

Planning For Melksham

July 2023

1. Introduction

'Planning for Melksham' 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 Melksham, as follows:

Policy	Title
Policy 17	Melksham Market Town
Policy 18	Land east of Melksham
Policy 19	Land off Bath Road
Policy 20	Land north of A3102

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

The Plan sets what local priorities will shape development and future growth in Melksham ('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. Melksham - Context and challenges

Population	18,100 ¹	6th largest of the County's 16 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

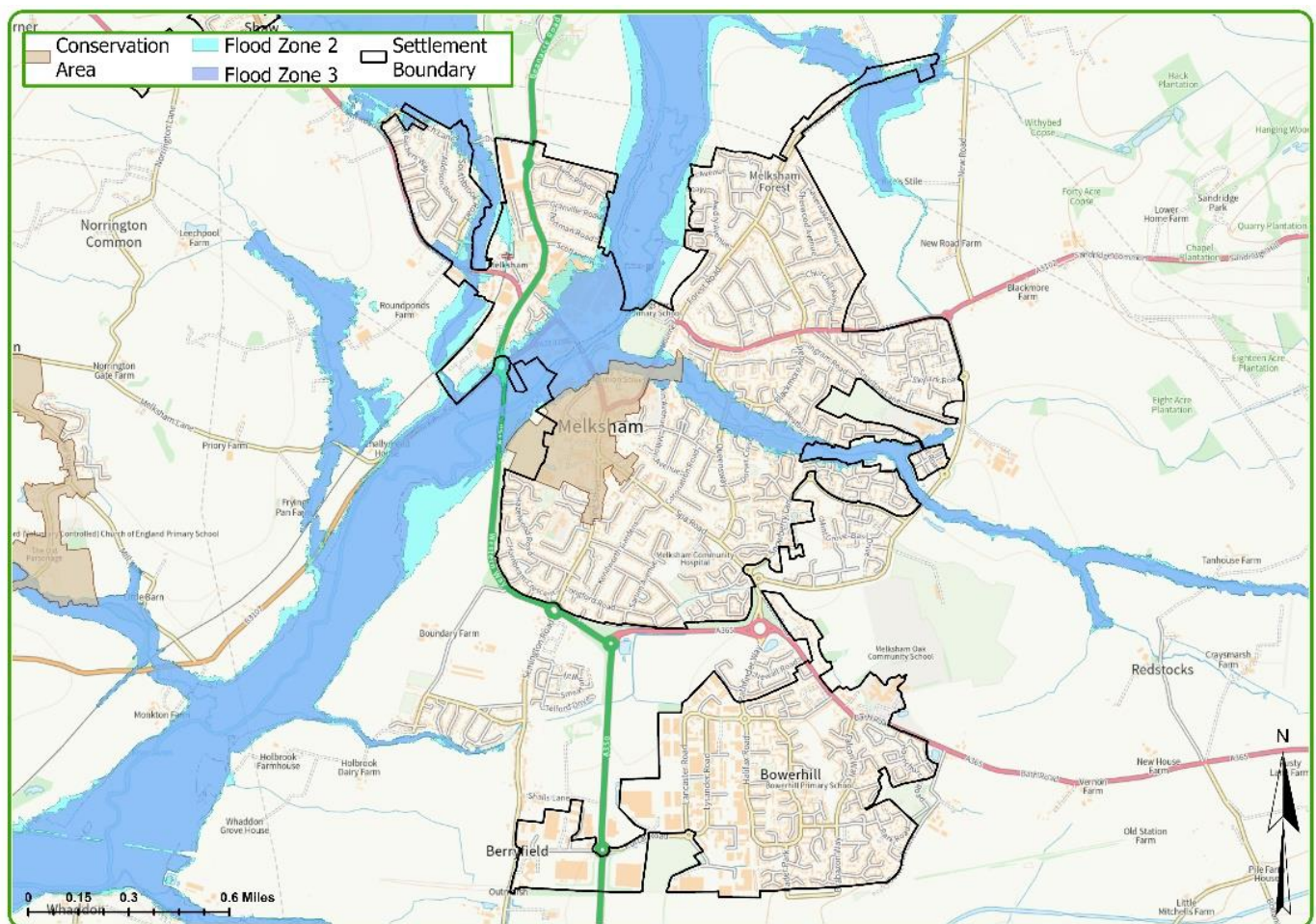


Figure 1. Environmental constraints and designations at Melksham.

Melksham is located approximately 7km northeast of Trowbridge and approximately 10km south of Chippenham. The town is situated on the Bristol River Avon, which is the main environmental feature through the town and where development should avoid flood risk areas (zones 2 and 3 shown above). Melksham is a true market town, having a Royal Charter

¹ [Census 2021, ONS](#)

awarded in 1219. It provides an attractive and important centre for the surrounding area. The River Avon has potential as a significant Green and Blue Infrastructure asset.

The route of the Kennet & Avon canal is within approximately 1km to the south of the town and there are current proposals to provide a canal link from Semington to the River Avon as part of the restoration of the Wilts & Berks canal. This has the potential to deliver significant environmental, social and economic benefits for the town.

Melksham occupies a strategic location on the A350 road from the M4 motorway, junction 17 near Chippenham to Poole on the south coast. Currently, a bypass to the east of the town is under consideration to relieve traffic pressures on the A350 through the town centre. By rail, Melksham is directly linked to Trowbridge & Westbury and Chippenham & Swindon where connections to the rest of the rail network are possible.

Melksham has an abundance of historical buildings including many Grade II listed buildings with some unique architecture, reflecting the town's historical past. The town centre is within an identified conservation area. The town is not significantly affected by any landscape designations, with the Cotswold AONB and North Wessex Downs AONB some distance away to the west and east respectively.

How has Melksham developed?

The most significant housing development to be completed during the Wiltshire Core Strategy (WCS) plan period was the eastern Melksham urban extension which was on land allocated in the West Wiltshire District Plan (2004). This substantially increased the size of the town, and included approximately 670 new homes, a primary school, local centre, and a distributor road called Eastern Way, which now forms the eastern boundary of Melksham.

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

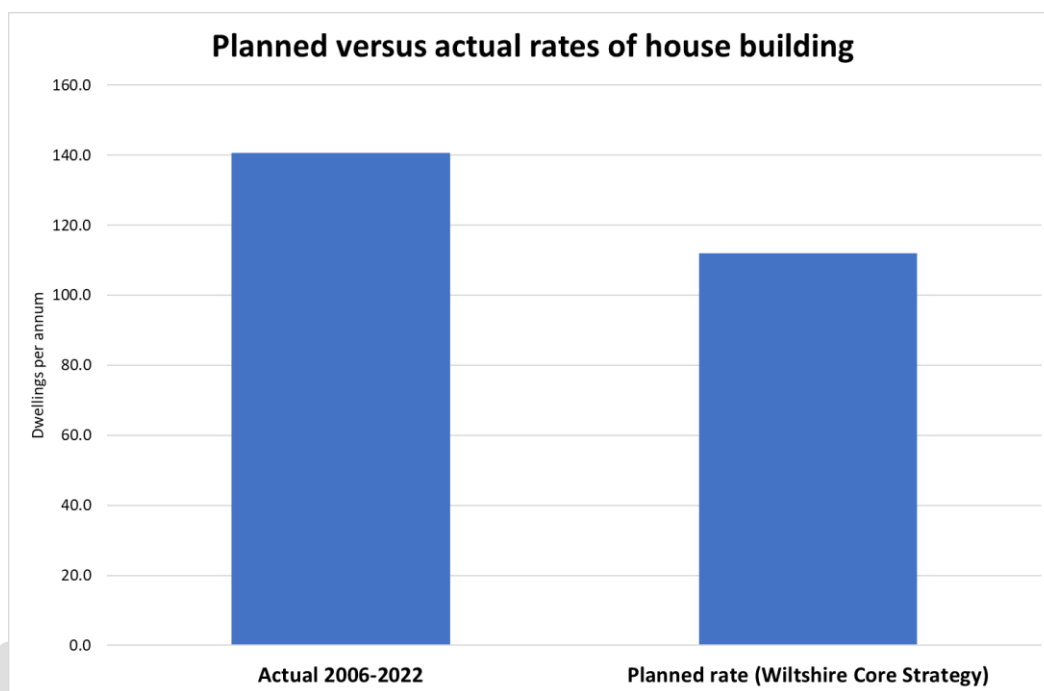


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of housing building in Melksham from 2006 to 2022

Melksham has continued to see significant housing growth, particularly to the south of the town, including developments east of Snowberry Lane, at Pathfinder Place and to the east of Berryfield. Melksham is not significantly constrained in environmental terms when compared with other towns in Wiltshire, but the diagram above shows that housing growth from 2006 to 2022 has significantly exceeded that envisaged by the WCS. This is accompanied by concerns over the adequacy of local infrastructure, with the A350 recognised as particularly constrained at peak times, leading to traffic congestion. 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.

Melksham has a strong specialisation in the manufacturing sector and its concentration of employment in that sector is considerably higher than the national average. The wholesale & retail trade sector is also an important sector. The employment profile of the town has shifted in recent years from an industrial economy, dominated by one large international employer, to a mixture of industrial, service and retail businesses. In October 2022, the Cooper Tire & Rubber Company Europe announced their intention to cease manufacturing at their town centre site in December 2023. It is expected that 350 jobs will be affected by the closure.

Larger businesses in Melksham, reflecting a concentration in manufacturing, are concentrated at the Principal Employment Area (PEA) of Bowerhill Industrial Estate, although there are a

number of other smaller PEAs² in the town. They will continue to be designated as PEAs. Land and premises are protected from alternative uses by designation as a PEA. However, there is still pressure on some PEAs in Melksham to change use from employment to residential with a current planning application³ at Upside Business Park PEA for 112 dwellings.

The 6ha employment allocation in the Wiltshire Core Strategy, at Hampton Business Park, has been largely developed, with incoming businesses including Great Bear Distribution, Herman Miller, Dick Lovett auto dealerships, hotel and food outlets, with the Wiltshire Air Ambulance airbase and HQ built on land adjoining Hampton Park West. Major investments at Bowerhill Industrial Estate have included consolidation of Herman Miller's UK HQ offices into its factory, Gompels Healthcare expansion and more recently, refurbishment of several large former hangars for new logistics uses.

The findings of an Employment Land Review⁴ has stated that businesses and agents report significant demand for expansion space in the area against a shortage of available sites and premises. This review has recommended that new employment sites are allocated to ensure there is a sufficient supply of employment land to meet forecast demand over the Local Plan period.

Melksham town centre is relatively compact and easily accessible by a number of transport routes. There are around 155 businesses operating in the town centre and a good number of shops comprising a mix of independent traders, supermarkets and national retail brands. The prime shopping area, around the intersection of Church Street and High Street, is busy but activity declines down Bank Street toward the river. Consultation on the Melksham Neighbourhood Plan, linked to the town centre, highlighted that people were concerned about the poor retail offer, unattractive 1960's buildings and heavy traffic flows which are all perceived to detract from the shopping experience.

The Wiltshire Retail and Town Centres Study (WRTCS)⁵ concludes that, overall, Melksham has a limited shopping catchment due to its location close to Chippenham and Trowbridge, particularly in relation to comparison goods shopping. The town is, however, able to retain a large majority of main and top-up food shopping trips with the town centre Sainsburys supermarket achieving the largest market share of main food shopping trips. Between 2012 and 2020 the town centre has followed the national trend in terms of falling comparison goods retailers and an increasing amount of service uses. Vacancies have fallen slightly since 2012 and remain below the national average.

² Hampton Business Park, Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Chalcheymead Business Park and Bradford Road Employment Area

³ PL/2022/06221

⁴ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

⁵ Wiltshire Retail and Town Centres Study (Avison Young, 2020)

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In recent years there have been improvements to the public realm in front of the town hall and the opening of Melksham Community Campus, a new state-of-the-art leisure and community facility for Melksham, in August 2022. Melksham Community Campus is a key milestone in the overall strategy of the town, which has seen significant investment in recent years, including the opening of Oakfields football and rugby facility, the provision of a new skate park and the development of a new cricket pavilion, all in 2017.

However, further opportunities for regeneration remain and further development in Melksham should be focussed on supporting investment in services and improvements in the town centre. Competition from other centres and changing retail trends means it is important that the town's vitality and viability is maintained and, where possible improved. It is also important that Melksham town centre remains at the heart of the community, including its wider rural hinterland.

