleviate the existing high levels of out-commuting.

Along with the Rivers Key and Ray, the restored and enhanced Cricklade Country Way will provide social, environmental and economic assets to the area as part of a wider green infrastructure network linking Cricklade with Swindon and the Cotswold Water Park, which will continue to be a valuable recreational resource for visitors and local communities.

Figure 5.13 Royal Wootton Bassett and Cricklade community area



Core Policy 19

Spatial Strategy: Royal Wootton Bassett and Cricklade Community Area

Development in the Royal Wootton Bassett and Cricklade Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Royal Wootton Bassett.
 Local Service Centres: Cricklade.
 Large Villages: Lyneham and Purton.
 Small Villages: Bradenstoke, Broad Town, Hook, Latton, Lydiard Millicent and Purton Stoke.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Whitehill Industrial Estate, Interface Industrial Estate and Coped Hall Business Park.

5 ha of employment land will be provided, including:

Land to the West of Templars Way Saved North Wiltshire District Plan Allocation 3.7 ha

Over the plan period (2006 to 2026), at least 1,250 new homes will be provided of which 920 should occur at Royal Wootton Bassett. 330 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Royal Wootton Bassett or Cricklade. Non-strategic development in the Royal Wootton Bassett and Cricklade Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Royal Wootton Bassett and Cricklade Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.99 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.12 Delivery of Housing 2006 to 2026 - Royal Wootton Bassett and Cricklade Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Royal Wootton Bassett Town | 920 | 245 | 685 | 0 | 0 |
| Remainder | 330 | 165 | 50 | 0 | 115 |
| Community Area Total | 1,250 | 410 | 735 | 0 | 115 |

Planning for Swindon

- 5.101** Although Swindon falls within a separate administrative area, its proximity to the Royal Wootton Bassett and Cricklade Community Area, means that planning for future growth in Swindon should be considered holistically and with appropriate co-operation between neighbouring authorities and involve the Wiltshire and Swindon Local Enterprise Partnership.
- 5.102** The strategy for future growth in Swindon is to support the most sustainable pattern and scale of development, ensuring that the level of new housing is more balanced with employment opportunities, to ensure Swindon is more self-contained and the need for out-commuting is reduced.
- 5.103** A comprehensive assessment of potential development sites around Swindon has been conducted jointly between Wiltshire Council and Swindon Borough Council to identify the most sustainable locations for development. These are outlined in the emerging Swindon Core Strategy⁽²⁸⁾. The study outlines which sites have been assessed and concludes that development to the west of Swindon, including within the Royal Wootton Bassett and Cricklade Community Area, is unnecessary and does not represent the most sustainable option for future growth in Swindon. However, there is a permitted site at Moredon Bridge, on the west of Swindon and an explicit allowance of 200 homes has been made for this development within the housing requirement.
- 5.104** Furthermore, the emerging Swindon Core Strategy seeks to protect the countryside for its intrinsic character and beauty in accordance with Policy RA 3. This approach is consistent with the Wiltshire Core Strategy (Core Policy 51).

28 Swindon Borough Core Strategy and Development Management Policies 2026: Swindon: Planning for our future: Revised Proposed Submission Document March 2011, Theme 2, page 28 onwards available from www.swindon.gov.uk/corestrategy which has informed by 'Small scale urban extensions study' and the 'Swindon Market Area Housing Strategy' available from: <http://www.swindon.gov.uk/ep/ep-planning/epplanning-localdev/Pages/ep-planning-localdev-evidencebase.aspx>.

Salisbury Area Strategy

Spatial information and context

- 5.105** Salisbury is located in the south east of Wiltshire, near the edge of Salisbury Plain and sits at the confluence of five rivers – the Nadder, Ebble, Wylye, Bourne and Avon. Salisbury railway station serves the city and is the crossing point between the west of England main line and the Wessex main line making it a regional interchange. The city is the main centre of south Wiltshire, acting as a focal point for a wide rural catchment with its influence stretching into parts of Hampshire and Dorset.
- 5.106** The presence of Salisbury Cathedral and the city's proximity to Stonehenge, make Salisbury an international tourist destination and this brings significant revenue to the city. A café culture has been encouraged around the Market Place and the markets, along with several museums, also attract many visitors to the city. The city provides leisure activities to people living in Salisbury and the surrounding area and in recent years, a swimming pool complex has been added at the Five Rivers Leisure Centre. Both St Edmund's Arts Centre and Salisbury Playhouse have also undergone major refurbishments.
- 5.107** Salisbury has experienced a historic undersupply of housing over recent years. Without delivering a step change in housing delivery the character of Salisbury will slide into the role of a dormitory settlement with an ageing population, lack of viable workforce, anticompetitive investment environment, declining retail sector and consequential environmentally harmful out-commuting. Sustainable growth with employment development alongside new housing is therefore needed in Salisbury whilst ensuring that no harm comes to the natural and built environment.

The strategy for the Salisbury Area

- 5.108** The delivery of mixed-use, strategic sites will help to achieve more sustainable, resilient and self-contained communities, and provide a range of choices for investors and regeneration imperatives highlighted in the Salisbury Vision. The city centre is healthy and performing well but the historic character of Salisbury partially constrains expansion, there is also increasing competition from centres such as Bournemouth, Southampton and Winchester. The strategy for Salisbury seeks to take proactive steps to ensure that the city does not decline as a significant retail centre, whilst also ensuring balanced and sustainable housing and employment growth are provided to meet the long term needs of the city.

Issues and considerations

- 5.109** Specific issues to be addressed in planning for the Salisbury Community Area include:
- ensuring that Salisbury can maintain its place as an important retail centre in the face of intense sub-regional competition, including from nearby centres such as Southampton, Bournemouth and Winchester
 - significant enhancement to the retail core of Salisbury will be supported by setting a policy framework to develop the Central Car Park site to complement the historic street pattern of Salisbury, by providing additional retail floorspace and a choice of department stores
 - the core strategy seeks to deliver 29 ha of employment land based on B1, B2 and B8 uses and up to 40,000 sq m gross external area retail and leisure floorspace. Evidence⁽²⁹⁾ suggests that for new jobs the market need is mainly for B1 business use (offices)
 - the administrative boundaries around the city have led to a large proportion of the development allocations in this Core Strategy being located outside of the boundary of the city. Some are,

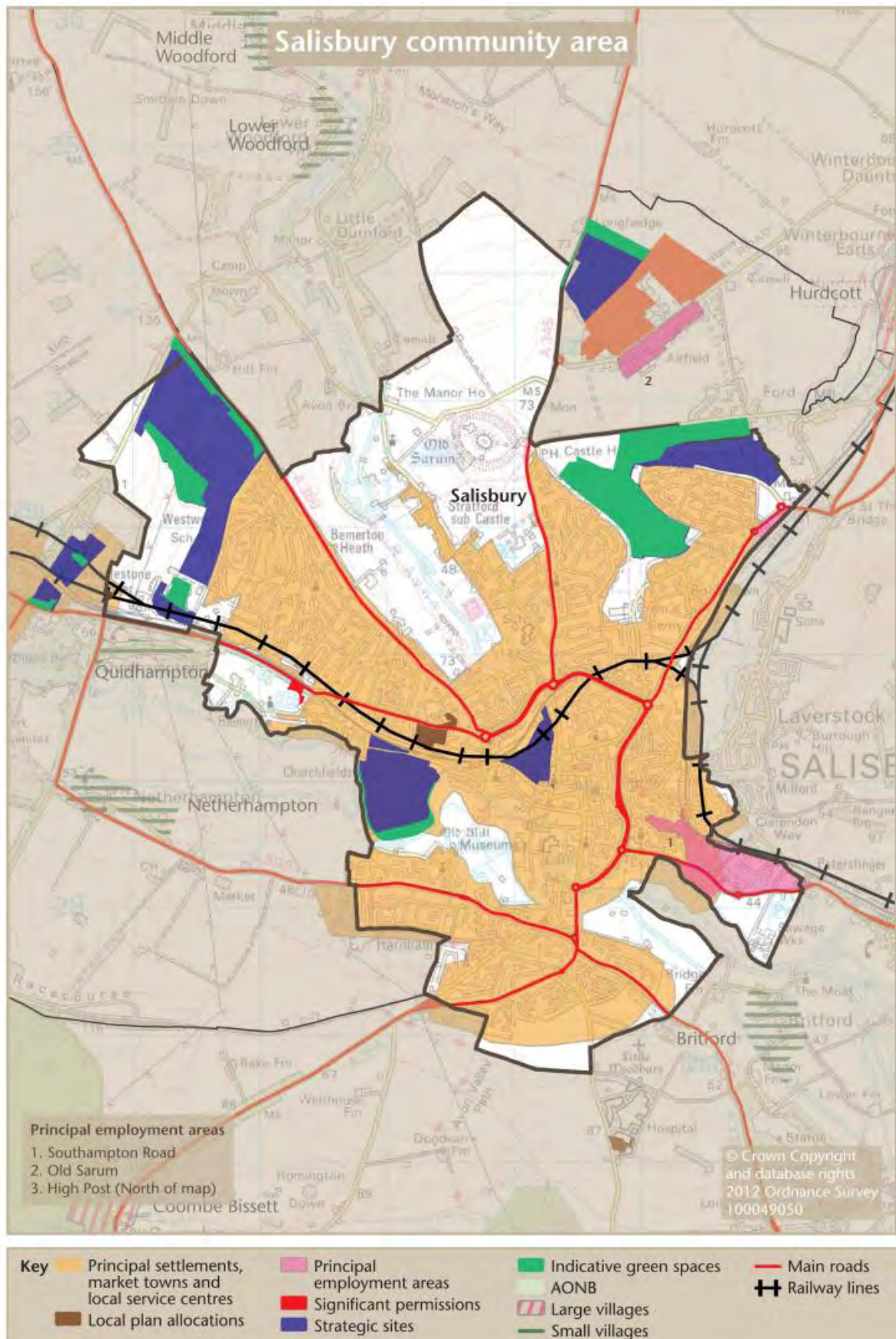
for example, located on new greenfield sites in the adjoining parishes which are within the Southern Wiltshire and Wilton Community Areas. These allocations are however considered to contribute towards the requirement for housing and employment for Salisbury and are included within this Salisbury Area Strategy

- the UKLF site is located within the Wilton Community Area, and is part of wider strategic growth for the area, the site will also help to contribute towards the employment needs of the Wilton area itself
- broad areas of search for future development around Salisbury are mapped in Topic Paper 19 (see map “Potential Areas for Strategic Growth in and around Salisbury/Wilton”⁽³⁰⁾). If further land is required in the future, sites at Netherhampton and additional growth at Longhedge should be considered as part of the the council's ongoing monitoring process
- development in the vicinity of the River Avon (Hampshire) must protect the habitats, species and processes which maintain the integrity of the Special Area of Conservation
- a mix of housing and employment growth will facilitate the delivery of improved infrastructure and community facilities in Salisbury through developer contributions. These will include expansion of the fire station to serve new development, and improvements to green infrastructure in the city. There is also a need for expansion of existing GP surgeries with a longer term aspiration for a new ‘super surgery’ to be provided, along with improvements to the sewer network, particularly to reduce vulnerability to flooding
- new secondary school capacity is also needed for Salisbury and this will initially be met through extension and rationalisation of the existing schools with a longer term aspiration for a new secondary school. New primary schools will be provided at strategic sites at Fugglestone Red, Hampton Park and Longhedge
- the cumulative impact of all strategic development sites at Salisbury will need to be considered in transport assessments for major developments.

How will the Salisbury Community Area change by 2026?

- 5.110** Salisbury will have developed its historic role as a thriving and prosperous city that is self contained providing the necessary range of homes to support this role and offering a range of employment, retail, cultural and leisure facilities to a wide hinterland, stretching into Hampshire and Dorset. Its own distinct character will have been retained and enhanced through the successful implementation of the Salisbury Vision including schemes such as the market place enhancement.
- 5.111** Salisbury's tourism role will have been enhanced and there will be a lively café culture around the enhanced market square, along with improved leisure, arts and theatre facilities. Partnership working with the cathedral authorities and English Heritage at Stonehenge on implementation of their respective management plans will have greatly enhanced Salisbury's reputation as a major international tourist destination.
- 5.112** The retail, leisure and cultural function of the city will have been greatly enhanced by the successful redevelopment of the Maltings / Central Park that is well integrated into the city centre, bringing benefits for the whole area. Significant growth in new homes and jobs will have been successfully integrated into the city in a manner that meets local needs. The highly valued views of the Salisbury roofscape and spire views will have been retained. The new homes balanced with the economic opportunities will have provided local opportunities to work and live in the local area and will have successfully reduced the amount of out-commuting.

Figure 5.14 Salisbury community area map



Core Policy 20

Spatial Strategy: Salisbury Community Area

Development in the Salisbury Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Principal Settlements: Salisbury

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Old Sarum and Southampton Road.

Over the plan period (2006 to 2026), 29 ha employment land and at least 6060 new homes will be provided within the Community Area, which should occur either within Salisbury or the town of Wilton, including land identified for strategic growth as described below:

| | | |
|--|-----------------|---------------------------------------|
| Fugglestone Red | 1,250 dwellings | 8 ha employment |
| Hampton Park | 500 dwellings | 0 ha employment |
| Longhedge (Old Sarum) | 450 dwellings | 8 ha employment |
| Churchfields and Engine Shed | 1,100 dwellings | 5 ha employment |
| UKLF, Wilton | 450 dwellings | 3 ha employment |
| Central Car Park Retail and Leisure floorspace | 200 dwellings | Up to 40,000 sq m gross external area |
| Former Imerys Quarry | 0 dwellings | 4 ha employment |

The strategic allocations will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should deliver any requirements as set out in the development templates as shown by Appendix A.

Non-strategic development in the Salisbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Salisbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.109 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.13 Delivery of Housing - Salisbury Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Salisbury* | 6,060 | 980 | 790 | 3,950 | 340 |

*Housing numbers for Salisbury include those planned for the town of Wilton – the remainder of the Wilton Community Area is treated separately (see Wilton Area Strategy, page 165).

Salisbury Central Area Regeneration

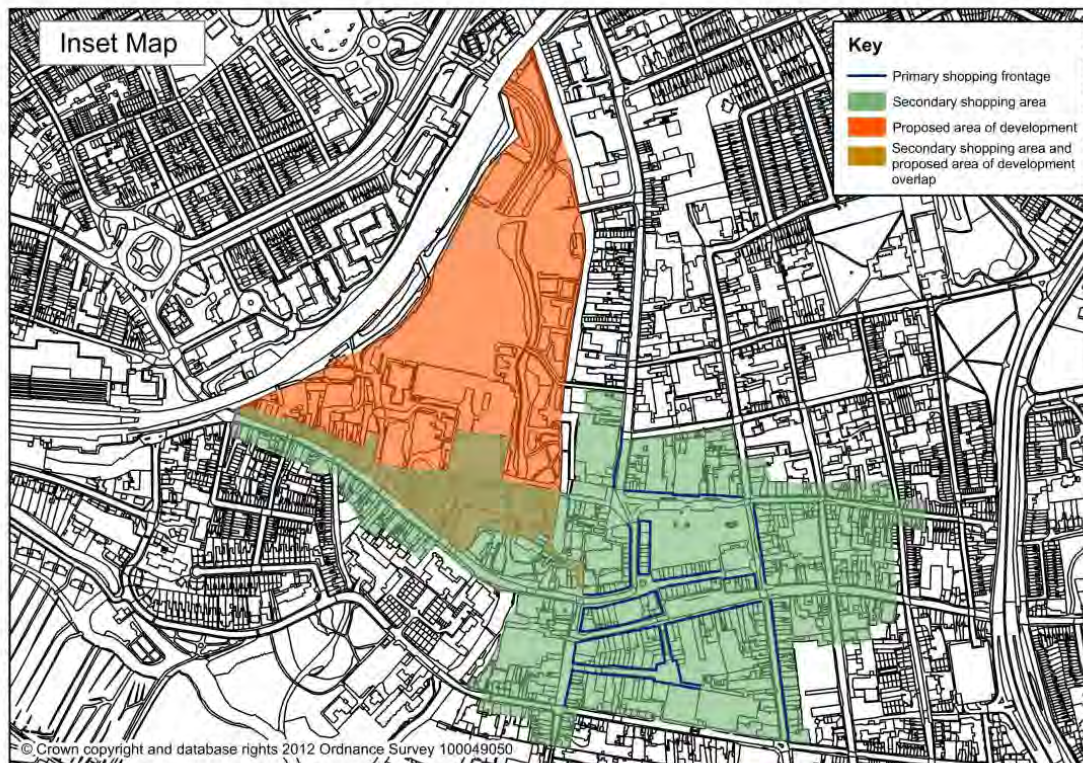
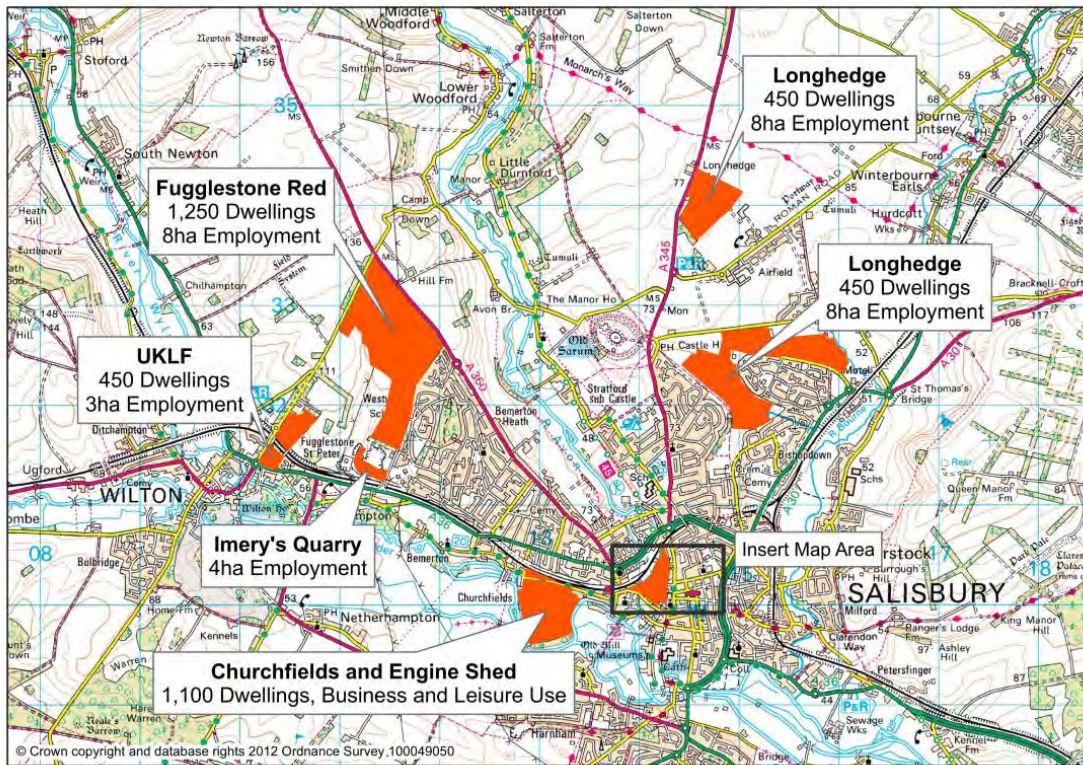
5.113 The Salisbury Central Area Regeneration Programme comprises a number of brownfield development opportunities that have been identified as important to the future economic and social prosperity of the city. In simple terms, the programme will provide an improved quality of life for residents, an improved experience for visitors and an improved economic environment for businesses. It aims to do this by providing more office and employment space, a wider range of shops, more housing (particularly affordable housing), additional high quality hotels, improved cultural facilities, an improved public transport system, a much more attractive, 'green' and more pedestrian and cyclist friendly city.

5.114 The Salisbury Central Area Regeneration Sites also represent a key source of housing delivery. Although not classified as strategic sites (Core Policy 20), as there is uncertainty over the deliverability timescale, any development must be balanced with clear community, stakeholder and key landowners support. These sites will be brought forward through master planning in a similar way to the strategic sites in accordance with Core Policy 20. The sites where further work is needed include:

- Salt Lane (10 dwellings)
- Brown Street (15 dwellings)
- Bus Station (10 dwellings)
- Bus depot (25 dwellings)
- Southampton Road (750 dwellings).

5.115 Key projects are summarised below.

Salisbury key projects



Churchfields Industrial Estate and Engine Shed Site

5.116 This existing employment site should be redeveloped into a mixed-use residential led scheme, to form a new neighbourhood in a sustainable location close to the city centre. This will provide 1,100 homes and 5 ha of predominately B1 employment land, together with supporting infrastructure and community facilities (in accordance with Core Policy 20). Enough employment land supply is provided in the south Wiltshire area to enable the decant of Churchfields Industrial Estate, including employment land on a number of strategic sites included in this core strategy.

The Maltings and Central Car Park Site

5.117 This strategy promotes the sensitive regeneration of a mixed-use retail led development on the Maltings and Central Car Park. Not only is the site sequentially preferable, but it also offers an excellent opportunity large enough to deliver the level of retail development needed for the city within a central location. Its proximity to the existing city centre means it can complement the existing centre rather than compete with it. This will help contribute towards the continued viability and vibrancy of the whole of Salisbury City centre and should incorporate an element of residential, office and leisure uses. It is important that the development on the Maltings and Central Car Park does not result in a decline of specialist, independent and other retailing elsewhere in the primary and secondary shopping areas. Comprehensive redevelopment of the area should therefore incorporate other regeneration projects including:

- improved legibility created along and through the Market Walk to draw visitors to the market square and onwards
- improved legibility between Fisherton Street, the Playhouse and City Hall to the proposed new development through to a scheme such as the creation of 'Fisherton Square' as depicted in the Salisbury Vision Document
- the development is shown to nurture and support the existing retailers and can demonstrate how it will complement and boost existing patterns of trade and not have a detrimental impact upon them
- the proposal will contribute towards a City Centre Retail Strategy to manage the transition of retail change within the city centre and ensure that the impact on the existing retail circuit is not undermined.

Core Policy 21

The Maltings / Central Car Park

The area around the Maltings, Central Car Park, and Library is allocated for a retail-led mixed-use development to enhance Salisbury city centre's position as a sub-regional shopping and cultural centre. The development will consist of convenience and comparison shopping, leisure uses, housing, offices, library and cultural quarter.

The redevelopment of the Maltings / Central Car Park will be sensitive to Salisbury's skyline and respect the scale and building forms of the historic urban fabric. It will build on the city's already strong retail offer to create a new quarter specifically designed to meet the demands of the modern shopper, and the modern retailer, with simple, regular shaped interior spaces which can be easily configured to meet a wide variety of needs and shop sizes.

The Maltings/Central Car Park will not be an enclosed shopping centre or self-contained mall style development, but a high quality outward looking design, which integrates into the city centre. Retail, residential and leisure areas will be linked by open, pedestrianised streets and public spaces, with an improved cultural area around the Playhouse and City Hall, improving legibility from the new development through the cultural area to Fisherton Street. Relocation of the library will open up links to the Market Square. This open streetscape will connect the prime retail units anchored by a department store, residential and leisure areas.

The development will also meet any additional requirements as set out in the development templates shown by Appendix A.

Targets: Delivery of the Maltings and Central Car park redevelopment,

Monitoring and Review: AMR, Rural Facilities Survey.

Delivery Responsibility: Wiltshire Council,

Policies Replaced: S6, S7.

Salisbury Skyline

- 5.118** The long-standing policy that limits the height of new buildings to not more than 12.2 metres (40ft) in order to protect views of the cathedral and city roofscape has played a major part in preserving the unique character of the city. There is no evidence that it has had a retarding effect on Salisbury's economy. An independent appraisal and focus group with English Heritage concluded that its simplicity was a major contributory factor to this⁽³¹⁾. The policy requires slight modernisation to further clarify exceptional circumstances criteria, which have been too vague in the past.

31 Review of the Salisbury Central Area "40ft Rule" Policy – Chris Blandford Associates, August 2008.

Core Policy 22

Salisbury Skyline

In the Salisbury Central Area as shown on the proposals map:

- i. new development will be restricted to a height that does not exceed 12.2 metres above ground level
- ii. decorative architectural features that positively contribute to the variety, form and character of the area's roofscape, skyline and silhouette may be allowed to exceed 12.2 metres in height where appropriate, provided that they do not result in any increase in usable floorspace
- iii. in exceptional circumstances, development in excess of 12.2 metres in height will be permitted, where it can be demonstrated to the satisfaction of the Local Planning Authority that the development:
 - (a) would have no demonstrable harm on the roofscape of the city and / or views of the cathedral
 - (b) would be essential for the long-term economic viability of the city, and
 - (c) the height is required to ensure the development is making the most efficient use of the land.

Targets: No approval as exceptions to policy.

Monitoring and Review: AMR.

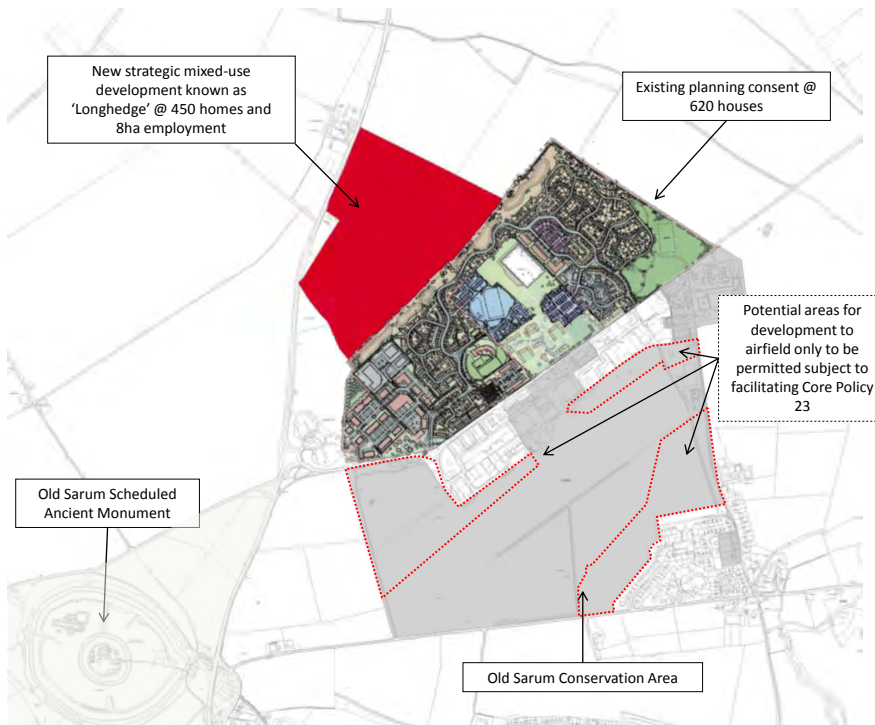
Delivery Responsibility: Wiltshire Council.

Policies Replaced: D6.

Old Sarum Airfield

- 5.119** Old Sarum Airfield dates from the First World War and is one of the best preserved in the country as it has remaining technical buildings and three listed hangars, which still have a functional relationship to the grass airstrip. The facility is highly valued locally for the historical and recreational opportunities it provides. However, there are a number of issues relating to the site that this Core Strategy seeks to resolve.
- 5.120** The heritage value of the airfield has been damaged by the intrusion of functional late 20th century industrial sheds, which compromise its historic character. There are no controls over the level and intensity of flying activity from the airfield, and there has been a long history of complaints from local residents about the noise, which has been caused largely by aeroplanes flying over the city, in training circuits, especially during the summer months. While there is no local wish to prevent flying altogether, there is a desire to seek some control and strike an appropriate balance between the flying activity and amenity of Salisbury's residents.
- 5.121** This strategy will allow sympathetic new development on the airfield perimeter, including high quality residential use, where it can be fully demonstrated that it will deliver the outcomes identified in the following policy.

Figure 5.15 Old Sarum Airfield



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Core Policy 23

Old Sarum Airfield

New development will only be permitted on Old Sarum Airfield if it delivers the following:

- i. a long-term proactive strategy for the enhancement of the Conservation Area including management plan and public access and visitor/interpretive material on its historic relevance
- i. a high quality strategic landscape improvement to mitigate impacts of existing intrusive buildings, to soften impacts when viewed both out and into the Conservation Area and from Old Sarum Scheduled Ancient Monument
- ii. the completion of a legal agreement (section 106) to agree reasonable controls over flying activity in the interests of the amenity of local residents
- iii. submission, agreement and implementation of a development master plan, which delivers a high quality development that takes opportunities to enhance the historic environment and protects the amenity of existing residents
- iv. retains and safeguards flying activity from the airfield
- v. provides community benefit for the Old Sarum residents.

Targets: Agreement of a management plan for Old Sarum conservation area and enhancements to the area. The retention of flying activity of the airfield with a reasonable degree of control in the interests of local amenity.

Monitoring and Review: AMR.

Delivery Responsibility: Wiltshire Council.

Southern Wiltshire Area Strategy

Spatial information and context

- 5.122** The Southern Wiltshire Community Area sits in the south east corner of Wiltshire and the area contains parts of the New Forest National Park, which is planned for separately⁽³²⁾. Downton functions as a Local Service Centre for its surrounding area, yet the nearby city of Salisbury exerts a strong functional influence, especially over the more northern settlements such as Alderbury, Britford, Odstock and Bodenham. Salisbury therefore provides the main employment, retail, leisure and cultural centre for the area. The area also has good A-road connectivity to the south coast, and so the influence of larger centres such as Bournemouth and Southampton are also strong, especially for employment and retailing.
- 5.123** The Southern Wiltshire Community Area has four secondary schools, one in Downton and three in Laverstock, which include children from the Salisbury city catchment area and beyond. Statistically, the area is relatively affluent, but pockets of deprivation do exist.
- 5.124** Due to the highly constrained nature of Salisbury, it is inevitable that a significant proportion of the growth required to meet its long-term needs will be located on greenfield sites on the edge of the city. Because the administrative boundaries are drawn tightly around the city, this will result in growth in several neighbouring parishes. Many development site options for growth have been considered but discounted due to many issues ranging from wildlife impacts in the Winterslow area to congestion on the A36 at Alderbury.

The strategy for the Southern Wiltshire Area

- 5.125** The strategy for the Southern Wiltshire Community Area is to provide for balanced growth of both housing and employment to deliver sustainable communities and help address the shortfall in affordable housing.

Issues and considerations

- 5.126** Specific issues to be addressed in planning for the Southern Wiltshire Community Area include:
- strategic growth is not appropriate for the Southern Wiltshire Community Area. This is in part due to congestion on the A36, particularly at the Alderbury bypass, which has been raised by the Highways Agency
 - two major growth sites have been identified in the parish of Laverstock which are described within the Salisbury Area Strategy, above. Details relating to these specific development sites will be outlined in a subsequent planning document
 - a transport assessment is required for all major applications proportionate to the scale of development which must include an assessment of congestion on the A36, particularly the Alderbury bypass and how the development proposal would affect this issue
 - some managed growth is necessary to support ongoing business growth and development, to ensure the existing strong employment opportunities in the area are maintained. Limited development will also help to address the shortfall in affordable housing in the area
 - consideration should be given to the existing shortage of long-term beds in care homes
 - the New Forest National Park is an important resource and so protecting the natural environment is a priority. The Core Strategy sets a policy framework to control development in neighbouring areas to the park from having a detrimental impact, and where such development would increase recreational pressures upon the Natura 2000 designations of

32 See the New Forest National Park Core Strategy and Development Management Policies DPD at <http://www.newforestnpa.gov.uk/planning/planning-policy/core-strategy>.

the New Forest, mitigation will be required through the implementation of the Recreation Management Strategy. Development within the park area will be subject to a separate core strategy as described above

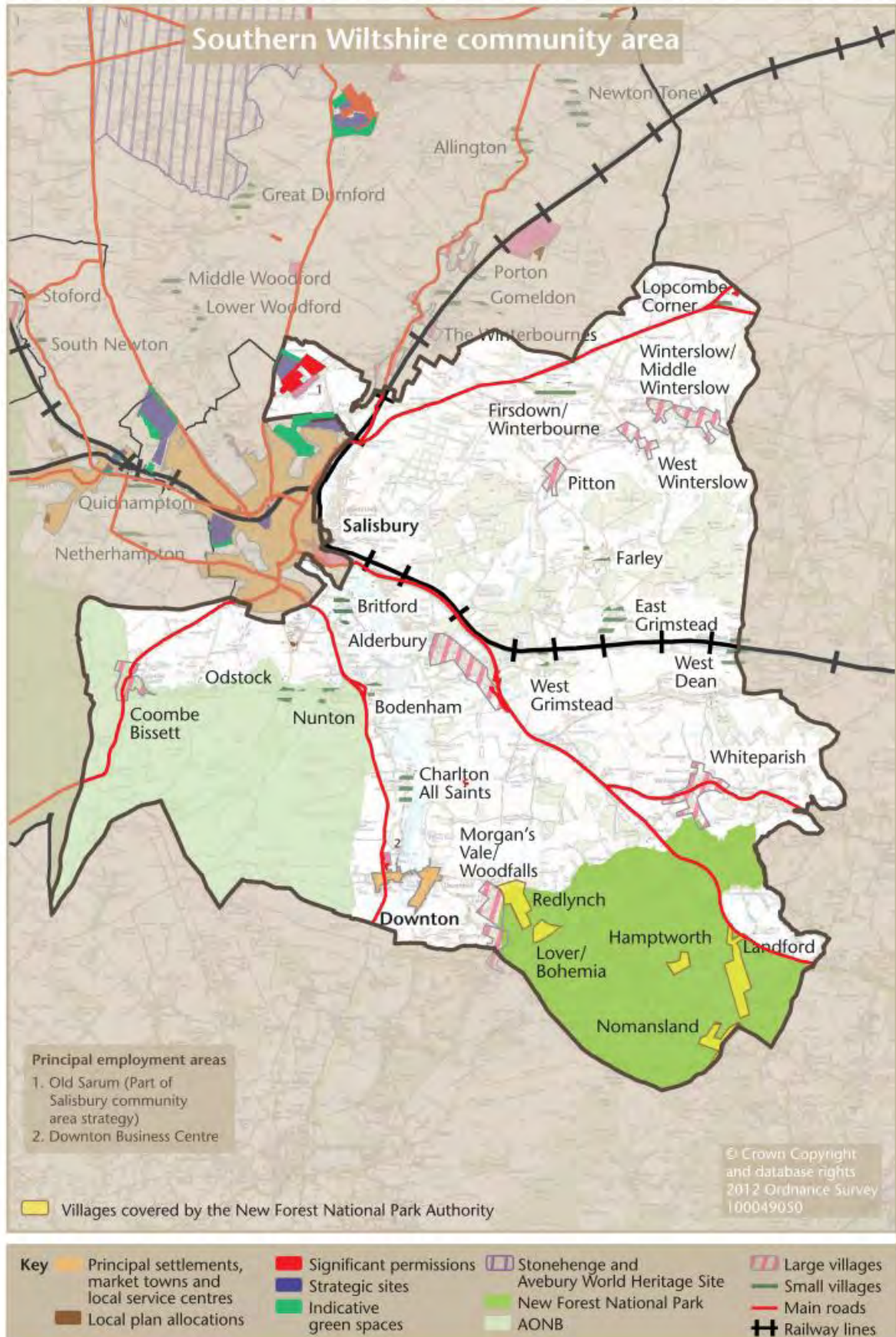
- ongoing protection and enhancement of the Stone Curlew and calcareous grassland habitat at Porton Down must be secured through the implementation of an Integrated Business and Ecological Management System, to effectively mitigate potential impacts from further development at the site
- development in the vicinity of the River Avon (Hampshire) must protect the habitats, species and processes which maintain the integrity of this Special Area of Conservation
- Development within the Cranborne Chase and West Wiltshire Downs AONB will need to give particular attention to the preservation of the character and scenic quality of the environment. Where proposals come forward emphasis will be placed on their scale, location, siting, design, materials and landscaping. Where possible, proposals should aid the delivery of the AONB Management Plan. Development within and adjoining the AONB should have regard to the AONB Landscape Character and Historic Landscape Character Assessments.

How will the Southern Wiltshire Community Area change by 2026?

5.127 By 2026, the Southern Wiltshire Community Area will comprise thriving communities reflecting the aspirations of its residents. The area will be comfortable with its relationship with Salisbury and will have benefited from the opportunities that growth has attracted to provide new homes and jobs, in a managed way that delivers improved services and choice.

5.128 In response to this challenge, Downton will continue to be the focus of appropriate levels of managed growth. It will have a choice of transport and provide a good range of services, and good levels of employment. The need to grow Salisbury will have been recognised by the community, who will continue to benefit from the enhanced facilities and job opportunities that the city offers. The area will further benefit from the delivery of improved community facilities and better connectivity through improved footpaths, cycle ways and public transport choices.

Figure 5.16 Southern Wiltshire community area map



Core Policy 24

Spatial Strategy: Southern Wiltshire Community Area

Development in the Southern Wiltshire Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Local Service Centres: Downton.

Large Villages: Alderbury, Coombe Bissett, Morgan's Vale / Woodfalls, Pitton, Whiteparish and Winterslow / Middle Winterslow.

Small Villages: Bodenham, Britford, Charlton All Saints, East Grimstead, Farley, Firsdow / Winterbourne, Lopcombe Corner, Nunton, Odstock, West Dean and West Grimstead.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Downton Business Centre.

Over the plan period (2006 to 2026) at least 555 new homes will be provided of which 190 should occur at Downton. 365 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated within the Southern Wiltshire Community Area. Non-strategic development in the Southern Wiltshire Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Southern Wiltshire Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.126 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.14 Delivery of Housing 2006 to 2026 – Southern Wiltshire Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Downton | 190 | 45 | 10 | 0 | 135 |
| Remainder | 365 | 140 | 65 | 0 | 160 |
| Community | 555 | 185 | 75 | 0 | 295 |
| Area Total | | | | | |

New Forest National Park

- 5.129** The south eastern boundary of the area covered by this strategy overlaps with the New Forest National Park. Parts of the parishes of Redlynch, Landford and Whiteparish lie within the National Park and, although they are located in Wiltshire, these areas are under the New Forest National Park Authority (NPA) for all planning purposes. The policies contained in this strategy do not therefore apply to development within these areas.
- 5.130** The New Forest National Park Management Plan (2010 – 2015) was formally approved by the National Park Authority in December 2009 with the authority's Core Strategy & Development Management Policies DPD adopted in December 2010. These plans cover the whole of the National Park, including the parts of the Park in South Wiltshire, and supersede the New Forest policies within the Salisbury District Local Plan 2003.
- 5.131** Some development in the remainder of south Wiltshire might impact on the National Park, and the NPA will continue to be consulted on proposals that are considered to potentially impact on their aims. It is also necessary for this Strategy to impose a policy to control the impact of development outside of the National Park.
- 5.132** It may also be the case that development in some areas of south Wiltshire may have an impact on the New Forest SPA and SAC that may need to be mitigated against through implementation of the New Forest Recreation Management Strategy. This is further discussed in Core Policy 50.

Core Policy 25

New Forest National Park

Development will only be permitted where it does not have a negative impact on the:

- i. conservation and enhancement of the unique character and environment of the New Forest National Park, and in particular the special qualities of its landscape, wildlife and cultural heritage
- ii. encouragement of understanding and enjoyment of the New Forest National Park's special qualities
- iii. social and economic well being of local communities in ways that sustain the National Park's special character.

Targets: No approvals as exception to policy.

Monitoring and review: AMR, Liaison with national park authority.

Delivery Responsibility: Wiltshire Council, New Forest National Park Authority.

Tidworth Area Strategy

Spatial information and context

- 5.133** The Tidworth Community Area is located in the eastern part of Wiltshire. The area is predominantly rural in character and includes parts of Salisbury Plain and the North Wessex Downs AONB. The two main towns in the community area, Tidworth and Ludgershall, have complimentary roles and are being planned for jointly to help them develop a number of shared facilities and resources. This complimentary role will enable a more sustainable community, where a mix of military and civilian employment, and shared facilities, serve a permanent population.
- 5.134** The Tidworth Community Area is dominated by the presence of the military, being by far the largest local employer, utilising large parts of Salisbury Plain as a training area. Although Tidworth and Ludgershall provide local centres, Andover and Salisbury offer the majority of higher order services and facilities, such as hospitals and cinemas, and public transport in the area is based around access to these centres. The A303 is located just south of the community area and is a strategic transport route linking Wiltshire to the south-east and south-west of England.

The strategy for the Tidworth Area

- 5.135** Tidworth/Ludgershall is not identified as a location for new strategic employment growth. The employment mix in the town is dominated by the MoD and this causes there to be a number of unusual commuting patterns with a high percentage of people walking to work and a relatively good level of self containment. Nevertheless, there remains significant out-commuting with limited employment beyond jobs associated with the MoD. New employment at Tidworth and Ludgershall should concentrate on providing a range of opportunities to diversify the job market. Although not a strategic location for employment growth, Castledown Business Park is an important allocation that will fulfil the requirements of Tidworth/Ludgershall in the short and medium term.
- 5.136** The dominance of the military and the unique living and working practises of military life mean that the community area displays some unusual patterns and population profiles. The military lifestyle also has a fundamental effect on how people interact with higher order service centres around the area. As the Tidworth, Netheravon and Salisbury Garrisons have been designated as a 'Super Garrison', the military population in the area is expected to grow and new military housing is planned. Military personnel are also likely to remain in the area for longer. This strategy will help to deliver wider improvements to services and facilities in the community area and thus contribute to the integration of the civilian and military community.

Issues and considerations

- 5.137** Specific issues to be addressed in planning for the Tidworth and Ludgershall Community Area include:
- employment growth will need to be provided to help diversify the economic base, thus reducing the reliance on the MoD, but also allowing opportunities for related industries to locate to the area and benefit from being co-located with specialist military services. The area's excellent road connectivity adds to its attractiveness to employers
 - the re-use of brownfield military land will be a priority to support sustainable local employment growth. This will be particularly important as there is currently a shortage of quality employment premises for small and medium sized enterprises including incubation facilities and managed workspaces in the area
 - the use of brownfield land will also enable the protection of sensitive areas around the community area including the Salisbury Plain SSSI, SPA and SAC and the North Wessex

Downs AONB. However, the re-use of this land needs to be considered carefully in relation to the wider needs of the area

- developer contributions from future housing growth should also help to deliver infrastructure necessary in the town. In particular, a permanent and centrally located ambulance standby point is needed, along with additional infant and nursery places. In addition the fire and rescue service are considering relocating Ludgershall fire station to Tidworth and additional facilities may be required
- development which increases recreational pressure upon the Salisbury Plain Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project.
- all development within the community area will need to conserve the designated landscape of the North Wessex Downs Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- development in the vicinity of the River Avon (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation
- further improvements to the retail offer of Tidworth and Ludgershall is a priority to help improve the self-sufficiency of the area. Regeneration is particularly important as both town centres currently are poorly defined and suffer from a lack of continuity. The centres also have a generally weaker retail offer than for comparable sized nearby market towns. In planning for Tidworth and Ludgershall together, it is therefore important that any additional retail provision is directed to the central area of Tidworth to help improve the retail offer and the vitality and viability of the area overall. Ludgershall centre should be consolidated to provide for local needs
- Sustainable traffic demand management and containment solutions will be needed to limit the impact of new development on the A303. Other improvements should include enhanced public transport connectivity, including a local bus service in Tidworth, and improved rights of way and cycling links between Tidworth and Ludgershall.

How will the Tidworth Community Area change by 2026?

- 5.138** The settlements of Tidworth and Ludgershall will have developed their complementary roles and taken full advantage of opportunities to develop sustainable brownfield sites. Growth will have reflected the need to create a more balanced community and act as a catalyst to attract inward investment with new employment opportunities complimenting those provided by the MoD. The future of existing and former MoD sites will be carefully integrated into the needs of the wider community. The River Bourne Corridor, Salisbury Plain and Chute Forest will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure network which will be used and managed sustainably.

Figure 5.17 Tidworth community area

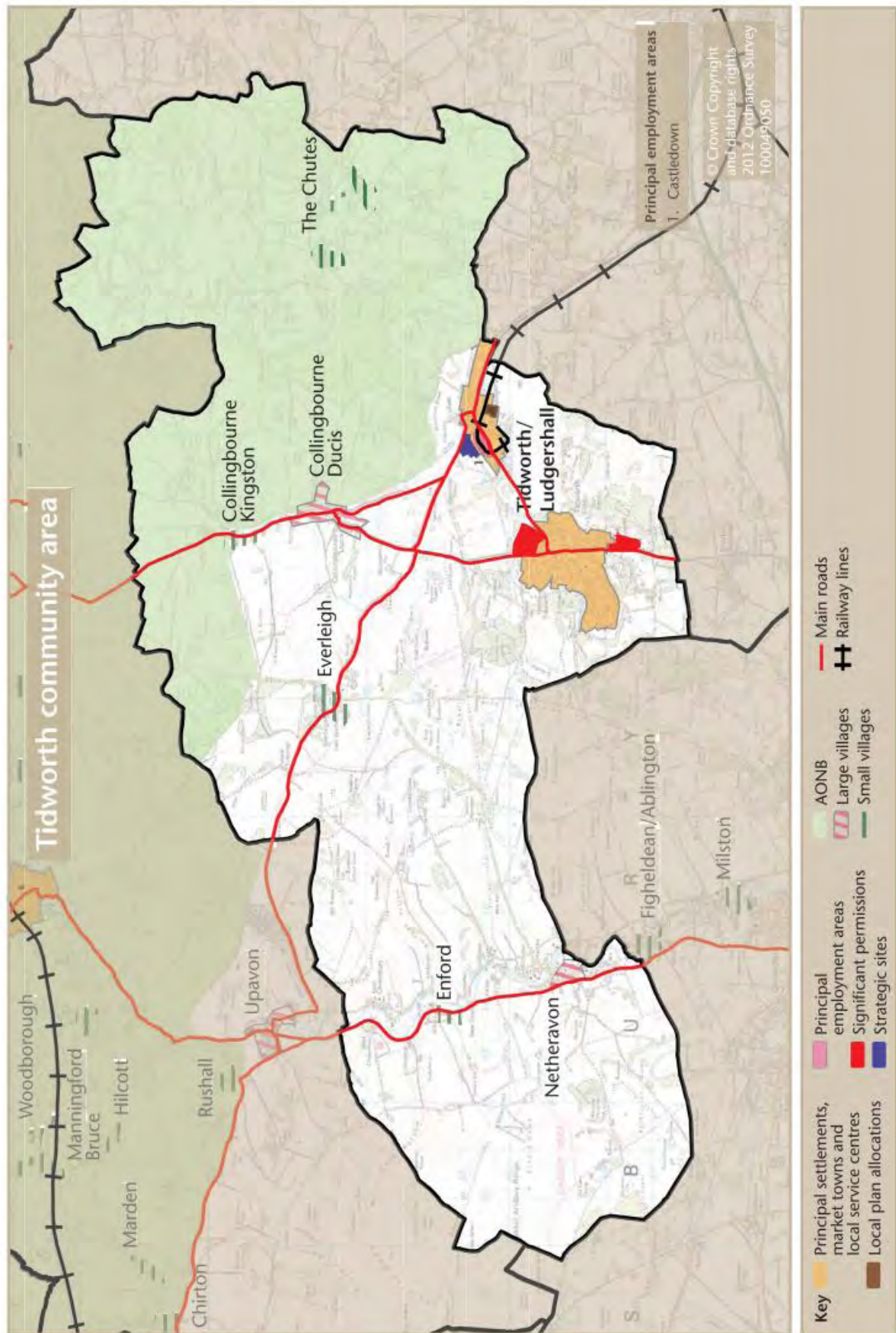


Table 5.15 Delivery of Housing 2006 to 2026 - Tidworth Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------------------|------------------------|------------------------------|-----------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Tidworth and Ludgershall Town | 1,750 | 205 | 840 | 475 | 230 |
| Remainder | 150 | 70 | 10 | 0 | 70 |
| Community Area Total | 1,900 | 275 | 850 | 475 | 300 |

Tisbury Area Strategy

Spatial information and context

- 5.139** The Tisbury Community Area is made up of 16 rural parishes within the Cranborne Chase and West Wiltshire Downs AONB. Tisbury is the Local Service Centre in the community area and lies to the west of Salisbury. However, the rural nature of the area and its proximity to neighbouring towns in Dorset, mean that many residents turn to towns such as Shaftesbury, Gillingham, and Wincanton, for their immediate day to day needs.
- 5.140** Tisbury benefits from excellent rail connections to Exeter and Salisbury, with a direct service to London Waterloo in less than two hours. There are also two A-roads passing through the area: the A303 running east to west and the A30 Salisbury to Shaftesbury road. Although Tisbury is close to these links, locally the road network is poor making it feel remote and car ownership and long-distance commuting are above average. This area is a very safe place to live with the lowest crime rates per person in the county. There are six primary schools in the area and two independent schools, but no secondary schools, with Shaftesbury and Gillingham mainly providing these for the area.
- 5.141** Although there is modest employment in Tisbury, the community feel that there are limited job opportunities and some employment land should be allocated but this should be small scale, well designed, and in keeping with the village and surrounding countryside. The scale of any employment development must also take into account the poor road access to the village.

The strategy for the Tisbury Area

- 5.142** The strategy for Tisbury Community Area is to provide for modest growth of both housing and employment to ensure development is balanced, thus helping to minimise outcommuting and also to provide support for local services and communities. Identifying suitable non-strategic allocations will include working closely with existing employers to ensure they have the potential to meet their future needs⁽³³⁾.

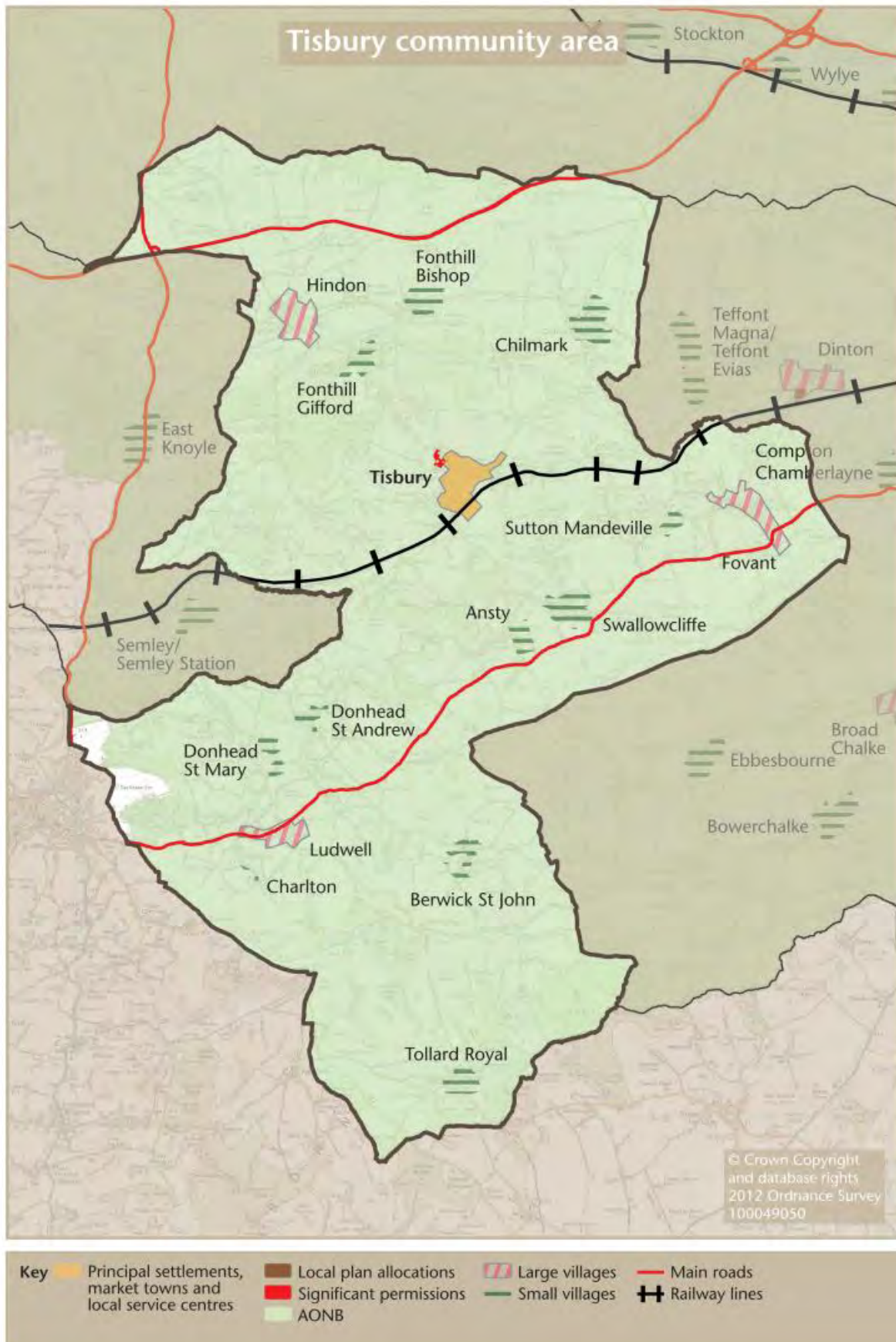
Issues and considerations

- 5.143** Specific issues to be addressed in planning for the Tisbury Community Area include:
- it will be important to maintain Tisbury's role as a local employment centre and managed growth will be important, in close cooperation with local employers and to ensure any negative impacts are avoided
 - although the area benefits from some good quality tourist accommodation, there is a lack of bed spaces, especially B&B's. the Core Strategy will seek to ensure that modest new growth in Tisbury will be sympathetically designed and located so it blends with the village and takes account of the constraints presented by poor access roads and the sensitive landscape of the AONB
 - all development within the community area will need to conserve the designated landscape of Cranborne Chase and West Wiltshire Downs AONB and its setting, and where possible enhance its locally distinctive characteristics all development will be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the Chilmark Quarries Special Area of Conservation.

How will Tisbury Community Area change by 2026?

5.144 Both housing and employment development will have helped to improve the self-sufficiency of the area and will have helped to reduce out-commuting. The services, facilities and retail that exist at Tisbury are important to local quality of life and convenience, and will have been protected and enhanced. Modest new growth in Tisbury will have been sympathetically designed and located so it blends with the village and takes account of the constraints presented by the poor access roads and the sensitive landscape of the AONB. The rural area outside of Tisbury will have changed little as new development will have been limited to modest levels appropriate to the scale of the settlements. The community area will benefit from increased tourism and new faster broadband provision will have helped to alleviate rural exclusion.

Figure 5.18 Tisbury community area



Core Policy 27

Spatial Strategy: Tisbury Community Area

Development in the Tisbury Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Local Service Centres: Tisbury.

Large Villages: Fovant, Hindon and Ludwell.

Small Villages: Ansty, Berwick St John, Charlton, Chilmark, Donhead St Andrew, Donhead St Mary, Fonthill Bishop, Fonthill Gifford, Sutton Mandeville, Swallowcliffe and Tollard Royal.

There are no Principal Employment Areas in the Tisbury Community Area.

Over the plan period 1.4 hectares of employment will be provided, including:

| | | |
|----------------------|--|-------------------|
| Hindon Lane, Tisbury | Saved Salisbury District Plan allocation | 1.4 ha employment |
|----------------------|--|-------------------|

Over the plan period (2006 to 2026), at least 420 new homes will be provided, of which 200 should occur at Tisbury and 200 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in the Tisbury Community Area. Non-strategic development in the Tisbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Tisbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.143 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.16 Delivery of Housing 2006 to 2026 - Tisbury Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Tisbury | 200 | 60 | 100 | 0 | 40 |
| Remainder | 220 | 35 | 15 | 0 | 170 |
| Community Area Total | 420 | 95 | 115 | 0 | 210 |

Trowbridge Area Strategy

Spatial information and context

5.145 Trowbridge has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It has good transport links to many nearby settlements including Bath and Bristol and is less than twenty miles from the M4. The town has good rail connectivity to the west, via Bath and Bristol, and the south, via Westbury and Southampton. The strategically important A350 links Trowbridge with the M4 and the south coast. Trowbridge plays an important role as an employment, administration and service centre for Wiltshire. The town does however suffer from a lack of infrastructure, particularly leisure, entertainment and cultural facilities. Improvements associated with the need to better integrate the various modes of public transport are also needed, including the potential for a fundamental re-design of the railway station as the gateway to the town centre. The regeneration of the central area of Trowbridge is a priority for the council, the Town Council and local businesses.

The strategy for the Trowbridge Area

5.146 It is important that Trowbridge grows to strengthen its principal service centre role and deliver improved infrastructure and facilities in the town. Sustainable growth with employment development alongside new housing is needed both within the central area of the town and in the form of an urban extension, which is fully integrated with the town centre. New employment land will be allocated to create new jobs and strengthen the town's role as a strategic employment centre for the wider west Wiltshire area. Employment and housing growth will help improve town centre vitality and deliver improved infrastructure that will enhance the attractiveness of Trowbridge for employers to locate to.

Issues and considerations

5.147 Specific issues to be addressed in planning for the Trowbridge Community Area, include:

- Developer contributions from future housing growth should help deliver infrastructure necessary in the town. In particular, improved doctors surgeries and facilities for emergency services are needed
- delivering housing growth will also strengthen the viability for new and improved entertainment and cultural facilities in the town, such as a cinema. Ensuring growth is balanced between the central and edge of town areas will also deliver an improved evening economy, such as restaurants in the town centre, particularly adjacent to the River Biss corridor. Town centre growth should be a priority with greenfield development being phased throughout the plan period
- strategic growth in Trowbridge will create the environment to attract investment in skilled jobs including office development and supporting infrastructure including hotel accommodation. Additional employment provision will also facilitate the improvements of existing low quality trading estates
- strategic growth at south-east Trowbridge will facilitate delivery of strategic improvements to the A350, particularly at Yarnbrook and West Ashton where existing junction arrangements are over capacity. This is currently a source of traffic congestion and improvements will have a significant benefit to the town
- there is a requirement to provide a secondary school to the south east of Trowbridge, to serve the proposed urban extension and linked by a new road to recent developments at Paxcroft Mead and other planned development to the east of Trowbridge. This would help to address cross town traffic which is currently a problem as the only secondary schools are located to the west and south west of the town. A new primary school will also need to be delivered as

- part of the permitted development on land south of Paxcroft Mead and two further primary schools delivered as part of the Ashton Park strategic allocation
- it is recognised that the villages surrounding Trowbridge, particularly Hilperton, Southwick North Bradley and West Ashton have separate and distinct identities as villages. Open countryside should be maintained to protect the character and identity of these villages as separate communities. The local communities may wish to consider this matter in more detail in any future community-led neighbourhood planning
 - a master plan is being developed to deliver improvements to the central area of Trowbridge through regenerating key sites and the Wiltshire Core Strategy provides support for this work through Core Policy 28. The Master Plan, amongst other things, delivers improvements to the rail station providing a new gateway to Trowbridge and improved public transport connectivity. The regeneration of centrally located vacant sites will improve the services and facilities the town needs and provide new employment uses. Sustainable and coherent regeneration of Trowbridge town centre is needed, to maximise the potential of vacant sites, to improve pedestrian linkages and to enhance the quality of the public realm
 - a transport assessment is required for all major applications proportionate to the scale of development which must include an assessment of the likely future implications of delivering the Hilperton Relief Road
 - although the strategy is based around the Wiltshire community areas, it does plan for the continuous urban area of Trowbridge. Areas such as Staverton, which adjoins Trowbridge but is located within the Bradford-on-Avon Community Area, should therefore be considered both in relation to Trowbridge and Bradford-on-Avon
 - although the regeneration of the Trowbridge Master Plan sites provides an opportunity to deliver improved leisure facilities (e.g. a new leisure centre), further work is needed to investigate how additional formal sports pitches and courts provision can be delivered in the town
 - Trowbridge is well provided for in terms of its convenience retail offer and there is no capacity for additional major food retail during the plan period, as evidenced by the Wiltshire Town Centre and Retail Study. There is however, considerable opportunity for additional comparison provision. Recent edge of centre retail development in Trowbridge has led to the repositioning of the town centre and future development should be focused in central locations around the Master Plan sites (paragraph 5.150)
 - Trowbridge has a strong industrial heritage and features a number of key landmark buildings, including the Town Hall, mill buildings and a hierarchy of buildings associated with the cloth industry. Future development should have regard to this important heritage and ensure proposals enhance, rather than negatively impact on the existing townscape
 - there are strong functional relationships between Trowbridge, Frome and Westbury, particularly for retail. Strategic growth in Trowbridge can strengthen the employment role of Trowbridge for the wider area and provide a complimentary retail offer to that provided by the nearby higher order centre of Bath
 - improvement needs to be made to the River Biss to provide an attractive and important pedestrian corridor connecting different parts of the town centre and with the Ashton Park Urban Extension. The River Biss is currently an under-utilised resource and new development within the town must contribute to improving connectivity with the river and thereby improve the character of this important green corridor
 - all development in Trowbridge should be sensitive to constraints, such as the local County Wildlife Sites, SSSIs, Ancient Woodland, the Western Wiltshire Greenbelt and areas at risk of flooding. In addition, woodland sites to the south east of Trowbridge support a breeding population of Bechstein bats, associated with Bath and Bradford-on-Avon Bats SAC. All

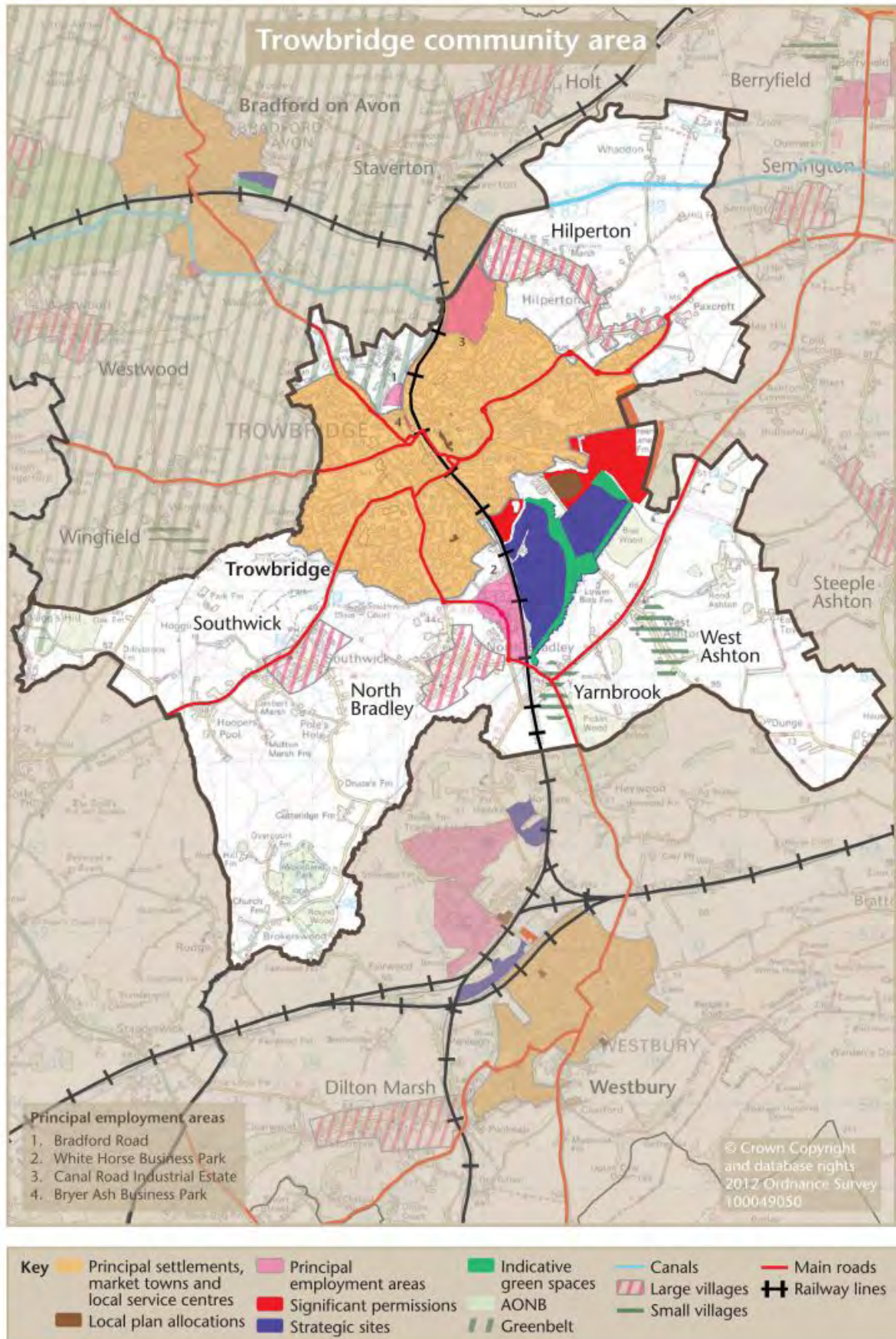
development will need to protect these sites and ensure that connectivity with the SAC is retained

- land proposed for development to the south-east of Trowbridge has the opportunity to deliver biodiversity and general green infrastructure enhancements through new planting to link existing woodland sites, which will also contribute to the delivery of the Strategic Nature Area (SNA) for woodland in this area (Nature Map); and the provision of open space; improvements along the River Biss corridor to the central area of Trowbridge; and by reducing the risk of flooding in the town.

How will Trowbridge Community Area change by 2026?

5.148 The role of Trowbridge as an employment, administration and strategic service centre will be strengthened. The strategy for growth at the town will provide the catalyst for private sector investment into the town to deliver improved infrastructure. Improved entertainment, leisure and cultural facilities will have been developed alongside an enhanced retail offer within the central area. Strong linkages will be established between town centre and edge of town growth, with improved public transport integration and an attractive walk and cycle route via the River Biss corridor connecting regeneration sites. Significant and focused road infrastructure improvements will have been made to the A350 and the location of a new secondary school to the south east of the town will have helped to reduce cross town traffic. The attractiveness of the town centre will be substantially improved, in part through enhancements to the River Biss corridor. Significant growth in employment provision will have taken place at Trowbridge, helping to strengthen the town's strategic employment role and this will consist of both town centre and edge of centre development. A range of new jobs will be created including office based employment opportunities.

