

Appendix 1: Part 5

Trowbridge Housing Market Area

**Individual Settlement and Housing Market Area
Profile**

DRAFT

Committee Draft

October 2017

Introduction

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

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

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

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

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

Trowbridge Housing Market Area

The Trowbridge Housing Market Area (HMA) encompasses the area around the principal settlement of Trowbridge and the market towns of Bradford on Avon, Westbury and Warminster.



The 2017 SHMA identifies the need for housing in this market area over the period 2016-2036 to be 13,500 dwellings. This would represent an increase on the Wiltshire Core Strategy (WCS) period 2006-2026. The SHMA notes that demographic projections indicate a surplus of workers in the HMA.

The HMA lies within the A350 corridor and West/Central Wiltshire towns Functional Economic Market Area. The southern part of the HMA also lies within the Salisbury/Amesbury A303 FEMA.

The 2017 FEMAA states that the A350 corridor Trowbridge forms part of a greater westward focus towards Bath and the West of England. The employment forecast for the A350 Corridor FEMA suggests job growth of 13,800 in total for 2016-36, with the main growth occurring in

manufacturing, construction, business support services, and other services and residential & social. However, analysis suggests an over-supply of workers relative to jobs for 2016-36.

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

The FEMA is broadly consistent with the A350 Growth Zone identified in the LEP's Strategic Economic Plan (SEP). According to the SEP, the A350 Zone has seen the largest increase between all three growth zones in employees in Knowledge Intensive Businesses (25.7%) between 2012 and 2014. Overall the A350 Zone hosts 25% of all businesses within the LEP area.

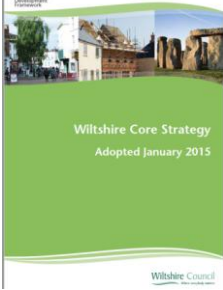
This equates to the following B use floor space requirements for 2016-36.

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

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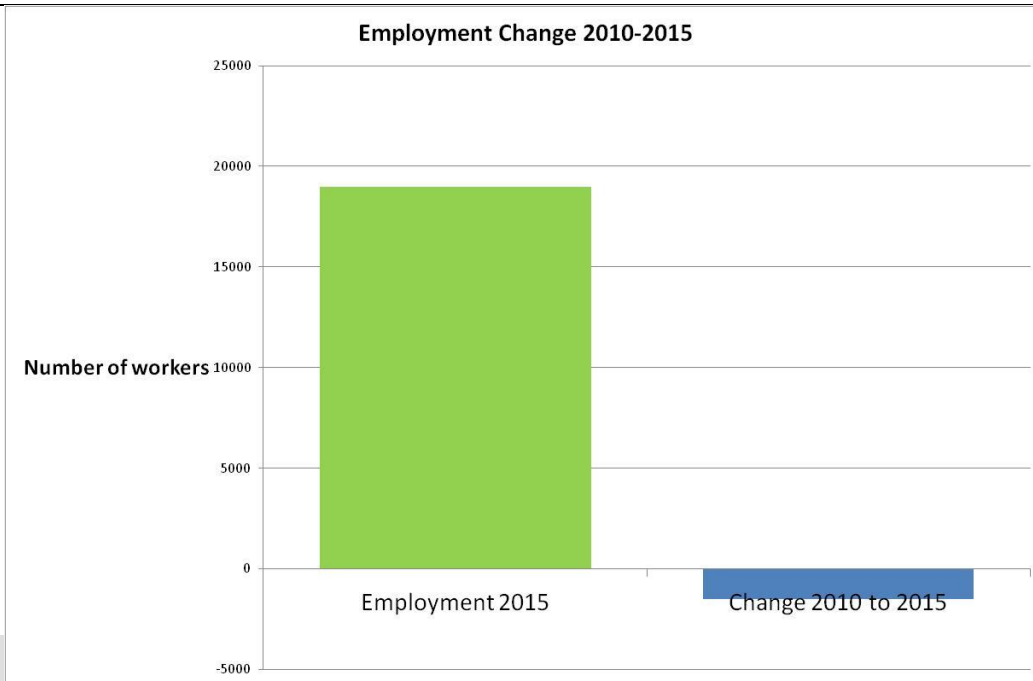
Trowbridge

Trowbridge has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It is designated as a Principal Settlement in the WCS.