As part of the commitment to maintaining and enhancing the town centre, the Town Council is preparing a masterplan for the town centre, including areas for potential expansion that will inform future development opportunities, such as the Cooper Tires site. This masterplan will also inform the review of the Melksham Neighbourhood Plan currently underway. The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

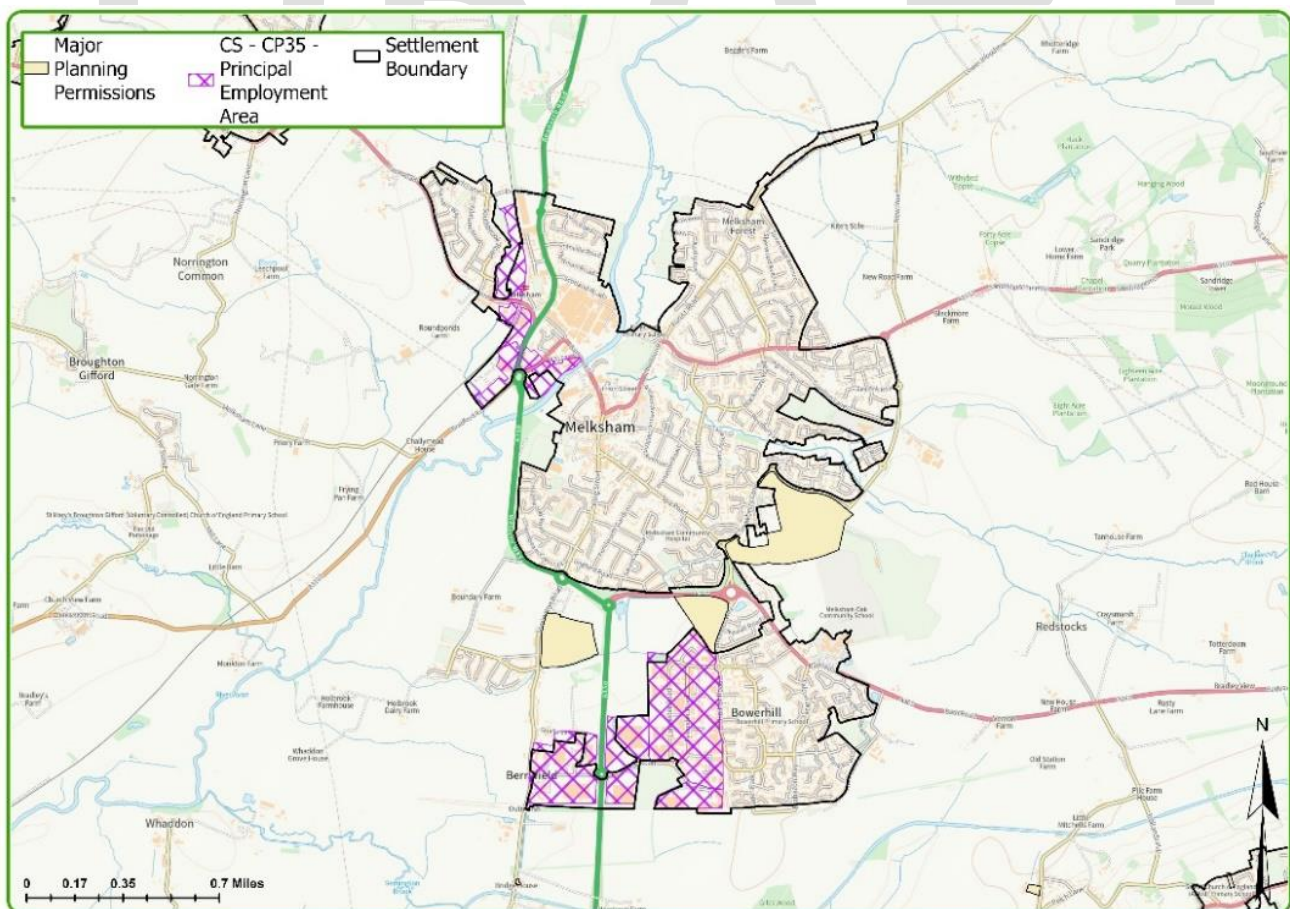


Figure 3. Current major planning permissions and development plan commitments at Melksham

Planning to 2038

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

Melksham is not significantly constrained in environmental terms but there are concerns over the adequacy of local infrastructure to be able to support future growth with the A350 recognised as particularly constrained at peak times leading to traffic congestion. Recent house building needs to be balanced with additional investment in business, services and facilities for the local community and a stronger town centre.

A set of Place Shaping Priorities (PSPs) addresses 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 Melksham Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Town centre regeneration: Ensure town centre regeneration through continued investment in the town centre, maximising use of brownfield land and encouraging employment opportunities.

PSP2 Reducing out-commuting: Reduce out-commuting through an improved employment offer, including delivery of new employment land to allow existing businesses to expand and to attract inward investment.

PSP3 A350 Bypass: Safeguard a route for an A350 bypass to the town by not undermining its delivery, which will improve the efficiency of the transport network and lead to other social, environmental and economic benefits for the town.

PSP4 Railway station improvements: Increase levels of train passenger transport and help reduce traffic congestion through improvements to railway station parking facilities, together with improved facilities for public transport, pedestrian and cycle access that have strong links with the town centre.

PSP5 Infrastructure: Ensure sufficient healthcare facilities, schools and transport infrastructure are delivered.

PSP6 Education provision: Ensure a town-wide approach to future education provision, with sufficient early years, primary and secondary school places provided to meet the needs of all new housing development.

PSP7 Wilts and Berks canal: Continue to safeguard a future route of the Wilts and Berks Canal and enable its delivery to provide significant economic, environmental and social benefits for Melksham.

PSP8 Green and Blue Infrastructure: Deliver improvements to the town's green and blue infrastructure networks, optimising their accessibility and ecological capital, connecting communities and contributing to mitigating and adapting to climate change.

PSPs sit alongside the spatial strategy for Melksham. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Melksham 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 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 Strategy⁶, respond to concerns about the population increasing more than anticipated rates, coupled with the need to provide new employment land to help meet continuing needs for expanding businesses and inward investment.

Providing new employment land would provide an opportunity to address the continuing needs from business and would help meet PSP 2 in terms of potentially reducing out-commuting through increased employment opportunities. The Wiltshire Employment Land Review (ELR)

⁶ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

states that *'there is potential for new employment land allocations at...Melksham...because there is forecast demand but insufficient supply'* and *'new allocations should be considered in... Melksham, where the highest forecast demand scenario is more than double the currently available supply...'*. There are very few available sites left in the town for business expansion or inward investment and there is ongoing demand for more employment. The spatial strategy for Melksham identifies a requirement for approximately 5ha of employment land at the town.

The spatial strategy also identifies a requirement of 2160 homes for the plan period 2020 to 2038 and commits to further work to consider the longer term pattern of growth in light of a proposed bypass, and growth intended to come forward later in the plan period and beyond 2038. Taking account of the fact that growth at Melksham has exceeded planned rates in the Wiltshire Core Strategy, there is a sense that the town would benefit from a period of consolidation. It is also clear that work on providing a bypass to the town is progressing slower than envisaged. This adds uncertainty to what rate of growth is realistic and suggests a more cautious approach. A reduction in rates of house building at Melksham, compared to the Wiltshire Core Strategy, is therefore considered justified moving forwards.



Figure 4. Wiltshire Core Strategy planned growth from 2006 -2026 versus Wiltshire Local Plan planned growth from 2020 - 2038.

The growth planned for Melksham will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections, to and between the centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport can be provided in conjunction with new developments.

Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 1 and 2 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Melksham is not significantly constrained in environmental terms when compared with other towns in the area. The presence of the River Avon and its associated flood plains is the main environmental constraint to outward expansion and development should avoid flood risk areas (zones 2 and 3 shown on previous map).

Traffic congestion on the A350 through Melksham, especially at peak times and through residential areas, has led to increasing concerns about the ability of local transport infrastructure to cope with increasing amounts of residential development. For a significant level of new housing to take place, significant new transport infrastructure e.g. an A350 bypass is required. Further evidence will be required to establish exactly how many new homes could be delivered before a bypass is in place.

The Government announced funding support to progress an A350 Melksham bypass but the progress of this project has been slower than expected. A final scheme has yet to be finalised and it is currently uncertain if future funding for a scheme will be available. Proposals for a Melksham bypass could play an important role in helping to mitigate the impacts of strategic development in the town. This planned Major Road Network (MRN) scheme will tackle congestion in the town and provide new capacity to accommodate traffic from new development.

Careful consideration has been given to the potential impacts of any new development on traffic congestion along the A350. For these environmental reasons, as well as benefits for town centre trade (see above), development proposals are as well connected to the town centre as possible, allied to scope for provision for sustainable transport and active travel routes to the town centre, such as new and improved bus routes and pedestrian and cycling routes.

How many more homes?

From the reduced 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 1,170 homes to be accommodated at Melksham up until 2038.

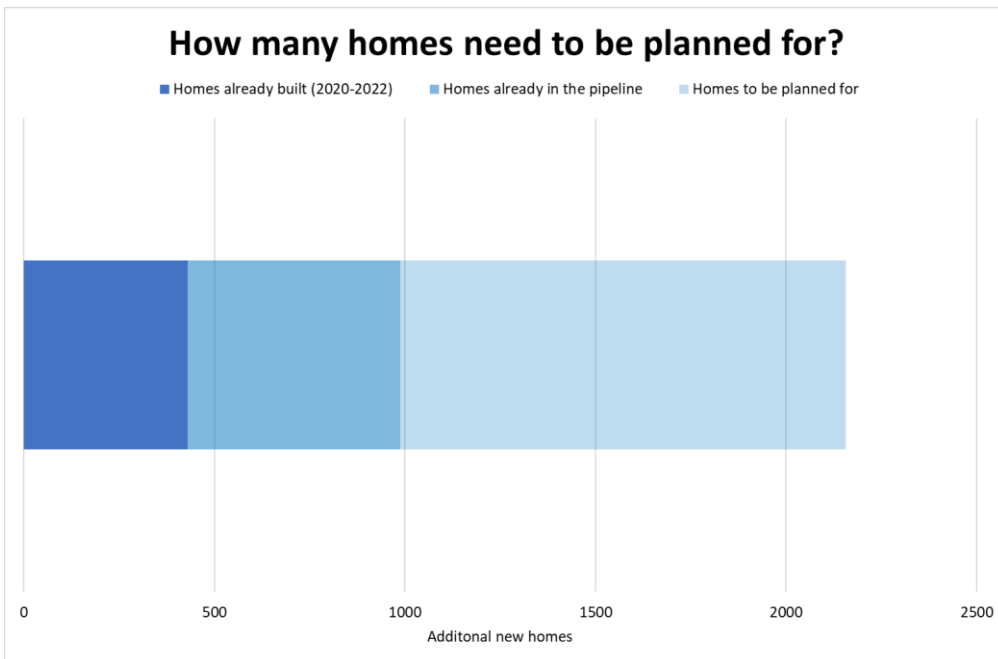


Figure 5. Calculating how many homes need to be planned for at Melksham

Selecting sites

Seventeen sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal. (See map below)

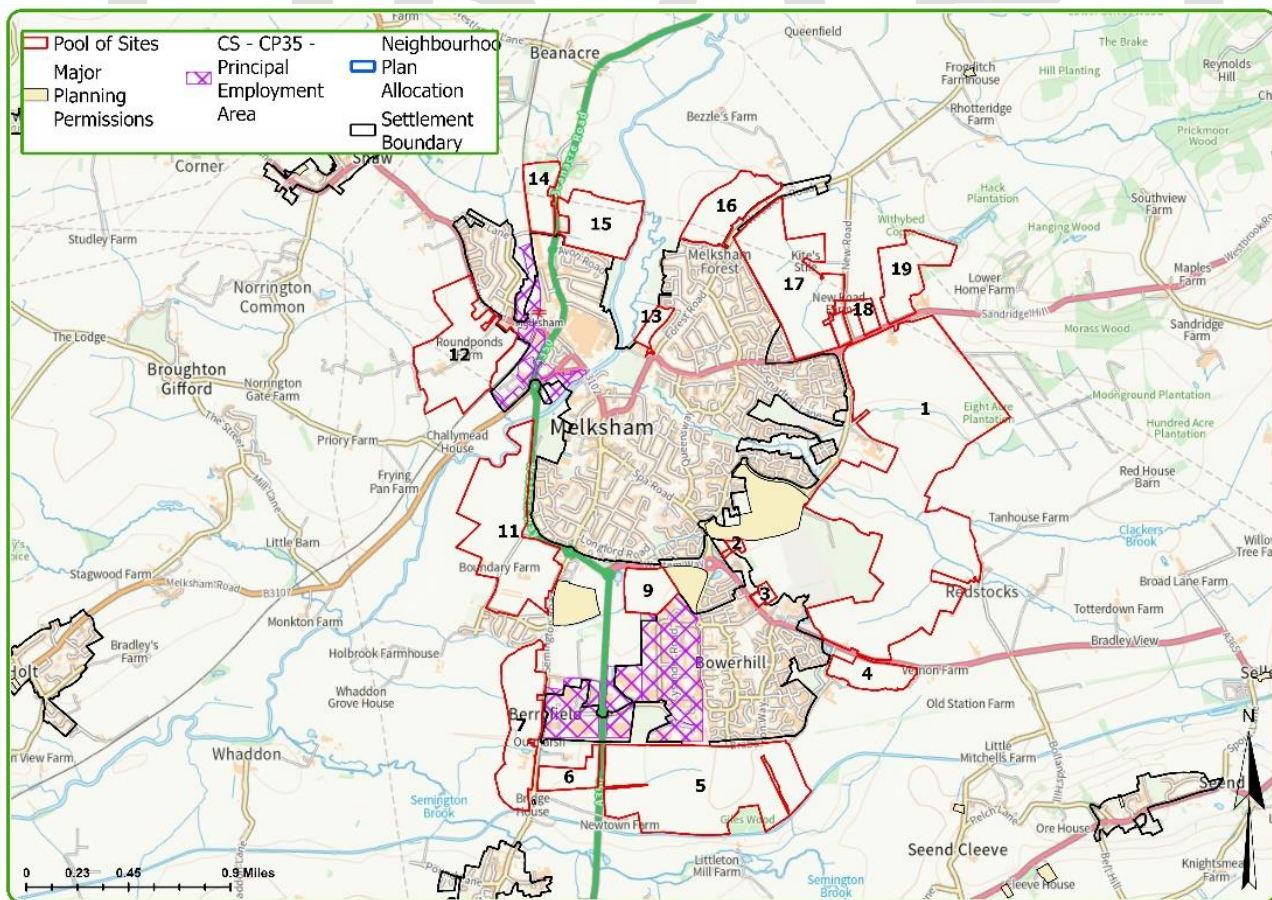


Figure 6. The pool of sites for sustainability appraisal at Melksham.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability appraisal (SA) 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.