Figure 5.19 Trowbridge community area

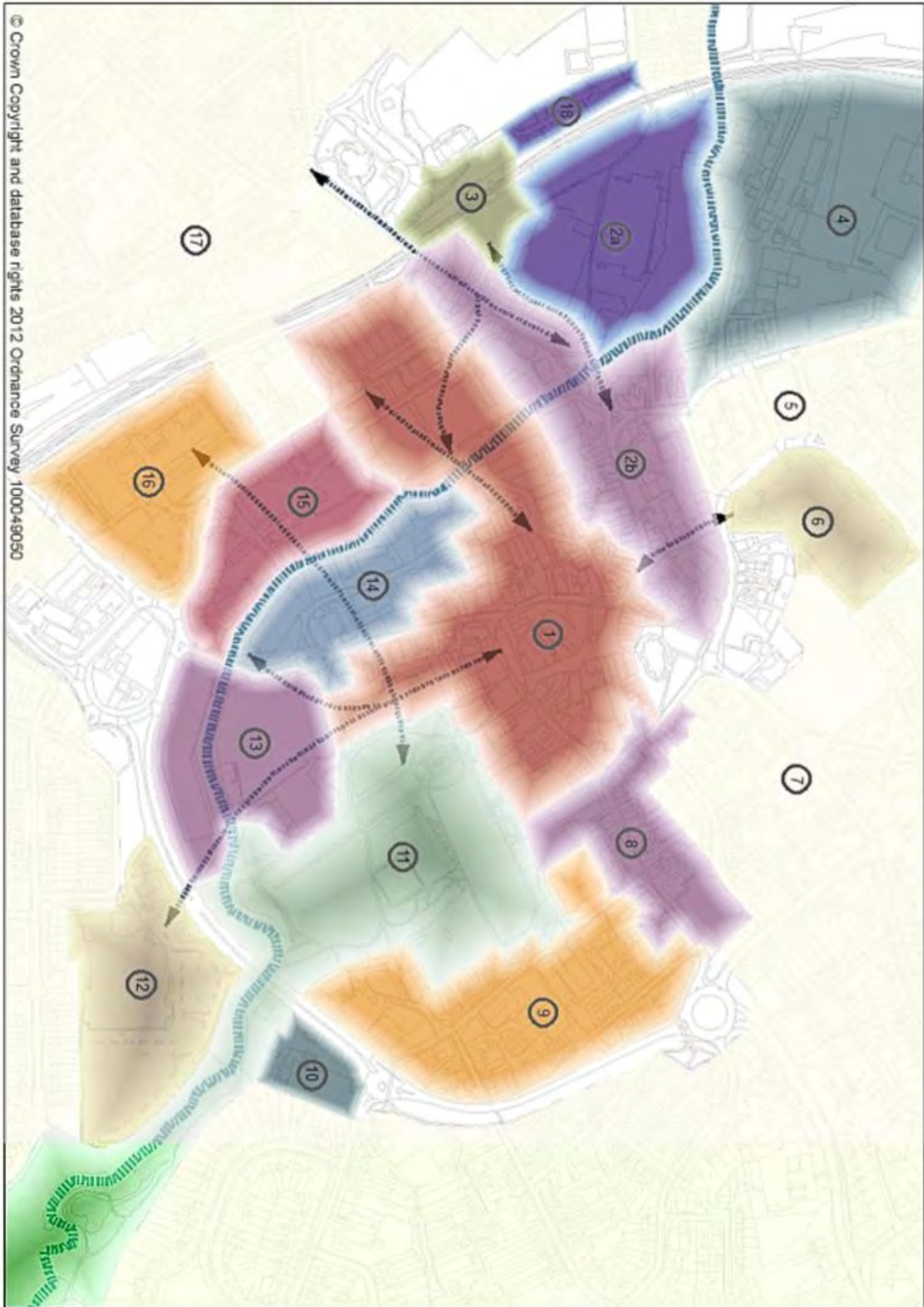


Trowbridge Central Area Regeneration

- 5.149** The regeneration of the central area of Trowbridge is a priority and a number of development sites have been identified. The development of these sites should incorporate a sustainable mix of retail, leisure, business and residential uses and be compatible with Core Policy 34 and the emerging Trowbridge Town Centre Master Plan ⁽³⁴⁾ which could be adopted as a Supplementary Planning Document once completed.
- 5.150** The Trowbridge Master Plan identifies 18 character areas (areas of opportunity) which are shown on the following map and are described in more detail below.

34 Urban Practitioners, 2010. Transforming Trowbridge Master Plan Development Stage One – Scoping and Vision Study.

Figure 5.20 Trowbridge central area regeneration



1. Town Centre – Retail and service core – Expand the street-based character of the centre and to actively address the riverside. Improved the pedestrian links with Bythesea Road.
2. a) Former Bowyers Site – Professional and High Density Housing Business quarter, with opportunities for town centre housing on the northern part of the site. Improved public realm and relationship with the riverside.
b) Stallard Street / Wicker Hill / Fore Street – Professional / service / secondary retail – Banks, building societies, offices and professional services are mixed with small retail units and residential above ground floor.
3. Station – Transport interchange – Public realm enhancements, better links with the town centre and an improved interchange between rail and bus services.
4. River Way – Industrial area in transition – Retain business / employment focus, but seek to move away from heavy industry to improve the relationship with the town centre and the river corridor.
5. Broad Street – Residential – Town centre style housing. Currently dominated by traffic this area needs an improved movement network and public realm enhancements.
6. Sainsbury's – Edge of town food retail - Improved public realm and pedestrian linkages to the town centre.
7. East Trowbridge – Residential - Town centre housing with improved pedestrian linkages required across County Way into the town centre.
8. Roundstone Street – Professional/ service/ secondary retail – mixed edge of town area with a focus on professional functions and local services. Improved public realm which directly links into the retail centre
9. Polebarn Road and Yerbury Street – Residential/ service - Gradual extension of residential character, strengthen connections to outlying areas
10. Ashton Mill – Mixed industrial/ service - Retention of existing uses and improve relationship with the river corridor
11. Trowbridge Park – Open space - High standard public open space. Improved activity around the edges and a better relationship with the river corridor.
12. Tesco – Edge of town food retail - Improved connectivity with town centre
13. Cradle Bridge – Riverside opportunity site - Mixed uses development accommodating enterprise, leisure, housing and possibly retail. Create strong frontages and links with Trowbridge park and the riverside.
14. Castle Street / Court Street – Mixed use enterprise / evening economy / residential - Mixed use quarter providing space for enterprise and creative industries and opening up of the river frontage.
15. Riverside – Leisure / service - New leisure quarter, including sports and leisure facilities with high quality public realm, river frontages and strong pedestrian linkages to the town centre.
16. County Hall – Civic – New vistas and routes need to be opened up linking County Hall with the town centre.
17. West Trowbridge – Residential - Town centre housing with improved pedestrian linkages to town centre.
18. Bryer Ash Business Park - Business - Mixed use development providing a stronger context for the station and improved gateway for the town.

Core Policy 28

Trowbridge Central Areas of Opportunity

- i. High quality and sustainable development will be permitted on the areas of opportunity identified in the Trowbridge Town Centre Master Plan providing that proposals fully reflect those uses set out within the Master Plan and contribute to the wider vision for the town centre.
- ii. Proposals should meet high quality design and sustainability standards including exemplary public realm and strong pedestrian and sustainable travel linkages as set out in the Master Plan.
- iii. Proposals for major development ⁽³⁵⁾ must be designed with the ability to connect to the Trowbridge energy network. Where this is deemed not to be viable, the evidence for this should be fully demonstrated within the Sustainable Energy Strategy as set out by Core Policy 41.

35 *The term 'major development' is taken to be as defined by the Town and Country Planning (Development Management Procedure) (England) Order 2010.*

Core Policy 29

Spatial Strategy: Trowbridge Community Area

Development in the Trowbridge Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Principal Settlements: Trowbridge.
Large Villages: Hilperton, North Bradley and Southwick.
Small Villages: West Ashton and Yarnbrook.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Canal Road Industrial Estate, White Horse Business Park, West Ashton Road, Bryer Ash Business Park and Bradford Road.

Over the plan period (2006 to 2026), 25 ha employment land and at least 6,000 new homes will be provided within the Community Area, of which 5,860 dwellings should occur at Trowbridge, including land identified to the south east of Trowbridge, which extends towards the A350 to the south and the railway line to the west, for strategic growth.

| | | |
|--|------------------|-----------------|
| West Ashton Road Saved West Wiltshire District Plan Allocation | 10 ha | |
| Ashton Park Urban Extension | 15 ha employment | 2,600 dwellings |

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should deliver any requirements as set out in the development templates as shown by Appendix A.

At least 140 homes will be provided in the rest of the community area over the plan period. Non-strategic development in the Trowbridge Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Trowbridge Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.147 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.17 Delivery of Housing 2006 to 2026 - Trowbridge Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Trowbridge Town * | 5,860 | 1,335 | 1,755 | 2,600 | 170 |
| Remainder | 140 | 90 | 65 | 0 | 0 |
| Community Area Total | 6,000 | 1,425 | 1,820 | 2,600 | 170 |

* Housing numbers for Trowbridge include those planned for the village of Hilperton.

Trowbridge District Energy Network

5.151 The traditional distribution of energy from large non renewable power stations is not efficient when it comes to minimising greenhouse gases. Significant losses of energy occur through its transmission over long distances, and the heat generated when electricity is generated is wasted. Generating energy (which may consist of electricity, heat and cooling) in close proximity to the customer, can substantially reduce emissions, and therefore help to meet targets for tackling climate change in Wiltshire. A significant opportunity has been identified for a district energy network to be established in the centre of Trowbridge. Key opportunities include:

- a programme to substantially re-model County Hall, one of the main Wiltshire Council offices located close to the centre of Trowbridge commenced in 2011. County Hall could form a significant 'anchor' customer to a new energy network
- the Trowbridge Master Plan identifies a central of area of Trowbridge (Area 15 – Riverside) as highly suitable for new leisure services. A new leisure centre would provide an ideal 'anchor' customer for an energy network
- the connection of other Trowbridge Master Plan sites may improve the viability of both the overall scheme, and the need to meet improvements to the energy performance for each of these developments.

5.152 The development of a district energy network in Trowbridge will be supported in accordance with Core Policies 28 and 41.

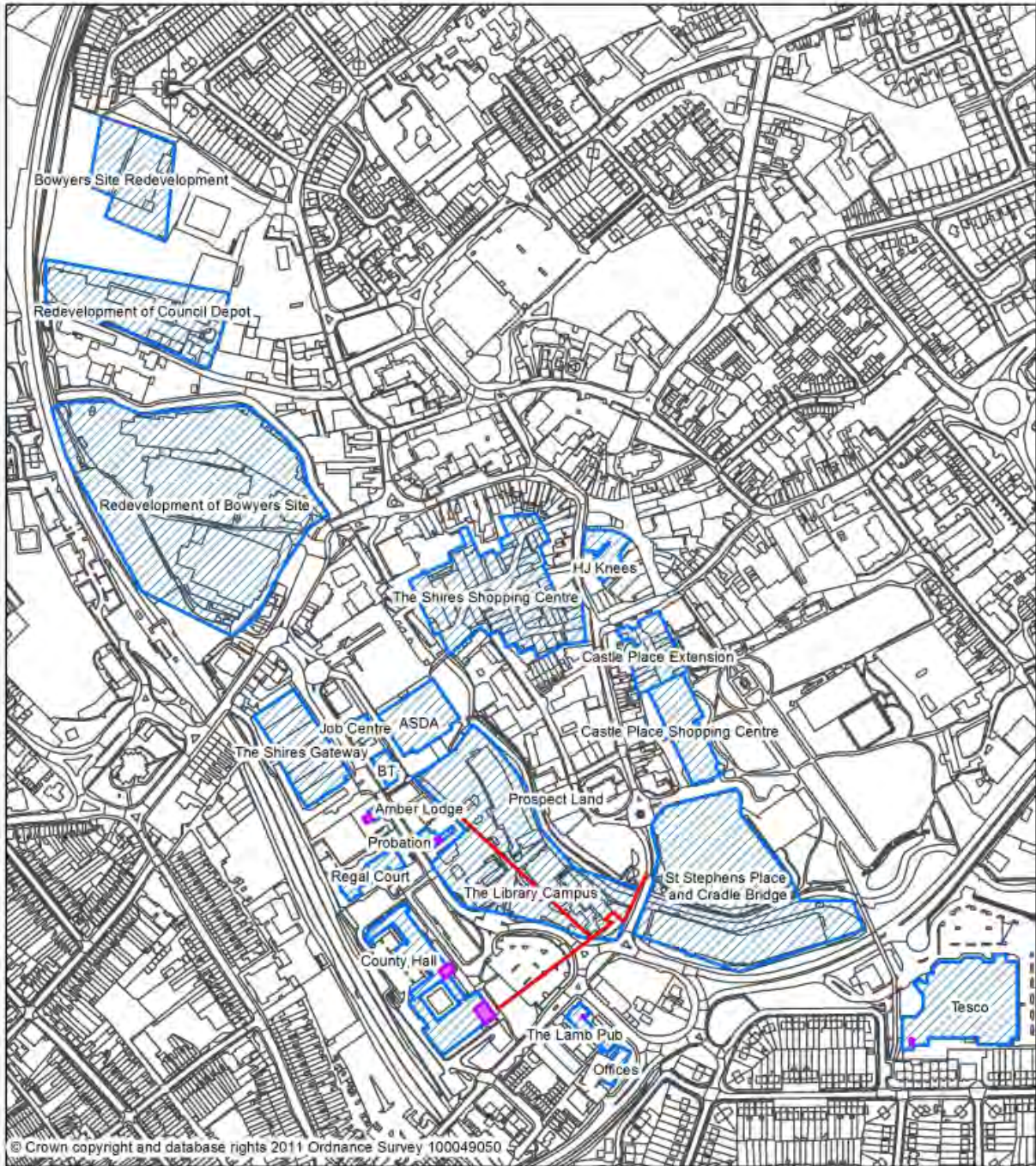
Core Policy 30

Trowbridge Low-Carbon, Renewable Energy Network

- i. The development of a low-carbon renewable district energy / heat network in Trowbridge will be encouraged and supported.
- ii. For major development* and within the identified area of potential (refer to accompanying map), proposals for development should give consideration for the future routing of piping (electricity / heat / cooling), for network expansion and for the development of energy hubs. Applications for development must demonstrate how these matters have been considered in preparing the proposal and be set out in the Sustainable Energy Strategy as required by Core Policy 41. Connections to the Trowbridge energy network will be supported, in accordance with Core Policy 28.

**The term 'major development' is taken to be as defined by the Town and Country Planning (Development Management Procedure) (England) Order 2010.*

Figure 5.21 Trowbridge energy network area of potential



Warminster Area Strategy

Spatial information and context

5.153 The historic town of Warminster is surrounded by a high quality landscape, with Salisbury Plain to the east. The town has an attractive town centre, which functions as an important hub for a number of nearby rural settlements. The town itself is one of the larger employment centres in the county. Warminster is located near two regionally significant transport corridors, the A36 and the Cardiff to Portsmouth railway line. Warminster has been identified as a location for new strategic employment growth. It is one of the larger market towns and has excellent road (A36/A350) and rail connectivity. The MoD continues to be the largest employer, but there are a number of other significant employers in the town. Although, there have been relatively high volumes of empty industrial units in Warminster during late 2000's, redevelopment of the town has recently stimulated more demand in the town centre. Overall, Warminster has the capacity to enhance its contribution to the employment base within Wiltshire.

The strategy for the Warminster Area

5.154 The strategy for Warminster is to increase the level of employment, town centre retail and service provision, along with residential development, as part of sustainable growth. New employment development in Warminster supports the overall strategy of concentrating on accessible locations within the A350 corridor.

Issues and considerations

5.155 Specific issues to be addressed in planning for the Warminster Community Area include:

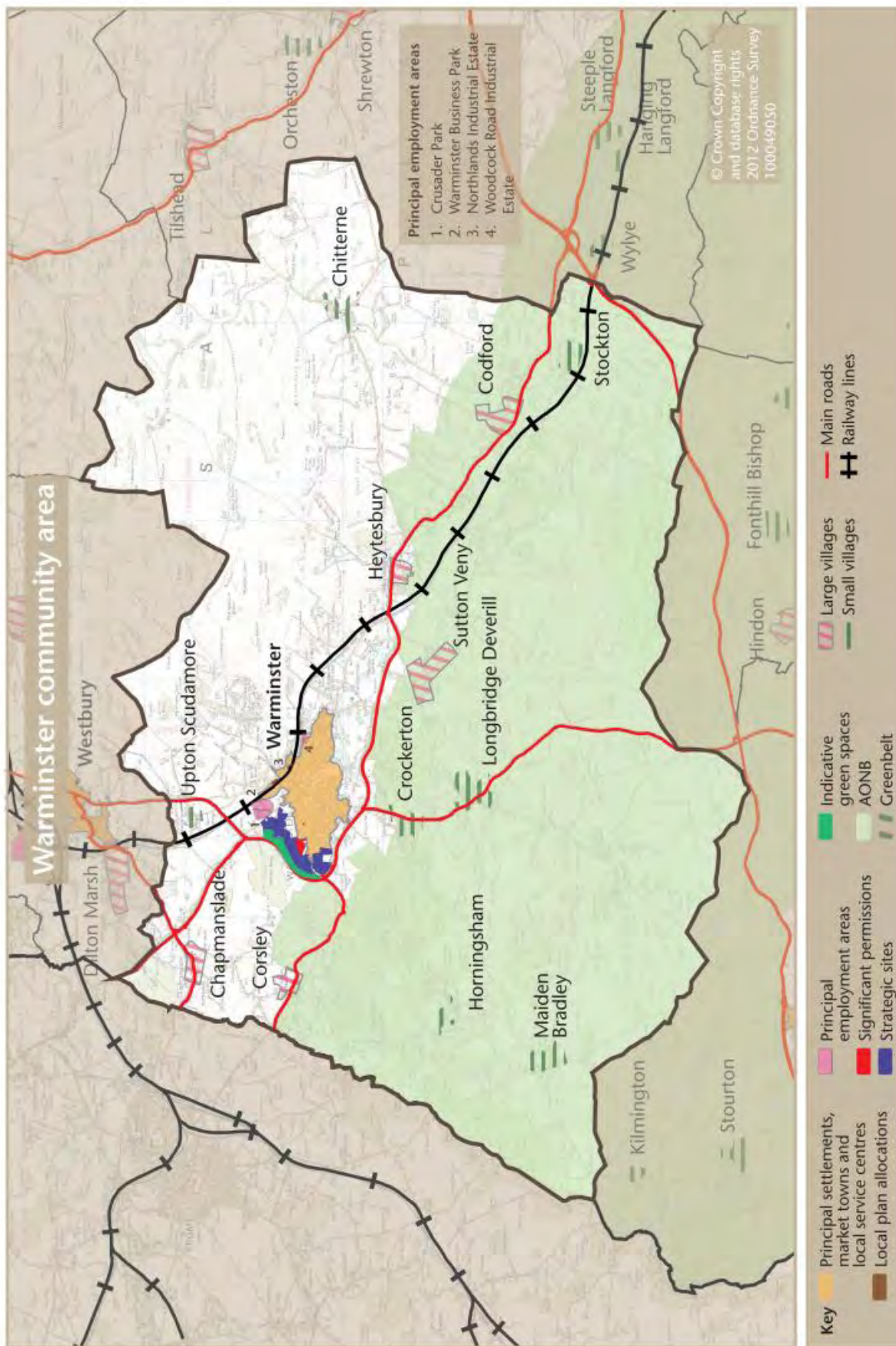
- a mix of housing and employment growth will facilitate the delivery of improved community facilities in Warminster through developer contributions. These may include expansion of the fire station and ambulance service centre, which are either at capacity or in need of major refurbishment. There is also a need for expansion or relocation of existing GP surgeries, facilities for young people in the town are also particularly lacking, the library is in need of enhancement and further cemetery provision is needed
- the options for expanding primary and secondary school provision in Warminster need to be resolved. The Princecroft Primary School could be replaced on-site with a larger facility and Kingdown Secondary School may need to relocate because the schools existing site is constrained. Consideration for relocating the secondary school may be appropriate in any future community-led neighbourhood planning
- it is essential that housing development to the west of Warminster facilitates the early delivery of employment growth, allowing an increased supply of jobs for local people. However, existing issues associated with traffic congestion and cross-town traffic will need to be addressed and carefully managed. A sustainable transport solution for pupils attending Kingdown Secondary School is required
- proposals set out within the Warminster Town Plan will be supported, providing they are consistent with the policy framework set out in the Wiltshire Core Strategy. Proposals for new comparison retail provision on the Central Car Park site will be supported providing it is clearly demonstrated how the proposals integrate with the existing fabric of the town centre, provides high quality public realm and pedestrian linkages and provides enhancement to the existing central area
- Warminster has limited locational opportunities for new development due to a range of environmental constraints, such as the Cranborne Chase and West Wiltshire Downs AONB, a Special Landscape Area, a number of SSSI's and County Wildlife Sites. New development will need to be carefully managed to ensure appropriate mitigation is implemented

- all development within the community area will need to conserve the designated landscape of the West Wiltshire and Cranborne Chase Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- development in the vicinity of the River Avon (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation
- development which increases recreational pressure upon the Salisbury Plain Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project
- concentrations of water phosphate in the River Wyle are high, derived from the sewage treatment works in the town and agricultural activity in the surrounding area. These current phosphate issues may lead to potential impacts on the River Avon Special Area of Conservation (SAC) located downstream. Any additional development must ensure that the impact of phosphates in the water system are pro-actively managed to ensure the current issues are addressed; a Nutrient Management Plan is being prepared to identify appropriate mitigation for this matter. Where the Environment Agency has concluded that increased discharges at a Sewage Treatment Works could not be fully mitigated through the Environmental Permitting Regime, all relevant development will provide effective mitigation where necessary, to ensure there are no detrimental impacts to the River Avon Special Area of Conservation in accordance with Core Policy 69.

How will Warminster Community Area change by 2026?

- 5.156** An increase in future housing in Warminster, compared to historic trends, will help facilitate the delivery of improved services and facilities in the town. The delivery of sustainable employment growth opportunities alongside an appropriate mix of housing will help improve the self-containment of the town and will strengthen the vitality and regeneration prospects for the town centre. Facilities for the young will have been improved. Warminster's role as a service and employment centre for the surrounding rural catchment will have been enhanced. The River Wyle and the woodlands at Longleat Park will continue to provide social, environmental and economic assets as part of a wider green infrastructure network.

Figure 5.22 Warminster community area



Warminster Town Plan

- 5.157** Regeneration of the central area of Warminster is identified as a priority and a town plan is being prepared, which is being led by the community. This may be adopted as additional planning guidance in the future. As it stands, the focus for the Town Plan is to strengthen and re-define the identity of the retail core of the town centre including:
- the provision of suitable premises for larger format comparison retailers
 - rationalisation of parking provision
 - improvements to public transport connectivity, and
 - improved pedestrian linkages.
- 5.158** The proposals set out in the Warminster Town Plan are supported by the council. Proposals for the Central Car Park site, in particular, provide an opportunity to effectively integrate new comparison retail provision within the existing fabric of Warminster town centre. It is clear that the car park area is currently under-used and offers a unique opportunity to improve the retail offer to enhance the vitality and viability of the town centre overall.
- 5.159** Where possible, key community services and facilities should be retained in the town centre, to assist with the aims of enhancing the central area of the town, in accordance with national planning policy.

Core Policy 31

Spatial Strategy: Warminster Community Area

Development in the Warminster Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Warminster
Large Villages: Chapmanslade, Codford, Corsley, Heytesbury, and Sutton Veny.
Small Villages: Chitterne, Crockerton, Horningsham, Longbridge Deverill, Maiden Bradley, Stockton and Upton Scudamore.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Crusader Park, Warminster Business Park, Woodcock Road Industrial Estate and Northlands Industrial Estate.

Over the plan period (2006 to 2026), 6 ha of new employment land (in addition to that already delivered or committed) and at least 1,770 new homes will be provided. Of these 1,650 dwellings should occur at Warminster, including land identified to the west of Warminster, between the existing built form and the A350 for strategic growth.

| | | |
|---------------------------------|-----------------|---------------|
| West Warminster Urban Extension | 6 ha employment | 900 dwellings |
|---------------------------------|-----------------|---------------|

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should be in accordance with the development templates shown by Appendix A.

120 homes will be provided in the rest of the community area. Non-strategic development in the Warminster Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Warminster Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.155 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.18 Delivery of Housing 2006 to 2026 - Warminster Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|-------------------------|------------------------|------------------------------|-----------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Warminster Town | 1,650 | 325 | 245 | 900 | 180 |
| Remainder | 120 | 60 | 30 | 0 | 30 |
| Community Area Total | 1,770 | 385 | 275 | 900 | 210 |

Westbury Area Strategy

Spatial information and context

- 5.160** Westbury is an historic market town located in the west of Wiltshire between Trowbridge and Warminster. Although the town is smaller than other nearby settlements - including Frome, it has a significant employment base of strategic value and enjoys excellent rail connectivity, with direct links to Bristol, London, Portsmouth and Exeter. The town has seen significant housing development in the past which has not been matched by an appropriate provision of services, facilities and new jobs. The town has a good representation of independent retailers, which should be enhanced.
- 5.161** Westbury has been identified as a location for new strategic employment growth. The town's location between Warminster and Trowbridge allied with its position as a junction for rail travel makes it an accessible location and enhances its catchment. Furthermore, the employment base in Westbury should be relatively resilient to change. However, recent growth in housing has not as yet been matched by employment growth. The town has potential to be a key location for delivering economic development in Wiltshire and new employment development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.

The strategy for the Westbury Area

- 5.162** The strategy for Westbury will deliver a reduction in housing growth compared to historic trends, with a focus on improving facilities, services and job creation. Existing employment in Westbury will be protected and expanded to reflect the wider strategic needs of west Wiltshire. Overall, the town should not seek to compete with the larger nearby centres, but rather consolidate and enhance its existing role and improve linkages with neighbouring settlements.

Issues and considerations

- 5.163** Specific issues to be addressed in planning for the Westbury Community Area, include:
- the strategic employment role of Westbury will be maintained and enhanced and a new strategic employment site is allocated at Hawkeridge to provide for a mix of uses. This site will provide much needed expansion to the employment base in the area. This development will deliver high quality landscaping and environmental standards in accordance with the development template set out in Appendix A
 - linkages between the town and the industrial sites located to the north of the town will be strengthened through developing the area in proximity to the railway station
 - the delivery of strategic housing growth at Station Road, Westbury (former West Wiltshire housing allocation - H14 West Wiltshire District Plan⁽³⁶⁾) will deliver an enhanced gateway to the town, in addition to providing a new crossing of the railway line, thus alleviating traffic from Oldfield Road and providing a connection to Mane Way
 - the strategic development around Westbury railway station should also deliver improved access, particularly for buses with improved and integrated public transport connectivity; quality pedestrian and cycle linkages with the town centre and high quality public space with exemplar design
 - proposals for development in Westbury away from the Station Road site discussed above, should demonstrate how they will contribute to the enhancement of the central area of the town, in accordance with the community-led town planning process. This should facilitate the delivery of town centre enhancement and improved community facilities through financial contributions. Any large format retail expansion in Westbury is not appropriate, as evidenced

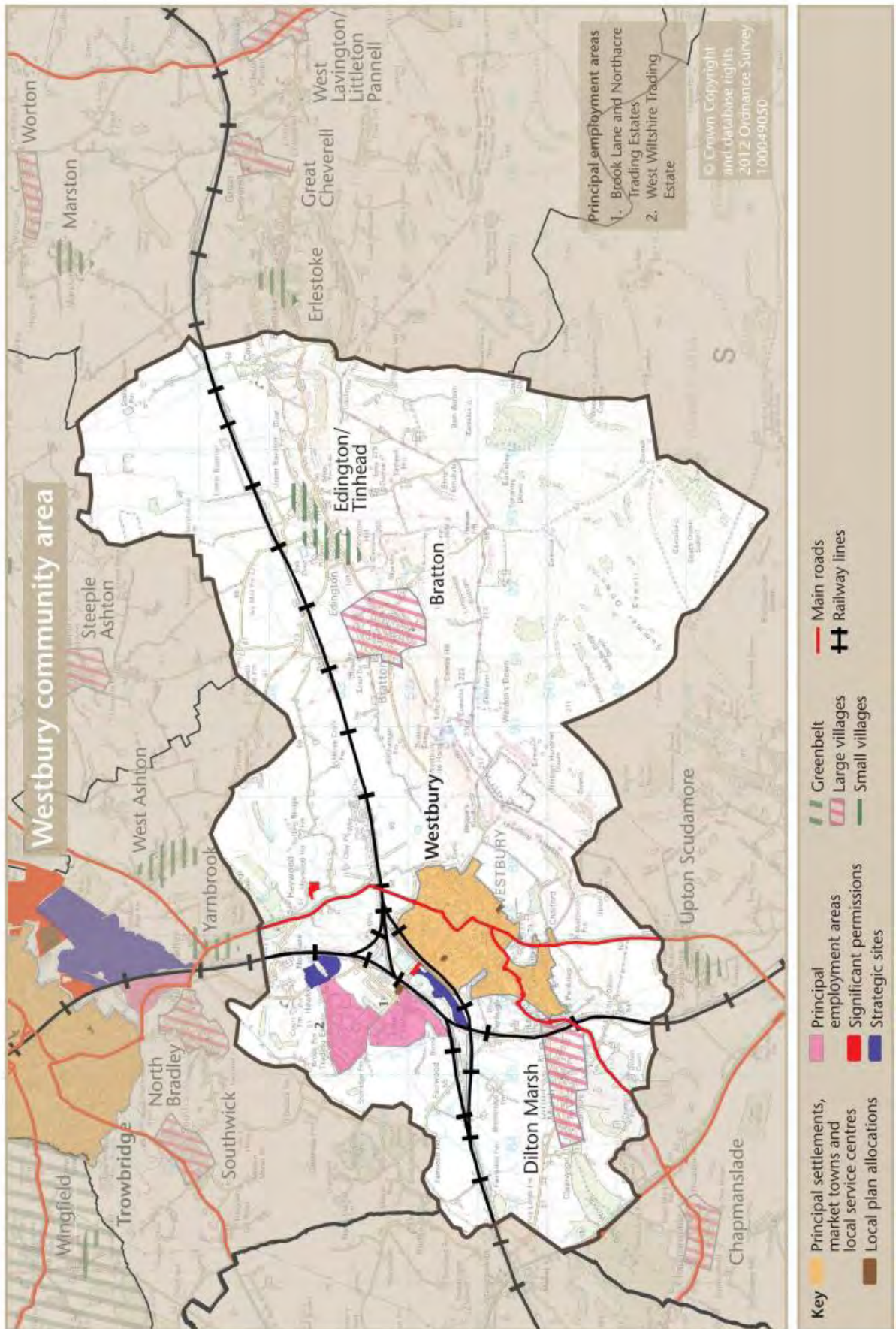
by the Wiltshire Town Centre and Retail Study ⁽³⁷⁾, with the focus instead being on protecting the existing independent sector and enhancing the town centre with stronger linkages between areas which currently feel fragmented and by improving the public realm

- the redevelopment of the High Street precinct will be supported, providing this incorporates high quality design, is sensitive to the historic character of Westbury and will clearly enhance and strengthen the existing independent retail sector in the town
- Westbury suffers from traffic issues, including congestion from the A350 which runs through the town centre, which is also designated as an AQMA. Further detailed work is needed to identify appropriate mitigation measures to alleviate existing traffic related issues which should be undertaken in partnership with the community
- the provision of a new secondary school in Westbury could help deliver improved services, such as sports facilities with additional public access. However, the possible relocation of the existing school and identifying suitable funding opportunities needs further detailed assessment. This matter may be best addressed through a subsequent Westbury town or neighbourhood plan to be led by the community
- development in the vicinity of Salisbury Plain must protect the habitats, species and processes which maintain the integrity of the Special Area of Conservation, while development which increases recreational pressure upon the Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project
- ensuring the future of the former Lafarge cement works is appropriately resolved including:
 - i. the potential for continuing a cement manufacturing base on site
 - ii. the appropriate demolition of redundant buildings and restoration of the site
 - iii. the satisfactory restoration of the former chalk and clay quarries (including long-term aftercare arrangements), and
 - iv. appropriate alternative uses for land within the footprint of the former cement works.

How will the Westbury Community Area change by 2026?

5.164 Housing development will be at a reduced rate compared to the past with a focus on improving and consolidating the town's infrastructure and services. Public transport will be more integrated, particularly with improved linkages to the railway station and the industrial sites to the north of the town. Housing growth on a strategic allocation at Station Road will have helped to deliver public realm enhancements, particularly around the railway station, and deliver a new rail crossing. Town centre improvements will have been delivered with strengthened linkages and public realm. The important strategic role of employment provision in Westbury will be maintained and expanded. The scarp of Salisbury Plain including the White Horse will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure network which will be used and managed sustainably.

Figure 5.23 Westbury community area



- 5.165** The enhancement of Westbury town centre is a priority for the community who are leading a town planning process. The preparation of a town plan, which could be adopted as additional planning guidance, or other similar document (e.g. a neighbourhood plan) may offer an opportunity to assist in the delivery of town centre enhancement. The town has a strong independent retail sector and contains many important historical buildings. However, the central area of the town currently feels fragmented and its quality overall is weakened by the post war shopping precinct, which is not in character with the rest of the town centre. Redeveloping and shaping the high street precinct with a more organic street pattern containing a mix of uses, would help to substantially improve the central area of the town.
- 5.166** Contributions from future development should be focused on delivering enhancement to the town centre in line with the emerging community led town planning work. A Westbury Vision and Scoping Study⁽³⁸⁾ identifies a number of key recommendations for strengthening the town centre. Where possible, key community services and facilities should be retained in the town centre, to assist with the aims of enhancing the central area of the town, in accordance with national planning policy.

38 Urban Practitioners, 2011, Westbury Vision and Scoping Study.

Core Policy 32

Spatial Strategy: Westbury Community Area

Development in the Westbury Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Market Towns: Westbury.
Large Villages: Dilton Marsh and Bratton.
Small Villages: Edington / Tinhead.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: West Wiltshire Trading Estate, Brook Lane Trading Estate and North Acre Industrial Estate.

18.5 ha of employment land will be provided.

| | | |
|-------------------------------|--|---------|
| Land at Mill Lane, Hawkeridge | New strategic employment allocation | 14.7 ha |
| North Acre Industrial Estate | Saved West Wiltshire Local Plan allocation | 3.8 ha |

Over the plan period (2006 to 2026), at least 1,390 new homes will be provided, of which 1,290 should occur at Westbury, including land identified at Station Road for strategic growth.

| | | |
|----------------------|----------------------------------|---------------|
| Land at Station Road | New strategic housing allocation | 250 dwellings |
|----------------------|----------------------------------|---------------|

The strategic allocations will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should be delivered in accordance with the development templates set out in Appendix A.

100 homes will be provided in the rest of the community area. Non-strategic development in the Westbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Westbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.163 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.19 Delivery of Housing 2006 to 2026 - Westbury Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|-------------------------|------------------------|------------------------------|-----------------------------|--------------------------|-------------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Westbury Town | 1,290 | 515 | 225 | 250 | 300 |
| Remainder | 100 | 40 | 10 | 0 | 50 |
| Community Area Total | 1,390 | 555 | 235 | 250 | 350 |

Wilton Area Strategy

Spatial information and context

- 5.167** The Wilton Community Area lies to the west of the city of Salisbury. The area is characterised by chains of settlements along the river valleys and main arterial roads emanating towards Salisbury and Wilton from Salisbury Plain and the south western corner of the county, from Shaftesbury.
- 5.168** Wilton is the Local Service Centre for the area, but Salisbury also provides significant employment, retail, leisure and cultural opportunities. One of Salisbury's park and ride sites is located in Wilton. There is good A-road connectivity through the area, although there is room for improvement in access to some of the rural settlements. The A36 and A30 meet at Wilton and much of the traffic is 'through traffic' going to Salisbury and beyond in the east or heading west to Shaftesbury or north west towards Bath and Bristol. The nearest railway station is in Salisbury. The area is short of affordable housing and many key workers are deterred from coming to the area due to the difficulty in getting a foot on the property ladder⁽³⁹⁾.
- 5.169** The development of this core strategy has closely considered the functional relationship between the Wilton Community Area and the city of Salisbury. However, Wilton and the Wilton Community Area, have important and unique characteristics, needs and opportunities. Due to their close proximity and the importance of planning for the area holistically, the housing requirements for Salisbury outlined in this strategy include the town of Wilton. Strategic growth is proposed at the redundant UK Land Forces HQ site in Wilton, which is an important regeneration site capable of accommodating sustainable employment and housing for the local area.

The strategy for the Wilton Area

- 5.170** The strategy for the Wilton Community Area is focused around ensuring balanced employment and housing growth which is appropriate to its location and protects the individuality of the area. This strategy seeks to ensure that growth will help to address the shortfall in affordable housing. Protecting the natural environment has also been identified as a top priority⁽⁴⁰⁾.

Issues and considerations

- 5.171** Specific issues to be addressed in planning for the Wilton Community Area include:
- the need to ensure that Wilton's character and individuality as the 'ancient capital of Wessex' is maintained and that the town retains its identity and does not coalesce with Salisbury. A landscape gap between the proposed developments at Salisbury and Wilton will be ensured via the master planning of the UKLF and Fugglestone Red sites. The challenge is to achieve more than just a 'physical gap'. The social dynamic and individuality of the two settlements should be maintained. Continued individuality needs to be achieved whilst maintaining key linkages and access between the two settlements and acknowledging that Salisbury does provide key services such as supermarket shopping
 - the relocation of the MoD from the UKLF site in Wilton to Andover has resulted in the loss of some 1,200 jobs as well as creating potential knock-on effects regarding the viability of services. This strategy seeks to offset these impacts through the strategic allocation on the UKLF site
 - future work to identify additional sites to accommodate growth in the area should take account of the unique relationship between Wilton and Salisbury, as well as acknowledging the environmental capacity of the Wilton Community Area. It may be the case that Salisbury could

39 Retail and Leisure Needs Study (2006, GVA Grimley) (appendix 1).

40 Preferred Options Consultation Methodology and Output Report; Evolved Preferred Options Consultation Methodology and Output Report.

- help accommodate housing and employment growth needed in the Wilton area, in a more sustainable manner than this being located in Wilton itself
- the need to protect the built and natural environment of the community area, and to conserve and enhance views into and out of the Wilton Conservation Area including Wilton Park and House, as well as conserving the historic gateway to Wilton along The Avenue
 - all development within the community area will need to conserve the designated landscape of Cranborne Chase AONB and its setting, and where possible enhance its locally distinctive characteristics
 - development in the vicinity of the River Avon (Hampshire) or Perscombe Down must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation.

How will the Wilton Community Area change by 2026?

- 5.172** By 2026 the Wilton Community Area will be thriving, reflecting the aspirations of its residents. The area will be comfortable with its relationship with Salisbury and will have benefited from new homes and jobs and the opportunities that growth has attracted.
- 5.173** Growth in Salisbury will not have been seen as a threat, but will have benefited the Wilton Community Area by providing a range of high quality shops, services and facilities on its doorstep, whilst maintaining the physical separation vital to prevent any impression of coalescence. The area will further benefit from the delivery of improved community facilities and better connectivity through improved footpaths, cycle ways and public transport. All of these developments will have been carried out in a manner that protects the built and natural heritage.

Core Policy 33

Spatial Strategy: Wilton Community Area

Development in the Wilton Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Local Service Centres: Wilton.
 Large Villages: Broadchalk and Dinton.
 Small Villages: Barford St Martin, Bishopstone, Bowerchalke (inc. Misselfore), Compton Chamberlayne, Ebbesbourne Wake, Quidhampton, South Newton, Stoford and Teffont Magna / Teffont Evias

There are not any Principal Employment Areas in the Wilton Community Area.

At least 220 new homes will be provided in the community area. There will be no strategic housing or employment sites allocated in the Wilton Community Area. Non-strategic development in the Wilton Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Wilton Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.171 will be addressed.

Targets: See housing and employment numbers above, reduction in local unemployment figures.

Monitoring and Review: AMR housing completions, NOMIS official labour market statistics.

Delivery Responsibility: Wiltshire Council, developers.

Table 5.20 Delivery of Housing 2006 to 2026 - Wilton Community Area

| Area | Requirement 2006-26 | Housing already provided for | | Housing to be identified | |
|-------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
| | | Completions 2006-11 | Specific permitted sites | Strategic sites | Remainder to be identified |
| Wilton remainder* | 220 | 80 | 45 | 0 | 95 |

*The housing requirement for the town of Wilton is included within the Salisbury Area Strategy.

6 Delivering the spatial objectives: core policies

- 6.1** In addition to the three Core Policies set out in Chapter 4 of this document and those place specific policies as contained in the area strategies, the evidence upon which this strategy is based indicates the need for a number of policies which will be required to ensure delivery of the spatial objectives. These policies will apply across Wiltshire and are presented under each of the six strategic objectives, as follows:

Strategic objective 1: delivering a thriving economy

Strategic objective 2: addressing climate change

Strategic objective 3: providing everyone with access to a decent, affordable home

Strategic objective 4: helping to build resilient communities

Strategic objective 5: protecting and enhancing the natural, historic and built environment

Strategic objective 6: ensuring that adequate infrastructure is in place to support our communities.

Delivering strategic objective 1: delivering a thriving economy

- 6.2** The objective of delivering a resilient, sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs aligns with the emerging Swindon and Wiltshire Local Enterprise Partnership⁽⁴¹⁾ which identifies the following priorities to deliver this goal:

- 10,000 new private sector jobs created (6,000 within Wiltshire)
- safeguarding of 8,000 jobs within existing business base
- achieving 85% coverage of super fast broadband
- using planning powers to build a supportive economic environment
- delivering regeneration in our primary population centres of Chippenham, Trowbridge and Salisbury
- allocation of strategic employment sites
- reduction on CO2 emissions
- delivering resilient rural communities
- targeting growth in the tourism sector.

- 6.3** The Core Strategy aims to deliver 'an economy that is fit for the future'⁽⁴²⁾ that brings about the objectives of the Swindon and Wiltshire Local Enterprise Partnership partly through providing new strategic employment sites to support new business creation and attract inward investment. In addition, facilitating the relocation, modernisation and expansion of existing businesses will be important, as will assisting the delivery of regeneration sites in the Principal Settlements of Chippenham, Salisbury and Trowbridge. This will ensure that appropriate employment opportunities are available for Wiltshire's residents providing the opportunity for people to live and work locally, helping to reduce levels of out-commuting and increase the self-containment of settlements. Overall it will provide choice and flexibility for businesses. Support for rural based businesses is as important for Wiltshire as new investment in the main settlements.

41 The Swindon and Wiltshire Local Enterprise Partnership Proposal 2011, 'The Pivotal Place for Growth in Southern England', page 2, Executive Summary.

42 People, Places and Priorities: Wiltshire Community Plan 2011 – 2026, page 9.

- 6.4** This section includes policies which seek to:
- support the delivery of additional opportunities for employment provision, over and above those identified at allocated sites, in the Principal Settlements, Market Towns and Local Service Centres and for rural based businesses
 - protect existing employment sites where appropriate, particularly where these are considered critical to the economic role of the Principal Settlements and Market Towns
 - support opportunities for the regeneration of brownfield sites in the Principal Settlements, Market Towns and Local Service Centres
 - support the appropriate reuse of redundant MoD facilities
 - protect the vitality and viability of town centres and
 - support appropriate proposals for tourism development and accommodation.
- 6.5** This core strategy plans for the provision of around 178 hectares (ha) of new strategic employment land over the plan period to 2026, to supplement that already built or granted planning permission between 2006 and 2011. The overall strategy for employment growth is set out in Core Policy 2, and specific sites are identified in the Area Strategies. The strategic sites allow for a range of employment choices in sustainable locations around Wiltshire's Principal Settlements and Market Towns. However they do not provide for all employment land that may be needed over the plan period and the Core Strategy also provides for additional employment opportunities to come forward. There may be proposals that arise during the plan period that are of exceptional strategic importance to the Wiltshire economy and do not strictly accord with the Strategy, which may merit consideration. In such circumstances, potential will be explored in conjunction with the Swindon and Wiltshire Local Enterprise Partnership, with consideration being given to the sub-regional context and impacts on the overall development strategy, in particular not undermining the delivery of the strategic employment sites already planned at settlements.
- 6.6** Whether the new allocated employment sites will be delivered alongside allocated housing sites or on their own, these sites will be master-planned to deliver a range of job types and unit size. The master plans will take into account the most recent Employment Land Review evidence and the needs of displaced businesses as a result of regeneration projects Wiltshire's economy outside the Principal Settlements is based on a large number of small businesses and, as such, business units should predominantly be planned to meet this more local demand⁽⁴³⁾.
- 6.7** Sites will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, to provide continuing opportunities for small business, business start-ups and continuation. Start up or incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should also be considered and all businesses should prepare Green Travel Plans.
- 6.8** Research undertaken on behalf of the Wiltshire Military/Civilian Integration Programme⁽⁴⁴⁾ has identified the value that Wiltshire's significant military presence brings to the local economy. However, changing requirements mean that a number of MOD sites in Wiltshire could become surplus or due for release during the plan period. The Core Strategy's approach to the re-use of military establishments is set out in Core Policy 37.

43 Evidence within the Roger Tym ELR (2011) (section 5 para 5.51) identifies that offices and businesses generally look for less than 185 sq m and for industrial / warehousing spec most look for less than 400 sq m.

44 www.wiltshire.gov.uk/mci-envisioning-the-future.pdf.

Core Policy 34: Additional employment land

Additional employment land

- 6.9** The evidence⁽⁴⁵⁾ indicates that Wiltshire does not have land available in the right location at the right time to meet business needs and this could result in Wiltshire losing business to other locations where a more favourable business and regulatory environment exists. Core Policy 34 therefore supports the delivery of opportunities for the provision of employment land that may come forward in the Principal Settlements, Market Towns and Local Service Centres of Wiltshire, in addition to the employment land which is allocated in the core strategy. These opportunities will need to be in the right location and support the strategy, role and function of the town, as identified in Core Policy 1 (settlement strategy) and in any community-led plans, including Neighbourhood Plans.
- 6.10** A number of target sectors⁽⁴⁶⁾ have been identified for Wiltshire in order to promote the move towards a higher-value economy. These include:
- advanced engineering and manufacturing
 - business services.
 - bioscience
 - environmental technologies
 - food and drink
 - ICT and creative industries
 - agriculture and land-based industries
 - tourism.
- 6.11** Proposals which support these target sectors will be supported providing they meet the requirements of Core Policy 34.
- 6.12** Core Policy 34 aims to support the rural way of life through the promotion of modern agricultural practices, appropriate diversification of the rural economy, and provision of broadband. The policy includes criteria to be met for proposals relating to the retention or expansion of existing businesses within or adjacent to the Principal Settlements, Market Towns, Local Service Centres and Large and Small Villages.
- 6.13** Core Policy 34 also includes an element of flexibility to allow new employment opportunities to come forward outside but adjacent to the Principal Settlements, Market Towns and Local Service Centres, and in addition to the employment land allocated by this core strategy, where such proposals are considered to be essential to the economic development of Wiltshire. Support for such proposals will be an exception to the general approach, and any applications of this nature will need to be determined by the relevant planning committee (and not by officers using delegated powers).

45 Wiltshire Workspace and Employment Land Review – Draft – Roger Tym and Partners (Oct 2011, para 4.40)

46 Draft Wiltshire Strategic Economic Partnership: interim Strategy for the Development of the Economy in Wiltshire 2011 -2015 (June 2011) and The Swindon and Wiltshire Local Enterprise Partnership Proposal – the Pivotal Place for Growth in Southern England.

Core Policy 34

Additional employment land

Proposals for employment development (use classes B1, B2 or B8) will be supported within the Principal Settlements, Market Towns and Local Service Centres, in addition to the employment land allocated in the Core Strategy. These opportunities will need to be in the right location and support the strategy, role and function of the town, as identified in Core Policy 1 (settlement strategy) and in any future community-led plans, including neighbourhood plans, where applicable.

Outside the Principal Settlements, Market Towns and Local Service Centres, developments that:

- i. seek to retain or expand businesses currently located within or adjacent to the settlements identified in Core Policy 1
- ii. support sustainable farming and food production through allowing development required to adapt to modern agricultural practices and diversification
- iii. are for new rural based businesses within or adjacent to Large and Small Villages
- iv. are considered essential to the wider strategic interest of the economic development of Wiltshire, as determined by the council

will be supported where they:

- v. meet sustainable development objectives as set out in the policies of this Core Strategy
- vi. are consistent in scale with their location, do not adversely affect nearby buildings and the surrounding area or detract from residential amenity
- vii. are supported by evidence that they are required to benefit the local economic and social needs
- viii. would not undermine the delivery of strategic employment allocations
- ix. are supported by adequate infrastructure.

Targets: Deliver additional employment land beyond specific allocations at suitable locations; deliver employment land for higher value sectors; increase rural employment premises and encourage diversification.

Monitoring and Review: Quantum of employment land delivered, and quantum of land developed for employment by type to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, Development Industry.

Core Policy 35: Existing employment sites

Existing employment sites

- 6.14** Achieving the strategic objective to deliver a thriving economy which provides a range of job opportunities in Wiltshire depends on retaining the availability of and enhancing existing employment sites, as well as creating new opportunities in appropriate locations. The Core Strategy seeks to protect Wiltshire's most sustainable and valued employment areas by applying policies to favour employment uses on these sites. On some of these employment areas there are strong redevelopment pressures for other uses, notably residential and retail.
- 6.15** Principal Employment Areas have been identified in the Principal Settlements and Market Towns, as set out in the relevant area strategies in section 5. These Principal Employment Areas are considered to be critical to the economic role of these settlements and Wiltshire as a whole. In order to maintain a reasonable balance between jobs and homes to encourage self containment these Principal Employment Areas should be protected from alternative uses with their continued use and intensification for employment purposes (use classes B1, B2 and B8) encouraged, as set out in Core Policy 35.
- 6.16** It will also be important to retain existing employment uses outside the Principal Employment Areas to maintain diversity and choice of sites for employers and allow for local business expansion. However, it is important to acknowledge that some older employment areas may no longer be fit for purpose or that their role has changed, for example, from a primarily employment site to a trade centre site. Changes of use within sites can invigorate an area and act as a positive catalyst for change. The overall employment land target includes an allowance for the replacement of some sites. Therefore, in some circumstances it may be appropriate to allow for the redevelopment (in whole or part) of existing employment sites for an alternative use, particularly where the site is not required to remain in its current use to support the local economy in the area.
- 6.17** In demonstrating that a site has no long term and strategic requirement to remain in employment use the ability of the site to meet modern business needs must be considered, as well as its strategic value and contribution to the local and wider economy both currently and in the long term. An objective assessment must be made of the sites potential contribution to the economy, in line with other sites in the area; it must be shown that the site is no longer viable for its present or any other employment use and that, in addition, it has remained unsold or un-let for a substantial period of time (at least 6 months), following genuine and sustained attempts to sell or let it on reasonable terms for employment use, taking into account prevailing market conditions.

Core Policy 35

Existing employment sites

Wiltshire's Principal Employment Areas (as listed in the Area Strategies) will be retained for employment purposes within use classes B1, B2 and B8 to safeguard their contribution to the Wiltshire economy and the role and function of individual towns. Proposals for renewal and intensification of the above employment uses within these areas will be supported.

Elsewhere within the principal settlements, market towns and local service centres proposals for the redevelopment of land or buildings previously or currently used for activities falling within use classes B1, B2 and B8 must demonstrate that they meets at least one of the following criteria:

- i. the proposed development will generate the same number, or more permanent jobs than could be expected from the existing, or any potential employment use
- ii. where the proposal concerns loss of employment land of more than 0.25ha in the principal settlements, market towns or local service centres it is replaced with employment land of similar size elsewhere at that settlement
- iii. it can be shown that the loss of a small proportion of employment floorspace would facilitate the redevelopment and continuation of employment uses on a greater part of the site, providing the same number or more permanent jobs than on the original whole site
- iv. the site is not appropriate for the continuation of its present or any employment use due to a significant detriment to the environment or amenity of the area
- v. there is valid evidence that the site has no long term and strategic requirement to remain in employment use; the ability of the site to meet modern business needs must be considered, as well as its strategic value and contribution to the local and wider economy both currently and in the long term. It must be shown that the site is no longer viable for its present or any other employment use and that, in addition, it has remained unsold or un-let for a substantial period of time (at least 6 months), following genuine and sustained attempts to sell or let it on reasonable terms for employment use, taking into account prevailing market conditions
- vi. the change of use is to facilitate the relocation of an existing business from buildings that are no longer fit for purpose to more suitable premises elsewhere within a reasonable distance to facilitate the retention of employment.

Targets: Reduce loss of employment land.

Monitoring and Review: Quantum of employment land lost to non-employment development to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 36: Economic regeneration

Economic regeneration

- 6.18** The Core Strategy supports regeneration opportunities and aims to maximise the re-use of previously developed land. The provision of economic development on previously developed land will therefore be supported.
- 6.19** The Salisbury, Chippenham and Trowbridge regeneration programmes provide a framework for co-ordinating and achieving the sustainable regeneration of the principal settlements. These identify a number of regeneration projects, focussed on the central areas, which are considered important to the future economic and social prosperity of the settlements. These projects are detailed in the Area Strategies.
- 6.20** Regeneration initiatives may also come forward in the Market Towns and Local Service Centres. The Core Strategy supports the development of community-led plans, including town plans and Neighbourhood Plans to support and facilitate economic regeneration in these settlements, and the preparation of master plans for specific sites may also be appropriate.

Core Policy 36

Economic regeneration

Regeneration of brownfield sites will be supported in the Principal Settlements, Market Towns and Local Service Centres where the proposed uses help to deliver the overall strategy for that settlement, as identified in Core Policy 1 (Settlement Strategy) and in any future community-led plans, including Neighbourhood Plans, and/or enhance the vitality and viability of the town centre by introducing a range of active uses that do not compete with the existing town centre.

Targets: Increase proportion of development on brownfield and regeneration sites.

Monitoring and Review: Percentage of land developed for employment, by type, which is on previously development land, to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 37: Military establishments

Military Establishments

- 6.21** Large areas of Wiltshire have been used by the military for training purposes throughout the last century. The presence of the military has brought many benefits, particularly to the environment and the economy. In recent years there has been a rationalisation of operational facilities and establishments. The MoD has significant assets across Wiltshire and there is a need to plan for important changes to existing facilities and address the challenge of finding appropriate re-use for redundant facilities.
- 6.22** The re-use of any significant redundant MoD sites will be determined through masterplans, developed with the Local Planning Authority in conjunction with the local community, in order to ensure the holistic planning of a site or sites in a locality, rather than piecemeal development.

Significant sites are those that would be classed as major development. The preparation of the masterplan should normally occur in advance of site disposal by the MoD. Due to the rural nature of many MoD sites consideration should also be given to:

- the location of sites in terms of accessibility
- the suitability for conversion and retention of existing buildings
- infrastructure capacity including impacts on transportation routes
- retaining areas of biodiversity, appropriate green space and landscaping measures
- consolidation of the buildings on a site and reversion of land to open countryside.

6.23 Applications for the development of operational facilities which conflict with other policies in the Core Strategy must be accompanied by a reasoned justification as to why the development should nonetheless be considered suitable⁽⁴⁷⁾.

Core Policy 37

Military establishments

New development and changes of use at operational facilities that help enhance or sustain their operational capability will be supported.

Redevelopment, conversion or change of use of redundant MoD sites and buildings will be supported provided they are well related to an existing settlement in terms of both location and scale. Sites that are remote from settlements should only be considered where the existing buildings and infrastructure on the site are suitable for redevelopment, conversion or change of use. Redevelopment proposals will not exceed the existing building footprint and floorspace unless they are well located to an existing settlement. The focus will be on employment-led development and other uses should be determined through a masterplanning approach with the local community.

Development at operational or redundant sites should enhance the overall character of the site. All development at operational or redundant sites should mitigate any adverse impacts on local infrastructure, and not erode the character of the surrounding area. All proposals must ensure that the cultural and historical significance of the military facilities located on the site are understood and inform the scope of future development of that site.

Targets: Create masterplans for re-use of military sites as they become available.

Monitoring and Review: Number of adopted site masterplans to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, the MoD.

Core Policy 38: Retail and leisure

Enhancing the vitality and viability of town centres

6.24 The Core Strategy seeks to enhance the vitality and viability of the town centres in Wiltshire through policies promoting the regeneration of central areas and delivery of new growth at settlements to support the vitality of centres. There is a challenge to ensure that the larger towns of Wiltshire,

47 Development affecting the Stonehenge and Avebury World Heritage Site and its setting should be considered in light of Core Policy 59.

particularly the Principal Settlements of Chippenham, Salisbury and Trowbridge, strengthen their roles as shopping destinations to reduce the 'leakage' of trade to other larger competing centres such as Bath, Swindon and Southampton.

6.25 In line with government policy⁽⁴⁸⁾ town centres, as well as primary and secondary retail frontages, should be identified on the proposals map, with policies making clear which uses will be permitted in such locations. The larger centres of Chippenham, Salisbury and Trowbridge, and the Market Towns of Amesbury, Bradford on Avon, Calne, Corsham, Cricklade, Devizes, Malmesbury, Marlborough, Melksham, Warminster, Westbury and Royal Wootton Bassett, have designated frontages and corresponding policies in the relevant District/Local Plans, and these designations and policies will be carried forward. The relevant policies are as follows:

- Kennet Local Plan: Policies ED17 (Town centre development), ED18 (Prime shopping areas), ED19 (Devizes and Marlborough town centres) and ED20 (Retail development in Devizes town centre)
- North Wiltshire Local Plan: Policies R1 (Town centre primary frontage areas), R2 (Town centre secondary frontage areas) and R7 (Upper floors in town centres)
- Salisbury District Local Plan: Policies S1 (Primary frontages in Salisbury and Amesbury), S2 (Secondary shopping areas in Salisbury and Amesbury) and S3 (Location of retail development)
- West Wiltshire District Plan: Policies SP1 (Town centre shopping), SP4 (Primary retail frontages), SP5 (Secondary retail frontages), and TC1 (Upper floor uses in town centres)

Any necessary amendments to these frontages and corresponding policies will be identified through a subsequent planning policy document.

6.26 All Principal Settlements, Market Towns and Local Service Centres should have defined town centres or designated frontages and associated policies, and these need to be developed for Downton, Ludgershall, Market Lavington, Mere, Pewsey, Tidworth, Tisbury and Wilton⁽⁴⁹⁾. Frontages and corresponding policies for these settlements will be developed through a subsequent planning policy document.

6.27 There is currently a national requirement that proposals for retail and leisure development with over 2,500 sq m gross floorspace, which are not in the town centre and not in accordance with an up to date development plan, should be accompanied by an assessment of impacts on centres. However, there is a concern in Wiltshire that a succession of planning applications, each individually lower than the gross threshold set nationally, could have a cumulative adverse impact on town centres. Core Policy 38 therefore requires that all proposals for edge-of-centre or out-of-centre retail or leisure development, which are not within a Primary or Secondary Retail Frontage, are accompanied by an impact assessment, regardless of size. The impact assessment required will be proportionate to the scale of the proposed development.

6.28 Specific challenges and priorities relating to retail provision in the principal settlements and market towns are identified where appropriate in the Area Strategies.

6.29 In addition to retail development, it is also important that other services and facilities are retained in the central areas of the market towns, in order to maintain the vitality and viability of the town centres. The core strategy envisages that each market town develops more detailed local policy through neighbourhood planning or another similar process.

48 Planning Policy Statement 4 (PPS4): Planning for sustainable economic growth.

49 The Kennet Local Plan defines Service Centres for Ludgershall, Market Lavington, Pewsey and Tidworth, and includes policy ED24 (New development in service centres) which relates to these areas. However, retail frontages are not currently identified at these settlements.

Core Policy 38

Retail and leisure

All proposals for retail or leisure uses on sites which are not within a Primary or Secondary Retail Frontage, including extension of existing units, must be accompanied by an impact assessment which meets the requirement of national guidance and established best practice, and demonstrates that the proposal will not harm the vitality or viability of any nearby centres. All such proposals must also comply with the sequential approach, as set out in national guidance, to ensure that development is on the most central site available.

Targets: Reduce proportion of new retail development occurring outside Primary and Secondary Retail Frontages.

Monitoring and Review: Percentage of completed retail, office and leisure development occurring within town centres to be monitored through Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Core Policy 39: Tourist development

Achieving growth in Wiltshire's tourism sector

6.30 Tourism is important to Wiltshire's economy; and is worth over £779 million a year⁽⁵⁰⁾. Wiltshire has a wealth of natural and heritage assets which attract visitors from home and abroad that range from one of the world's most famous and recognisable monuments, Stonehenge, to renowned attractions such as Longleat Safari and Adventure Park to country houses, museums and gardens. Rural countryside within the AONB's, Wiltshire's canal network, historic villages such as Lacock and farm and animal attractions also draw visitors to the area. Wiltshire is also well placed for visiting attractions such as the New Forest National Park, the Cotswolds, Bath Spa and the major resorts and beaches at Bournemouth and Poole. Wiltshire's built and natural environment is a key part of the tourism product and the future success of the area's tourism industry is, in many ways, dependent on the effective management and conservation of the environment.⁽⁵¹⁾

50 Value of Tourism in Wiltshire, South West Tourism, 2008, page 2

<http://www.swtourismalliance.org.uk/files/download.php?m=documents&f=100419143804-8Wiltshiredistricts08.pdf>.

51 Policies TR6 (Tourist facilities in the Avebury World Heritage Site) and TR8 (Visitor accommodation in the Avebury World Heritage Site) of the Kennet Local Plan 2011 will continue to be saved, and should be referred to alongside Core Policies 39 (Tourist Development) and 40 (Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities).

Core Policy 39

Tourist development

Proposals for tourist development of an appropriate scale, including attractions and tourist accommodation will be supported within the Principal Settlements and Market Towns, subject to a sequential assessment. Proposals for large-scale tourist development must be assessed against all the policies of this Core Strategy, including transport implications and how the proposal could assist rural regeneration and the well being of communities.

Outside the Principal Settlements and Market Towns, tourist and visitor facilities should be located in or close to Local Service Centres or Large and Small Villages and, where practicable, be located in existing or replacement buildings. Any proposal needs to carefully consider the need to protect landscapes and environmentally sensitive sites with the objective of providing adequate facilities, enhancing enjoyment and improving the financial viability of the attraction. If new buildings are required in the countryside for tourist development these should be directed towards the Local Service Centres and Large and Small Villages.

In exceptional cases development may be supported away from the Principal Settlements, Market Towns, Local Service Centres and Large and Small Villages where:

- i. there is evidence that the facilities are in conjunction with a particular countryside attraction
- ii. no suitable alternative existing buildings or sites exist which are available for re-use
- iii. the scale, design and use of the proposal is compatible with its wider landscape setting and would not detract from the character or appearance of the landscape or settlement and would not be detrimental to the amenities of residential areas
- iv. the building is served by adequate access and infrastructure
- v. the site has reasonable access to local services and employment.

Extensions to existing facilities should be appropriate in scale to its location and help to ensure the future viability of the business, including farm diversification schemes.

Proposals for camping and touring caravan sites (including extensions) will be supported where they can be accommodated without adverse impact on the character and appearance of the landscape and meet criteria iii to v above.

Targets: Increase and improve facilities for sustainable tourism.

Monitoring and Review: Number of schemes permitted in line with the requirements of the policy, to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Core Policy 40: Hotels, bed and breakfasts, guest houses and conference facilities

Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities

6.31 There is a lack of both budget and high quality leisure accommodation within parts of Wiltshire, particularly to the south⁽⁵²⁾. For example, Salisbury is less successful in attracting business visitors than other, similar destinations and does not have the conference facilities needed for large events. With respect to hotel facilities, planning permission has been too easily obtained for change of use of some hotels away from tourist provision, for example to residential use, and this is further exacerbating the shortfall in bed space.

Core Policy 40

Hotels, bed and breakfasts, guest houses and conference facilities

Proposals for new hotels, bed and breakfasts, guesthouses or conference facilities within the Principal Settlements and Market Towns will be supported.

Proposals for new hotels, bed and breakfasts and guesthouses within Local Service Centres, and Large and Small Villages will be supported where the proposals are of an appropriate scale and character within the context of the immediate surroundings and the settlement as a whole.

Permission may exceptionally be granted for proposals for new hotels, bed and breakfasts and guest houses outside the settlements identified above, where proposals involve the conversion of buildings that for contextual, architectural, or historic reasons should be retained and would otherwise not be.

In all cases it must be demonstrated that proposals will:

- i. not have a detrimental impact on the vitality of Primary Shopping Frontages or the viability of existing hotels, bed and breakfasts, guesthouses or conference facilities; and
- ii. avoid unacceptable traffic generation.

Proposals for the change of use of existing bed spaces provided in hotels or public houses or conference facilities to alternative uses will be resisted, unless it can be clearly demonstrated there is no longer a need for such a facility in either its current use, or in any other form of tourism, leisure, arts, entertainment or cultural use.

Targets: Increase and improve facilities for sustainable tourism.

Monitoring and Review: Number of schemes permitted in line with the requirements of the policy, to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Delivering strategic objective 2: to address climate change

6.32 The Wiltshire Core Strategy will contribute to tackling climate change through a number of different areas of policy. The core strategy includes policies which will assist in:

52 A Tourism Strategy for South Wiltshire (Action Plan: Incorporates Accommodation Facilities in Salisbury) (2005; The Market Research Group (para 11.1)

- delivering the most sustainable patterns of development through focusing growth at the principal settlements and market towns, as set out by the settlement strategy. This helps to minimise the need for travel and ensures that jobs, homes and services are provided in the most accessible locations, particularly by public transport
- building communities which are resilient to the future impacts of a changing climate as well as other social or economic challenges. This will in part be addressed by ensuring that new development can withstand future changes in the climate and will add minimally to the carbon emissions of Wiltshire
- providing an adequate network of green infrastructure which helps to provide shading and so contributes to cooling in urban areas and also provides habitats to assist biodiversity adapt to a changing climate; as well as promoting healthier lifestyles with less reliance on the car by creating attractive informal recreational areas for walking and cycling
- ensuring more sustainable forms of transport are supported through the development of sustainable transport strategies, thus helping to reduce greenhouse gas emissions
- reducing the risk of flooding by ensuring that new development is neither vulnerable to flooding nor increases the risk of flooding elsewhere.

6.33 The core policies contained within this section set out how the core strategy will ensure that development contributes towards:

- sustainable construction and low-carbon energy production and
- stand alone renewable energy installations.

People, Places and Priorities: Wiltshire Community Plan 2011 - 2026 sets an objective to: Significantly reduce domestic, business and transport carbon dioxide emissions across the county in line with national targets.

The government has pledged to reduce the UK's total carbon emissions by 34% by 2020, and for 15% of energy to be derived from renewable sources by 2020⁽⁵³⁾.

To achieve these aims three key actions will be necessary in Wiltshire.

- Plan for new buildings that add only minimally to the existing energy demands of the county.
- Commission large scale, renewable, decentralised energy generation technologies.
- Consider where carbon savings can be made from the existing building stock.

To deliver almost 30 % of the projected electricity demand in Wiltshire in 2020 (in line with the UK Renewable Energy Strategy), an installed renewable energy capacity of around 367 Megawatts (MW) would be needed⁽⁵⁴⁾. In January 2011, the installed renewable electricity capacity in Wiltshire was 11.1 MW⁽⁵⁵⁾.

The future impacts of climate change in Wiltshire have been investigated and new development needs to be planned to minimise future vulnerability to a changing climate⁽⁵⁶⁾. Planning policy can make a significant contribution to tackling climate change and helping to meet government targets. This can apply both in terms of 'adaptation' – how we deal with the unavoidable consequences of a changing climate and 'mitigation' – how we help to reduce the overall severity of the long term impacts.

