

Planning For Marlborough

July 2023

1. Introduction

'Planning for Marlborough' is a guide to how the Local Plan Review ('the Plan'), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Marlborough, as follows:

Policy	Title
Policy 44	Marlborough Market Town
Policy 45	Land at Chopping Knife Lane
Policy 46	Land off Barton Dene

A table containing the current planning policies for Marlborough and their status is included in Appendix 1.

The plan sets what local priorities will shape development and future growth in Marlborough ('place shaping priorities'). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town's future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business, and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Marlborough - Context and challenges

Population	9,100 ¹	14th largest of the County's 14 main settlements
Strategic role	Market Town	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

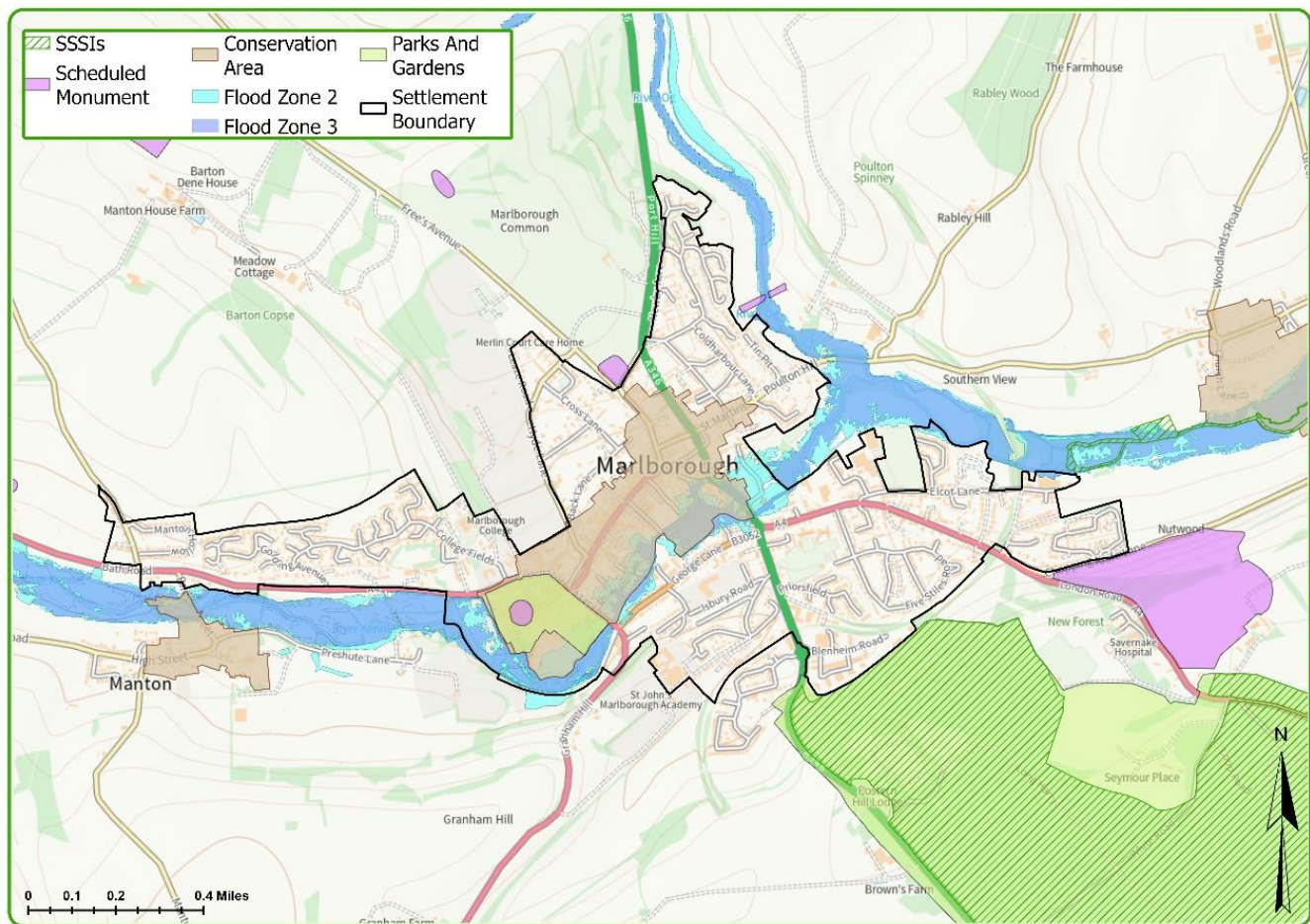


Figure 1. Environmental constraints and designations at Marlborough.

The town is within an area of high landscape quality being entirely within the North Wessex Downs AONB whilst also sitting near the settlement of Avebury which, together with its surrounding landscape, forms part of the Stonehenge and Avebury World Heritage Site. Expansion of the settlement must conserve and enhance its landscape and scenic beauty, having regard to its setting.

¹ [Census 2021, ONS](#)

Being situated along the River Kennet, development at the town must avoid flood risk areas (zones 2 and 3 shown above). The River Kennet Site of Special Scientific Interest (SSSI) and Kennet and Lambourne Special Area of Conservation (SAC) is one of several sites of nature conservation importance that lie in close proximity to the town, others including Savernake Forest SSSI, several county wildlife sites and Marlborough Railway Tunnel. These features are important for a range of species, for instance Savernake Forest and the disused railway tunnel serve as critical roosting, foraging, commuting, and hibernating grounds for bats including barbastelle bats. Development must protect and, where possible, enhance the ecological value of such features.

Savernake Forest also represents a historic park and garden encompassing much of the south-eastern backdrop to the settlement. The protection of this and other heritage assets and their settings, including several scheduled monuments and the nearby world heritage site, should be conserved in a manner appropriate to their significance.

Marlborough town itself represents an attractive and important centre for the surrounding area with a rich built environment, an attractive and thriving retail centre with a tourism potential arguably yet to be fully harnessed. The River Kennet that bisects the town has potential as a significant Green and Blue Infrastructure asset whilst the town centre's conservation area boasts a range of attractive historic features and buildings.

The transport network is predominantly focused on the road network consisting of the A4 passing through the town east/west, A346 north/south and the A345 feeding up from Salisbury. The confluence of these road networks and associated traffic congestion has resulted in air pollution and the designation of an Air Quality Management Area (AQMA) in the town. Development at the town should not worsen these conditions.

How has Marlborough developed?

The urban form has historically developed to the north and south of The River Kennet that dissects the town whilst also having developed along the routes formed by the A4 running east/west and the A346 running north/south.

More recently development has taken place to the East at Chopping Knife Lane and to the West at Salisbury Road (Wiltshire Core Strategy strategic housing allocation). This spread of development has expanded to those less environmentally sensitive areas.

The following diagram shows how much housing has been delivered in Marlborough from 2006 to 2022.

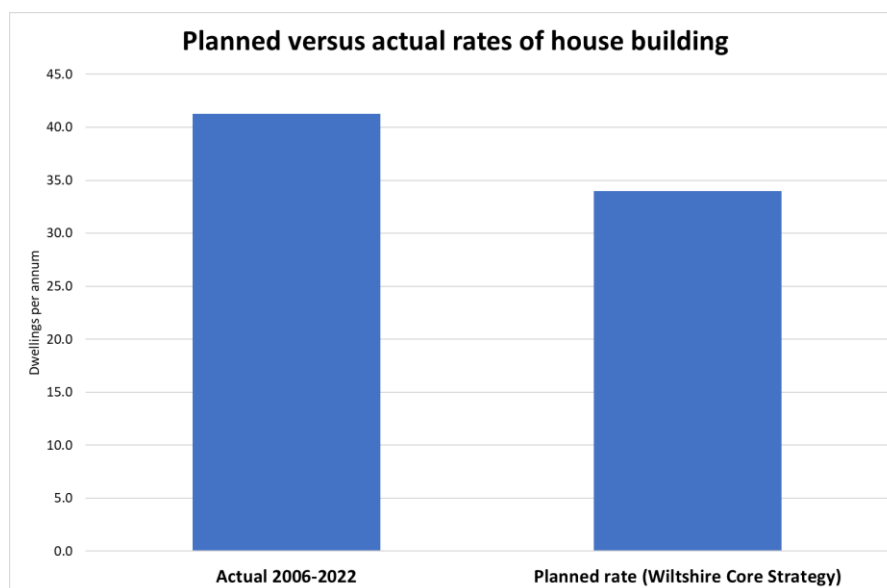


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building in Marlborough

The modest level of residential growth at Marlborough in comparison to other Wiltshire market towns, broadly in line with that anticipated within the Wiltshire Core Strategy, reflects the environmentally constrained nature of the town. These factors have contributed to a perceived lack of affordable housing stock, as reported within the Marlborough Area Neighbourhood Plan (March 2023), and an average house price far higher than many other areas of Wiltshire.