SA showed that all the sites had a range of likely negative environmental effects – some more significant than others. They are all greenfield sites, predominantly in agricultural use, and the range of likely environmental effects depended on a site's size, location and proximity to sensitive environmental receptors. Four sites – site 2, site 3, site 12 and site 15 – were considered likely to have major adverse effects on heritage assets whereby mitigation would be unachievable. It was recommended that these four sites were not considered further in the site selection process.

Balancing the likely social and economic benefits of developing each site, against likely environmental effects, Site 9 (Land south of Western Way) performed better than all other sites in the SA. Site 1 (Land to the east of Melksham) ranked second in its overall sustainability performance and Site 17 (Land to the north of A3102) ranked third.

All the sites were then evaluated according to how well they could support the PSPs. Looking at the top three better performing sites from the SA (Sites 9, 1 and 17) these also performed strongly against the PSPs, with Site 1 performing better than all other sites and Sites 9 and 17 joint second strongest. Sites 6, 7 and 11 also performed strongly (joint second) against the PSPs but they did not perform as strongly in the SA, as Sites 1, 9 and 17.

Sites that performed consistently better in both sustainability terms and against the PSPs were Sites 1, 9 and 17. These three sites are considered likely to have some moderate adverse effects against some of the environmental objectives, but these effects can be effectively reduced through mitigation measures. In terms of benefits, all three sites were considered likely to have either moderate or major positive effects in terms of social inclusion, housing provision and for the local economy.

However, Site 9 has been subject to a recent planning application that was refused. The proposal was considered unacceptable with regard to the strategic and sustainable development principles enshrined within policies CP1, CP2 and CP15 of the Adopted Wiltshire

Core Strategy and Policy 6 of the Joint Melksham Neighbourhood Plan, and given that the site is located outside any defined limits of development and within an area which has a made neighbourhood plan (confirmed in July 2021) that allocates land for housing to satisfy local housing requirements, this application conflicts with the plan led approach to delivering new housing at the local community level, and it would be contrary to the sustainable development principles set out within the National Planning Policy Framework and specifically to the provision of new housing, this application conflicts with NPPF paragraph 14 in its entirety. The site is therefore removed at this stage as it will be considered by the Planning Inspectorate in due course.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The SA process and its results are contained in a separate report⁷.

What development is proposed?

Sites 1 and 17 are considered more than capable of meeting the scale of residual requirements for both new homes and employment that should be planned for.

In due course, a review of the Joint Melksham Neighbourhood Plan is intending to allocate additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review. The overall amount of land earmarked for development will provide a good degree of contingency and flexibility, as well as a wider choice, in order to best ensure development needs are met.

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

Site 1: Land to the east of Melksham

Use	Scale/Area
Residential	Approximately 425 dwellings
Employment	5.0 ha
Education	2.0 ha (2 FE primary school) to include 60 early years places

⁷ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

Retail/Service	Local centre
Green space	Approximately 19ha
<p>Vehicular access is possible from both Eastern Way and A3102 Sandridge Common</p> <p>Greenspace would include a range of children’s play areas, public open space and allotments.</p>	

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

It is intended that approximately 425 additional homes and 5 ha of employment will be delivered in the development.

This number of homes on Site 1 creates a new neighbourhood of the town that should include a local centre to include services and facilities to serve them. A small retail element in the local centre would provide convenience without undermining the primary role of the town centre.

Evidence shows that this scale of development will create a shortfall in nursery and primary school places. Land for new nursery provision of around 100 places and land for provision of a new 2FE primary school with 60 early years places is necessary within the development to enable development to go ahead. This may be situated at the local centre and/or co-located with new employment land. The primary school is required to not only support this development but also new residential development on Site 17 ‘Land north of A3102’.

Land for an extension to secondary school provision has been secured at the town and contributions will be required towards additional secondary school places.

An aim of the Plan is also to provide opportunities for business. This site will provide 5ha of employment land, separate to existing industrial estates and with easy access onto Eastern Way. There is an ongoing high demand for employment land in the town and few available sites. This will help broaden the town’s economic base and accord with PSPs.

The site is reasonably well connected to the town centre; approximately 1.6km for walking and cycling and there are already regular bus services (Frome Bus 14 & 15) running along Eastern Way which provide a Melksham town circulatory service. However, a development of this size may also be served by a dedicated bus route. A mobility hub will be required, including bus

and cycle infrastructure provision. 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 support Place Shaping Priorities for town centre regeneration, provision of employment, provision of educational facilities to meet the needs of the development and delivering improvements to the town's green and blue infrastructure network.

Green and blue infrastructure will need to be provided through the development, that incorporates new and existing woodland and protect and enhances existing hedgerows and hedgerow/field trees. Water infrastructure that runs through the site will need to be safeguarded with appropriate buffers to allow for access and maintenance.

Lower density development will be required in the east of the site to prevent coalescence with and retain the rural character and separate identity of outlying rural settlements.

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

- A number of tributary watercourses flow through the site. Significant buffers should be provided to these to create GI corridors and assist net gain for biodiversity. Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features. Appropriate mitigation and compensation for protected species, such as great crested newts.
- All development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere
- Water infrastructure running through the site will need safeguarding through appropriate buffers to allow for access and maintenance.
- It is possible that significant off-site water infrastructure reinforcement will be required. Melksham has been identified by Wessex Water as a settlement which might encounter issues with water pumping stations if a site to the east of Melksham is brought forward for development
- The site is in close proximity to a multi-use games area (MUGA) – Melksham Football and Rugby Club. Developer will need to carry out a noise impact assessment in order to determine whether any noise impacts are likely to be significant
- The site has some medium to high value archaeological features including the former medieval settlement of Snarlton. Further investigation is likely needed across the site

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during a planning application process to identify the extent and significance of potential remains

- Development could impact on the Grade II Listed Blackmore Farmhouse. Significant buffers are likely to be required to maintain the setting of the farmstead
- Green and blue infrastructure through the development that incorporate new and existing woodland and protect and enhances existing hedgerows and hedgerow/field trees.
- Development should be lower density in the east of the site to prevent coalescence with and retain the rural character and separate identity of outlying rural settlements.
- A mobility hub, including bus and cycle infrastructure provision.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, open space, access and other uses envisaged.

Broad Locations for Growth

The plan commits to planning for a longer-term pattern of growth for the town. This would include consideration of a significant urban extension. Further work will define where and what scale, type, mix and form of development it may deliver, enabling a lengthy lead in to identify and Plan for the co-ordination of major infrastructure and extensive community engagement to shape their form. They are intended to be delivered toward the end of the plan period and beyond its end date.

Land East of Melksham

Concept Plan

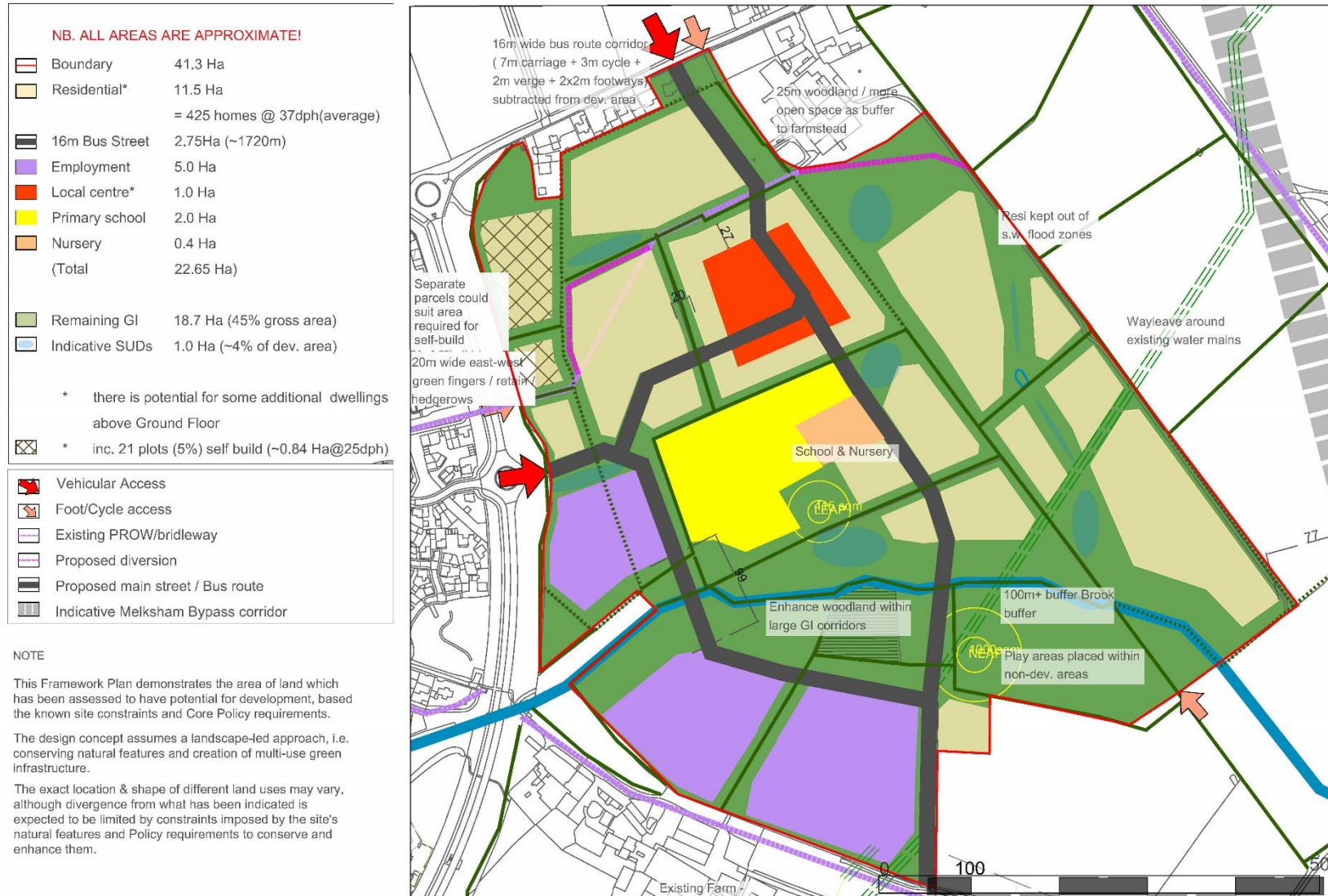


Figure 7. Concept plan for Land east of Melksham

Site 9: Land off Bath Road

Use	Scale/Area
Residential	Approximately 135 dwellings
School expansion	Approximately 2ha land for expansion of Melksham Oak Academy
Vehicular access is possible from the A365 Bath Road.	

The main role of the site is to provide additional homes and land for Melksham Oak School expansion over the plan period. There will be a variety of dwelling types, including a significant proportion of affordable homes.

A new primary school has been secured at the town and contributions will be required towards that school for both early years and primary places.

In terms of secondary education needs, expansion of Melksham Oak School will be required. The school has already been expanded on its current site to meet the demands of current housing growth and is not able to be expanded further on that site. There are currently some surplus places but land adjacent to the school is required to allow for the expansion from a 10FE to a 12FE i.e. 300 additional places. A 12 FE secondary school is the maximum size that could be considered.

In order to provide these 300 additional places, a new teaching block will need to be built, along with more game's courts and extra parking. The new teaching block and hard play areas will need to be built on land that is currently playing field. Sport England have confirmed that any loss of playing field would need to be replaced. This means that additional land adjacent to the school will be required and this land needs to be of a shape and size to accommodate replacement pitch/es. This site is allocated to allow for school expansion (2ha).

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

The development will need to provide high quality public open space within the development, with the main recreational area located in eastern part of the site. Green and blue infrastructure through the development will be needed, to incorporate new and existing woodland and protect and enhance existing hedgerows and trees. Measures will also be needed to protect and enhance watercourses within the site.

Measures to positively support walking, cycling and public transport use will be needed between the site, Melksham town centre and Melksham Railway Station. Funding contributions will also be required towards Melksham Transport Strategy.

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

- Public Open Space within the development and as the main recreational area in eastern top of site.
- Measures to positively support walking, cycling and public transport use between the site and Melksham town centre and Melksham Railway Station.
- Measures to protect and enhance watercourses within the site.
- Development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- The site lies within a wider area which supports a metapopulation of great crested newts. Protection, maintenance and enhancement should be provided for habitats such as mature hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features.
- Implementation of ecological buffer zones alongside habitats to be retained and protected within the scheme layout, and wildlife sensitive lighting design in order to minimise adverse effects on light sensitive and intolerant wildlife, particularly bats.
- Lower density development in the east of the site to prevent coalescence with and retain the rural character and separate identity of outlying rural settlements.
- Green and blue infrastructure through the development that incorporate new and existing woodland and protect and enhance existing hedgerows and trees.
- The development will have to have regards for infrastructure across the site. Water infrastructure running through the site will need safeguarding through appropriate buffers to allow for access and maintenance.
- It is possible that significant off-site water infrastructure reinforcement will be required. Melksham has been identified by Wessex Water as a settlement which might encounter issues with water pumping stations if a site to the east of Melksham is brought forward for development.