53 Climate Change Act (2008) and Department for Energy and Climate Change (2009) UK Renewable Energy Strategy.

54 Camco (2011) Wiltshire Sustainable Energy Planning Research.

55 RegenSW (2011) Renewable energy progress report: south west 2011 annual survey.

56 Wiltshire Council (2011) Working towards a core strategy for Wiltshire - Draft Topic Paper 1: Climate Change.

Core Policy 41: Sustainable construction and low carbon energy

Sustainable construction and low carbon energy

- 6.34** Core Policy 41 identifies how sustainable construction and low-carbon energy will be integral to all new development in Wiltshire. In doing so this policy sets the framework for meeting a number of national and local priorities that seek to achieve sustainable development. This policy will help to reduce Wiltshire's contribution to climate change through improved design and construction methods. In meeting the requirements of the policy, proposals will need to be sensitive to potential impacts on landscape, in particular the AONBs and the Stonehenge and Avebury World Heritage Site and its setting. Core Policies 51 (landscape) and 59 (the Stonehenge, Avebury and associated sites World Heritage Site and its setting) should be considered alongside Core Policy 41.
- 6.35** In the case of major developments, evidence is required from developers in the form of Sustainable Energy Strategies setting out how proposed developments will meet carbon reduction targets, and identifying how maximum targets can be achieved, particularly where lower cost solutions are viable (such as Combined Heat and Power). The text box below sets out the minimum information to be provided within a Sustainable Energy Strategy. Density and the number of residential units within a development scheme are important considerations in determining the practicality and viability of meeting carbon reduction targets, particularly for delivering district energy and heating. However other characteristics such as building mix, location, proximity to existing high density development and site specific opportunities for certain renewable energy technologies are also important considerations. These matters can only be assessed on a site by site basis and in many cases schemes of less than 500 residential units will have good viability.
- 6.36** The Council will support flexible mechanisms, such as allowable solutions for zero-carbon development, in line with the definition published by central government. However, due to the low level of renewable provision in Wiltshire and the need for new strategic growth in the period up to 2016 to add minimally to the carbon footprint of the county, the council will support off-site provision of renewable energy to contribute towards meetings zero-carbon standards. This will be subject to demonstration through the Sustainable Energy Strategy that the renewable energy provision is equivalent to the amount that would be needed to deliver carbon neutral development on-site. Any off-site renewable energy provision would need to be considered as standalone development and be in accordance with appropriate policies within this Core Strategy. The council will develop Wiltshire specific allowable solutions, to be in place by 2016, which will be published in a future planning policy document.

Sustainable energy strategies

The following minimum information should be provided within a Sustainable Energy Strategy for all major developments, as required by Core Policy 41:

Technical proposal - including the proportion of the target to be met following the energy hierarchy (energy efficiency, followed by on-site and then off-site measures). Details for each part of the proposal and details of any infrastructure needed, such as district heating, along with details for any phased delivery should also be included. The exploration of opportunities to support the development of low-carbon infrastructure to serve existing developments should be included.

Technical feasibility - including space availability, integration with building energy systems, impact on townscape, running hours of plant.

Financial viability - including capital costs and whole life cost taking into account market mechanisms such as feed in tariffs.

Deliverability - including opportunities and requirements for delivery of infrastructure through Energy Service Companies (ESCOs).

Impact on overall viability - an assessment method, such as the Home and Communities Economic Viability model, should be used that will examine factors including land value, sale value, construction costs and other developer contributions.

Core Policy 41

Sustainable construction and low-carbon energy

Climate change adaptation

New development, building conversions, refurbishments and extensions will be encouraged to incorporate design measures to reduce energy demand. Development will be well insulated and designed to take advantage of natural light and heat from the sun and use natural air movement for ventilation, whilst maximising cooling in the summer. This should be achieved by use of the following means as practicable:

- i. orientating windows of habitable rooms within 30 degrees of south and utilising southern slopes
- ii. locating windows at heights that allow lower sun angles in the winter and installing shading mechanisms to prevent overheating during summer months
- iii. using soft landscaping, including deciduous tree planting, to allow natural sun light to pass through during the winter months whilst providing shade in the summer
- iv. integrating passive ventilation, for example wind-catchers installed on roofs and
- v. planting green roofs to moderate the temperature of the building to avoid the need for mechanical heating and/or cooling systems.

Sustainable construction

New homes (excluding extensions and conversions) will be required to achieve at least Level 3 (in full) of the Code for Sustainable Homes, progressing to Code Level 4 (in full) from 2013 and Level 5 (in full) from 2016².

Conversions of property to residential use will not be permitted unless BREEAM's Homes "Very Good" standards are achieved².

All non residential development will be required to achieve the relevant BREEAM "Very Good" standards from 2013, rising to the relevant BREEAM "Excellent" standards from 2019².

Existing buildings

Retrofitting measures to improve the energy performance of existing buildings will be encouraged in accordance with the following hierarchy:

- vi. reduce energy consumption through energy efficiency measures
- vii. use renewable or low-carbon energy from a local/district source and
- viii. use building-integrated renewable or low-carbon technologies.

Opportunities should be sought to facilitate carbon reduction through retrofitting at whole street or neighbourhood scales to reduce individual costs, improve viability and support coordinated programmes for improvement.

Renewable and low-carbon energy

All proposals for major development³ will be required to submit a Sustainable Energy Strategy alongside the planning application outlining the low-carbon strategy for the proposal. It is expected that proposals for larger scale residential development of 500 units or more will be viable to meet zero-carbon standards from 2013⁴. Where this is not deliverable, the Sustainable Energy Strategy should clearly demonstrate why this is not achievable.

In all cases, including those listed above, proposals relating to historic buildings, Listed Buildings and buildings within Conservation Areas and World Heritage Sites should ensure that appropriate sensitive approaches and materials are used. Safeguarding of the special character of heritage assets should be in accordance with appropriate national policy and established best practice¹.

In all cases the impact of these requirements on the viability of development will be taken into consideration.

¹Detailed design guidance will be prepared by the Council to assist with the selection of appropriate technologies and will cover sustainable construction and low-carbon energy generation, including appropriate approaches for historic buildings and buildings within Conservation Areas.

²For residential development post-construction Code for Sustainable Homes assessments will be required which must be undertaken by an accredited assessor. For conversions and for non residential development an appropriate post-construction BREEAM assessment will be required which must also be undertaken by an accredited assessor. Replacements for the BREEAM standards are being developed and this policy will apply the equivalent replacement standards. The policy will also apply to any future replacements to the Code for Sustainable Homes.

³The term 'major development' is taken to be as defined by the Town and Country Planning (Development Management Procedure) (England) Order 2010.

⁴The term 'zero-carbon' will be in accordance with the definition published by central government.

Targets: All new development meeting the targets set by the policy.

Monitoring and review: Percentage new development meeting the targets set out in the policy to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council, Development Industry.

Core Policy 42: Standalone renewable energy installations

Standalone renewable energy installations

- 6.37** Core Policy 42 identifies how standalone renewable energy installations, of all types, will be encouraged and supported. The policy focuses on the key criteria that will be used to judge applications, and gives a clear criteria-based framework to encourage greater investment by the renewable energy industry within Wiltshire. This policy applies to all types of standalone renewable energy, including wind turbines, biomass generators, anaerobic digestion plants and other energy from waste technologies, hydropower turbines, and ground mounted solar photovoltaic arrays. Applications for energy from waste should also be compatible with Policy WCS3 of the Wiltshire and Swindon Waste Core Strategy 2006-2026.

- 6.38** The development of most standalone renewable energy installations within Wiltshire will require careful consideration due to their potential visual and landscape impacts, especially in designated or sensitive landscapes, including AONBs and the Stonehenge and Avebury World Heritage Site and its setting. Core policies 51 and 59, which relate to landscape and the World Heritage Site, should be considered alongside this policy. The size, location and design of renewable energy schemes should be informed by a landscape character assessment, alongside other key environmental issues as set out in Core Policy 42. This should help reduce the potential for conflict and delay when determining planning applications.

Core Policy 42

Standalone renewable energy installations

Proposals for standalone renewable energy schemes will be supported subject to satisfactory resolution of all site specific constraints. In particular, proposals will need to demonstrate how impacts on the following factors have been satisfactorily assessed and taken into account:

- i. the landscape, particularly in and around AONBs
- ii. the Western Wiltshire Green Belt
- iii. the New Forest National Park
- iv. biodiversity
- v. the historic environment including the Stonehenge and Avebury World Heritage Site and its setting
- vi. use of the local transport network and
- vii. residential amenity, including noise, odour and visual amenity.

Applicants will not be required to justify the overall need for renewable energy development, either in a national or local context.

Targets: Increase the amount of renewable energy capacity in Wiltshire.

Monitoring and review: Renewable energy capacity (MW) installed by type, to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Delivering strategic objective 3: to provide everyone with access to a decent, affordable home

- 6.39** Perhaps the biggest contribution that can be made in Wiltshire to addressing disadvantage and inequality is through providing everyone with access to a decent and affordable home. One of the key issues facing Wiltshire is the provision of new housing to help meet the needs of its communities. Core Policy 2 identifies the requirement for 37,000 new homes to be provided over the plan period including affordable homes. The supply of affordable housing is a particular issue within Wiltshire which has been exacerbated by rising house prices in recent years. It is critical that any new homes benefit new and existing communities by:

- ensuring new homes are available, affordable and appropriate, in particular to help newly forming households and young people to stay in Wiltshire's communities
- delivering the right types of homes to support good health and social well being, including sufficient accommodation for Wiltshire's ageing population
- providing infrastructure improvements alongside new housing including new health care facilities and education provision.

People, Places and Priorities: Wiltshire Community Plan 2011 - 2026 sets an objective to: Address the lack of affordable housing, including social housing and shared ownership opportunities, by building new housing, bringing empty homes back into use, and through any other means that may become available to meet housing need.

- 6.40** This means building the right homes in the right places at the right time in order to develop more balanced communities where people can live and work locally. It's also critical that new housing developments provide for the necessary services and infrastructure to create thriving communities, and that they are built to high environmental standards and are well designed. It is also vital that a significant proportion of new housing is affordable. New jobs must be aligned to the delivery of new homes otherwise we are in danger of encouraging more commuting and congestion on roads and consequential environmental harm, as well as increased maintenance on Wiltshire's highway network leading to increased liability for the council and the taxpayer. Only by delivering both homes at the right price and a range of job opportunities can young people in Wiltshire be retained and the long term development of the economy supported. At the same time, the right kind of housing is needed for the ageing population.

Core Policy 43: Providing affordable homes

Providing affordable homes

- 6.41** Core Policy 43 sets out when affordable housing provision will be required and indicates the proportions which will be sought from open market housing development. Both housing and planning policies will be used to promote the delivery of new affordable homes. This policy intends to provide a clear and robust planning policy framework for all those involved in the delivery of affordable housing. It is anticipated that this strategy will deliver at least 10,000 new affordable homes within the plan period, of which 2,640 have been delivered at 1 April 2011.
- 6.42** In addition, all affordable housing units must be developed to the latest Housing Corporation standards.
- 6.43** Appropriate tenure and affordability, are key to meeting housing needs and to developing mixed, balanced and inclusive communities. The provision of affordable housing linked to open market housing development must be realistic, with regard to economic viability, but flexible to variations between sites and changes in market conditions over the plan period. The need for and type of affordable housing will be reviewed regularly throughout the plan period in line with good practice, and revised targets will be determined depending on the prevailing housing need and market conditions at the time, following a public consultation period. If appropriate, detailed guidance will be produced by the council in relation to the delivery of affordable housing including the appropriate assessment of viability and appropriate development standards where appropriate.
- 6.44** The policy has regard to the practicalities of provision on small sites. While developments of 5 units and above will be expected to make provision on-site, on sites of 4 dwellings or fewer a financial contribution will be sought. This could be for on or off-site delivery. Where the policy

generates a requirement which does not equate to a whole unit the calculation will be rounded to the nearest whole affordable housing unit. The level of financial contribution for sites of 4 dwellings or fewer will be set within detailed guidance to be produced by the council.

Core Policy 43

Providing affordable homes

Provision

Affordable housing provision of 40% (net) will be provided on sites of 5 or more dwellings. Only in exceptional circumstances, where it can be proven that on-site delivery is not possible, will a commuted sum be considered. On sites of 4 dwellings or fewer a financial contribution will be sought towards the provision of affordable housing.

The provision of affordable housing may vary on a site-by-site basis taking into account evidence of local need, mix of affordable housing proposed and where appropriate, the viability of the development. All affordable housing will be subject to an appropriate legal agreement with the Council.

This level of provision should be delivered with nil public subsidy, unless otherwise agreed by the council.

Tenure

Tenure will be negotiated on a site-by-site basis to reflect the nature of the development and local needs as set out in Core Policy 45 (Meeting Wiltshire's housing needs).

On site distribution and standards

Affordable housing units will be dispersed throughout a development and designed to a high quality, so as to be indistinguishable from other development. In determining the level of integration that can be achieved consideration will be given to the practicalities of management and maintenance associated with the proposal whilst still ensuring affordability, particularly in developments of flats.

Targets: Deliver 40% of housing on sites of 5 dwellings or more as affordable units.

Monitoring and Review: Quantum of affordable housing delivered and percentage of planning permissions for 5 dwellings or more with 40% or more affordable housing. To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, development industry, strategic partnerships, RSL's.

Core Policy 44: Rural exceptions sites

Rural exception sites

- 6.45** Core Policy 44 allows for the allocation of or granting of planning permission for small sites comprising of affordable housing only as an exception to normal policies. The policy sets out the criteria against which such proposals will be evaluated and under what circumstances schemes solely for affordable housing may be permitted.

- 6.46** In doing so the core strategy recognises the particular difficulties in securing an adequate supply of affordable housing for local needs in rural areas. As an exception to normal policy therefore, and where it can be demonstrated that a proposed development will meet a particular locally generated need that cannot be accommodated in any other way, the council may permit small scale residential development (10 dwellings or less) outside but adjoining the development limits of Local Service Centres and Large Villages, or adjacent to the existing built area of Small Villages.
- 6.47** In exceptional circumstances and as a departure to national policy the council may also consider exception site development that includes cross-subsidy from open market sales on the same site. However, in considering such schemes the applicant would need to demonstrate to the council's satisfaction that the open market element is essential to the delivery of the development. A full open book financial appraisal will be required to accompany any application. The land values in the detailed financial appraisal should be benchmarked against those for agricultural land in the local area and historic values of exception sites.
- 6.48** If required, detailed guidance will be developed by the council in relation to the application of this exception policy including the appropriate assessment of viability.

Core Policy 44

Rural exceptions sites

At settlements defined as Local Service Centres, Large and Small Villages (Core Policy 1), and those not identified within the settlement strategy, a proactive approach to the provision of affordable housing will be sought in conjunction with Parish Councils and working with local communities and other parties. This exception to policy allows housing for local need to be permitted, solely for affordable housing, provided that:

- i. the proposal has clear support from the local community
- ii. the housing is being delivered to meet an identified and genuine local need
- iii. the proposal is within, adjoining or well related to the existing settlement
- iv. environmental considerations will not be compromised
- v. the proposal consists of 10 dwellings or fewer
- vi. employment and services are accessible from the site
- vii. its scale and type is appropriate to the nature of the settlement and will respect the character and setting of that settlement and
- viii. the affordable housing provided under this policy will always be available for defined local needs, both initially and on subsequent change of occupant.

Cross-subsidy

In exceptional circumstances a proportion of market housing may be considered appropriate where it can be demonstrated that the site would be unviable, as an exception site that meets the above criteria, without cross-subsidy. It should be recognised that the inclusion of open market housing will not normally be supported. In these exceptional circumstances:

- ix. the majority of the development is for affordable housing
- x. it has been demonstrated through detailed financial appraisal that the scale of the market housing component is essential for the successful delivery of the development and is based on reasonable land values as an exception site
- xi. no additional subsidy for the scheme and its affordable housing delivery is required and
- xii. that any new market housing approved on this basis should be for occupation as a principal residence.

Targets: Deliver affordable housing in appropriate locations.

Monitoring and Review: Number of schemes permitted in line with the policy, to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, development industry, strategic partnerships, RSL's.

Core Policy 45: Meeting Wiltshire's housing needs

Meeting Wiltshire's housing needs

6.49 It is fundamental to the success of this strategy that the right types of homes are delivered. Core Policy 45 provides the basis for considering dwelling type, density and mix of housing to be built. The consideration of local housing need is important to the quality of life for residents within Wiltshire. All people should have access to a good home irrespective of their personal circumstances. That means providing an appropriate range of dwellings in terms of size and price, from one bedroom apartments to large family homes.

People, Places and Priorities: Wiltshire Community Plan 2011 – 2026 looks to ensure high quality design within future development and with specific regard to housing requirements seeks: *...the creation of sufficient adapted housing, extra care accommodation and residential care and nursing home facilities to meet expected demand.*

6.50 The Wiltshire Strategic Housing Market Assessment (SHMA) identifies the accommodation needs of different groups within Wiltshire helping ensure that the needs of Wiltshire's local communities can be addressed. The Wiltshire SHMA should be considered alongside Core Policy 45⁽⁵⁷⁾. The mix of housing provided will vary from site to site but the aim should be to provide a range of types and sizes of homes that take account of the existing housing needs in the area.

Core Policy 45

Meeting Wiltshire's housing needs

Type, mix and size

New housing, both market and affordable, must be well designed to address local housing need incorporating a range of different types, tenures and sizes of homes to create mixed and balanced communities.

Housing size and type, including any distinction between flats and houses, will be expected to reflect that of the demonstrable need for the community within which a site is located. The Wiltshire Strategic Housing Market Assessment identifies the housing needs of Wiltshire. Any variation to this will need to be justified through the production of new, sound evidence from either an updated Strategic Housing Market Assessment or other credible evidence source.

In relation to affordable housing other sources of credible evidence include the council's housing register and local needs surveys.

Targets: A reduction in need in all types of dwellings.

Monitoring and Review: Strategic Housing Market Assessments. Tenure mix of housing developments and amount of specialist accommodation delivered to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, development industry, strategic partnerships, RSL's.

Core Policy 46: Meeting the needs of Wiltshire's vulnerable and older people

Meeting the needs of Wiltshire's vulnerable and older people

- 6.51** Wiltshire has an ageing population, more so than the national average, and this needs to be taken into account when planning for new housing. This Strategy plans for the care of the elderly within their local communities, so people can continue to enjoy life in their own homes for as long as possible. If and when this is no longer possible, there is a need to ensure there are alternative facilities where people can continue to enjoy living in their local area with the level of care they require provided.
- 6.52** Core Policy 46 seeks to address the issue of an ageing population, which is particularly important in Wiltshire by ensuring that there is adequate provision of specialist accommodation, such as extra care housing⁽⁵⁸⁾.
- 6.53** Wiltshire has an ageing population profile and research also suggests that many older people across Wiltshire continue to live at home. Lifetime Homes are designed to allow dwellings to meet the changing needs of their occupiers over time and enable people to stay in their own homes for longer. The provision of Lifetime Homes will play an important role in meeting future housing needs and this is also reflected in Core Policy 46. Furthermore an adequate supply of homes to meet the needs of the population will allow for churn within the housing stock at all levels of the market.

Core Policy 46

Meeting the needs of Wiltshire's vulnerable and older people

The provision, in suitable locations, of new housing to meet the specific needs of vulnerable and older people will be required. Wherever practicable, accommodation should seek to deliver and promote independent living.

Older people

Housing schemes should assist older people to live securely and independently within their communities. Residential development must ensure that layout, form and orientation consider adaptability to change as an integral part of design at the outset, in a way that integrates all households into the community.

The Council will also encourage the provision of homes which incorporate 'Lifetime Homes Standards' so that they can be readily adapted to meet the needs of older people and those with disabilities. Developers will be required to demonstrate how their proposals respond to the needs of an ageing population.

Specialist accommodation

The provision of sufficient new accommodation for Wiltshire's older people will be supported, including:

- i. nursing accommodation
- ii. residential homes and
- iii. extra care facilities.

Proposals for extra care accommodation to be sold or let on the open market are not considered exempt from the need to provide affordable housing. Therefore proposals for extra care accommodation will be expected to provide an affordable housing contribution in line with Core Policy 43.

Provision of homes and accommodation for vulnerable people will be supported, including but not limited to:

- iv. people with learning disabilities
- v. people with mental health issues
- vi. homeless people and rough sleepers and
- vii. young at risk and care leavers.

Such accommodation should be provided in sustainable locations, where there is an identified need, within settlements identified in Core Policy 1 (normally in the Principal Settlements and Market Towns) where there is good access to services and facilities.

In exceptional circumstances, the provision of specialist accommodation outside but adjacent to defined limits of development at the Principal Settlements and Market Towns will be considered, provided that:

- viii. a genuine, and evidenced, local need is justified
- ix. environmental considerations will not be compromised

x. facilities and services are accessible from the site and

xi. its scale and type is appropriate to the nature of the settlement and will respect the character and setting of that settlement.

Targets: Deliver specialist housing in response to local needs in appropriate locations.

Monitoring and Review: Percentage of residential development that accords with Lifetime Homes Standards and amount of specialist accommodation delivered, to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, development industry, strategic partnerships.

Core Policy 47: Meeting the needs of Gypsies and Travellers

Making provision for gypsies and travellers

- 6.54** Provision should be made to help meet the accommodation needs of all of Wiltshire's communities, including the Gypsy and Traveller community and travelling showpeople, who normally reside in or travel through the county. The development of new permanent and transit Gypsy and Traveller caravan sites in suitable and sustainable locations will be considered in accordance with the criteria set out in Core Policy 47. Topic Paper 16: Gypsies and Travellers provides an outline of how the requirement for new pitches has been determined and the basis of the criteria proposed.
- 6.55** The provision of new transit pitches will enable pitches to be provided to meet the needs of Gypsies and Travellers who come to the area but have no permanent place to stay or are travelling through the area. A network of Emergency Stopping Places will also be investigated to help meet the need for transit pitches and provide the travelling community with a range of options. This approach may be particularly suitable for New Travellers who rely less on the need for permanent residential pitches.
- 6.56** The council will use national policy and a criteria-based approach to identify the most suitable sites for Gypsy and Traveller pitches. A Gypsy and Travellers Site Allocation Development Plan Document will be prepared to add policy detail to the interpretation and implementation of Core Policy 47 and identify specific sites to deliver the pitch requirements set out within it⁽⁵⁹⁾. Applications that are submitted before the DPD is prepared will be assessed against the general criteria set in Core Policy 47.
- 6.57** In 2011, the government published a draft Planning Policy Statement⁽⁶⁰⁾ on planning for traveller sites which includes the general principle of aligning planning policy on traveller sites more closely with that for other forms of housing. It also requires the council to demonstrate a five year supply of pitches against a long term target based on clear evidence. Core Policy 47 reflects this approach by introducing a set of criteria against which potential sites will be tested and identifying a requirement for new pitches to 2021. The criteria have regard to local amenity, access to facilities and impact on the landscape in a similar way to policies for general housing.

59 The Council consulted on an 'Issues and General approach' to Gypsies and Travellers in April 2010. The detailed, criteria based approach set out in that report will be carried forward to the Site Allocations DPD and become the basis for the assessment of sites.

60 A draft National Planning Policy Framework (NPPF) was also published during the summer 2011. The policy content of the draft PPS on planning for traveller sites is to be subsumed into the final version of the NPPF.

6.58 A review of the 2006 Gypsy and Traveller Accommodation Needs Assessment (GTAA) was undertaken in November 2011⁽⁶¹⁾. As a result a need for 44 additional residential pitches over the next five years (2011-2016) in Wiltshire has been identified. A projection of anticipated need between 2016-2021 has also been identified with approximately 38 residential pitches required. The review of need took into consideration the supply of permanent pitch provision since April 2006 (see Table 6.2 below) and evidence presented by the July 2011 caravan count. The preference in meeting need in the future is for small, private sites.

Table 6.1 Supply of permanent accommodation for Gypsies and Travellers, April 2006 to November 2011

| Housing Market Area | Permitted (April 06 to Nov- 2011) | With temporary permission Dec 11 | Applications pending Dec 11 |
|----------------------------|--|---|------------------------------------|
| North and West Wiltshire | 67 | 3 | 10 |
| South Wiltshire | 1 | 2 | 8 |
| East Wiltshire | 0 | 0 | 0 |
| Total | 68 | 5 | 18 |

61 Topic Paper 16: Gypsies and Travellers provides a detailed explanation of the methodology used for the review.

Core Policy 47

Meeting the needs of Gypsies and Travellers

Provision should be made for 82 permanent pitches for Gypsies and Travellers, 25 transit pitches and 5 plots for Travelling Showpeople during the period 2011 to 2021. Permanent and transit pitches should be distributed and phased as follows.

Table 6.2

| Housing Market Area | Proposed Requirement (2011-16) | Proposed Requirement (2016-2021) | Transit provision 2011-2021 |
|--------------------------|--------------------------------|----------------------------------|-----------------------------|
| North and West Wiltshire | 9 | 20 | 10 |
| South Wiltshire | 33 | 17 | 8 |
| East Wiltshire | 2 | 1 | 7 |
| Total | 44 | 38 | 25 |

Proposals for new Gypsy and Traveller pitches or Travelling Showpeople plots/yards will only be granted where there is no conflict with other planning policies and where no barrier to development exists. New development should be situated in sustainable locations, with preference generally given to previously developed land or a vacant or derelict site in need of renewal. Proposals must satisfy the following general criteria:

- i. no significant barriers to development exist in terms of flooding, poor drainage, poor ground stability or proximity to other hazardous land or installation where conventional housing would not be suitable
- ii. it is served by a safe and convenient vehicular and pedestrian access. The proposal should not result in significant hazard to other road users
- iii. the site can be properly serviced and is supplied with essential services, such as water, power, sewerage and drainage, and waste disposal. The site must also be large enough to provide adequate vehicle parking, including circulation space, along with residential amenity and play areas
- iv. it is located in or near to existing settlements within reasonable distance of a range of local services and community facilities, in particular schools and essential health services. This will be defined in detail in the methodology outlined in the Site Allocations DPD, and
- v. it will not have an unacceptable impact on the character and appearance of the landscape and the amenity of neighbouring properties, and is sensitively designed to mitigate any impact on its surroundings.

In assessing sites for Travelling Showpeople or where mixed-uses are proposed, the site and its surrounding context are suitable for mixed residential and business uses, including storage required and/or land required for exercising animals, and would not result in an unacceptable loss of amenity and adverse impact on the safety and amenity of the site's occupants and neighbouring properties.

It is recommended that pre-application advice is sought on all proposals for new Gypsy and Traveller pitches or Traveller Showpeople plots/yards. Early engagement with the local community is recommended to ensure sites are developed sensitively to their context.

Targets: Net increase in pitches; Gypsy and Traveller site allocation DPD adopted.

Monitoring and Review: Number of approved Gypsy and Traveller pitches to be monitored through Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, strategic partnerships.

Delivering strategic objective 4: helping to build resilient communities

- 6.59** The policies contained within this section aim to improve quality of life in Wiltshire, foster a sense of community belonging, improve safety, social inclusion and self-sufficiency, and ensure that appropriate facilities are available. Core Policy 48, together with Core Policy 34, seeks to support rural life and sets out certain circumstances under which development in rural areas will be supported, whilst Core Policy 49 seeks to safeguard the existing services and facilities which are integral to Wiltshire's communities.
- 6.60** The Core Strategy, as a whole, will make a positive contribution to delivering the outcomes sought in Strategic Objective 4, to help build resilient communities. It can be considered as a spatial representation of the Wiltshire Community Plan. Many of the issues within the Community Plan are complex and will need a wide range of actions from many partners to be effectively addressed. The Core Strategy will assist in building resilient communities through the following actions:
- addressing social exclusion through focusing new development at the most sustainable locations with a range of local services and facilities, reducing the need to travel
 - delivering a step-change in affordable housing delivery and putting in place the necessary strategy to support good economic growth
 - facilitating educational opportunities by ensuring that new growth is supported by new school capacity
 - protecting existing services and facilities
 - supporting appropriate development in rural areas to help maintain the vitality and viability of small settlements and the countryside and
 - ensuring that growth is supported by the provision of community facilities such as shops, open space, recreational facilities and community centres.

Core Policy 48: Supporting rural life

Supporting rural life

- 6.61** Core Policy 48 explains the approach that will be taken to support rural communities, outside the limits of development of Principal Settlements, Market Towns, Local Service Centres and Large Villages and outside the existing built areas of Small Villages. The policy is based on the following key objectives:
- protecting the countryside and maintaining its local distinctiveness
 - supporting the sensitive reuse of built assets to help meet local needs
 - supporting improved access between places and to services and
 - supporting the community in taking ownership of local services.
- 6.62** Residential development will not normally be permitted in the countryside unless it meets the requirements of Core Policy 44 (rural exceptions sites). However, additional dwellings may be justified in certain circumstances when they are required in the interests of supporting rural

employment, for example in association with equestrian activities when worker accommodation is needed onsite. In view of the exceptional circumstances applications will be securitised thoroughly and opportunities for accommodation within nearby settlements must be considered initially.

6.63 Proposals to convert redundant buildings for employment, tourism or residential uses will need to fulfil the requirements set out in Core Policy 48. Local needs for employment or housing should be demonstrated through reference to the Core Strategy evidence base or another credible evidence source.

6.64 Improving accessibility between places within the countryside may sometimes mean that development requiring planning permission is required, such as new roads, cycle routes, gates, signposts and bus shelters. Some telecommunications works may also fall into this category. In such cases, Core Policy 48 introduces a presumption in favour of such works which can greatly benefit rural areas, where these are environmentally acceptable. Core Policy 48 also identifies measures to support community ownership of local shops, pubs and other services where this is appropriate to retain the facility. Core Policy 49 provides further details on the protection of existing community services and facilities.

Core Policy 48

Supporting rural life

Dwellings required to meet the employment needs of rural areas

Outside the defined limits of development of the Principal Settlements, Market Towns, Local Service Centres and Large Villages, and outside the existing built areas of Small Villages, proposals for residential development will only be supported where these meet the accommodation needs required to enable workers to live at or in the immediate vicinity of their place of work in the interests of agriculture or forestry or other employment essential to the countryside.

Improving access to services and improving infrastructure

Proposals which will focus on improving accessibility between towns and villages, helping to reduce social exclusion, isolation and rural deprivation, such as transport and infrastructure improvements, will be supported where the development will not be to the detriment of the local environment or local residents.

Reuse of redundant agricultural buildings

Proposals to convert redundant agricultural buildings for employment and tourism uses will be supported where it satisfies the following criteria:

- i. the buildings have architectural merit, are structurally sound and capable of conversion without major rebuilding, and only modest extension or modification which preserves the character of the original building
- ii. the reuse would lead to the viable long-term safeguarding of a heritage asset
- iii. the use would not detract from the character or appearance of the landscape or settlement and would not be detrimental to the amenities of residential areas
- iv. the building can be served by adequate access and infrastructure
- v. the site has reasonable access to local services and
- vi. the use meets identified local needs for employment.

In exceptional circumstances, where there is clear evidence that employment or tourism uses can not be made viable, residential development may be appropriate where it meets the above criteria and has reasonable access to employment.

Community ownership

Community ownership and /or management of local shops, pubs and other services will be supported where appropriate to retain a local facility through the following measures:

- vii. development proposals for the adaptation of a building, such as sub-division or change of use, will be supported where these are necessary to allow a viable continued use
- viii. appropriately scaled enabling development will be considered, where this is environmentally acceptable and justified through a supporting viability study, and where it can help maintain and enhance the community uses provided and

ix. the facility may be protected from loss of its current use until such time as the community has had a realistic opportunity to take control of the asset.

New shops

New shops in villages will be supported where they are small in scale and would not threaten the viability of nearby centres. Farm shops will be supported where they utilise existing buildings, are small in scale and cause no unacceptable impact on nearby village shops or the character of the area.

Targets: 85% superfast broadband coverage across Wiltshire by 2026, increase number of permissions granted for appropriate conversion, maintain or increase number of facilities in rural settlements, reduction in number of listed buildings on the 'at risk register'.

Monitoring and Review: Rural Facilities Survey, Wiltshire Council Business Plan (2011-2015) and Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, local communities, service providers.

Core Policy 49: Protection of services and community facilities

Community and rural facilities - supporting the post office, shop and public house

- 6.65** Local facilities and services are a vital part of the smaller settlements of Wiltshire but despite this there has been a continued decline in many of these services. Overall, there has been a decline in rural post offices and petrol filling stations, and a more gradual decline in health facilities and general stores (although mobile stores are increasing). The threat to local services is exemplified in the national trend for closure of public houses which is reflected in Wiltshire. Public houses are important to the fabric of village life. There has been little evidence of the diversification into joint facilities as promoted nationally. It seems inevitable that this trend will continue unless we can produce two fold measures based on firstly improving their viability by striving for sustainable communities, encouraging diversification and by taking a hard line on change of use applications. However the latter will not work without the former.
- 6.66** There is a need to protect and encourage the development of rural services and facilities in Wiltshire to ensure that settlements, particularly those named in this Strategy, can still meet some of the day to day needs of the people who live in them. Core Policy 34 (additional employment land) seeks to support the diversification of the rural economy, whilst Core Policy 48 (supporting rural life) seeks to support rural life by allowing appropriate development to take place in the rural areas. Core Policy 49 is complimentary to core policies 34 and 48, and seeks to protect existing services and community facilities in Wiltshire.

Core Policy 49

Protection of services and community facilities

Proposals involving the loss of a community service or facility will only be supported where it can be demonstrated that the site/ building is no longer viable for an alternative community use. Preference will be given to retaining the existing use in the first instance, then for an alternative community use. Where this is not possible, a mixed use, which still retains a substantial portion of the community facility/service, will be supported. Redevelopment for non-community service/ facility use will only be permitted as a last resort and where all other options have been exhausted.

In order for such proposals to be supported, a comprehensive marketing plan will need to be undertaken and the details submitted with any planning application. Only where it can be demonstrated that all preferable options have been exhausted will a change of use to a non-community use be considered. This marketing plan will, at the very minimum:

- i. be undertaken for at least 6 months
- ii. be as open and as flexible as possible with respect to alternative community use
- iii. establish appropriate prices for the sale or lease of the site or building, which reflect the current or new community use, condition of the premises and the location of the site
- iv. demonstrate the marketing has taken into account the hierarchy of preferred uses stated above
- v. clearly record all the marketing undertaken and details of respondents, in a manner capable of verification
- vi. provide details of any advertisements including date of publication and periods of advertisement
- vii. offer the lease of the site without restrictive rent review and tenancy conditions, or other restrictions which would prejudice the reuse as a community facility and
- viii. demonstrate contact with previously interested parties, whose interest may have been discouraged by onerous conditions previously set out.

Targets: Retention of existing facilities and services.

Monitoring and Review: Rural Facilities Survey and Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Delivering strategic objective 5: protecting and enhancing the natural, historic and built environment

Core Policy 50: Biodiversity and geodiversity

Biodiversity and Geodiversity

- 6.67** Wiltshire's natural environment is one of its greatest assets and includes a particularly large proportion of the UK's biodiversity, including some of Europe and the UK's most significant sites which are protected by national policy and statutory legislation (and therefore not generally

addressed in this core strategy). However the valuable natural environment includes not only protected sites, but also local sites such as County Wildlife Sites, Protected Road Verges and Local Geological Sites, and other features of nature conservation value including:

- species and habitats of conservation concern (including those listed on the national and Wiltshire Biodiversity Action Plans)
- areas of habitat with restoration potential (particularly those identified on the South West Nature Map or through other landscape scale projects) and
- features providing an ecological function for wildlife such as foraging, resting and breeding places, particularly wildlife corridors of all scales which provide ecological connectivity allowing species to move through the landscape and support ecosystem functions.

6.68 Collectively these sites and natural features make up the local ecological networks necessary to underpin and maintain a healthy natural environment. Core Policy 50 seeks to ensure protection and enhancement of these sites and features, and is necessary to help halt and reverse current negative trends and meet new challenges particularly from climate change adaptation and pressures associated with the increasing population.

6.69 It is vital that all stages of sustainable development are informed by relevant ecological information, from site selection and design to planning decisions and long-term management. All effects should be considered, including positive and negative, direct and indirect, cumulative, and on and offsite impacts over the lifetime of the development (including construction, operational and restoration phases), also giving consideration to disturbance effects such as noise, lighting, recreational pressures, trampling, traffic, domestic pets, vandalism etc. All effects upon the natural environment should be addressed sequentially in accordance with the principle of the 'mitigation hierarchy':

- avoid e.g. site location, buffers
- reduce, moderate, minimise
- rescue e.g. translocation
- repair, reinstate, restore
- compensate or offset.

6.70 Compensation is a last resort, but will be necessary in some instances where other approaches cannot guarantee 'no net loss' of biodiversity and any unavoidable losses are outweighed by other sustainability considerations. Such measures should be delivered within the development site where possible; however where this is not feasible it may be more appropriate to deliver offsite measures through legal agreements and landscape scale projects. Appropriate compensatory measures should demonstrate no net loss of the relevant local biodiversity resource in the short and long-term, and be delivered as close to the development site as possible to avoid the degradation of local ecological networks or 'ecosystem services'⁽⁶²⁾.

6.71 Sustainable development also provides opportunities to enhance the natural environment for wildlife and Wiltshire's communities, particularly through landscaping, public open space, Sustainable Urban Drainage Systems and features of the built environment e.g. bird and bat boxes. Such measures should contribute to delivery of relevant Biodiversity Action Plan (BAP) targets, but also be tailored to local landscape character (see Core Policy 51). Development may also open up opportunities to bring degraded or neglected features back into favourable condition through sensitive management to encourage wildlife; such restoration will be particularly valuable where it contributes towards landscape scale projects. Additional guidance will be produced to

62 Ecosystem services are best defined through the work of the UK National Ecosystem Assessment <http://uknea.unep-wcmc.org/>.

help clarify appropriate avoidance, mitigation, compensation and enhancement measures to demonstrate compliance with Core Policy 50, which should be proportionate to the scale of development.

6.72 Compensation for increased recreational disturbance at Special Protection Areas (SPAs) will be achieved through securing management in those areas. For development within 15km of Salisbury Plain this will best be achieved through the Wessex Stone Curlew Project (WSCP), which delivers targeted advice to the Ministry of Defence and private tenants on the location and management of Stone Curlew nest sites. For development within 7km of the New Forest SPA mitigation will be best addressed through the Recreation Management Strategy (RMS) for the area. Proportionate developer contributions toward implementation of the WSCP and the RMS will be sought in line with Core Policy 3 (infrastructure) and the Infrastructure Delivery Plan. The use of Suitable Alternative Natural Greenspace (SANGs) is unlikely to be successful for attracting people away from these sites given their high intrinsic appeal and unique characteristics, and would only be acceptable in cases where a particularly large or high quality SANGs can be secured. However in most cases this is unlikely to be cost effective. Wiltshire Council is developing guidance for development surrounding the Bath and Bradford Bats SAC and associated roost sites. This will include guidance for developers and planners, and a procedure to ensure that any likely significant effects upon the SAC are identified and assessed at the application stage. Any development that would have an adverse effect on the integrity of a European nature conservation site will not be in accordance with the Core Strategy.

Core Policy 50

Biodiversity and geodiversity

Local sites

Sustainable development will avoid direct and indirect impacts upon local sites through sensitive site location and layout, and by maintaining sufficient buffers and ecological connectivity with the wider environment. Damage or disturbance to local sites will generally be unacceptable, other than in exceptional circumstances where it has been demonstrated that such impacts:

- i. cannot reasonably be avoided
- ii. are reduced as far as possible
- iii. are outweighed by other planning considerations in the public interest and
- iv. where appropriate compensation measures can be secured through planning obligations or agreements.

Development proposals affecting local sites must contribute to their favourable management in the long-term.

Protection

Development proposals must demonstrate how they protect, and where possible enhance, features of nature conservation and geological value as part of the design rationale. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term. Where it has been demonstrated that such features cannot be retained, removal or damage shall only be acceptable in circumstances where the anticipated ecological impacts have been mitigated as far as possible and appropriate compensatory measures can be secured to ensure no net loss of the local biodiversity resource, and secure the integrity of local ecological networks and provision of ecosystem services.

Biodiversity enhancement

All development should seek opportunities to enhance biodiversity. Major development in particular must include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats, ecological networks and ecosystem services. Such enhancement measures will contribute to the objectives and targets of the Biodiversity Action Plan (BAP), particularly through landscape scale projects, and be relevant to the local landscape character.

Disturbance

All development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development.

Development likely to increase recreational pressure on Special Protection Areas (SPAs) will be required to deliver an appropriate level of mitigation to offset any potential impacts. Suitable mitigation strategies will include securing management measures for designated features of Salisbury Plain, New Forest National Park and surrounding areas. Designated features include Habitats Directive Annex I habitats and Annex II species. Provision of an appropriate area of Suitable Alternative Natural Greenspace to deter public use of Natura 2000 sites will only be acceptable in exceptional circumstances.

Such measures shall be secured through reasonable and proportionate planning obligations and agreements.

Targets: No net loss of biodiversity through development.

Monitoring and review: Percentage of consented applications affecting nature conservation features for which an ecological mitigation/management plan is i) secured through condition and ii) implemented. To be monitored through Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council, development industry.

Core Policy 51: Landscape

Landscape

- 6.73** The European Landscape Convention promotes landscape protection, management and planning, and applies to all landscapes, towns and villages, as well as open countryside; the coast and inland areas; and ordinary or even degraded landscapes, as well as those that are afforded protection. Development on the edges of towns and villages will be broadly controlled in line with Core Policy 3 (Delivery Strategy), however the principal pressure on the landscape arising from new development is erosion of the separate identity, character, visual and functional amenity of settlements and their setting, and impacts on the open countryside. Another challenge is to allow for appropriate development while having full regard to the conservation objectives of the most highly valued landscapes including the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) and the Stonehenge and Avebury World Heritage Site (WHS).
- 6.74** Core Policy 51 seeks to protect, conserve and enhance Wiltshire's distinctive landscape character. The term 'landscape' here is used to refer to both the built, historic and natural environment in urban, peri-urban and rural areas. There are currently ten Landscape Character Assessments (LCA's) which cover Wiltshire, and these will be used for the purposes of implementing this policy until they are replaced:
- Wiltshire Landscape Character Assessment (1:50,000) (2005)
 - North Wiltshire Landscape Character Assessment (1:25,000) (2004)
 - South Wiltshire Landscape Character Assessment (1:25,000) (2008)
 - Kennet Landscape Character Assessment (1:25,000) (1999) and adopted Kennet Landscape Conservation Strategy (2005)
 - West Wiltshire Landscape Character Assessment (1:25,000) (2007)
 - North Wessex Downs AONB Landscape Character Assessment (1:25,000) (2002)
 - Cotswolds AONB Landscape Character Assessment (1:50,000) (2004)
 - Cranborne Chase and West Wiltshire Downs Landscape Character Assessment (1:25,000) (2003)
 - Cotswold Water Park Integrated Landscape Character Assessment (1:25,000) (2009)
 - Salisbury Plain Training Area Landscape Character Assessment (1:25,000) (2003).
- 6.75** Work will be undertaken to consolidate these LCAs into a single Landscape Strategy for Wiltshire. Other assessments and studies which may be relevant include landscape sensitivity studies and historic landscape characterisation work.

- 6.76** The national significance of the landscape of Wiltshire is acknowledged in the designation of 44% of the area administered by Wiltshire Council as an AONB while a small area of the NFNP is also present within the south of the county. Development within these areas will largely be managed in accordance with national policy. However Core Policy 40 also addresses development outside these areas which could affect the setting of these highly valued landscapes. The current Management Plans for these areas are as follows:
- Cranborne Chase and West Wiltshire Downs AONB Management Plan 2009 – 2014
 - North Wessex Downs AONB Management Plan 2009 – 2014
 - Cotswolds AONB Management Plan 2008 – 2013
 - New Forest Management Plan 2010 – 2015.
- 6.77** Proposals for development within or affecting the AONBs or NFNP will be expected to have regard to these, or any revised or replacement Management Plans. Other documents prepared by the AONBs or NFNP may also be relevant, including position statements, woodland and biodiversity strategies, landscape sensitivity and tranquillity studies, and the landscape character assessments listed above. Development affecting the Stonehenge and Avebury World Heritage Site and its setting should be considered in light of Core Policy 59.
- 6.78** Core Policy 51 refers to development within the setting of an AONB or national park; setting is considered to be all of the surroundings from which a designated landscape can be experienced, or which can be experienced from the designated landscape. Its extent is not fixed and may change as the landscape and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the natural beauty of a landscape, and may affect the ability to appreciate it.
- 6.79** There is a need to protect the distinct character and identity of the villages and settlements in Wiltshire, and a particular issue has been highlighted in those parts of the Royal Wootton Bassett and Cricklade Community Area which adjoin the administrative area of Swindon Borough Council, where there may be additional development pressure. The separate identity of these settlements should be protected in line with Core Policy 51. The local community may also wish to consider this matter further in any future community-led plan, such as a neighbourhood plan.
- 6.80** The emerging Wiltshire Landscape Strategy will review the need for Special Landscape Areas (SLAs) in Wiltshire, and if necessary, also clarify their special characteristics and boundaries. In the interim they will continue to be protected under relevant saved local plan policies, and if evidence demonstrates the need for SLAs these policies will be superseded by a Wiltshire-wide policy.
- 6.81** The extent of the Western Wiltshire Green Belt is shown on the proposals map. The purpose of the Green Belt is to check the expansion of towns in the area, principally Bristol and Bath, and to safeguard surrounding countryside, and its particular objectives are to:
- maintain the open character of undeveloped land adjacent to Bath, Trowbridge and Bradford on Avon
 - prevent the coalescence of Bradford on Avon with Trowbridge or the villages to the east of Bath
 - limit the spread of development along the A4 between Batheaston and Corsham; and
 - protect the setting and historic character of Bradford on Avon.

Applications for development within the Green Belt will be determined in accordance with national planning policy and any relevant saved local plan policies in Appendix D.

Core Policy 51

Landscape

Development should protect, conserve and where possible enhance landscape character and must not have an unacceptable impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been considered:

- i. the locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies
- ii. the locally distinctive character of settlements and their landscape settings
- iii. the separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe
- iv. visually sensitive skylines, soils, geological and topographical features
- v. landscape features of cultural, historic and heritage value
- vi. important views and visual amenity
- vii. tranquillity and the need to protect against intrusion from light pollution, noise, and motion and
- viii. landscape functions including places to live, work, relax and recreate.

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) or Stonehenge and Avebury World Heritage Site (WHS) shall have regard to the relevant Management Plans for these areas. Proposals for development outside of an AONB that is sufficiently prominent (in terms of its siting or scale) to have an impact on the area's natural beauty, must also demonstrate that it would not adversely affect its setting.

Targets: Minimise harmful impacts from development on landscape character.

Monitoring and review: Percentage of developments approved against professional landscape advice to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council, development industry.

Core Policy 52: Green infrastructure

Green Infrastructure

- 6.82** The Wiltshire-wide green infrastructure network includes both new and existing amenity green spaces; green roofs, street planting and Sustainable Urban Drainage Systems (SUDS); walking, cycling and horse riding routes; parks, recreational spaces and play areas; water courses, water bodies and flood plains; woodlands and forests; areas of high biodiversity value; and access and wildlife corridors, such as inland waterways and rivers, and road and railway corridors. The maintenance and enhancement of this multi-functional green infrastructure network will enhance

the health and well-being of Wiltshire communities, assist Wiltshire in adapting to a changing climate, attract business investment and tourism, reduce the likelihood of flooding, improve sustainable access to and interpretation of the historic environment, and protect and enhance Wiltshire's natural environment and historic landscapes.

- 6.83** The maintenance and enhancement of Wiltshire's green infrastructure network will be crucial in helping to ensure that the growth set out in this Core Strategy can be delivered in a sustainable manner. In particular, the development proposed in this strategy will necessitate a particular focus on maintaining and improving green infrastructure within the Principal Settlements and Market Towns, particularly along the river and canal corridors. Development also offers potential opportunities to enhance linkages between the towns and the countryside. Core Policy 52 seeks to protect and enhance the green infrastructure network in Wiltshire.
- 6.84** The Wiltshire Green Infrastructure Strategy will define Wiltshire's existing green infrastructure network, and provide the long term vision, objectives, policy framework, and delivery plan for the enhancement of the network. It will also identify the priorities for the improvement of the network. The strategy will emphasise the need to maintain the integrity of green infrastructure across administrative boundaries. Much of the strategy will be delivered through project and partnership working at the local, county and sub regional levels. The strategy is currently in preparation and will be delivered through a partnership of key stakeholders and individuals (Wiltshire Green Infrastructure Partnership). The council will take a key role in the preparation and delivery of the strategy, and Core Policy 52 will be delivered in line with the emerging strategy.
- 6.85** A number of key priorities for the enhancement of the strategic green infrastructure network in Wiltshire have already been identified, including:
- the delivery of green infrastructure within the Cricklade Country Way, in line with the Green Infrastructure Plan for the Cricklade Country Way
 - the continued restoration and enhancement of the canal network in Wiltshire
 - the delivery of green infrastructure in the Cotswold Water Park, through the delivery of relevant objectives set out in the Cotswold Water Park Strategic Review and Implementation Plan (Master Plan)
 - the delivery of the objectives of the Great Western Community Forest Plan
 - the maintenance and enhancement of existing country parks, and the provision of new country parks in strategic locations
 - improvements to the rights of way network across Wiltshire to maintain access to the countryside and improve the quality of routes, through the delivery of relevant objectives set out in the Rights of Way Improvement Plan and
 - the development and improvement of sub-regional green corridors, including river corridors.
- 6.86** This list of priorities is not exclusive, and will be refined and extended as appropriate through the Wiltshire Green Infrastructure Strategy.
- 6.87** Core Policy 52 supports the delivery of green infrastructure projects and initiatives. The planning and delivery of these projects will need to address any potential negative environmental impacts, particularly in relation to disturbance of wildlife, flood risk, water quality, landscape character, and tranquillity.
- 6.88** Development will need to make provision for accessible open spaces (such as parks, play areas, sports pitches and allotments) in accordance with the adopted Wiltshire Open Space Standards. Four sets of open space standards are currently in operation across Wiltshire, with different standards applying in each of the former district areas, and these currently form the Wiltshire Open Space Standards. A new set of standards will be developed to provide a consistent approach

across Wiltshire. Once adopted, these Wiltshire-wide standards will be used on a case by case basis to determine the amount and type of open space provision that will be required to accompany new development. The open space standards covering the former district areas will be used for the purposes of Core Policy 52 until such time as the new Wiltshire-wide standards are adopted.

- 6.89** Appropriate long term management of green infrastructure is essential, and developers will be required to contribute to this through the provision of measures including financial contributions, management schemes and management plans.
- 6.90** In determining green infrastructure provision for major developments, developers will be expected to audit the current provision in and around the development site and prepare a statement demonstrating how this will be retained and enhanced as a result of the development process. A standardised Green Infrastructure Audit template will be developed to assist developers in assessing existing and required provision. It may also be appropriate to undertake an audit of green infrastructure when a number of smaller developments are planned in a particular area, which could have a cumulative impact on the green infrastructure network. In these circumstances the need for an audit will be considered on a case-by-case basis.
- 6.91** Alongside the requirement to provide accessible open spaces, appropriate contributions will also be sought towards the delivery of specific green infrastructure projects and initiatives, as set out in the Wiltshire Green Infrastructure Strategy. Appropriate contributions towards these projects will be determined in line with Core Policy 3 (Infrastructure).

Core Policy 52

Green infrastructure

Development shall make provision for the retention and enhancement of Wiltshire's Green Infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:

- retain and enhance existing on site green infrastructure
- make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards
- put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development
- provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy and
- identify opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required.

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process.

Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation.

Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers.

Targets: Increase quantity and quality of green infrastructure, and deliver key green infrastructure projects.

Monitoring and review: Progress against outputs and targets of the Wiltshire Green Infrastructure Strategy.

Delivery responsibility: Wiltshire Council and key stakeholders.

Core Policy 53: Wilts & Berks and Thames and Severn canals

- 6.92** Canals are an important part of Wiltshire's green infrastructure network and provide recreational opportunities for boating and walking and green corridors for wildlife as well as playing a role in conveying flood water. The canal network in Wiltshire includes part of the Kennet and Avon Canal, and parts of the partially restored Thames and Severn Canal and Wilts Berks Canal (including the north Wilts Branch). When canal restoration is complete, an impressive 'Wessex Ring' will be formed, comprising the three canal systems, linking to other parts of the UK canal network.

- 6.93** Core Policy 53 supports the restoration of the historic canal network in Wiltshire, which provides considerable opportunities to enhance green infrastructure in the area.

Wilts and Berks and Thames and Severn Canals

6.94 The historic alignment of the Wilts and Berks Canal runs broadly on a south west to north east axis through northern Wiltshire, passing Melksham and Royal Wootton Bassett, and includes the North Wilts Branch which runs between Swindon and Cricklade. The historic alignment of the Thames and Severn Canal skirts the north west boundary of Wiltshire, passing Latton and Marston Meusey. Both historic alignments are shown on the proposals map.

6.95 The council supports in principle the restoration of the Wilts and Berks and Thames and Severn Canals. Restored canals can bring significant benefits in terms of attracting visitors to Wiltshire, contributing to the local economy, promoting sustainable transport through the provision of walking and cycling routes and providing an important element of the strategic green infrastructure network. The restored canal network will provide opportunities for standing open water and marginal habitat.

6.96 However, any proposals will need to demonstrate that the potential impacts of restoration on the existing wildlife and natural environment have been fully considered, both locally and as part of the whole restoration scheme, with an overview of the overall balance of positive and negative impacts. Proposals will need to demonstrate that adequate facilities for sewage disposal and waste collection will be provided. Canal restoration proposals must also have regard to the status and objectives of relevant existing waterbodies in the area, as set out in the Severn River Basin Management Plan (2009) and the South West River Basin Management Plan (2009), which were prepared under the Water Framework Directive. The preparation of 'master plans' or similar documents will be particularly supported as a means of considering the likely overall impacts of the canal restoration schemes, maximising potential benefits, and minimising or mitigating any likely negative effects.

6.97 The historic alignment of the Wilts and Berks canal through Melksham is no longer suitable for reinstatement as a canal, and an alternative route has been identified (see Core Policy 16: Melksham Link Project). However, the historic line through Melksham can still be followed, and the council will support its identification and historical significance by signage where appropriate. Other parts of the original line of the Wilts and Berks Canal also have potential for interpretation, particularly the junction with the Kennet and Avon Canal at Semington, and the council will support the development of a footpath network based on a restored canal towpath linking with other appropriate rights of way where the canal has been lost under development.

Kennet and Avon Canal

6.98 The Kennet and Avon Canal is a significant asset within Wiltshire's green infrastructure network, and the canal's landscape and natural environment will be protected and enhanced through Core Policies 50 (biodiversity and geodiversity), 51 (landscape) and 52 (green infrastructure). There are two existing policies relating to the Kennet and Avon Canal which will continue to be saved. The relevant policies are as follows.

- West Wiltshire Leisure and Recreation DPD: Policy WR2 (Kennet and Avon).
- Kennet Local Plan: Policy TR2 (facilities for boat users on the Kennet and Avon Canal).

6.99 The British Waterways Conservation Plan for the Kennet and Avon Canal (October 2000) and the Public Transport and Visitor Management Plan for the Kennet and Avon Canal (1999) provide non-statutory guidance on the conservation and management of the canal, and the provision of facilities for management of visitors to the waterway. These documents will be treated as material considerations when making decisions on planning applications relating to the canal.

Residential moorings

- 6.100** Residential boats provide a form of housing within Wiltshire and moored boats can be considered as an inherent feature of canals. Itinerant boaters are recognised as forming part of the travelling community in Wiltshire. Planning applications for residential moorings will be considered on their merits, taking into account potential impacts on landscape alongside all other relevant planning considerations. An holistic approach to identifying residential moorings may be appropriate whereby multiple applications relating to a stretch of canal can be considered together.

Core Policy 53

Wilts and Berks and Thames and Severn canals

The restoration and reconstruction of the Wilts and Berks and Thames and Severn canals as navigable waterways is supported in principle. The historic alignments of the Wilts and Berks, including the North Wilts Branch, and Thames and Severn canals, as identified on the proposals map, will be safeguarded with a view to their long-term re-establishment as navigable waterways.

These alignments will be safeguarded by:

- i. not permitting development likely to destroy the canal alignment or its associated structures, or likely to make restoration more difficult, and
- ii. ensuring that where the canal is affected by development, the alignment is protected or an alternative alignment is provided.

Proposals will be permitted that are designed to develop the canal's recreational and nature conservation potential, in particular, the use of the old line of the canal for walking, cycling and interpretation.

Proposals for the reinstatement of canal along these historic alignments will need to demonstrate that the cultural, historic and natural environment will be protected and enhanced, with no overall adverse effect, and that potential impacts on ecology, landscape, flood risk, water resources (abstraction) and water quality have been fully assessed and taken into account. Proposals for the reinstatement of discrete sections of the canal will also need to demonstrate that the potential environmental impacts of the restoration project as a whole have been assessed and taken into account.

Targets: Restoration of the canals and prevention of inappropriate development along the historic canal alignments.

Monitoring and review: Number of applications permitted contrary to the policy and length of completed waterway to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Core Policy 54: Cotswold Water Park

- 6.101** The Cotswold Water Park (CWP) is an area of more than 140 lakes set in 40 square miles of Wiltshire and Gloucestershire, including parts of the Malmesbury and Royal Wootton Bassett and Cricklade Community Areas. The lakes have been created from decades of sand and gravel extraction. Set to continue for many years, this activity will result in the creation of further lakes in the future. This unique landscape has evolved in response to a complex interplay of physical and human influences, and will continue to change throughout the plan period. The extensive network

of lakes, rights of way, recreational activities and nature study areas in the Cotswold Water Park already provides a significant green infrastructure asset for the communities of Wiltshire, Gloucestershire, Oxfordshire and visitors from further afield, and could achieve even greater potential. However this will need to be delivered in a sustainable manner which addresses the Cotswold Water Park's unique combination of land use pressures, environmental and heritage sensitivities, and community aspirations for the area.

- 6.102** Core Policy 54 supports the provision of outdoor or water-based sports, leisure and recreation facilities in the Cotswold Water Park area. Proposals for tourist accommodation will be assessed against Core Policies 39 (tourist development) and 40 (hotels, bed and breakfasts, guest houses and conference facilities).
- 6.103** Outdoor and water-based sports, leisure and recreation developments provide important opportunities to contribute to the sustainable growth of the Cotswold Water Park and support its communities, helping to achieve the vision set out in the Cotswold Water Park Vision and Implementation Plan. Such development is vitally important to improve both visitors' and local residents' enjoyment of the area's unique characteristics and stimulate the local economy, however this should not come at the cost of a loss of public accessibility.
- 6.104** Development also offers opportunities to enhance the natural environment of the area through sensitive and well informed landscape design and management, and even where onsite opportunities are limited, developer contributions towards landscape and biodiversity programmes within the park can help to deliver such gains. Relevant Landscape Character Assessments and Biodiversity Action Plans should be consulted and used to inform any such landscape and biodiversity enhancement proposals.
- 6.105** Several settlements within Cotswolds Water Park are of significant heritage value as recognised through Conservation Area designations, while all settlements have a unique character which contributes to the area's sense of place. Development could potentially impact upon this character through inappropriate design or a loss of tranquillity, particularly associated with noisy activities. Such development will need to be located, designed and managed sensitively to ensure the unique character and the tranquil setting of these settlements is maintained. The area's valuable built heritage also extends well beyond these settlements to include monuments, henges, hill forts, roman villas, canals and railways, and while development could potentially impact upon these features if not carefully planned, certain development proposals will also provide opportunities to improve the enjoyment of such heritage features.
- 6.106** The unique character of the Cotswold Water Park and its communities could face challenges in the future including increased visitor traffic, pressure on utilities capacity and increased risk from climate change, particularly flooding. In order to build and maintain sustainable and resilient communities there is a need and desire for the Cotswold Water Park to be an exemplar of sustainability, and this should be reflected in all proposals for sports, leisure and recreation facilities in the area.

Core Policy 54

Cotswold Water Park

In the Cotswold Water Park, proposals for outdoor or water-based sports, leisure and recreation based development will be supported where they help transform the area to an informal recreation and leisure resource for Wiltshire residents and visitors in line with the key objectives of the Cotswold Water Park Vision and Implementation Plan. Proposals for any such development must meet the following criteria.

- i. Increase or enhance public accessibility and enjoyment of the lakes and countryside.
- ii. Contribute towards the local economy in the Cotswold Water Park.
- iii. Strengthen the local landscape character and engender a sense of place.
- iv. Contribute towards enhancement of biodiversity within the Cotswold Water Park.
- v. Retain the character of individual settlements including the tranquillity of their settings.
- vi. Protect the Cotswold Water Park's built heritage, and enhance accessibility and interpretation of such features where possible.
- vii. Demonstrate high levels of sustainability, particularly including sustainable building design, accessibility by sustainable transport modes and sustainable drainage systems.

Targets: Delivery of the objectives of the Cotswold Water Park Vision and Implementation Plan.

Monitoring and review: Number of permissions granted in line with the requirements of the policy to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Core Policy 55: Air quality

- 6.107** Air quality in Wiltshire is predominantly good with the majority of the county having clean unpolluted air. There are however a small number of locations where the combination of traffic, road layout and geography has resulted in exceedences of the annual average for nitrogen dioxide (NO₂) and fine particulates (PM₁₀).
- 6.108** It is recognized that improving air quality in these specific locations is difficult due to the increased use and reliance on private motor vehicles. This strategy seeks to contribute to addressing this issue through a multifaceted approach which includes locating new development where there is a viable range of transport choices, seeking to boost the self containment of settlements to reduce commuter flows and through seeking to utilize the benefits from managed development and growth to take the opportunities to help address the areas where particular problems occur. This latter solution will be delivered through developer contributions.
- 6.109** In order to help developers and communities overcome this issue the council has produced a comprehensive Air Quality Strategy, which is a high level guiding document to inform policy and direction across a range of council services with the aim to improve air quality. The Air Quality

Strategy⁽⁶³⁾ is a key document which identifies the importance of good air quality to the people of Wiltshire. It provides a focus and mechanism to promote communication and cooperation between the council, external organisations and the community to address localised areas of poor air quality in the area. It includes a 17 point plan which focuses on strategic actions to help deliver improved air quality.

Air Quality Strategy for Wiltshire, main aim:

'Wiltshire Council working collaboratively will seek to maintain the good air quality in the county and strive to deliver improvements in areas where air quality fails national objectives in order to protect public health and the environment'

6.110 Core Policy 55 below requires that all development which either because of the size, nature or location will have the potential to exacerbate known areas of poor air quality, is required to overcome this barrier to development by demonstrating the measures they will take to help mitigate these impacts. In line with the Air Quality Strategy, additional guidance incorporating a developer's toolkit, will be produced which will give positive advice to prospective developers on how to address the issue of air quality effectively so their investment can go ahead⁽⁶⁴⁾. Development which could potentially impact upon Natura 2000 sites through contributions to aerial deposition e.g. industrial process within 10km of a SAC, will require an assessment of the likely impacts in accordance with published guidance. Where mitigation is required this may be delivered through a local emissions strategy.

Core Policy 55

Air Quality

Development proposals which by virtue of their scale, nature or location are likely to exacerbate existing areas of poor air quality, will need to demonstrate that measures can be taken to effectively mitigate emission levels in order to protect public health, environmental quality and amenity. Mitigation measures should demonstrate how they will make a positive contribution to the aims of the Air Quality Strategy for Wiltshire and may include:

- i. landscaping, bunding or separation to increase distance from highways and junctions
- ii. possible traffic management or highway improvements to be agreed with the local authority
- iii. abatement technology and incorporating site layout / separation and other conditions in site planning
- iv. traffic routing, site management, site layout and phasing.

Targets: No applications permitted contrary to the advice of Wiltshire Council on the grounds of air pollution that cannot be mitigated.

Monitoring and Review: Air Quality Strategy Implementation Plan.

Delivery Responsibility: Wiltshire Council.

63 Air Quality Strategy for Wiltshire 2011-2015 (adopted December 2011).

64 Air Quality Strategy for Wiltshire, Strategic Action Plan, Action No 3, page 32.

Core Policy 56: Contaminated land

- 6.111 Wiltshire generally has good or excellent land quality but our industrial heritage means that there are many sites which have had one or more industrial or commercial uses which may have resulted in soil and water contamination that may need to be addressed.
- 6.112 Sites which pose a current and imminent hazard to health buildings, water or the environment can be managed under the contaminated land provisions of the Environmental Protection Act 1990.
- 6.113 The vast majority of sites which may be subject to contamination are however cleaned up as part of the redevelopment process. It is essential to ensure that the development of these brownfield sites leaves them safe and suitable for the new use.

In controlling land contamination risks via the planning system, government guidance states that:

'The principal planning objective is to ensure that any unacceptable risks to human health, buildings and other property and the natural and historical environment from the contaminated condition of land are identified so that appropriate action can be considered and then taken to address those risks' (Planning Policy Statement 23: Planning and Pollution Control, Annex 2)

- 6.114 The implementation of satisfactory investigation, risk assessment, remediation and validation of these sites is managed through the planning process.
- 6.115 Achievement of this objective should assist in providing the necessary confidence to owners and occupiers of land, after development, about its condition and hence its standing in relation to relevant environmental protection regimes including Part IIA of the Environmental Protection Act 1990.
- 6.116 On a precautionary basis, the possibility of contamination should be assumed when considering planning applications in relation to all land subject to or adjacent to previous industrial use and also where uses are being considered that are particularly sensitive to contamination, for example, housing, schools, hospitals and children's play areas. Contamination should also be considered when preparing planning policy documents, including neighbourhood plans and masterplans.
- 6.117 The council has adopted an Inspection Strategy for Contaminated Land⁽⁶⁵⁾ which specifically addresses the approach the council is taking to land covered by the Part IIA regime. The principles of risk assessment and site categorisation contained within the Inspection Strategy are also useful when considering the re-use of land through the planning process.
- 6.118 Core Policy 56 requires that all development which either because of its nature or location may be on or adjacent to land or water affected by historic contamination overcomes this barrier to development by demonstrating the measures that will be taken to help mitigate these impacts. The nature and extent of the mitigation measures necessary will be site specific and the council's requirements will be proportionate and reasonable. In line with the Inspection Strategy additional guidance will be prepared to assist developers in effectively addressing the issue of land contamination.

65 Wiltshire Council Inspection Strategy for Contaminated Land (2010):www.wiltshire.gov.uk/contaminatedland.

Core Policy 56

Contaminated land

Development proposals which are likely to be on or adjacent to land which may have been subject to contamination will need to demonstrate that measures can be taken to effectively mitigate the impacts of land contamination on public health, environmental quality, the built environment and amenity.

Developers will be required to demonstrate that the development site is, or will be, made suitable for the proposed final use and will need to provide one or more of the following documents.

- i. Detailed site history identifying possibly contaminative uses.
- ii. Site characterisation: The nature and extent of any contamination and the hazards and risks posed.
- iii. Detailed remediation scheme: Including methodology and quality assurance.
- iv. Methodology to report unexpected contamination.
- v. Methodology to ensure verification of remedial works.
- vi. Details of long term monitoring and maintenance proposals (where necessary).