Employment development within Marlborough has been similarly modest in line with that envisaged within the Wiltshire Core Strategy that did not identify Marlborough as a location for strategic employment growth.

Following historic declines within the manufacturing sector, this sector has seen recent growth, albeit from a small base. The wholesale & retail trade sector is particularly concentrated although it has not seen much growth in recent years. This sector (alongside education) is the largest employment sector in absolute terms. Marlborough's Information & Communication sector has also seen growth in recent years.

Whilst the education sector remains a major employer for the town, primarily through Marlborough College, Marlborough business park towards the south of the town represents an important location for employment, being protected from alternative uses by designation as a Principal Employment Area (PEA). Small pockets of industry and commerce also exist throughout the remainder of the town, PEA also being located at Pelham Court and Wagon Yard.

Marlborough's town centre represents an attractive and thriving retail centre. The distinct wide High Street, the heart of a conservation area, acts as the centre of retail activity in the area with a mix of national chains and independent shops. Many buildings are either 2 or 3 stories and have facades dating back to the 18th century. There is a high level of maintenance

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of most buildings along High Street and the wide pavement areas are wide enough to facilitate an attractive public realm encouraging convenient pedestrian movement.

The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, overall, Marlborough is considered to be a healthy town centre. It has a very low (and falling) vacancy rate which is a sign of the popularity of the town as retail and service destination and as a location where commercial businesses feel confident to trade. For a town of the size of Marlborough, its town centre has a significant amount of retail floorspace and a wide selection of retailers and service uses.

However, opportunities for enhancement and further development in Marlborough remain and should be focused on business investment and improvements in the town centre, notably enhancing the town's role as a service and tourist centre, facilitating self-containment and meeting local needs.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

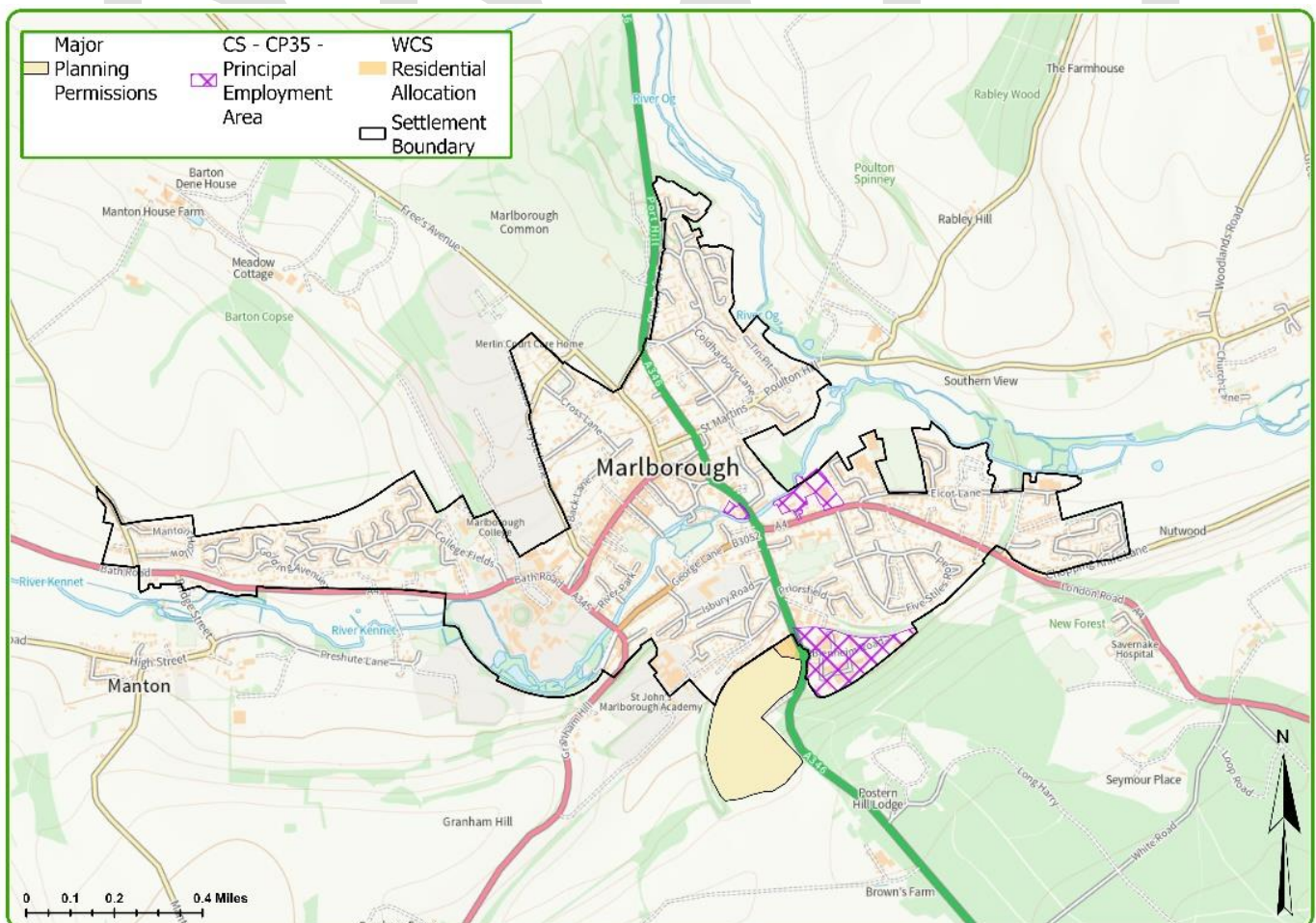


Figure 3. Current major planning permissions and development plan commitments at Marlborough.

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Marlborough has developed over recent years is in summary:

Marlborough represents a market town with a rich built environment and attractive retail centre hosting numerous independent retailers. Characterised by its location within an area of outstanding natural beauty, the immediate surroundings comprise a variety of forest, river valleys and chalk down land of significant landscape and ecological value. Within the wider landscape lies the Stonehenge and Avebury World Heritage Site heightening the towns tourist potential. These characteristics, alongside a strong employment base with significant education sector representation, make Marlborough an attractive yet environmentally constrained location for future development with higher-than-average house prices contributing to a heightened affordable housing need. Development should also help tackle traffic congestion within the town facilitating enhancements in sustainable transport modes and tackling factors contributing to the AQMA.

A set of Place Shaping Priorities (PSPs) address matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Marlborough Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Balancing housing need and environmental conservation: Housing provision will prioritise local needs for affordable homes. This will require enough new housing whilst respecting the objectives of Area of Outstanding Natural Beauty designation alongside conserving and enhancing the ecologically valuable features in and around the town.

PSP2 Economy and town centre: Support additional opportunities for job growth and business investment ensuring the Town Centre remains a vibrant hub for the community and as a visitor destination. This should facilitate self-containment and maximise the tourism opportunity Marlborough and its surroundings offer while preserving and enhancing the special historic character of the Town.

PSP3 Town Centre strategy: Implementing a Town Centre strategy to improve accessibility, traffic management and parking.

PSP4 Infrastructure: Improve the provision of infrastructure to fully meet the town's needs, in particular additional health service and educational facilities.

PSPs sit alongside the spatial strategy for Marlborough. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the

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basis for an overarching planning policy for Marlborough that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy and plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy, respond to concerns regarding the need to deliver affordable homes coupled with the need to conserve and enhance the towns environmental assets and surrounding landscape.

New employment land provides an opportunity to meet the needs of Marlborough's economy. The spatial strategy for Marlborough reflects the findings of an Employment Land Review³, which concludes there is an indicative forecast demand for around 1.8ha of employment land at the town (comprising 0.4-1.1ha for office and 0.7ha industrial).

The new strategy identifies a requirement of 600 homes for the plan period 2020 to 2038. A decrease in rates of house building compared to the Wiltshire Core Strategy is justified moving forwards.



Figure 4. WCS planned growth versus Wiltshire Local Plan Review growth in Marlborough.

³ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

The growth planned for Marlborough will help to support the vitality and viability of the town centre, increasing the available pool of local spending. If there are opportunities to improve connections to and between the town centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport should be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 2 and 3 (above) that seek to enhance the town centre.

3. Local Plan Proposals

Protecting the environment

Marlborough sits within the North Wessex Downs AONB, and this represents a notable environmental constraint with great weight being attributed towards its conservation and enhancement. Similarly, several other environmental assets of nature conservation importance, such as the River Kennett SSSI, Savernake Forest SSSI and Marlborough Railway Tunnel require protection and, where appropriate, enhancement. The Local Plan recognises and protects their importance.

Modest growth has been promoted for consideration as part of preparing the plan on the basis that growth needs to balance a need for affordable homes, environmental conservation, and infrastructure/economic investment. For instance, development could help to deliver affordable homes, facilitate Town Centre enhancements that could help to relieve traffic congestion and improve the environment of the AQMA whilst also helping the town achieve its tourism potential.