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- According to Scottish and Southern Electricity Network's (SSEN) Network Capacity (demand) Map, the substations in Melksham are partially constrained, and therefore could potentially struggle to withstand further significant demand. Further conversation with SSEN would be required to ensure connectivity to the grid.
- Design and layout that safeguards high value archaeological features.
- Provision of potential crossing facilities on the A365 if achievable.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, open space, access and other uses envisaged.

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Land off Bath Road, Melksham

Concept Plan

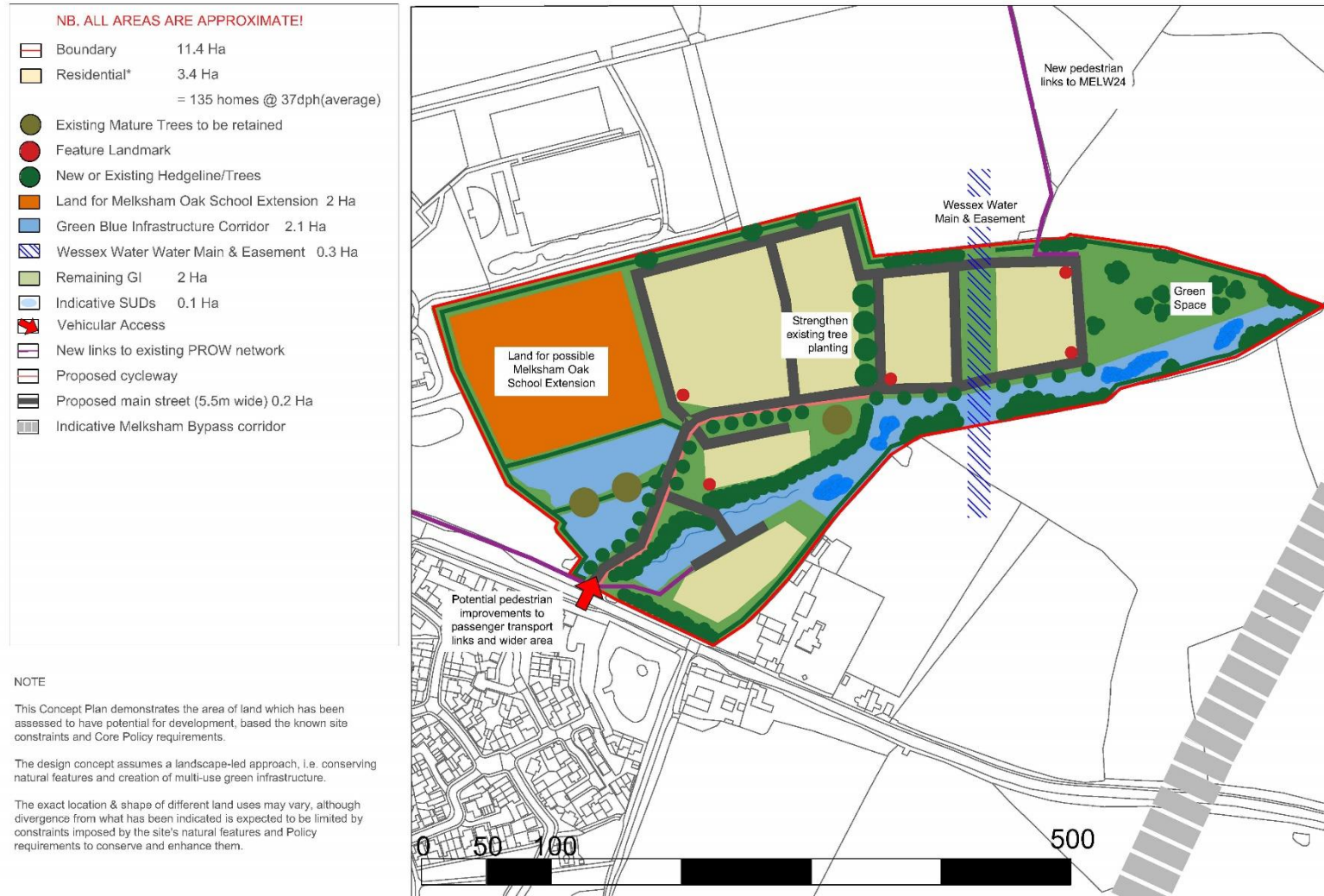


Figure 8. Concept plan for Land off Bath Road

Site 17: Land north of A3102

Use	Scale/Area
Residential	Approximately 285 dwellings
Education	0.4ha of land for a 100 place nursery
Green space	Approximately 5.8ha
Vehicular access is possible via a fourth arm off the existing roundabout on A3102 Greenspace would include a range of children’s play areas and allotments.	

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.

Contributions will be required towards primary places at the new primary school on Site 1 and the new primary school at Pathfinder Place. An expansion of Melksham Oak School will be required therefore contributions would be required towards that. Land area of 0.4ha will also be required for the delivery of a 100-place nursery.

The site is reasonably well connected to the town centre; approximately 1.4km for walking and cycling. There is an existing shared use path along the A3102 adjacent to the site. The site is currently poorly served by bus services but there are bus stops along the A3102 and existing services within adjacent residential areas which could potentially be extended to serve this site.

Residents would be able to easily visit the town centre through sustainable transport modes, which would help to increase footfall and boost local trade. Measures to positively support walking, cycling and public transport use between the site, Melksham town centre and Melksham Railway Station will be needed along with funding contributions towards Melksham Transport Strategy.

Introduction of new green and blue infrastructure through the development will be required, incorporating new woodland and/or tree planting.

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

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

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- All development can be located within Flood Zone 1 but a more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere.
- Measures to positively support walking, cycling and public transport use between the site and Melksham town centre and Melksham Railway Station.
- The site contributes to the separation of Melksham from the distinctive wooded, greensand hills to the east and north-east. Hedgerows and trees should be retained and enhanced as part of a mature landscape framework and landscape buffers should form an appropriate, transitional settlement edge to the rural landscape.
- The site contains a tributary watercourse flowing from the south of the site north towards the River Avon. A sufficient buffer should be allowed either side of this watercourse and protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features.
- The site is located close to a working commercial farm/industrial units. As such there is a potential for adverse noise. The developer will need to carry out a noise impact assessment in order to determine whether the noise impacts are significant. It is likely that there will need to be adequate physical separation of residential and commercial areas during the design phase.
- Significant offsite infrastructure for the foul water network may be required to enable the development.
- According to Scottish and Southern Electricity Network's (SSEN) Network Capacity (demand) Map, the substations in Melksham are partially constrained, and therefore could potentially struggle to withstand further significant demand. Further conversation with SSEN would be required to ensure connectivity to the grid.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, open space, access and other uses envisaged.

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Land North of A3102, Melksham

Concept Plan

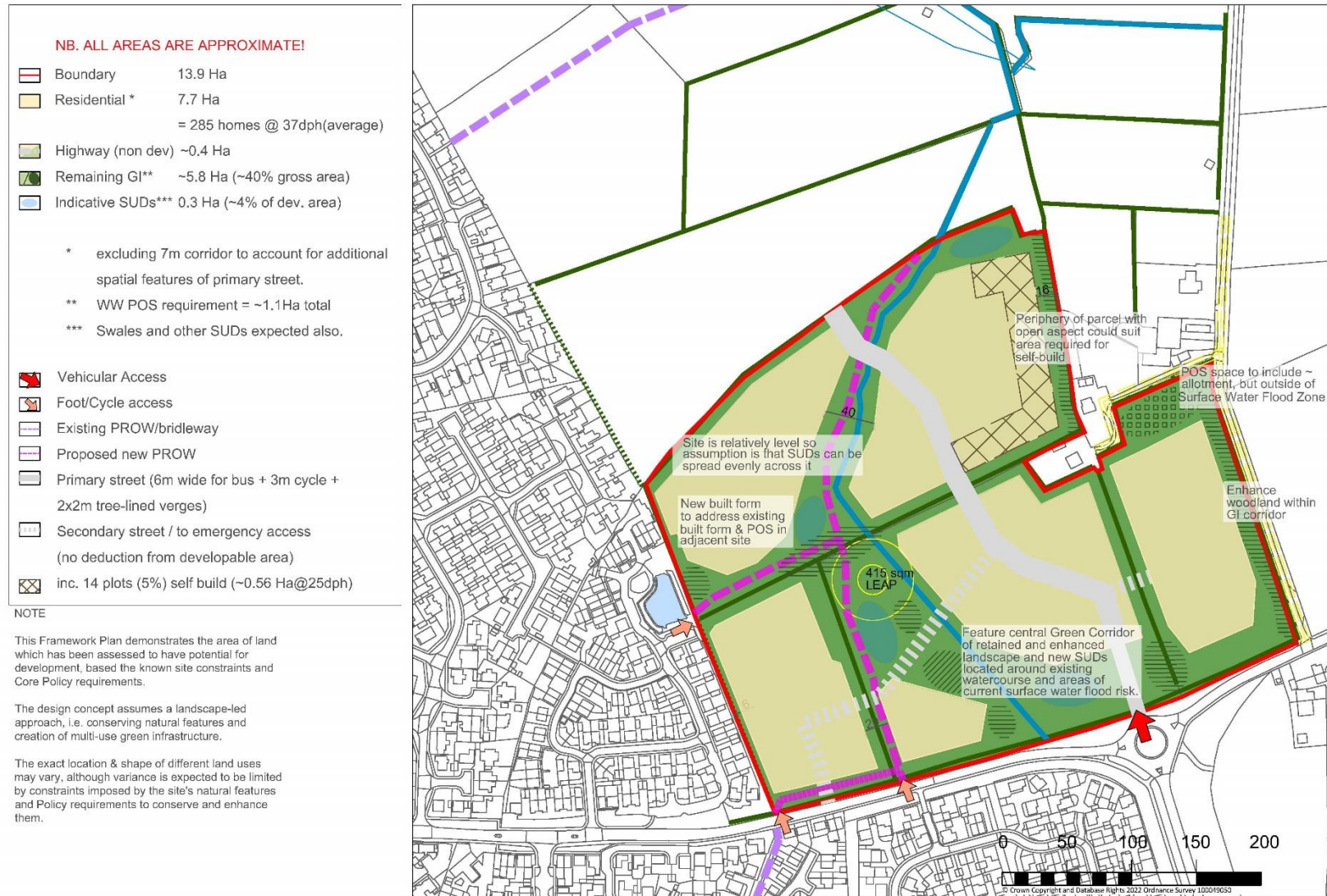


Figure 9. Concept plan for Land North of A3102

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.

Melksham 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 aim is to strengthen the town centre.

Melksham is Wiltshire's fifth largest settlement after Swindon, Salisbury, Chippenham and Trowbridge. Melksham provides an important centre for the surrounding area, although the town centre has a limited shopping catchment, particularly in relation to comparison goods shopping, due to its location close to Chippenham, Bath and Trowbridge. The River Avon runs to the north of the town centre and Melksham Railway Station is within walking distance. The town centre is within a conservation area and the area around Canon Square, in particular, has several Grade II listed houses and cottages, among them a former vicarage dating from the late 17th century and a small two-storey roundhouse, built in the late 18th century for the wool industry. Melksham Community Campus, a new state-of-the-art leisure and community facility located in the Market Place at the heart of the town centre, opened in August 2022.

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. Further regeneration initiatives would boost service, tourism, and hospitality sectors, as well as including elements of residential development. This would include the night-time economy.

Improving the attractiveness of the environment, such as the public realm, can also help induce better investment confidence.

Melksham is considered to have a healthy town centre and is able to attract a large majority of main and top-up food shopping trips from residents of the town and the surrounding area. There are around 155 businesses operating in the town centre and a good number of shops comprising a mix of independent traders, supermarkets and national retail brands.

The opening of the Community Campus in August 2022 and consequent closure of facilities such as the library and Blue Pool mean there are vacant brownfield sites in the town centre available for redevelopment. There are also opportunities for redevelopment/improvement of some later 20th century buildings in the town centre which are seen as unattractive and in poor condition.

The Retail and Town Centres Study 2020 indicates that there is a sufficient level of convenience retail floorspace up to 2035. The good range of supermarkets in a central location is a strength for the town and the retention of this supply will be supported throughout the plan period. There is a small capacity for comparison goods retail floorspace up to 2035. Existing supply is modest although covers a good range of stores. Due to competition with larger centres at nearby Chippenham and Trowbridge, there is an emphasis on differentiating the comparison offer of the town to meet the retail needs of the local community over the plan period.

The Joint Melksham Neighbourhood Plan contains a specific town centre policy that seeks to enhance the range and quality of shopping provision and the vitality and viability of the town centre. This is to enable the centre to change and evolve in response to challenges, changes and opportunities. Melksham's priority is to hold onto, and maintain, the core town centre offer in order to retain the important sense of place and arrival that this confers.

As part of the commitment to maintaining and enhancing the town centre, the town council are preparing a masterplan for the town centre as part of the review of the neighbourhood plan. This will include areas for potential expansion that will inform future development opportunities. Expansion of the town centre is something that the Town Council will be actively considering, particularly in terms of the future of commercial sites on the edge of the town centre.