The need for, type and complexity of reports will depend on the specific site.

Targets: No applications permitted contrary to the advice of Wiltshire Council on the grounds of contaminated land that cannot be mitigated.

Monitoring and Review: Inspection Strategy for Contaminated Land.

Delivery Responsibility: Wiltshire Council.

Core Policy 57: Ensuring high quality design and place shaping

- 6.119** Wiltshire is a diverse county with distinctive characteristics related in a large part to its historic environment which includes heritage assets of international, national and local significance. Wiltshire has many market towns and villages set in large expanses of countryside. Steep hillsides and river valleys also create prominent long views and skylines which help to define Wiltshire's settlements. Historic centres are highly valued and form the focus of each town and village. Continued demand for housing means Wiltshire's towns have grown significantly over time.
- 6.120** The historic environment includes both archaeological and built heritage assets and their settings, a large number of conservation areas and historic parks and gardens as well as the Stonehenge and Avebury World Heritage Site. It creates visual richness and adds value to the built environment and wider countryside.
- 6.121** Policies addressing the design of new development will play an important role in maintaining Wiltshire's high quality environment.

6.122 Development needs to be carefully planned to ensure that valuable features and characteristics are protected and enhanced. The subsequent core policies set out how the Core Strategy will ensure that development contributes towards:

- achieving high quality buildings and spaces that reinforce a sense of identity
- well integrated development which makes a positive contribution to the character of Wiltshire's urban and rural environments by complementing valuable contextual features and buildings
- protection and enhancement of Wiltshire's heritage assets
- ensuring that places with national and international designations receive the highest level of protection

Ensuring high quality design and place shaping outcomes

6.123 Good design helps to provide a sense of place, creates or reinforces local distinctiveness, promotes community cohesiveness and social well being. Wiltshire has a rich built heritage and its vibrant towns and villages are set within large expanses of open countryside which is valued for its tranquillity and beauty as well as its environmental value. Enhancing the character of Wiltshire's countryside and settlements is of the utmost importance and, in order to do this development must be informed by a thorough understanding of the locality and the development site.

6.124 The layout and design of new developments must also be based on a thorough understanding of the site itself and its wider context, and seek to maximise the benefits of the sites characteristics. This will require careful consideration of the site layout. No two sites share the same landscapes, contours, relationship with surrounding buildings, street pattern, and features. The proximity of poor quality or indistinct development is not a justification for standard or poor design solutions. New development should integrate into its surroundings whilst seeking to enhance the overall character of the locality.

6.125 Careful consideration of topography can enhance the design of a new development in a number of ways including the creation or enhancement views into or within a site, creating attractive skylines through the use of building heights in parallel with contours, ensuring appropriate drainage arrangements, the retention of established planting and trees which can visually enhance a development, ensuring an appropriate relationship with the wider landscape, both visually and in terms of activity and the creation of wildlife corridors.

6.126 High quality design will be required for all new developments from building extensions through to major developments. This policy sets out a range of issues which all developers will need to take into account when designing each individual scheme. Proposals will need to be accompanied by appropriate information to demonstrate compliance with Core Policy 57, including a design and access statement when this is required by the Local Validation Checklist⁽⁶⁶⁾. All proposals will need to have regard to relevant supplementary guidance on design.

6.127 Density is interlinked with design and it is essential that imaginative design solutions are encouraged to achieve higher density levels were appropriate although the density of development should rightly be a product of a robust site assessment which responds positively to Wiltshire's exceptional environmental quality.

6.128 In demonstrating that proposals will be sympathetic to and conserve historic buildings and historic landscapes applicants should have consideration to the requirements of Core Policy 58 (ensuring the conservation of the historic environment).

66 Checklist produced by the Council, which explains what type and level information is required to support different types of planning application. See www.wiltshire.gov.uk

Core Policy 57

Ensuring high quality design and place shaping

A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complimentary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

- i. enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the exiting pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced
- ii. the retention and enhancement of existing important landscaping and natural features, (for example trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development
- iii. responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials streetscape and rooflines to effectively integrate the building into its setting
- iv. being sympathetic to and conserving historic buildings and historic landscapes
- v. the maximisation of opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41
- vi. making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area
- vii. having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing; vibration; and pollution (such as light intrusion, noise, smoke, fumes, effluent, waste or litter)
- viii. incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site
- ix. ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible and accessible
- x. the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials
- xi. taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future

xii. the use of high standards of building materials, finishes and landscaping, including the provision of street furniture and public art where appropriate

xiii. in the case of major developments, ensuring they are accompanied by a detailed design statement and master plan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place.

Targets: High standard of design achieved in all new developments.

Monitoring and review: To be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Core Policy 58: Ensuring the conservation of the historic environment

6.129 Core Policy 58 aims to ensure that Wiltshire's important monuments, sites and landscapes and areas of historic and built heritage significance are protected and enhanced in order that they continue to make an important contribution to Wiltshire's environment and quality of life.

6.130 Heritage assets include:

- Listed Buildings
- Conservation Areas
- Scheduled Ancient Monuments
- Registered Parks and Gardens
- Registered battlefields
- World Heritage Sites
- Non-designated heritage assets such as buildings and archaeological sites of regional and local interest.

6.131 Designation of a Conservation Area, listed building, or scheduled ancient monument does not preclude the possibility of new development and the council is committed to working pragmatically with owners to find positive solutions which will allow adaptation of such buildings to reflect modern living aspirations. Such alterations will only be acceptable where they are consistent with the conservation of a heritage asset's significance. Consequently, it is expected that development will be of the highest standard in order to maintain and enhance the quality of the area or building, and be sensitive to its character and appearance. In considering applications for new development in such areas, the council will seek to ensure that the form, scale, design and materials of new buildings are complementary to the historic context.

6.132 It is anticipated that additional planning guidance will be developed which will include to aid in the application of Core Policy 58.

6.133 Applicants are expected to take account and adequately respond, where appropriate, to conservation area management plans and other guidance produced at a national and local level. The preparation of further conservation area management plans and other proactive strategies, such as the Salisbury Cathedral Conservation Plans produced by the diocese, will be encouraged to support policy delivery.

6.134 The Infrastructure Delivery Plan sets out the requirement for additional museum storage space for the sustainable preservation of archaeological finds and archives.

- 6.135** The Council will continue to keep under review Conservation Areas in the District and where appropriate, designate new areas. Appraisals of Conservation Areas will define the boundaries and analyse the special architectural and historic interest of the area.
- 6.136** The individual area strategies identify specific distinct heritage assets, conservation challenges, and where appropriate, specific opportunities.

Core Policy 58

Ensuring the conservation of the historic environment

Development should protect, conserve and where possible enhance the historic environment, and should not have an unacceptable impact on the historic environment, particularly where this could be avoided or mitigated.

Designated historic assets and their settings will be conserved, and where appropriate enhanced, including:

- i. archaeological remains and their setting
- ii. the World Heritage Site
- iii. buildings and structures of special architectural or historic interest and their settings
- iv. the special character or appearance of conservation areas and their settings
- v. historic parks and gardens and their setting
- vi. important landscapes and townscapes.

Development will be required to conserve and seek opportunities to enhance structures and areas of heritage significance throughout Wiltshire, including the character, setting and cultural significance of designated and other locally or regionally significant non-designated heritage assets, including:

- vii. the sensitive re-use of redundant and under-used historic buildings and areas which are consistent with their conservation especially in relation to the viable re-use of heritage assets at risk
- viii. opportunities to enhance Wiltshire's historic public realm by ensuring that all development, including transport and infrastructure work, is sensitive to the historic environment

Distinctive elements of Wiltshire's historic environment, which creates a sense of local character and identity and variation across the county, will be conserved, enhanced and their potential to contribute towards wider social, cultural, economic and environmental benefits will be exploited, including:

- ix. the individual and distinctive character and appearance of Wiltshire's historic market towns and villages
- x. nationally significant prehistoric archaeological monuments and landscapes
- xi. the Stonehenge and Avebury World Heritage Site
- xii. historic buildings and structures related to the textile industry
- xiii. historic rural structures including threshing barns, granaries, malt houses, dovecots and stables
- xiv. ecclesiastical sites including churches, chapels and monuments
- xv. the historic Great Western Railway and associated structures
- xvi. the historic waterways and associated structures including canals and river courses
- xvii. heritage assets associated with the military.

Targets: No increase in Buildings at Risk (BAR), no loss of listed buildings.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 59: The Stonehenge, Avebury and Associated Sites World Heritage Site and its setting

- 6.137** Wiltshire's World Heritage Site is a designated heritage asset of the highest international and national significance. The United Kingdom, as a signatory to the Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO, 1972) is obliged to protect, conserve and present the Outstanding Universal Value (OUV) of the World Heritage Site and ensure that it is transmitted to future generations. This obligation should therefore be given precedence in decisions on development management. World Heritage Site status offers the potential of considerable social and economic gains for Wiltshire in areas such as sustainable tourism however this will require careful and sensitive management to protect the OUV of the Site.
- 6.138** The Stonehenge, Avebury and Associated Sites World Heritage Site was inscribed on the UNESCO World Heritage list in 1986 for its OUV, comprising its significance, authenticity and integrity. The OUV of the World Heritage Site requires protection and where appropriate enhancement. Not all aspects of the Site contribute to OUV and the UNESCO Statement of OUV as well as the World Heritage Site Plans for Stonehenge and Avebury are a critical resource in reaching decisions relating to the significance of its elements.
- 6.139** In summary, the World Heritage Site is internationally important for its complexes of outstanding prehistoric monuments. The two stone circles at Stonehenge and Avebury, together with inter-related monuments, and their associated landscapes, demonstrate Neolithic and Bronze Age ceremonial and mortuary practices from around 2,000 years of continuous use and monument building. The excellent survival of monuments provides evidence of the creative and technological achievements of the period. Their careful siting in relation to the astronomical alignments, topography and other monuments provides further insight while their continuing prominence today underlines how this period of monument building shaped the landscape. The World Heritage Site is a landscape without parallel at a national and international level and one of Wiltshire's highest quality environments.
- 6.140** The setting of the World Heritage Site beyond its designated boundary also requires protection as inappropriate development here can have an adverse impact on the OUV of the Site. The setting is the surrounding in which the World Heritage Site is experienced. It includes a range of elements such as views and historical, landscape and cultural relationships. The setting of the World Heritage Site is not precisely defined and will vary depending on the nature and visibility of the proposal. A future setting study will provide further information and a preferred methodology for the assessment of proposed development for its potential impact on OUV. Light pollution and skyglow which could adversely affect the OUV of the site must be adequately addressed through the careful management of development.
- 6.141** The World Heritage Site consists of two areas of approximately 25 square kilometres centred on Stonehenge and Avebury. Each area has its own discrete landscape setting. Core Policy 59 covers both halves of the World Heritage Site which have similar requirements for protection and enhancement. Saved local plan policies (policies TR6, TR8 and TR9 of the Kennet Local Plan 2011) and Core Policy 6 (Stonehenge) reflect the specific local context, opportunities and challenges for the different halves of the World Heritage Site. In addition separate management plans set out strategies and actions needed for the successful conservation and management of the OUV of the site alongside other relevant values and interests including tourism, farming, nature conservation, research, education and the quality of life of the community. These management plans are a key material consideration in the planning process, which has a major role in their implementation. Indicators to monitor the implementation of the actions identified appear in both management plans.

- 6.142** In considering Core Policy 59 particular reference should be made to the statement of OUV for the World Heritage Site and the relevant World Heritage Site Management Plan⁽⁶⁷⁾. Applicants will be required to demonstrate that full account has been taken of the impact of the proposals upon the World Heritage Site and its setting and that those proposals will have no adverse affect upon its OUV. Development proposals which fall within the World Heritages Site boundary, or potentially impact upon its setting, should convey this accountability principally within the design and access statement related to the proposal.
- 6.143** Due consideration should be given to environmental impact assessment (EIA) regulations which list World Heritage Sites as among the 'sensitive areas' where lower thresholds apply to the assessment of the need for EIA. The recent ICOMOS guidance on heritage impact assessments for Cultural World Heritage Properties (2010) offers advice on the process of historic impact assessment (HIA) for cultural World Heritage Sites which is designed to assess impact on the OUV⁽⁶⁸⁾.
- 6.144** Additional planning guidance will be developed to help ensure the effective implementation of Core Policy 59⁽⁶⁹⁾. Based on the management plans and additional studies required, additional guidance will assist in articulating the spatial implications of protecting and enhancing OUV both within the World Heritage Site and its setting. This will include considering the use of Article 4 Directions to address permitted development rights that may have an adverse effect on OUV.

67 http://www.eng-h.gov.uk/archcom/projects/summaries/html98_9/2257aveb.htm

<http://www.english-heritage.org.uk/daysout/properties/stonehenge/world-heritage-sites/stonehengemanagement-plan>.

68 http://www.international.icomos.org/world_heritage/HIA_20110201.Pdf.

69 See Draft Statement of Outstanding Universal Value, as submitted by Stonehenge Steering Group to UNESCO, February 2011, which states: 'The protection of the WHS and its setting from inappropriate development should be continued through the introduction of a Supplementary Planning Document for the WHS'. <http://www.wiltshire.gov.uk/artsheritageandlibraries/museumhistoryheritage/worldheritagesite/stonehengeandaveburysouv.htm>.

Core Policy 59

The Stonehenge, Avebury and associated sites World Heritage Site

The Outstanding Universal Value (OUV) of the World Heritage Site and its setting will be protected and enhanced by:

- i. giving precedence to the protection of the OUV of the World Heritage Site and its setting
- ii. development not adversely affecting the OUV of the World Heritage Site, its significance, authenticity or integrity, or its setting. This includes the physical fabric, character, appearance, setting or views into or out of the World Heritage Site
- iii. seeking opportunities to support and sustain the positive management of the OUV of the World Heritage Site through development that delivers improved conservation, presentation and interpretation and reduces the negative impact of traffic and visitor pressure
- iv. requiring developments to demonstrate that full account has been taken of their impact upon the OUV of the World Heritage Site and its setting. Proposals will need to demonstrate that the development will have no individual, cumulative or consequential adverse affect upon the OUV. Consideration of opportunities for enhancing OUV should also be demonstrated. This will include proposals for climate change mitigation and renewable energy schemes.

Targets: Progress towards objectives of the adopted WHS Management Plans.

Monitoring and Review: WHS Co-ordinators.

Delivery Responsibility: Wiltshire Council.

Delivering strategic objective 6: to ensure that essential infrastructure is in place to support our communities

6.145 This strategy places emphasis on ensuring that essential infrastructure is delivered as required by Core Policy 3 in Chapter 4 above. This policy is further supported by the Infrastructure Delivery Plan which will be published to accompany the Wiltshire Core Strategy.

Core Policy 60: Sustainable transport

Promoting sustainable forms of transport

6.146 Transport features either directly or indirectly in a number of the challenges and objectives of the Core Strategy. To help resolve these challenges and achieve the objectives, a sustainable transport system needs to be developed for Wiltshire.

Core Policy 60

Sustainable Transport

The council will use its planning and transport powers to help reduce the need to travel, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire.

This will be achieved by:

- i. planning developments in accessible locations
- ii. promoting sustainable transport alternatives to the use of the private car
- iii. maintaining and selectively improving the local transport network in accordance with its functional importance and in partnership with other transport planning bodies, service providers and the business community
- iv. promoting appropriate demand management measures
- v. influencing the routing of freight within and through the county
- vi. assessing and where necessary mitigating the impact of developments on transport users, local communities and the environment.

As both the local planning authority and local transport authority, the council will use its planning and transport powers to develop, maintain and improve a sustainable transport system for Wiltshire. The way in which this will be achieved is set out in the remaining policies in this chapter in association with other relevant plans including the community plan, local development framework and local transport plan.

Targets: Increase in use of sustainable transport modes.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 61: Transport and development

Transport and Development

- 6.147** New development can potentially have both a positive and negative impact on transport. It is for this reason that the transport impacts of new developments need to be assessed in accordance with national guidance⁽⁷⁰⁾.
- 6.148** Planning developments in locations that are or can be made accessible means that communities can access their needs (e.g. shops, schools and employment) easily and without always needing a car. Providing good accessibility can also change people's travel behaviour towards more sustainable transport alternatives such as walking, cycling and public transport.

70 Guidance on Transport Assessments, March 2007, DCLG/DfT.

- 6.149** In the past, however, some new developments have not always catered (e.g. by having layouts which are bus friendly) or provided (e.g. by having convenient cycle storage) for the needs of sustainable transport users or operators. This is no longer acceptable. Therefore, as part of a required transport assessment, it must be demonstrated that the needs of all transport users (where relevant) have been considered in accordance with the identified hierarchy.
- 6.150** A key consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for all road users.
- 6.151** In these times of 'just in time' deliveries, the failure to provide adequate loading/unloading facilities in developments can lead to congestion, safety, community and environmental impacts as Heavy Goods Vehicles (HGVs) seek to park on the highway or elsewhere while waiting for allocated delivery time slots.

Core Policy 61

Transport and Development

New development should be located and designed to reduce the need to travel and to encourage the use of sustainable transport alternatives.

As part of a required transport assessment, the following must be demonstrated:

- i. that consideration has been given to the needs of all transport users (where relevant) according to the following hierarchy.
 - a. Visually impaired and other disabled people.
 - b. Pedestrians.
 - c. Cyclists.
 - d. Public transport.
 - e. Goods vehicles.
 - f. Powered two-wheelers.
 - g. Private cars.
- ii. that the proposal is capable of being served by safe access to the highway network
- iii. that fit for purpose and safe loading/unloading facilities can be provided where these are required as part of the normal functioning of the development.

Where appropriate, contributions will be sought towards sustainable transport improvements and travel plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.

Targets: All developments complying with the policy.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 62: Development impacts on the transport network

Development impacts on the transport network

- 6.152** All new development is required to assess the transport issues related to that development. Where a development will have significant transport implications, the council will require a transport assessment to be prepared and submitted alongside a planning application in accordance with national guidance.
- 6.153** Developers will be required to make a contribution towards sustainable transport improvements as part of their development proposal. The required transport assessment will help determine what is needed in each case.
- 6.154** Developers will also be required to submit a travel plan with planning applications which are likely to have significant transport implications. The travel plan should aim to promote more sustainable forms of transport including, where relevant, more sustainable freight delivery and routing arrangements. The detailed requirements for travel plans will be set out in an additional planning guidance.
- 6.155** Outside of built-up areas, proposals that involve a new direct access onto the national primary route network will not be permitted in order to assist with traffic flow and reduce risk. Exceptions will only be made where the type of development is such that it requires a primary route location, such as a roadside service facility.

Core Policy 62

Development Impacts on the Transport Network

Developments should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages.

Proposals for new development should not be accessed directly from the national primary route network outside built-up areas, unless an over-riding need can be demonstrated.

Targets: All developments complying with the policy.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 63: Transport strategies

Transport Strategies

- 6.156** Core Policy 1 focuses development growth primarily in the principle settlements of Chippenham, Trowbridge and Salisbury. To support their enhanced strategic employment and service roles, and better self containment, packages of integrated transport measures will be developed and implemented.
- 6.157** The Wiltshire Community Plan sets out that the council and its partners need to:

“Provide a safer and more integrated transport system that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks, especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors”.

- 6.158** *Given this challenging objective, as part of each transport strategy, the council will need to consider a range of measures based on a ‘ladder of interventions’ that seek to ‘nudge’ people and businesses to make more sustainable transport choices.*

Core Policy 63

Transport Strategies

Packages of integrated transport measures will be identified in Chippenham, Trowbridge and Salisbury to help facilitate sustainable development growth. The packages will seek to achieve a major shift to sustainable transport by helping to reduce reliance on the private car and by improving sustainable transport alternatives.

Each of the packages will consider the implementation of the following.

- i. New and improved networks of routes for pedestrians and cyclists.
- ii. Enhanced public transport services and facilities.
- iii. Traffic management measures.
- iv. Demand management measures.
- v. Selective road improvements.
- vi. Interchange enhancements that are accessible by all.
- vii. Smarter choices measures.

These will be supported and implemented through developer contributions, LTP funding and joint working with partners and others.

Transport strategies may also be developed for other urban and rural areas in the Plan area.

Targets: Implementation of schemes in Chippenham, Trowbridge and Salisbury within the plan period.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 64: Demand management

Demand Management

- 6.159** Demand management forms an important and essential part of an integrated approach to helping reduce reliance on the private car and encouraging the use of more sustainable alternatives.

- 6.160** A parking study, commissioned by the council in January 2010, included a comprehensive review of parking standards, charges and policy within both the plan area and neighbouring areas. The resulting LTP3 Car Parking Strategy was adopted by the council in February 2011 and includes the following policies.

- PS1 – Overall management.

- PS2 – Managing the council’s parking stock.
- PS3 – Parking charges.
- PS4 – Private non-residential parking standards.
- PS5 – Managing publicly available private non-residential parking.
- PS6 – Residential parking standards.
- PS7 – Parking enforcement.
- PS8 – Residents’ parking zones.
- PS9 – Visitor attraction parking.
- PS10 – Park and ride.
- PS11 – Parking at railway stations.
- PS12 – Improving access and use.
- PS13 - Workplace parking levy.
- PS14 – Residents’ overspill parking.

6.161 Along with parking, traffic management measures are a key component of any integrated approach to transport planning. They can enhance the management and efficiency of the highway network and encourage the use of sustainable transport modes through a variety of measures such as the reallocation of road space, speed controls, pedestrian crossing facilities and intelligent transport systems. The implementation of any traffic management scheme will only be made after its effect on the surrounding highway network has been considered.

6.162 Charging measures, such as road user charging and the workplace levy, may become important tools in reducing traffic growth and encouraging the use of sustainable transport modes over the Plan period. However, given the predominantly rural nature of Wiltshire, it is unlikely that these types of measures would have a significant impact on traffic levels outside of the principal settlement areas.

Core Policy 64

Demand Management

Demand management measures will be promoted where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives. These measures include:

i. car parking management - efficiently and effectively managing the car parking stock through the implementation of appropriate supply, maintenance, charging and enforcement measures. These measures include:

a. public car parking charges – parking charges will be set taking account of a number of factors including the service role and strength of the local economy, the utilisation of existing parking spaces, the availability of sustainable transport modes and parking charges in neighbouring areas

b. private non-residential parking standards – the provision of parking associated with new private non-residential development will be limited to maximum parking standards (except for disabled parking spaces). These maximum standards will be reduced to reflect local circumstances and the relative accessibility by sustainable transport modes in accordance with an accessibility framework

c. managing publicly available private non-residential parking – there will be a presumption that any planning application which includes provision for publicly available private non-residential parking will be required to provide an accompanying car park management plan and, subject to a case-by-case analysis, to implement parking restrictions and charges consistent with those of council run car parks in the local area

d. residential parking standards – the provision of car parking associated with well designed new residential development will be based on minimum parking standards. In determining the appropriate mix of parking types, the presumption will be that unallocated communal parking will be included in the majority of new residential development. Reduced residential parking requirements will be considered where there are significant urban design or heritage issues, where parking demand is likely to be low or where any parking overspill can be controlled.

ii. traffic management measures - traffic management measures will be developed to promote sustainable transport alternatives, reduce reliance on the car, lower the risk of accidents and improve the environment

iii. charging measures – opportunities for charging measures, such as road user charging and the workplace levy, will be kept under review.

Targets: Increase percentage of completed non-residential development complying with car parking standards.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 65: Movement of goods

Movement of Goods

- 6.163** The way in which an efficient and flexible freight distribution system supports economic vibrancy and growth cannot be at the expense of local communities or the environment. The council recognises this and takes seriously the need to achieve a more sustainable distribution of freight that balances the needs of the economy, local communities and the environment.

Core Policy 65

Movement of Goods

The council and its partners will seek to achieve a sustainable freight distribution system which makes the most efficient use of road, rail and water networks. In particular:

- i. developments which generate large volumes of freight traffic or involve the movement of bulk materials should make use of rail or water transport for freight movements wherever practical
- ii. where carriage of freight by rail and water is not realistic, encouragement will be given for Heavy Goods Vehicle (HGVs) traffic to use those roads where a minimum of community and environmental impacts will occur, principally the advisory freight network. Where problems caused by HGVs making unnecessary and undesirable use of routes are identified (other than on advisory freight routes), freight management measures will be considered
- iii. overnight lorry parking should be provided in the vicinity of the advisory freight network, either where demand can be demonstrated or to alleviate nuisance caused in local communities
- iv. the provision of intermodal and other rail freight terminals in suitable areas will be supported and land required for realistic proposals will be protected from inappropriate development.

Targets: Increase in the proportion of HGVs using the advisory freight network compared with A and B roads in general.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 66: Strategic transport network

Strategic Transport Network

- 6.164** The function of the strategic transport network is primarily to cater for the efficient movement of inter-urban and long-distance trips. In doing so, the strategic transport network can support the vision and objectives of the Core Strategy.
- 6.165** The A350 corridor links five major towns in the west of the Plan Area including the principal settlements of Chippenham and Trowbridge. The corridor is made up of the A350 national primary route between the A303 and M4, and the rail line between Warminster and Chippenham.

- 6.166** The A350 primary route carries the highest volume of traffic and HGV movements on the county's non-trunk road primary routes. Because of its strategic importance, and the locally significant traffic growth that has occurred in the last ten years, the route will be selectively improved to maintain and enhance journey time reliability. The proposed improvements to the A350 primary route, including those at Yarnbrook/West Ashton where journey times are unreliable, will provide significant relief and environmental benefits, particularly for local residents, and the improved standard of provision of this road will aid the employment growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.
- 6.167** Road improvements on non-trunk road national primary routes will be restricted to single carriageway enhancements to achieve positive road safety and environmental benefits, unless there is a need to provide continuity with existing standards and this can be achieved without unacceptable impacts on the natural environment.
- 6.168** Work will be undertaken, in conjunction with the Department for Transport, train operating companies and other agencies, to support the opening and improvement of local rail stations and the provision of additional rail services where these facilitate short distance passenger journeys such as those wholly within Wiltshire or to destinations in adjacent areas. Where appropriate, the council will consider financially supporting such initiatives. Priority will be given to new stations at Corsham and Royal Wootton Bassett and an improved service at Melksham. Developments that would prevent realistic rail proposals such as these would be refused planning permission.

Core Policy 66

Strategic Transport Network

Work will be undertaken in conjunction with the Highways Agency, Network Rail, transport operators and other agencies, that will seek to develop and improve the strategic transport network to support the objectives and policies in the core strategy and local transport plan.

The strategic transport network is shown on the key diagram and includes:

- 1) the national primary route network
- 2) the strategic advisory freight route network
- 3) the rail network.

In particular, the strategic transport network along the A350 corridor will be maintained, managed and selectively improved to assist employment growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.

The following improvements to enhance the strategic network will be progressed.

- i. The A350 national primary route at Yarnbrook/West Ashton will be improved. The improvement works necessary will be identified through further study work.
- ii. The development and/or improvement of the following railway stations will be promoted and encouraged.
 - a. Corsham railway station.
 - b. Melksham railway station.
 - c. Royal Wootton Bassett railway station.

Targets: Completion of projects identified.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 67: Flood risk

Flood Risk

- 6.169** The Strategic Housing Land Availability Assessment (SHLAA) demonstrates that there is sufficient land available in Flood Zone 1, the zone of least risk, to meet the proposed housing requirement of 37,000 new homes for the area. The strategy therefore favours housing development in Flood Zone 1 over areas of higher risk as identified by the Strategic Flood Risk Assessment (SFRA).
- 6.170** Proposals put forward in areas of higher risk (Flood Zones 2 and 3) will need to be supported by clear evidence that no lower risk alternative sites are available. The findings of the SHLAA will carry considerable weight when testing the suitability of proposals put forward in higher risk areas.

- 6.171** The core strategy supports a sustainable approach to surface water drainage, and development will be expected to incorporate sustainable urban drainage systems (SUDS) such as rainwater harvesting, green roofs, permeable paving, and ponds, wetlands and swales, wherever possible. The provision of green infrastructure, including woodland, should also be considered as a measure to reduce surface water run-off. Prospective developers will be expected to follow the 'surface water management train' approach recommended by the Environment Agency (see Sustainable Drainage Systems: an introduction, published by the Environment Agency). This involves a three-step process, considering first reducing the quantity of run-off, then slowing velocity of run-off to allow settlement filtering and infiltration, and finally providing passive treatment to collected surface water before discharge into groundwater or to a watercourse. It is considered that all developments will be able to incorporate measures to reduce the quantity of run-off, but site specific geological or soil conditions may mean that measures to reduce run-off velocity and provide passive treatment would not be appropriate. Where this is the case, proposals will be expected to demonstrate why the use of such measures is not appropriate on the site in question.
- 6.172** In addition to the requirement for development to provide SUDs, any opportunities to reinstate or create additional natural, functional floodplain through the development process will be encouraged.

Core Policy 67

Flood Risk

Development proposed in Flood Zones 2 and 3 as identified within the Strategic Flood Risk Assessment will need to refer to the Strategic Housing Land Availability Assessment when providing evidence to the local planning authority in order to apply the Sequential Test in line with the requirements of national policy and established best practice.

All new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage) unless site or environmental conditions make these measures unsuitable.

Targets: Decrease in the proportion of applications granted in areas of high flood risk, compared with Flood Zone 1.

Monitoring and review: To be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Core Policy 68: Water resources

Water Resources

- 6.173** The appropriate management of water resources is vital to ensuring that water quantity and quality of water resources are maintained and improved throughout Wiltshire. Three River Basin Management Plans have been prepared to meet the requirements of the Water Framework Directive for Wiltshire and surrounding areas: the Severn River Basin Management Plan (2009) covering the Bristol Avon catchment, South West River Basin Management Plan (2009) covering the Hampshire Avon catchment and Thames River Basin Management Plan (2009) covering the Upper Kennet and Upper Thames catchments. These documents set out the necessary objectives and actions for these catchments in order to meet the requirements of the Water Framework Directive.

- 6.174** Catchment Abstraction Management Strategies indicate that many of Wiltshire's rivers are over abstracted or over licensed (particularly the Hampshire Avon and Upper Kennet), putting stresses on the natural environment of these rivers that are likely to be exacerbated in the future due to climate change. It is therefore important that new development uses water efficiently to limit these environmental stresses; the Code for Sustainable Homes provides water efficiency standards for new homes that are already widely applied, and Core Policy 41 (presented earlier in the document) sets levels of the code to be met by new homes, while Core Policy 68 requires that water efficiency measures are also incorporated within non-residential development. In addition to these requirements, the council will maintain dialogue with infrastructure providers and neighbouring planning authorities to ensure an overall improvement to critical water resources, and to ensure that development proposals can be serviced without increasing the pressure on existing natural systems or prejudicing the delivery of Water Framework Directive targets. The Infrastructure Delivery Plan will highlight and address issues relating to water provision.
- 6.175** Several settlements within Wiltshire and our surrounding counties rely on our significant groundwater resources for an adequate supply of fresh, clean drinking water. The EA has identified and mapped a number of these resources according to their significance and vulnerability to pollutants, with categories including Source Protection Zones (1-3), Safeguard Zones and Water Protection Zones. The EA advocates a risk based approach to protection of these groundwater resources, as set out in the document 'Groundwater Protection: Policy and Practice', and planning should aim to reinforce the application of this approach.

Core Policy 68

Water Resources

Development must not prejudice the delivery of the actions and targets of the relevant River Basin Management Plan, and should contribute towards their delivery where possible.

Non-residential development will be required to incorporate water efficiency measures. Developers will be expected to submit details of how water efficiency has been taken into account during the design of proposals.

Development proposals within a Source Protection Zone, Safeguard Zone or Water Protection Zone must assess any risk to groundwater resources and demonstrate that these would be protected throughout the construction and operational phases of development.

Targets: Incorporation of water efficiency measures in all non-residential development.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Core Policy 69: Protection of the River Avon SAC

Protection of the River Avon SAC

- 6.176** The Hampshire Avon is an internationally important chalk river which has been designated as a Special Area of Conservation (SAC) for its sensitive habitats and populations of fish and molluscs. The catchment covers over half the county and the river and its tributaries flow through many of Wiltshire's towns and villages. Development in close proximity to the river has the potential to have

a detrimental effect upon its qualifying features through direct damage, sedimentation, pollution, disturbance, or changes to its hydrological regime. Most of these impacts can be avoided or mitigated through the use of buffer zones, access management, habitat management and construction method statements, and Wiltshire Council has developed a standard procedure for dealing with most of these issues in association with the River Avon Planning Forum.

- 6.177** Currently, phosphate concentrations exceed the appropriate targets required in the Conservation Objectives for the River Avon SAC over a number of reaches, and the HRA of the core strategy (and that of the RSS) has highlighted the potential for likely significant effects upon the River Avon SAC through elevated phosphate levels from additional sewage discharges in the catchment. Whilst significant improvements have recently been made to a number of Sewage Treatment Works (STWs), in parts of the catchment sewage discharges remain a significant source of phosphorus to the River Avon and these improvements will not be sufficient on their own to achieve full compliance with SAC water quality targets for all STWs.
- 6.178** To ensure compliance with the requirements of the Habitats Regulations and Water Framework Directive, new development around the River Avon SAC catchment must not (alone or in combination) result in non compliance with SAC water quality targets or compound existing problems of target exceedance in those parts of the catchment already failing SAC standards. Furthermore, new development must not preclude achievement of conservation objectives for the SAC over the long term. Compliance with the appropriate targets will generally be attained through the Environmental Permitting regime, however where this is not possible, compliance may be achieved through the implementation of a long term Nutrient Management Plan (NMP). To this end, a NMP is being developed to provide an agreed strategy for reducing key pollution sources across the Avon.
- 6.179** Developer led measures or financial contributions to help implement the NMP could be secured through Section 106 or CIL contributions for implementing the relevant NMP, or through on or near site measures to be agreed by the LPA (in consultation with the EA and local utility providers as necessary). The NMP will be used to calculate reasonable and proportionate developer contributions and will clearly set out how these will be spent to deliver the required level of long-term P reduction across the catchment. An important principle is that developers are only required to offset the P arising from proposed new development and contributions would not be used to reduce historic pollution. Where development would discharge to an existing environmental permit which the EA has confirmed as being Habitats Regulations compliant without the need for phosphate offsetting, no contribution or mitigation measures would be necessary.

Core Policy 69

Protection of the River Avon SAC

In order to avoid and reduce potential environmental effects on the River Avon SAC, development will need to incorporate measures during construction and operation to avoid and prevent pollution and mitigate potential disturbance effects; appropriate schemes of mitigation may include consideration of suitable buffer zones along watercourses, habitat enhancements and river access management measures. All development within 20m of the river banks should submit a Construction Management Plan to the Local Planning Authority to ensure measures proposed during construction are satisfactory.

Where additional sewage discharges to a STW cannot be accommodated without measures to offset phosphate loading, development will be required to undertake proportionate mitigation measures to demonstrate that the proposals would have no likely significant effects upon the SAC.

Targets: All development to be in compliance with the policy.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

7 Monitoring and review

- 7.1** The Core Strategy is designed to be flexible and contain appropriate levels of contingency, so that it can effectively respond to events if necessary. However, it will be essential to monitor the effectiveness of the strategy, so that action can be taken to address any issues which may arise. A key example of this is that the strategy enables local communities to decide where development may be most appropriate through the preparation of community-led planning documents such as neighbourhood plans. However, if neighbourhood plans do not come forward then it may be necessary to identify further sites through a Site Allocations Development Plan Document, in order to ensure that sufficient jobs and homes are delivered to meet Wiltshire's needs.

Wiltshire Monitoring Framework

- 7.2** The Wiltshire Monitoring Framework has been published alongside the Core Strategy, and will be used to check on the effectiveness of the Core Policies and whether they are delivering sustainable development. The Monitoring Framework will be used to ask whether the policy is working, whether it is delivering the underlying objectives of the policy, and what the significant effects of this are. It sets out objectives and targets for each policy, and identifies the indicators which will be used to assess progress against these. The Wiltshire Monitoring Framework will ensure that the Core Strategy is steered by a continuous process of 'plan, monitor, manage'.

Annual Monitoring Report

- 7.3** An annual report will be prepared to analyse the impacts of the Core Policies, and assess progress against the targets identified in the Wiltshire Monitoring Framework. This Annual Monitoring Report (AMR) will include monitoring of the Core Policies and also information relating to the Infrastructure Delivery Plan (IDP) and the Sustainability Appraisal (SA).
- 7.4** The AMR will include the following:
- assessment of efficacy of policy using output, significant effect and contextual indicators
 - consideration of significant and unforeseen effects, using indicators defined in the SA Report, providing a picture of how the sustainability criteria of the area are evolving
 - consideration of infrastructure delivery, including analysis of Community Infrastructure Levy (CIL) and Section 106 receipts
 - recommendations for policy review and mitigation of significant effects if required in response to the policy, SA and IDP analyses.

8 Glossary and common acronyms

Glossary

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| Ancient Woodland (AW) | Land that has had continuous woodland cover since 1600AD as designated by Natural England. |
| Annual Monitoring Report (AMR) | A report to assess the implementation of the Local Development Scheme and the extent to which policies in local development documents are being achieved, as required by the Planning and Compulsory Purchase Act Order 2004. |
| Area Action Plan (AAP) | A Development Plan Document covering a specific area focusing on the implementation of policies for key areas of opportunity, change or conservation. |
| Area of Outstanding Natural Beauty (AONB) | An area of countryside with significant landscape value as designated by Natural England. |
| Building for Life assessments (BFL) | Measures the design quality of new housing developments |
| Community Infrastructure Levy (CiL) | A proposed levy, which can be charged by local authorities, on most types of new development in their area. CIL charges will be based on simple formulae which relate to the size and character of the development. |
| Community Strategy | A strategy prepared by a local authority to improve local quality of life and aspirations, under the Local Government Act 2000. |
| Contextual Indicator | Describes the wider social, environmental and economic background in which the Local Development Framework operates. |
| Core Strategy | A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy. |
| Department for Communities and Local Government (DCLG) | The government department responsible for planning policy. |
| Development Plan | Consists of the Regional Spatial Strategy and Development Plan Documents. |
| Development Plan Document (DPD) | Outlines the key development goals of the Local Development Framework. |
| Draft National Planning Policy Framework (NPPF) | The draft National Planning Policy Framework was published on 25 July 2011 for consultation. This is a key part of the government's reforms to make the planning |

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| | system less complex and more accessible, and to promote sustainable growth. It will replace most PPSs and PPGs. |
| Evidence Base | Information in support of local development documents. |
| Examination in Public (EiP) | An independent examination of draft plans. |
| Gypsy and Traveller Accommodation Assessment (GTAA) | An assessment of the accommodation needs of gypsies and travellers. |
| Indices of Multiple Deprivation (IMD) | An indicative measure of deprivation for small areas across England. |
| Lifetime Homes Standard | The Lifetime Homes standard is a set of 16 design criteria that provide a model for building accessible and adaptable homes. The design features aim to support the changing needs of individuals and families at different stages of life. |
| Local Development Document (LDD) | The documents that set out planning policies for specific topics or areas, which make up the Local Development Framework. |
| Local Development Framework (LDF) | A portfolio of local development documents including all those policies forming the framework for future development. |
| Local Development Scheme (LDS) | A timetable for the preparation of local development documents. |
| Local Indicator | A locally defined indicator that monitors the consequences of local planning policies. |
| Local Nature Reserve (LNR) | Places with wildlife or geological features that are of special interest locally as declared by the Local Authority. |
| Local Plan | The statutory plan that preceded the Local Development Framework. In the current intervening period some policies have been saved from these plans. |
| Local Strategic Partnership (LSP) | A non-statutory, multi-agency body which matches local authority boundaries and aims to bring together different parts of the public, private, community and voluntary sectors at a local level. |
| Localism Act | The Localism Bill was introduced to Parliament on 13 December 2010, and was given Royal Assent on 15 November 2011, becoming an Act. This Act seeks to shift power from central government back into the hands of individuals, communities and councils. |
| National Park | An area of land protected from most development and pollution. |

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| Natural England | A non-departmental public body responsible for ensuring that England's natural environment is protected and improved. |
| Neighbourhood planning | The Localism Act, which received Royal Assent on 15 November 2011, introduced new rights and powers to allow local communities to shape new development by coming together to prepare neighbourhood plans. |
| Office for National Statistics (ONS) | The executive office of the UK Statistics Authority charged with the collection and publication of statistics. |
| Planning Inspectorate (PINS) | The government agency responsible for scheduling independent examinations. |
| Planning Policy Guidance (PPG) | The precedents of Planning Policy Statements. |
| Planning Policy Statement (PPS) | A series of documents setting out the government's national land use planning policies. |
| Proposals Map | A local development document which illustrates on a base map all the policies and proposals contained in the development plan documents. |
| Regional Spatial Strategy (RSS) | A regional level planning framework for the regions of England, outside London where spatial planning is the responsibility of the Mayor. They were introduced in 2004. Their revocation was announced by the Conservative/Liberal Democrat coalition government on 6 July 2010. |
| Regionally Important Geological or Geo-morphological Site (RIGS) | Important sites for geology and geo-morphology outside of statutorily protected land as identified by the local authority. |
| Renewable energy | Renewable energy covers those energy flows that occur naturally and repeatedly in the environment, from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass. |
| Saved Plan | Those policies within the adopted Local Plan and Structure Plan that have been saved beyond the expiry date by the Secretary of State. |
| Scheduled Ancient Monument (SAM) | Those monuments that are given legal protection by being scheduled by English Heritage. |
| Significant Effects Indicator | Indicators identified within the Sustainability Appraisal or Strategic Environmental Assessment, to monitor sustainability effects of local policy implementation. |
| Site of Special Scientific Interest (SSSI) | The basic building blocks of site based nature conservation legislation including the very best wildlife and geological sites, as designated by Natural England. |

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| Special Area of Conservation (SAC) | Areas which have been given special protection under the European Union's Habitat Directive, as identified by Natural England. |
| Special Landscape Area (SLA) | A non-statutory landscape designation as defined by the local authority. |
| Special Protection Area (SPA) | Strictly protected sites classified for wild and vulnerable birds. |
| Statement of Community Involvement (SCI) | A document setting out how the authority will consult and involve the public at every stage in the production of the Local Development Framework. |
| Strategic Environmental Assessment (SEA) | An assessment of certain plans and policies on the environment. |
| Strategic Housing Land Availability Assessment (SHLAA) | A survey of the sources of potential housing supply, and assessment of delivery criteria to provide an assessment of potential deliverable supply. |
| Strategic Housing Market Assessment (SHMA) | A survey to find out housing need and demand |
| Supplementary Planning Document (SPD) | A local development document which provides additional advice and information relating to a specific policy or proposal in a Development Plan Document. |
| Sustainability Appraisal (SA) | An appraisal of the impacts of policies and proposals on economic, social and environmental issues. |
| Sustainable Urban Drainage Systems (SUDS) | A sequence of management practices and control structures designed to drain surface water in a more sustainable fashion than some conventional techniques. |
| Wiltshire and Swindon Structure Plan 2016 | The currently adopted development plan, which will be superseded by Development Plan Documents upon adoption or by an order made by the Secretary of State in accordance with the provisions within the Localism Act. |
| Wiltshire Council | Unitary authority for Wiltshire as of 1 April 2009. |
| World Heritage Site (WHS) | A cultural, natural or historical site of outstanding universal value designated by the UNESCO World Heritage Site Committee. |

Acronyms

Table 8.1

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| AA | Appropriate Assessment |
| AAP | Area Action Plan |

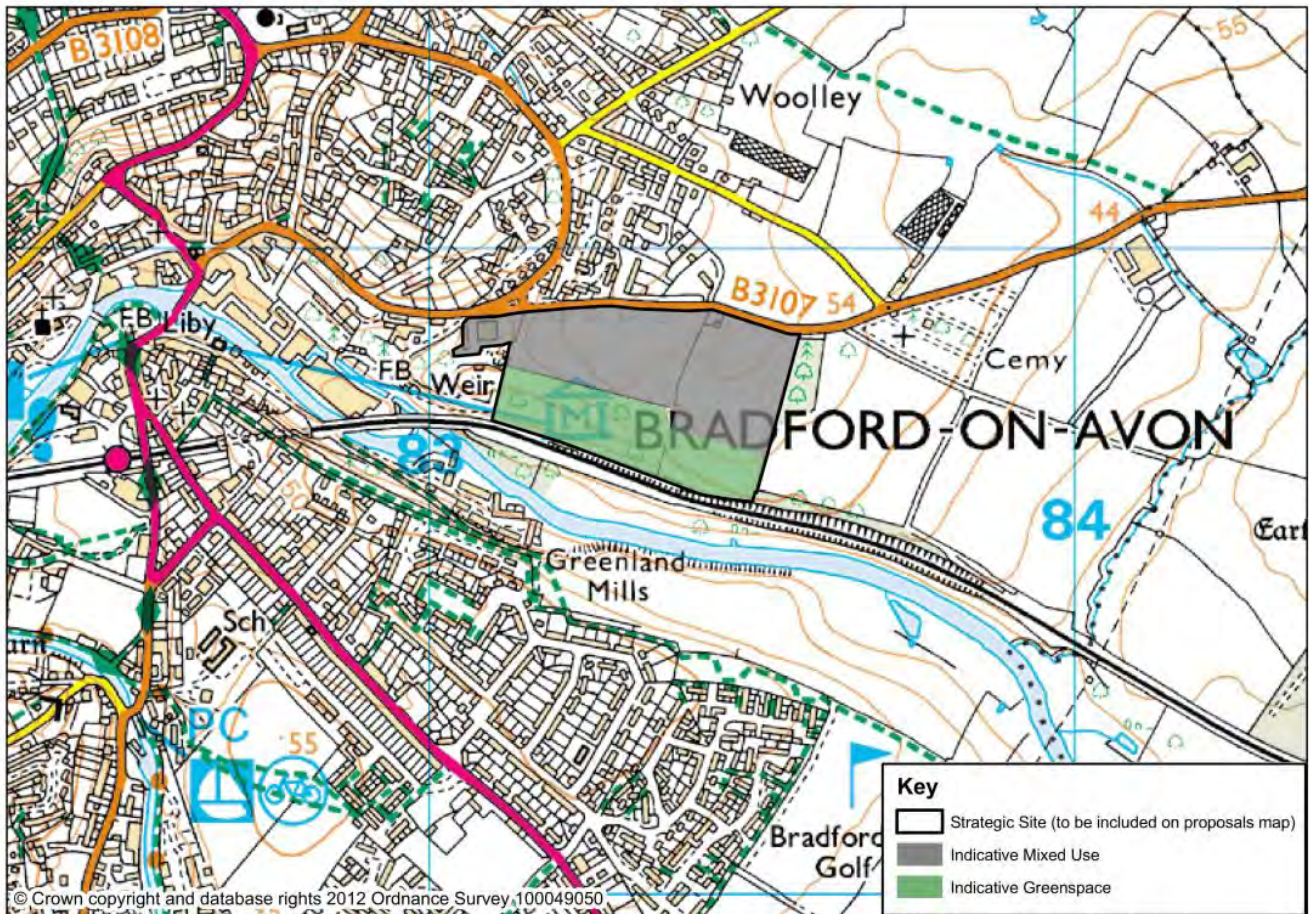
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| AGS | Amenity Green Space |
| AMR | Annual Monitoring Report |
| AONB | Area of Outstanding Natural Beauty |
| AQMA | Air Quality Management Area |
| BAP | Biodiversity Action Plan |
| CP | Core Policy |
| CPA | Children's Play Area |
| CPO | Compulsory Purchase Order |
| CROW | Countryside and Rights of Way Act |
| CLG | Communities and Local Government (Department for) |
| CWS | County Wildlife Site |
| DC | Development Control |
| DEFRA | Department for the Environment, Food and Rural Affairs |
| DPD | Development Plan Document |
| DSTL | Defence and Science Technical Laboratory |
| EA | Environmental Assessment or Environment Agency |
| EIA | Environmental Impact Assessment |
| EIP | Examination in Public |
| EU | European Union |
| FE | Form Entry |
| GDP | General Development Order |
| GI | Green Infrastructure |
| HMA | Housing Market Area |
| HPA | Health Protection Agency |
| HRA | Habitats Regulations Assessment |
| IDP | Integrated Delivery Plan |
| IMD | Indices of Multiple Deprivation |
| LCA | Landscape Character Area |
| LDF | Local Development Framework |

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| LDD | Local Development Document |
| LDO | Local Development Order |
| LDS | Local Development Scheme |
| LEP | Local Economic Partnership |
| LNR | Local Nature Reserve |
| LP | Local Plan |
| LPA | Local Planning Authority |
| LSP | Local Strategic Partnership |
| LTP | Local Transport Plan |
| MCI | Military Civilian Integration Programme |
| MoD | Ministry of Defence |
| MUGA | Multi Use Games Area |
| MWDF | Minerals and Waste Development Framework |
| N2K | Natura 2000 |
| NHS | National Health Service |
| NFNPA | New Forest National Park Authority |
| NPA | National Park Authority |
| NPPF | National Planning Policy Framework |
| ONS | Office for National Statistics |
| PCT | Primary Care Trust |
| PD | Permitted Development |
| PDSP | Porton Down Science Park |
| PINS | Planning Inspectorate |
| POS | Public Open Space |
| PPG | Planning Policy Guidance |
| PPS | Planning Policy Statement |
| PROW | Public Right of Way |
| RIGS | Regionally Important Geological Site |
| RSL | Registered Social Landlord |

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| RSPB | Royal Society for the Protection of Birds |
| RSS | Regional Spatial Strategy |
| SA | Sustainability Appraisal |
| SAC | Special Area of Conservation |
| SAM | Scheduled Ancient Monument |
| SCI | Statement of Community Involvement |
| SEA | Strategic Environmental Assessment |
| SFRA | Strategic Flood Risk Assessment |
| SHLAA | Strategic Housing Land Availability Assessment |
| SLA | Special Landscape Area |
| SOA | Super Output Area |
| SPA | Special Protection Area |
| SPD | Supplementary Planning Document |
| SPG | Supplementary Planning Guidance |
| SSA | Site Specific Allocation |
| SSSI | Site of Special Scientific Interest |
| SW | South West |
| TA | Transport Assessment |
| TPO | Tree Preservation Order |
| TTWA | Travel to Work Area |
| WHS | World Heritage Site |

Appendix A: Development templates for strategic allocations

Land at Kingston Farm, Bradford-on-Avon



Use

Up to 150 houses and 2-3ha employment land.

Key Objectives

- To deliver up to 150 houses and 2-3ha employment land thereby helping to improve the self containment of the town.
- To deliver a high quality, sustainable and mixed use urban extension providing 40% affordable housing and a suitable mix of housing in line with core policies 45 and 46.
- To deliver an exemplar for sustainable development and renewable energy for development in the rest of Wiltshire, including the provision of renewable energy generation to meet carbon neutral standards (to be defined by Government) and development that meets high sustainability standards.
- To facilitate the retention and expansion of an existing local employer, already located in close proximity to the site.

Infrastructure Requirements

Development of the site will be required to meet the infrastructure requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- Development will require up-sizing of sewers through the town, construction of on-site sewers and improvements will be required to the downstream network.
- Dedicated pumping stations and rail and river crossings to the sewage treatment works (which is to the west of the site) would be required.
- Development will require on-site water mains. Financial contribution will depend upon phasing, layout and minor off-site improvements.
- A financial contribution will be required for off-site works to mitigate against the impact of this development to reduce the risk of downstream sewer flooding, and increased risk of overflow spills.
- The developer is investigating the possibility of a 'living water' sustainable drainage system which could address both foul and surface water drainage from the site. They have also indicated that it has been agreed that Wessex Water will model two foul systems as a more conventional solution. The modelling will confirm what route and associated amendments to their systems these may require. Following this a conclusion will be made about which option will be pursued.
- Development should not precede necessary improvements and off-site works.
- Sustainable Drainage Systems (SuDS) should be included as part of the development.
- Reinforcement of the electricity network in line with the normal extensions and alterations to the existing electricity network to provide supplies required.
- Reinforcement of the low pressure gas mains is required.
- A Sustainable Energy Strategy is required for the site, in accordance with proposed Core Policy 41.

Transport

- Appropriate public transport, walking and cycling links should be provided to the town centre. This should include provision of a safe pedestrian/cycling route avoiding the B3107 (Holt Road).
- Financial contribution required to assist in the provision of an innovative sustainable transport solution for the town centre.
- Financial contribution required towards the extension of the existing bus service to serve the site.
- Suitable access arrangements from the B3107 (Holt Road) are required.
- Silver Street element of the Historic Core Zone proposals to be provided as these are directly related to the site's accessibility to the town centre.

Social and Community

- Financial contribution required towards childcare provision. This includes expansion of the area and matching affordable childcare to the amount of affordable housing being provided.
- Financial contributions are required to expand the Fitzmaurice Primary School and to put infrastructure into St Laurence Secondary School.
- Financial contributions required to assist with expansion of one or both of the existing GP surgeries.
- Financial contribution required towards library services to increase the book stock levels at Bradford-on-Avon library.
- Financial contributions required towards the extension of the existing cemetery. Additional land in the master plan will be considered for an expansion of the existing cemetery, either as a conventional cemetery, or as a possible 'green/ woodland' cemetery. A footpath link to the cemetery should be considered.

Economic

- The site is required to contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, on accessible lease terms to provide continuing opportunities for small business, business start-ups and continuation. Start up or

incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should be considered and all businesses should prepare green travel plans.

Green Infrastructure

- Land between housing and the railway line should be safeguarded as public open space. Opportunities to make this as accessible as possible to the wider community must be explored.
- Provision for children's play, accessible natural green space, sports and allotments to be made to Wiltshire standards.
- Financial contribution towards improvement of the existing formal outdoor pitch (Culver Close, Poulton Rec) and development of a multi sport hub club at Culver Close/ Victory Field.
- Financial contributions required towards enhancements to 'The Strips', Barton Farm Country Park, phased towpath improvements and maintenance on the Kennet and Avon Canal.

Ecology

- Updated surveys, particularly for bats associated with the Bath and Bradford on Avon Bat SAC and adjacent Combe Mine CWS. Assessment of potential impacts upon the SAC required.
- Important habitat features must be retained and buffered from development, and enhanced along retained hedgerows and the railway corridor.
- A sensitive lighting scheme will be required.

Landscape

- Residential and commercial development should be located to the north of the site, with suitable landscaping to minimise impact.
- An attractive 'gateway' to Bradford on Avon along the B3107 (Holt Road) is required.
- Strengthening hedgerows with large native trees will help to decrease views onto the site, while intrusive urban edges should also be screened through planting new woodland.
- The setting of the registered park and gardens of The Hall should be protected.
- Development should limit skyline intrusion particularly along Holt Road where roof height may be limited to two storeys.
- Development should retain or reuse characteristic landscape features such as stone walls.

Archaeology and Historical Interest

- Prior to development full assessment and appropriate mitigation should be provided for areas of archaeological and historical interest.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

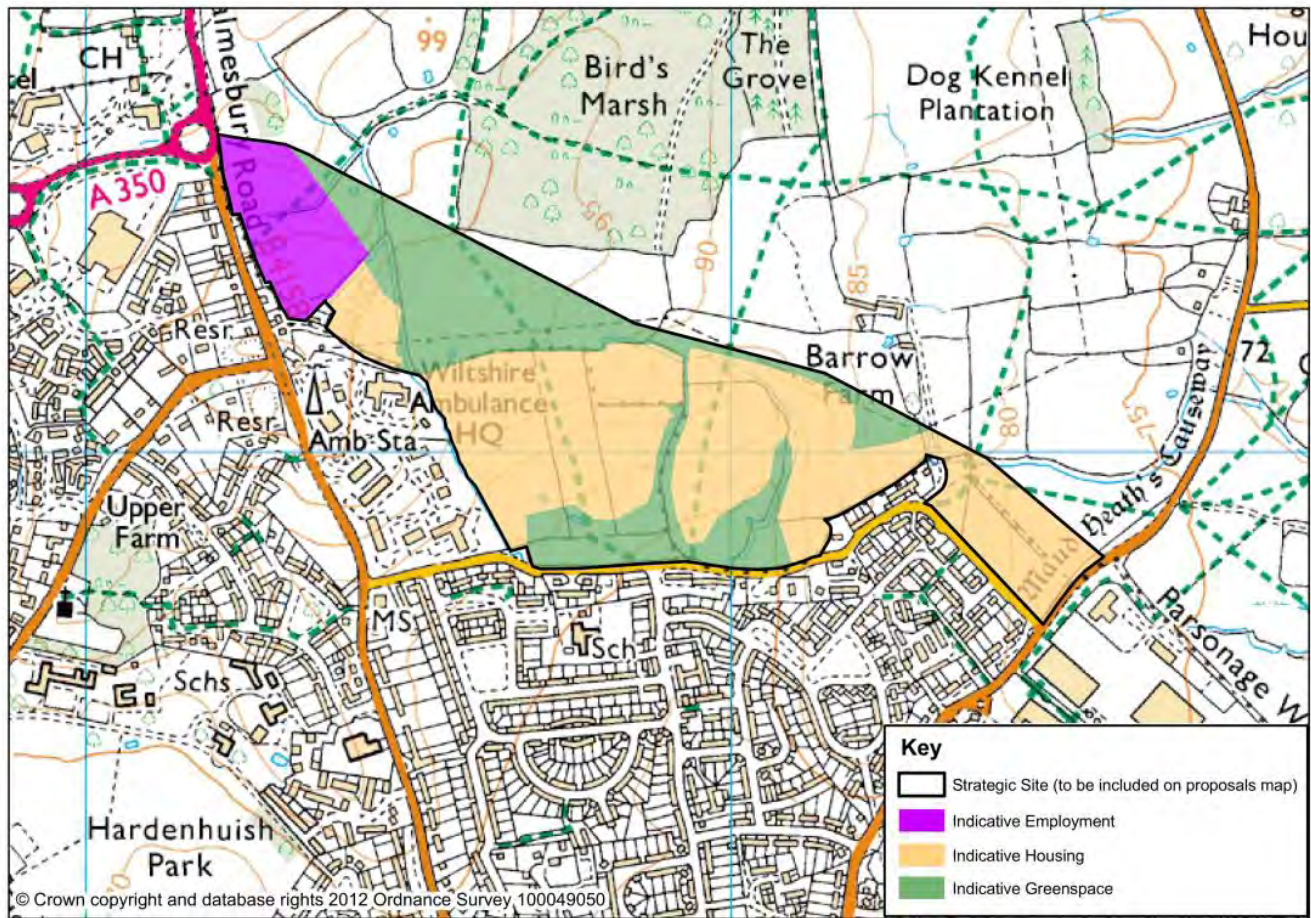
This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs, but also because early discussions with land owners, agents and prospective developers have encouraged the Local Planning Authority that this site can be brought forward within the first five years.

In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the levels of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

North Chippenham Strategic Site



Use

2.5ha employment land and 750 houses and community facilities.

Key Objectives

- To deliver a sustainable urban extension containing 2.5ha employment land, 750 dwellings and community facilities which will contribute to improving the critical mass of the town thereby supporting improved services and helping to deliver enhanced infrastructure.
- To deliver a sustainable urban extension providing 40% affordable housing and a suitable mix of housing in line with core policies 45 and 46.
- New employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting.
- Housing development in Chippenham to be phased for delivery throughout the plan period. This will enable employment development to come forward in advance of further residential development, and will help to ensure a steady supply of new homes across the whole plan period.
- Development to secure a road bridge over the railway in conjunction with the Rawlings Green, East Chippenham allocation to improve transport connectivity around the town.
- Ensure the environment at Bird's Marsh Wood is conserved and enhanced. A buffer zone between any development and Bird's Marsh Wood is required to limit the impact of development on Bird's Marsh Wood. Development will provide for the restoration of the woodland and the development of an educational centre on the site to secure its long term management, through the establishment of a social enterprise or similar sustainable mechanism.

Infrastructure Requirements

Development of this site will be required to meet the infrastructure requirements provided below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- A drainage strategy is required to be agreed with Wessex Water. Where network modelling is required Wessex Water will seek financial contributions to cover the additional appraisal and survey costs.
- Construction of on-site sewers, to an adoptable standard required. A pumped connection to the public system may be required. Financial contribution is likely to be required from the developer for off-site works to mitigate against the effects of this development and reduce the risk of downstream sewer flooding. Development should not precede necessary off-site works.
- On-site mains under Section 41 requisition arrangements should be provided. The off-site reinforcement works to be confirmed with Wessex Water subject to phasing, layout and demand. Network modelling to confirm the extent of water supply boosting that will be required to serve this site to maintain an adequate level of water pressure. Development should not precede necessary off-site works.
- Development types will need to recognise the development vulnerability of the area i.e. Groundwater Source Protection Zone 2.
- Appropriate flood mitigation measures will be required, including sustainable drainage.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.

Transport

- Provision of transport infrastructure in line with the emerging Chippenham Transport Strategy.
- Development expected to deliver the road link across the railway in conjunction with East Chippenham.
- Development expected to deliver a road link between Malmesbury Road and Maud Heath Causeway.
- Development expected to improve the A350 Malmesbury Road Junction and corridor.
- Improvements to Rights of Way identified in the IDP.

Social and Community

- One new primary school and site is required.
- The situation with secondary schools is more complicated. There is no spare capacity at Hardenhuish and Sheldon Schools. Abbeyfield School has spare capacity and could accommodate some additional school places. Additional land at Abbeyfield School or a new school to be considered. Provision and/or financial contribution will be required.
- New facilities and/or financial contributions for police, fire, ambulance and GP uses required. A shared site should be considered.
- Financial contributions required to help fund a teaching swimming pool at Chippenham.
- The cemetery at Chippenham has limited remaining provision. Provision of a new cemetery or an extension to the existing cemetery should be considered.
- Provision and/or financial contributions for children's play, accessible natural green space, allotments and a skate park required.
- Provision of library facilities will be required - either a new site or financial contributions for refurbishment of existing building. Financial contributions for new book stock required.

Economy

- The site is required to contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, on accessible lease terms to provide continuing opportunities for small business, business start-ups and continuation. Start up or

incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should be considered and all businesses should prepare green travel plans.

Green Infrastructure

- Access to Birds Marsh Wood from Hill Corner Road via CHIP 27 / 42 and LBUR31 to be retained within green corridors. Safe crossings across link road to be carefully designed.
- Provision of an educational centre on the site (outside the 50m buffer) and improved access and interpretation within Bird's Marsh Wood, with gates / bollards required to prevent increased flytipping, and use by motor cycles during operational phase.
- Provision for children's play, accessible natural green space, sports and allotments to be made to Wiltshire standards.

Ecology

- Surveys required for habitats, bats, reptiles, breeding / wintering birds, invertebrates, Great Crested Newt and Dormouse, with mitigation as necessary.
- 50m buffer between Bird's Marsh Wood and development (including road) to include woodland planting and neutral meadows.
- Financial contributions required for the long-term ecological restoration and management of the nearby Bird's Marsh Wood and Bird's Marsh Meadow County Wildlife Sites.
- Ponds to be restored / enhanced, while SuDS should include a permanently wet retention basin and wetland mosaic.
- Sensitive lighting along link road and close to any mature trees / hedgerows.

Landscape

- Employment provision on the west of the site will form a gateway to the town and should be of outstanding design, incorporating buildings within a structured landscape setting.
- Development should strengthen the existing landscape infrastructure to reduce urbanising views onto the site from the town and to minimise impact upon the nearby listed Barrow Farmhouse and its setting. Filter views of the urban edge from the wider countryside and retain rural characteristics through additional structural native tree planting along ridgelines and strategic contours.
- Development should incorporate veteran oak trees into landscape infrastructure, seek opportunities to plant new succession oak trees for future generations and restore and maintain declining hedgerows.
- The required road link between the proposed development and Bird's Marsh Wood shall be appropriately mitigated in landscape and visual terms.

Archaeology and Historical Interest

- There are likely to be archaeological constraints to development. Further investigation and appropriate mitigation required.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

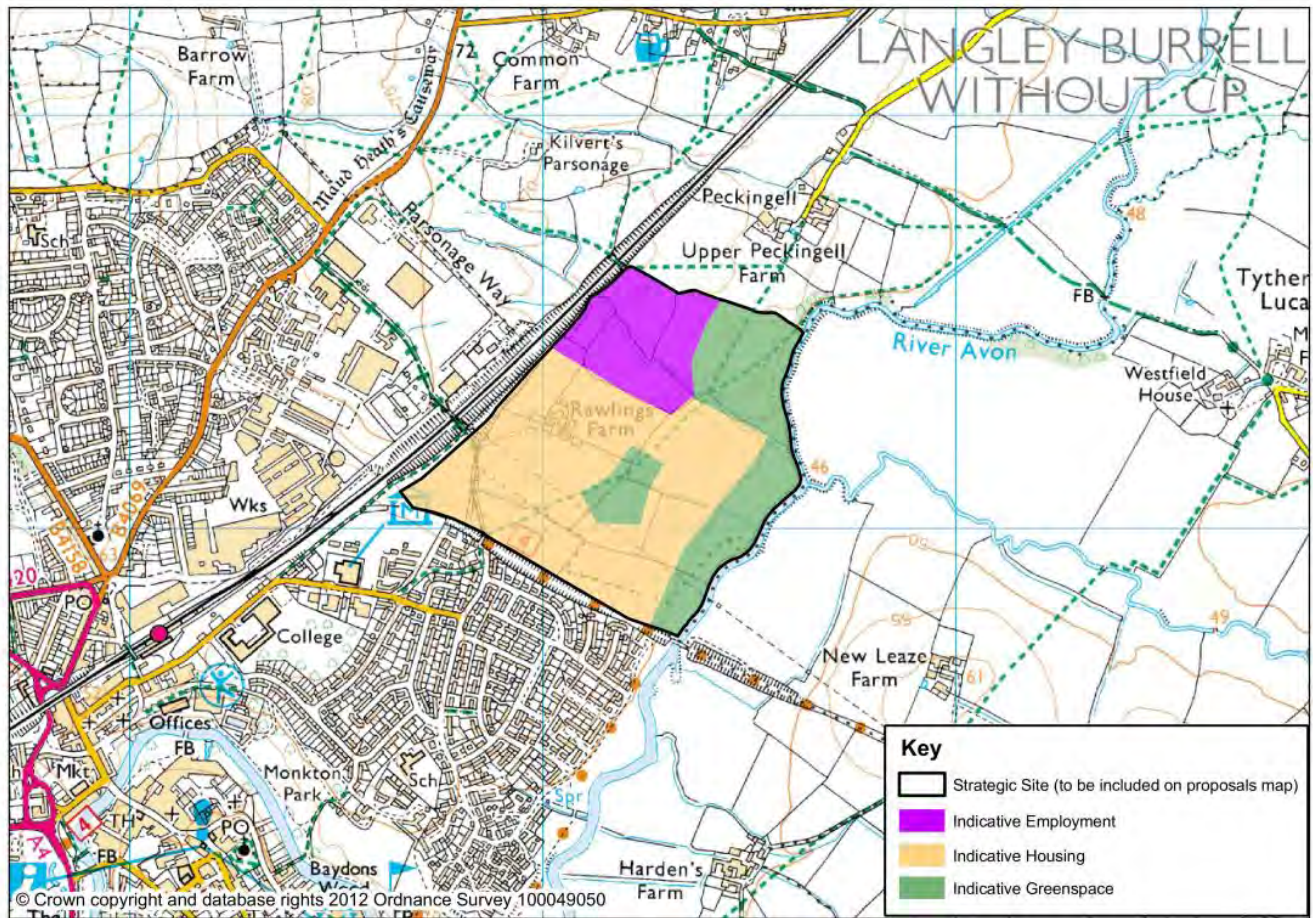
This site has been chosen because strategically, environmentally and consultatively it can make a significant contribution to providing best solutions to accommodate sustainable development at the town.