 <p>Wiltshire Core Strategy Adopted January 2015</p> <p>Wiltshire Council</p>	<p>The Wiltshire Core Strategy Vision</p> <p><i>“The role of Trowbridge as an employment, administration and strategic service centre will be strengthened. The strategy for growth at the town will provide the catalyst for private sector investment into the town to deliver improved infrastructure. Improved entertainment, leisure and cultural facilities will have been developed alongside an enhanced retail offer within the central area. Strong linkages will be established between town centre and edge of town growth, with improved public transport integration and an attractive walk and cycle route via the River Biss corridor connecting regeneration sites. Significant and focused road infrastructure improvements will have been made to the A350 and the location of a new secondary school to the south east of the town will have helped to reduce cross town traffic. The attractiveness of the town centre will be substantially improved, in part through enhancements to the River Biss corridor. Significant growth in employment provision will have taken place at Trowbridge, helping to strengthen the town’s strategic employment role and this will consist of both town centre and edge of centre development. A range of new jobs will be created including office based employment opportunities.”</i></p>
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Economy

- Apetito will invest £31M in production capacity at its UK factory, safeguarding 100s of local food industry jobs for the long term.
- Hitachi CVS moved into its purpose built UK HQ offices and has continued to expand headcount.
- Automotive manufacturer DTR VMS moved its UK HQ and factory, and has continued to invest in the White Horse Business Park
- Global cosmetics manufacturer LF Beauty (600+ staff) has made ongoing investments at its UK plant.
- There is potential loss of employment space to residential at The Pavilions, former Virgin call centre.



Self-containment

	2001	2011	change
% of employed residents working in the town	59.4%	51.1%	-8.3%

The WCS allocates a total of 25 ha of employment land made up of:

- West Ashton Road (10 ha) site.
- Ashton Park Urban Extension (15 ha).

The Ashton Park urban extension does not have planning permission and requires significant road infrastructure to link it with the rest of the town.

Since 2011, there has been a net gain of 3.2 ha permitted and 0.09 ha completed. The 2011 ELR notes the commercial attractiveness of the West Ashton Rd site is 'average'. In 1998, the site had consent for 3.3 ha (B use floor space) but this not been delivered. This points to a continued trend of low rates for employment development.

Town centre: The WCS states that Trowbridge is well provided for in terms of its convenience retail offer but considerable opportunity for additional comparison provision. Future development should be focused in central locations. St Stephens Place has provided leisure development, improving the night time economy, and Cradle Bridge a site combining some retail and further leisure development. The development of these sites should support the regeneration of derelict parts of the town centre. Further regeneration opportunities exist at the former Bowyers and East Wing sites.

Wiltshire Council's Retail Review (February 2015) states that there will be an over-provision of convenience goods floor space in Trowbridge (-2,489sq m net by 2026). However the town is forecasted to still have a need for comparison goods retailing for approx. 7,000m² net by 2026.