The 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 through 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 Melksham that have been devised in consultation with Melksham 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 Joint Melksham Neighbourhood Plan (JMNP) was 'made' on 7th July 2021. It sets out the vision, objectives and policies to ensure that Melksham and Melksham Without maintain their distinctiveness over the period 2020 to 2026. It seeks to enhance the natural environment, support and encourage high quality housing, local jobs and improved retail and leisure facilities in a healthy, green and attractive town and series of villages. It is now being updated to take account of the Local Plan's preparation.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

Ten per cent of the scale of growth identified at Melksham suggests a neighbourhood area requirement for Melksham of approximately 200 dwellings. The neighbourhood plan is being reviewed and there is an appetite to allocate sites. The neighbourhood area designation includes Melksham Without and the environs to the town. The neighbourhood area designation provides scope within and on the edge of the urban area to allocate suitable sites. 200 dwellings are considered appropriate for the town.

The neighbourhood area also includes the Large Village of Shaw/Whitley, which is subject to a separate housing requirement of 73 dwellings for the purpose of neighbourhood planning⁸. This will also need to be accommodated in planning for the designated neighbourhood area.

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.

Joint Melksham neighbourhood area requirement (2020 to 2038)	270
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Local Infrastructure

The growth of Melksham 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 key measures required to be put in place to address growth

⁸ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

proposals for Melksham 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

Evidence shows that the scale of development proposed will create a shortfall in nursery and primary school places. In order to meet the demand for places generated by the proposals for new housing 2 ha of land to accommodate a new 2 FE primary school will be required in the northern part of Site 1 Land to the East of Melksham and 0.4ha of land for a 100 place nursery will be provided at Site 17 Land North of A3102. These new facilities, alongside the new primary school at Pathfinder Place will be sufficient to meet the demand for places. Developer contributions will also be required towards funding these new places.

Melksham Oak secondary school has already been expanded and is no longer able to be expanded on its current site. Expansion of Melksham Oak will be required to meet the demand for places generated by the proposals and 2 ha of land for expansion on adjoining land is provided within Land off Bath Road.

Sustainable transport

Melksham is well served by the A350 primary route which provides a direct link to Chippenham (and the M4 at Junction 17) and the south coast. Other key routes provide access to Bath (A365), Calne (A3102), Devizes (A365) and Bradford on Avon (B3107). Bus routes provide regular services to Bath, Chippenham, Trowbridge and Devizes with most services accessed from the Market Place in the town centre.

Melksham railway station has seen improvements in local rail services in recent years with an increase to eight trains in each direction daily. Trains from the station run approximately every two hours each way between Westbury and Swindon. The plan is for the doubling of this service to every hour in the future. Working with GWR and Wiltshire Council, the Trans Wilts Community Rail Partnership has developed an ambitious and detailed Master Plan for the station site to encourage improvements to rail services which would increase investment in Melksham and allow for more sustainable travel.

Current constraints/local concerns

- Confluence of A350 and other radial routes (A365, A3102 and B3107) causes significant peak hour congestion and delays particularly in the central section of the A350 through the town

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- Future development growth may increase pressure on the A350 through Melksham and at congestion hot spots such as Farmers Roundabout. This in turn may lead to further rat running through residential and rural roads
- While the TransWilts train service has been significantly improved over the past few years, it is still only a two-hourly service between Westbury and Swindon
- Currently there is a poor environment around Melksham rail station and walking routes to the town centre

Opportunities

- An agreed Melksham rail station masterplan that facilitates joint working between TransWilts Community Rail, Network Rail, Great Western Railway and Wiltshire Council to develop and enhance Melksham rail station, forecourt, parking and facilities
- Further development and delivery of an A350 Melksham bypass could relieve peak time congestion and delays
- Bypassing Melksham could also reduce severance between the town centre and areas adjacent to the A350 (including the rail station and recent supermarket developments), create an opportunity to re-design the existing A350 corridor through the town, and support efforts to regenerate the town centre

Highway connectivity, reducing the need to travel and making it easier for people to use sustainable modes of transport are essential in supporting the scale of growth at the town. The Place Shaping Priorities also seek to reduce out-commuting by improving the employment offer in the town, give support for an A350 bypass to improve the efficiency of the transport network and support improvements in train passenger transport to help reduce traffic congestion, together with improved station facilities for public transport, pedestrian and cycle access that have strong links with the town centre.

To help realise the opportunities presented by the locations chosen for development, and necessary for their development, funding contributions will be sought to a Melksham Transport Strategy.

Health and social care

Melksham is subject to a negative GP capacity gap and this has been forecast to increase by 2026. Closure of St Damian's surgery means that since March 2020 there are only two surgeries operating in the town. A new facility at Melksham Campus struggled to find an operator and so did not come to fruition.

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 and 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.

According to SSEN's generation availability map, the substations in Melksham are unconstrained, therefore could withstand additional energy generation connections to the grid. However, according to SSEN's network capacity (demand) map, the substations in Melksham are partially constrained, therefore could potentially struggle to withstand further significant demand. Further conversation with SSEN would be required to ensure connectivity to the grid.

With regards to water infrastructure, the Melksham area is within the responsibility of Wessex Water. Evidence from Wessex Water with regards water supply suggests it is likely that significant infrastructure reinforcement would be required to serve significant new development at Melksham. The area covered by Wessex Water has been classed by the Environment Agency as 'seriously water stressed' and steps will need to be taken to ensure the efficient use of water through the development and occupation of proposed housing sites. With regards to foul network capacity, it is likely that significant infrastructure reinforcement would be required. Melksham has been identified by Wessex Water as a settlement which might encounter issues with water pumping stations and additional investment might be needed to build an additional pumping station - this is infrastructure that would need to be identified in Wessex Water's new business plan 2025 - 2030.

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy: Core Policy 15	Spatial Strategy for the Melksham Community Area Principal Employment Areas: Bowerhill Industrial Estate, Hampton Business Park, Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challemead Business Park and Bradford Road Employment Area.	Replaced with Policy 17 Melksham Market Town
Wiltshire Core Strategy: Core Policy 16	Melksham Link Project	DELETE and REPLACE with Policy 94 Wiltshire’s Canals and the Boating Community
West Wiltshire District Plan 2004 Policy T8	Melksham Railway Station	DELETE and REPLACE with Policy 75 Strategic Transport Network
West Wiltshire District Plan Policy SP1	Town Centre Shopping	DELETE and REPLACE with Policy 68 Managing Town Centres
West Wiltshire District Plan 2004 Policy SP4	Primary Retail Frontages	DELETE and REPLACE with Policy 68 Managing Town Centres
West Wiltshire District Plan 2004 Policy SP5	Secondary Retail Frontages	DELETE and REPLACE with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP6	Local Shopping in Towns and Villages	DELETE and REPLACE with Policy 68 Managing Town Centres

West Wiltshire District Plan Policy TC1	Upper Floor Uses in Town Centres	DELETE and REPLACE with Policy 68 Managing Town Centres
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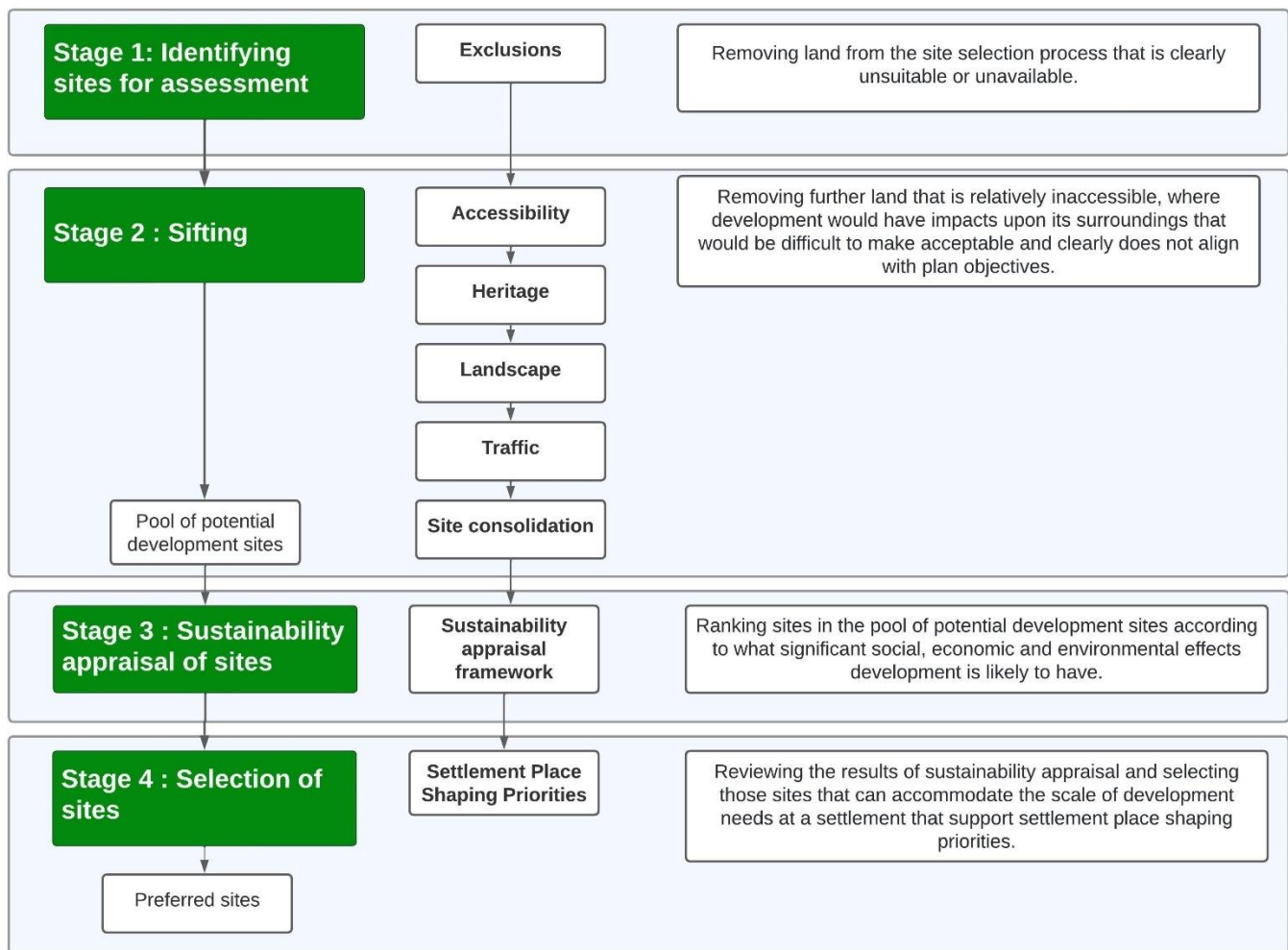
Appendix 2 Site Selection

Site Selection: Melksham

The purpose of this appendix is to explain the site selection process at Melksham, 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



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.

Twenty-six sites at Melksham were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
182	Unavailable. Site built out.
186	Unavailable.
264	Unavailable. Principal Employment Area.
265	Unavailable. Site has planning permission.
266	Unavailable. Site built out.
267	Unavailable. Site has planning permission.
280	Unavailable. Grounds of football and rugby club.
286	Unavailable. Principal Employment Area.
313	Unavailable. Partly Principal Employment Area.
607	Unsuitable. Under site size threshold.
648	Unavailable. Site built out.
699	Unavailable.
707	Unsuitable. Site entirely within Flood Zone 3.
720	Unavailable. Site built out.
1031	Unsuitable. Linear narrow site.
1035	Unsuitable. Under site size threshold.
1036	Unsuitable. Under site size threshold.
2089	Unsuitable. Under site size threshold.
3103	Unavailable. Site built out.
3333	Unsuitable. Site entirely within Flood Zone 3.
3334	Unavailable. Principal Employment Area.
3335	Unavailable. Principal Employment Area.
3733	Unsuitable. Site entirely within Flood Zone 2/3.

3738	Unsuitable. Under site size threshold.
3747	Unavailable. Site built out.
3758	Unavailable.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence¹¹) 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

¹¹ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

- 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.