Careful consideration has been given to the potential impacts of any new development upon environmental assets, traffic congestion and air quality issues in Marlborough town centre. For these reasons, development proposals are proposed in the least environmentally sensitive locations whilst also trying to facilitate sustainable connectedness to the town centre and beyond.

How many more homes?

From the scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 350 homes to be accommodated at Marlborough up until 2038.

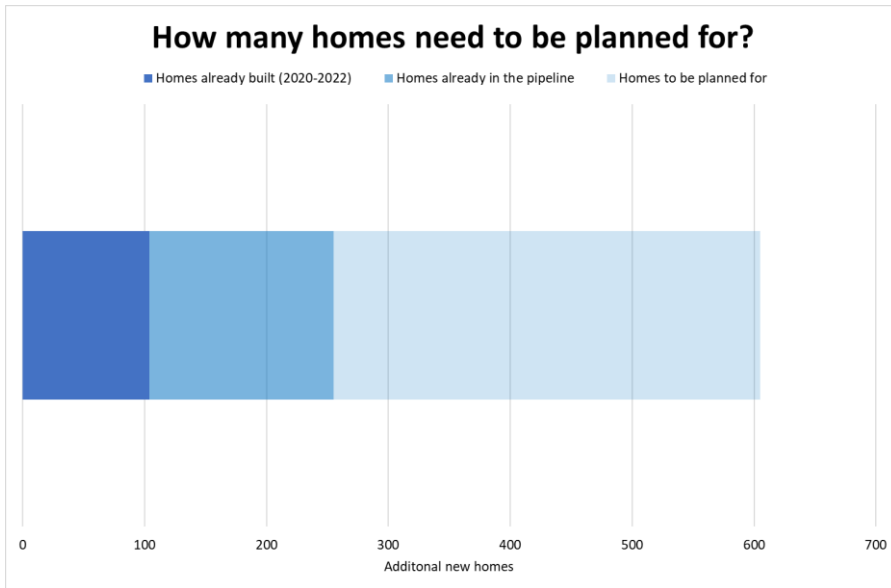


Figure 5. Calculating how many homes are needed to be planned for at Marlborough.

Selecting sites

Five sites were considered reasonable alternatives for new homes and assessed through Sustainability Appraisal. (See map)

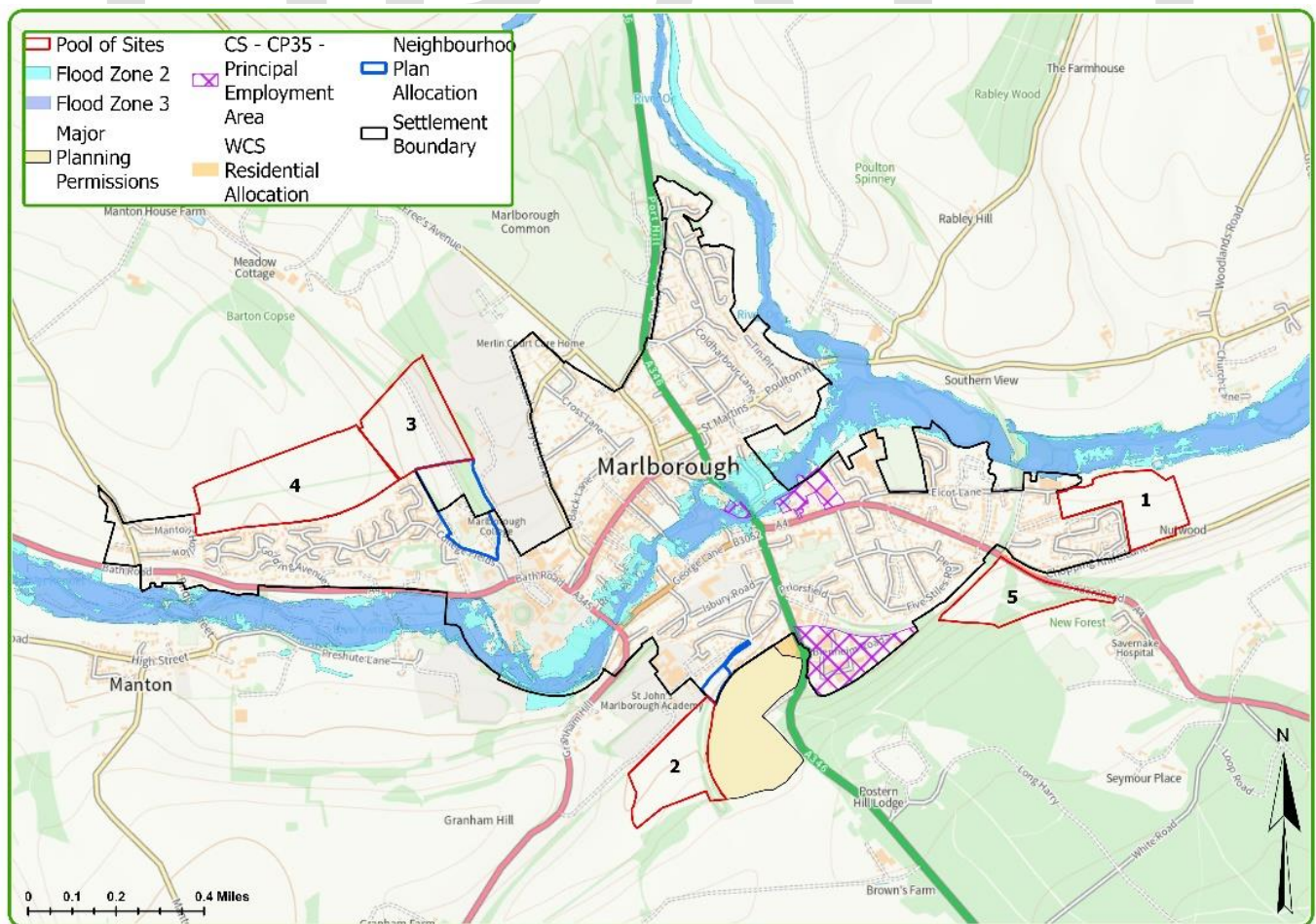


Figure 6. The pool of sites for Sustainability Appraisal at Marlborough.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability Appraisal showed all the sites had a range of negative environmental effects to varying degrees. The sites are all greenfield sites predominantly in agricultural use, although Site 5 consists largely of a County Wildlife site, the land predominantly representing unimproved grassland and dense scrub vegetation. Sites 2 and 5 both recorded major adverse effects upon certain environmental criteria ruling these sites out of further consideration. The remaining sites were comparatively less environmentally constrained, more capable of mitigation. Balancing likely positive social and economic benefits against environmental effects, Sites 1, 3 and 4 performed better, albeit each of these sites require reductions in developable area to varying degrees to minimise landscape impacts.

The three remaining sites were then evaluated according to how well they could support the Place Shaping Priorities. Whilst the three remaining sites again scored similarly, Site 4 appeared less able to balance the need to accommodate development whilst minimising impacts upon the surrounding landscape. Site 4 forms the edge of the Marlborough downs to the north of the town and sits in a more exposed location on the landscape. Meanwhile Sites 1 and 3 appeared better able to accommodate development in less sensitive areas of the respective sites whilst also incorporating the necessary environmental mitigation, placing development in locations better able to facilitate the achievement of some of the place shaping priorities.

Overall, the sites that performed better in both Sustainability Appraisal terms and against the Place Shaping Priorities were Site 1 and Site 3.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁴.

What development is proposed?

Sites 1 and 3 are both proposed for allocation to accommodate development to help meet Marlborough's housing and employment requirements.

⁴ Wiltshire Local Plan Review Sustainability Appraisal Report July 2023

The Marlborough Area Neighbourhood Plan (MANP), made in March 2023, also allocates land for development at Marlborough to help meet the housing need. In total, the MANP allocates land for approximately 65 homes across three allocations whilst also setting aside land for the provision of a new medical facility for the town. Whilst the neighbourhood plan acknowledges a review may be necessary once the Local Plan is adopted, it is not envisaged that there will be a residual housing requirement for the town that remains to be met by the Neighbourhood Plan up to 2038.

The Local Plan Review, however, proposes the following central, strategic, development proposals. They are explained below.

Site 1: Further land at Chopping Knife Lane

Use	Scale/Area
Residential	Approximately 50 dwellings
Vehicular access is possible from White Horse Road East of the site will comprise landscape buffer. North of the site will comprise land for habitat restoration and enhancement in order to buffer, protect, widen and strengthen the River Kennet Corridor and to mitigate impacts upon adjacent heritage assets at Elcot Mill and Stable Block.	

The main role of the site is to provide additional homes over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

The site is reasonably well connected to the town centre; approximately 1 mile for walking and cycling, likely utilising Elcot Lane as a pedestrian corridor. Residents should be able to readily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. The proposals aim to support Place Shaping Priorities in order to help meet the housing need whilst minimising environmental impacts.

The site is also near a range of employment opportunities, for instance those located at Elcot Lane, Pelhams Court and Marlborough Business Park. Employment opportunities would also be available to the west of Marlborough and in the town centre.