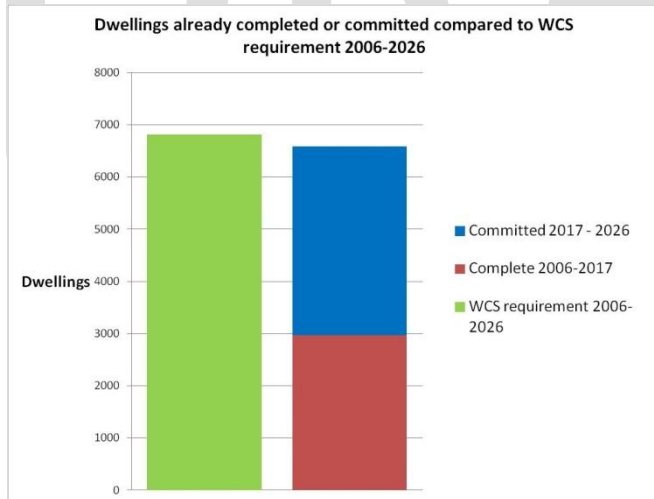
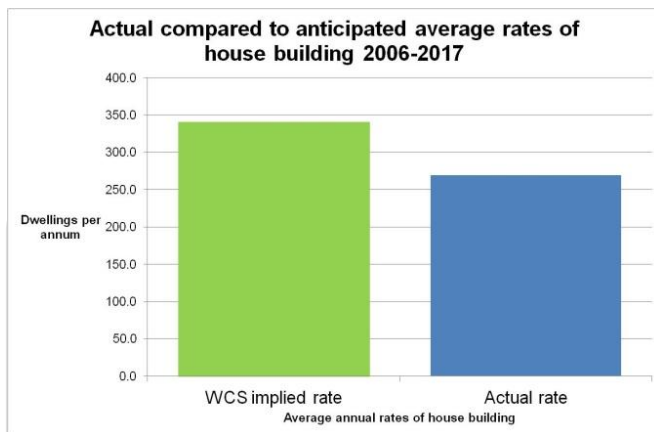
The 2017 FEMAA states that there is a net additional sq m floor space requirement of approx. 30,000m² for (A1), 980 (A2) and 9,200m² (A3-5) within the A350 FEMA for 2016-36. The study anticipates this growth accommodated primarily at town centres. With Trowbridge the largest town centre, findings support a need for additional town centre comparison goods retail investment.

Housing

A main reason for house building rates below those anticipated by the WCS has been the complexity and delay developing Ashton Park; a southeastern urban extension to the town for 2,600 homes.

A second reason for a shortfall has been an inability to identify enough land free from constraints that could compensate for the consequences of delay to Ashton Park.

Affordable housing was 42% of all homes built, in excess of target levels. The ratio of house price to earnings rose from 8.0 to 9.6 between 2011 and 2016. This ratio is below the average for settlements in Wiltshire¹.



Infrastructure

Transport: Redevelopment of the former Bowyers site provides an opportunity to further improve the railway station as a gateway to the town, along with better public transport integration. The existing junctions of the A350 at Yarnbrook and West Ashton are a main source of traffic congestion. Trowbridge Transport Strategy includes measures to support

¹ Average for main settlements in Wiltshire is 10.8

development to 2026 including a relief road for Yarnbrook and West Ashton. Future growth will increase peak hour town centre delays and exacerbate the existing capacity problems at Staverton. There is good scope for modal shift through improved walking, cycling and public transport, and demand management.

Schools: Growth would need to involve allocations large enough to provide new primary provision. The draft Housing Site Allocations Plan proposes a new primary school alongside housing development. The proposed Ashton Park secondary school site, as currently planned, has limited capacity to support further growth. Additional capacity would be required and this might justify a single larger school.

Water Network: Wessex Water state that investment is committed for 2019/20 for phosphate reduction and additional capacity and there are currently no plans for further investment.

Neighbourhood Plan

There is no neighbourhood plan under preparation for Trowbridge itself. At the outlying villages, the Hilperton, Heywood, Southwick, West Ashton and North Bradley neighbourhood plans are currently under preparation but none have yet reached a formal consultation stage.

Masterplan for Trowbridge (Consultation Draft October 2013)

The Masterplan is intended to inform planning decisions made within the built up area.

The vision outlines key opportunities within the town to enhance:

- The River Biss as an important feature and a key sustainable transport route.
- Trowbridge Park as an outdoor space; and
- The importance of local heritage assets, especially as means to support regeneration.

The masterplan outlines a number of 'opportunity sites' that are identified to deliver different land uses and infrastructure, plus other accessibility and environmental interventions. It includes a range of measures to help achieve these ends.

Constraints

See map.

The overall potential for significant urban regeneration is low, despite sites such as the former Bowyers site. Land east of the built up area is designated as green belt. Safeguards for protected bat species inhibit development on potential greenfield sites around the town. Urban expansion might impinge upon the separate identities and character of smaller settlements around the town.