Strategic Context – Salisbury:

Context criteria	Detail
Long-term pattern of development	<p>The River Avon flows through the town. The A350 and railway line form a firm boundary to the south and west of Melksham. The A350 passes through residential areas in the north.</p> <p>In recent years, Melksham and Bowerhill have seen a large amount of new development located to the east and south. There has also been new housing built on the former George Ward school site in the north-west. The West Wilts District Plan (2004) allocated a new eastern urban extension to the town of 750 dwellings, including a new primary school. The new Melksham Oak secondary school and Melksham Football & Rugby Club are located just to the south of that.</p> <p>Recent developments have been located to the east and south of the town and around Berryfield.</p>
Significant environmental factors	<p>The main environmental feature of Melksham is the River Avon which flows through the north and west of the town. There are extensive flood plains associated with the river which provide visual and amenity areas into the town centre and restrict development opportunities. The river corridor is important for biodiversity also.</p> <p>The town is not significantly affected by landscape designations, However, rising land to the east around Sandridge is part of a special landscape area.</p> <p>The A350 has become increasingly congested in recent years with worsening local air quality and a business case is being worked up for a possible future bypass to the town to try to reduce these issues.</p> <p>There is a large town centre conservation area located mainly along and to the west of King St, High St and Bank St with a number of important listed buildings also at The Spa.</p>
Scale of growth and strategic priorities	<p>The scale of growth is on a par with the current Core Strategy housing requirement but with a reduced amount of employment land required. A significant amount of the housing requirement has already been met through developable commitments.</p> <p>Strategic priorities include the need to ensure town centre regeneration, reducing out-commuting through an increased and improved employment offer at the town and reducing high levels of traffic congestion on the A350</p>

	through provision of a new bypass. Particularly important will be the need to ensure sufficient education and healthcare facilities at the town.
Future growth possibilities for the urban area	<p>There are SHELAA sites available all around the town which will require further assessment of their likely impacts. Some sites have the potential to increase coalescence with surrounding villages. Others have significant areas of flood risk. Other sites are located to the south and west of Bowerhill and Berryfield, some distance from the town centre.</p> <p>There are SHELAA sites outside the broad extent of the urban area, separated by the A350 and/or railway line that would set possible precedents and a significant departure from past patterns of growth.</p> <p>There are several possibilities for future growth at Melksham. Further assessment will be required as to what extent the level of growth can be accommodated within the existing highways network and if some future growth will be dependent on a future bypass to the town.</p>

Table X: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
187	Nortree Motors Ltd						<p>This is a brownfield site with a functioning garage (BP and Nortree Motors Ltd) and a Subway meaning that landscape impacts associated with redevelopment of this site are unlikely to be significant. It is unknown whether this site is available for development, but it could be developable in the long term.</p> <p>Take forward for further assessment as there do not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y
699	Land South of Berryfield Brook and Treatment Works						<p>This site is adjacent to the settlement boundary. From a landscape perspective, the site may cause coalescence between Melksham and the village of Berryfield. The site is adjacent to 648 which has planning permission for 150 dwellings. Constraints include its proximity to Sewage Treatment Works and Hampton Business Park.</p> <p>The site should go forward for further assessment as there do not appear to be any overriding significant impacts that justify rejecting the site at this stage.</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
715	Woodrow House Farm	Yellow	Green	Yellow	Yellow	Green	This site is adjacent to the settlement boundary and to sites 1027 and 3479. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
728	Land to North of Berryfield (Area 3)	Green	Green	Green	Red	Yellow	This site is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. However, there do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1000	Land to rear of Lowbourne Infants School	Green	Green	Green	Green	Yellow	This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage, although constraints include an area of flood zone 2 and 3 along the western boundary. Take forward for further assessment.	Y
1001	Land rear of Woodrow	Yellow	Green	Yellow	Green	Green	This site is adjacent to 3107 which is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1002	Land rear of 588, 592 & 594 Semington Road	Green	Green	Green	Green	Yellow	This site is adjacent to 1003 which is adjacent to the settlement boundary. The site partly covers the alignment of the Melksham Link under Wiltshire Core Strategy (WCS) Core Policy 16 and land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1003	Land to South of Berryfield (Area 1) Outmarsh Farm	Green	Green	Yellow	Yellow	Yellow	This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage, although a particular concern is the possible coalescence with the Small Village of Berryfield which has its own character and is separate from Melksham. The site partly covers the alignment of the Melksham Link under WCS Core Policy 16 and land would need to be safeguarded to allow for the restoration of the	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							Wilts & Berks canal. The site should go forward for further assessment.	
1004	Land South of Hampton Park						This site is adjacent to the settlement boundary at Hampton Business Park. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Semington. The northern part of the site is now the home of Wiltshire Air Ambulance which separates the rest of the site from the urban area and which may have noise concerns for residential or other sensitive uses so more likely to be suitable for a compatible employment use. The site is also adjacent to the A350. There do not appear to be any likely significant impacts, however, that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1005	Land South of the Sports Ground						This site is adjacent to the settlement boundary. Potential constraints to developing this site include the proximity of the A350 and businesses at Bowerhill Industrial Estate. Given the business/industrial context, this site would be better suited to an employment use rather than residential. There do not appear to be any likely significant impacts, however, that would justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1006	Land South of Falcon Way, Bowerhill						This site is adjacent to the settlement boundary. This site is close to the A350 and businesses at Bowerhill Industrial Estate but also the residential area at Bowerhill which may be accessible via Brabazon Way. Potential constraints to development include the proximity of the Kennet & Avon canal to the south. There do not appear to be any likely significant impacts, however, that would justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1019	Land to South of Berryfield (Area 7) Outmarsh Farm						This site is adjacent to 1003 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Bowerhill and the village of Semington. There do not appear to be any overriding significant impacts that justify	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							rejecting the site at this stage. The site should go forward for further assessment. However, the site partly covers the alignment of the Melksham Link under WCS Core Policy 16 and land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	
1025	Land South of Western Way						Site is adjacent to the settlement boundary. It is adjacent to a new housing development to the east and Bowerhill Industrial Estate to the south. From a landscape perspective development of this site could cause the coalescence of Bowerhill Industrial Estate with Melksham, however the site is large enough that some degree of separation could be maintained. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1027	Land rear of Savernake Avenue						Site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site should go forward for further assessment.	Y
1034	Land adjacent to Woolmore Manor						Site is adjacent to the settlement boundary. There are concerns about the impact of developing this site on the Grade II* listed Woolmore Manor but the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought.	Y
3105a	Land to North of Berryfield (Area 2)						This site is adjacent to site 728 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. Land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	Y
3105b	Land to North of Berryfield (Area 4)						This site is adjacent to site 3105a which is adjacent to new housing development underway on site 648 to the east. There do not appear to be any overriding significant impacts that justify rejecting the site	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							at this stage. However, the site is adjacent to the Small Village of Berryfield and development of the site would be more an extension to the village which has few services and facilities, rather than to Melksham.	
3105c	Land to North of Berryfield (Area 5)						This site is adjacent to site 728 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site partly covers the alignment of the Melksham Link under WCS Core Policy 16. Land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	Y
3105d	Land to North of Berryfield (Area 6)						This site is adjacent to site 3645 which is adjacent to the settlement boundary. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. The site partly covers the alignment of the Melksham Link under WCS Core Policy 16. Land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	Y
3107	North-west of Woodrow Road						This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage.	Y
3123	Tan House Farm, Redstocks, Seend, Melksham						This site is adjacent to site 3525 which is adjacent to the settlement boundary. There is a section of Flood Zone 2 and 3 in the centre of the site and to the north. This site adjoins Melksham football and rugby club to the west which forms an undeveloped area made up of playing pitches extending out into the countryside. In landscape terms, this site is remote from the urban edge of Melksham, development may contribute to coalescence with the hamlet of Redstocks and could only be developed alongside site 3525. Take site forward for further assessment.	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3219	Woolmore Manor Field	Green	Green	Yellow	Green	Yellow	Site is adjacent to 1034 which is adjacent to the settlement boundary. There are concerns about the impact of developing this site on the Grade II* Woolmore Manor but the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought. Take site forward for further assessment.	Y
3243	Land north of Dunch Lane	Yellow	Yellow	Yellow	Red	Yellow	Site is adjacent to the settlement boundary. From a landscape perspective the site's location would mean possible coalescence of Melksham with the village of Beanacre. However, the site may be large enough to retain some separation. From a heritage perspective there are potentially harmful impacts on the settings of Beanacre Manor and Beechfield House and mitigation may be difficult. The site should go forward for further assessment.	Y
3249	398a The Spa	Green	Yellow	Yellow	Green	Yellow	Site is adjacent to the settlement boundary. Developing this site would have potential impacts on Grade II listed dwellings at The Spa. These are high status dwellings constructed as speculative 'spa' development to rival Bath and the rural setting was important as part of selling point for development. Mitigation would be very difficult. However, at this stage, the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought.	Y
3310	Land west of Shurnhold Road	Green	Yellow	Yellow	Green	Yellow	Site is adjacent to the settlement boundary. Developing this site would have potential heritage and landscape impacts. The site has open views from Shurnhold Road and mitigation may be required to the west to reduce the impact of urban encroachment into the rural setting. Possible harmful impacts on settings of listed buildings. However, at this stage, the site can proceed to Stage 3 Sustainability Appraisal where more detailed comments on possible impacts will be sought.	Y
3331	Land South of Bath Road	Green	Green	Yellow	Red	Yellow	Site is adjacent to site 3345 which is adjacent to the settlement boundary. From a landscape	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
	(A365) West of Carnation Lane						<p>perspective the site would be an urban encroachment into the rural setting between Bowerhill and Seend / Seend Cleeve which could prove difficult to mitigate. It could only come forward with site 3345.</p> <p>There are no overriding significant impacts that would justify rejecting the site at this stage. The site should be taken forward for further assessment.</p>	
3345	Old Loves Farm, Bowerhill Lne, Melksham, SN12 6RB						<p>Site is adjacent to the settlement boundary at Bowerhill.</p> <p>At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.</p>	Y
3352	Roundponds Farm						<p>Site is adjacent to the settlement boundary. Developing this site would have potential heritage and landscape impacts. There are also areas of flood zone 2 and 3 to the east, south and west. The site is in close proximity to Sewage Treatment Works and is separated from the rest of the urban area by the railway line. However, at this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.</p>	Y
3405	Land at Halfway Farm						<p>Site is adjacent to the settlement boundary. Developing this site would have potential heritage and landscape impacts. There are also areas of flood zone 2 and 3 to the east. However, the site is large and development may be able to mitigate such impacts.</p> <p>At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.</p>	Y
3455	Land at Lonsdale Farm						<p>Site is adjacent to the settlement boundary. This is a small site that is adjacent to the A350 in the north and east and to a new housing development at 648 to the south. From a landscape perspective, the site may contribute to coalescence between Melksham and the village of Berryfield.</p> <p>At this stage, there are no overriding significant impacts that would justify rejecting the site. The</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							site should be taken forward for further assessment.	
3478	Land North of A3102						Site is adjacent to the settlement boundary. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3479	Land north-west of 242/243 New Road						Site is adjacent to the settlement boundary. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3525	Land at Snarlton Lane						Site is adjacent to the settlement boundary. The site is adjacent to Melksham football and rugby club to the south. There is an area of flood zone 2 and 3 associated with Clackers Brook running through the centre of the site. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3552	Land at Blackmore Farm						Site is adjacent to the settlement boundary. From a landscape perspective this is a very large site that is exposed to views across from Sandridge Hill along with wider rural views to the east. However, being a large site, there is potentially scope for mitigation. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3603	Land south of Bowerhill, Melksham						Site is adjacent to site 1006 which is adjacent to the settlement boundary. Possible constraints include the sites' separation from the urban area and proximity to the Kennet & Avon canal. The site should only come forward with 1006. At this stage, there are no overriding significant impacts that would justify rejecting the site. The site should be taken forward for further assessment.	Y
3645	Land west of Western Way, Melksham						This site is adjacent to the settlement boundary. There do not appear to be any overriding significant impacts that justify rejecting the site at this stage. However, flood zones 2 and 3 cover a large proportion of the site in the north and	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							west which would rule out development in that area. And land would need to be safeguarded to allow for the restoration of the Wilts & Berks canal.	
3678	Land east of Eastern Way, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk, landscape and heritage. Site to go forward for further assessment.	Y
3683	Land east of Snarlton Farm						This site is adjacent to SHLEAA sites that adjoin the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk, landscape and heritage. Site to go forward for further assessment.	Y
3692	Land north of Bath Road, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3701	Land to the east of Eastern Way, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk, landscape and heritage. Site to go forward for further assessment.	Y
3704	Loves Farm, Melksham						This site is adjacent to a SHELAA site which adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk. The openness of the site could lead to landscape impacts, and the site could form part of the setting to a listed building, which would require further consideration. Site to go forward for further assessment.	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
3712	Land to the north and west of Manor Farm						Site is adjacent to SHELAA sites that adjoin the settlement boundary, albeit the opposite side of the A3102. The site is large and extends out into open countryside, hence the 'red' landscape score. However, development could be limited to the southern part of the site. Site to go forward for further assessment.	Y
3742	Land south of New Road Farm, Melksham						This site is adjacent to the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3743	Land north of New Road Farm, Melksham						This site is adjacent to A SHELAA site that adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3744	Land northwest of Blackmore Farm						This site is adjacent to A SHELAA site that adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk and heritage. The openness of the site could lead to landscape impacts, which would require further consideration. Site to go forward for further assessment.	Y
3752	Land north of A365						This site is adjacent to a SHELAA site which adjoins the settlement boundary. The site is located in a peripheral location in respect of accessibility. The site is judged to be lower risk in respect of flood risk.	Y

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							The openness of the site could lead to landscape impacts, and the site could form part of the setting to a listed building, which would require further consideration. Site to go forward for further assessment.	

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
3123, 3525, 3552, 3678, 3683, 3692, 3701, 3704, 3752	The sites abut and have no strong physical barriers between them.
3219, 1034	The sites abut and have no strong physical barriers between them.
3345, 3331	The sites abut and have no strong physical barriers between them.
1005, 1006, 3603	The sites abut and have no strong physical barriers between them.
1003, 1019, 1002	The sites abut and have no strong physical barriers between them.
3105a, 3105b, 3105c, 3105d, 728, 3645	The sites abut and have no strong physical barriers between them.
3552, 3310	The sites abut and have no strong physical barriers between them.
3405, 187	The sites abut and have no strong physical barriers between them.
3107, 1001	The sites abut and have no strong physical barriers between them.
715, 1027, 3479, 3478, 3742, 3743	The sites abut and have no strong physical barriers between them.