In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, in line with the Core Strategy trajectory, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Rawlings Green, East Chippenham Strategic Site



Use

6ha of employment land and 700 houses and community facilities.

Key Objectives

- To deliver a sustainable urban extension containing 6ha employment land, 700 dwellings and community facilities which will contribute to improving the critical mass of the town thereby supporting improved services and helping to deliver enhanced infrastructure.
- To deliver a sustainable urban extension providing 40% affordable housing and a suitable mix of housing in line with core policies 45 and 46.
- New employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting.
- Housing development in Chippenham to be phased for delivery throughout the plan period. This will enable employment development to come forward in advance of further residential development, and will help to ensure a steady supply of new homes across the whole plan period.
- Development to secure a road bridge over the railway in conjunction with the North Chippenham allocation to improve transport connectivity around the town.
- Development to enhance and protect the landscape quality and biodiversity of the River Avon corridor, promoting its recreational use, and the sites connectivity to the town and wider countryside through enhanced pedestrian and cycle access along the corridor.

Infrastructure Requirements

- Development of this site will be required to meet the infrastructure requirements provided below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- A drainage strategy is required, to be agreed with Wessex Water. Where network modelling is required, financial contributions will be sought to cover the additional appraisal and survey costs. The developer will be responsible for the construction of the on-site sewers, to an adoptable standard.
- Financial contribution required for off-site works to mitigate against the effects of this development and reduce the risk of downstream sewer flooding. Development should not precede necessary off-site works.
- Wessex Water advises developer to provide on-site mains under Section 41 requisition arrangements. It is predicted that a local connection will not be available and network modelling will confirm the extent of off-site reinforcement. Development should not precede necessary off-site works.
- Appropriate flood mitigation measures will be required, including sustainable drainage.
- SFRA Level 2 assessment required to ensure that development is not encroaching within the flood zone and to inform the sequential test.
- Development types will need to recognise the development vulnerability of the area i.e. Groundwater Source Protection Zone 2.
- Overhead lines cross the site. In order to minimise costs, wherever possible, existing overhead lines can remain in place with uses such as open space, parking, garages or public highways generally being permitted in proximity to the overhead lines. Where this is not practicable, or where developers choose to lay out their proposals otherwise, then agreement will be needed as to how these will be dealt with, including agreeing costs and identifying suitable alternative routing for the circuits.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.

Transport

- Provision of transport infrastructure in line with the emerging Chippenham Transport Strategy.
- Development is required to deliver the road link across the railway in conjunction with North Chippenham.
- Improvements to public transport connectivity and pedestrian and cycling links between the town centre, railway station and Wiltshire College campuses, with improved pedestrian and cycle access along the River Avon corridor, are required. Improvements to the Rights of Way identified in the IDP.

Social and Community

- One 1FE primary school and site is required.
- There is no spare capacity at Hardenhuish and Sheldon Secondary Schools. Abbeyfield School has spare capacity and could accommodate some additional school places. Additional land at Abbeyfield School or a new school to be considered. Provision and/ or financial contribution will be required.
- New facilities and/ or financial contributions for police, fire, ambulance and GP uses are required. A shared site should be considered.
- Financial contributions required to help fund a teaching swimming pool at Chippenham.
- The cemetery at Chippenham has limited remaining provision. Provision of a new cemetery or an extension to the existing cemetery should be considered.
- Provision and/ or financial contributions for children's play, accessible natural green space, allotments and a stake park is required.
- Provision of library facilities will be required – either a new site or financial contributions for refurbishment of existing building. Financial contributions for new book stock is required.

Economy

- The site will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, on accessible lease terms to provide continuing opportunities for small business, business start-ups and continuation. Start up or incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should also be considered and all businesses should prepare green travel plans.

Green Infrastructure

- Public footpath CHIP43 should be carefully incorporated into the scheme to ensure this green link between the town and countryside is maintained.
- Riverside access to be extended alongside the site from Monkton Park (Riverside Drive)–linking with LBUR1 and the wider countryside to the north.
- Provision for children's play, accessible natural green space, sports and allotments to be made to Wiltshire standards.
- Development of a country park will require a funding mechanism to implement a long term management plan.

Ecology

- Surveys required for habitats, bats, reptiles, breeding / wintering birds, invertebrates, Great Crested Newt and Dormouse with mitigation as necessary.
- Buffering and ecological enhancement of all site boundaries, incorporated into public realm along with important hedgerows.
- Creation / enhancement of substantial riparian corridor along River Avon through creation of wetland habitat mosaic.

Landscape

- Considerable landscape enhancement to strengthen hedgerows, hedgerow trees and riparian vegetation to accommodate housing and employment, retain rural characteristics and minimise impact upon nearby conservation areas.
- New woodland planting and tree belts required along ridgelines and along contours to screen and break up development on sloping higher ground and fragment the new urban edges with countryside.

Archaeology and Historical Interest

- There are likely to be archaeological constraints to development. Further investigation and appropriate mitigation required.
- The site contains a listed building. The development should be designed appropriately to minimise the impact upon the listed building and its setting

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

This site has been chosen because strategically, environmentally and consultatively it can make a significant contribution to providing best solutions to accommodate sustainable development at the town.

In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, in line with the Core Strategy trajectory, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Development of this site will be required to meet the infrastructure requirements provided below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- A drainage strategy required to be agreed with Wessex Water. Where network modelling is required Wessex Water will seek financial contributions to cover the additional appraisal and survey costs.
- The developer will be responsible for the construction of the on site sewers, to an adoptable standard.
- Wessex Water advises developer to provide on site mains under Section 41 requisition arrangements, proportional contributions to off-site reinforcement to be confirmed. Network modelling will confirm the scope of reinforcement from the upstream reservoir to protect supply to existing and potential customers. Development should not precede necessary off site works.
- A 400m radius should be left clear around the sewage treatment works.
- Development types will need to recognise the development vulnerability of the area i.e. Groundwater Source Protection Zone 2.
- SFRA Level 2 assessment required to ensure that development is not encroaching within the flood zone and to inform the sequential test.
- Appropriate flood mitigation measures will be required, including sustainable drainage.
- The existing Cocklebury primary substation has sufficient spare capacity to supply the anticipated electrical demand for the above development. The development is expected to require the normal extensions and alterations to the existing electricity network to provide supplies.
- Overhead lines cross the site. In order to minimise costs, wherever possible, existing overhead lines can remain in place with uses such as open space, parking, garages or public highways generally being permitted in proximity to the overhead lines. Where this is not practicable, or where developers choose to lay out their proposals otherwise, then agreement will be needed as to how these will be dealt with, including agreeing costs and identifying suitable alternative routing for the circuits.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.
- Further consideration should be given to the opportunity to extract the mineral in the area in phase with development e.g. as part of flood mitigation measures.

Transport

- Provision of transport infrastructure in line with the emerging Chippenham Transport Strategy.
- Improvements to public transport connectivity and pedestrian and cycling links between the town centre, railway station and Wiltshire College campus are required, including better integration of different modes.
- Sustrans Route 4 provides access to the town centre and should be safeguarded.

Social and Community

- One 1FE primary school and site.
- There is no spare capacity at Hardenhuish and Sheldon Secondary Schools. Abbeyfield School has spare capacity and could accommodate some additional school places. Additional land at Abbeyfield School or a new school to be considered. Provision and/or financial contribution will be required.
- Childcare provision is close to capacity. Development will be expected to provide for extra childcare provision.
- New facilities and/or financial contributions for police, fire, ambulance and GP uses are required. A shared site should be considered.
- Financial contributions required to help fund a teaching swimming pool at Chippenham.

- The cemetery at Chippenham has limited remaining provision. Provision of a new cemetery or an extension to the existing cemetery should be considered. Provision and/ or financial contributions for children's play, accessible natural green space, allotments and a skate park required.
- Provision of library facilities will be required - either a new site or financial contributions for refurbishment of existing building. Financial contributions for new book stock required.

Economy

- The site is required to contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, on accessible lease terms to provide continuing opportunities for small business, business start-ups and continuation. Start up or incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should be considered and all businesses should prepare green travel plans.

Green Infrastructure

- Provision for children's play, accessible natural green space, sports and allotments to be made to Wiltshire standards.
- Provision of green link to town centre across river to Pewsham through country park, linking with wider footpath / cycle network.
- Secure the enhancement and protection of the River Avon corridor as a key multifunctional green infrastructure feature for recreation, flood mitigation, biodiversity enhancement, sustainable transport and landscape character.
- Establish a long term management plan and funding mechanism for the country park to enhance landscape quality and biodiversity and promote appropriate recreational uses.

Ecology

- Surveys required for habitats, bats, reptiles, birds, Great Crested Newt, invertebrates and Dormouse.
- All watercourses to be treated as wildlife corridors within the master plan – buffered and ecologically enhanced, particularly the River Avon and its floodplain – floodplain meadows, bankside trees (Willow), wetland mosaics.
- Existing areas of BAP habitat / mosaics, mature trees, ponds to be retained and managed favourably.
- Neutral meadow, woodland planting, hedgerow restoration and pond creation within the country park.

Landscape

Showell Farm (employment)

- Site to be well screened with native tree and shrub planting.
- The very open rural character at Lackham Roundabout will need to be respected in the design of any commercial development.
- Bunds should be avoided to create screening, while landscape features such as stone walling on Showell Road should be retained.
- Development should consider the views from PROW and the high visual sensitivity of the Lacock to Lyneham limestone ridge. Development should maintain the visual integrity, open views and characteristics to the east and avoid harsh urban edges fronting open countryside.

Patterdown (housing and community use)

- The Rowden Conservation Area will play an important part in providing a visual and landscape buffer between the south and east of Chippenham.
- New development should avoid the creation of harsh urban edges fronting countryside by providing structured landscape infrastructure to mitigate the effects of urbanisation and to protect the pastoral riverside character and tranquillity of the river corridor.

Rowden Country Park

- Opportunities include fragmenting the urban edges of Rowden Hill with additional tree planting and improvements to the PROW network.
- Harmful effects of cumulative visitor pressure due to proposed development should be carefully considered. Tranquil and passive recreational uses should be promoted along with sensitively enhanced pedestrian and cycle access to the town centre.
- There are likely to be significant cultural heritage and archaeological constraints to development within the conservation area and on land west of the Avon due to the presence of statutory designations. Further investigation required.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

This site has been chosen because strategically, environmentally and consultatively it can make a significant contribution to providing best solutions to accommodate sustainable development at the town.

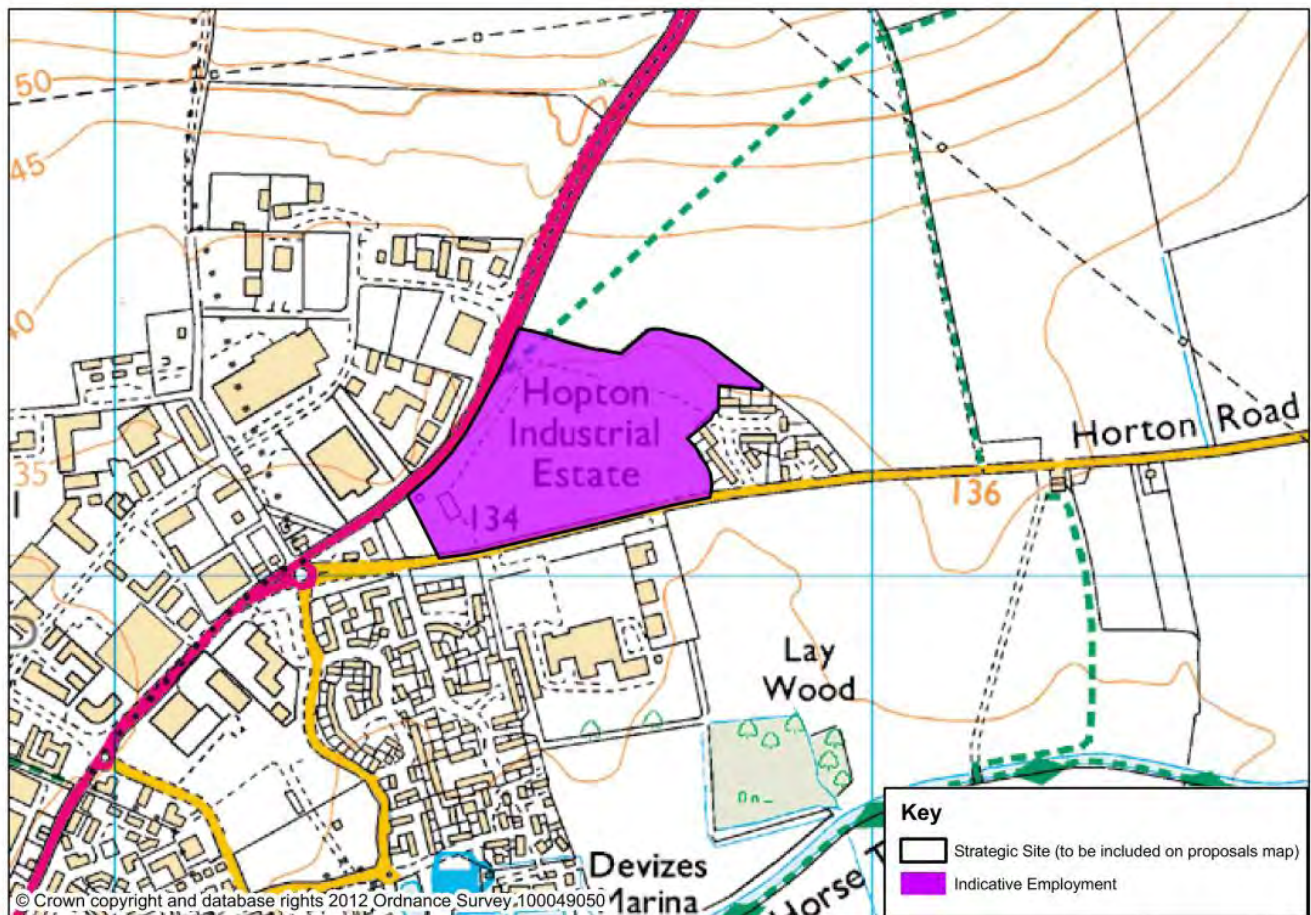
This site includes the strategically important Showell Farm employment site. In order to expedite the delivery of development the council will work closely with the developers and landowners to facilitate phased delivery of this important site.

This site includes the delivery of housing and community facilities. In order to expedite the delivery of development the council will work closely with the developers and landowners to facilitate delivery. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, in line with the Core Strategy trajectory, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Land at Horton Road, Devizes



Use

8.4ha employment land for business space and incubator workspace function.

Key Objectives:

- To provide 8.4 hectares of new employment land that will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, on accessible lease terms to provide continuing opportunities for small business, business start-ups and continuation. Start up or incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should also be considered and all businesses should prepare green travel plans.
- To provide a much needed expansion to the existing employment base in the area.
- Delivery of employment land that is integrated with the existing town.
- Provision of business space and an incubator workspace function.

Infrastructure Requirements

Development of the site will be required to meet the infrastructure requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- Capacity improvements to public sewer network and pumping stations.
- Reinforcement of the electricity network and primary sub-station.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.

Transport

- Provision of off-site transport infrastructure in line with the Devizes Transport Strategy.
- An assessment of the most appropriate points of access to the site should be included in the Master Plan.

Green Infrastructure and Biodiversity

- A safe and quiet area of the site should be retained for public recreation – this should be landscaped naturally and screened from the main development as far as possible. This area should be accessible from Horton Road and London Road.
- Development should not impinge on footpath BCAN6.

Ecology

- Habitat, reptile, invertebrate and badger surveys required with mitigation where necessary.
- The master plan should include sensitive edge treatment of hedgerows (5m buffer), with native planting used in landscaping outside of formal areas.
- Minimum 10% green / brown roof coverage.
- Use of soft SuDS features including a retention basin on site boundary.

Landscape

- The development should provide an appropriate and enhanced entrance to Devizes in keeping with the local landscape and townscape character. Large and visually intrusive buildings should be avoided, particularly facing the AONB or entrances to the town.
- Integrated landscape infrastructure will be required, particularly to screen views from the AONB and local residences.
- Avoid the use of highly reflective surface finishes and consider the use of green / brown roof coverage to reduce visual impact on views from higher ground.
- The Master Plan should include a landscape and visual assessment of the site to indicate how these issues are being addressed and where the most sensitive locations are within and adjacent to the site to inform any landscaping proposals.

Archaeology and Historical Interest

- Prior to development an assessment should be carried out to ensure there are no areas of archaeology and historical interest.

Adjacent Land Uses

- The site is adjacent to existing residential areas to the west on Horton Road and a new residential area to the south of Horton Road. The residential amenity of these areas must be respected by the development.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. Bishops Cannings Parish Council should be involved in this partnership to ensure their knowledge of the local area is taken into consideration. This master plan will guide the private sector led delivery of the site.

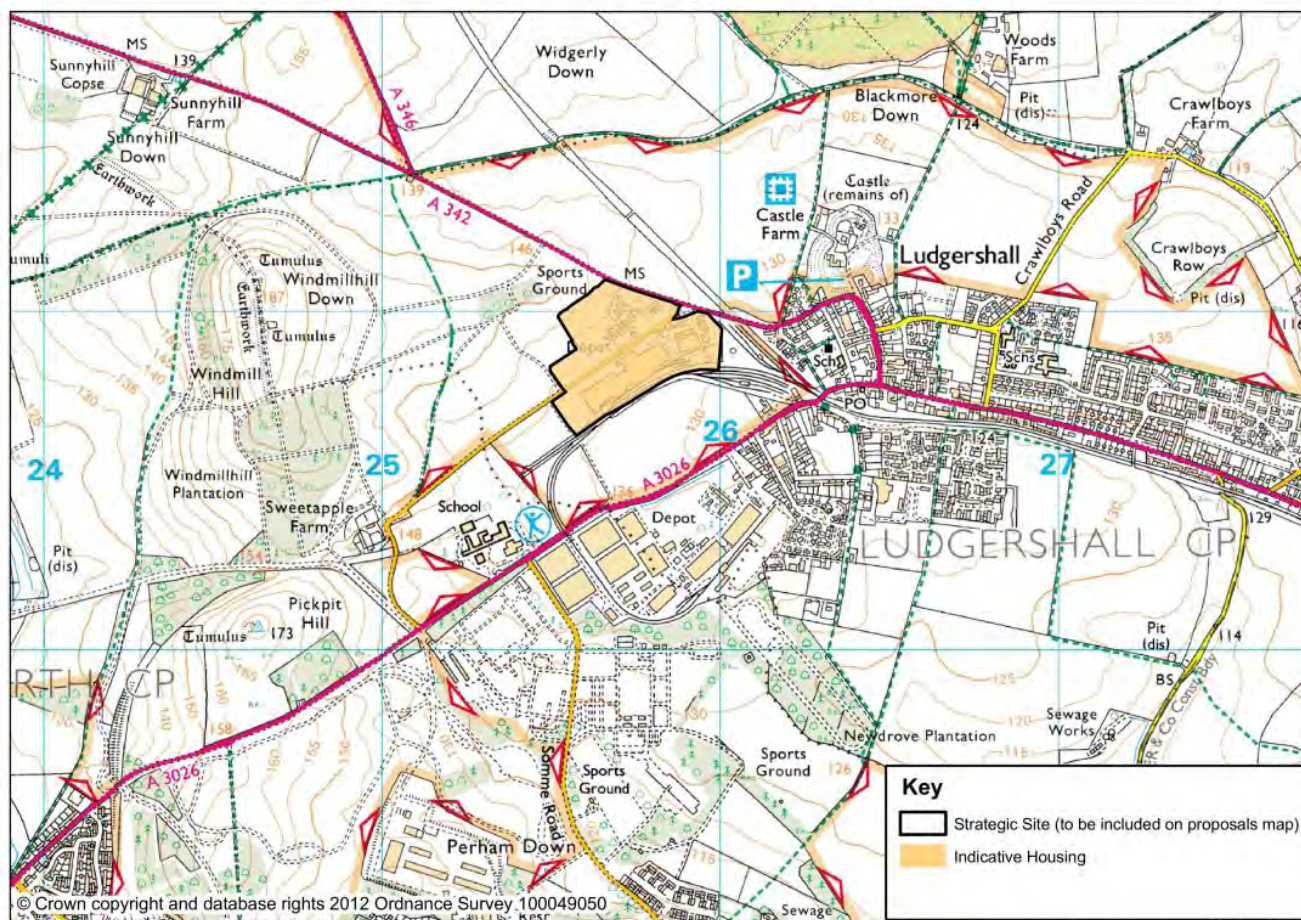
Key Delivery Milestones, Monitoring and Review

In order to expedite the delivery of development the council will work closely with the developers and landowners to facilitate delivery. This work should include master planning, community engagement and progress on the necessary assessments. Bishops Cannings and Roundway parishes and Devizes Town Council should be involved in the preparation of the master plan because of the potential wider impact on the highway network of this development. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, in line with the Core Strategy trajectory, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Land at Drummond Park (MSA) Depot, Ludgershall



Use

475 dwellings.

Key Objectives:

- To deliver a high quality and sustainable urban extension to Ludgershall providing affordable housing and a suitable mix of housing in line with core policies 45 and 46.
- To complement and enhance the existing built form and provide environmental improvement.

Infrastructure Requirements

Development of the site will be required to meet the infrastructure requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- Details must be provided on how foul drainage and water supply will be provided to be agreed by the Environment Agency prior to development commencing.
- Surface water schemes to be agreed prior to development commencing.
- A contamination survey must be undertaken and de-contamination carried out as necessary.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.

Transport

- Traffic capacity at the war memorial junction should be improved, or an alternative solution must be found, to address traffic congestion issues in the town.
- Improvements to bus services in Ludgershall.
- Improvements to pedestrian routes, cycling routes and Rights of Way identified in the IDP.

Social and Community

- Financial contributions towards primary and secondary school provision in line with the IDP.
- Financial contributions towards improvements to GP services in line with the IDP.

Green Infrastructure

- Provision of adequate open space and significant margins to the site for landscaping and wildlife corridors
- Provision for children's play areas.

Ecology

- Bat foraging and other ecological surveys to be completed and updated as necessary.
- Woodland belts and edge planning to act as wildlife corridors.
- Grassland in the north west to be maintained and enhanced for nature conservation.
- Financial contributions towards the Special Protection Area.

Landscape

- Woodland belts, edge planting and landscaping margins to reduce any views from the North Wessex Downs AONB.

Archaeology and Historical Interest

- Prior to development an assessment should be carried out to ensure there are no areas of archaeology and historical interest.

Delivery Mechanism

This site should be the subject of a partnership between the private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

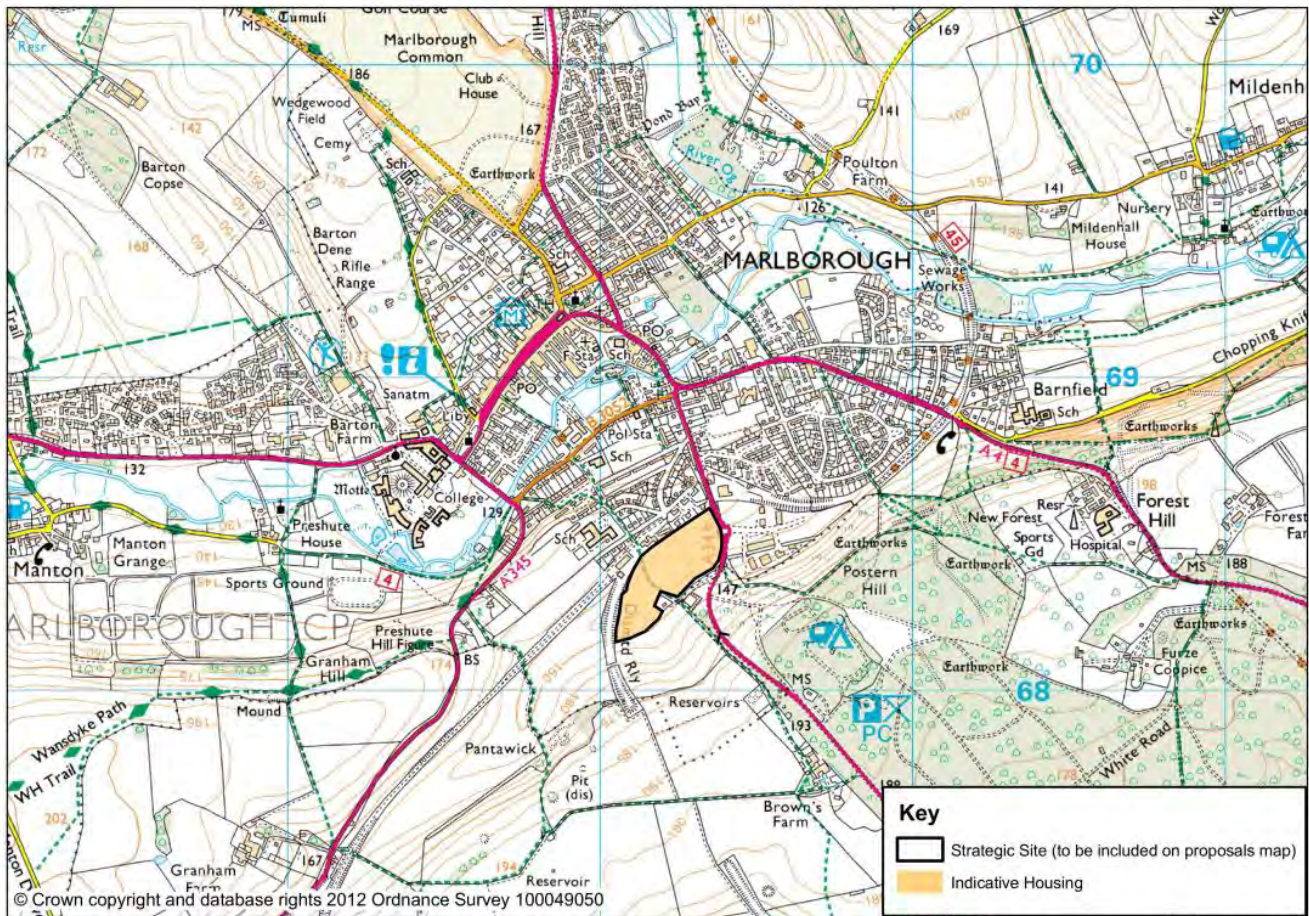
This site has been chosen because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration.

In order to expedite the delivery of development the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the Council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the Council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Land at Salisbury Road, Marlborough



Use

220 houses and open space/allotments/playing fields on The Crown Estates wider landholdings, Marlborough

Key Objectives

- To deliver housing growth to help maintain and enhance the town's role as a service and tourist centre, and help to meet local needs.
- To deliver a high quality, sustainable and mixed use urban extension providing 40% affordable housing and a suitable mix of housing in line with core policies 45 and 46.
- Create development that relates well to the town, ensuring minimal impact upon Marlborough's rich built, historic and landscape assets.

Infrastructure Requirements

Development of the site will be required to meet the infrastructure requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- The Groundwater Protection Zone in the south west part of the site must be taken into account. Further information is required on the area this covers and whether it is source protection zone 1, 2 or 3.

- Pipelines cross the site. Further consideration to be given to either move these pipelines or plan for an 'easement' setting along the route of the pipeline and three metres either side as green space to remain undeveloped.
- There is not sufficient pressure in the gas network to meet demand. Reinforcement of gas network to meet demand is required.
- Improvements to the works and expansion of the Marlborough Waste Water Treatment works.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.

Transport

- Provision for an extension to the existing bus service along Salisbury Road to serve the development. Improvements to walking and cycling routes and Rights of Way detailed in the IDP.

Social and Community Requirements

- There are currently some surplus places in existing schools but these are likely to be filled with pupils arising from current housing developments. Options to be considered include (i) Re-build St Mary's Infants and St Peter's Juniors (to accommodate 420 pupils) or (ii) relocate Preshute Primary because extension of the school site is not possible in its current location.
- The secondary school is already full. An expansion of the school will be required.
- Financial contribution equivalent to 1 GP and 0.5 dentist required to cope with additional demand for Primary Care doctor and dentist provision. Most of the practices are up to full capacity.

Green Infrastructure

- Surface upgrades to MARL30 within site path. Must have green borders on both sides and be at least 10m wide to provide an attractive route.
- Provision for children's play, accessible natural green space, sports and allotments to be made to Wiltshire standards.

Ecology

- A nationally important population of Barbastelle Bats breed and hibernate in the nearby Savernake Forest SSSI and Marlborough Railway Tunnel County Wildlife Site to the north and south of the site. All commuting corridors crossing the site or its boundaries must be incorporated into a 20m dark buffer zone within public open space or other landscaping.
- The Marlborough Railway Tunnel must be secured from increased vandalism by reinforcing the entrance and increased structure planting.
- The site is within a woodland Strategic Nature Area. Landscape proposals should show a strong preference for native woodland planting where possible.

Landscape

- Development should avoid visually prominent rising south and south western slopes to avoid unacceptable and unnecessary visual impact to the wider AONB.
- Perimeter tree belts must be retained wherever possible and be set within a strong landscape framework to reflect the local woodland / forest context.
- The design of new built development should work with the existing topography of the shallow dry valley landform.

- The site represents a gateway entrance to the town along the A346 Salisbury Road from the south. Development must deliver an attractive high quality built and landscaped approach into the town.
- Design will need to be of a suitably high standard in the AONB and incorporate the use of appropriate local building materials to reinforce landscape character.

Archaeology and Historical Interest

- Further work needs to be carried out on any impact on an adjacent historical park and garden. Further work currently being carried out internally.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

This site has been chosen because it can deliver modest housing growth to help maintain and enhance the town's role as a service and tourist centre, and help to meet local needs.

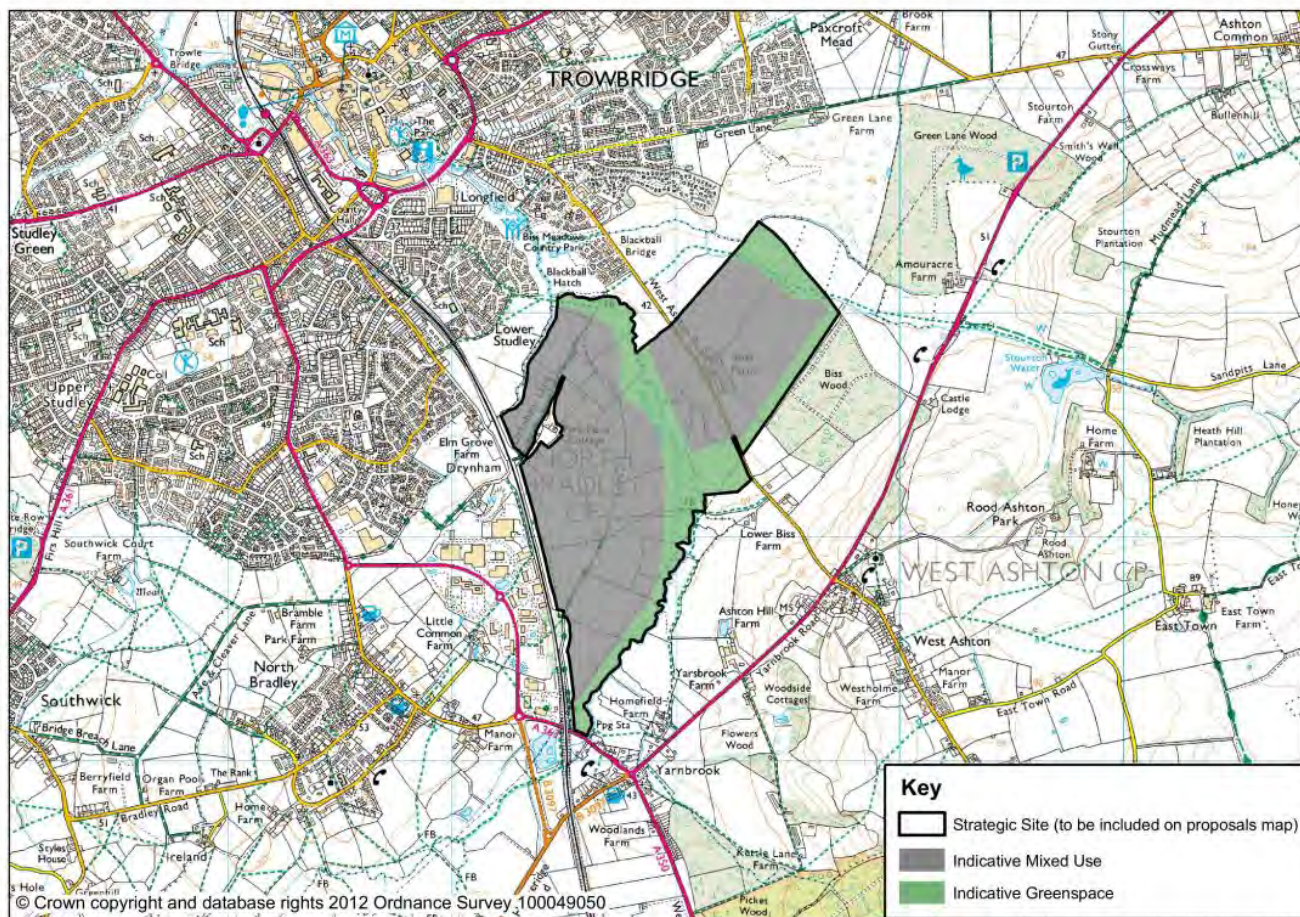
In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments.

If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Ashton Park Urban Extension, South East of Trowbridge



Use

2600 dwellings and 15ha of employment land.

Key Objectives

- To deliver a high quality, sustainable and mixed use urban extension providing 40% affordable housing and a suitable mix of housing in line with Core Policies 45 and 46.
- To provide 15 hectares of new employment land for a mix of B uses through a high quality business park which will provide an expansion to the existing employment base in the area.
- Development that is integrated with the existing town and town centre.
- To ensure the natural environment is conserved and enhanced, particularly any species associated with the Bath and Bradford-on-Avon Bats SAC.

Infrastructure Requirements

Development of the site will be required to meet the infrastructure requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- A Level 2 Strategic Flood Risk Assessment must be undertaken prior to any subsequent planning application process.
- Flood mitigation must be provided including an appropriate sustainable drainage scheme that improves existing capacity.
- Offline flood storage features must be incorporated into a wetland system to reduce current and future flooding risk downstream in Trowbridge as a consequence of the proposed development.
- New infrastructure to link to the sewage treatment works or appropriate on-site provision.
- Provision of on-site sewers and financial contributions towards off-site works to mitigate against the impact of this development.
- Capacity improvements to water supply and waste networks.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.
- Reinforcement of the electricity network and primary sub-station.
- Connection to existing low or medium pressure gas mains.

Transport

- Provision of transport infrastructure in line with the emerging Trowbridge Transport Strategy.
- Improvements to the Rights of Way identified in the IDP.

Social and Community

- Two new 14 class primary schools on sites of 1.8 hectares.
- Financial contributions towards existing primary schools as required.
- A site must be reserved for a new secondary school.
- Financial contributions towards childcare provision facilities or on-site provision.
- Financial contributions towards a new surgery and dental provision or on-site provision.

Economy

- The site will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, on accessible lease terms to provide continuing opportunities for small business, business start-ups and continuation. Start up or incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should also be considered and all businesses should prepare green travel plans.

Green Infrastructure

- Provision of a Destination Play Area.
- Provision of a multifunctional green infrastructure corridor along the length of the adjacent River Biss, linking the development with the town; to provide sustainable transport, informal recreation, flood mitigation, enhanced biodiversity and strengthened landscape character.

Ecology

- 100m woodland / parkland buffer between Biss Wood and built development.
- Bat roost sites, foraging habitat and flight lines within, and in the vicinity of the site must be identified, retained and protected in the long-term, including sensitive lighting.
- Applications will be screened for potential impacts on the Bath and Bradford-on-Avon SAC. Any appropriate assessment must conclude 'no likely significant effects'.
- Surveys for other relevant protected species and habitats required prior to development.

- The riparian corridor along the River Biss should be enhanced to create a mosaic of wetland and species-rich grassland habitats.
- The site is in a woodland Strategic Nature Area; landscaping includes a high proportion of woodland planting, particularly where this provides enhanced ecological connectivity to Biss Wood. Contributions towards opportunities for woodland creation in the landscape setting of the site where possible.

Landscape

- Conserve and enhance the landscape setting of Trowbridge by screening visually intrusive urban edges using landscape infrastructure of native species.
- Existing hedgerows to be retained and repaired and new hedgerow trees of large native species e.g. Oak, should be planted to restore the clay vale landscape character.
- Existing woodland should be conserved and managed to maximise ecological, historic and landscape value.

Archaeology and Historical Interest

- Prior to development an assessment should be carried out to ensure there are no areas of archaeology and historical interest.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

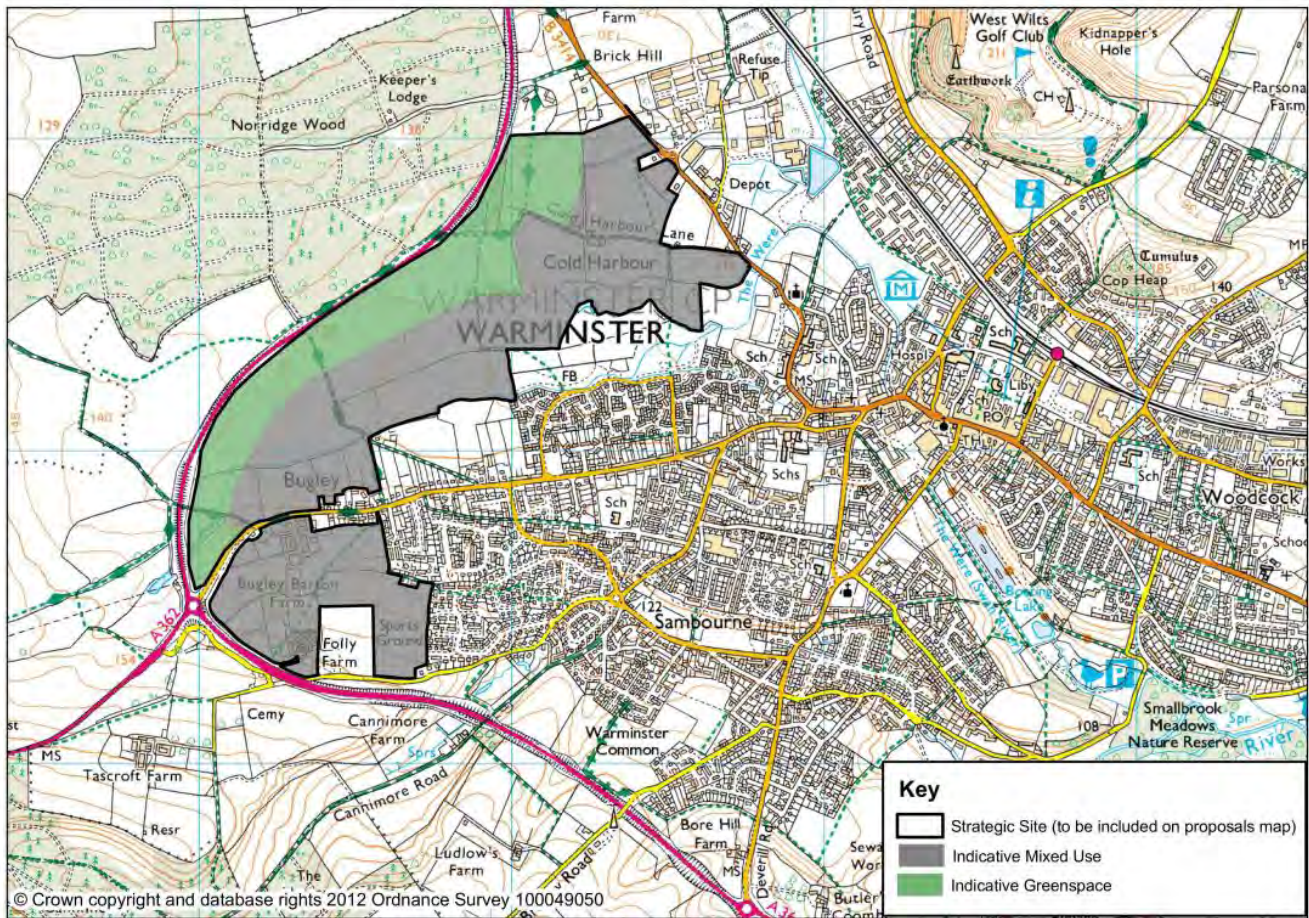
Key Delivery Milestones, Monitoring and Review

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- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the Council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the Council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

West Warminster Urban Extension



Use

900 dwellings and 6 ha of employment.

Key Objectives:

- To deliver a high quality mixed use urban extension providing 40% affordable housing and a suitable mix of housing in line with Core Policies 45 and 46.
- Development that is integrated with the existing town and town centre.
- Protection of the setting of and views to the West Wiltshire Area of Outstanding Natural Beauty (AONB).
- To contribute towards the development and implementation of a Phosphates Management Plan, or a suitable on-site alternative, to compensate for additional phosphate loading from sewage discharges to the River Avon.
- To reduce the risk of flooding in and around Warminster through a robust and inclusive planning process, and implementing Sustainable Urban Drainage measures.
- To ensure the environment within and around the strategic site is conserved and enhanced.

Infrastructure Requirements

Development of the site will be required to meet the infrastructure and sustainable planning requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- Developer contributions towards the implementation of a Phosphate Management Plan or a suitable on-site alternative.
- A Level 2 Strategic Flood Risk Assessment must be undertaken prior to any subsequent planning application process.
- A Surface Water Management Planning process must be undertaken to fully support any subsequent planning application process. The Surface Water Management Plan should consider all aspects of the local flood regime and aim to:
 - i. Bolster the telemetry modelling work being undertaken by the council during 2012;
 - ii. Incorporate recommendations from the study to reduce and, where possible, remove flood risk from existing development;
 - iii. Provide accurate and robust data to assist the council (as Lead Local Flood Authority) and the Environment Agency to undertake further detailed modelling of local catchment flood processes; and
 - iv. Ensure that the catchment works as a whole and not isolated site specific mitigation measures are incorporated into any subsequent detailed master planning exercise.
 - v. Flood mitigation measures must provide appropriately designed sustainable drainage systems and, where appropriate, aim to improve existing capacity.
- Capacity of the drainage network should be fully assessed and appropriately augmented to ensure the risk of flooding is not increased elsewhere as a consequence of development.
- Essential capacity improvements to the public sewer network.
- Financial contributions for off-site water supply improvements and new sewage apparatus required to serve the site.
- Reinforcement of the electricity network and connection to the existing low pressure and gas mains network.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.

Transport

- Provision of a link road connecting Bath Road, Victoria Road and Thornhill/ St Andrews Road.
- Sustainable transport solutions for pupils attending Kingdown School.
- Development must not negatively impact on traffic along West Street.
- A new bus service to the town centre.
- Financial contributions towards safe cycle and walkways.
- Improvements to the Rights of Way identified in the IDP.

Social and Community

- Financial contributions towards a new 2FE primary school in line with the IDP.
- Financial contributions for secondary school provision in line with the IDP.
- Financial contributions towards the development of childcare provision or suitable on-site provision.

Economy

- The site will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space, on accessible lease terms to provide continuing opportunities for small business, business start-ups and continuation. Start up or incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should also be considered and all businesses should prepare green travel plans.

Green Infrastructure

- Formalised access to Coldharbour Meadows to reduce damage of sensitive habitats.
- Areas of multifunctional accessible natural greenspace should be established along sections of the River Were floodplain.
- Provision for children's play, accessible natural green space, sports and allotments.

Ecology

- Updated ecology surveys of protected species and habitat must be completed prior to masterplanning.
- Buffer and enhance sections of the River Were corridor through creation of a mosaic of wetland and grassland habitats, linking with Coldharbour Meadows CWS.
- Habitat corridors across the site should be retained, buffered and restored with sensitive lighting close to hedgerows, mature trees and the riparian corridor.
- Sustainable Urban Drainage Systems across the site must be sensitively designed to deliver additional biodiversity enhancements.
- Financial contributions towards the Stone Curlew conservation project required to offset recreational impacts upon the Salisbury Plain Special Protection Area.

Landscape

- The master plan and detailed scheme design must have regard to the protected AONB landscape to the west and south. Open views across the landscape to the chalk downland and wooded greensand hills should be maintained, ensuring that the built form does not assume an unacceptable visual prominence.
- The current field pattern should be conserved and enhanced by repairing gaps in hedges and planting new hedgerow trees of large native species.
- Substantial landscape buffer required to screen visually intrusive urban edges using landscape infrastructure of native species.

Archaeology and Historical Interest

- Prior to development an assessment should be carried out to ensure there are no areas of archaeological and historical interest and appropriate mitigation should be proposed where necessary.
- The impact on Warminster Conservation Area must be assessed and appropriate mitigation should be proposed where necessary.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

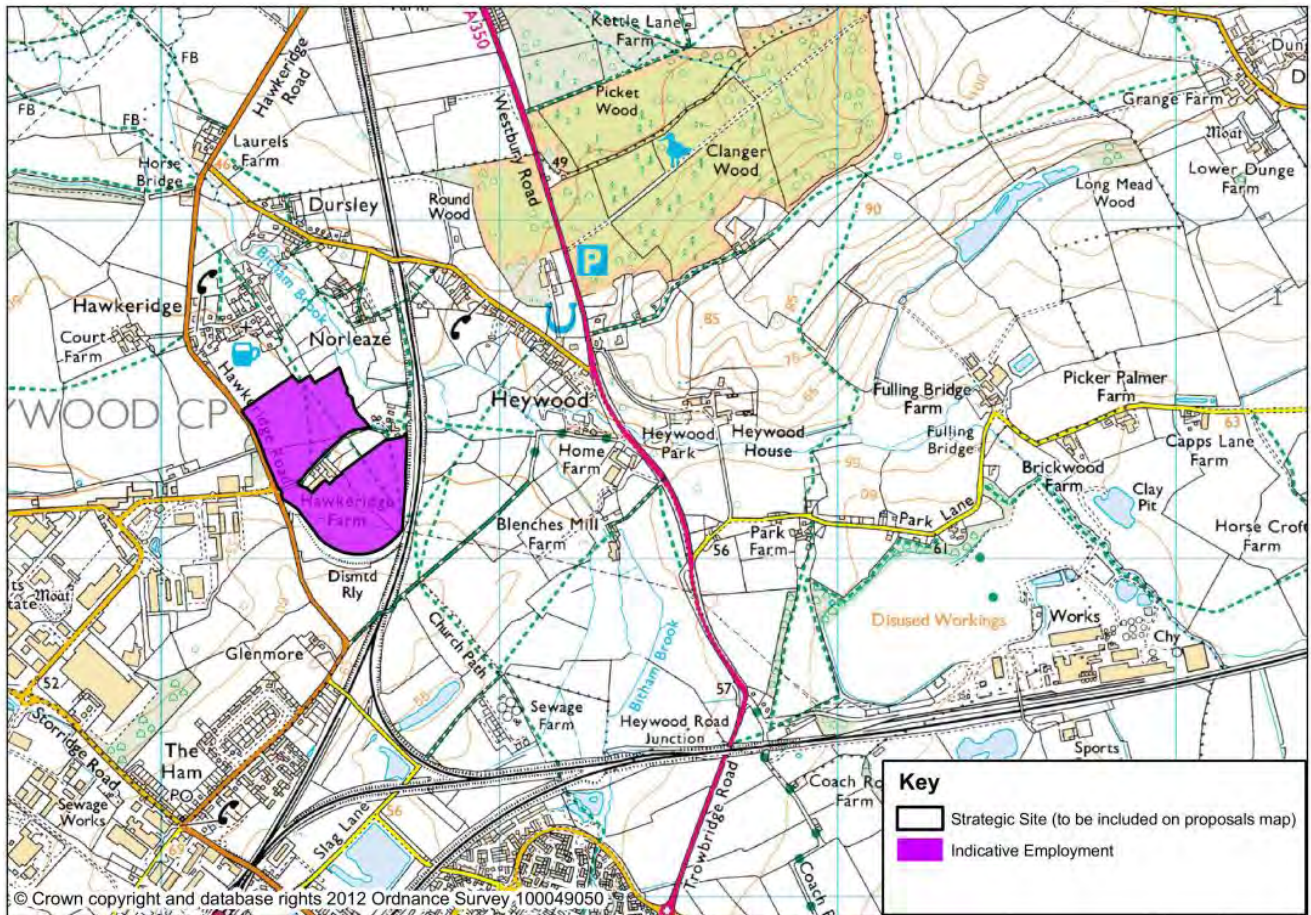
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- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Land at Mill Lane, Hawkeridge, Westbury



Use

14.7ha new employment land

Key Objectives:

- To provide 14.7ha new employment land for a mix of B class uses through a high quality business park which will provide a much needed expansion to the existing employment base in the area.
- The strategic employment role of Westbury, Trowbridge and the surrounding area will be maintained and enhanced.
- Complement and extend the range of employment opportunities already available at the West Wiltshire Trading Estate.
- The development will facilitate improvements to public transport between the site, West Wiltshire Trading Estate and Westbury.
- This development will deliver high quality landscaping and environmental standards.

Infrastructure Requirements

Development of this site will be required to meet the infrastructure requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- Foul drainage will be via a new pumping station connected to either existing drainage to the north along Hawkeridge Road or via the existing rising main in Shallow Wagon Lane to the sewage treatment works to the south, subject to an engineering appraisal with details to be agreed prior to development.
- Surface water will be controlled by use of a suitable sustainable urban drainage system (SuDS) discharging attenuated flows to the Bitham Brook, with details agreed prior to development.
- Reinforcement of electricity network and primary sub-station with possible diversion of existing overhead power lines may be required. To ensure certainty of delivery of development site, any anticipated relocation of existing overhead lines should be formally agreed with Southern Electric Power Distribution.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.
- Land within flood zones 2 and 3 will be used for a diverted footpath route and to enhance biodiversity in the area.

Green Infrastructure

- Maintain use of the footpath network currently crossing and around the site. Footpaths may be diverted and incorporated into landscaped areas of the site and screened from development as far as possible.
- Minimum 10% green / brown roof coverage.

Ecology

- Reptile, bat and badger habitat surveys required with mitigation where necessary.
- The master plan should include sensitive edge treatment of hedgerows (5m buffer), with native planting used in landscaping outside of formal areas.
- Use of soft SuDS features to create wetland habitat on site boundary.

Landscape

- Allow existing hedgerows to grow taller and wider and plant with hedgerow trees to reduce the visual impact from higher ground.
- Careful consideration to be given to the scale and massing of any proposals to avoid visually intrusive buildings.
- Avoid the use of highly reflective surface finishes and consider the use of green / brown roof coverage to reduce visual impact on views from higher ground.

Archaeology

- A 'watching brief' will be required on part of the site to assess any archaeological interest during construction.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

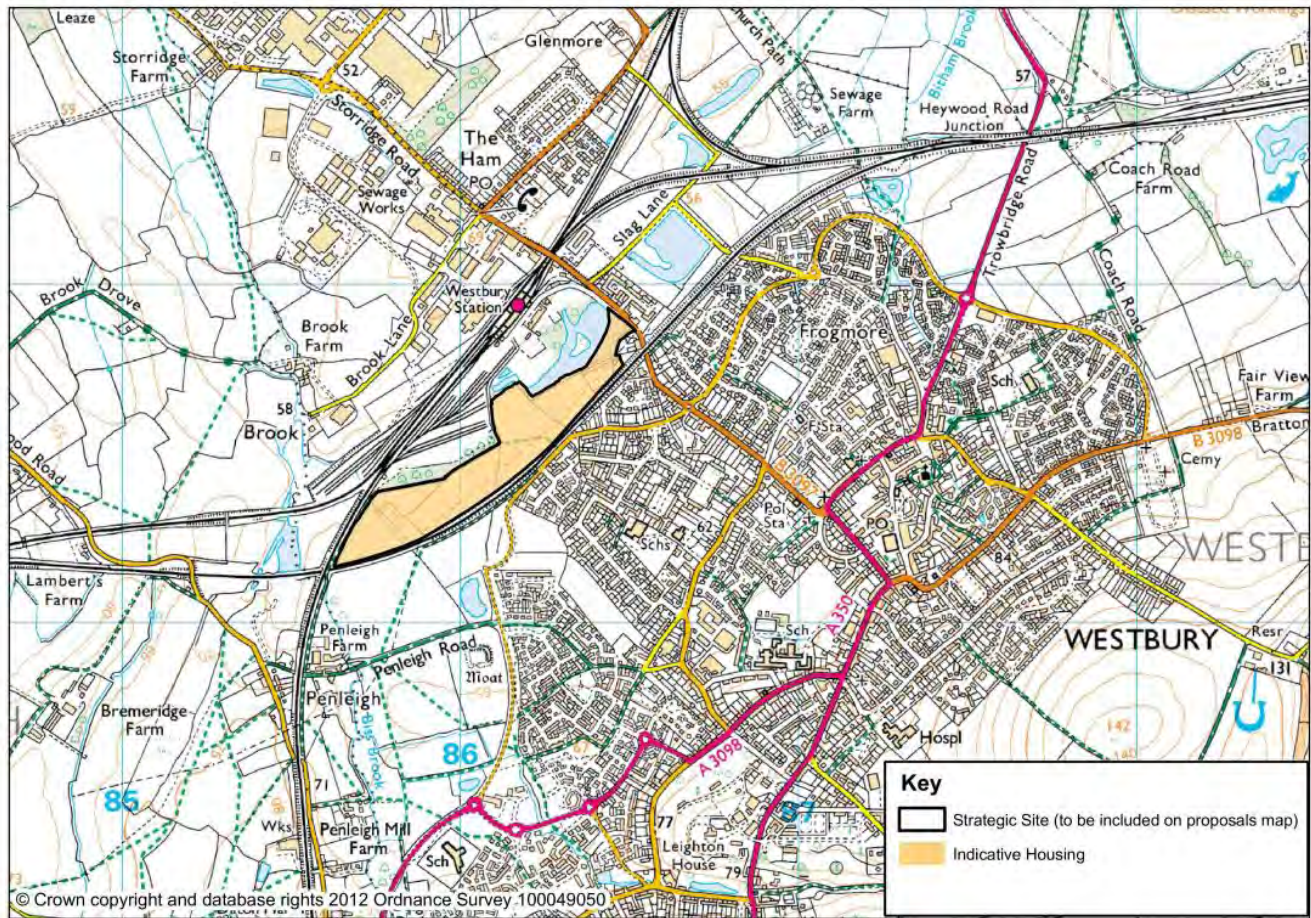
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Land at Station Road, Westbury



Use

250 dwellings.

Key Objectives

- To deliver a high quality, sustainable development, providing 40% affordable housing and a suitable mix of housing in line with Core Policies 45 and 46.
- Development that is integrated with the existing town and town centre.
- Fully investigate all alternative access options to the railway station as part of the design process, avoiding damage to Westbury Lakes County Wildlife Site (CWS) as a last resort and targeting any unavoidable losses to the least sensitive or valuable habitats.
- To minimise the realignment of the lake in securing a link road connecting Station Road and Main Way, and make alternative suitable provision for the sailing club if required.

Infrastructure Requirements

Development of the site will be required to meet the infrastructure and sustainable planning requirements outlined below. Further detail can be found in the Infrastructure Delivery Plan (IDP).

Physical Requirements

- Network modelling will be needed to determine the nature and scope of downstream foul drainage capacity improvements.
- Network modelling will be required to determine a point of adequacy and possible network reinforcement, options include:
 - i. possible metered connection from the existing 350mm trunk main on the south side of the railway
 - ii. alternative route through Station Road under the railway bridge.
- Process review of Westbury currently being undertaken with regard to sewage treatment and improvements may be necessary to accommodate development. Development must not precede necessary improvements.
- Extensions and alterations to the existing electricity network to provide supplies.
- Any anticipated relocation of overhead powerlines crossing the site to be discussed with Southern Electric Power Distribution prior to the submission of a planning application.
- Connection to the low pressure network (along Station Road approach to railway station) will provide sufficient pressure to support 200 homes, or a connection to the medium pressure network (opposite Oldfield Road) can be made for a more direct route to the site.
- The presence of the railway line will incur engineering difficulties which attract additional costs (such as the use of directional drilling if necessary) when connecting to the Medium Pressure Gas Infrastructure.
- Improvements to the road infrastructure on Station Road (leading to the railway station).
- Re-instate former platform at Westbury Station.
- A Sustainable Energy Strategy will be required for the site, in accordance with proposed Core Policy 41.
- Proposals will need to ensure that the development does not encroach within the climate change 1 in 100 year floodplain.
- Surface water flows should be attenuated down to greenfield run off rates by using SuDs.
- Flood mitigation must be provided including an appropriate sustainable drainage scheme that improves existing capacity.

Transport

- Improved access to Westbury railway station.
- Provision of a link road connecting Station Road and Mane Way, via a new railway bridge crossing.
- Access for buses through the development from the railway station access road and from either Oldfield Road (across the railway line) or Station Road. Extension of existing town bus service through the development.
- Improvements must be made to public transport connectivity and pedestrian and cycling linkages to the station and town centre.

Social and Community

- Contribution to development of childcare provision at Leigh Park.
- Contributions to the extension of one of the existing primary schools and secondary school provision.
- Provision/relocation of a sailing clubhouse.

Green Infrastructure

- Any loss of amenity (sailing and fishing) and accessible natural greenspace should be compensated in line with the West Wiltshire Leisure and Recreation Development Plan Document and green infrastructure policy (CP52).
- Improve public accessibility to the lake where this does not conflict with sensitive wildlife.
- Any additional requirements for provision of public open space, sports, children's play and allotments must also be met in line with the Wiltshire open space standards.

Ecology

- Detailed surveys of Westbury Lakes CWS will be required to inform any design proposals. This will include National Vegetation Classification vegetation, protected species and hydrological surveys.
- Development must buffer the CWS as far as possible and avoid fragmentation of the lake and losses of sensitive habitats including wet woodland and swamp / fen communities.
- Long-term management of the Westbury Lakes CWS to be secured under an Ecological Management Plan.
- Off-site compensation may be required for unavoidable impacts upon Westbury Lakes CWS and associated fauna; a suitable offsite location for wetland creation / enhancement must be identified and necessary long-term management secured through a planning obligation.

Landscape

- Existing woodland should be conserved and managed to maximise ecological and amenity value.

Archaeology and Historical Interest

- Pre-application archaeological evaluation.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

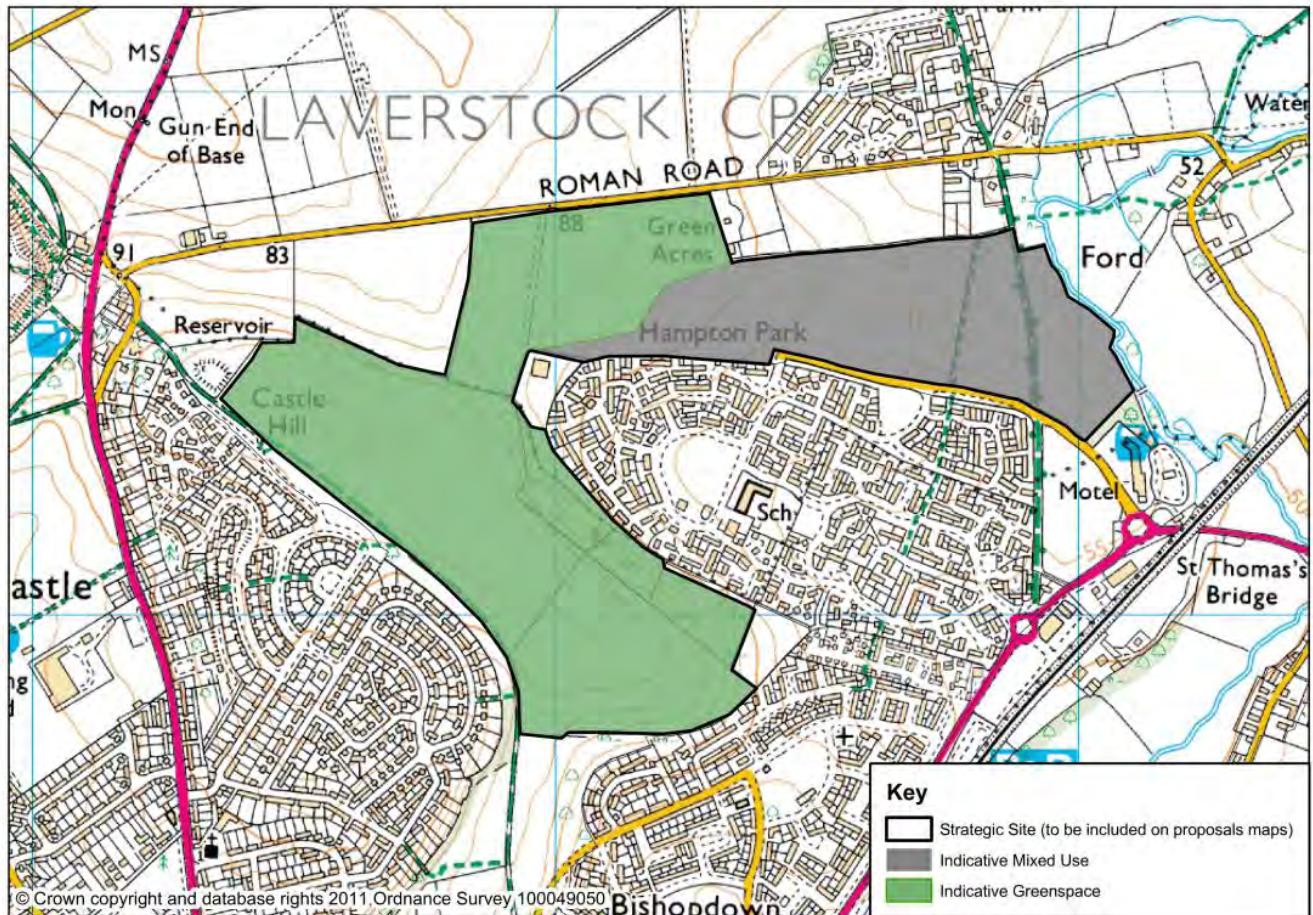
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- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Hampton Park, Salisbury



This area of land to the east of the city is limited by the A345, the built envelope of Paul's Dene, Bishopdown, and Hampton Park, the flood plain of the River Bourne, the village of Ford, and the Conservation Area at Old Sarum Airfield. It has a gradual slope down to the Bourne with some level sections in the centre and south. There is a sharp rise towards Castle Ridge.

Objectives for the development

To develop 500 new homes through a high quality residential development which delivers an appropriate sense of place in accordance with the South Wiltshire Design Guide, 'Creating Places', in a sustainable location close to Salisbury in a manner that complements the existing community at Bishopdown Farm and makes a significant strategic contribution to meeting the local housing needs of south Wiltshire. Specific issues to be addressed are:

- protection of the strategic landscape setting of the northern slopes of Salisbury including safeguarding views to and from Old Sarum Scheduled Ancient Monument
- strategic gap planning to ensure Ford retains its independent character and does not become merged with the city
- the delivery of a significant country park that will be handed to the local community in perpetuity
- to deliver a development that is adequately served by essential infrastructure including transportation, water, drainage, education, healthcare and emergency services and green infrastructure

- to plan for the permanent retention and enhancement of the Castle Hill/ Bishopdown green lung to the city as a key area of habitat retention and informal recreational open space
- to deliver a development which conserves and in places enhances the natural environment, including the quality of the Bourne which is within the River Avon SAC/SSSI.

Site Constraints

- The sensitive landscape at the northern slopes of Salisbury including the setting of Old Sarum SAM.
- Strategically important green lung at Bishopdown/Castle Hill.
- Retention of the separate identity of Ford and avoiding potential coalescence.
- The River Bourne, part of the River Avon SAC.
- High pressure gas main to west of the site.
- Retention of existing byways.
- Existing residential amenity to the north and south.
- Salisbury Air Quality Management Zone.
- Interface with existing residential properties and rural fringe.

Land uses and quanta of development

500 new dwellings of which a minimum of 40 % will be affordable.

Essential Infrastructure Requirements

Education

- 1 form entry primary school and contributions towards secondary education

Transportation

- Any major infrastructure requirements outcomes identified by the Salisbury Transport Model or subsequent transport assessment and travel plan. A transport assessment setting out how the model shift promoted at national and RSS level will be achieved, including improved bus, cycle and walking routes.

Green Infrastructure

- One new woodland hedging and native species to connect to retained hedges to River Avon.
- Surveys of protected species, especially botanical, in June/July. Other essential GI and BAP habitat and species requirements will be determined at or prior to master planning.

Heritage/Salisbury Historic Environment Assessment

- High risk to the west at Old Sarum SAM. Great potential for archaeology, field systems and Roman remains. Trial pitting under supervision of Wiltshire Council Archaeologist required.

Drainage and Water

- Capacity improvements required downstream.
- Network modelling will be required as part of an engineering appraisal to determine the scope and extent of these improvements prior to the commencement of development.
- A contribution towards management and mitigation of phosphate levels in the River Avon SAC and their threat to protected species as well as its implementation.

PCT

- Financial contribution towards new or improved doctors and dentist surgeries.

Emergency Services

- Contribution to the provision of a new community fire station or improvements to existing facilities in order to provide a comprehensive and flexible responses to future emergencies.

Renewable energy

- 10% renewable energy generated on or near the site.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements and the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted.

Place shaping requirements

In addition to the provisions of 'Creating Places' and saved Local Plan policies, master planning of this site needs to specifically address:

- safeguarding zone for the high pressure gas main.
- a strongly defined urban/rural edge to the north of the site.
- the layout and utility of the Country Park.
- defining the strategic gap between the development and the settlement of Ford.

Strategic Linkages

Linkages with the existing residential development at Bishopdown Farm and Hampton Park, to ensure that the new communities can integrate.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with land owners, agents and prospective developers have encouraged the Local Planning Authority that this site can be brought forward within the first five years.