Settlement Strategic Issues

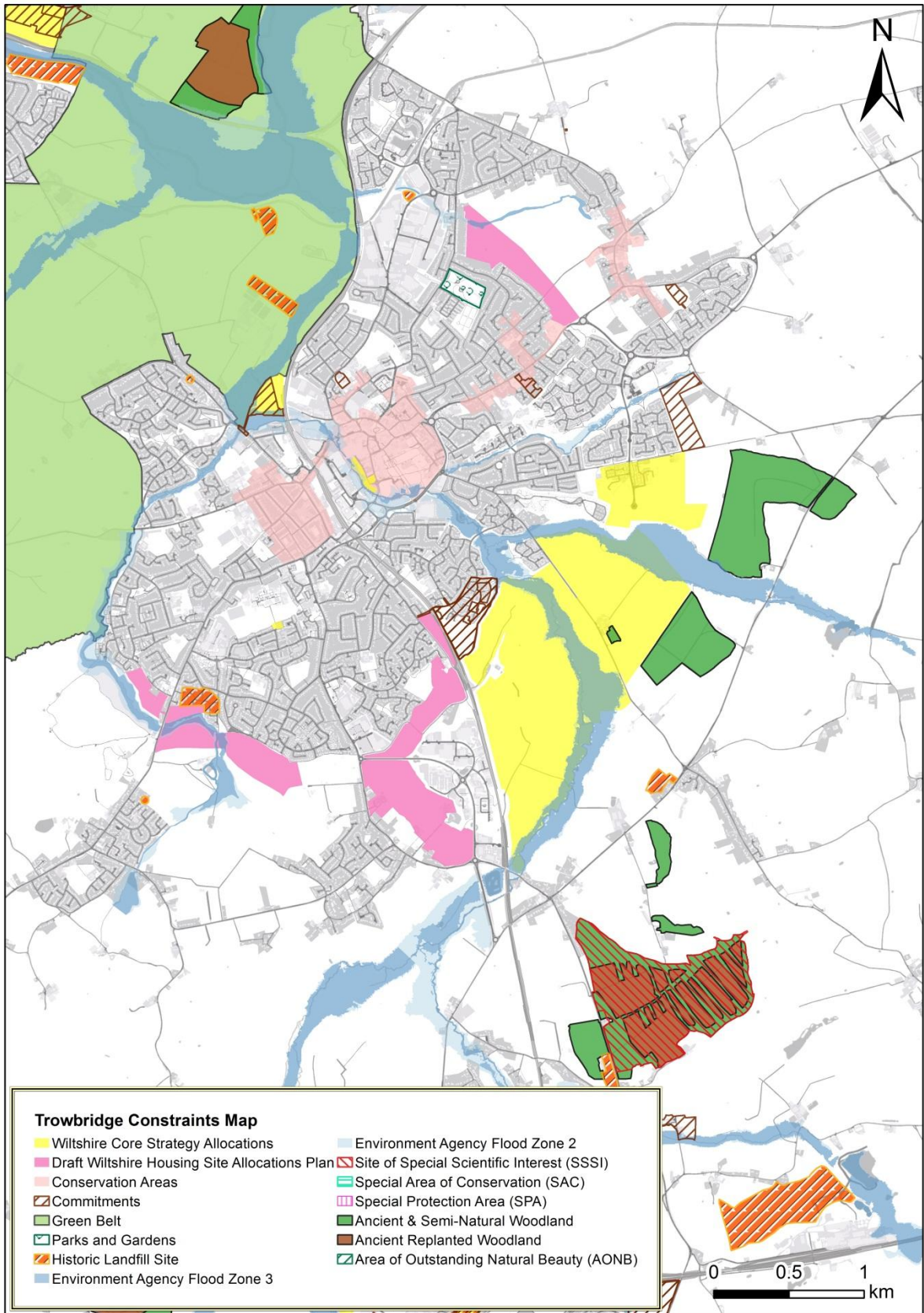
Key findings

- there has been much less employment development in the town than anticipated and the town's dormitory role was more pronounced in the 2011 Census
- key elements of the WCS such as a new secondary school, land for business investment and new homes have not yet been delivered
- there are significant environmental constraints and green belt protection
- town centre investment has focussed on leisure and convenience retail but much less comparison retailing

Issues

1. Is the town sufficiently attractive to inward investment to support its current role as a main focus for growth in Wiltshire? What could be done to improve its attractiveness?
2. Environmental constraints may limit potential for additional land for employment and housing, should the extent of the Green Belt be reviewed?
3. Are there further brownfield opportunities for redevelopment that can make significant improvement to the town and the vitality and viability of the town centre in particular?