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

Site no.		SHELAA reference
1	Land to the east of Melksham	3123, 3525, 3552, 3678, 3683, 3692, 3701, 3704, 3752
2	398a The Spa	3249
3	Land adjacent to Woolmore Manor	3219, 1034

4	Land to the east of Bowerhill	3345, 3331
5	Land to the south of Bowerhill	1005, 1006, 3603
6	Land South of Hampton Park	1004
7	Land to the south of Berryfield	1003, 1019, 1002
9	Land south of Western Way	1025
11	Land to the west of Melksham	3105a, 3105b, 3105c, 3105d, 728, 3645
12	Land to the west of Shurnhold	3552, 3310
13	Land to rear of Lowbourne Infants School	1000
14	Land north of Dunch Lane	3243
15	Land to the north of Melksham	3405, 187
16	North-West of Woodrow Road & Land Rear of Woodrow	3107, 1001
17	Land to the north of A3102	715, 1027, 3479, 3478, 3742, 3743
18	Land northwest of Blackmore Farm	3744
19	Land to the north and west of Manor Farm	3712

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 report¹², which also includes the detailed assessments made for each site.

Sustainability Appraisal enables sites to be scored by their respective sustainability benefits and disadvantages. It also identifies 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

¹² Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

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).

All sites assessed through Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

- Site 1 - Land to the east of Melksham
- Site 2 - 398a The Spa
- Site 3 - Land adjacent to Woolmore Manor
- Site 4 - Land to the east of Bowerhill
- Site 5 - Land to the south of Bowerhill
- Site 6 - Land South of Hampton Park
- Site 7 - Land to the south of Berryfield
- Site 9 - Land south of Western Way
- Site 11 - Land to the west of Melksham
- Site 12 - Land to the west of Shurnhold
- Site 13 - Land to rear of Lowbourn Infants School
- Site 14 - Land north of Dunch Lane
- Site 15 - Land to the north of Melksham
- Site 16 - North-West of Woodrow Road & Land Rear of Woodrow
- Site 17 - Land to the north of A3102
- Site 18 - Land northwest of Blackmore Farm
- Site 19 - Land to the north and west of Manor Farm

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Key to likely significance of effects:					
+++	Major positive effect = +3 points	0	Neutral effect = 0 points	---	Major adverse effect = -3 points
++	Moderate positive effect = +2 points			--	Moderate adverse effect = -2 points
+	Minor positive effect = +1 point			-	Minor adverse effect = -1 point

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

SITE	Overall site score (sustainability rank)	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
Site 1	-3 (=1 st)	-	--	--	-	-	0	-	--	+++	+++	--	+++
Site 9	-3 (=1 st)	-	-	--	-	-	+	-	-	++	++	--	++
Site 17	-4 (3 rd)	-	--	--	-	-	0	-	-	+++	++	--	++
Site 5	-5 (=4 th)	-	--	--	--	-	0	-	--	+++	++	--	+++
Site 16	-5 (=4 th)	-	--	--	-	-	0	--	-	+++	++	--	++
Site 2	-6 (=6 th)	-	-	-	-	-	+	---	-	+	+	-	+
Site 4	-6 (=6 th)	-	-	--	-	-	+	--	--	++	++	--	+
Site 11	-6 (=6 th)	-	--	--	-	--	0	-	--	+++	++	--	++
Site 13	-6 (=6 th)	--	--	-	-	-	+	-	-	+	+	-	+
Site 3	-7 (=10 th)	--	-	-	-	-	+	---	-	+	+	-	+
Site 6	-7 (=10 th)	-	-	--	--	-	+	-	-	+	+	--	+

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SITE	Overall site score (sustainability rank)	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
Site 7	-7 (=10 th)	-	--	--	--	--	0	-	--	+++	++	--	++
Site 15	-7 (=10 th)	-	--	--	-	-	0	---	--	+++	++	--	++
Site 18	-7 (=10 th)	-	-	--	-	-	+	-	--	+	+	--	+
Site 19	-7 (=10 th)	-	--	--	-	-	0	-	--	+++	+	--	+
Site 12	-9 (16 th)	-	--	--	--	--	0	---	--	+++	++	--	++
Site 14	-9 (16 th)	--	--	--	--	--	+	--	--	++	++	--	++

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, in or 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.

Potential sites at Melksham were assessed against the Place Shaping Priorities, which is set out in the following table:

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 1	Strength	Strength	Strength	Neutral	Strength	Strength	Neutral	Strength
	<p>The town centre is approx 1.6km to the west of this site. It may not provide direct regeneration benefits, but the number of dwellings this site could deliver may significantly indirectly benefit the town centre through increased footfall.</p> <p>This large site is likely to be served by dedicated bus and active travel</p>	<p>This large site is capable of delivering a significant employment element as part of a mixed-use development.</p> <p>This could help reduce out-commuting.</p> <p>Employment in this location could easily be made accessible by sustainable forms of transport, including active travel, as a site of this size would be served by public</p>	<p>The proposed eastern bypass route goes through the far eastern part of this site. This site could accommodate a safeguarded route and development would not prejudice its delivery.</p> <p>Because the route is proposed in the far east of the site it would not significantly reduce the capacity of the site.</p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p> <p>It will be important for this development to have strong</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>The site is sufficiently large enough to be able to provide onsite primary schools and potentially new secondary premises if the Melksham Oak site cannot be further expanded. Land and contributions would be required to support new education provision.</p>	<p>Given this site's location to the east of Melksham, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>This large site comprises a mixture of pastoral and arable fields with field boundaries largely consisting of low hedgerows with scattered hedgerow trees. Clackers Brook and a number of tributary watercourses flow through the site. Given the size of the site there is potential to provide biodiverse open space and biodiversity enhancement. There is scope for significant house building alongside a landscape scale nature recovery scheme, including a focus on wetland habitats. A minimum of 20% net gain for biodiversity will be required and the overall</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	routes to the town centre. Any provision of retail units on site must not adversely affect town centre businesses.	transport services to all parts of the site, and walking and cycling routes could link with development to the west and to the town centre. This employment would complement other nearby existing employment at Bowerhill and Hampton Park West which are easily accessible via Eastern Way.		public transport links to the railway station.				layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 2	Neutral	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Neutral
	This site is located approx.	This site is relatively small and is	This site is not on the proposed	This site is not considered likely to have	This site could provide for sufficient	A site of this size would be unlikely to	Given this site's location, it would not affect	A minimum of 20% net gain for biodiversity will be required within the

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	1.2km from the town centre. The site is relatively small and unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	considered unlikely to include any employment land. It is unlikely to have any significant benefits or adverse effects on out-commuting from the town.	bypass route and would not prejudice the delivery of a future route.	direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	healthcare, education and transport infrastructure through S106 and/or CIL payments.	provide education facilities on site but would be required to make contributions to meet the needs arising from the site.	the safeguarding of the canal route but would also be unlikely to help enable its delivery.	site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas. The requirement for buffers against the northern and eastern hedgerows will reduce the housing capacity at the site significantly, as will the requirement for biodiversity net gain.
Site 3	Neutral	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Neutral
	This site is located approx. 1.5km from the town centre.	Site is unlikely to include any employment land. Impact on out-commuting	This site is not on the proposed bypass route and would not	This site is not considered likely to have direct benefits for sustainable	This site could provide for sufficient healthcare, education and	A site of this size would be unlikely to provide education	Given this site's location, it would not affect the safeguarding of	The site is located on generally flat, low-lying land comprising farmland. The site is located immediately

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	from Melksham likely to be negligible.	prejudice the delivery of a future route.	transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	transport infrastructure through S106 and/or CIL payments.	facilities on site but would be required to make contributions to meet the needs arising from the site.	the canal route but would also be unlikely to help enable its delivery.	adjacent to land in Council ownership which is allocated for informal public open space and ecology compensation. The pond on site is a high value great crested newt pond. The pond must be retained and significantly buffered with new habitat to protect it from recreational pressure. The site is likely too small to provide effective mitigation for the great crested newt pond. The requirement for significant mitigation will reduce the housing capacity at the site significantly, as will the requirement for biodiversity net gain.
	Neutral	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 4	<p>This is a comparatively small site and is on the eastern edge of Bowerhill village, approx. 2.5km from the town centre.</p> <p>The site is unlikely to provide direct town centre regeneration benefits. Residents would be able to access the town centre by bus but the distance from the town centre makes active travel less likely.</p>	<p>This site is considered unlikely to include employment land given its size and location at Bowerhill village, and also given the proximity to Bowerhill Industrial Estate to the west. However, the proximity to Bowerhill Industrial Estate would allow residents to easily access local jobs by walking and cycling.</p>	<p>The proposed bypass route will go through this site. This site could safeguard the route. However, the capacity to deliver development will be significantly reduced.</p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>This site could provide for sufficient education facilities through S106 and/or CIL payments. The site is unlikely to provide facilities onsite.</p>	<p>Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>The site comprises small fields bound by hedgerows with occasional trees. Development of the site could deliver some multi-functional Green Infrastructure and improve habitat connectivity. A minimum of 20% net gain for biodiversity would be required within the site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
		Effects on out-commuting are considered to be neutral.						
Site 5	Neutral	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength
	<p>This site is located to the south of Bowerhill village, approx. 2.5km from the town centre.</p> <p>The site is unlikely to provide direct town centre regeneration benefits. Residents will still likely access the town centre</p>	<p>This large site is capable of delivering an employment element as part of a mixed-use scheme.</p> <p>This could help reduce out-commuting.</p> <p>The site also has very good accessibility to both Bowerhill and Hampton Park West</p>	<p>The proposed bypass route will go through the north of this site. This route will need to be safeguarded and this is possible. But the bypass would act as a significant barrier between any development to the south of this</p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>This site could provide for sufficient education facilities through S106 and/or CIL payments. A site of this size could possibly provide a new primary school onsite but secondary provision would also be required</p>	<p>Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>The site comprises relatively large, arable fields with three smaller, pastoral fields in the east around a small woodland (Giles Wood). The Kennet and Avon (K&A) canal is likely to be of significant ecological value, with opportunities present to enhance this corridor.</p> <p>Development of the site could deliver multi-functional Green Infrastructure and improve habitat</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	but travel by sustainable transport modes will be difficult because the bypass route will separate the site from existing bus services in Bowerhill and the location approx. 2.5km from the town centre would reduce the likelihood of walking and cycling.	employment areas. Although an extension to Bowerhill Industrial Estate will likely not be possible because the proposed bypass route will act as a significant barrier.	site and Bowerhill. It would also significantly reduce the capacity of this site. A neutral score is given as the route can be accommodated but it will significantly reduce the capacity and act as a significant barrier to Bowerhill.	residents would likely use the railway station.		to meet the needs arising from this site.		connectivity. An essential pre-requisite will be retention of the valued habitat (K&A canal corridor / hedgerows). A minimum of 20% net gain for biodiversity is required within the site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 6	Strength	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength
	This site is located approx.	This site could possibly include some employment	This site is not on the proposed bypass route	This site is not considered likely to have direct benefits	This site could provide for sufficient healthcare,	A site of this size would be unlikely to provide	Given this site's location, it would not affect the	The site is bound by a combination of substantial hedgerows and tree belts. The

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	2.5km from the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	land as an extension to Hampton Park West which would enable people to live and work locally. The site may be unsuitable for residential given proximity to the Air Ambulance HQ.	and would not prejudice the delivery of a future route.	for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	education and transport infrastructure through S106 and/or CIL payments.	education facilities on site but would be required to make contributions to meet the needs arising from the site.	safeguarding of the canal route but would also be unlikely to help enable its delivery.	former canal runs along the western side and is likely to be of ecological significance. A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 7	Strength	Neutral	Neutral	Neutral	Strength	Strength	Strength	Strength
	This site is located approx. 2.5km from the town centre. The site is unlikely to	This site could possibly include some employment land as an extension to	This site is not on the proposed bypass route and would not prejudice the	This site is not considered likely to have direct benefits for sustainable transport	This site could provide for sufficient healthcare, education and transport	A site of this size could possibly provide a new primary school onsite but secondary	This site could safeguard the canal route and help enable its delivery.	The site comprises a variety of field types and sizes generally bound by low hedgerows and limited tree cover within the site. The embanked

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	Hampton Park West. However, it is more likely to be used for residential uses as enabling development for the canal.	delivery of a future route.	facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	infrastructure through S106 and/or CIL payments.	provision would also be required to meet the needs arising from this site.		route of a dismantled railway is a distinctive feature within the site. Protection, maintenance and enhancement should be provided for habitats such as mature hedgerows, trees and water features within and along the boundaries the site alongside other ecologically valuable habitat/features. A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
	Strength	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 9	The town centre is less than 1km to the north of the site. Although the site may not provide direct regeneration benefits, residents would likely access the town centre which would increase footfall/ patronage and vibrancy.	This site could include some employment land as an extension to Bowerhill Industrial Estate which would enable people to live and work locally. It is adjacent to Bowerhill Industrial Estate and also in close proximity to Hampton Park West. The site's location could help reduce out-commuting from the town.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	This site could provide for sufficient education facilities through S106 and/or CIL payments. The site is unlikely to provide facilities onsite. The adjacent site includes a new primary school which may have capacity.	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery. This site is within approx. 600m of the proposed canal route which would likely be used by residents of this site.	Development of this site could protect, maintain and enhance habitats such as hedgerows, trees and water features within and along the boundaries of the site. A minimum of 20% net gain for biodiversity would be required. The overall layout and design of this site could ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 11	Strength	Neutral	Neutral	Neutral	Strength	Strength	Strength	Strength
	This site is located approx.	This site is more likely to be	This site is not on the	This site is not considered	This site could provide for	A site of this size could	This site could safeguard the	The site comprises of arable and pastoral fields