The amount of housing also provides opportunity to provide a mix of housing types, including a proportion of affordable homes.

As with much of the land surrounding Marlborough, the site is sensitive in landscape terms and development proposals will need to factor in extensive landscaping measures and sensitive design to avoid unacceptable impacts upon the surrounding landscape.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Measures to positively support walking, cycling and public transport use between the site and Marlborough town centre.

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- Land north of the site will comprise habitat restoration and enhancement in order to buffer, protect, widen and strengthen the River Kennet Corridor and to mitigate impacts upon adjacent heritage assets at Elcot Mill and Stable Block.
- Funding contributions toward measures that improve air quality. An assessment will be needed to understand cumulative effects of development on relevant receptors in the AQMA.
- An assessment of the impacts of noise, light, dust and odour from the adjacent factory and any mitigation required as a result.
- Funding contributions towards additional early years and secondary school education places.
- There is potential for development to be intrusive in the rural landscape due to the site's prominence in the river valley and contribution to the settlement edge of the surrounding AONB. Development must avoid breaking the wooded skyline and limit development to the east of the site, utilising this land to provide a strong strategic landscape buffer to the surrounding countryside to help integrate development. Incorporated GBI throughout development should integrate and contribute to the wooded river corridor alongside retaining and enhancing hedgerows and trees as part of a mature landscape framework.
- Habitat restoration and enhancement in the north of the site to buffer, protect, widen and strengthen the River Kennet SSSI corridor which comprises an important wildlife corridor.

Site 3: Land off Barton Dene

Use	Scale/Area
Residential	Approximately 30 dwellings
Industry and office	Comprising approximately 1.1ha for office and 0.7ha industrial.
Green space / landscape mitigation	Approximately 9.4ha of undeveloped land
<p>Vehicular access via Barton Dene (off College Fields) with second access via College Fields adjacent to Marlborough Leisure Centre if required to ensure safe pedestrian, cycle and emergency access.</p> <p>Western and eastern site areas remain undeveloped with landscaping provided to mitigate landscape impacts.</p>	

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The main role of the site is to provide additional employment land over the plan period to meet the town's needs, complementing the adjacent housing allocation within the Marlborough Area Neighbourhood Plan whilst also accommodating modest residential development. There will be a variety of dwelling types, including a proportion of affordable homes with an anticipated employment delivery of 1.1ha of office and 0.7ha of industrial use of a design suitable for the landscape context.

The site is reasonably well connected to the town centre; within an approximate distance of 1.2km on foot. There would be the opportunity to improve the pedestrian and cycleways to and from the town centre, so residents would be able to easily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. The proposals aim to support Place Shaping Priorities for a more vibrant town centre and sustainable travel choices whilst minimising environmental impacts. Development would be in close proximity to nearby bus services to the town centre.

An aim of the Plan is to provide opportunities for business alongside meeting housing need. The environment created by the development offers the opportunity of an attractive location for employment uses capable of easy access from nearby residents. This would help to support opportunities for business investment, self-containment and aspire towards fulfilling the Place Shaping Priorities. However, land off Barton Dene does hold potential for wide landscape impacts should development not come forward in a sensitive manner. Employment development will need to be developed in a manner that respects the designated landscape sensitivities.

The site is also in proximity to a range of employment opportunities, for instance those located to the west of Marlborough associated with the college alongside opportunities within the town centre.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- Measures to positively support walking, cycling and public transport use between the site and Marlborough town centre;
- Western and eastern site areas to remain undeveloped with landscaping provided to mitigate landscape impacts.
- Protection, enhancement and sufficient buffering of existing hedgerows and trees throughout the site and overall layout and design should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas and achieves policy compliant biodiversity net gain
- Funding contributions toward measures that improve air quality. An assessment will be needed to understand cumulative effects of development on relevant receptors in the AQMA

- Development will need to be sensitive to the setting of heritage assets, such as the scheduled monument Castle Mound and the Grade II Listed Barton Farm and stables including the impacts of any additional transport movements.
- Comprising land with steep slopes that form a narrow dry valley extending into the surrounding designated landscape, unfettered development has the potential to cause negative impacts upon the AONB. Development will need to be prevent such impacts with a low gross density of development. Detrimental effects will need to be mitigated by an appropriate design and layout, including avoiding development on the landform to the east of the track dissecting the site and to the north/west above circa 155m AOD contour, as informed by an LVIA.
- Landscaping and open space throughout development should integrate development into the valley landscape alongside retaining and enhancing hedgerows and trees and establish new areas of substantial planting where suitable as part of a mature landscape framework.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Marlborough is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Local Plan's aim is to further strengthen the town centre and maintain its current popularity.

The market town of Marlborough has a rich built environment with an attractive and thriving retail centre with a good number of independent retailers. With a historic core, designated landscape and nearby world heritage site, the town and surrounding area have considerable tourism potential which has yet to be fully harnessed. The town centre could face challenges

from retail provision on the outskirts of the town, the significant economic draw of Swindon alongside being constrained by poor air quality.

However, the Wiltshire Town Centre and Retail Study does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending, to facilitate this. Indeed, the Wiltshire Town Centre and Retail Study outlines how Marlborough is a very healthy town centre, with a low (and falling) vacancy rate reflective of the popularity of the town as a retail and service destination and as a location where commercial businesses feel confident to trade.

Opportunities to safeguard the niche Marlborough Town Centre, holding many independent retailers within a historic and characterful centre, should be encouraged over the plan period. To facilitate this, as proposals for retail provision outside of Marlborough may have an adverse impact upon the town centre, any additional comparison retailing should be located within the Marlborough's town centre.

Given the appeal of the town and surrounding landscapes, and the opportunity this represents, development proposals which sustainably improve tourist accommodation and facilities within the Marlborough area will be encouraged. Similarly, 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.

The Marlborough Area Neighbourhood Plan aims to maintain and enhance Marlborough town centre as a successful service centre. Policy MARL 4 guides development in line with the community's vision to build the centre as a vibrant heart of the town and wider rural area, along with enhancing the town as a visitor destination. Development proposals within the town centre should have regard of the vision and policies within this document.

One part played by the Local Plan is to position site allocations for homes and business that help to increase footfall due to their location and by good footpath, cycle and public transport connections.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a Neighbourhood Plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Marlborough that have been devised in consultation with Marlborough Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Marlborough Area Neighbourhood Plan (MANP) was 'made' in March 2023. It sets out the vision, objectives and policies for Marlborough and the parishes of Mildenhall and Savernake to guide development for the period up to 2036. It seeks to conserve and enhance the surrounding landscape and natural environment, support the delivery of housing with a focus on encouraging affordable housing delivery through site allocations, maintain and enhance the town centre, secure the future of community/sports facilities and, protect open

spaces whilst enhancing their connectivity. The MANP contributes towards meeting the housing need for the town, albeit the MANP does acknowledge a first review will take place once the Local Plan has been adopted.

There are no other Local Service Centres or Larges Villages within the Marlborough neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁵. Ten per cent of the scale of growth identified at Marlborough suggests a neighbourhood area requirement for Marlborough of approximately 60 dwellings. The Marlborough Neighbourhood Plan has allocated three sites to provide approximately 65 dwellings. 65 dwellings is considered appropriate for the town.

A total neighbourhood area designation housing requirement is set at 65 dwellings which is currently met through the made Neighbourhood Plan.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Marlborough neighbourhood area requirement (2020 to 2038)	65
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Local Infrastructure

The growth of Marlborough needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the measures required to be put in place to address growth proposals for Marlborough as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Additional school places at both primary and secondary levels will need to be catered for and provided, as necessary, by funding from developer contributions.

It is understood that the secondary school, St Johns, is full but can be expanded with this anticipated to be via financial contributions.

Whilst there are understood to be some surplus places in the town's primary schools, neither can expand. Whilst this places a limit on development that can be accommodated, it is

⁵ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

understood that the level of development currently envisaged at the town is below this threshold.

In response to an identified need, contributions will be required for a new full day care nursery provision.

Sustainable transport

Marlborough is on the intersection of the A4 which runs east / west from London to Bath, and the A346 primary route which runs north / south linking to the A303 and M4. Similarly the A345 also connects the town to Salisbury to the south. With regards bus routes, Marlborough is well served with regular services to Swindon, Pewsey and Salisbury and less frequent services to Kennet Valley settlements, Calne and Tidworth.

Current transport constraints/concerns include:

- A declared Air Quality Management Area (AQMA) in place in the centre of the town.
- AM and PM peak hour delays on A356 (towards junction 15 of M4 and Salisbury Road), Bath Road and George Lane.
- Shortage of parking at peak times, creating parking issues for both residents and visitors with uncontrolled parking on residential streets.
- HGV issues on Herd Street / Barn Street, which directly impact on the AQMA.
- Public transport does not have a high modal share in Marlborough and there is no train station in the town.
- Concerns for pedestrian safety in some streets, for instance Barn Street and Herd Street.
- Severance in the town centre (caused by on-street parking) potentially impacting on footfall.