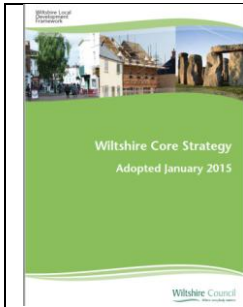
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Bradford on Avon

The historic town of Bradford on Avon is one of the smaller market towns in Wiltshire and located within the Bath-Bristol Green Belt. The town features a number of important historic buildings, along with leisure facilities such as the Kennet and Avon Canal and is a popular tourist destination. It is designated as a Market Town in the WCS.

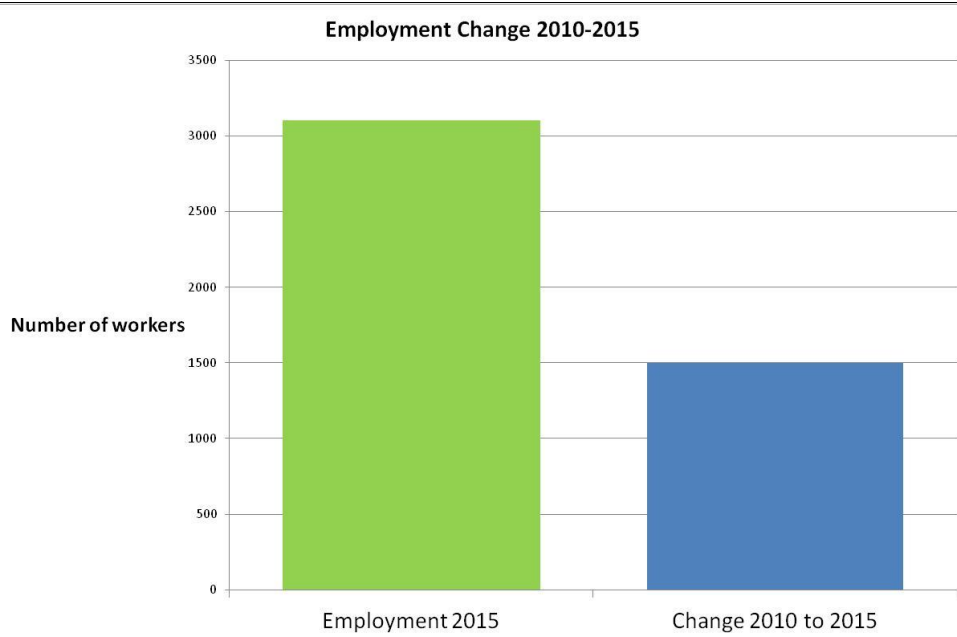


The Wiltshire Core Strategy Vision

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

Economy

- Antony Best Dynamics, automotive test systems developer is moving into new purpose-built premises in the town, enabling ongoing expansion with high-value AEM job creation.



Self-containment

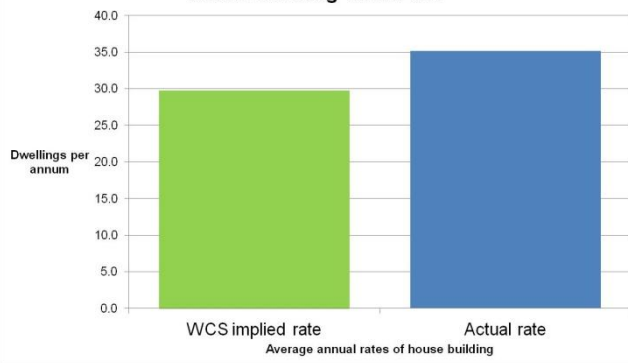
	2001	2011	change
% of employed residents working in the town	44.1%	39.8%	-4.3%

Land at Kingston Farm provided 1 ha of the 2-3 ha intended in the WCS but 0.7 ha is linked to the relocation a business already in the town. In addition, it includes a work-hub with starter units. This will free up premises within the town and elsewhere. Additional employment land (0.3 ha) are permitted to the South of Cemetery Lane opposite Kingston Farm.