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	<p>600m from the town centre.</p> <p>The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.</p>	<p>residential uses as enabling development for the canal, rather than employment.</p>	<p>proposed bypass route and would not prejudice the delivery of a future route.</p>	<p>likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>provide a new primary school onsite but secondary provision would also be required to meet the needs arising from this site.</p>	<p>canal route and help enable its delivery.</p>	<p>of varying sizes predominantly bound by substantial hedgerows in places that are interspersed with hedgerow trees. Protection, maintenance and enhancement should be provided for habitats such as mature hedgerows, trees and water features within and along the boundaries the site alongside other ecologically valuable habitat/features.</p> <p>A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
Site 12	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
	<p>This site is located approx. 900m from the town centre.</p> <p>The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.</p>	<p>Site is large enough to potentially include an element of employment but impact on out-commuting from Melksham likely to be negligible.</p>	<p>This site is not on the proposed bypass route and <u>would not prejudice the delivery of a future route.</u></p>	<p>This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.</p>	<p>A site of this size could possibly provide a new primary school onsite but secondary provision would also be required to meet the needs arising from this site.</p>	<p>Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.</p>	<p>The site comprises of irregularly shaped fields that are characteristic of the limestone lowland, these fields largely bound by hedgerows that contain a number of hedgerow trees. Given the size of the site there would be the potential to make suitable provision for buffers to protect any biodiversity features and the provision of biodiverse open space which may give opportunities for biodiversity enhancement.</p> <p>A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
								should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 13	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Weakness
	This is a comparatively small site within approx. 500m of the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/	This site is likely to be residential only and would not have a significant effect on out-commuting levels in Melksham given the small size of the site.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	This site could provide for sufficient education facilities through S106 and/or CIL payments. The site is unlikely to provide facilities onsite. River Mead primary school and nursery is adjacent to this site. Alternatively, The Manor primary school is within 450m	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.	The site consists of rough grassland forming part of a green finger through the north of Melksham, along the River Avon. The historic line of the Wilts & Berks Canal runs along the eastern edge of the site. The rough grassland and unmanaged hedges provide ecological value, potentially for foraging bats. The public right of way with overgrown hedges and former canal are similarly potentially of value for commuting bats.

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	patronage and vibrancy.					along Lowbourne.		Given the ecological value of this site and requirement for a minimum of 20% net gain for biodiversity, the capacity is likely to be much reduced.
Site 14	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
	This site is located approx. 1.7km from the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase	Site is unlikely to include any employment land. Impact on out-commuting from Melksham likely to be negligible.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	A site of this size would be unlikely to provide education facilities on site but would be required to make contributions to meet the needs arising from the site.	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.	The site comprises two small fields that are bound by substantial trees and a small woodland to the north. A substantial tree belt forms the west edge of the site, along the railway cutting. Mature trees, old hedgerows, proximity to older properties and high connectivity across the site confer high ecological value. A minimum of 20% net gain for biodiversity will

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	footfall/ patronage and vibrancy.			likely use the railway station.				be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 15	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
	This site is located approx. 1.5km from the town centre. The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase	Site is large enough to potentially include an element of employment but impact on out-commuting from Melksham likely to be negligible.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	A site of this size could possibly provide a new primary school onsite but secondary provision would also be required to meet the needs arising from this site.	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery.	The site comprises arable fields, which are bound by generally low hedgerow boundaries with some gaps and occasional trees. The River Avon flows along the eastern boundary of the site and through a green corridor between the norther suburbs of Melksham. Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	footfall/ patronage and vibrancy.			likely use the railway station.				and along the boundaries the site alongside other ecologically valuable habitat/features. A minimum of 20% net gain for biodiversity will be required within the site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 16	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
	The town centre is approx 1.5km to the south-west of the site. The site may not provide many direct regeneration benefits but residents would	This site is unlikely to incorporate employment land given it would need to be accessed via Woodrow Rd which is not suited to HGVs.	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	A site of this size could possibly provide a new primary school onsite but secondary provision would also be required to meet the	The former line of the Wilts and Berks canal runs along the western boundary of this site. Development would not prejudice future	The site contains hedgerows (historical) with occasional trees, these hedgerows connecting offsite. The safeguarded route of the Wilts and Berks Canal would provide a feature in proximity to the site while a watercourse runs

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	likely use the town centre which would increase footfall/patronage and vibrancy.	It is likely to be residential only and would not have a significant effect on out-commuting levels in Melksham.		the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.		needs arising from this site.	reinstatement of the canal route as it is on the site boundary.	<p>along the northern boundary that holds records for Water vole with potential for otter.</p> <p>Development of the site could deliver multi-functional Green Infrastructure and could help enable delivery of part of the canal route.</p> <p>Given the size of the site there could be provision of biodiverse open space which may give opportunities for biodiversity enhancement.</p> <p>A minimum of 20% net gain for biodiversity is required within the site and the overall layout and design should ensure that habitat creation provides connectivity to</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
								adjacent or nearby habitat areas.
Site 17	Strength	Strength	Neutral	Neutral	Strength	Strength	Neutral	Strength
	The town centre is approx 1.2km to the south-west of the site. The site may not provide many direct regeneration benefits but residents would likely access the town centre which would increase footfall/patronage and vibrancy.	This large site is capable of delivering an employment element as part of a mixed-use scheme. This could help reduce out-commuting. Employment in this location could easily be made accessible by sustainable forms of transport, including active travel, as a site of this size would likely be	This site is not on the proposed bypass route and would not prejudice the delivery of a future route.	This site is not considered likely to have direct benefits for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	This site could provide for sufficient healthcare, education and transport infrastructure through S106 and/or CIL payments.	A site of this size could potentially provide new primary and secondary facilities onsite.	Given this site's location, it would not affect the safeguarding of the canal route but would also be unlikely to help enable its delivery. The canal route is proposed to go to the north of Woodrow Rd.	The site consists of predominantly pastoral fields with some arable and contains a tributary watercourse of the River Avon. The development of the site could deliver multi-functional Green Infrastructure and improve habitat connectivity, for example through the retention of hedgerows/trees and addition of new greenspace. Given the size of the site it could provide biodiverse open space which may give opportunities for biodiversity

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
		<p>served by dedicated bus routes and walking and cycling routes.</p> <p>The existing large employment areas are to the south of Melksham and a new employment area here in the north could also reduce cross town commuting.</p>						enhancement. A minimum of 20% net gain for biodiversity will be required on site.
Site 18	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
	This site is located approx.	This site is relatively small and is considered	This site is not on the proposed bypass route	This site is not considered likely to have direct benefits	This site could provide for sufficient healthcare,	A site of this size would be unlikely to provide	Given this site's location, it would not affect the	The site comprises of a single field and forms part of a mixed arable and pastoral fieldscape.

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	2km from the town centre. The site is relatively small and unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.	unlikely to include any employment land. It is unlikely to have any significant benefits or adverse effects on out-commuting from the town.	and would not prejudice the delivery of a future route.	for sustainable transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.	education and transport infrastructure through S106 and/or CIL payments.	education facilities on site but would be required to make contributions to meet the needs arising from the site.	safeguarding of the canal route but would also be unlikely to help enable its delivery.	Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features. A minimum of 20% net gain for biodiversity is required on site and the overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.
Site 19	Strength	Neutral	Neutral	Neutral	Strength	Strength	Neutral	Strength
	This site is located approx. 2.3km from the town centre.	Site is large enough to potentially include an element of	This site is not on the proposed bypass route and would not	This site is not considered likely to have direct benefits for sustainable	This site could provide for sufficient healthcare, education and	A site of this size could possibly provide a new primary school onsite	Given this site's location, it would not affect the safeguarding of	The site comprises several small to large fields and forms part of the mixed arable and pastoral fieldscape that

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
	<p>The site is unlikely to provide direct town centre regeneration benefits. However, residents will still likely access the town centre which would increase footfall/ patronage and vibrancy.</p>	<p>employment but impact on out-commuting from Melksham likely to be negligible.</p>	<p>prejudice the delivery of a future route.</p>	<p>transport facilities at the railway station. However, development of the site would provide CIL payments which could be used for that purpose and some residents would likely use the railway station.</p>	<p>transport infrastructure through S106 and/or CIL payments.</p>	<p>but secondary provision would also be required to meet the needs arising from this site.</p>	<p>the canal route but would also be unlikely to help enable its delivery.</p>	<p>extends northeast of Melksham. The site is bound to the north, south and west by generally robust hedgerows with occasional trees. Blocks of woodland and tree belts form parts of the north and east site boundaries. Woodland links along hedgerows and tree belts to the east, into Sandridge Park. Protection, maintenance and enhancement should be provided for habitats such as hedgerows, trees and water features within and along the boundaries of the site alongside other ecologically valuable habitat/features.</p> <p>A minimum of 20% net gain for biodiversity will be required within the</p>

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Site	PSP1 Town centre regeneration	PSP2 Reducing out-commuting	PSP3 A350 Bypass	PSP4 Railway station improvements	PSP5 Infrastructure	PSP6 Education provision	PSP7 Wilts and Berks canal	PSP8 Green and Blue infrastructure
								site. The overall layout and design of this site should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas.

The outcome of Stage 4 of the site selection process for Melksham is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that three sites emerged as the preferred sites at Melksham:

- Land to the east of Melksham
- Land off Bath Road
- Land north of A3102

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

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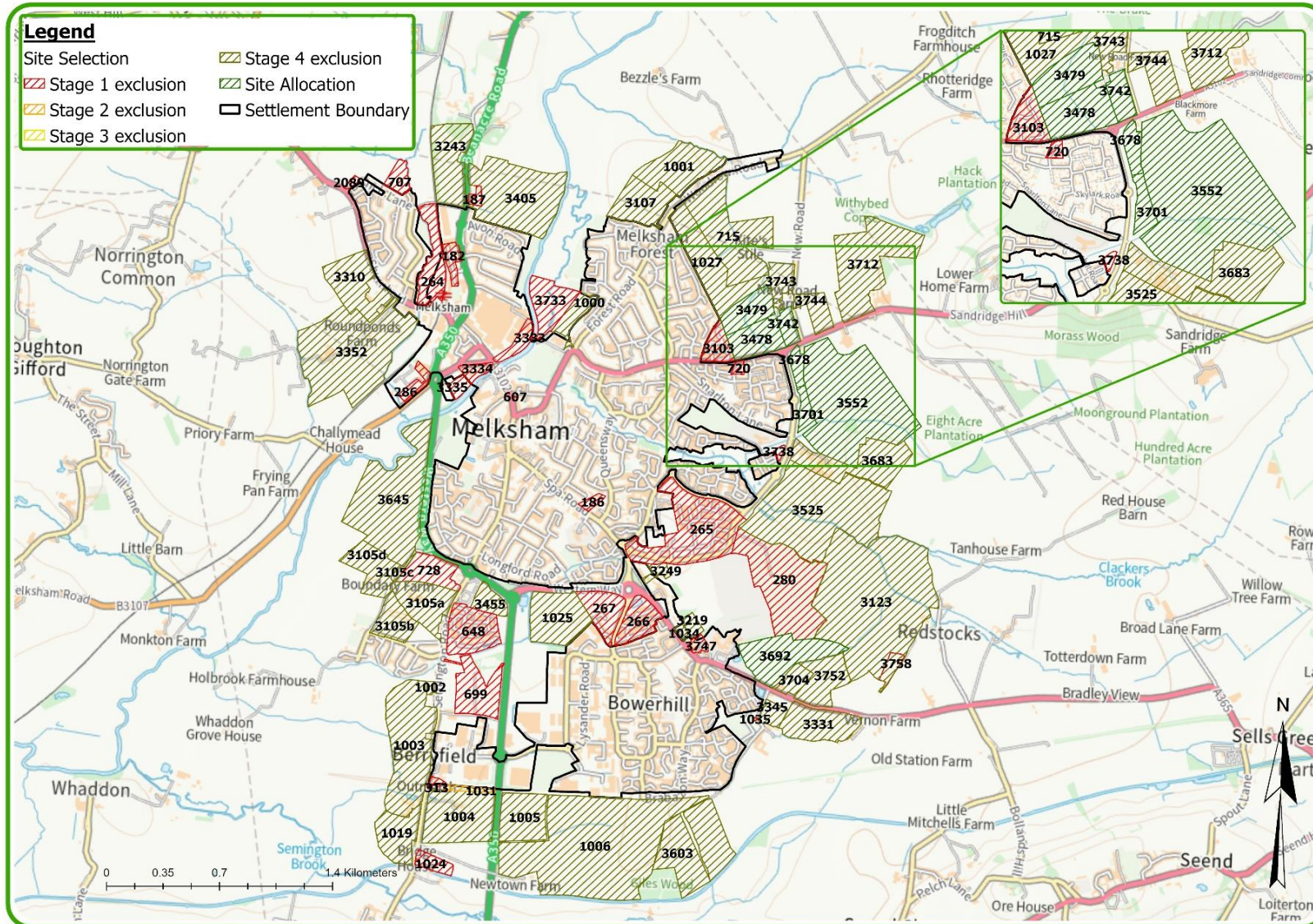


Figure 11. The results of the site selection process at Melksham