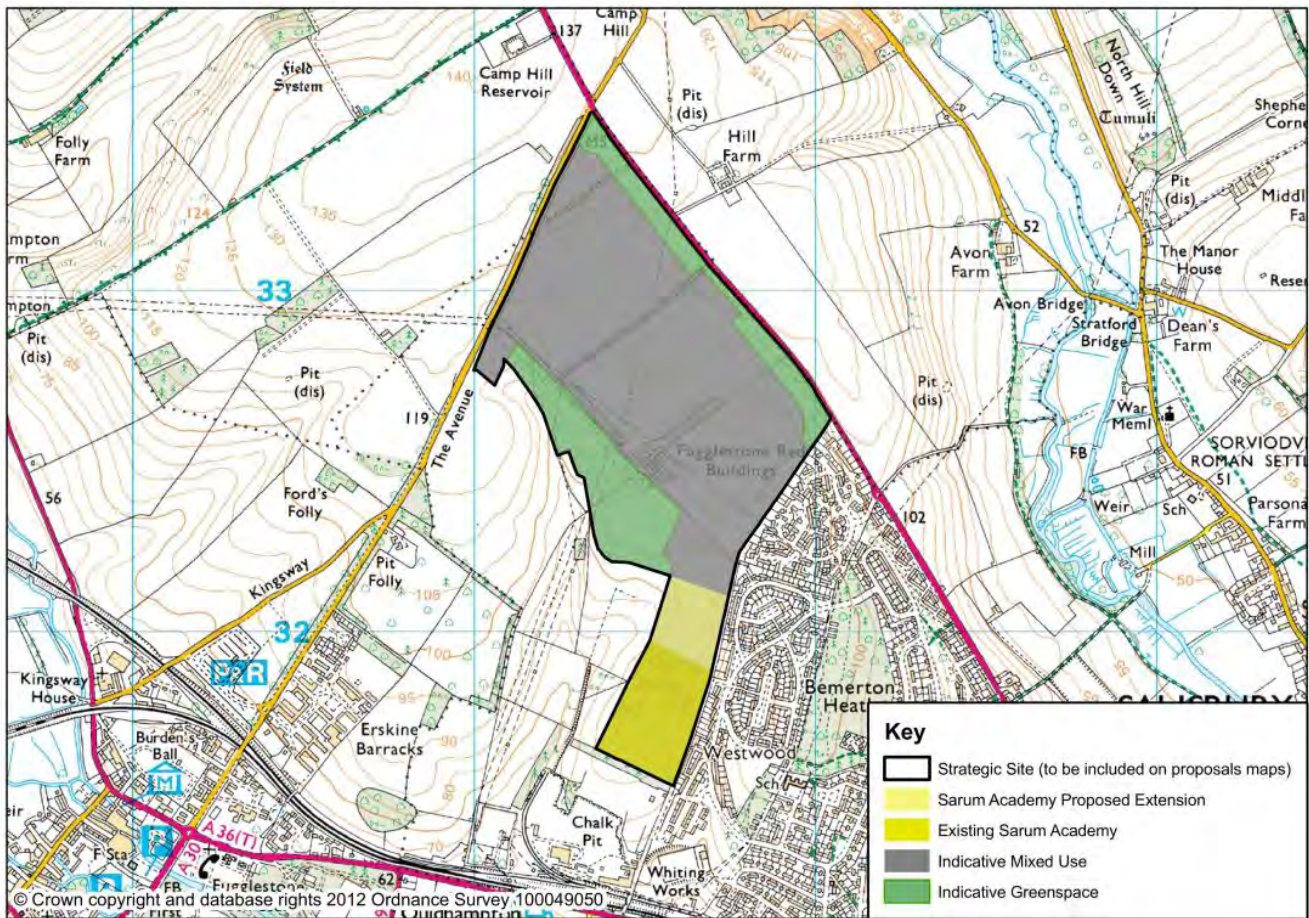
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- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay

- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the Council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Fugglestone Red, Salisbury



Site Description

The site is to the north west of Salisbury and is bounded by The Avenue to the north west, the A360 Devizes Road to the north east, the extent of the built envelope of Salisbury (Fugglestone Red and Bemerton Heath to the south east and the Imerys quarry site, a significant dry valley and the UK Land Forces site to the south). The site is mainly agricultural land but with significant wooded features. It also includes an existing secondary school (Salisbury High School) to the south east of the site. The "townscape/countryside interface" of the whole area is of "elevated views, little/no foreground, generally harsh, abrupt settlement edge".

Objectives for the Development

To develop 1,250 new homes and 8 hectares of employment land, through a high quality development which delivers an appropriate sense of place in accordance with the South Wiltshire Design Guide, 'Creating Places' in a sustainable location close to Wilton and Salisbury, in a manner which complements the existing communities and makes a significant strategic contribution to meeting the local housing needs of south Wiltshire and helps facilitate the delivery of the proposed Sarum Academy or a replacement of Salisbury High School. Specific issues to be addressed are:

- the delivery of a new local centre for the Fugglestone Red area
- assistance with and /or contributions towards improving the secondary school
- retention of a Strategic gap of open countryside to ensure Wilton retains its independent character and does not become merged with Salisbury

- to deliver a development which conserves and in places enhances the natural environment, including the quality of the Camp Down SSSI and the River Avon SAC
- to conserve and where possible enhance views from the Wilton Estate and Old Sarum SAM
- conservation of the historic Avenue.

Site Constraints

- Potential coalescence between Salisbury and Wilton and the need for a strategic landscape belt to be retained.
- The sensitive landscape, especially the north eastern edge and the setting of Old Sarum SAM.
- Copses, wooded belts, and other tree planting.
- Overhead power cables (several running N-S and E-W).
- Existing residential amenity to the east of the site.
- Salisbury Air Quality Management Area on Devizes Road and Wilton Road.
- Setting of Wilton House and its historic park and garden.

Land Uses and Quanta of Development

- 1,250 new dwellings of which 40% will be affordable.
- 8 hectares of employment land to include some start-up units.
- New primary school and enhanced secondary school / academy provision.
- Public open space.
- Space for a new cemetery.
- Local Centre.

Essential Infrastructure Requirements

Education

- 2 form entry primary school and either a secondary contribution or assistance towards construction of new 'Salisbury High School'.

Transportation

- Any major infrastructure requirement outcomes identified by the Salisbury Transport Model Study 2010 or subsequent transport assessment and travel plan.
- New access including improvements to the junction between the A360 and The Avenue.
- A traffic assessment which sets out how the modal shift promoted at national and RSS level will be achieved, including improved, bus, cycle and walking routes.

Green Infrastructure

- Formal and informal public open space to be provided on site to reduce pressure on Camp Down SSSI.
- New woodland, hedges and standard trees to connect retained hedges and woodland. An agreed proportion to contain features suitable for roosting bats.
- Improved linkages to Wilton House historic park and garden.
- Extended phase 1 survey to be undertaken.
- Other essential GI and BAP habitat and species requirements will be determined at or prior to master planning.

Heritage

- Archaeological investigations to be undertaken prior to finalisation of the site design, with the design responding to finds

Drainage and Water

- Requires boosted supply from existing local reservoir and a dedicated spine main to serve local distribution mains.
- On-site sewers required to be provided by developers with separate systems of drainage.
- Off-site surface water disposal to local land drainage systems with attenuated discharge needed to satisfy PPS25.
- On-site foul-water pumping station with rising main to Devizes Road.
- Long off-site connecting sewer (>1km) to agreed point of connection, where planned capacity is available to accept future foul flows.
- A contribution is required towards a management and mitigation of phosphate levels in the River Avon SAC catchment and their threat to protected species as well as its implementation.

PCT

- Financial contribution towards new or improved doctors and dentist surgeries or on-site provision, if appropriate.

Emergency Services

- Contribution to the provision of a new community fire station or improvements to existing facilities in order to provide a comprehensive and flexible responses to future emergencies.

Community Facilities and Services

- Need to deliver a local centre to provide the local access to basic services this area of Salisbury currently lacks.

Renewable Energy

- 10% renewable energy generated on or near the site.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements and the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted.

Place Shaping Requirements

In addition to the provisions of 'Creating Places' and saved Local Plan policies, master planning of this site needs to specifically address:

- significant tree planting to protect key views from Wilton Park
- overall building mass should be in keeping with the setting to Wilton Conservation Area
- the Avenue not to be widened or subject to major road improvements, apart from the proposed new roundabout with Devizes Road
- the visual gateway into Salisbury from the A360 is conserved and enhanced
- a significant green buffer is retained between the built up areas of Salisbury and Wilton

- lighting does not exceed the height of the development and is designed to minimise light pollution and sky glow
- overhead cables to be buried.

Strategic Linkages

- Improved linkages between Wilton House historic park and garden and UKLF site. Development will also need to integrate with the existing developments at Fugglestone Red and Bemerton Heath.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

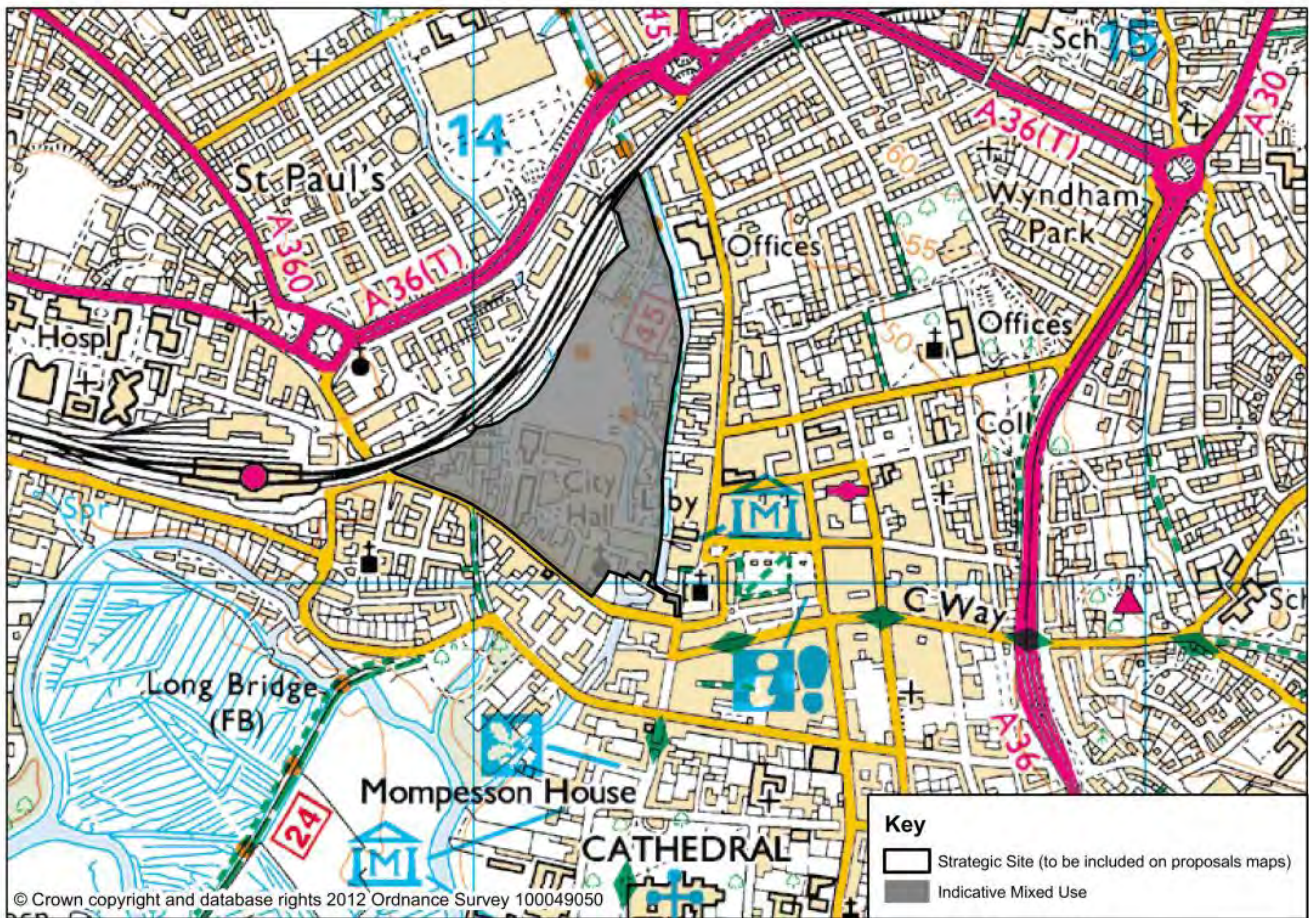
This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with land owners, agents and prospective developers have encouraged the Local Planning Authority that this site can be brought forward within the first five years.

In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Land at the Maltings and Central Car Park, Salisbury



Description of Site

A city centre site situated to the west of the city's established secondary shopping area. The southern part of the site predominantly comprises The Maltings shopping centre. To the north is the central surface level car park. To the north east is the Millstream coach park. To the east of the coach park is the Boathouse bar and brasserie. To the south of the coach park are offices owned and occupied by the Probation Service and the Wiltshire PCT. To the immediate south of Avon Approach, leading to Central Car Park, is a service yard and private car park owned by Tesco's. The Playhouse Theatre, City Hall and Summerlock House (Department of Work and Pensions) are situated adjacent to The Maltings, to the south west of the site. Public Open Space runs along the eastern boundary and the city Library and Galleries are adjacent. To the extreme north of the site is an electricity substation and private car park. Several courses of the River Avon SAC flow through the site. To the west lies a railway embankment.

Objectives for the Development

To develop a retail led mixed use regeneration scheme through a high quality development, which delivers an appropriate sense of place in accordance with the South Wiltshire Design Guide, 'Creating Places' in a sustainable location within Salisbury city centre, in a manner which complements the existing retail provision and makes a significant strategic contribution to meeting local housing needs of south Wiltshire.

Specific issues to be addressed are:

- to provide a range of retail unit sizes including a department store format and supermarket and a mix of major shop units and smaller store units
- to ensure the continued viability and vibrancy of the whole of Salisbury city centre
- to provide a range of homes including affordable suitable for a city centre location
- a relocated library
- to provide a range of office space.

Site Constraints

- Protection of views of Salisbury Cathedral.
- Protection and proximity of the River Avon SAC.
- Salisbury city centre Air Quality Management Area.
- Salisbury Conservation Area and a number of listed buildings.
- Electricity Sub-station.
- Flooding.
- Some fragmented land ownership.
- Access, parking and servicing (including coach parking).

Land Uses and Quanta of Development

- Potential for a total of 40,000 sq m of retail floorspace (gross external area).
- A single or few large retail outlets providing the whole of the floor area will not be appropriate to achieve the aims of the development and will not be permitted.
- Comparison shopping uses, comprising a range of unit sizes including a department store format and a mix of major shop units and smaller store units.
- Convenience floor space replacing the net loss of such floorspace.
- Around 200 dwellings of which a minimum of 40% will be affordable. The breakdown will be as detailed in Core Policy 6.
- Office use.
- Leisure uses (15% of comparison floor space), to improve the quality of leisure facilities.
- A replacement library.
- Adequate car parking spaces using under croft and multi-storey car parking.
- A new park based around existing watercourses and opening linkages to the Market Square and Fisherton Street.
- Improved cultural area around the Playhouse and City Hall, improving legibility from the new development through the cultural area to Fisherton Street.

Essential Infrastructure Requirements

Education

Contributions towards primary and secondary.

Transportation

Any major infrastructure requirement outcomes identified by the Salisbury Transport Model or subsequent transport assessment and travel plan. A transport assessment which sets out how the modal shift promoted at national and RSS level will be achieved, including improved, bus, cycle and walking routes.

Green Infrastructure

Formal and informal public open space to be provided on-site including a new park. Adequate land to be set aside for treatment of surface runoff. Incorporation of at least buffer strips adjacent to the river, restricting lighting near river. Construction method statement required with application. Other essential GI and BAP habitat and species requirements will be determined at or prior to master planning.

Flooding

Requirements of SFRA level 2 to be incorporated into design. No development in Flood Zone 3b. Development should be directed to areas of lowest risk from flooding with lower flood depths and velocities. Old landfill sites should be avoided where possible due to the risk of potential contaminants. Culverts both at the site and upstream need to be maintained. Model shows that safe access/egress will be possible via both Churchill Way West and Avon Approach during a 1 in 100 year flood event with climate change.

Heritage

Archaeological investigations should be undertaken prior to finalisation of the site design with the design responding to finds.

Drainage and Water

On-site sewers provided by developers with separate systems of drainage, no spare capacity in local networks for a development of this scale. Off-site surface water disposal to local land drainage systems with attenuated discharge to satisfy PPS25 is required. May require a pumped discharge and an off-site link sewer to agreed point of connection, subject to engineering appraisal and network modelling to confirm the scope and extent of capacity improvements. There is a high probability of capacity improvements being necessary associated with downstream overflows to reduce risk of pollution and maintain water quality. A contribution is required towards a management and mitigation plan to address phosphate levels in the River Avon SAC catchment and their threat to protected species as well as its implementation.

PCT

Financial contribution towards new or improved doctors and dentist surgeries.

Emergency Services

Contributions towards the fire service for new or improved fire stations in order to provide a comprehensive and flexible responses to future emergencies.

Renewable Energy

10% renewable energy generated on or near the site as per RSS policy.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements until the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted.

Place Shaping Requirements

As the site sits in a sensitive location between two river courses of the River Avon SAC any proposal will also need to meet the following requirements:

- softening the hard edges of the river to provide better marginal habitat for wildlife including improved cover for fish and invertebrates

- meet the requirements of Core Policies 19 (water efficiency) and 20 (phosphate levels) of this Core Strategy
- be designed and provide for flood defences and mitigation measures in accordance with the SFRA level 2 for the site
- protection of views of Salisbury Cathedral
- a development that upgrades public open space including riverside walks
- a holistic approach to addressing the piecemeal nature of car parking, rear aspects of properties and land ownerships in a comprehensive manner
- a development that is well integrated and opens up links to Fisherton Street, Market Walk and the surrounding City Centre
- retention and enhancement of the 'Shopmobility' scheme
- continued provision of public toilets
- massing of new development respects the scale and building forms of the historic urban fabric
- the development can protect and enhance both the built and natural conservation interests surrounding the site
- the character of the development creates a sense of place that responds to and is sympathetic to locally distinctive patterns of development
- providing a high quality public realm that promotes public spaces that are attractive, safe, uncluttered and work effectively for all in society.

Strategic Linkages

Provision of a key link in the retail circuit of Salisbury, particularly between the High Street, Fisherton Street and Market Place/Castle Street.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan to be approved by the local planning authority as part of the planning application process. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with land owners, agents and prospective developers have encouraged the local planning authority that this site can be brought forward within the first five years.

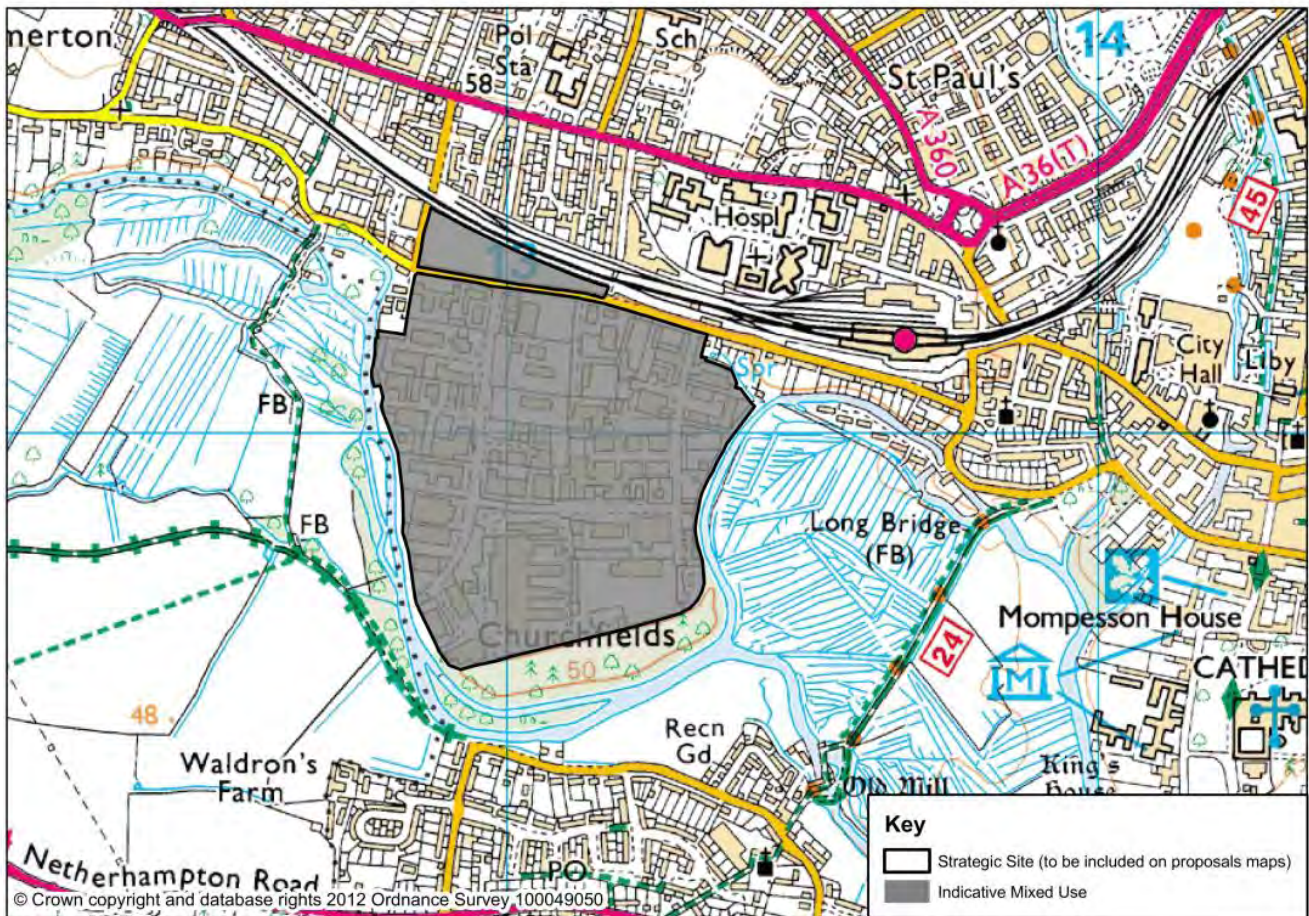
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- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery

- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Churchfields and the Engine Sheds, Salisbury



Site Description

A major employment site serving Salisbury. The site accommodates approximately 200 businesses of varying types and size on 33 hectares. It lies to the west of Salisbury city centre and to the south of the railway line, close to the railway station. The east, south and west of the site is bounded by the River Nadder (part of the River Avon SAC), with water meadows beyond. To the west of the engine shed site lies Cherry Orchard Lane with residential development beyond. To the east is Ashfield Road. Both Cherry Orchard Lane and Ashfield Road pass under railway bridges providing northward routes to Wilton Road. The site is currently overgrown with dense scrub and a number of fairly large trees, is a vacant site, and is bounded by the railway line to the north and Churchfields Road to the south and residential development to the west.

Objectives of the Development

To develop a housing led mixed use redevelopment of around 1,100 dwellings and retaining 5 ha of employment through a high quality master plan, which delivers an appropriate sense of place in accordance with the South Wiltshire Design Guide, 'Creating Places' in a sustainable location, in a manner which complements the existing community and makes a significant strategic contribution to meeting local housing needs of south Wiltshire.

Specific issues to be addressed are:

- project alignment with the LDF to ensure there is adequate and appropriate land available to allow a successful decant for existing employers in and around Salisbury so the existing protective policy preventing change of use away from employment can be relaxed
- redevelopment that sympathetically capitalises on the assets of the site, such as proximity to water meadows, town path, Harnham and cathedral views
- master planning to be undertaken for both sites to ensure that the two developments integrate
- providing green links from the east and west of the River Nadder, to contribute towards the environmental and ecological aspirations of the Salisbury Vision
- the incorporation of a central green to act as a focal point and encourage vitality
- a mix of heights of up to 6 storeys determined by detailed context planning
- planning in and making features of key vista to the cathedral
- to provide an element of carbon neutral homes
- maximising the site's south facing orientation.

Site Constraints

- Poor access through narrow rail bridges and via residential areas.
- Potential land contamination (including former land fill site, abattoir and steam engine shed).
- Protection and proximity of the River Avon SAC.
- Salisbury city centre Air Quality Management Area.
- Protection of views of Salisbury Cathedral.
- Interdependencies with the Waste Site Specific Allocations DPD to find a suitable decant site for the Household Recycling Centre currently on site.
- Flooding.

Engine shed

- Issue over level of site, which appears to be mainly 2-3m above that of Churchfields Road: investigations need to be made as to whether this is artificial or natural.
- 3m high blank retaining wall along Churchfields Road provides an unattractive 'dead' frontage.
- Proximity to railway line.

Land Uses and Quanta of Development

- Approximately 1100 dwellings of which a minimum of 40% will be affordable. The breakdown will be as detailed in Core Policy 6.
- 5 ha of employment land.
- Public open space.
- Local neighbourhood centre.
- Primary school.

Essential Infrastructure Requirements

Education

2 form entry primary school. Contributions towards secondary education.

Transportation

Any major infrastructure requirement outcomes identified by the Salisbury Transport Model or subsequent transport assessment and travel plan. A transport assessment which sets out how the modal shift promoted at national and RSS level will be achieved, including improved, bus, cycle and walking routes. The site's proximity to the city centre and railway station provides opportunities for the implementation of strong demand management techniques to be applied.

Green Infrastructure

Formal and informal public open space to be provided on-site including a central green and green corridors adjacent to the River Nadder. Off-site contributions may also be required. Incorporating a significant buffer strip adjacent to river. Woodland habitat creation to create buffer, to help absorb additional public pressure. Identifying suitable recreational areas within the site to reduce pressure on river corridor. Restricting lighting near river. Adequate land to be set aside for treatment of surface runoff. Other essential GI and BAP habitat and species requirements will be determined at or prior to masterplanning.

Flooding

Requirements of SFRA level 2 to be incorporated into design and resilience planning measures. Much of the site is within Flood Zone 1. Future development should be situated in this zone. Highly vulnerable' uses in Flood Zone 2 will have to pass the Exception Test. If development is necessary to the north west of the site, development should be directed towards the areas of lowest risk. On old landfill sites, contaminated land poses additional problems because of the risk that polluted groundwater/leachate may be generated. The proposed drainage system must not remobilise any contaminants and infiltration should not therefore be used unless a full study of groundwater flow paths is undertaken. SUDS techniques that utilise infiltration should not be used here.

Drainage and Water

Existing supply mains provide limited capacity at peak demand. Redevelopment of this site will therefore require additional capacity with off-site reinforcement. On-site sewers provided by developers with separate systems of drainage also required. Sewer diversions may be required to accommodate development proposals. Surface water disposal to local land drainage systems with attenuated discharge needed to satisfy PPS25. Improvements required to downstream overflows to reduce risk of pollution and maintain water quality. Additional capacity improvements to foul water sewers may be needed subject to engineering appraisal. A contribution towards a management and mitigation of phosphate levels in the River Avon SAC catchment and their threat to protected species as well as its implementation.

PCT

Financial contribution towards new or improved doctors and dentist surgeries.

Emergency Services

Contributions towards the fire service for new or improved fire stations in order to provide a comprehensive and flexible responses to future emergencies.

Renewable Energy

10% renewable energy generated on or near the site as per RSS policy.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements until the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted.

Place Shaping Requirements

In addition to the provisions of 'Creating Places' and saved Local Plan policies, master planning of the site needs to specifically address:

- views to the cathedral as an integral part of the site layout and design
- linkages and enhancement of the water meadows and town path
- provision of green links from the east and west of the River Nadder to contribute towards the environmental and ecological aspirations of the Salisbury Vision
- incorporation of a central green to act as a focal point and encourage vitality
- a mix of heights of up to 6 storeys on the Churchfields site determined by detailed context planning
- significant landscape buffer planting to the river
- pedestrian, public transport and cycle linkages to the city centre, including integration with the Railway Station Interchange.
- integration of both sites with each other and with existing residential uses
- orientation of the Engine Sheds site to maximise solar gain.

Strategic Linkages

- Pedestrian, public transport and cycle linkages to the city centre, including integration with the Railway Station Interchange.
- Linkages and enhancement of the water meadows and town path.
- Provision of green links from the east and west of the River Nadder to contribute towards the environmental and ecological aspirations of the Salisbury Vision.
- Incorporation of a central green to act as a focal point and encourage vitality.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a master plan. This master plan will guide the private sector led delivery of the site. The site will also include the need for some site assembly and management of 'decanting' or moving of existing businesses. There is an opportunity for some of the 'dirtier' uses, such as the household recycling centre, to move to the former Imerys quarry site and there are consequently interdependencies. In addition, decant of other uses will be dependent upon other employment sites within this Core Strategy coming forward.

Key delivery milestones, monitoring and review

This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with land owners, agents and prospective developers have encouraged the local planning authority that this site can be brought forward within the first five years.

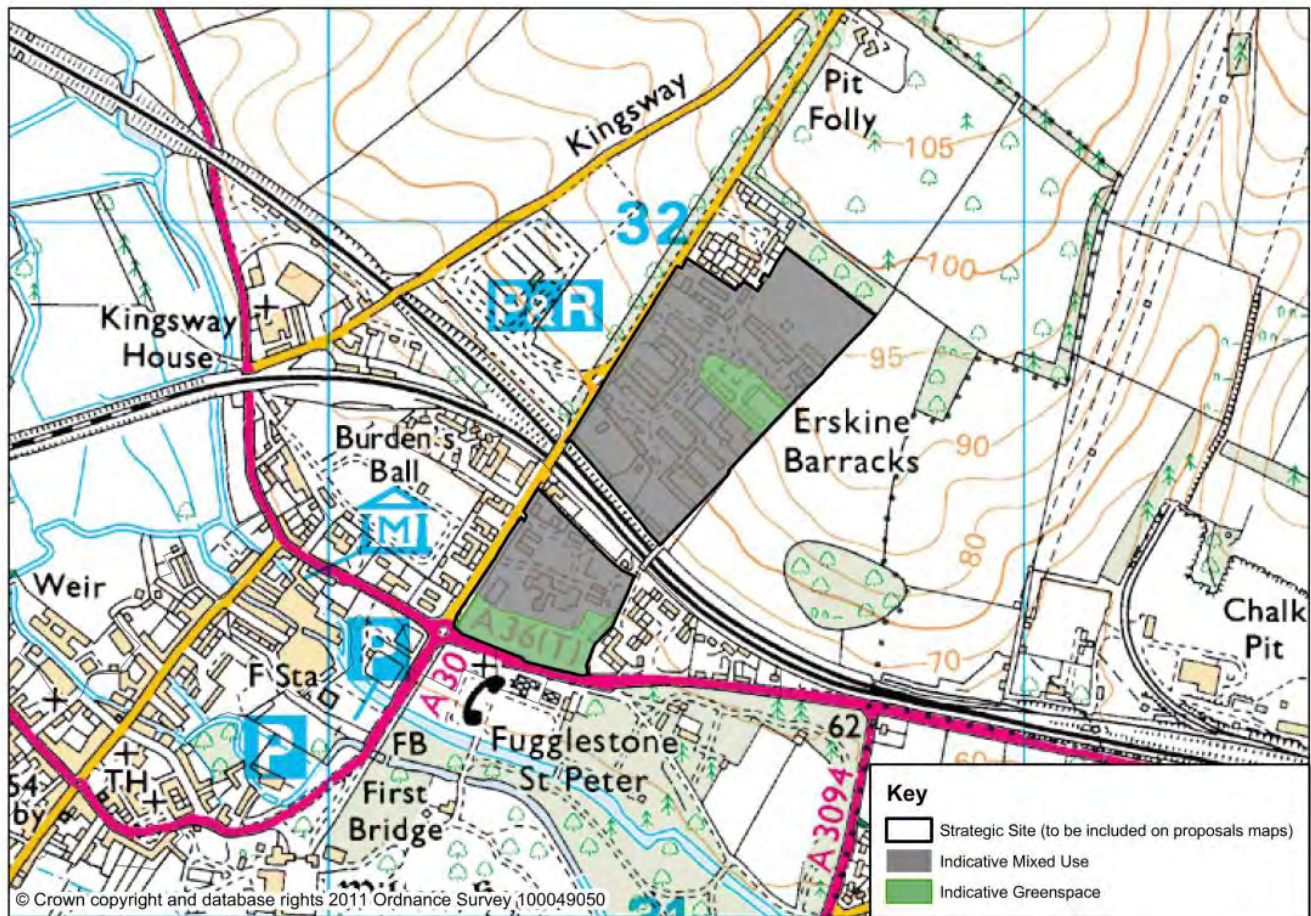
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- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery

- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

UK Land Forces Head Quarters, Wilton



Site Description

This site is situated approximately 0.7 km to the north of the centre of Wilton. It is to the east of The Avenue and the north of the A30 and Wilton Conservation Area. The site is divided into two parts to the south west and north east of a railway embankment. Beyond the A36 at the southern end of the site is Wilton Park (a registered historic park and garden). To the east of the northern part of the site falls there is agricultural land and to the south residential dwellings. The site is currently used for a mixture of military offices and accommodation.

Objectives for the Development

To develop around 450 new homes and a minimum of 3 hectares of employment land to provide a minimum of 1200 jobs, to match those that will be lost due to the military site closing. The development should be of a high quality which delivers an appropriate sense of place in accordance with the south Wiltshire design guide 'Creating Places' in a sustainable location close to Wilton, in a manner which complements the existing community and makes a significant contribution to meeting local housing needs in south Wiltshire, whilst improving the number and range of jobs available in the local area.

Specific issues to be addressed are:

- to replace the employment opportunities lost by the MoD relocation to Andover
- replacing the contribution the MoD jobs make to keeping existing shops and services in Wilton town centre viable

- strategic gap to ensure Wilton retains its independent character and does not become merged with Salisbury
- to deliver a development that conserves and enhances views into and out of the Wilton Conservation Area including Wilton Park and House
- conservation of the historic gateway to Wilton along The Avenue.

Site Constraints

- Potential coalescence between Salisbury and Wilton: a strategic landscape belt to be retained.
- Setting and views to and from Wilton Park and Wilton Conservation Area.
- Existing residential amenity to the east of the southern part of the site.
- Numerous mature trees on the site.
- Potential impact on amenity of noise from the railway that divides the site and the A36 adjoining the southern half of the site.
- Links between the northern and southern parts of the site and to Wilton.
- Proximity to River Nadder (part of River Avon SAC).

Land Uses and Quanta of Development

- Around 450 new dwellings of which 40% will be affordable. The breakdown will be as detailed in Core Policy 10.
- A minimum of 3 hectares of employment land to provide around 1,200 new jobs and to include some startup units.
- New 1 FE primary school and secondary contributions.
- Public open space.

Essential Infrastructure Requirements

Education

1 form entry Primary school and either a secondary contribution or assistance towards construction of new 'Salisbury High School'.

Transportation

Any major infrastructure requirement outcomes identified by the Salisbury Transport Model or subsequent transport assessment and travel plan. New access including improvements to the junction between the A360 and The Avenue and at the A30. A transport assessment which sets out how the modal shift promoted at national and RSS level will be achieved, including improved, bus, cycle and walking routes.

Green Infrastructure

Formal and informal public open space to be provided on site. New woodland, hedges and standard trees to connect retained hedges and woodland and ultimately link River Avon. Improved linkages and contributions towards improvements to Wilton House historic park and garden and links through to proposed Fugglestone Red development. Other essential GI and BAP habitat and species requirements will be determine at or prior to master planning.

Heritage

Site design and massing of buildings enhances views from Wilton Park and the setting of Wilton. Design and massing is sensitive to its location on rising ground. The existing tree belt along the southern road frontage is retained and enhanced as a backdrop to Wilton Park. Lighting does not exceed the height of

the development and is designed to minimise light pollution and sky glow. The open character of the land to the east of the development site is maintained as it also features in views from Little Park. Possible enhancements of The Avenue.

Drainage and Water

No off-site reinforcement required for this redevelopment. Capacity available to serve this level of development. Existing site served by private sewers, on site sewers provided by developers with separate systems of drainage will be required. Off-site surface water disposal to local land drainage systems with attenuated discharge to satisfy PPS25. Off-site foul sewer to agreed point of connection to public sewer system. There is a low probability that downstream improvements will be required and will need to be confirmed by engineering appraisal to confirm the scope and extent of any capacity improvements. Existing railway at the southern boundary may restrict gravity discharge from the site. A contribution towards management and mitigation of phosphate levels in the River Avon SAC and their threat to protected species as well as implementation.

PCT

Financial contribution towards new or improved doctors and dentist surgeries.

Emergency Services

Contributions towards the Fire Service for new or improved fire stations in order to provide a comprehensive and flexible responses to future emergencies.

Community Facilities and Services

Need to deliver a local centre to provide the local access to basic services this area currently lacks.

Renewable Energy

10% renewable energy generated on or near the site.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements and the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted.

Place Shaping Requirements

In addition to the provisions of 'Creating Places' and saved Local Plan policies, master planning of this site needs to specifically address:

- tree planting to protect key views from Wilton Park
- the Avenue to be retained and enhanced
- massing and design of buildings sympathetic to Wilton Conservation Area
- lighting does not exceed the height of the development and is designed to minimise light pollution and sky glow
- show how the new neighbourhood can be integrated into the existing community of Wilton, both residential and commercial and into the built and natural environment
- employment land should not comprise development that will cause a nuisance to the new or existing residents
- the Avenue not to be widened or subject to major road improvements
- a significant green buffer retained between the built up areas of Salisbury and Wilton.

Strategic Linkages

Improved linkages with the built up areas of Wilton, Wilton House historic park and garden and the site at Fugglestone Red.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a Master Plan. This Master Plan will guide the private sector led delivery of the site.

Key delivery Milestones, Monitoring and Review

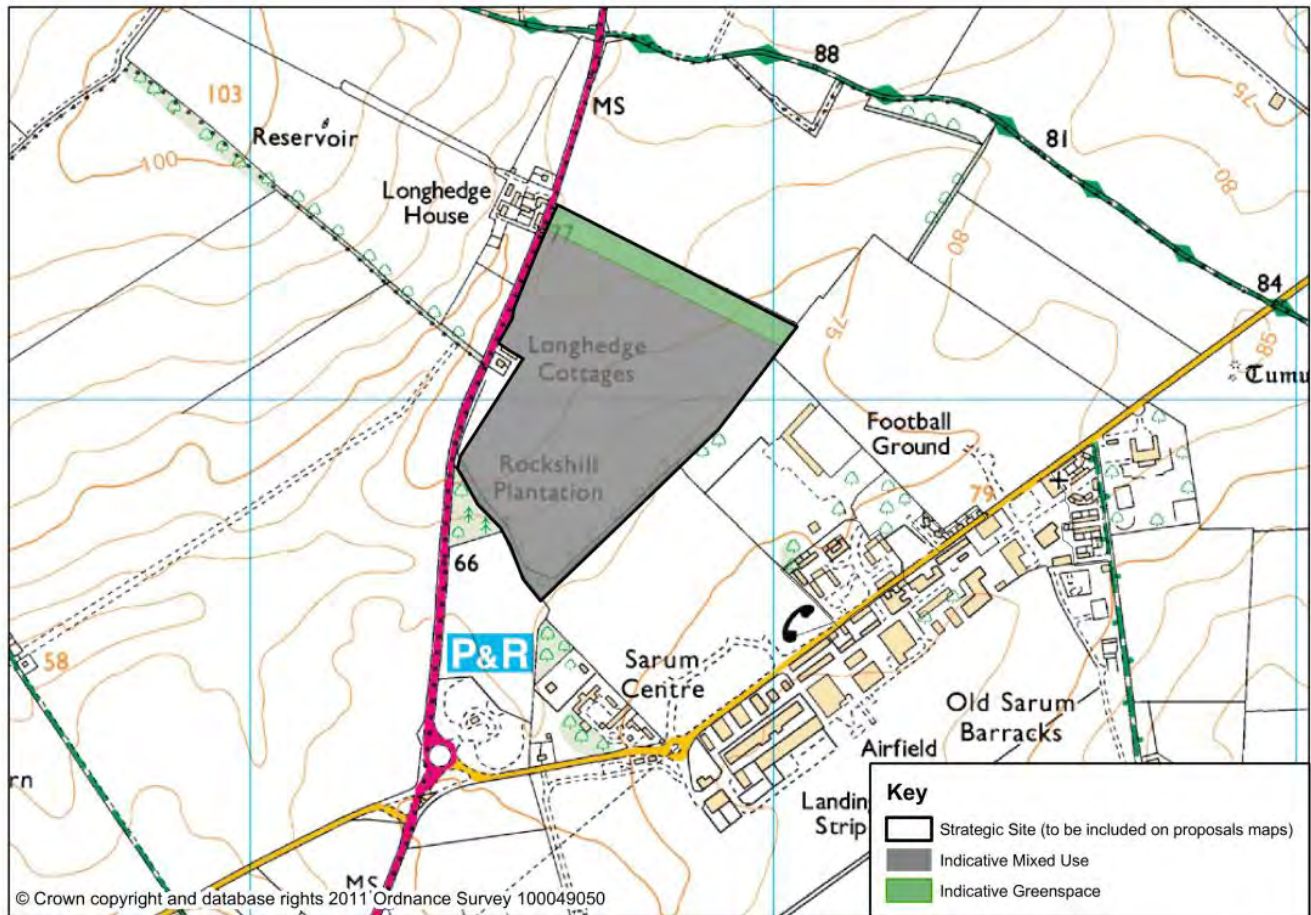
This site has been chosen not only because strategically, environmentally, meeting local needs and consultatively it is a favoured site, but also because of the clear threats that the MoD vacating the site can have on the viability and vitality of Wilton. Early discussions with landowners have indicated to the local planning authority that this site needs to be developed in the first five years of the plan in order to mitigate the potential impacts on Wilton and also to satisfy rules for the disposal of 'Crown' land.

In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Longhedge, Old Sarum, Salisbury



Site Description

The site is located to the north of Salisbury city, to the north east of Old Sarum and the A345. To the south of the site is the Beehive Park and Ride site, largely screened by trees, and a small area of employment land. To the east is an employment site and Old Sarum Airfield, which is a conservation area. To the immediate east is an existing Local Plan allocation site, where detailed planning permission has been granted for 600 dwellings and building has commenced. This site lies to either side of the Salisbury City Football Club stadium.

Objectives for the Development

To develop a housing led mixed use development of 450 dwellings and 8 ha of employment, through a high quality master plan which delivers an appropriate sense of place in accordance with the South Wiltshire Design Guide, 'Creating Places' in a sustainable location, in a manner which complements the existing community and makes a significant strategic contribution to meeting local housing needs of South Wiltshire. Specific issues to be addressed are:

- The introduction of additional dwellings to the Old Sarum area will add a critical mass to secure the delivery and viability of planned and new local facilities to create a more self-contained community based around a neighbourhood centre.
- The provision of employment opportunities for both new investment and decant from Churchfields.

Site Constraints

- Football stadium and airfield noise will need to be mitigated.
- Highways impact on Castle Road and wider area, and associated impact on air quality.
- Impact on setting of Old Sarum SAM and Old Sarum Airfield Conservation Area.
- High potential for unknown archaeology on the site.
- Street lighting designed to minimise light pollution and sky glow.

Land Uses and Quanta of Development

The site comprises approximately 51ha and will accommodate a mix of employment and housing. The site will deliver approximately 450 dwellings of which a minimum of 40% will be affordable. The breakdown will be as detailed in Core Policy 6. Community infrastructure and approximately 8ha of employment land which will include general industrial, office, research and development, storage and distribution, but exclude retail.

Essential Infrastructure Requirements

Education

- 2 form entry primary school and financial contributions for secondary.

Transportation

- Any major infrastructure requirement outcomes identified by the Salisbury Transport Model or subsequent transport assessment and travel Plan. A transport assessment which sets out how the modal shift promoted at national and soon to be abolished RSS level will be achieved, including improved, bus, cycle and walking routes and possible junction improvements at Beehive roundabout, opportunities for links cycle and footpath to Salisbury city centre, Beehive Park and Ride and other strategic sites.
- Implementing measures to prevent overloading of Castle Road and potential contribution to Beehive Park and Ride.
- Contribution to addressing the objectives set out in the Salisbury AQMA.

Green Infrastructure

- Formal and informal public open space to be provided on site.
- Strategic landscape plan required to ensure opportunities to improve views from Old Sarum, through the screening of existing functional buildings.
- The strengthening of existing tree belts at the site.
- Other essential GI and BAP habitat and species requirements will be determined at or prior to master planning.

Flooding

- A flood risk assessment will be required and satisfy the requirements of PPS 25, reference should be made to the Level 1 SFRA.

Drainage and Water

- This should pay particular attention to drainage and the control of surface water by the use of SUDS.
- Engineering assessment of water and foul sewer drainage at the site and potential capacity improvements at Petersfinger sewerage works and potable water capacity.

- Cumulative development within the upstream catchment at Old Sarum, Hampton Park and Longhedge developments will trigger significant works with new relief sewer to ensure that risk from sewer flooding is resolved.
- A contribution towards a management and mitigation of phosphate levels in the River Avon SAC and their threat to protected species as well as its implementation.

PCT

- Financial contribution towards new or improved doctors and dentist surgeries.

Emergency Services

- Contributions towards the fire service for new or improved fire stations in order to provide a comprehensive and flexible responses to future emergencies. Community Facilities and Services: Additional community facilities and services to complement and reinforce the viability of the already planned district centre.

Renewable Energy

- 10% renewable energy generated on or near the site as per RSS policy.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements and the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted

Place Shaping Requirements

In addition to the provisions of 'Creating Places' and saved Local Plan policies, master planning of this site needs to specifically address:

- Density and building height of development will vary in response to the visual sensitivity of different parts of the site allowing a balance between built and 'green areas' with a higher density of development in the southern part of the site through to predominantly 'green / planted areas'. This 'topographical progression' of development would be matched by a 'structural landscape / green infrastructure progression' in order to minimise visual impact and help to maintain an appropriate landscape setting for Old Sarum.
- Retaining and strengthening the landscape elements of the site to inform the layout of development and allowing it to relate, respond and assimilate with the surroundings.
- Embedding the majority of the new development within a newly established network of green corridors and strategic landscaping.
- Ensuring the design responds to a detailed analysis of the historic environment; safeguards key views to and from Old Sarum and; integrates the sites important archaeology.
- Overall building mass is in keeping with the rural setting.
 - i. Key views to and from Old Sarum and impact on the SAM.
 - ii. Show how the new neighbourhood can be integrated into the existing community, both residential and commercial and into the built and natural environment.
 - iii. Employment land should not comprise development that will cause a nuisance to the new or existing residents.

Strategic Linkages

Linkages with the existing allocated site at Old Sarum to ensure that the new communities can integrate and function as one

Delivery Mechanism

This site should be the subject of partnership working towards based on frontloading a master plan to be approved by the Local Planning Authority as part of the planning application process. This master plan will show integration with the existing proposed development of 650 dwellings at Old Sarum.

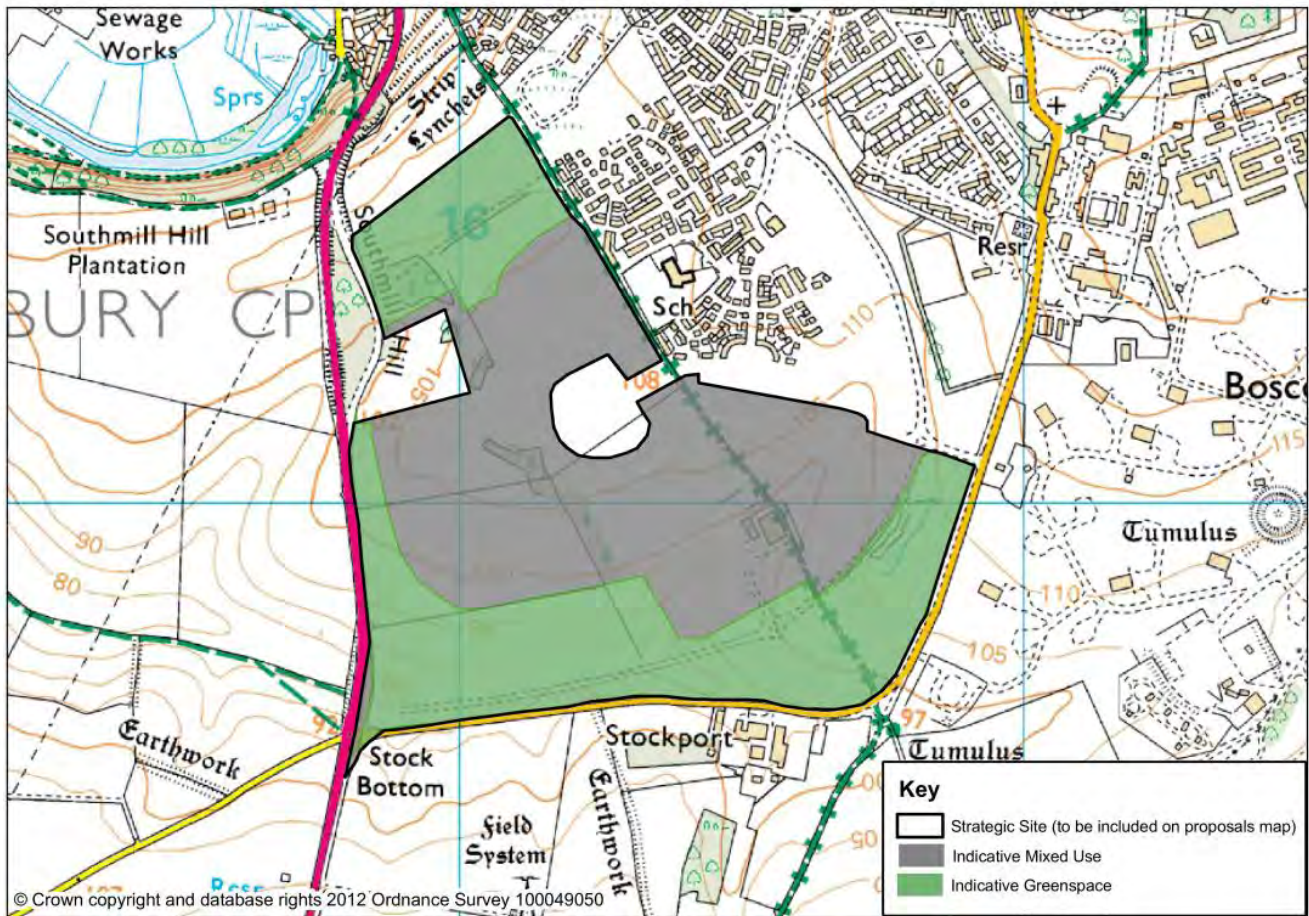
Key delivery Milestones, Monitoring and Review

This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with land owners, agents and prospective developers have encouraged the Local Planning Authority that this site can be brought forward within the first five years. In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

King's Gate, Amesbury



Site Description

The site is located to the south of Amesbury and comprises former agricultural land. The site is bounded by residential development. Agricultural land surrounds the site on the western and southern boundaries, which is in turn bounded by the A345 to the west and Stockport Road to the south and east. There is further open agricultural land beyond Stockport Road and beyond the A345. Former military housing and MoD outdoor sports facilities are located to the east of the site, beyond which lies the Boscombe Down Military Garrison.

Objectives for the Development

To develop 1,300 houses through a high quality development, which delivers an appropriate sense of place in accordance with the south Wiltshire design guide 'Creating Places' in a manner which complements the existing development at Archer's Gate and makes a significant strategic contribution to meeting local housing needs of south Wiltshire. The site master plan should:

- make provision for a new wing of the existing Amesbury Archer primary school
- allocate land for an additional 1 form entry primary school
- ensure any new development respects the scale, setting and form of the existing settlement and appropriate design and mitigation measures are put in place to accommodate new development without significant adverse effects on key views to and from upper chalk downland slopes

- explore the potential to soften visually harsh and abrupt settlements edges in this area through a strong structure of tree and shrub planting and to ensure that the new development does not encroach onto previously identified amenity land, but compliments the Archers Gate Master Plan
- take account of the Special Landscape Area which abuts the western edge of the site and ensure that the built form integrates well with existing natural features. Development would need to ensure a sensitive interface between the natural and man-made setting, and
- make provision for the introduction of local facilities to create a more self-contained community based around the existing Archers Gate neighbourhood centre.

Site Constraints

- Potential impact on the River Avon SAC.
- Possible protected species including badgers, birds, reptiles.
- Existing tree belt.
- Area of Special Archaeological Significance. The strip lynchets to the north west of the site are a Scheduled Ancient Monument.
- Proximity to Boscombe Down military airfield and noise implications.
- Special Landscape Area abutting the western edge of the site.

Land Uses and Quanta of Development

- 1,300 houses of which a minimum of 40% will be affordable. The breakdown will be as detailed in Core Policy 11
- New 1 form entry primary school
- Public Open Space

Essential Infrastructure Requirements

Education

- New wing of existing primary school to be built plus an additional 1 form entry primary school. Secondary contribution to expand Stonehenge School.

Transportation

Any infrastructure requirement outcomes to be identified by the Transport Assessment which will cover the following.

- An updated Transport Model based on updated traffic counts and traffic generation impact assessments on the local network including the links to the site and the town centre.
- An assessment of the effectiveness of the double-mini roundabout on the junction of Underwood Drive and Boscombe Road.
- An assessment of committed development, including the development at Solstice Park.
- The potential development at Boscombe Down.
- A pedestrian and cyclist audit of the link between Byway 20 and the town centre.

Green Infrastructure:

- Formal and informal public open space to be provided on site.
- Site should look to minimise impact on River Avon SAC.
- New chalk grassland habitat in several connected blocks each of minimum 1 ha, located to connect with grassland habitat to south and east.

- New hedgerow planting especially within new chalk grasslands to encourage farmland birds and butterflies.
- New grassland and wood habitat to link this habitat into the landscape, depending on possible future use of this area.
- Other essential GI and BAP habitat and species requirements will be determined at or prior to master planning.

Drainage and Water

- A contribution is required towards a management and mitigation plan to address phosphate levels in the River Avon SAC catchment and the threat to protected species as well as its implementation.

PCT

- Possible provision of land or financial contribution towards new or improved doctors and dentist surgeries.

Emergency Services

- Contribution to the provision of a new community fire station or improvements to existing facilities in order to provide a comprehensive and flexible responses to future emergencies.

Community facilities

- Additional facilities and services to complement and reinforce the viability of the already planned district centre.

Renewable Energy

- 10% renewable energy generated on or near the site as per RSS policy.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements and the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted.

Place Shaping Requirements

In addition to the provisions of 'Creating Places' and saved Local Plan policies, the master plan should:

- ensure the built form integrates well with existing natural features
- ensure that building design and massing respect the edge of settlement location
- show how the new development will integrate with earlier phases of development at Archers Gate
- take account of the adopted design code
- development to be set back from the northern boundary and limited in height to two storeys to protect views from the designed parkland at Amesbury Abbey and water meadows and limited any adverse impact to the setting of the Stonehenge World Heritage Site
- strategic landscape buffer to the north of the site to minimise the landscape impact of development
- retain, strengthen and extend existing tree screens to the north of the site
- lighting not to exceed the height of the development and designed to minimise light pollution and skyglow, and
- appropriate design and mitigation response of the important archaeology identified by a programme of evaluation

Strategic Linkages

Linkages with the existing allocated site at Archers Gate to ensure that the new communities can integrate and function as one.

Delivery Mechanism

The site should be the subject of partnership between private and public sector based on frontloading a master plan. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

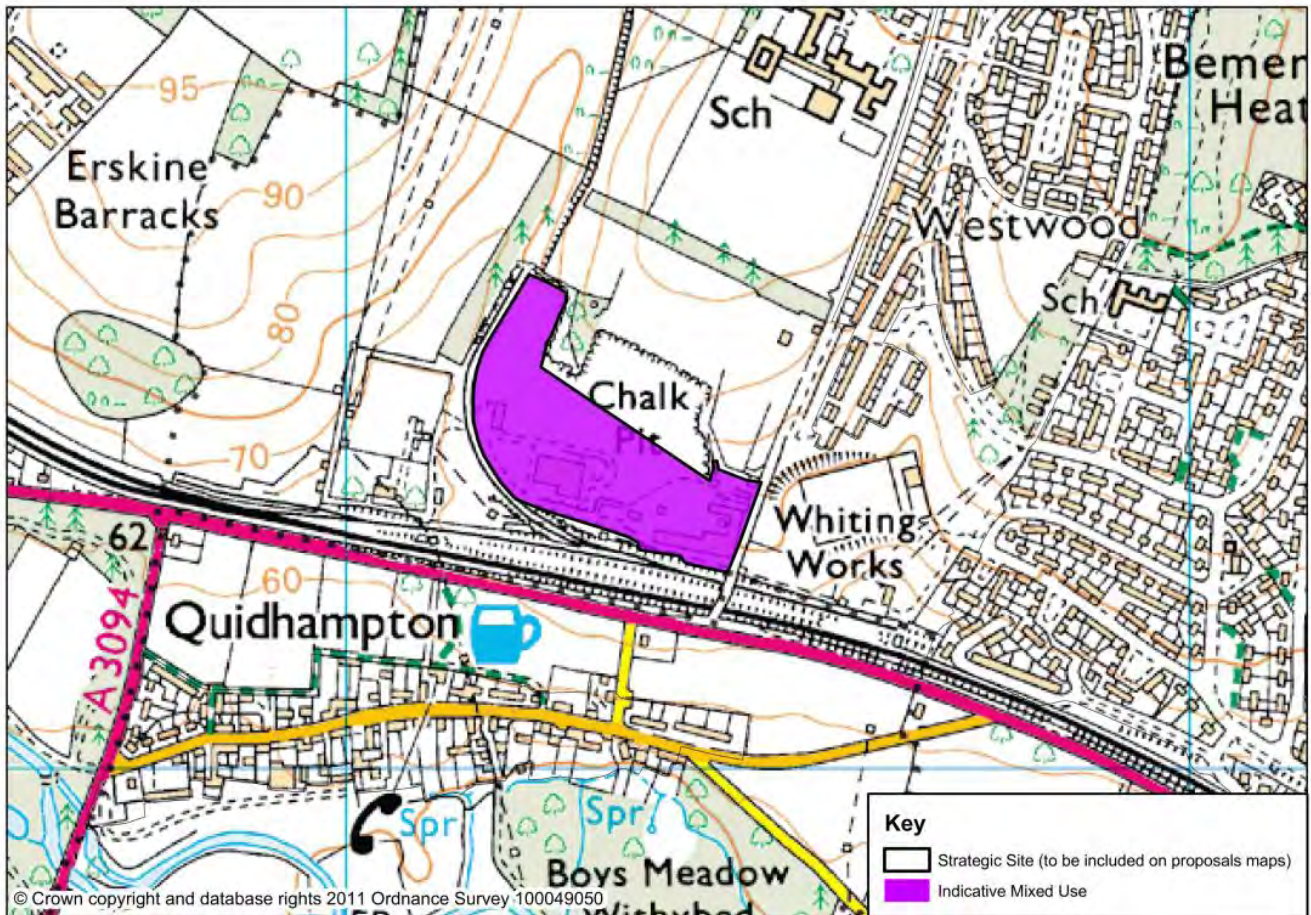
This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with land owners, agents and prospective developers have encouraged the Local Planning Authority that this site can be brought forward within the first five years.

In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery
- using the Council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the Council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Former Imerys Quarry, Salisbury



Site Description

The Imerys site is located between Wilton and Salisbury, immediately north of the A36 and the railway line. To the north of the site is an existing secondary school (Salisbury High School) and to the east is recreation space. It falls partly within the Larkhill and Winterbourne Chalk Downland Landscape Character Area and is in a slightly elevated position with the natural ground level sloping in a south westerly direction.

Objectives for the Development

To develop 4 ha of employment land through a high quality development which delivers a sense of place in accordance with the South Wiltshire Design Guide, 'Creating Places' in a sustainable location close to Salisbury whilst making the efficient use of previously developed land.

Specific issues to be addressed are:

- restoration of the site
- to delivery a development which conserves and in places enhances the natural environment.

Site Constraints

- Impact on River Avon SAC.

- Possible protected species.
- Cliff face between the quarry and secondary school.
- Areas of chalk pit and settling pools are undevelopable.
- Access currently gained from A36 over the railway, however railway bridge is narrow and possibly inappropriate for more intensive traffic use.
- Potential coalescence between Salisbury and Wilton.
- Retention of railway sidings.
- Salisbury Air Quality Area on Wilton Road.
- No water supply mains close to this development. Development at this site will require off-site connecting supply main from agreed point on the existing network.
- There is no recorded public surface water sewer system in this area. No surface water discharges will be permitted to foul sewer.

Land Uses and Quanta of Development

- 4 ha of employment land

Essential Infrastructure Requirements

Transportation

- Development will be permitted if it can be demonstrated that the operation and highway safety of the A36 is not compromised, non-motorised users can safely access and egress the site, and that suitable sustainable transport options exist for users OR through the completion of a transport assessment and travel plan a package of suitable mitigation measures is identified, agreed with the Highways Agency and implemented prior to operation of the site.

Green Infrastructure

- Site should look to minimise impact on River Avon SAC.
- Potential for undevelopable areas to create additional habitat.
- Other essential GI and BAP habitat and species requirements will be determined at or prior to master planning.

Drainage and Water

- Development at this site will require off site connecting supply main from agreed point on the existing network.
- On-site sewers provided by developers with separate systems of drainage, limited spare capacity available in local foul network.
- Off-site link sewer to agreed point of connection subject to engineering appraisal.
- Network modelling to confirm the scope and extent of capacity improvements to downstream network.
- A contribution towards a management and mitigation of phosphate levels in the River Avon SAC catchment and the threat to protected species as well as its implementation.

Emergency Services

- Contribution to the provision of a new community fire station or improvements to existing facilities in order to provide a comprehensive and flexible responses to future emergencies.

Renewable Energy

- 10% renewable energy generated on or near the site as per RSS policy.

These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements until the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach is adopted.

Place Shaping Requirements

In addition to the provisions of 'Creating Places' and saved Local Plan policies, master planning of this site needs to specifically address:

- care will have to be taken to ensure the built form integrates well with existing natural features, as well as the proposed development to the north and the existing development to the east
- archaeological investigations are undertaken prior to finalisation of the site design with the design responding to finds, as required by English Heritage
- the tree screen is retained between the development and the road, helping screen views from Wilton Park and providing a green break between the built up areas of Wilton and Salisbury
- visibility splays at the entrance do not require major tree loss
- development is shelved within the chalk pit and does not exceed the height of the current development on site (which is not visible in views from Wilton Park), and
- lighting is low level and does not intrude above the height of the tree screen and is designed to minimise skyglow.

Strategic Linkages

Linkages with the allocated site Fugglestone Red and existing development to the east of the site so that the new employment community can integrate with the existing.

Delivery Mechanism

The site should be the subject of partnership between private and public sector based on frontloading a master plan. This master plan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

This site has been chosen not only because strategically it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with land owners have encouraged the Local Planning Authority that this site can be brought forward within the first 5 years.

In order to expedite the delivery of development within this period the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application within 18 months of the date of adoption of the Core Strategy. This work should include master planning, community engagement and progress on the necessary assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery

- using the Council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community, and
- as a last resort, if the Council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council within two years to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Appendix B: List of topic papers

In order to identify the challenges that Wiltshire faces and to demonstrate that the proposals in this strategy are truly deliverable, a detailed collation, production and scrutiny of evidence has been used. A detailed collation of this evidence is provided in the series of Topic Papers, which support this strategy.

Topic Paper 1: Climate Change

Topic Paper 2: Housing

Topic Paper 3: Settlement Strategy

Topic Paper 4: Rural Signposting Tool

Topic Paper 5: Natural Environment

Topic Paper 6: Retail

Topic Paper 7: Economy

Topic Paper 8: Infrastructure and Planning Obligations

Topic Paper 9: Built and Historic Environment

Topic Paper 10: Transport

Topic Paper 11: Green Infrastructure

Topic Paper 12: Site Selection Process

Topic Paper 13: Military Issues

Topic Paper 14: Building Resilient Communities

Topic Paper 15: Housing Requirement Technical Paper

Topic Paper 16: Gypsy and Travellers

Appendix C: Housing trajectory

Housing trajectory for the Wiltshire Core Strategy

The housing trajectory for Wiltshire illustrates the expected delivery rate of net dwellings. It demonstrates how the proposed housing requirement could be achieved.

From 2006 to 2011, a total of 10,393 net dwellings (including gypsy and traveller pitches) have been constructed, leaving a remainder of 26,607 to be delivered across the remainder of the plan period.

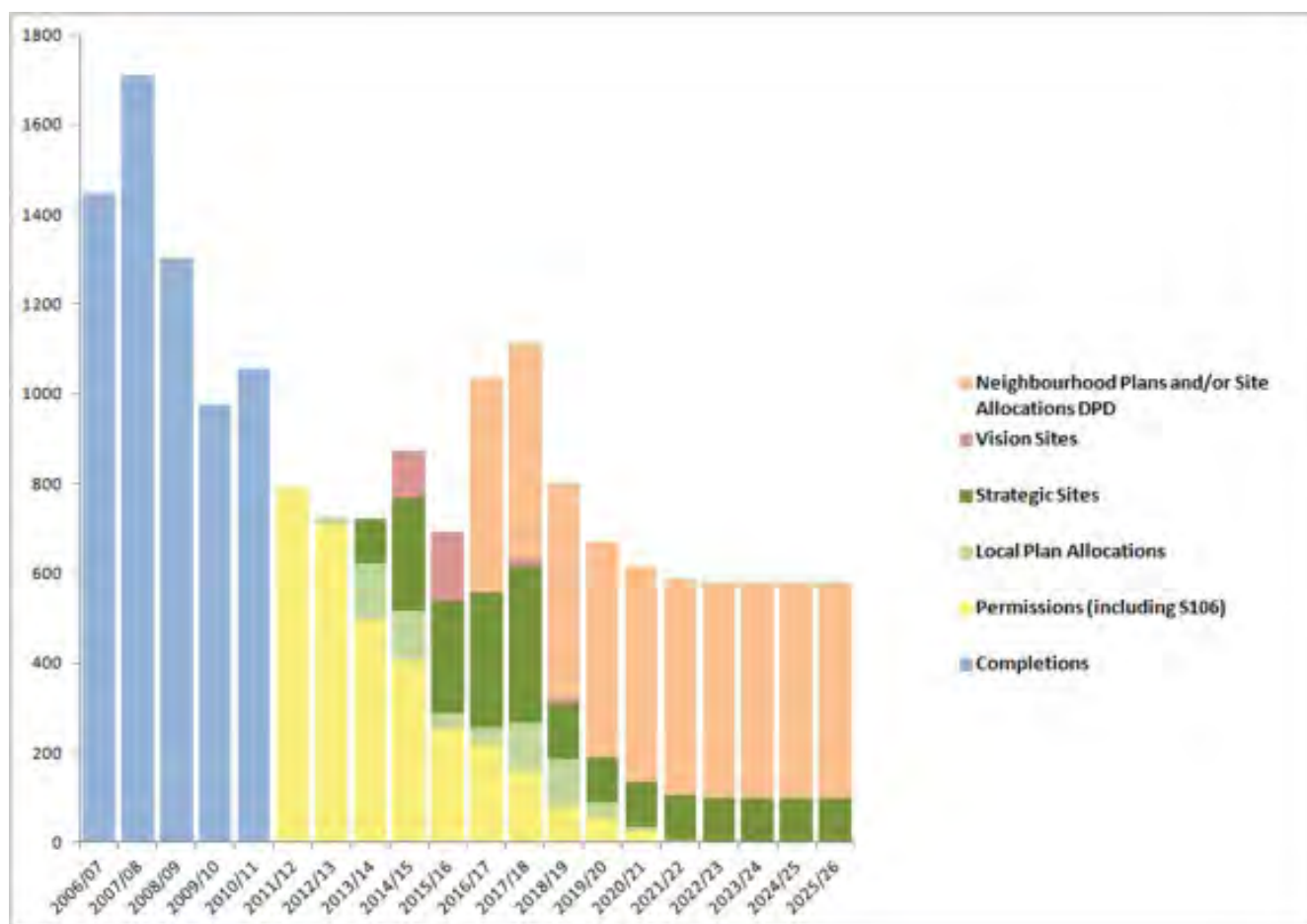
The 'Annual Requirement' line represents the annualised housing requirement for Wiltshire from 2006 to 2026. The expected delivery from specific sites are broken down into:

- permitted sites including those subject to a S106 agreement
- saved former Local Plan allocations
- proposed strategic sites and
- an allowance for the sites included as part of the Chippenham Vision.