The 2011 Employment Land Review states that existing employment sites at Treenwood and Elm Cross are full, suggesting a shortfall and that additional sites should be allocated. Later data shows a concentration of employment in accommodation and catering. This is supported by more recent work on the Neighbourhood Plan. This refers to demand for premises from 57 existing businesses. The plan notes that there is a lack of small workshop space for technology and manufacturing.

Town centre: Wiltshire Council's Retail Review (February 2015) identifies a moderate demand for additional convenience goods floor space in the medium term. A slightly higher demand is forecasted for comparison goods. However, the study states that the level of capacity is relatively small and not sufficient to prompt the allocation of land for new development.

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

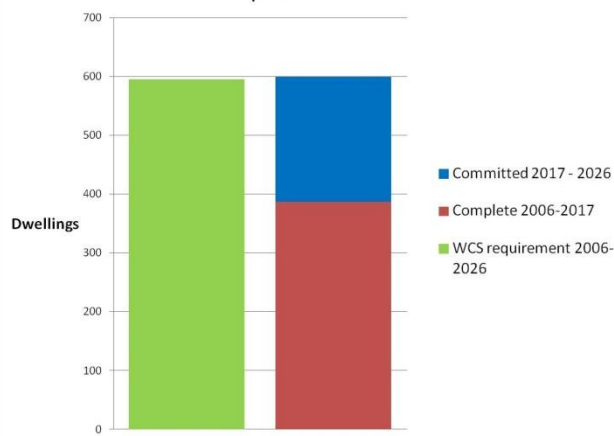


Housing

Affordable housing was 21% of all homes built. The ratio of house price to earnings rose from 10.8 to 13.8 between 2011 and 2016. This ratio is above the average for settlements in Wiltshire.

Population age structure is notably older than the Wiltshire average.

Dwellings already completed or committed compared to WCS requirement 2006-2026



Infrastructure

Transport: Traffic congestion harms air quality and the attractiveness of the town centre. Capacity is constrained by the single river crossing. A Historic Core Zone scheme was rejected and possible amendments or alternatives have yet to be produced. There is some capacity to encourage modal shift and greater use of the rail station and bus/cycle links to Trowbridge.

Schools: Primary provision has no capacity and schools do not have the potential to expand. The Secondary School is unlikely to be capable of expansion because of environmental constraints.

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

Neighbourhood Plan

The Plan identifies areas of opportunity at Trowbridge Rd and the Station area, which could provide mixed-use development and commercial development respectively. The Plan, however, notes a continued loss of employment land to housing.

The plan states that by comparison with many towns of a similar size and general character, Bradford on Avon has a relatively small retail footprint, relative shortage of parking and

proximity to the greater choice offered to consumers by Trowbridge and Bath. The town's retail offer is based on independent retail and marks it apart from other nearby towns. The food economy is growing with the continued success of existing restaurants and coffee shops.

The Neighbourhood Plan's Vision is amongst other to meet the challenge of climate change and achieve a carbon neutral Bradford on Avon by 2050. Climate Friendly Bradford on Avon seeks to make the Bradford on Avon Community Area carbon neutral by the year 2050 and achieve a 40% reduction in carbon emissions by 2020.

Air Quality

An Air Quality Management Area (AQMA) covers Market Street, Silver Street, Masons Lane and part of St Margaret's Street at the town.

Constraints

See map.

The overall potential for significant urban regeneration is low. Land surrounding the built up area is designated as green belt. A corridor of flood risk areas (zones 2 and 3) goes along the River Avon through the town.