Tackling peak time congestion, reducing the need to travel and making it easier for people to use sustainable modes of transport and safer for pedestrian/cycle movement should be aims when planning for future growth at the town, as reflected in the Place Shaping Priorities.

The key improvements are set out below as indicative scheme options that could contribute to the overall ambition for Marlborough:

- Improvements to A346 / A4 to help relieve local congestion hot spots.
- Urban walking routes - complete any gaps in the Marlborough walking network.
- Urban cycling routes - a safer connected network
- Improve access to local bus network to provide viable journey choices in Marlborough
- Strategic parking plan, to make best use of available parking to maximise accessibility but manage private car demand.
- Traffic management and re- routing to ensure vehicle movements are focused on the most appropriate routes.

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- Invest in electric vehicle infrastructure.
- Review HGV network
- Active travel promotional campaigns

Health and social care

Within Marlborough (East Kennet PCN) there is one GP surgery and 3 in the surrounding area (Great Bedwyn, Ramsbury and Burbage). There are capacity concerns in Marlborough Surgery. The Marlborough Area Neighbourhood Plan at policy MARL 1, Barton Dene site, safeguards land adjoining the existing leisure centre for a new medical facility. It is understood the feasibility of this project is unknown as reported within the MANP.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology, the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Information from SSEN indicates the substation and supply points in and around Marlborough are currently unconstrained. However, the infrastructure is constrained in relation to energy generation, according to SSEN's Generation Availability Map. This means new generators may require investment in the infrastructure to be able to connect to the grid.

It is understood the wastewater infrastructure at the town may require upgrades prior to development taking place, with future development exceeding the capacity of the wastewater infrastructure. With this in mind, early engagement will need to be held with the relevant utility provider to identify the necessary infrastructure requirements for further growth prior to development taking place. This will ensure development contributes to enhanced water quality at the town and reduced sewage overflows.

Water Abstraction

The area covered by Thames Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through the development and occupation of any development taking place at the town. Development will need to demonstrate that no negative impacts occur upon the River Kennet SSSI and Kennet and Lambourn SAC.

Appendix 1 Policy Context

Policy	Title	Retain, Replace or Delete
WCS CP14	<p>Spatial Strategy: Marlborough Community Area</p> <p>Area strategy for Marlborough and strategic site allocation: Salisbury Road, Marlborough 220 dwellings</p> <p>Principal Employment Areas: Marlborough Business Park, Pelham Court Site, and Wagon Yard</p>	Replaced with Policy 44 Marlborough Market Town
Kennet District Local Plan ED19	Prime Shopping Area	Replaced with Policy 68 Managing Town Centres
Kennet District Local Plan ED19	Devizes and Marlborough Town Centres	Replaced with Policy 68 Managing Town Centres

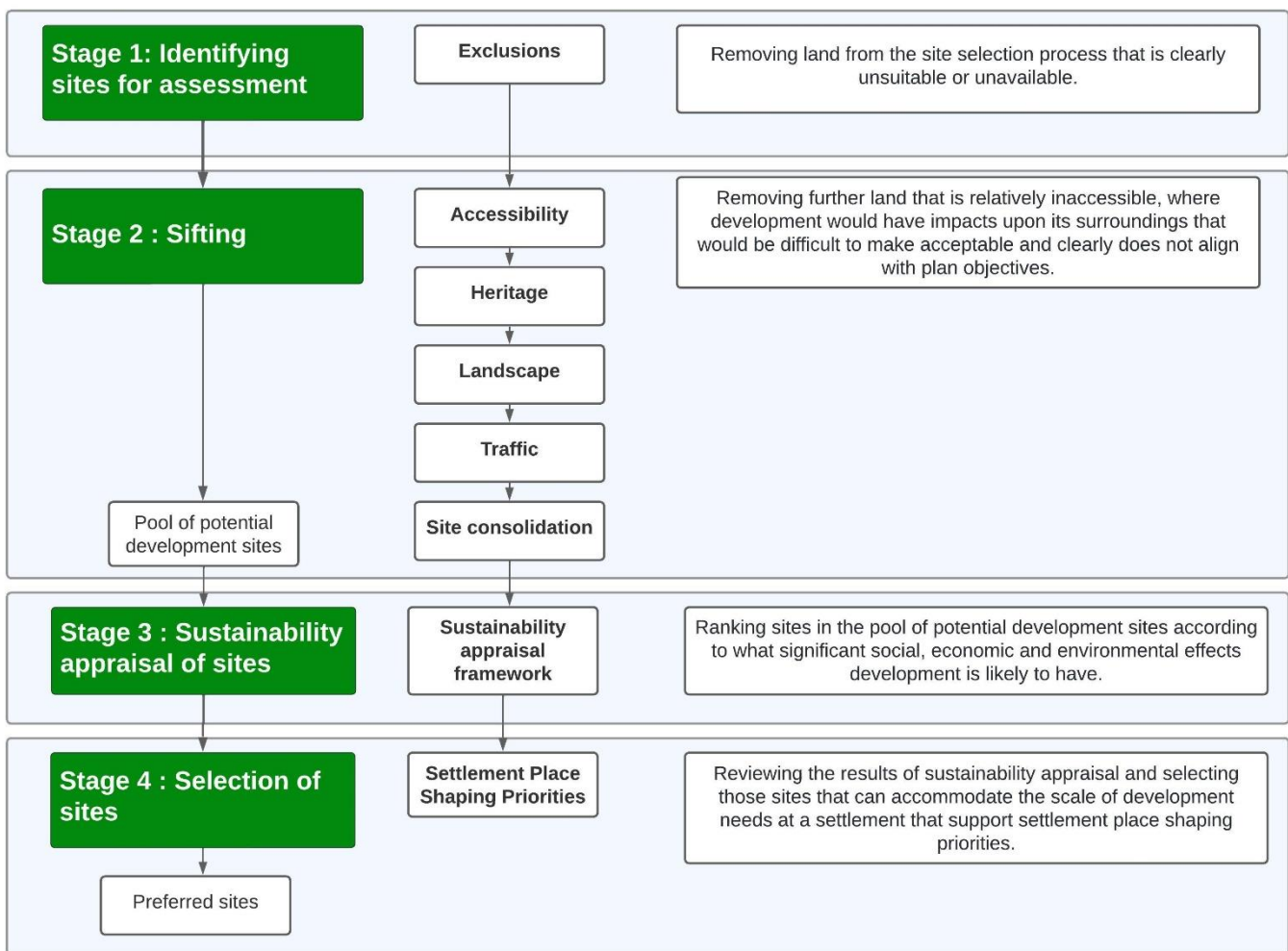
Appendix 2 Site Selection

Site Selection: Marlborough

The purpose of this appendix is to explain the site selection process at Marlborough, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁶ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁷. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process Marlborough.