The contribution from these sources of supply total 20,949, which reduces the remainder to be identified to 5,658.

The 'Neighbourhood plans and/or site allocations DPD' bar represents the projected delivery from sites which are not formally identified. These sites will be progressed through either the neighbourhood planning process (as detailed within the Localism Act) or a site allocations DPD, in order to ensure that appropriate sustainable development occurs. They will primarily comprise of sites that are identified in the SHLAA for Wiltshire which identifies approximately 61,000 dwellings (beyond those included above and excluding those to the west of Swindon) that could be delivered by 2026.

Figure C.1 Housing trajectory for the Wiltshire Core Strategy



Previously developed land housing trajectory for the Wiltshire Core Strategy

This housing trajectory for Wiltshire illustrates the expected delivery rate of net dwellings on previously developed land (PDL). It demonstrates how PDL sites could come forward over the plan period.

From 2006 to 2011, a total of 10,378 net dwellings (including gypsy and traveller pitches) have been constructed, of these 6,485 have been on PDL sites (62%). The Wiltshire Core Strategy sets an indicative minimum of 35% of all new development on PDL sites, which requires that a further 9,318 dwellings are built on such sites.

The expected delivery from specific PDL sites are broken down into:

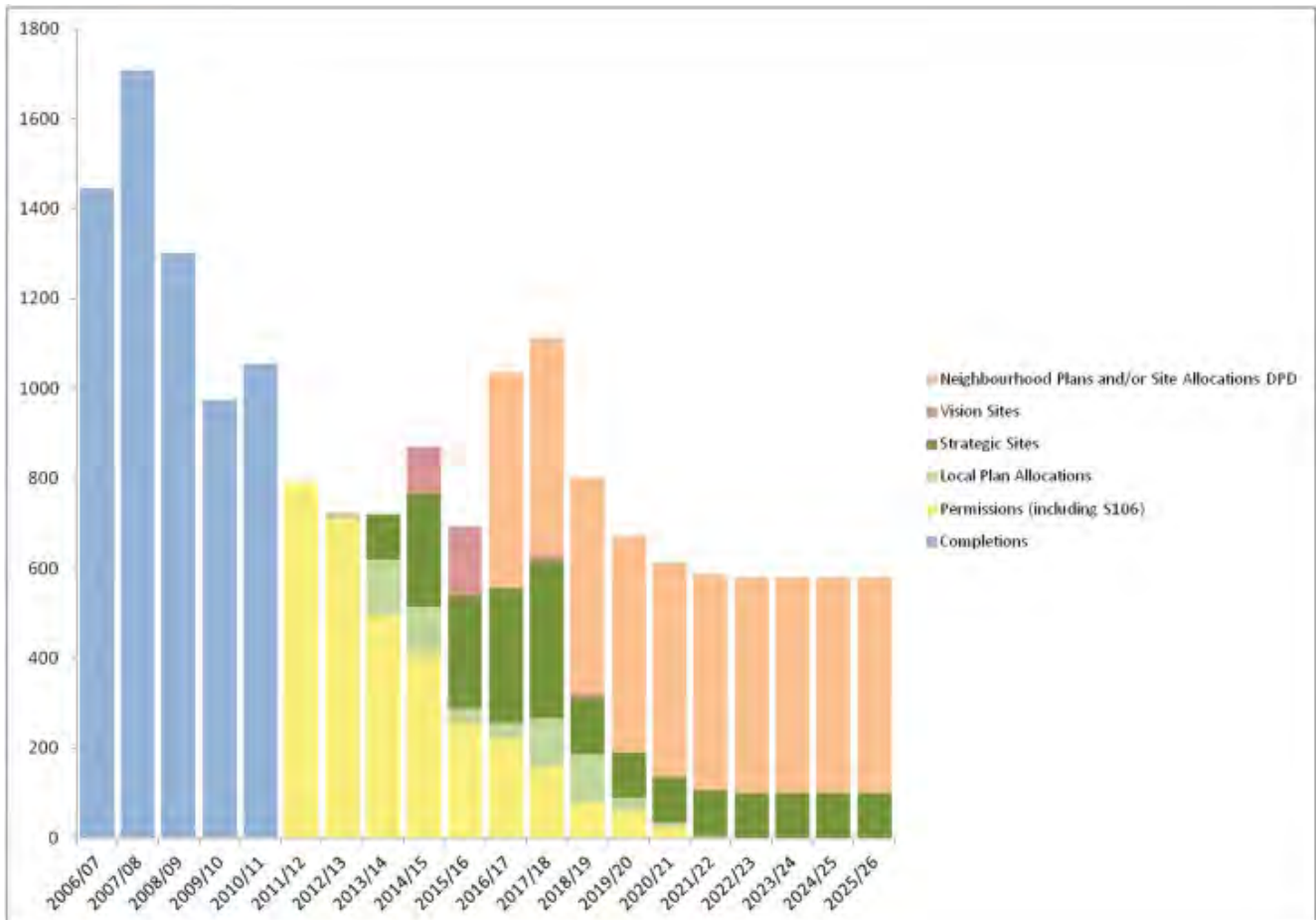
- permitted sites including those subject to a S106 agreement
- saved former Local Plan allocations
- proposed strategic sites, and
- an allowance for the sites included as part of the Chippenham Vision.

The contribution from these sources of supply total 6,143, which reduces the remainder to be identified to 3,175.

The 'Neighbourhood plans and/or site allocations DPD' bar represents all PDL sites that have been identified within the SHLAA (beyond those counted above) which total 4,802 dwellings. These sites will be progressed through either the neighbourhood planning process (as detailed within the Localism Act) or a Site Allocations

DPD, in order to ensure that appropriate sustainable development occurs. The trajectory below therefore presents the maximum delivery of known PDL sites, and exceeds the indicative minimum requirement of 35% (accounting for 47%).

Figure C.2 Previously developed land housing trajectory for the Wiltshire Core Strategy



Appendix D: Saved policies and policies replaced

List of existing policies to be saved or replaced by the Wiltshire Core Strategy

Saved policies that follow relate to the former District Council Local Plans, West Wiltshire Leisure and Recreation Development Plan Document, and South Wiltshire Core Strategy.

The position with regard to the Wiltshire and Swindon Structure Plan 2016 is as follows:

Under the transitional arrangements of Section 8 of the Planning And Compulsory Purchase Act 2004, the Secretary of State directed that the majority of the Wiltshire and Swindon Structure Plan 2016 policies be saved beyond the transition period that ended on 31st March 2009. Under Section 109 (5) of The Localism Act the Secretary of State may by order revoke the whole or any part of a direction under paragraph 1(3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004 (directions preserving development plan policies) if and so far as it relates to a policy contained in a structure plan. It is expected that such revocation will occur before the adoption of both the Wiltshire and Swindon Borough Core Strategies. If in the unlikely event such revocation has not been issued by the time of adoption the Core Strategies then all the remaining Structure Plan Policies will be superseded by the respective Core Strategy depending on the geographical extent of the policy. Until either revocation of the saved Structure Plan policies or adoption of the Core Strategy, the Wiltshire and Swindon Structure Plan 2016 remains part of the respective Development Plan of the two local planning authorities.

Where the saved policies are to be replaced or will not be saved within the Core Strategy, the proposals maps will be amended accordingly.

| Existing policy | To be replaced by WCS or continue to save? |
|--|---|
| Kennet District Local Plan - Adopted April 2004 | |
| PD1 Development & Design | Replaced by CP57 (Ensuring high quality design and place shaping). |
| HC1 Strategic housing provision | Replaced by CP1 (Settlement Strategy), CP2 (Delivery Strategy) and the Area Strategies. |
| HC2 Housing allocations | <p>Do not continue to save the following allocations:</p> <ul style="list-style-type: none"> ● Quakers Walk, Devizes (230 dwellings) – site is already under development ● Roundway Mill, Devizes (30 dwellings) – built out ● Former Le Marchant Barracks, Devizes (50 dwellings) – built out ● Naughton Avenue, Devizes (100 dwellings) – site is already under development ● Chopping Knife Lane, Marlborough (150 dwellings) – site is already under development ● Pewsey Hospital Phase II (110 dwellings) – built out |

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| | <p>Continue to save the following allocations:</p> <ul style="list-style-type: none"> • The North Gate/Wharf/Devizes Hospital (150 dwellings) • Garden Centre, Granby Gardens, Ludgershall (130 dwellings) • Broomcroft Road/Avonside area, Pewsey (30 dwellings) • North East Quadrant, Tidworth (150 dwellings) |
| HC5 Net housing density | Replaced by CP57 (Ensuring high quality design and place shaping). |
| HC6 Efficient use of land | Replaced by CP57 (Ensuring high quality design and place shaping). |
| HC7 Housing layout | Replaced by CP57 (Ensuring high quality design and place shaping). |
| HC9 Quakers Walk | Do not continue to save. Permitted development under construction. |
| HC10 The North Gate, the Wharf and Devizes Hospital | Continue to save. |
| HC11 Devizes Hospital | Continue to save. |
| HC12 Roundway Mill | Do not continue to save. Development complete. |
| HC13 Former Le Marchant Barracks | Do not continue to save. Development complete. |
| HC14 Naughton Avenue, Devizes | Do not continue to save. Site is already under development. |
| HC15 Chopping Knife Lane | Do not continue to save. Permitted development under construction. |
| HC16 Garden Centre, Granby Gardens | Continue to save. |
| HC17 Pewsey Hospital Phase II | Do not continue to save. Development complete. |
| HC18 Broomcroft Road/Avonside area | Continue to save. |
| HC19 North East Quadrant | Continue to save. |
| HC20 Old Rectory/Portando House | Do not continue to save. Development complete. |
| HC22 Villages with a range of facilities | Replaced by CP1 (Settlement Strategy) and CP2 (Delivery Strategy). |

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| HC23 Housing in Avebury | Replaced by CP1 (Settlement Strategy) and CP2 (Delivery Strategy). |
| HC24 Villages with limited facilities | Replaced by CP1 (Settlement Strategy) and CP2 (Delivery Strategy). |
| HC25 Replacement of existing dwellings | Continue to save. |
| HC26 Housing in the countryside | Replaced by CP1 (Settlement Strategy), CP2 (Delivery Strategy) and CP48 (Supporting rural life). |
| HC28 Affordable homes target | Replaced by CP43 (Providing affordable homes). |
| HC29 Definition of affordable housing | Replaced by CP43 (Providing affordable homes). |
| HC30 Affordable Housing on Large Sites | Replaced by CP43 (Providing affordable homes). |
| HC31 Integration of affordable housing | Replaced by CP43 (Providing affordable homes). |
| HC32 Affordable Housing Contributions in Rural Areas | Replaced by CP43 (Providing affordable homes) and CP44 (Rural exceptions sites). |
| HC33 Rural Exceptions Policy | Replaced by CP44 (Rural exceptions sites). |
| HC34 Recreation provision on large housing sites | Continue to save. |
| HC35 Recreation provision on small housing sites | Continue to save. |
| HC37 Demand for Education | Continue to save. |
| HC38 New Primary School in Devizes | Do not continue to save. Permitted development. |
| HC42 Additional social & community needs | Replaced by CP3 (Infrastructure requirements). |
| HC45 Gypsy sites | Replaced by CP47 (Meeting the needs of Gypsies and Travellers). |
| ED1 Strategic employment allocations | Do not continue to save. General allocations policy which is no-longer needed. |
| ED3 Nursted Road, Devizes | Continue to save. |
| ED4 Hambleton Avenue, Devizes | Do not continue to save. The employment potential has been eroded and the remaining area could not be classed as a strategic site. |
| ED5 Marlborough Road, Pewsey | Continue to save. |

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| ED7 Protect strategic employment sites | Replaced by CP35 (Existing employment sites). |
| ED8 Employment development on unallocated sites | Replaced by CP34 (Additional employment land). |
| ED9 Rural employment locations | Replaced by CP34 (Additional employment land). |
| ED10 Employment development within or on the edge of villages | Replaced by CP34 (Additional employment land). |
| ED11 Employment Development in Avebury | Replaced by CP34 (Additional employment land) and CP59 (The Stonehenge, Avebury and associated sites World Heritage Site and its setting). |
| ED12 Protecting employment and within villages | Replaced by CP35 (Existing Employment sites) and CP39 (Tourist development). |
| ED13 Protecting employment and tourism uses on the edge of villages | Replaced by CP35 (Existing Employment sites) and CP39 (Tourist development) and CP48 (Supporting rural life). |
| ED16 Farm shops | Replaced by CP48 (Supporting rural life). |
| ED17 Town centre development | Replaced by CP58 (Ensuring the conservation of the historic environment) and CP38 (Retail and leisure). |
| ED18 Prime shopping areas | Continue to save. |
| ED19 Devizes and Marlborough Town Centres | Continue to save. |
| ED20 Retail Dev't in Devizes Town Centre | Continue to save. |
| ED21 The North gate, The Wharf and Devizes Hospital | Continue to save. |
| ED22 Lower Wharf, Devizes | Continue to save. |
| ED24 New development in service centres | Continue to save. |
| ED28 Shopping facilities in rural areas | Replaced by CP48 (Supporting rural life). |
| ED29 Retention of social & community uses | Replaced CP49 (Protection of services and community facilities). |
| AT1 Transport appraisal process | Replaced by CP61 (Transport and development) and CP62 (Development impacts on the transport network). |
| AT9 Motor vehicle parking standards | Replaced by CP64 (Demand management). |
| AT10 Developer contributions | Replaced by CP3 (Infrastructure requirements) and CP61 (Transport and development). |

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| AT18 Intermodal freight facilities | Replaced by CP65 (Movement of goods). |
| AT24 Riverside walks in Marlborough and Pewsey | Continue to save. |
| AT25 A342 –A3026 Western Link Road | Continue to save. |
| NR3 Local sites | Replaced by CP50 (Biodiversity and Geodiversity). |
| NR4 Nature conservation outside designated sites | Replaced by CP50 (Biodiversity and Geodiversity). |
| NR6 Sustainability and protection of the countryside | Replaced by CP1 (Settlement Strategy) and CP2 (Delivery Strategy). |
| NR7 Protection of the landscape | Replaced by CP51 (Landscape). |
| NR19 Renewable energy proposals | Replaced by CP42 (Standalone Renewable Energy Installations). |
| HH1 Protection of archaeological remains | Replaced by CP58 (Ensuring the conservation of the historic environment). |
| HH3 Avebury World Heritage Site | Replaced by CP59 (The Stonehenge, Avebury and associated sites World Heritage Site and its setting). |
| HH10 Areas of minimum change | Replaced by CP57 (Ensuring high quality design and place shaping). |
| HH11 Marlborough area of special quality | Replaced by CP57 (Ensuring high quality design and place shaping). |
| TR2 Facilities for boat users on the Kennet and Avon Canal | Continue to save. |
| TR4 Permanent off-channel boating facilities at Martinslade/ Upper Foxhangers | Do not continue to save. Already complete. |
| TR6 Tourist facilities in the Avebury World Heritage Site | Continue to save. |
| TR7 Facilities for visitors to Avebury | Continue to save. |
| TR8 Visitor accommodation in the Avebury World Heritage Site | Continue to save. |
| TR9 Car parking in Avebury World Heritage Site | Continue to save. |
| TR17 Existing Outdoor Sport & Recreation Facilities | Continue to save. |
| TR20 Protection of allotments | Continue to save. |

North Wiltshire Local Plan 2011-Adopted June 2006

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|---|---|
| C1 Sustainability Core Policy | Replaced by CP1 (Settlement Strategy) and CP57 (Ensuring high quality design and place shaping). |
| C2 Community Infrastructure Core Policy | Replaced by CP3 (Infrastructure requirements). |
| C3 Development Control Core Policy | Replaced by CP57 (Ensuring high quality design and place shaping). |
| C4 Business Development Core Policy | Replaced by CP35 (Existing employment sites). |
| NE1 Western Wiltshire Green Belt | No longer required. Repeats PPG2 (Greenbelts)/draft NPPF. However GB boundary must be shown on proposals map. |
| NE4 Areas of Outstanding Natural Beauty | Continue to save. |
| NE5 Nature Conservation Sites of International Importance | No longer required. Repeats national policy / legislation. |
| NE6 Nature Conservation Sites of National Importance | No longer required. Repeats national policy / legislation. |
| NE7 Nature Conservation Sites of Local Importance | Replaced by CP50 (Biodiversity and Geodiversity). |
| NE8 Nature Conservation Sites in the Cotswold Water Park | Replaced by CP50 (Biodiversity and Geodiversity). |
| NE9 Protection of Species | No longer required. Repeats national policy / legislation. |
| NE10 Managing Nature Conservation Features | Replaced by CP50 (Biodiversity and Geodiversity). |
| NE11 Conserving Biodiversity | Replaced by CP50 (Biodiversity and Geodiversity). |
| NE12 Woodland | Continue to save. |
| NE13 The Great Western Community Forest | Replaced by CP52 (green infrastructure). |
| NE14 Trees and the control of new development | Continue to save. |
| NE15 The landscape character of the countryside | Replaced by CP51 (Landscape). |
| NE16 Renewable energy | Replaced by CP42 (Standalone Renewable Energy Installations). |
| NE17 Contaminated land | Replaced by CP56 (Contaminated land). |
| NE18 Noise and pollution | Continue to save. |

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| NE19 Ministry of Defence land | Replaced by CP37 (Re-use of military establishments). |
| NE20 Re-use of military establishments in the countryside | Replaced by CP37 (Re-use of military establishments). |
| HE1 Development in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| HE2 Demolition in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| HE3 Historic Parks and Gardens | Replaced by CP58 (Ensuring conservation of the historic environment). |
| HE4 Development, demolition or alterations involving listed buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| HE5 Scheduled Ancient Monuments and nationally important features | Replaced by CP58 (Ensuring conservation of the historic environment). |
| HE6 Locally important archaeological sites | Replaced by CP58 (Ensuring conservation of the historic environment). |
| HE7 Enabling development – historic environment | Replaced by CP58 (Ensuring conservation of the historic environment). |
| HE8 Archaeological evaluation | Replaced by CP58 (Ensuring conservation of the historic environment). |
| T1 Minimising the need to travel | Replaced by CP60 (Sustainable transport) and CP61 (Transport and development). |
| T2 Transport Assessment and Travel Plans | Replaced by CP61 (Transport and development). |
| T3 Parking | Replaced by CP64 (Demand management). |
| T4 Cycling, Walking and Public Transport | Replaced by CP61 (Transport and development). |
| T5 Safeguarding | Continue to save. |
| H1 Required level of residential development | No longer relevant. Refers to period 1991-2011. |
| H2 Allocated residential sites | Do not save the following allocations: <ul style="list-style-type: none"> ● Works Site, Pound Mead/Valley Road, Corsham (20 dwellings) – site is already under development. ● Works Site, Pound Mead, Corsham (20 dwellings) – site is already under development. |

- Cattlemarket Site, Cocklebury Road, Chippenham (as part of a mixed use scheme) (150 dwellings) - site is largely developed, remainder expected to be developed in coming years.
- Flowers Site, Wood Lane, Chippenham (as part of a mixed use scheme) (50 dwellings) – built out.
- Works Site, The Forty, Cricklade (12 dwellings) – site is already under development.
- Outdoor Swimming Pool, Malmesbury (18 dwellings) – built out.
- The Elms, Green Lane, Sherston (12 dwellings) – built out.
- Former St Ivel Site, Wootton Bassett (as part of a mixed use scheme) (280 dwellings) – site is already under development.
- Filands School, Malmesbury (140 dwellings) – built out.
- Springfield School, Calne (110 dwellings) - the school is not intended to be closed and so is undeliverable for housing.
- Goldney Avenue, Chippenham (60 dwellings) – built out.
- Primary School, Tetbury Hill, Malmesbury (30 dwellings) – built out.

Continue to save the following allocations:

- Quemerford House and Land, Calne (16 dwellings)
- Lower Quemerford Mill, Calne (12 dwellings)
- Works, Cocklebury Road, Chippenham (as part of a mixed use scheme) (66 dwellings)
- Foundary Lane, Chippenham (as part of a mixed use scheme) (250 dwellings)
- Land at Preston Lane, Lyneham (15 dwellings)
- AB Carter Haulage Contractors, 14 Happy Land, Ashton Keynes (11 dwellings)
- Brook Farm, Great Somerford (30 dwellings)
- Chicken Factory, Sutton Benger (60 dwellings as part of a mixed use development)

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| | <ul style="list-style-type: none"> • Rugby Club, Stoneover Lane, Wootton Bassett (100 dwellings) • Station Road, Calne (100 dwellings) |
| H3 Residential development within framework boundaries | Replaced by CP1 (Settlement Strategy) and CP2 (Delivery Strategy). |
| H4 Residential development in the open countryside | Continue to save. |
| H5 Affordable housing in urban areas | Replaced by CP43 (Providing affordable homes). |
| H6 Affordable housing in rural areas | Replaced by CP43 (Providing affordable homes). |
| H7 Affordable housing on rural exception sites | Replaced by CP44 (Rural exceptions sites). |
| H8 Residential extensions | Replaced by CP57 (Ensuring high quality design and place shaping). |
| H9 Gypsy sites | Replaced by CP47 (Meeting the needs of Gypsies and Travellers). |
| BD1 Employment land | <p>Do not save the following allocations:</p> <ul style="list-style-type: none"> • Hunters Moon, Chippenham (5 ha) – not deliverable for employment • Cocklebury Road, Chippenham (as part of a mixed use scheme) (2.5 ha) – built out • Littlefields (Bath Road), Chippenham (13.2 ha) – built out • Braydon Lane, Cricklade (2.7 ha) – built out • Brickworks, Purton (3.1 ha) – built out • Interface Business Park, Wootton Bassett (1.85 ha) – built out • Former St Ivel Site, Wootton Bassett (as part of a mixed use scheme) (3 ha) – built out • East of Leafield Industrial Estate, Corsham (3.29 ha) – no need for allocation <p>Continue to save the following allocations:</p> <ul style="list-style-type: none"> • East of Beversbrook Farm and Porte Marsh Industrial Estate, Calne (4.4 ha) • Garden Centre, Malmesbury (3.9 ha) • Land to the North of Tetbury Hill, Malmesbury (1 ha) • Templars Way, Wootton Bassett (3.44 ha) |

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| BD2 Safeguarding existing business uses | Replaced by CP35 (Existing employment sites). |
| BD3 Business development on unallocated sites | Replaced by CP34 (Additional employment land). |
| BD4 Business development within or on edge of villages | Replaced by CP34 (Additional employment land). |
| BD5 Rural business development | Replaced by CP34 (Additional employment land) and CP48 (Supporting rural life). |
| BD6 Re-use of rural buildings | Replaced by CP48 (Supporting rural life). |
| BD7 Farm diversification | Replaced by CP34 (Additional employment land) and CP48 (Supporting rural life). |
| BD9 Signs and advertisements | Replaced by CP57 (Ensuring high quality design and place shaping). |
| R1 Town centre primary frontage areas | Continue to save. |
| R2 Town centre secondary frontage areas | Continue to save. |
| R3 Retail designations | Replaced by CP9 (Chippenham Central Areas of Opportunity). |
| R4 Proposals outside town centre primary and town centre secondary frontage areas | Replaced by CP38 (Retail and Leisure). |
| R5 Local shops and services | Replaced by CP38 (Retail and Leisure) and CP48 (Supporting rural life). |
| R6 Existing local shops and services | Replaced by CP49 (Protection of services and community facilities). |
| R7 Upper floors in town centres | Continue to save. |
| CF1 Local community and education facilities | <p>Note that the first paragraph of the policy will be superseded by CP2 (Delivery Strategy).</p> <ul style="list-style-type: none"> • Land off Blackwell Hams, Pewsham Way, Chippenham (proposed community hall) • Stoneover Lane, Wootton Bassett (proposed school) • Barn at Derriads Farm, Chippenham (proposed community use) <p>Do not continue to safeguard the following sites:</p> <ul style="list-style-type: none"> • Land between Knockdown Lane and Sopworth Lane (proposed school) - a |

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| | new school has been built in Sherston on a different site |
| CF2 Leisure facilities and open space | Continue to save. |
| CF3 Provisions of open space | Continue to save. |
| TM2 Wilts and Berks/Thames Severn Canals | Replaced by CP53 (Wilts & Berks and Thames and Severn Canals). |
| TM3 Swindon and Cricklade Railway Line | Continue to save. |
| TM4 The Thames Path National Trail | Continue to save. |
| West Wiltshire District Plan 1st Alteration- Adopted June 2004 | |
| GB1 Western Wiltshire Green Belt | Continue to save. |
| GB3 Safeguarded Land Bradford on Avon | Continue to save. |
| C1 Countryside Protection | Replaced by CP50 (biodiversity and geodiversity), CP51 (landscape), CP52 (green infrastructure), CP2 (Delivery Strategy), CP34 (additional employment land) and CP48 (Supporting rural life). |
| C2 Areas of Outstanding Natural Beauty | No longer required. Repeats national policy. |
| C3 Special Landscape Areas | Continue to save. Will be subject to a forthcoming review. |
| C4 Landscape Setting | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C6 Areas of High Ecological Value, Regionally Important Geological or Geomorphological Sites (RIGS), and Sites of Nature Conservation Interest (SNCIs). | Replaced by CP50 (Biodiversity and Geodiversity). |
| C6a Landscape Features | Replaced by CP50 (Biodiversity and Geodiversity) and CP51 (Landscape). |
| C9 Rivers | Replaced by CP50 (Biodiversity and Geodiversity), CP51 (Landscape), CP52 (Green Infrastructure) and CP67 (Flood risk). |
| C10 Local Nature Reserves | Replaced by CP50 (Biodiversity and Geodiversity) and CP52 (Green Infrastructure). |
| C11 Military Land | Replaced by CP37 (Re-use of military establishments) |

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| C12 Redundant Military Land | Replaced by CP37 (Re-use of military establishments). |
| C15 Archaeological Assessment | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C17 Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C18 New Development in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C19 Alterations in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C20 Change of Use in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C21 Planning Permission in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C22 Demolition in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C23 Street Scene | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C24 Advertisements | Replaced by CP57 (Ensuring high quality design and place shaping). |
| C25 Shopfronts | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C26 Maintenance of Buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C28 Alterations and Extensions to Listed Buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| C30 Skylines | Replaced by CP57 (Ensuring high quality design and place shaping). |
| C31a Design | Replaced by CP57 (Ensuring high quality design and place shaping). |
| C32 Landscaping | Replaced by CP57 (Ensuring high quality design and place shaping). |
| C33 Recycling | Do not continue to save. Waste and Recycling Service not looking to increase number of local recycling centres. Service provision is now focussed on supporting household collection (e.g. bins, storage facilities etc). Policy WCS6 in the Wiltshire |

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| | and Swindon Waste Core Strategy provides a more up-to-date and flexible basis for securing developer contributions. |
| C34a Resource Consumption and Reduction | Replaced by CP41 (Sustainable Construction and Low-Carbon energy). |
| C34 Renewable Energy | Replaced by CP42 (Standalone Renewable Energy Installations). |
| C35 Light Pollution | Replaced by CP57 (Ensuring high quality design and place shaping). |
| C37 Contaminated Land | Replaced by CP56 (Contaminated land). |
| C38 Nuisance | Replaced by CP57 (Ensuring high quality design and place shaping). |
| C39 Environmental Enhancement | Continue to save. |
| C40 Tree Planting | Continue to save. |
| C41 Areas of Opportunity | <p>Continue to save for the following sites:</p> <ul style="list-style-type: none"> ● Land East of Edward Street, Westbury ● Vivash Park ● Land at the Midlands, Holt <p>Do not continue to save for the following site:</p> <ul style="list-style-type: none"> ● Land at former GEC site, Beanacre Road, Melksham - built out |
| R7 Trowbridge Cricket Ground | Continue to save. |
| R10 Poulton Field Bradford On Avon | Continue to save. |
| R12 Allotments | Continue to save. |
| R13 Sailing Lakes | Continue to save. |
| R15 Development at Golf Courses | Continue to save. |
| H1 Further Housing Development Within Towns | Replaced by CP2 (Delivery Strategy), CP3 (Infrastructure requirements), CP50 (Biodiversity and geodiversity), CP52 (green infrastructure), CP57 (Ensuring high quality design and place shaping), CP61 (Transport and development), CP67 (Flood risk), and CP68 (Water resources). |
| H2 Affordable Housing Within Towns and Villages | Replaced by CP43 (Providing affordable homes). |

H3 Urban Brownfield Allocations

Continue to save the following allocations:

- Holtbrook Lane, Trowbridge (20 dwellings)
- Station Road, Westbury (90 dwellings)
- Land off Oldfield Road, Westbury (30 dwellings)
- Land at West Street, Warminster (12 dwellings)
- Rear of Westbury Road, Warminster (10 dwellings)
- Station Road, Warminster (30 dwellings)

Do not save the following allocations:

- Frome Road, Trowbridge (15 dwellings) – built out
- Silver St Lane, Trowbridge (15 dwellings) – built out
- Cedar Grove, Trowbridge (15 dwellings) - the Council owns and do not believe this site will come forward
- County Way, Trowbridge (76 dwellings) – built out
- Rear of Wesley Road, Trowbridge (20 dwellings) - The remainder of the site is occupied by a social club which has no intention of relocating
- Bythesea Road, Trowbridge (20 dwellings) - Site is largely developed, remainder expected to be developed in coming years
- Hilperton Road, Trowbridge (15 dwellings) – Cannot demonstrate that the site will be delivered
- TA Centre, Bythesea Road, Trowbridge (59 dwellings) – built out
- Uitenage Farm, Westbury (63 dwellings) – built out
- Coalyard, Bratton Road, Westbury (52 dwellings) – built out
- Becks Mill, Westbury (50 dwellings) – built out
- R/O Vicarage St/West St, Warminster (20 dwellings) - Much of the site has a covenant preventing development; the remainder may be able to be brought forward but is not demonstrably deliverable

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| | <ul style="list-style-type: none"> • Land off George Street, Warminster (30 dwellings) - The majority of the site has been built out, and the remainder is occupied by a shop • Land fronting Boot Hill, Warminster (18 dwellings) – built out • Fairfield Road, Warminster (98 dwellings) – Developed for alternative uses • Imber Road, Warminster (15 dwellings) - This site is an orchard that the landowner does not wish to develop |
| H4 Urban Mixed Use Brownfield Allocations | <p>Continue to save the following allocations:</p> <ul style="list-style-type: none"> • Court Street, Trowbridge <p>Do not save the following allocations:</p> <ul style="list-style-type: none"> • Kingston Mills, Bradford on Avon - site is largely developed, remainder expected to be developed in coming years • Stratton House, Melksham – built out • Land at Shails Lane/Broad Street, Trowbridge – built out • Former Brewery Site, Trowbridge - site is largely developed, remainder expected to be developed in coming years • Ashton Mill, West Ashton Road, Trowbridge - no proposal to develop the site at present. If it was to be developed the owner would look for retail development • Yeoman Way, Trowbridge – built out • Land at Market Place / East Street, Warminster - the site is not considered developable • Land off The Close, Warminster - the site is not considered developable |
| H6 Land East of Melksham | Do not continue to save. Site is largely developed, remainder expected to be developed in coming years. |
| H7 Staverton Triangle | Do not continue to save. Unlikely to come forward. |
| H7A New Terrace Staverton | Do not continue to save. Built out. |
| H8 Land at Paxcroft Way, Trowbridge | Do not continue to save. Built out. |

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| H8a Land South of The Grange, Trowbridge | Do not continue to save. Site is largely developed, remainder expected to be developed in coming years. |
| H8b Blue Hills, Devizes Road | Continue to save. |
| H8c Land North of Green Lane, Trowbridge | Continue to save. |
| H9 Land at Southview, Trowbridge | Do not continue to save. Site is largely developed, remainder expected to be developed in coming years. |
| H11 land South of Paxcroft Mead, Trowbridge | Continue to save. |
| H12 Land North of Victoria Road, Warminster | Do not continue to save. Site is largely developed, remainder expected to be developed in coming years. |
| H13a Land Adjacent to Westbury Hospital | Continue to save. |
| H13 Leigh Park, Westbury | Do not continue to save. Site is largely developed, remainder expected to be developed in coming years. |
| H14 Land at Station Road, Westbury | Do not continue to save. This site is being designated as a strategic site. |
| H16 Flat Conversions | Continue to save. |
| H17 Village Policy Limits | Replaced by CP1 (Settlement Strategy) and CP2 (Delivery Strategy). |
| H18 Areas of Minimum Change | Replaced by CP57 (Ensuring high quality design and place shaping). |
| H19 Development in Open Countryside | Replaced by CP2 (Delivery Strategy) and CP48 (Supporting rural life). |
| H20 Replacement Dwellings | Continue to save. |
| H21 Conversions of Rural Buildings | Replaced by CP48 (Supporting rural life). |
| H22 Affordable Housing on Rural Exception Sites | Replaced by CP44 (Rural exceptions sites). |
| H23 New Housing Near Intensive Livestock Units | Continue to save. |
| H24 New Housing Design | Replaced by CP57 (Ensuring high quality design and place shaping). |
| E1A New Employment Land Allocation: West Ashton Road, Trowbridge (12.1 ha) | Continue to save. |
| E1B New Employment Land Allocation: south and west of Bowerhill industrial estate, Melksham (34.5 ha) | Continue to save. |

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| E1C New Employment Land Allocation: Station Road, Westbury (4 ha) | Do not continue to save. Not deliverable for employment. |
| E1D New Employment Land Allocation: Northacre/Brook Lane Trading Estate, Westbury (13 ha) | Continue to save. |
| E2 Employment Policy Areas | Replaced by CP35 (Existing employment sites). |
| E4 Premises Outside Employment Policy Areas | Replaced by CP34 (Additional employment land). |
| E5 Loss of Employment Floorspace | Replaced by CP35 (Existing employment sites). |
| E6 Rural Employment | Replaced by CP34 (Additional employment land) and CP48 (Supporting rural life). |
| E7 Farm Diversification | Replaced by CP34 (Additional employment land) and CP48 (Supporting rural life). |
| E8 Rural Conversions | Continue to save. |
| E10 Horse Related Development | Continue to save. |
| T1a Westbury Bypass Package | Continue to save. |
| T2 A36 Trunk Road | Do not continue to save. Funding bids for A36 Heytesbury to Codford Improvements and A303 Wyle to Stockton Wood were unsuccessful. Some parts of Trowbridge Inner Relief Road were built and the significant remaining stages were abandoned some years ago. |
| T4 New Distributor Roads | Continue to save. |
| T5 New Link Roads | Continue to save. |
| T6 Railway Services | Replaced by CP66 (Strategic transport network). |
| T7 Westbury – Swindon Railway Services | Continue to save. |
| T8 Melksham Railway Station | Continue to save. |
| T8a Rail Freight Facility | Continue to save. |
| T9 Bus Services | Replaced by CP60 (Sustainable transport), CP61 (Transport and development) and CP63 (Transport strategies). |
| T10 Car Parking | Replaced by CP64 (Demand management). |

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| T11 Cycleways | Replaced by CP60 (Sustainable transport), CP61 (Transport and development) and CP63 (Transport strategies). |
| T12 Footpaths and Bridleways | Replaced by CP60 (Sustainable transport), CP61 (Transport and development) and CP63 (Transport strategies). |
| SP1 Town Centre Shopping | Continue to save. |
| SP2 Land at Court Street/ Castle Street, Trowbridge | Continue to save. |
| SP3 Out of Centre Shopping | Replaced by CP38 (Retail and leisure). |
| SP4 Primary Retail Frontages | Continue to save. |
| SP5 Secondary Retail Frontages | Continue to save. |
| SP6 Local Shopping in Towns and Villages | Continue to save. Note that the first paragraph of the policy will be superseded by CP38 (Retail and leisure) and CP48 (Supporting rural life). |
| SP7 Village Shops | Replaced by CP49 (Protection of services and community facilities). |
| LE1 Leisure and Entertainment | Replaced by CP38 (Retail and leisure). |
| LE2 St Stephens Place, Trowbridge | Continue to save. |
| TC1 Upper Floor Uses in Town Centres | Continue to save. |
| TC2 Traffic management and pedestrian Priority | Continue to save. |
| TO1 Tourist Attractions | Replaced by CP39 (Tourist development). |
| TO2 Minor Tourist Facilities | Replaced by CP39 (Tourist development). |
| TO3 Hotels, Guest Houses and Self Catering Accommodation | Replaced by CP39 (Tourist development). |
| TO4 Camping, Caravans, Holiday Homes | Replaced by CP39 (Tourist development). |
| CF1 Community Facilities and Services General | Replaced by CP49 (Protection of services and community facilities). |
| CF2 Re-Use of Community Facilities | Replaced by CP49 (Protection of services and community facilities). |
| CF3 Villages and Rural Areas | Replaced by CP49 (Protection of services and community facilities). |
| S2 Primary Schools | Continue to save. |
| CF6 Leigh Park | Do not continue to save. Site has been developed for retail and residential uses. |

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| CF7 Bowerhill | Continue to save. |
| CF8 Community Health | Continue to save. |
| CF9 Bradford on Avon Police Station | Continue to save. |
| CF10 Cemeteries | Continue to save. |
| CF11 Travelling Show People | Replaced by CP47 (Meeting the needs of Gypsies and Travellers). |
| CF12 Gypsy Caravan Sites | Replaced by CP47 (Meeting the needs of Gypsies and Travellers). |
| U1a Foul Water Disposal | Continue to save. |
| U2 Surface Water Disposal | Replaced by CP67 (Flood risk). |
| U4 Groundwater Source Protection Areas | Replaced by CP68 (Water resources). |
| U4a Sewage Treatment Works | Continue to save. |
| U5 Sewage Treatment Works Buffer Zones | Continue to save. |
| U6 Telecommunications | Continue to save. |
| I1 Implementation | Replaced by CP3 (Infrastructure requirements). |
| I2 The Arts | Continue to save. |
| I3 Access for Everyone | Continue to save. |
| West Wiltshire Leisure and Recreation DPD- Adopted February 2009 | |
| LP1 Protection and enhancement of existing open space or sport and recreation provision | Continue to save. |
| LP2 Proposals that involve the loss of open space or sport and recreation provision | Continue to save. |
| LP3 Review of low value sites | Continue to save. |
| LP4 Providing recreation facilities in new developments | Continue to save. |
| LP5 New sport and recreation facilities | Continue to save. |
| OS1 New artificial turf pitch provision | Continue to save. |
| OS2 New grass pitch provision | Continue to save. |
| CR1 Footpaths and rights of way | Continue to save. |
| CR2 Country Parks | Continue to save. |
| CR3 Greenspace Network | Continue to save. |

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| GM1 Maintenance of existing open space | Continue to save. |
| GM2 Management and maintenance of new or enhanced open space | Continue to save. |
| GM3 Future management partnerships | Continue to save. |
| IS1 Indoor Leisure Centres | Continue to save. |
| IS2 Joint indoor leisure centres | Continue to save. |
| YP1 Children's play areas | Continue to save. |
| YP2 Provision for teenagers | Continue to save. |
| WR1 River based recreation | Continue to save. |
| WR2 Kennet and Avon Canal | Continue to save. |
| WR3 Wilts and Berks Canal | Replaced by CP16 (Melksham link project) and CP53 (Wilts & Berks and Thames and Severn Canals). |
| SC1 Dual-use of school facilities | Continue to save. |
| Salisbury District Local Plan 2011- Adopted June 2003 | |
| G1 General principles for development policies | Replaced by CP57 (Ensuring high quality design and place shaping). |
| G2 General criteria for development | Continue to save. |
| G3 The water environment (Abstraction) | Replaced by CP68 (Water resources). |
| G5 The water environment (Water Services) | No longer required. Covered by PPS 23 and Circular 03/99. |
| G7 The water environment (Development Restraint Areas) | Continue to save. |
| G8 The water environment (Groundwater Source Protection Areas) | Deleted within South Wiltshire Core Strategy (SWCS). |
| G9 Planning Obligations | Replaced by CP3 (Infrastructure requirements). |
| G10 Enabling Development | Continue to save. |
| G12 MOD land | Replaced by CP37 (Re-use of military establishments). |
| G13 MOD land | Replaced by CP37 (Re-use of military establishments). |
| D1 General Townscape (Extensive Development) | Replaced by CP57 (Ensuring high quality design and place shaping). |

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| D2 General Townscape (Infill Development) | Replaced by CP57 (Ensuring high quality design and place shaping). |
| D3 General Townscape (Extensions) | Replaced by CP57 (Ensuring high quality design and place shaping). |
| D4 Salisbury Townscape (Chequers) | Continue to save. |
| D5 Salisbury Townscape (Open Space) | Continue to save. |
| D6 Roofscape and skyline | Deleted by Core Policy 8 of the SWCS. |
| D7 Site Analysis | Replaced by CP57 (Ensuring high quality design and place shaping). |
| D8 Public Art | Continue to save. |
| H1 Housing (district wide) | Deleted by Core Policy 2 of the SWCS. |
| H2 D Housing (Salisbury Old Sarum) | Continue to save. |
| H2 E Housing (Salisbury District Hospital) | Continue to save. |
| H2 F Housing (Salisbury Downton Road) | Do not continue to save – site now predominantly built out. |
| H3 Housing (Old Manor Hospital) | Continue to save. |
| H4 Housing (Eastern Chequers) | Continue to save. |
| H5 Housing (Salt Lane car park) | Continue to save. |
| H6 Housing (Brown Street Car Park) | Continue to save. |
| H7 Housing (Salisbury Central Area) | Continue to save. |
| H8 Housing (Salisbury HPB) | Continue to save. |
| H9 Housing (Boscombe Road, Amesbury) | Do not continue to save – now predominantly built out. |
| H10 Housing (RAF Baverstock, Dinton) | Continue to save. |
| H11 A Housing (Downton Wick Lane) | Do not continue to save – now built out. |
| H12 Housing (Netheravon Road, Durrington) | Do not continue to save – predominantly built out. |
| H14 Housing (Weaveland Road, Tisbury) | Continue to save. |
| H15 Housing (Bulbridge Estate) | Continue to save. |
| H16 Residential Development within Housing Policy Boundaries | Continue to save. |
| H17 Important Open Spaces within Housing Policy Boundaries | Continue to save. |

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| H18 Amenity open space within Housing Policy Boundaries | Continue to save. |
| H19 Housing restraint areas | Continue to save. |
| H20 New residential within Special Restraint Areas | Continue to save. |
| H21 Extensions etc within Special Restraint Areas | Continue to save. |
| H22 Application of Housing Policy Boundaries | Replaced by CP2 (Delivery Strategy). |
| H23 Residential development outside Housing Policy Boundaries | Replaced by CP2 (Delivery Strategy). |
| H24 Housing for the elderly | Replaced by CP46 (Meeting the needs of Wiltshire's vulnerable and older people). |
| H25 Affordable housing | Deleted by Core Policy 3 of the SWCS. |
| H26 Rural exceptions | Deleted by Core Policy 3 of the SWCS. |
| H27 Permanent Housing for Rural Workers | Replaced by CP48 (Supporting rural life). |
| H28 Temporary Housing for Rural Workers | Continue to save. |
| H29 Removal of Conditions regarding Housing for Rural Workers | Continue to save. |
| H30 Replacement Dwellings in the Countryside | Continue to save. |
| H31 Extensions to Dwellings in the Countryside | Continue to save. |
| H32 Mobile Homes | Continue to save. |
| H33 Accommodation for Dependent Persons | Continue to save. |
| H34 Gypsy Sites | Deleted by Core Policy 4 of the SWCS. (To be replaced by CP47 (Meeting the needs of Gypsies and Travellers) of the WCS). |
| E1 Employment (Land at Old Sarum) | Continue to save. |
| E2 Employment (London Road site) | Deleted by Core Policy 5 of the SWCS / Built out. |
| E3 Employment (Central Salisbury) | Continue to save. |
| E4 Employment (Salisbury Chequers) | Continue to save. |
| E5 Employment (Salisbury Brown Street) | Continue to save. |
| E6 Employment (Salisbury Old Manor) | Continue to save. |
| E7 Employment (Salisbury Southampton Road) | Continue to save. |
| E8A Employment (Porton Road, Amesbury) | Deleted within SWCS as site has extant consent (SWCS). |

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|---|---|
| E8B Land at Boscombe and Porton Down | Continue to save. |
| E10 Employment- Dinton | Continue to save. |
| E12 Land at Mere | Continue to save. |
| E14A Land at Hindon Lane | Continue to save. |
| E14B Tisbury | Continue to save. |
| E16 Employment – Change of use of allocated land | Deleted by Core Policy 5 of the SWCS. |
| E17 New Employment Development | Replaced by CP34 (Additional employment land). |
| E18 New Employment Development in Special Restraint Areas | Continue to save. |
| E19 Employment in the countryside (existing sites) | Continue to save. |
| E21 Employment in the countryside (change of use) | Replaced by CP48 (Supporting rural life). |
| CN1 Demolition of Listed Buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN2 Demolition of Listed Buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN3 Listed Buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN4 Changes of use in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN5 Listed Building cartilage development | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN6 Change of use of Listed agricultural buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN7 Residential use of Listed agricultural buildings | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN8 Development in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN9 Demolition in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN10 Open Spaces in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN11 Views in and out of Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |

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| CN12 Features in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN13 Retention of Shopfronts in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN14 Shopfronts | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN15 Internally illuminated signs in Conservation Areas | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN16 Shopfront Grilles | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN17 Trees | Continue to save. |
| CN18 Historic Parks and Gardens | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN19 Environmental Enhancement | Replaced by CP52 (Green infrastructure), CP57 (Ensuring high quality design and place shaping) and CP58 (Ensuring the conservation of the historic environment). |
| CN20 Archaeology | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN21 Archaeological Assessments | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN22 Preservation of Archaeological Remains | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN23 Archaeological implications of development in Salisbury, Amesbury, Downton, Hindon, Mere, Old Sarum, Shrewton, Tilshead and Wilton | Replaced by CP58 (Ensuring conservation of the historic environment). |
| CN24 Stonehenge WHS | Replaced by CP58 (Ensuring conservation of the historic environment) and CP59 (The Stonehenge, Avebury and associated sites World Heritage Site and its setting). |
| C2 Development in the Countryside | Replaced by CP48 (Supporting rural life). |
| C3 Small scale utility development in the Countryside | Replaced by CP48 (Supporting rural life). |
| C4 AONB | No longer required. Repeats national policy (PPS7/draft NPPF). |
| C5 AONB | No longer required. Repeats national policy (PPS7/draft NPPF). |
| C6 Special Landscape Area | Continue to save. Will be subject to a forthcoming review. |

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| C7 Landscape Setting of Salisbury and Wilton | Replaced by CP51 (Landscape). |
| C8 Landscape (Trees and hedging) | Replaced by CP51 (Landscape) and CP50 (Biodiversity and Geodiversity). |
| C9 Loss of woodland | Continue to save. |
| C11 Nature Conservation | Replaced by CP50 (Biodiversity and Geodiversity). |
| C12 Protected species | No longer required. Repeats national policy / legislation. |
| C13 Enhancement of retained wildlife sites | Replaced by CP50 (Biodiversity and Geodiversity). |
| C14 Features of geological or geomorphological importance | Replaced by CP50 (Biodiversity and Geodiversity). |
| C15 Nature Conservation | Replaced by CP50 (Biodiversity and Geodiversity) and CP51 (Landscape). |
| C16 Local Nature Reserves | Replaced by CP50 (Biodiversity and Geodiversity) and CP51 (Landscape). |
| C17 Conservation of rivers and river valleys | Replaced by CP52 (Green Infrastructure). |
| C18 Development affecting rivers and river valleys | Continue to save. |
| C19 Best and most versatile agricultural land | No longer required. Repeats national policy. |
| C20 Agricultural, forestry and horticultural development | Continue to save. |
| C21 Farm diversification | Continue to save. |
| C22 Change of Use & Conversion of Buildings | Replaced by CP48 (Supporting rural life). |
| C23 Change of use of large houses in the countryside | Continue to save. |
| C24 Extensions to buildings in the countryside | Continue to save. |
| HA1 Development in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA2 Housing within the New Forest Villages | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA3 Commoner's dwellings in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |

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| HA4 Replacement of existing dwellings in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA5 Small-scale business development in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA6 Extensions or redevelopment of existing business premises in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA7 Change of use of buildings in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA8 Indoor sports and recreation facilities in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA9 Outdoor recreation facilities in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA10 Golf courses in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA11 Riding establishments in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA12 Private non-commercial stables in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA13 Tourist attractions in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA14 New hotels in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |

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| HA15 Change of use of buildings to hotel, B&B, guest house or self-catering accommodation in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| HA16 Holiday chalet accommodation in the New Forest | Deleted and replaced by New Forest National Park Core Strategy and Development Management Policies DPD (adopted 9 December 2010). |
| S1 Primary Shopping Frontages in Salisbury and Amesbury | Continue to save. |
| S2 Secondary Shopping Areas in Salisbury and Amesbury | Continue to save. |
| S3 Location of Retail Development | Continue to save. |
| S5 Shopping (Brown Street Car Park) | Continue to save. |
| S6 The Maltings | Deleted by Core Policy 7 of the SWCS. |
| S7 London Road | Deleted by Core Policy 7 of the SWCS / has extant consent. |
| S9 Local shops | Replaced by CP48 (Supporting rural life). |
| S10 Shopfronts | Continue to save. |
| S11 Farm shops | Replaced by CP48 (Supporting rural life). |
| R1A Sports and Leisure | Continue to save. |
| R1C Outdoor Recreation | Continue to save. |
| R2 Open Space Provision | Continue to save. |
| R3 Open Space Provision | Continue to save. |
| R4 Indoor Community and Leisure Provision | Continue to save. |
| R5 Protection of Outdoor Facilities | Continue to save. |
| R6 Urban Parks | Continue to save. |
| R7 Dual use of educational facilities | Continue to save. |
| R8 New Sports and Recreation Provision (Stockport Road, Amesbury) | Continue to save. |
| R9 New Sports and Recreation Provision (Wick Lane, Downton) | Continue to save. |
| R10 New Sports and Recreation Provision (Netheravon Road, Durrington) | Continue to save. |
| R11 New Sports and Recreation Provision (The Street, West Knoyle) | Continue to save. |

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| R12 New Sports and Recreation Provision (The Avenue, Wilton) | Continue to save. |
| R13 New Sports and Recreation Provision (Middleton, Winterslow) | Continue to save. |
| R14 New Leisure Provision (London Road, Salisbury) | Deleted by SWCS as site built out (SWCS). |
| R15 Golf courses | Continue to save. |
| R16 Developments With River Frontages And Public Access | Continue to save. |
| R17 Public Rights of Way (Existing network) | Replaced by CP52 (Green infrastructure). |
| R18 Public rights of way (increased access) | Replaced by CP52 (Green infrastructure). |
| R20 Allotments | Continue to save. |
| TR1 Transport (Salisbury Urban Area) | Replaced by CP63 (Transport strategies). |
| TR2 Salisbury Market Place Car Parking | Replaced by CP63 (Transport Strategies) and CP64 (Demand management), and Policy PS2 in the LTP3 Car Parking Strategy. |
| TR3 Salisbury Coach Strategy | Replaced by CP63 (Transport Strategies) and Policy PS9 in the LTP3 Car Parking Strategy. |
| TR4 The former eastern goods yard | Deleted by the SWCS as site already built out. |
| TR5 Commutation of Car Parking | Replaced by CP3 (Infrastructure requirements) and CP61 (Transport and development). |
| TR6 Private non-residential car parks | Replaced by CP64 (Demand management) and Policy PS4 and PS5 in the LTP3 Car Parking Strategy. |
| TR7 Residents parking schemes | Do not continue to save. Replaced by PS8 of the LTP3 Car Parking Strategy. |
| TR8 Park and Ride | Deleted by the SWCS as all Park and Ride sites are now built out and operating. |
| TR9 City Centre Parking | Replaced by CP63 (Transport strategies) and CP64 (Demand management), and Policy PS2 in the LTP3 Car Parking Strategy. |
| TR10 Brunel Link | Do not continue to save – see report 'Review of Road Schemes Revealed on Land Charges Searches' (Ref. HT-030-10). |

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| TR11 Off Street Parking Spaces | Replaced by CP64 (Demand management) and Policy PS4 and PS6 in the LTP3 Car Parking Strategy. |
| TR12 Transport Requirements in Major Developments | Replaced by CP61 (Transport and development) and CP62 (Development impacts on the transport network). |
| TR13 Extensions to public footpath, bridleway and cycle way networks | Replaced by CP60 (Sustainable transport) and CP61 (Transport and development). |
| TR14 Secure bicycle parking spaces | Replaced by CP61 (Transport and development). |
| TR15 Highway safety measures in villages | Replaced by CP60 (Sustainable transport) and CP65 (Movement of goods). |
| TR16 Existing Bus and Rail Services | Replaced by CP60 (Sustainable transport) and CP66 (Strategic transport network). |
| TR17 New Rail Development | Replaced by CP65 (Movement of goods) and CP66 (Strategic transport network). |
| TR18 Measures to assist motorcycling | Replaced by CP61 (Transport and development). |
| TR20 A350 Shaftesbury Eastern Bypass | Continue to save. |
| T1 Tourist attractions and facilities | Replaced by CP39 (Tourist development). |
| T2 Tourist attractions in the Countryside | Replaced by CP39 (Tourist development). |
| T3 Stonehenge WHS visitor centre | Replaced by CP6 (Stonehenge). |
| T4 Tourist Accommodation | Deleted by Core Policy 24 of the SWCS. |
| T6 Change of use to tourist accommodation | Deleted by Core Policy 24 of the SWCS. |
| T7 Tourist accommodation in the countryside | Replaced by CP39 (Tourist development). |
| T8 Camping sites in the AONB | Replaced by CP39 (Tourist development). |
| T9 Touring caravans and tents | Replaced by CP39 (Tourist development). |
| PS1 Community Facilities | Continue to save. |
| PS2 Nursing homes | Replaced by CP46 (Meeting the needs of Wiltshire's vulnerable and older people). |
| PS3 Facilities and services within smaller settlements | Replaced by Core Policy 22 of the SWCS. |
| PS4 New school sites at Landford and Shrewton | Continue to save. |
| PS 5 New education facilities | Continue to save. |
| PS 6 Playgroups, childminding facilities and day nurseries | Continue to save. |

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| PS7 Telecommunications | Continue to save. |
| PS8 Renewable Energy | Replaced by CP42 (Standalone Renewable Energy Installations). |
| PS9 Cemetery (Fugglestone Red) | Replaced by CP2 (Delivery Strategy) (cemetery provided within Fugglestone Red allocation). |
| South Wiltshire Core Strategy-Approved by Full Council 7 February 2012 | |
| Core Policy 1 - The Settlement Strategy and distribution of growth in south Wiltshire | Replaced and incorporated into CP1 (Settlement Strategy). |
| Core Policy 2: Strategic Allocations | Incorporated into CP2 (Delivery Strategy). |
| Core Policy 3 - Meeting Local Needs for Affordable Housing | Incorporated and amended by CP43 (Providing affordable homes). |
| Core Policy 4 - Making adequate provision for gypsies and travellers | Amended by CP47 (Meeting the needs of Gypsies and Travellers). |
| Core Policy 5 - Employment Land | Taken forward and broadened to cover the whole of Wiltshire by CP35 (Existing employment sites). |
| Core Policy 6 - Meeting Salisbury's Housing Needs | Replaced by CP45 (Meeting Wiltshire's housing needs). |
| Core Policy 7 - Maltings / Central Car Park | Taken forward and re-numbered as CP21 (Maltings / Central Car Park). |
| Core Policy 8 Salisbury Skyline | Taken forward and re-numbered as CP22 (Salisbury Skyline). |
| Core Policy 9 - Old Sarum Airfield | Taken forward and re-numbered as CP23 (Old Sarum Airfield). |
| Core Policy 10 - Meeting Housing Needs in Wilton Community Area | Replaced by CP45 (Meeting Wiltshire's housing needs). |
| Core Policy 11 - Meeting the housing needs for the Amesbury Community Area | Replaced by CP45 (Meeting Wiltshire's housing needs). |
| Core Policy 12 - Porton Down | Taken forward and re-numbered as CP5 (Porton Down). |
| Core Policy 13 - Stonehenge | Incorporated and re-numbered as CP6 (Stonehenge). |
| Core Policy 14 - Meeting Housing Needs In The Southern Wiltshire Community Area | Replaced by CP45 (Meeting Wiltshire's housing needs). |
| Core Policy 15 - New Forest National Park | Taken forward and re-numbered as CP25 (New Forest National Park). |

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| Core Policy 16 - Meeting Housing Needs In The Mere Community Area | Replaced by CP45 (Meeting Wiltshire's housing needs). |
| Core Policy 17 - Meeting Housing Needs in the Tisbury Community Area | Replaced by CP45 (Meeting Wiltshire's housing needs). |
| Core Policy 18 - Lifetime Homes Standards | Replaced by CP46 (Meeting the needs of Wiltshire's vulnerable and older people). |
| Core Policy 19 - Water Efficiency and the River Avon Special Area of Conservation | Replaced by CP68 (Water Resources). |
| Core Policy 20- Pollution and phosphate Levels in the Water Environment | Re-worded and broadened to cover the whole of Wiltshire by CP69 (Protection of the River Avon SAC), although thrust of policy is similar. |
| Core Policy 22- Protection of Services and Community Facilities | Taken forward and broadened to cover the whole of Wiltshire by CP49 (Protection of Services and Community Facilities). |
| Core Policy 23 - Green infrastructure and Habitat networks | Taken forward and reworded into CP50 (Biodiversity and Geodiversity) and CP52 (Green Infrastructure). |
| Core Policy 24 - Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities | Taken forward and broadened to cover the whole of Wiltshire by CP40 (Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities). |

Appendix E: List of settlement boundaries retained

| | |
|---------------------|------------------------|
| Aldbourne | Market Lavington |
| Alderbury | Marlborough |
| Amesbury | Melksham |
| Ashton Keynes | Mere |
| Atworth | Morgans Vale/Woodfalls |
| Baydon | Netheravon |
| Box | North Bradley |
| Bradford-on-Avon | Oaksey |
| Bratton | Pewsey |
| Broad Chalke | Pitton |
| Broad Hinton | Porton |
| Bromham | Potterne |
| Burbage | Purton |
| Calne | Ramsbury |
| Chapmanslade | Rowde |
| Chippenham | Royal Wootton Bassett |
| Christian Malford | Rudloe |
| Codford | Seend |
| Colerne | Semington |
| Collingbourne Ducis | Shalbourne |
| Coombe Bissett | Shaw/Whitley |
| Corsham | Sherston |
| Corsley | Shrewton |
| Cricklade | Southwick |
| Crudwell | Steeple Ashton |
| Derry Hill/Studley | Sutton Benger |
| Devizes | Sutton Veny |
| Dilton Marsh | The Winterbournes |

| | |
|--------------------|----------------------------------|
| Dinton | Tidworth |
| Downton | Tilshead |
| Fovant | Tisbury |
| Great Bedwyn | Trowbridge |
| Great Cheverell | Upavon |
| Great Somerford | Urchfont |
| Great Wishford | Warminster |
| Heytesbury | West Lavington/Littleton Pannell |
| Hilperton | Westbury |
| Hindon | Westwood |
| Holt | Whiteparish |
| Hullavington | Wilton |
| Kington St Michael | Winsley |
| Ludgershall | Winterslow/Middle Winterslow |
| Ludwell | Worton |
| Lyneham | Yatton Keynell |
| Malmesbury | |

Appendix F: List of settlement boundaries removed

The lists below show settlements where there is no longer a settlement boundary proposed, this includes all Small Villages and settlements outside the settlement hierarchy. The lists show where there was a former boundary in place, which will be removed by this Core Strategy.

List 1 – Settlements identified as Small Villages that formerly had a boundary

| | |
|---------------------|--------------------------|
| All Cannings | Heddington |
| Allington | Hilmarton |
| Avebury/Trusloe | Hook |
| Barford St Martin | Keevil |
| Beanacre | Kilminster |
| Berryfield | Kington Langley |
| Berwick St James | Landford |
| Berwick St John | Langley Burrell |
| Biddestone | Latton |
| Bishop Cannings | Lea |
| Bishopstone | Longbridge Deverill |
| Bodenham | Lower Stanton St Quintin |
| Bowerchalke | Luckington |
| Bradenstoke | Lydiard Millicent |
| Bremhill | Maiden Bradley |
| Brinkworth | Manton |
| Britford | Middle Woodford |
| Broad Town | Milbourne |
| Broughton Gifford | Milston |
| Bulkington | Minety |
| Burton | Neston |
| Charlton | Newton Toney |
| Charlton | Nunton |
| Charlton All Saints | Odstock |
| Cherhill | Orcheston |

| | |
|-----------------------|-----------------------|
| Chilmark | Purton Stoke |
| Chilton Foliat | Quidhampton |
| Chirton | Semley/Semley Station |
| Chitterne | South Newton |
| Compton Bassett | Stanton St Quintin |
| Corston | Stapleford |
| Crockerton | Steeple Langford |
| Dauntsey | Stockton |
| Donhead St Andrew | Stoford |
| East Knoyle | Upper Minety |
| Easton Royal | Upper Seagry |
| Edington/Tinhead | West Ashton |
| Erlestoke | West Grimstead |
| Farley | West Overton |
| Figcheldean/Ablington | Westwells |
| Firsdon/Winterbourne | Winterbourne Stoke |
| Gastard | Wyllye |
| Gomeldon | Zeals |
| Great Durnford | |
| Hanging Langford | |

List 2 – Settlements not identified in the settlement hierarchy that formerly had a boundary

| | |
|----------------------|-----------------|
| Barkers Hill | Hurdcott |
| Boscombe | Idmiston |
| Chicklade | Lake |
| Chicks Grove | Petersfinger |
| Fisherton De La Mere | Sutton Row |
| Ford | Upton Scudamore |
| Great Hinton | West Knoyle |
| Homington | Wick |

Hugglers Hole/Sedgehill

Wilsford

List 3 – Settlements identified as Small Villages that did not formerly have a boundary

Table F.1

Alton Priors/Alton Barnes

Manningford Bruce

Ansty

Marden

Axford

Marston

Beckhampton

Milton Lilbourne

Charlton St Peter

Monkton Farleigh

Cholderton

Nettleton

Collingbourne Kingston

Nomansland

Compton Chamberlayne

Oare

Donhead St Mary

Ogbourne St George

East Grafton

Poulshot

East Grimstead

Redlynch

East Kennett

Rushall

Easterton

Seend Cleeve

Ebbesbourne Wake

Stanton St Bernards

Enford

Staverton

Etchilhampton

Stourton

Everleigh

Sutton Mandeville

Fonthill Bishop

Swallowcliffe

Fonthill Gifford

Teffont Magna & Teffont Evias

Froxfield

The Chutes

Fyfield

Tollard Royal

Ham

West Dean

Hilcott

Wilcot

Horningsham

Wingfield

Lacock

Winterbourne Bassett

Limpley Stoke

Winterbourne Monkton

Little Bedwyn

Lockeridge

Lopcombe Corner

Lover/Bohemia

Lower Woodford

Woodborough

Wootton Rivers

Yarnbrook

Appendix G: Principal Employment Areas

The following maps identify the Principal Employment Areas set out in the Community Area Strategies. These sites form part of the Proposals Maps.