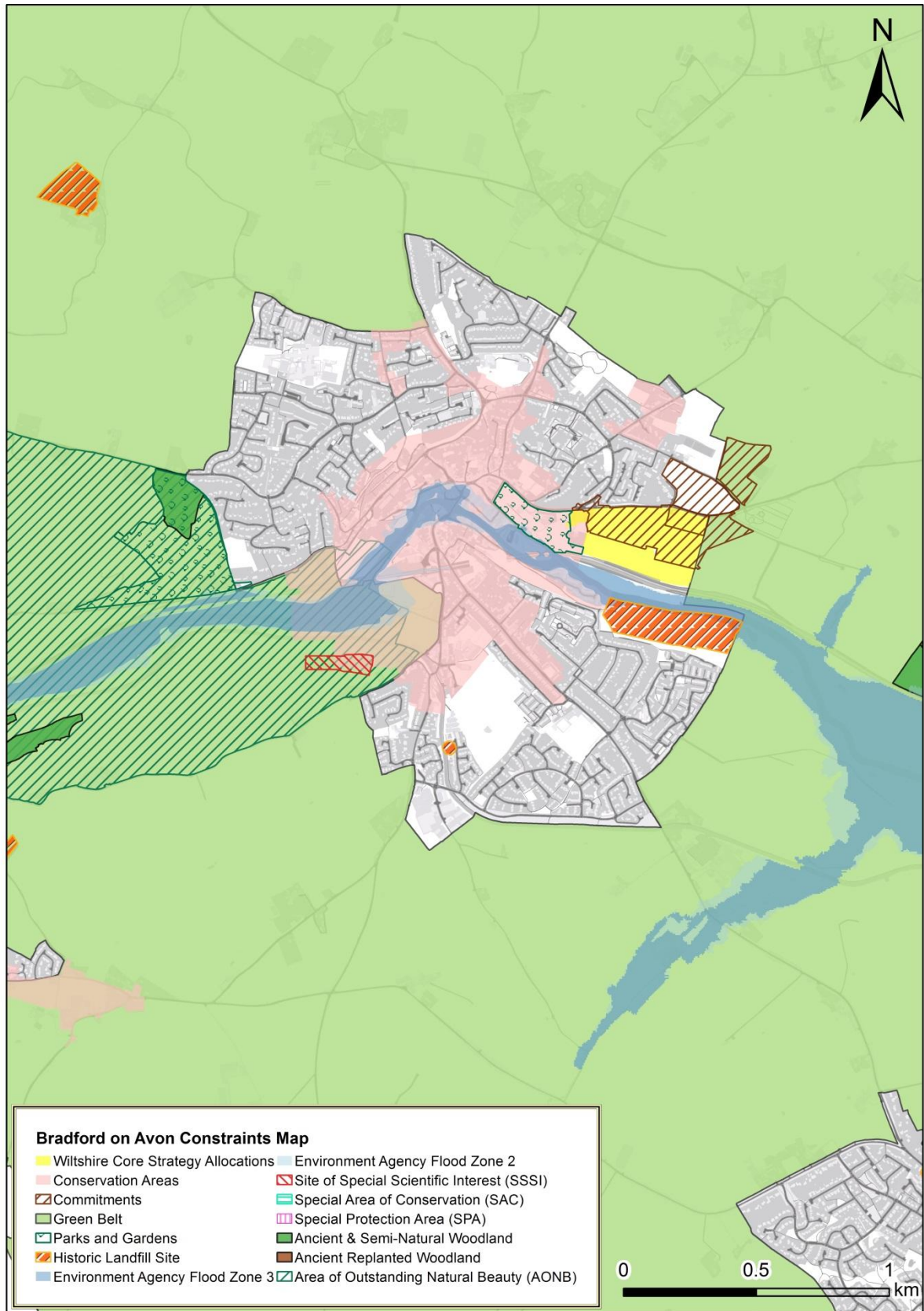
Settlement Strategic Issues

Key findings

- The local employment base has been harmed by the loss of employment land and there has been little significant inward employment investment. There is some diversification from increased work in accommodation and catering.
- Housing demand has exceeded WCS expectations but not achieved target levels of affordable homes.
- Traffic congestion in the centre of the town detracts from its attractiveness.
- Urban capacity is low and protection of heritage assets constrains scope for redevelopment. Urban expansion is restricted by green belt designation.