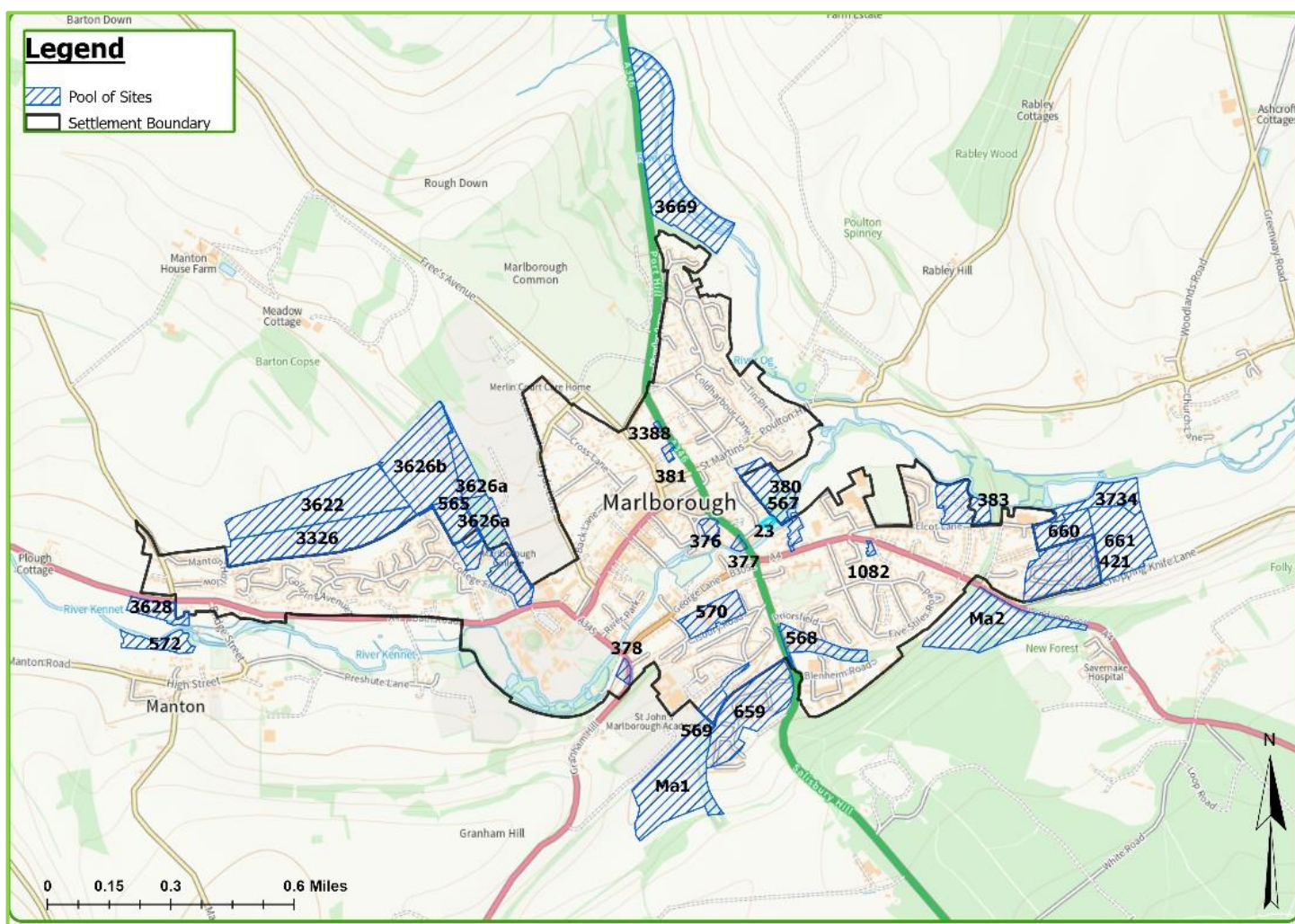


Figure 7. The pool of sites at the start of the site selection process at Marlborough

⁶ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁷ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

21 sites at Marlborough were excluded at Stage 1.

Table 1: Sites Excluded

Site Ref	Reason for Removal at Stage 1
23	Small Site
421	Built out
563	Detached from settlement
659	Built out
381	Small Site
380	Part of site in flood zone and part of site is occupied by a dwelling.
376	Small site
377	Small Site
567	Small Site
383	In use as sewage treatment works.
568	Built Out
569	Site allocated in Marlborough Neighbourhood Plan
378	Small Site
3626a	Part allocation in Marlborough Neighbourhood Plan
565	Allocation in Marlborough Neighbourhood Plan
602	Small Site
3390	Site in Manton
572	Site in Manton
1082	Small Site
3388	Small Site
3734	Majority within flood zone

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁸) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal, but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

⁸ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

Context criteria	Detail
Long-term pattern of development	<p>The River Kennet dissects the town with the urban form sitting to the north and south of this defining landform. Historically the town has also developed along the routes formed by the A4 running east/west and the A346 running north/south.</p> <p>More recently development has taken place to the East at Chopping Knife Lane and to the South at Salisbury Road. This spread of development has expanded to those less environmentally sensitive areas.</p> <p>Future development must tackle any potential significant negative effects to the surrounding Area of Outstanding Natural Beauty.</p>
Significant environmental factors	<p>Marlborough sits within the North Wessex Downs Area of Outstanding Natural Beauty which is a significant constraint to development for all the sites under consideration.</p> <p>When considering areas of land for future growth, careful consideration must be given to the conservation and enhancement of this designated landscape. The Savernake Forest Site of Special Scientific Interest (SSSI) fringes the town to the southeast while the River Kennet SSSI sits to the east of the town.</p> <p>County Wildlife sites are present within and around the town, namely:</p> <ul style="list-style-type: none"> • Rivers Kennet and Og • Stonebridge Meadows • Granham Hill • Chiseldon to Marlborough Railway Path • Postern Hill Chalk • Chopping Knife Lane Bank <p>There are areas of flood risk associated with both the River Kennet and Og.</p>
Scale of growth and strategic priorities	<p>The scale of growth is relatively modest. When taking into consideration growth already in the pipeline the residual will require limited allocations in terms of number and scale.</p> <p>Place shaping priorities include the need to prioritise local needs for affordable homes. This will require enough new housing whilst respecting objectives of AONB designation, retaining the character and setting to the town. Further priorities involve maintaining the town’s role as a locally important employment centre and the improvement of infrastructure to meet the town’s needs, for example meeting healthcare and educational needs. Improving accessibility, traffic management and parking in and around the town centre are further priorities.</p>
Future growth possibilities for the urban area	<p>Notwithstanding constraints, land availability points towards the likeliest future growth patterns continuing past directions; to the east, to the south (extending from the Salisbury Road development as allocated within the Wiltshire Core Strategy); or to the west.</p> <p>There are some SHELAA sites extending outside the broad extent of the urban area. However, some sites may enable suitable mitigation to be achieved when considering the designated AONB covering the surrounding countryside.</p>

Table X : Stage 2 assessment conclusions

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA 3326	Land at College Fields	Yellow	Green	Green	Red	Yellow	<p>This site sits to the north of existing residential development, with open countryside to the north and east.</p> <p>Sitting within the North Wessex AONB on a south facing hill, prominent across the Kennet valley, development here may affect the views over towards the AONB across the other side of the valley. The accessibility of the site is average, lying to the west of the town centre and associated amenities. The site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation.</p> <p>Overall, the impact on the AONB is the main concern and will require substantial mitigation to enable this site to be acceptable for development. Areas of the site would likely need to remain undeveloped to aid screening. However, given the mitigation required to reduce the impact upon the AONB is an attribute shared by many sites this is insufficient reason to exclude the site at this stage.</p> <p>Take forward for further assessment.</p>	Y
565	Land off Barton Dene	Green	Green	Green	Yellow	Red	<p>This site, also within the AONB, borders existing residential development with open countryside to the north and east.</p> <p>Sitting near congested corridors and the Marlborough AQMA, analysis will be needed to demonstrate the ability to mitigate harmful effects. It is currently unclear how this site would be accessed. This feasibility of access will therefore need to be assessed further, unless considered in combination with other sites.</p> <p>The site sits on the south facing hill prominent across the Kennet valley, affecting the views over towards the AONB.</p>	Y

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							<p>While extending into the AONB, this site does sit in a slight valley that may help to screen and reduce impacts, but this would need further assessment.</p> <p>Insufficient reason to exclude the site at this stage. Should be considered in combination with sites 3626a and 3626b, which are located adjacent to the site to the north and east.</p> <p>Take forward for further assessment</p>	
660	Further Land at Chopping Knife Lane						<p>Sitting to the east of the settlement, this land adjoins the settlement boundary on its southern and western extent with the north and east being bordered by open countryside.</p> <p>The site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects needing mitigation. In landscape terms, the site is within the AONB, bounds the River Kennet GBI corridor and has open views down the Kennet valley to the east. Mitigation would be necessary to provide a strong buffer of landscaping, perhaps in conjunction with site 661. In heritage terms, the site is adjacent to the Grade II listed Elcot Mill and Stable Block with residential development here potentially impacting on the rural setting of the heritage asset.</p> <p>Take forward for further assessment.</p> <p>While this site may become developable on its own, given the level of development required at the settlement in combination with the potential mitigation measures necessary to alleviate negative effects, it appears appropriate to combine this site with 661 to consider one logical extension.</p>	Y
661	Land North of Chopping Knife Lane						<p>Sitting to the east of the settlement, within the AONB, this land adjoins the settlement boundary and site 660 along its western boundary. The northern boundary adjoins Chopping Knife Lane</p>	Y

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>while the southern and eastern boundaries adjoin open countryside.</p> <p>The site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects needing mitigation. Sitting slightly further away from the town centre and associated amenities, accessibility is less favourable at this site. In landscape terms, the site bounds the River Kennet GBI corridor and has open views down the Kennet valley to the east. Mitigation would be necessary to provide a strong landscape buffer, perhaps in conjunction with site 660. In heritage terms, the site sits adjacent to 660 which abuts Elcot Mill and Stable Block. Impact on the rural setting of this heritage asset will therefore need to be assessed further.</p> <p>Take forward for further assessment.</p> <p>Given the level of development required at the settlement in combination with the mitigation necessary to alleviate negative effects, it appears appropriate to combine this site with 660 to consider one logical extension.</p>	
3669							<p>Extending out of the northern extremities of the town along the A346, this site is largely detached from the settlement, sitting near the settlement boundary at the sites southern edge. The River Ogg bisects the site north to south and, with the associated flood risk, leaves a thinner strip of land along the western site boundary outside of flood risk zones 2/3.</p> <p>Sitting to the north of the town, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects needing mitigation. Sitting slightly further away from the town centre and associated amenities, atop of a hill to the north of the town, accessibility is less favourable at this site.</p>	N