Figure G.1 Principal Employment Areas in Amesbury Community Area

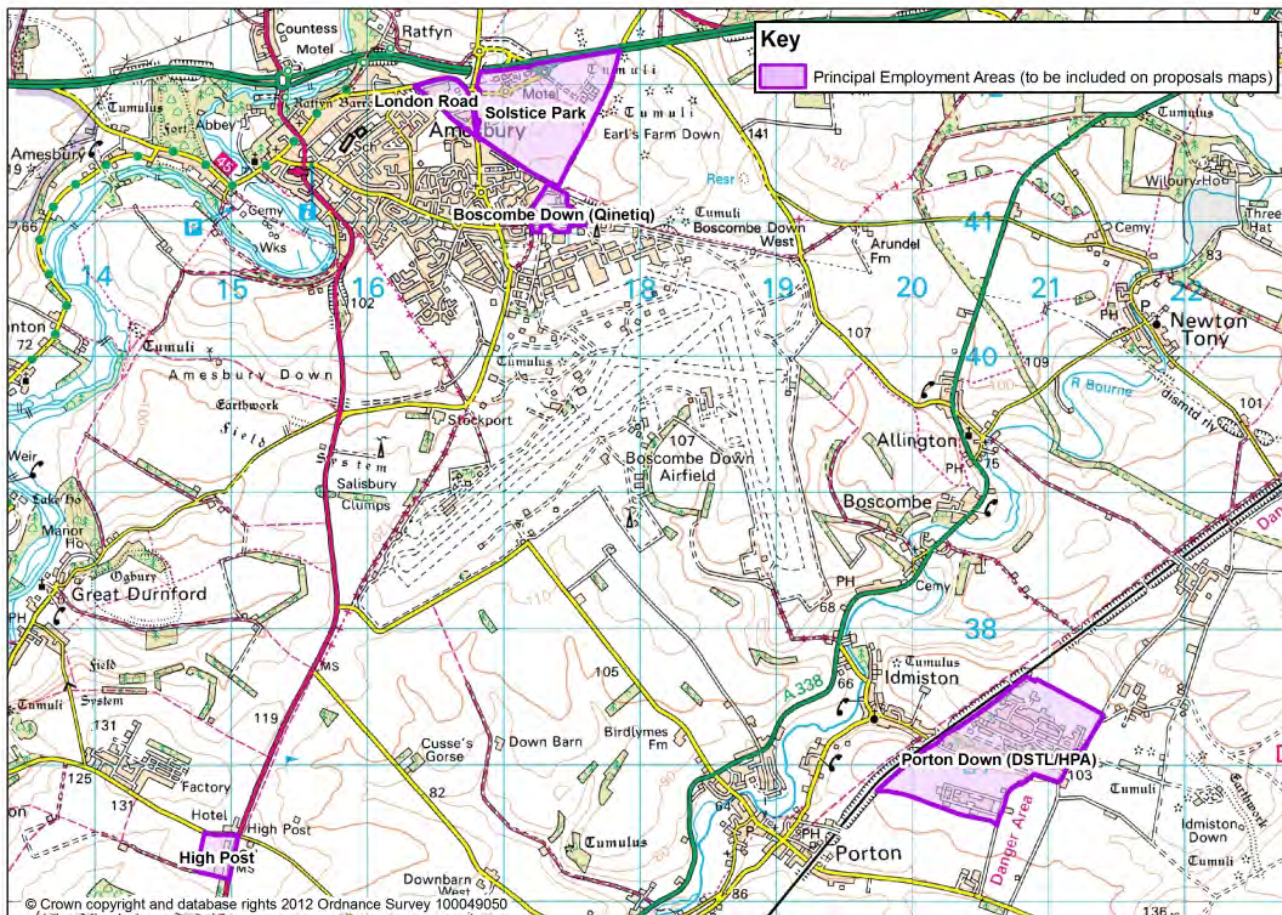


Figure G.2 Principal Employment Areas in Bradford on Avon Community Area

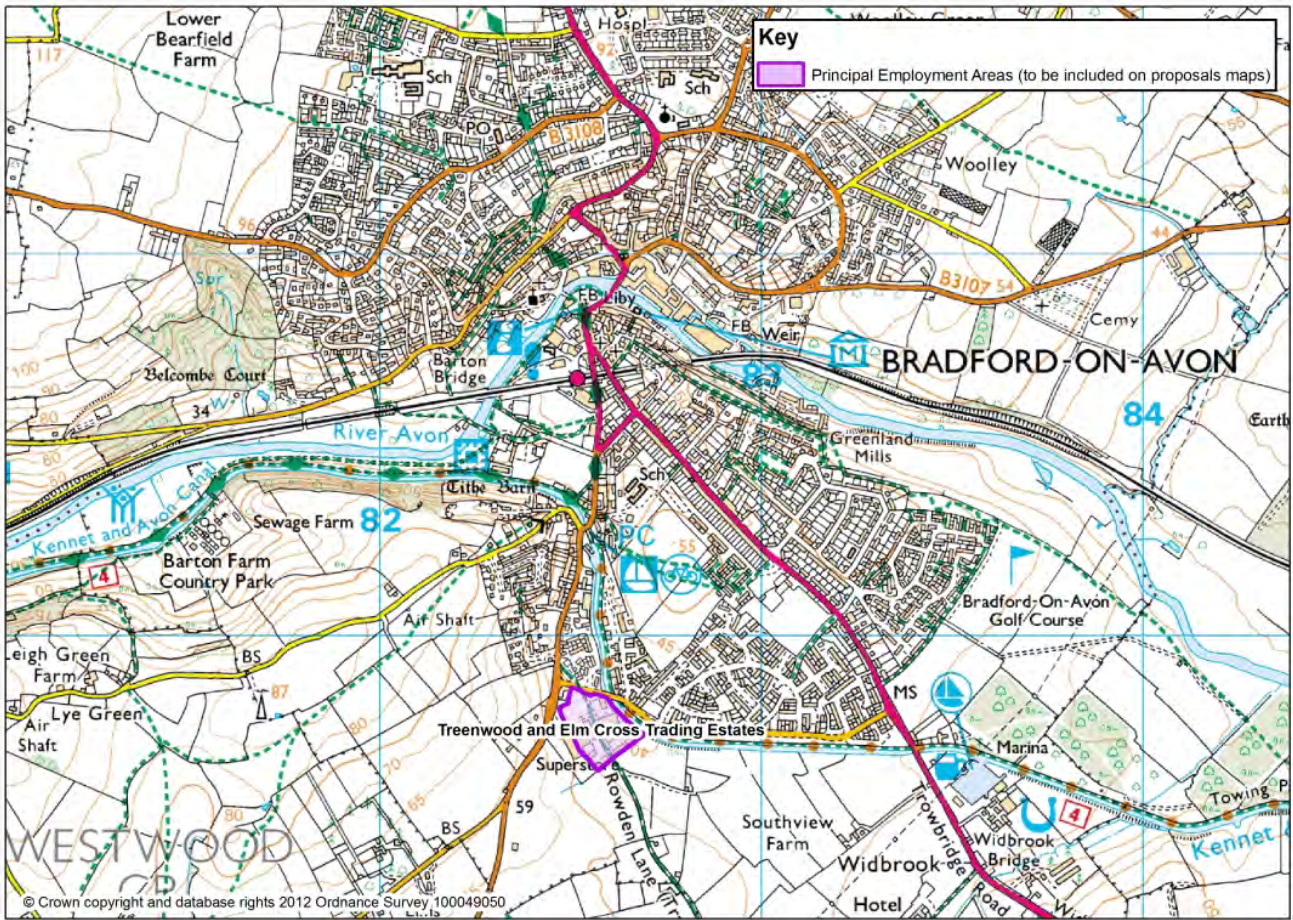


Figure G.3 Principal Employment Areas in Calne Community Area

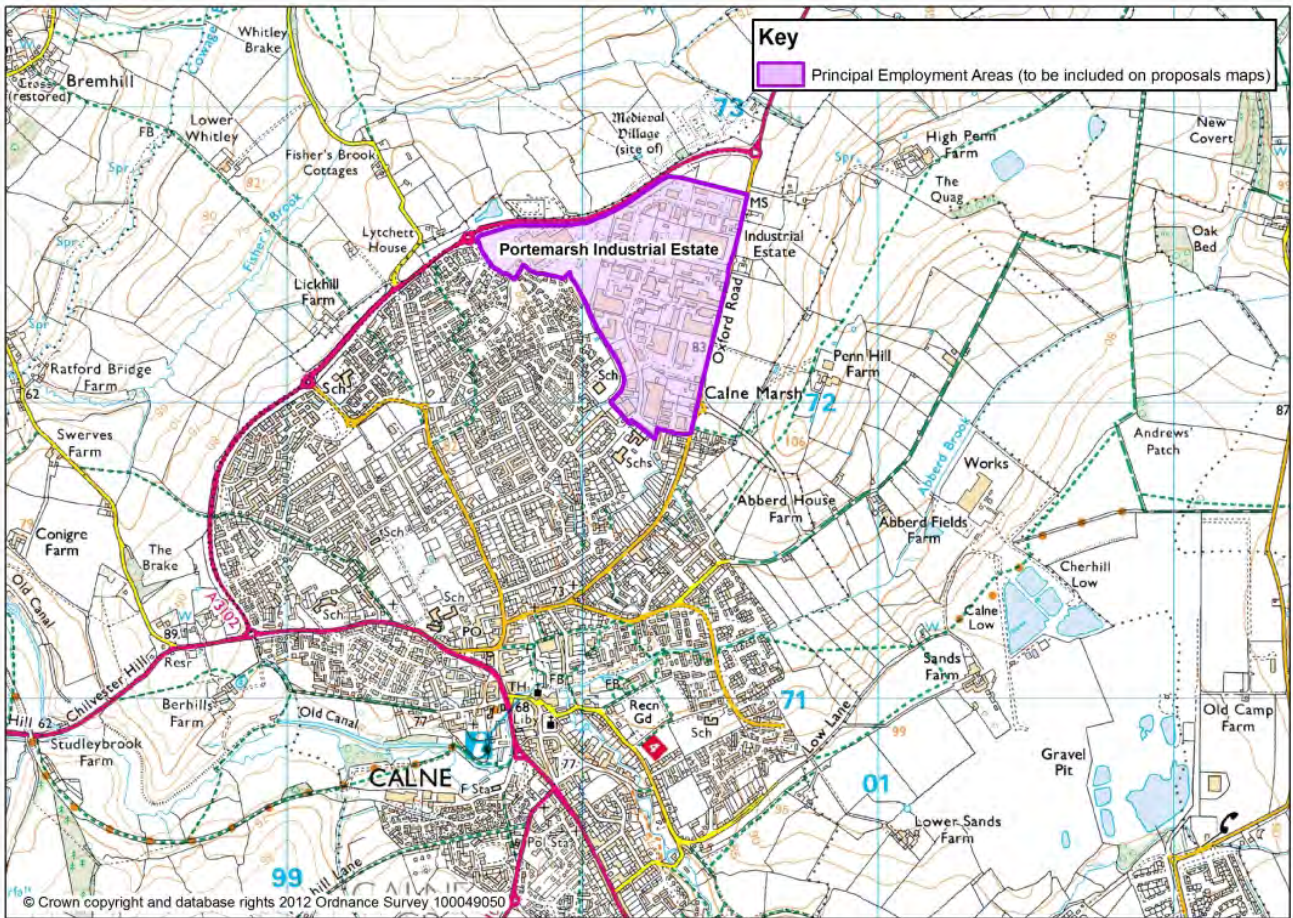


Figure G.4 Principal Employment Areas in Chippenham Community Area

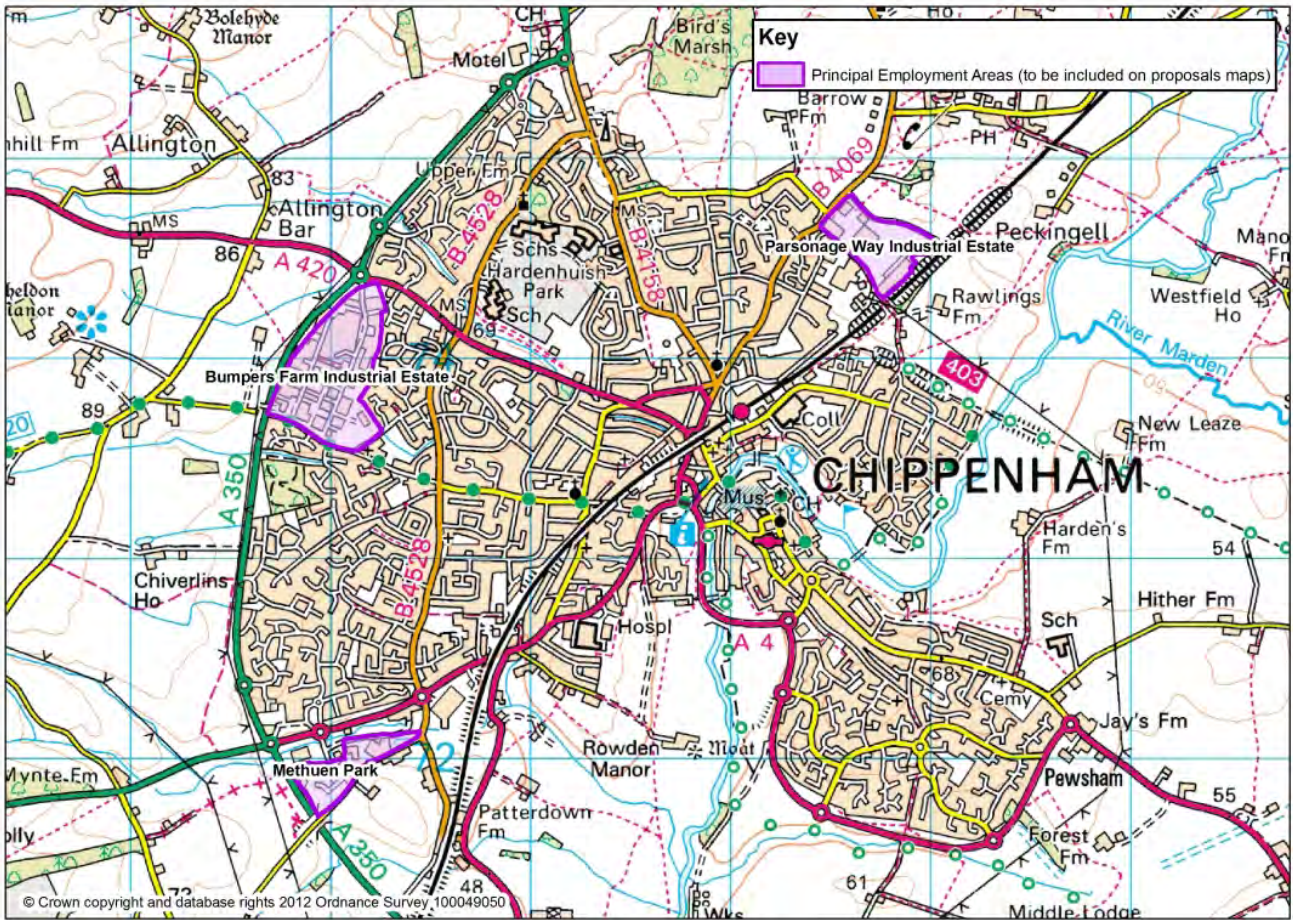


Figure G.5 Principal Employment Areas in Corsham Community Area

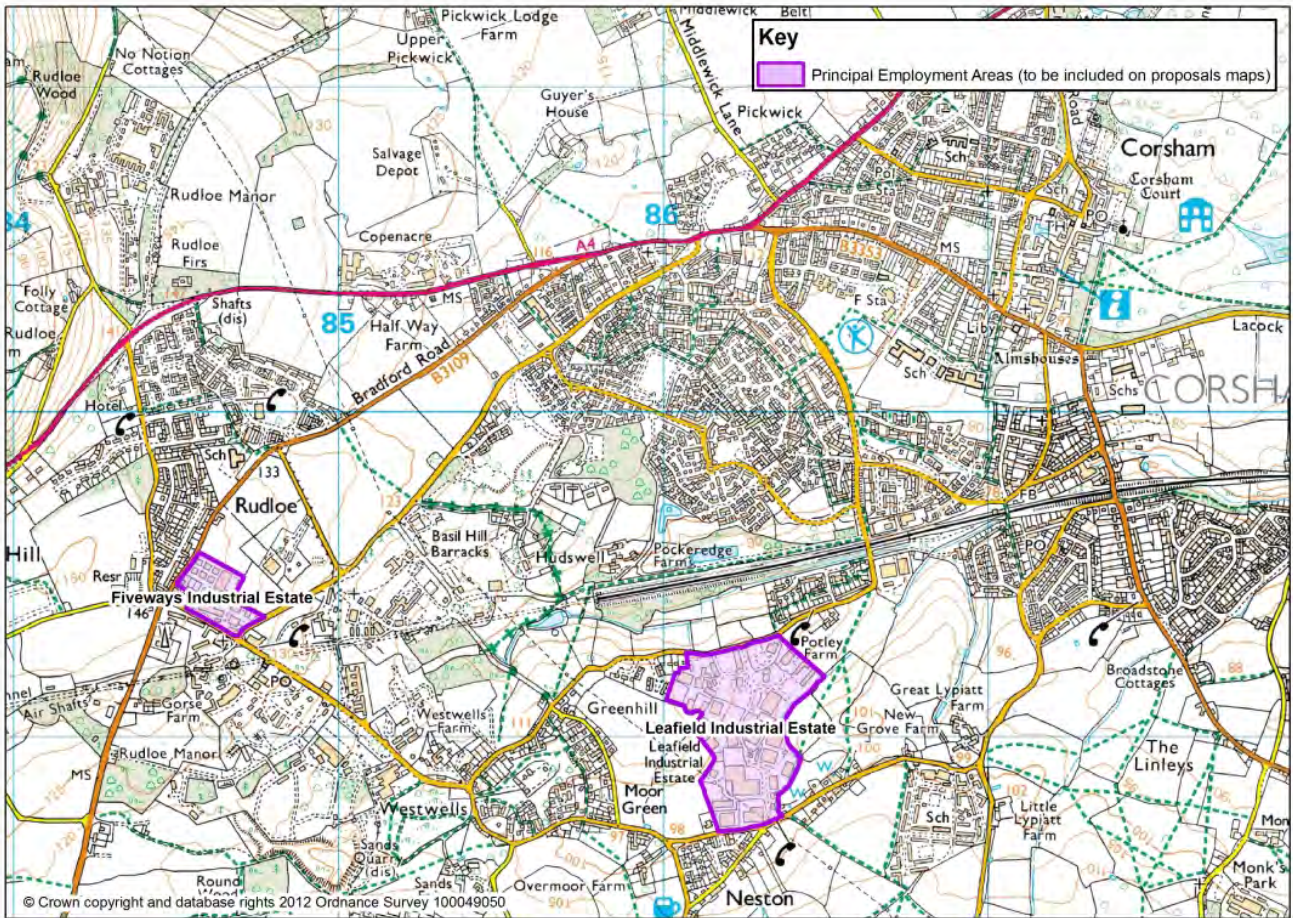


Figure G.6 Principal Employment Areas in Devizes Community Area

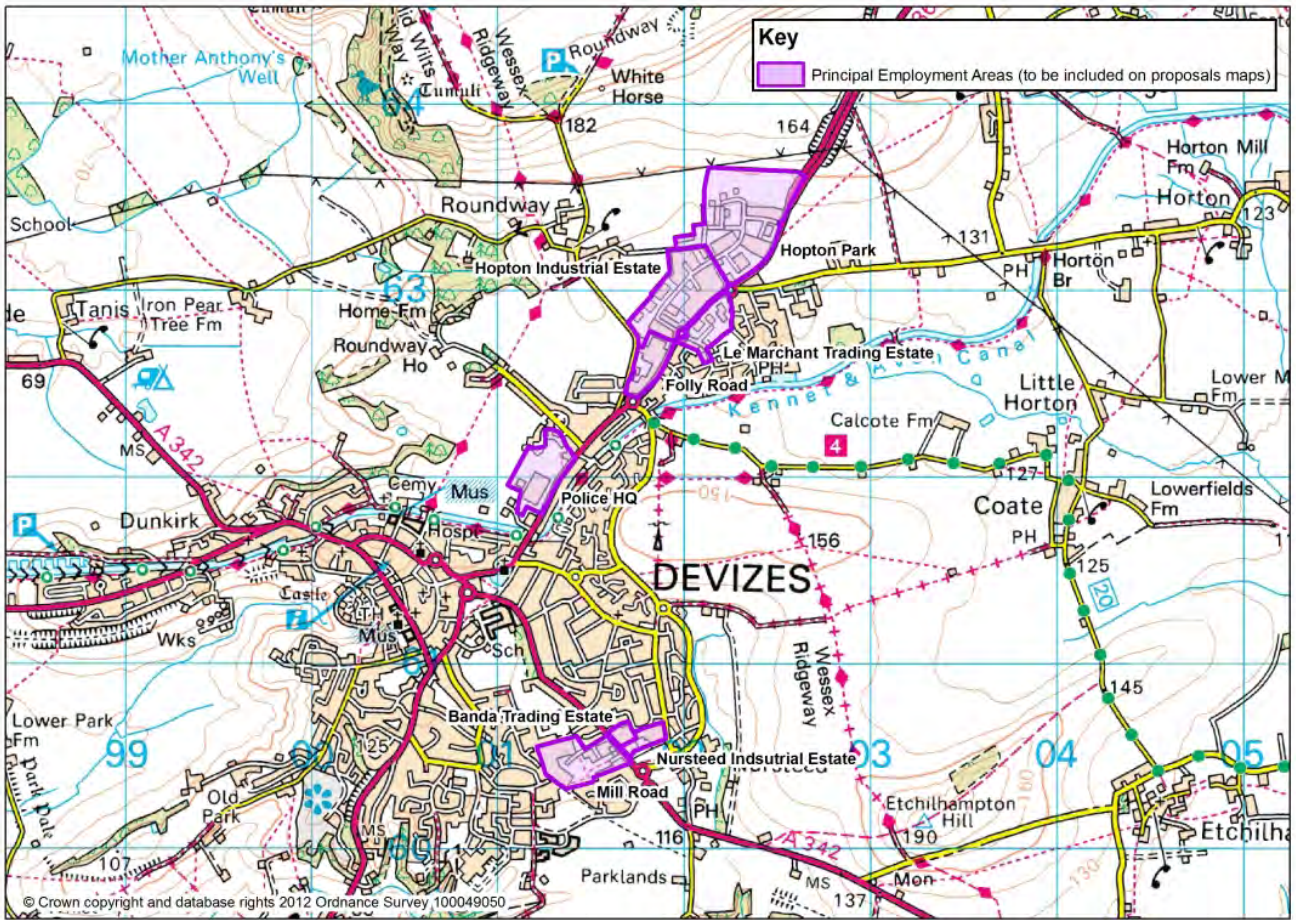


Figure G.7 Principal Employment Areas in Malmesbury Community Area

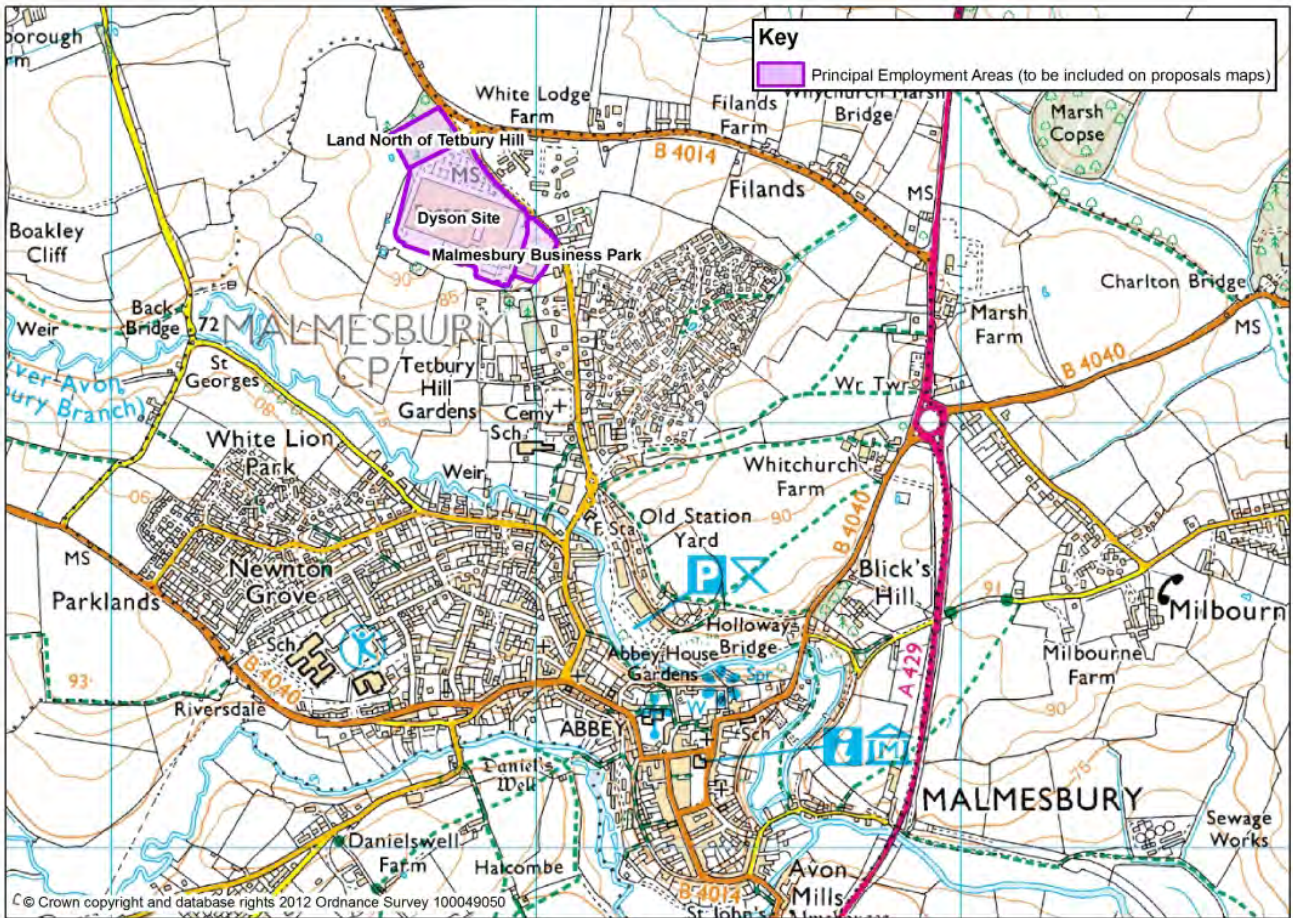


Figure G.8 Principal Employment Areas in Marlborough Community Area

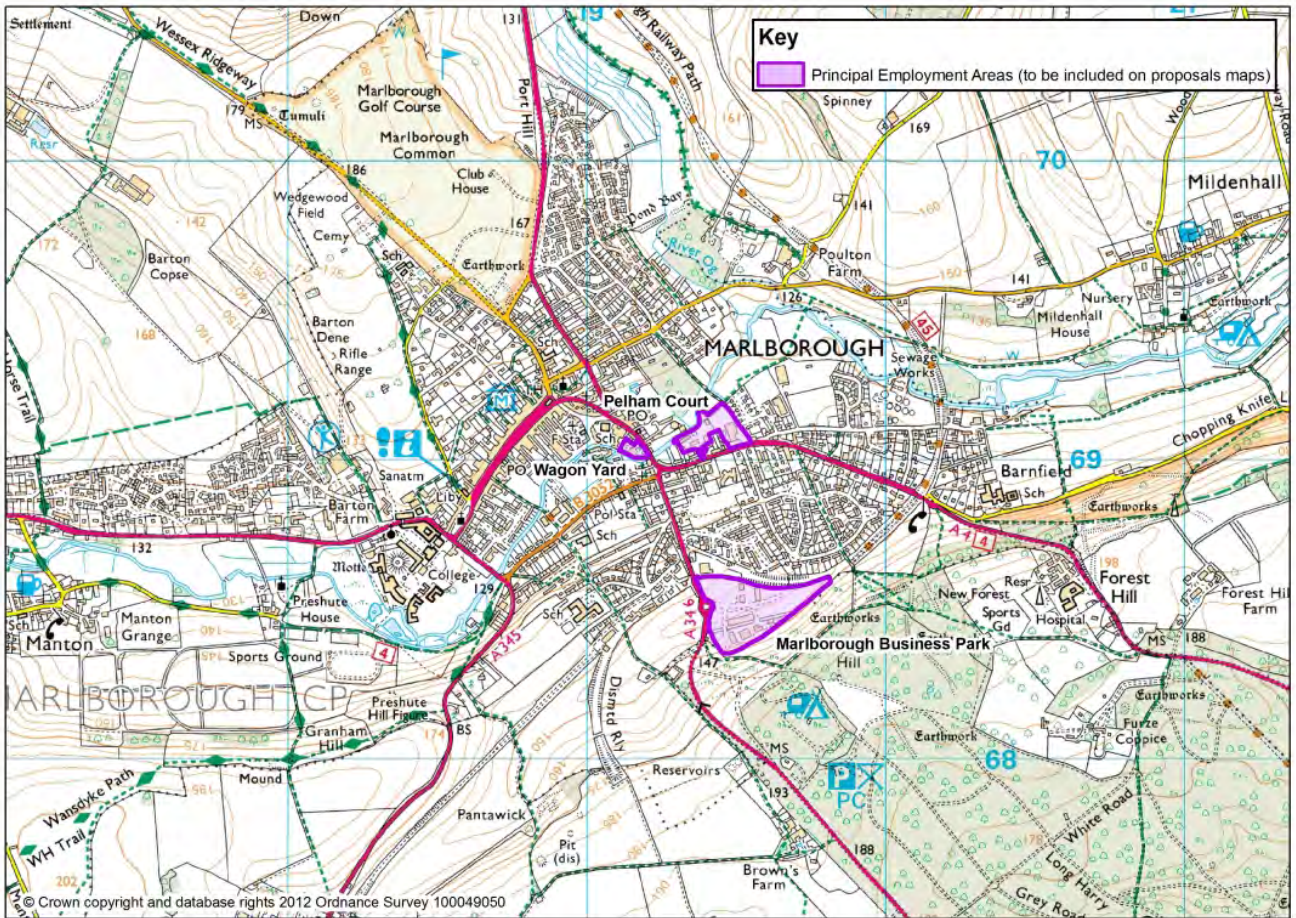


Figure G.9 Principal Employment Areas in Melksham Community Area

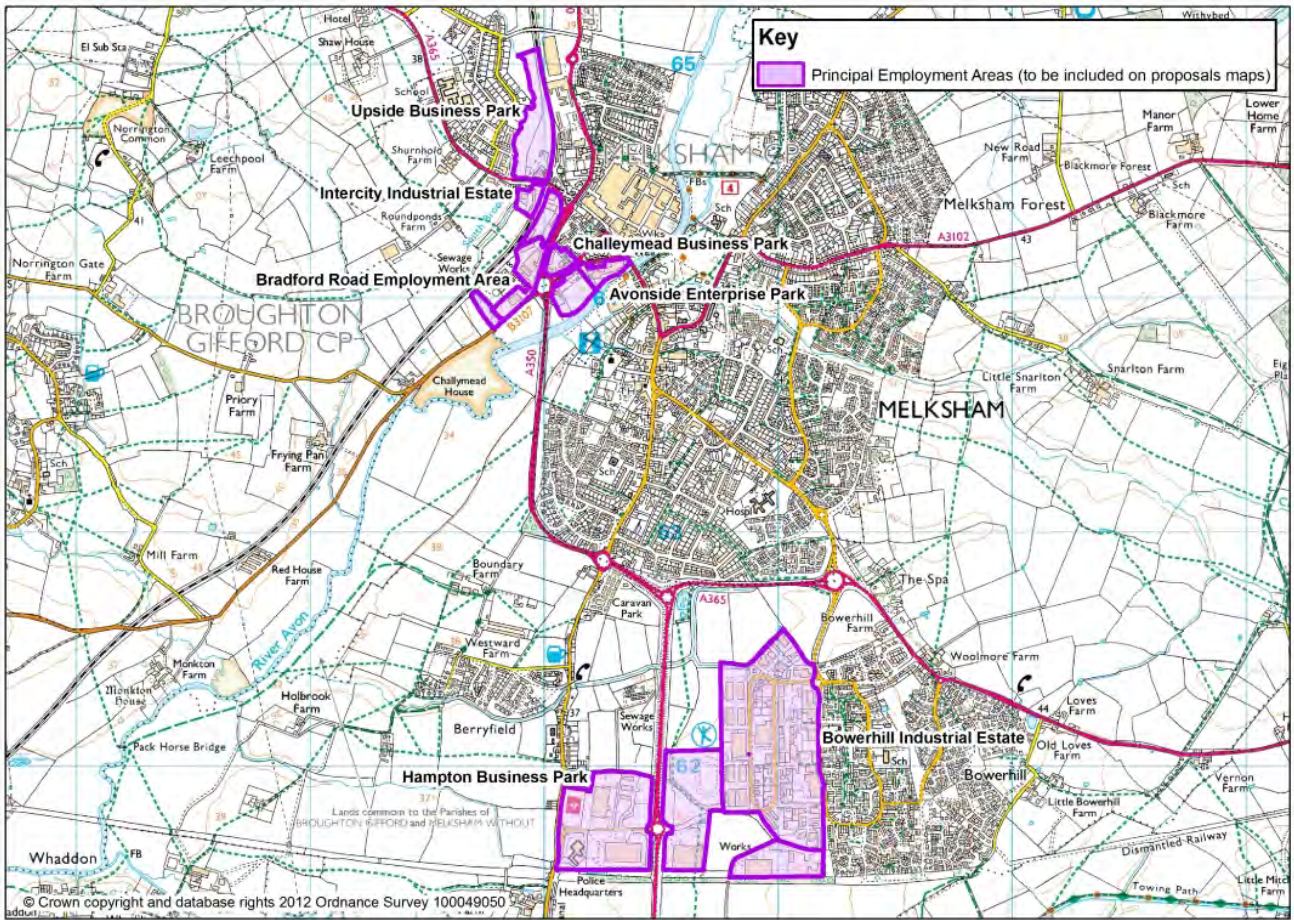


Figure G.10 Principal Employment Areas in Mere Community Area

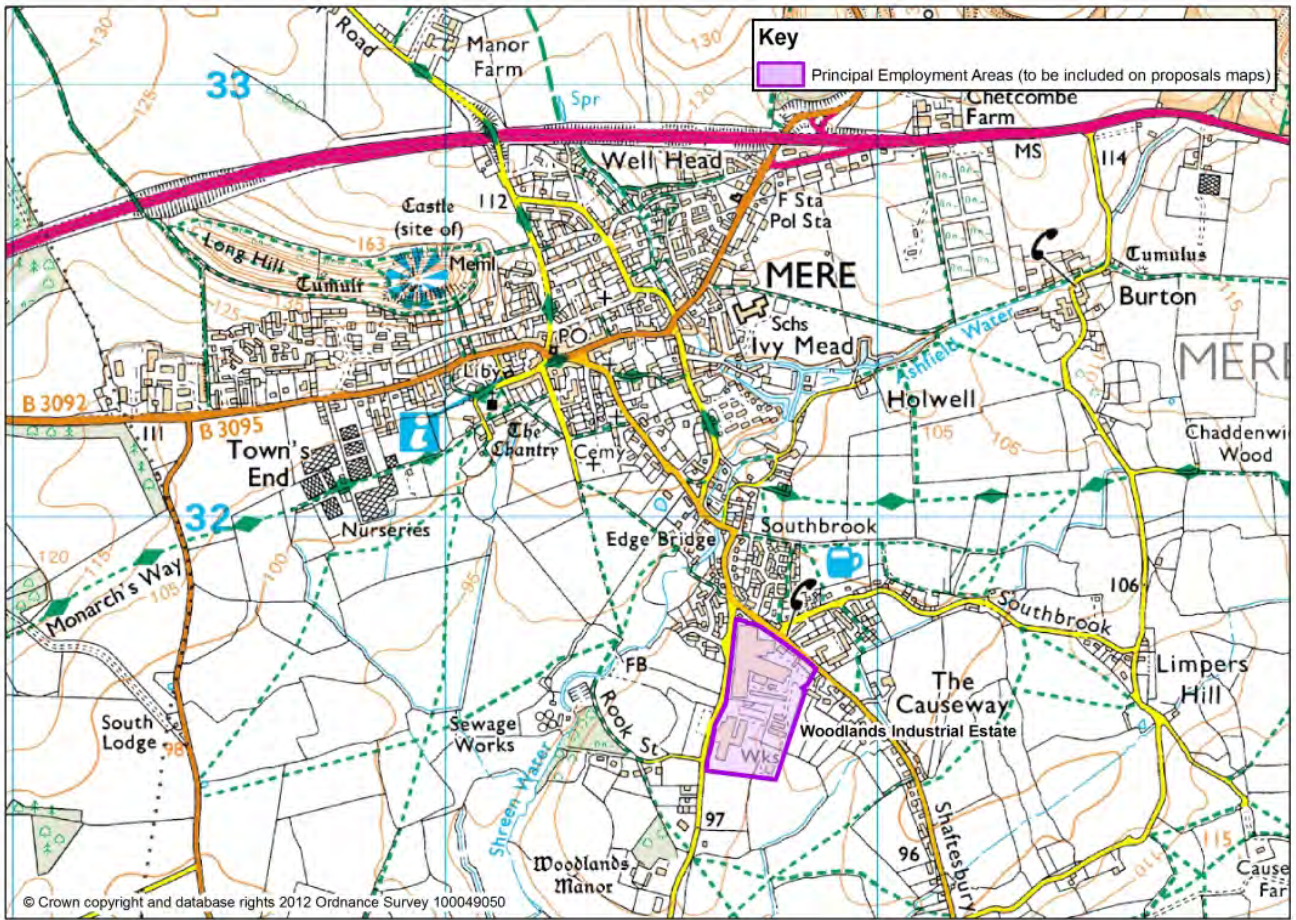


Figure G.12 Principal Employment Areas in and around Salisbury

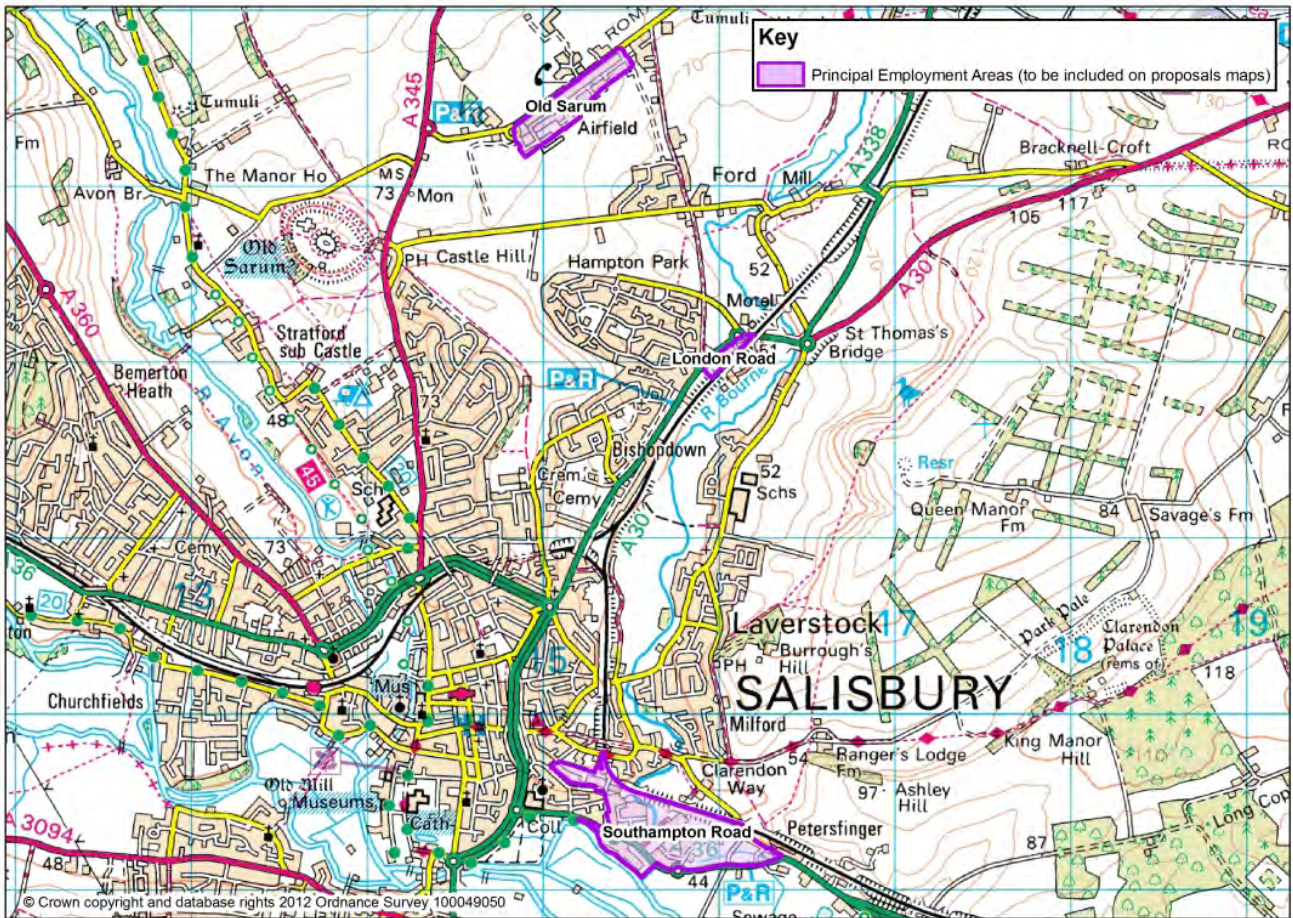


Figure G.13 Principal Employment Areas in Downton

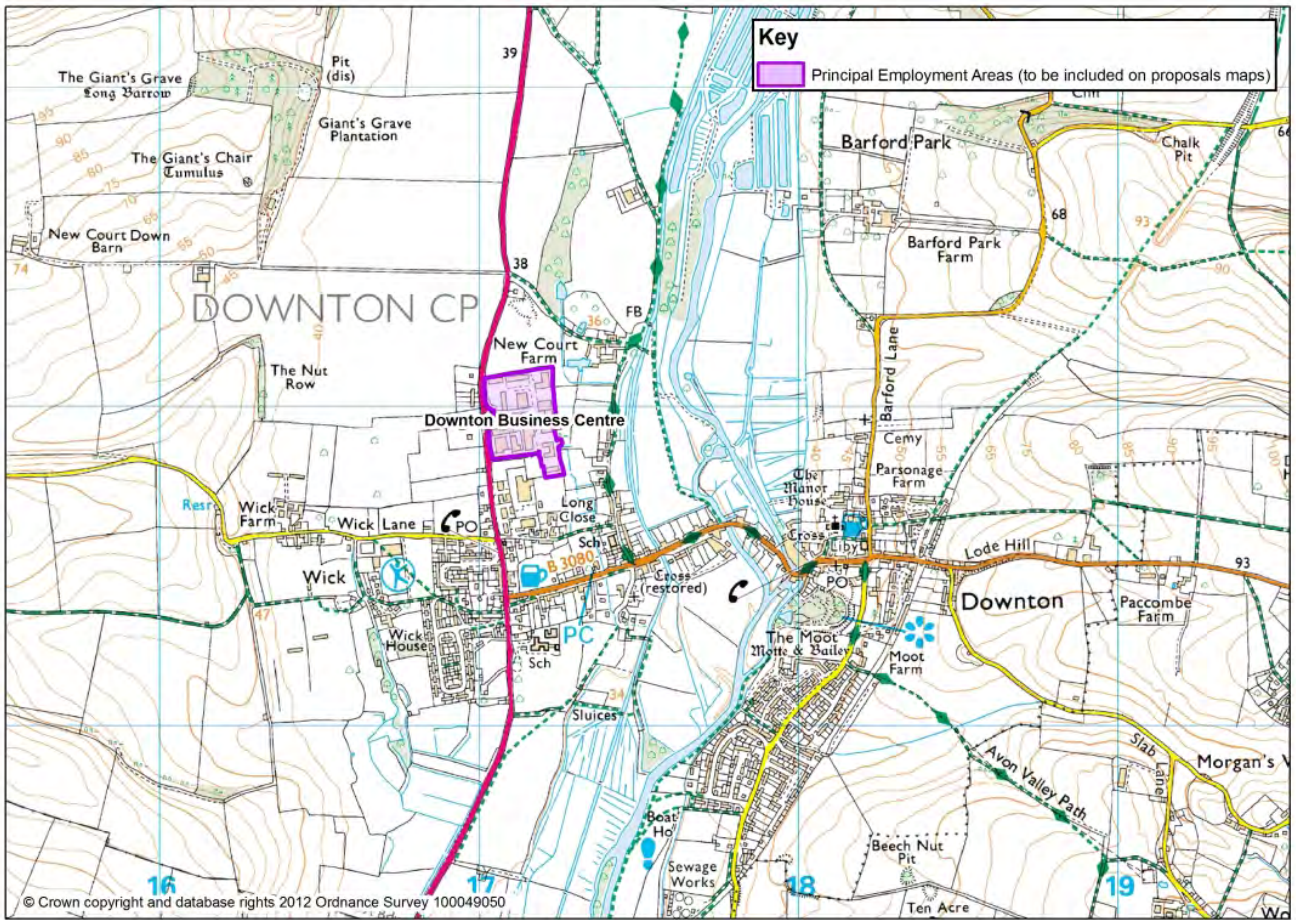


Figure G.14 Principal Employment Areas in Tidworth Community Area

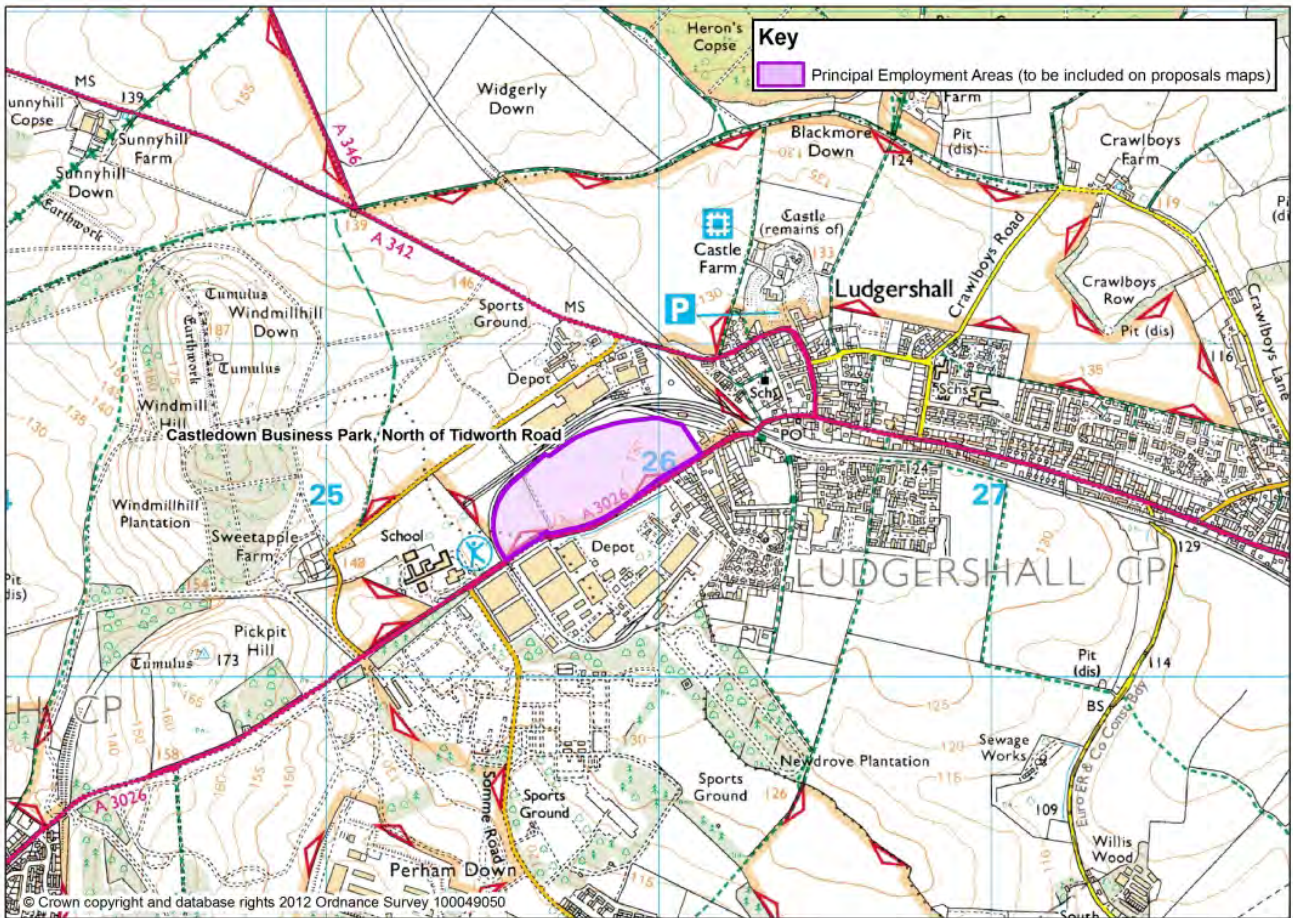


Figure G.15 Principal Employment Areas in Trowbridge Community Area

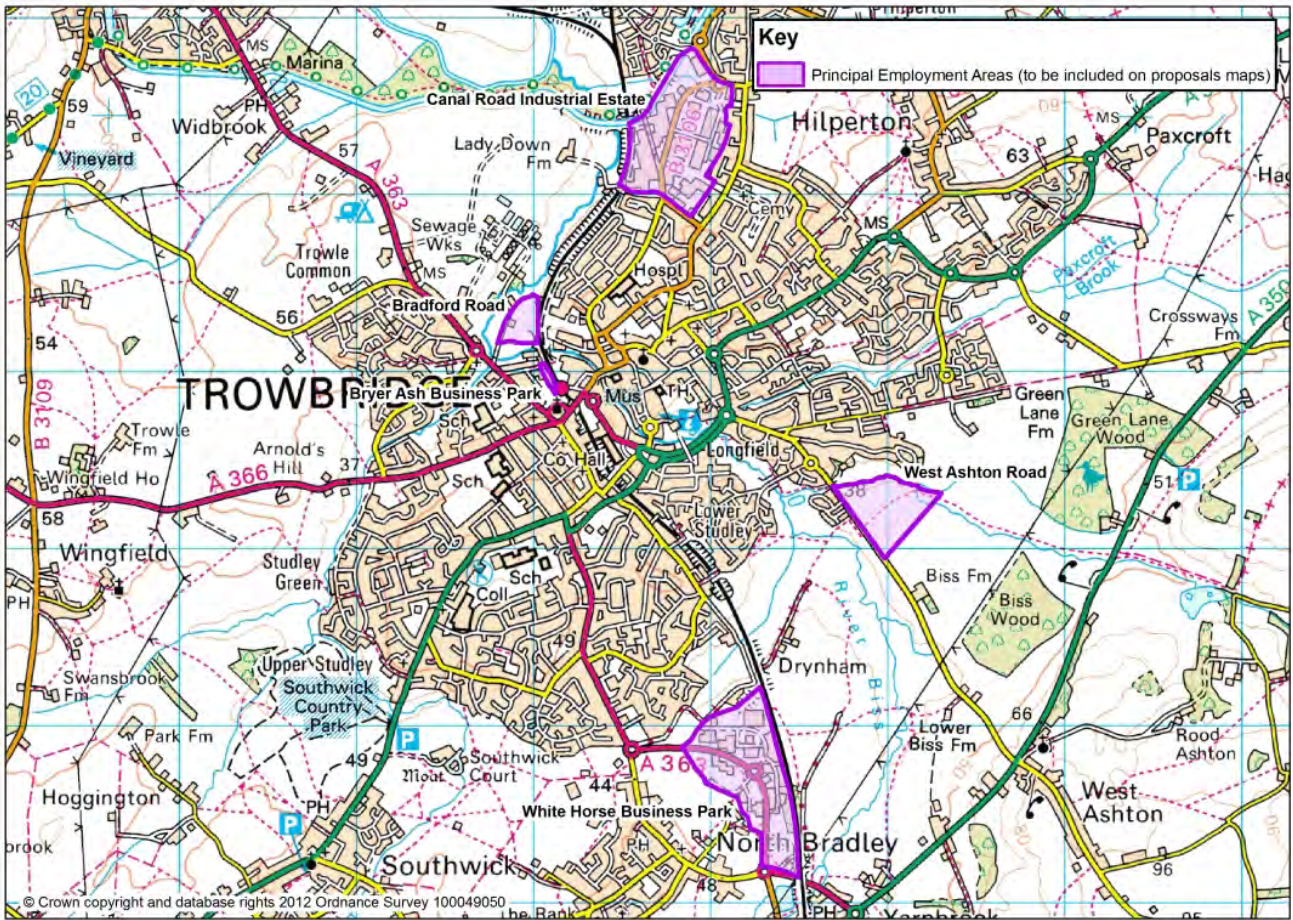


Figure G.16 Principal Employment Areas in Warminster Community Area

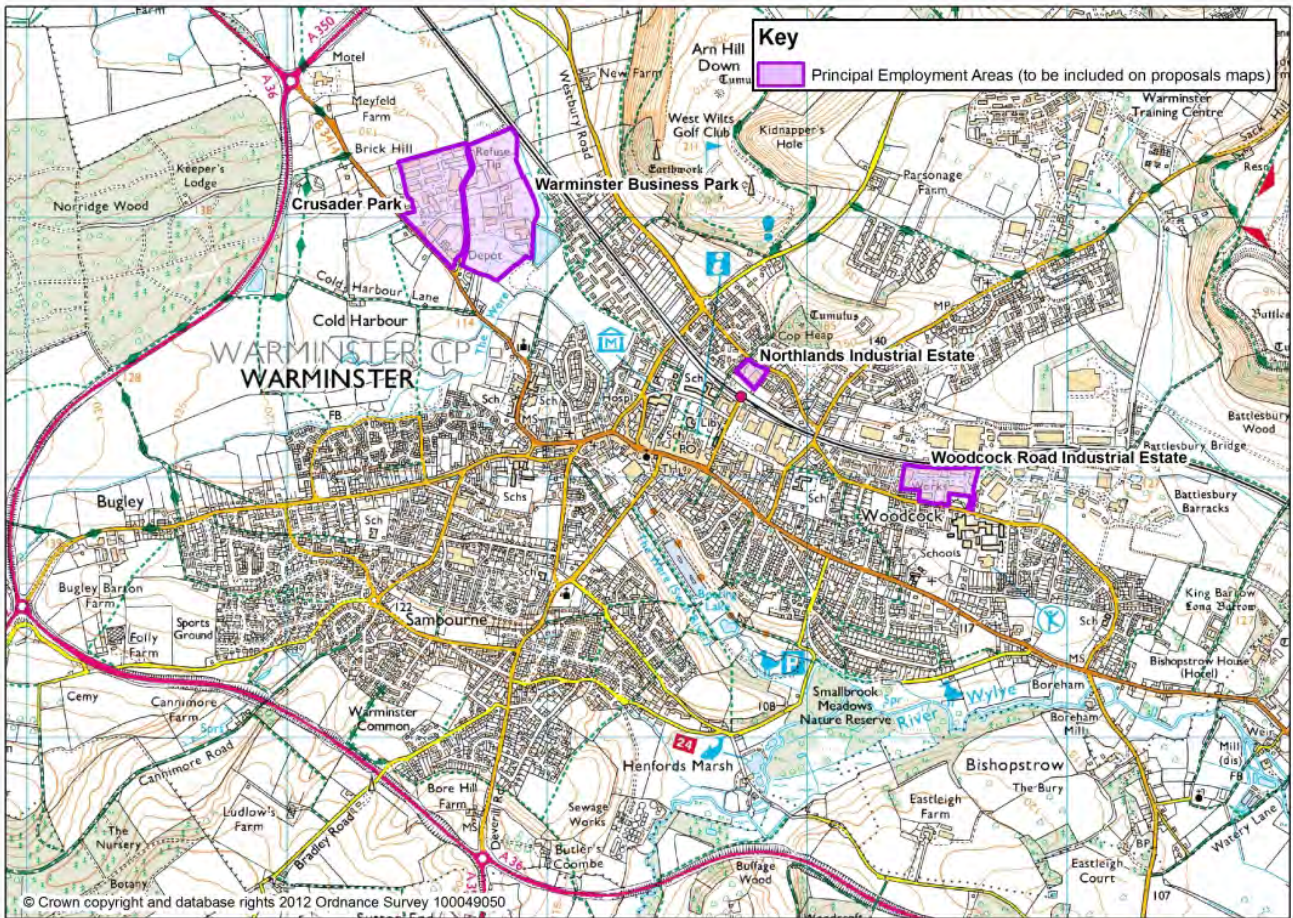
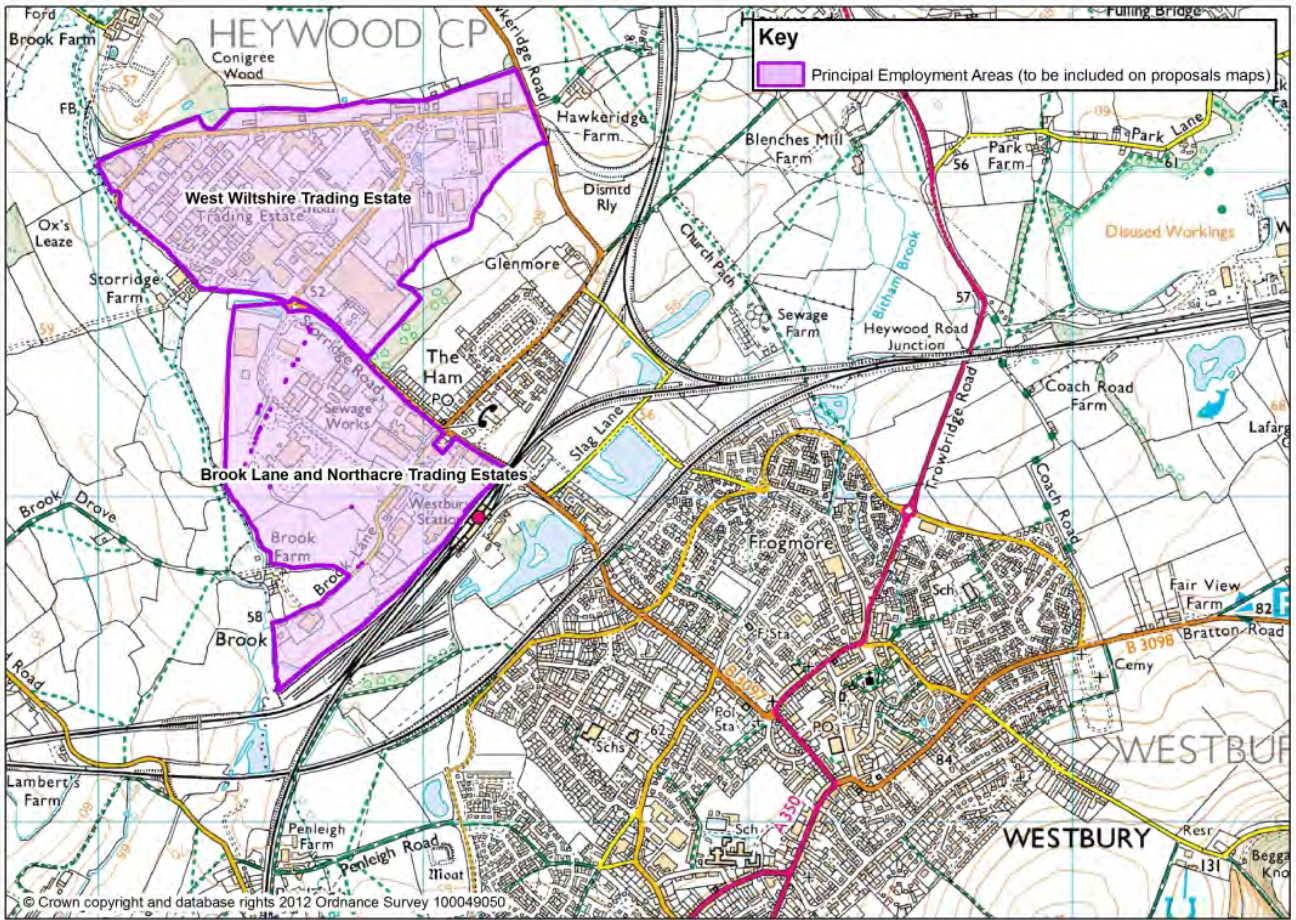


Figure G.17 Principal Employment Areas in Westbury Community Area



Appendix H: Proposals Map

Wiltshire Council is preparing this Wiltshire Core Strategy Development Plan Document as part of Wiltshire's Local Development Framework (LDF). The LDF includes adopted Proposals Maps to explain geographically the adopted policies and proposals of the Development Plan Documents relating to Wiltshire. The Proposals Map is revised when new policies and proposals are adopted.

The Proposals Map identifies areas of protection, such as nationally protected landscape and internationally, nationally and locally-designated areas and sites of conservation interest; show areas at risk from flooding; and allocate sites for particular land use and development proposals included in any adopted development plan document and set out the areas to which specific policies apply.

This Appendix formally outlines what constitutes the Proposals Map for Wiltshire and the Proposed Changes to it as planned through this Core Strategy. This will be available in a graphical format for Submission to the Secretary of State.

The adopted Proposals Map for Wiltshire comprises the proposals maps contained within:

- i. Kennet District Local Plan 2011 (adopted April 2004) - certain policies saved by the Secretary of State on 26 September 2007
- ii. North Wiltshire Local Plan 2011 (adopted June 2006) - certain policies saved by the Secretary of State on 27 June 2009
- iii. Salisbury District Local Plan 2011 (adopted June 2003) - certain policies saved by the Secretary of State on 26 September 2007, as amended by the South Wiltshire Core Strategy (adopted 7 February 2012)
- iv. West Wiltshire District Plan 1st Alteration (adopted June 2004) - certain policies saved by the Secretary of State on 26 September 2009, as amended by (v).
- v. West Wiltshire Leisure and Recreation Development Plan Document (adopted February 2009)

In addition, for Minerals and Waste matters, which are prepared jointly with Swindon Borough Council and cover a different plan area (Wiltshire and Swindon Borough), a separate map has been prepared. This also forms part of the Proposals Map for Wiltshire.

Changes to the Proposals Map

The Changes to the adopted Proposals Maps, set out in (i) to (v) above, as proposed through this Core Strategy are set out below:

- a. Removal of boundaries/notations relating to policies that are no longer saved:

Following legislative changes the Secretary of State 'saved' certain policies from the Local Plans for continued uses pending replacement by new Development Plan Documents, including the Wiltshire Core Strategy. The proposals maps were not re-printed following this exercise and those policies 'not saved' and consequently no longer in effect, have not been removed from the Proposals Maps although their continued appearance there should be disregarded.

This Core Strategy proposes that further policies from Local Plans are no longer 'saved' and in effect replaced by new policies and proposals. Associated changes to the Proposals Maps are therefore needed for those saved Local Plan policies and proposals that will be placed by the Wiltshire Core Strategy as set out in Appendix D. This will include the removal of site allocations as well as policy boundaries and changes to the Key on the Proposals Maps.

Settlement boundaries of those villages identified within Appendix E will be deleted where they are not being retained.

b. New site allocations, policy boundaries and associated changes:

Proposed changes to the Proposals Map are also necessary in light of new policies and proposals within this Wiltshire Core Strategy, as follows.

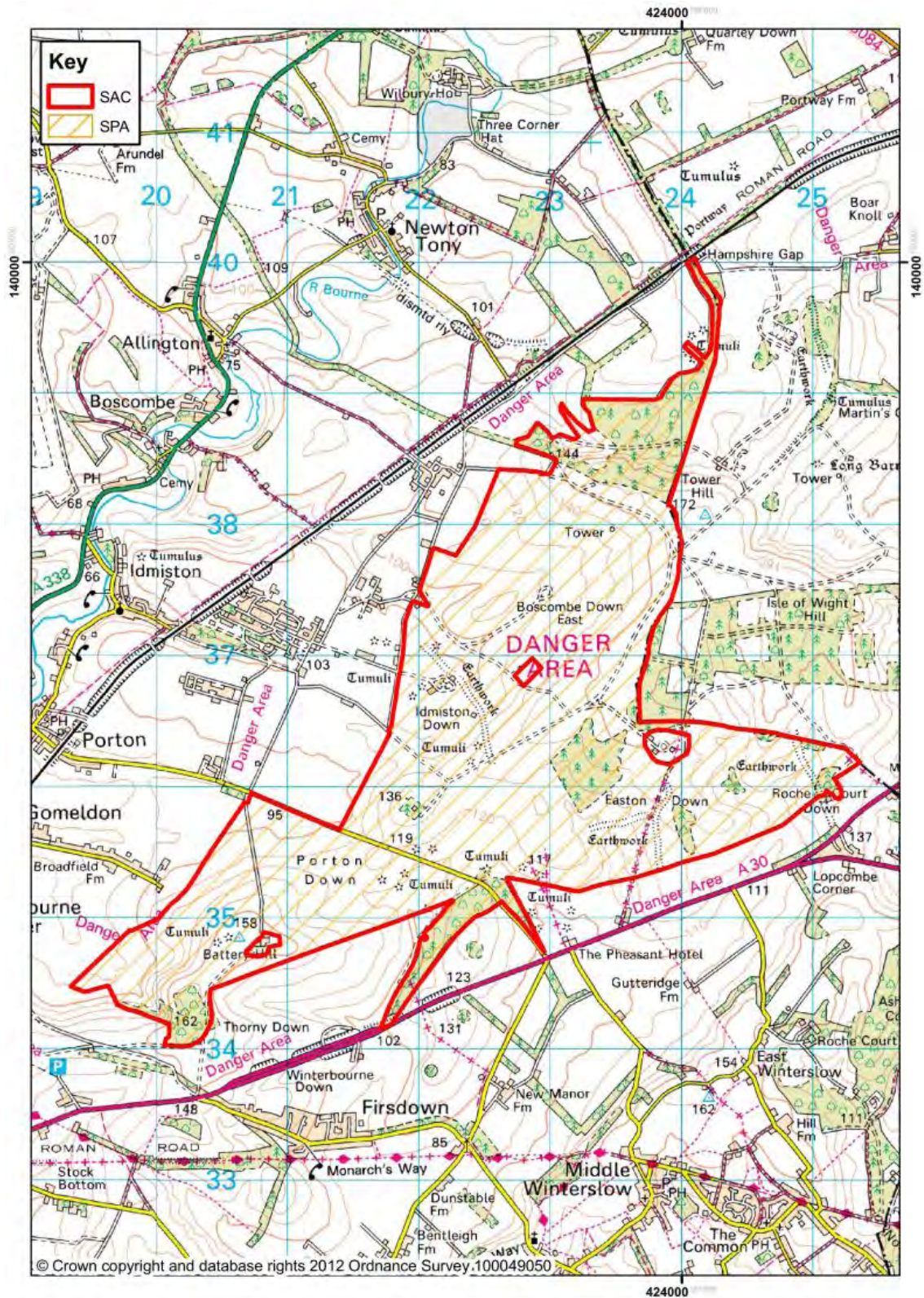
- i. Insertion of Community Area boundaries for Wiltshire, as set out in Figure 1.2.
- ii. Insertion of Housing Market Area boundaries, as set out in the Figure ES7 of the Wiltshire Council Strategic Housing Market Assessment, December 2011 and illustrated on the Key Diagram (Figure 4.1).
- iii. Boundary of Strategic Sites, as illustrated in maps included at Appendix A.
- iv. Principal Employment Areas, as illustrated in maps included at Appendix G.
- v. Insertion of boundaries for Special Area of Conservation and Special Protection Area on Porton Down Inset Map in line with Core Policy 5 and River Avon Special Area of Conservation in line with Core Policy 69, as illustrated in Figure H1 and H2 below.
- vi. Insertion of Melksham canal link project in line with Core Policy 25 as illustrated within Melksham Community Area Map (page 87) for Proposed Canal Link.
- vii. Show New Forest National Park (NFNP) boundary as referred to in Core Policy 25.
- viii. Insertion of boundaries where missing to illustrate biodiversity and geodiversity in line with Core Policy 50 including: County Wildlife Sites, local geological sites, other Special Protection Areas as shown on Wiltshire and Swindon Minerals and Waste Proposals Map; Natura 2000 sites, as shown in the Wiltshire Council Habitats Regulations Assessment, February 2012; other sites subject to the Habitats Directive as shown in Topic Paper 5 Natural Environment.
- ix. Insertion of boundary of Cotswold Water Park, in line with Core Policy 54, as illustrated on the Cotswold Water Park Master Plan.
- x. Insertion of historic parks and gardens and scheduled ancient monuments where missing as illustrated on the Wiltshire and Swindon Minerals and Waste Proposals Map, in line with Core Policy 58 - Ensuring the conservation of the historic environment.
- xi. Illustrate Strategic Transport Network in line with Core Policy 66 and illustrated on the Key Diagram (Figure 4.1).
- xii. Insertion of Source Protection Zones, Safeguard Zones and Water Protection Zones, and up to date areas at risk from flooding as illustrated on the Environment Agency website⁽⁷¹⁾, in line with Core Policy 68 - Water Resources and national policy requirement to show areas at risk from flooding.
- xiii. Other differences illustrated in the Key Diagram (Figure 4.1) will also be incorporated on the Proposals Map and specific policy references up dated on the Proposals Map Key as appropriate.

71 http://maps.environment-agency.gov.uk/wiyby/wiybyController?ep=maptopics&lang=_e

Figure H.1 River Avon SAC



Figure H.2 Porton Down SAC and SPA



This document was published by the Spatial Plans team, Wiltshire Council, Economy and Enterprise.

For further information please visit the following website:

<http://consult.wiltshire.gov.uk/portal>