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>In landscape terms, the site contains the River Ogg and forms the valley of this natural asset with open views available of the site/this GBI corridor as you approach the town from the north. The site forms part of the setting to the town.</p> <p>Overall, the site has a detached and rural feel to it, forming part of the valley landscape as you approach the town from the north with open views available of the site. The site forms part of the open countryside setting of the town. This, along with flood risk constraints, and comparatively weaker accessibility, mean that this site should be excluded from further consideration as a strategic allocation.</p>	
3622	Land to NW of Barton's Green						<p>This land is bound by open countryside, not adjoining the current settlement boundary (the nearest point to the settlement boundary is approx 50m) and extends into the AONB. The southern boundary adjoins site 3326. Sitting further north, the site sits more exposed on the south facing hill that is prominent across the Kennet valley potentially breaching the skyline and affecting the views over towards the AONB and beyond, especially from the A345.</p> <p>If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. The accessibility of the site is average, lying to the west of the town centre and associated amenities. Overall, the sites impact and encroachment into the open countryside are the main concerns requiring detailed mitigation to enable this site to move forward. Areas of the site would likely need to remain undeveloped to aid screening.</p> <p>Given the sites isolated characteristic, it only appears an option if developed in combination with site 3326 to the south.</p>	Y

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							Take forward for further assessment. Extending the urban form into the surrounding countryside and the AONB to such an extent seems unnecessary within the plan period however to enable suitable mitigation to be considered this site should be carried forward at this stage.	
3626a	Land at Barton Dene						<p>The site forms a finger of land that extends northwards into the AONB to the west of the town. It forms one of a cluster of sites (565, 3626a and 3626b) sitting to the north of existing development. Sitting on the south facing hill prominent across the Kennet valley, development may affect the views over towards the AONB.</p> <p>Lying in close proximity to congested corridors and the Marlborough AQMA, development of the site would require mitigation to alleviate any adverse impact upon these constraints. Given the level of development required at the settlement in combination with the mitigation necessary to alleviate negative effects, it would be appropriate to combine this site with 565 and 3626b to consider one logical extension.</p> <p>Take forward for further consideration. While development among these parcels of land have potential for significant landscape impacts, particularly in the more exposed northern section, other parts of the site may be able to accommodate some development.</p>	Y
3626b	Land at Barton Dene II						<p>Lying to the west of the town, this site forms the northerly extent of a cluster of sites (565, 3626a and 3626b) sitting to the north of existing development. The site extends into the AONB. Sitting further north than surrounding sites and the existing built form, the land is prominent across the Kennet valley, affecting views towards the AONB.</p> <p>The site may impact upon local congested corridors and the Marlborough AQMA with any</p>	Y

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>harmful effects needing mitigation. This more northerly and detached position makes accessibility poorer to important destinations in the town. On its own the site is not particularly well related to the settlement, and so only becomes available in combination with sites 565 and/or 3626b, which together form one logical extension.</p> <p>Take forward for further consideration. While development among these parcels of land have potential for significant landscape impacts, particularly in the more exposed northern section, other parts of the site may be able to accommodate some development.</p>	
3628	Land South of Bath Road						<p>Lying to the far west of the settlement boundary, this land is on the urban fringes of the town bounded to the north by the A4 and south by the River Kennet corridor.</p> <p>Its proximity to the river Kennet leaves much of the southern and western parts of the site within flood zones 2 and 3. The location to the western edge of Marlborough means accessibility to the town and associated amenities is poorer than other areas. If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. The site has largely good boundary screening directly from Bath Road, with intermittent views from the other side of the valley along Manton Road. Lower lying, this site is less prominent to the surrounding landscape although mitigation would be necessary to prevent harmful urban encroachment into the AONB.</p> <p>However, the site has a distinctly remote and rural feel to it, largely due to the density of the built form thinning out noticeably along the Bath Road when travelling westwards away from the town and into the surrounding open countryside</p>	N

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							of the AONB. This low-density context, along with flood risk constraints mean that this site should be excluded from further consideration as a strategic allocation.	
3796							<p>The site is adjacent to a Wiltshire Core Strategy allocation at Salisbury Road, located to the east. The St Johns secondary school is located directly to the north. The remainder of the site is bounded by open countryside to the south and west.</p> <p>If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. Moderate risk of pluvial flooding has been assessed on this site and the associated management measures would likely reduce site capacity. Further assessment would be necessary to understand this risk and associated mitigation in more detail. In landscape terms, the site is located within the AONB but appears to be nestled on the lower slope of a broad valley which appears to reduce views from the surrounding area.</p> <p>The path of the old railway line GBI corridor forms the eastern boundary of the site. Further assessment will be required to ensure that protecting the setting and landscape of the AONB would be feasible.</p> <p>While there are some likely complexities to negotiate, individually or together these do not suggest that this site should be rejected at this stage.</p> <p>Take forward for further assessment.</p>	Y
3797							Lying to the east of the settlement, this site is bounded by the A4 to the north, settlement boundary to the west and open countryside along with Savernake forest Site Special Scientific Interest (SSSI) to the south.	Y

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>If developed, the site may impact upon local congested corridors and the Marlborough AQMA with any harmful effects requiring mitigation. In landscape terms the site benefits from some hedgerow boundaries screening the lower northern section of the site. However, the land slopes up steeply to the south which may render it unsuitable for strategic development while requiring careful planning in terms of roof lines and building locations to ensure the development does not crest the screening line of hedging around the site. The site is also in an elevated location within the AONB, forming a prominent feature in the landscape while being adjacent to the Savernake Forest SSSI to the south. This site is largely formed of the Postern Hill Chalk County Wildlife Site.</p> <p>While there are evidently complexities to negotiate if this site is to be considered for development, it seems reasonable to assess this site further and it should not be rejected at this stage.</p> <p>Take forward for further assessment.</p>	

Of those sites that are taken forward, it was appropriate in some cases to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
660 and 661	These sites abut each other and have no strong physical barriers. In combination, they form a logical parcel of land extending the existing built area for further consideration. The site size may offer more flexibility with regards mitigation against harmful effects.
565, 3626a and 3626b	These sites abut each other and have no strong physical barriers. In combination, they form a logical parcel of land extending the existing built area for further consideration. The site size may offer more flexibility with regards mitigation against harmful effects.
3622 and 3326	These sites abut each other and have no strong physical barriers. In combination, they form a logical parcel of land extending the existing

	built area for further consideration. The site size may offer more flexibility with regards mitigation against harmful effects.
--	---

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Further Land at Chopping Knife Lane	660, 661
2	Land on the south side of the Wyvern Centre, Cherry Orchard	3796
3	Land off Barton Dene	565, 3626a, 3626b.
4	Land to NW of Barton's Green & at College Fields	3326, 3622
5	Land to the South of London Road	3797

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site⁹.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

⁹ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

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Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

At Marlborough, the Sustainability Appraisal identified that there were likely major adverse effects arising from the development of two sites within the pool of sites. This left three sites for consideration at stage 4.

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- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Marlborough: Table showing summary of assessment scores listed in order of site sustainability performance (More Less)

SITE	Sustainability performance (MORE <input type="checkbox"/> LESS)	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
3	<input type="checkbox"/> <input type="checkbox"/>	-8 (=1st)	--	--	-	--	-	0	-	--	++	++	--	+
4		-8 (=1st)	--	--	-	--	-	0	-	--	+++	+	--	+
1		-9 (=3rd)	--	-	-	--	-	0	--	--	+	+	--	++
2		-9 (=3rd)	---	-	--	--	-	0	-	--	+	++	--	++
5		-10 (5th)	---	--	-	--	-	0	--	--	+	++	--	++

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities’ that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

At Marlborough, three sites were assessed at Stage 4, with two other site options having been ruled out at stage 3. The remaining site option were assessed against the Place Shaping Priorities, which is set out in the following table:

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Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
Site 1	=3 rd	Strength	Weakness	Neutral	Neutral	Neutral	Neutral
		Modest in size, the site should be capable of delivering affordable housing alongside a range of house types, tenures, and sizes. This notwithstanding any mitigation and viability considerations.	This site, on greenfield land wholly within the AONB, sits in the Kennet valley. Indeed, the site sits prominently within this valley. Notably these impacts appear heightened in the eastern portion of the site, with effects likely reduced were development restricted to the western portion of the site. Given the potential for negative impacts upon the landscape within the AONB, development here is judged likely to score negatively, having a	This site could support existing employment land and/or provide employment land, through mixed use/employment development, to provide additional opportunities for job growth and business investment. Albeit this may be limited given the environmental /heritage constraints should only the western site area be developed, reducing the capacity of mixed-use development. Whilst not in close proximity, the site is not too far removed from the town centre/town	The site is not considered likely to have a notable impact upon the tourism opportunity present within the town, notwithstanding the potential future uses proposed on the site. Significant impacts, either positive or negative, upon the historic character of the town are not anticipated. However, development of the site will need to be sensitive to the nearby setting of Grade II Listed Elcot Mill and GII stable block. Similarly, any development towards the eastern portion of the site would need to be	Whilst the site is not too far removed from the town centre, the distance is sufficient to currently score development at this site as neutral in terms of facilitating and contributing to any emergent town centre strategy.	The site should be capable of contributing towards enhancements in community facilities and infrastructure and is not understood likely to have any significant negative effects upon existing provision. However, given the uncertainty surrounding the extent of positive contributions, it seems reasonable to assess this site as neutral against this priority at this stage. The extent of positive contributions could be impacted by other mitigation and viability

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Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
			detrimental impact upon the surrounding countryside. Consider reducing site size to western site area.	facilities and may facilitate sustainable self-containment.	sensitively designed, with development potential constrained, given the setting of the Camp on Forest Hill scheduled monument.		requirements /considerations.
Site 3	=1 st	Strength	Weakness	Strength	Neutral	Neutral	Neutral
		Modest in size, the site should be capable of delivering affordable housing alongside a range of house types, tenures, and sizes. This notwithstanding any mitigation and viability considerations.	This site, largely on greenfield land wholly within the AONB, contains steep slopes that form a narrow, dry valley to the northwest of Marlborough. The site forms part of the distinctive dry valley that rises to the north of Marlborough with higher sensitivities to development in the north, east and west of the	This site could support existing employment land and/or provide employment land, through mixed use/employment development, to provide additional opportunities for job growth and business investment. Capacity appearing possible for such development on the lower reliefs within the site.	The site is not considered likely to have a notable impact upon the tourism opportunity present within the town, notwithstanding the potential future uses proposed on the site. Significant impacts, either positive or negative, upon the historic character of the town are not anticipated.	Whilst the site is not too far removed from the town centre, the distance is sufficient to currently score development at this site as neutral in terms of facilitating and contributing to any emergent town centre strategy.	The site should be capable of contributing towards enhancements in community facilities and infrastructure and is not understood likely to have any significant negative effects upon existing provision. However, given the uncertainty surrounding the extent of positive contributions, it seems reasonable

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Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
			<p>site on rising landform. Given the potential for negative impacts upon the landscape within the AONB, development here is judged likely to score negatively, having a detrimental impact upon the surrounding countryside. Development at this site would need to be confined to the lower reliefs, leaving large portions of the northern, eastern and western sections undeveloped.</p>	<p>Whilst not in close proximity, the site is not too far removed from the town centre/town facilities and may facilitate sustainable self-containment.</p>			<p>to assess this site as neutral against this priority at this stage. The extent of positive contributions could be impacted by other mitigation and viability requirements /considerations.</p>
Site 4	=1 st	Strength	Weakness	Neutral	Neutral	Neutral	Neutral
		Larger in size, the site should be	This site, on greenfield land	This site could support existing	The site is not considered likely to	Whilst the site is not too far	The site should be capable of

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Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
		capable of delivering affordable housing alongside a range of house types, tenures, and sizes. This notwithstanding any mitigation and viability considerations.	wholly within the AONB, forms the edge of the expansive, rolling landform of the Marlborough Downs to the north of Marlborough. The site forms part of the more exposed sloping landscape of the hillside that forms the backdrop to the settlement extending into the AONB. Given the potential for negative impacts upon the AONB, development here is judged likely to score negatively, having a detrimental impact upon the surrounding countryside. This	employment land and/or provide employment land, through mixed use/employment development, to provide additional opportunities for job growth and business investment. Albeit this may be limited given the environmental constraints, notably the northern extent of the site and the degree to which the site is exposed on the landscape, reducing the capacity of mixed use development. Whilst not in close proximity, the site is not too far removed from the town centre/town facilities and may facilitate	have a notable impact upon the tourism opportunity present within the town, notwithstanding the potential future uses proposed on the site. Significant impacts, either positive or negative, upon the historic character of the town are not anticipated.	removed from the town centre, the distance is sufficient to currently score development at this site as neutral in terms of facilitating and contributing to any emergent town centre strategy.	contributing towards enhancements in community facilities and infrastructure and is not understood likely to have any significant negative effects upon existing provision. However, given the uncertainty surrounding the extent of positive contributions, it seems reasonable to assess this site as neutral against this priority at this stage. The extent of positive contributions could be impacted by other mitigation and viability requirements /considerations.

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Site	SA Rank	PSP1a Housing	PSP1b Landscape / ecology	PSP2a Economy	PSP2b Tourism & Heritage	PSP3 Town centre	PSP4 Infrastructure
			is heightened for this location given the degree to which the site extends north into the AONB's sloping landform to the north of the town.	sustainable self-containment.			

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Summary

Site	Stage 4 Ranking	SA Ranking	PSP1a	PSP1b	PSP2a	PSP2b	PSP3	PSP4	Change to SA Ranking
1	2 nd	3rd	✓	x	-	-	-	-	↑
3	1 st	1st (Joint)	✓	x	✓	-	-	-	↔
4	3 rd	1st (Joint)	✓	x	-	-	-	-	↓

The outcome of Stage 4 of the site selection process for Marlborough can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that two sites have been identified for development at Marlborough.

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Marlborough.



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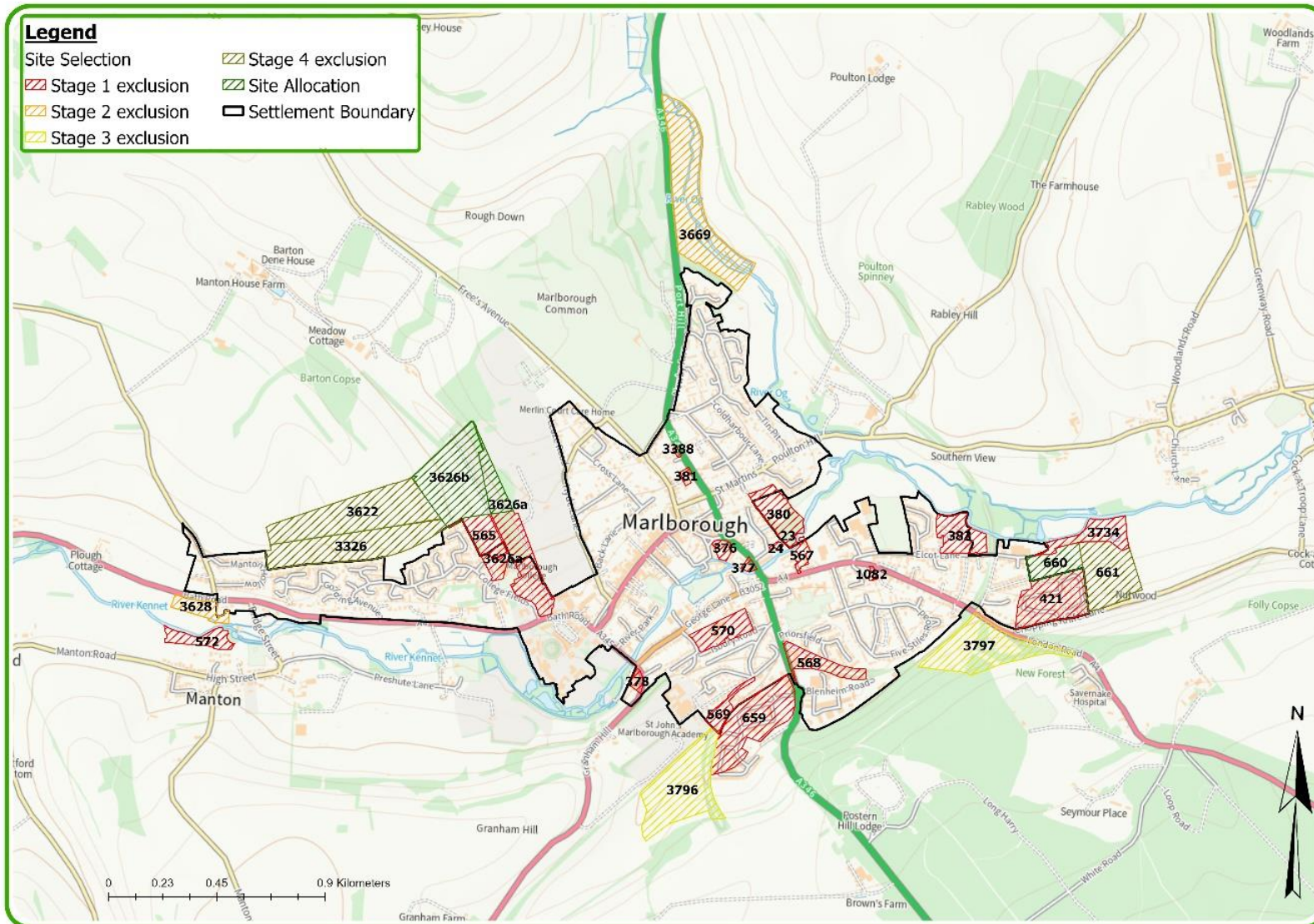


Figure 18. The results of the site selection process at Marlborough.