Issues

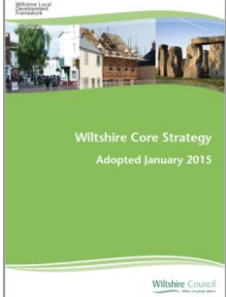
1. A restricted scope for development particularly limits potential for new employment and local affordable homes, should the extent of the Green Belt be reviewed?
2. Commercial floorspace is vulnerable to being lost to other uses, increased commuting worsens local air quality, how can the viability and vitality of the town centre be enhanced?



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Warminster

The historic town of Warminster is surrounded by a high quality landscape with Salisbury Plain to the east. It is designated as a Market Town in the WCS



Wiltshire Core Strategy
Adopted January 2015

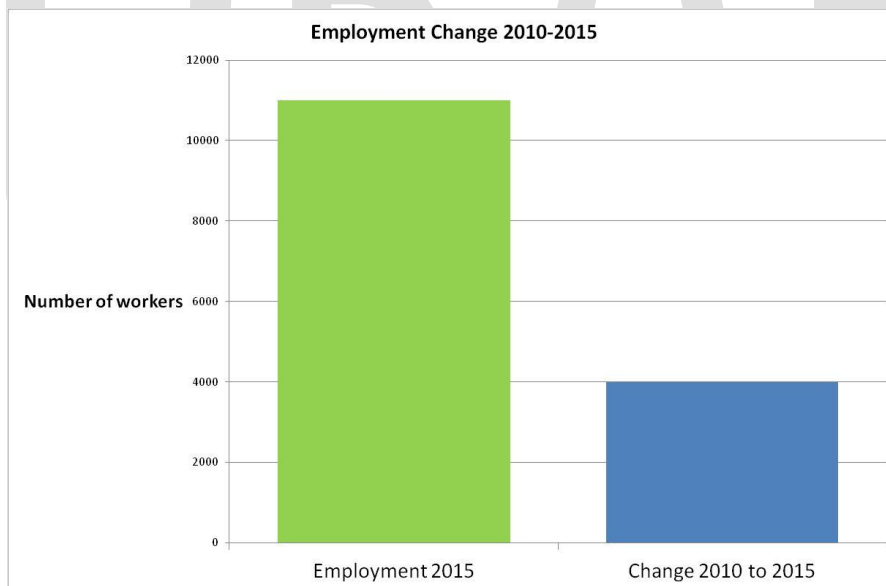
Wiltshire Council

The Wiltshire Core Strategy Vision

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

Economy

- Longleat Enterprises plan to develop a major hotel/conference facility to augment core businesses – potentially significantly increasing their tourism/hospitality jobs.



Note: The Office of National Statistics has indicated that employment in Finance & Insurance is overstated in Warminster and this has given rise to the significant increase shown above.

Self-containment

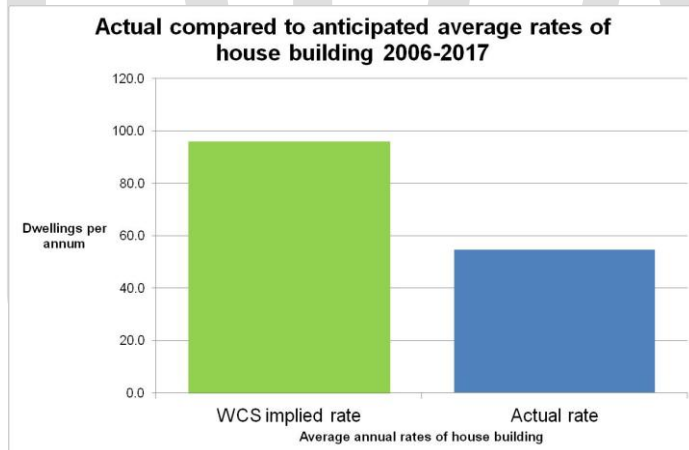
	2001	2011	change
% of employed residents working in the town	57.5%	51.7%	-5.8%

The WCS allocates 6 ha of employment land at the West Warminster Extension, for which a masterplan has been agreed, is currently subject to a pending planning application.

In terms of new employment floorspace, 1 ha of has been permitted and 0.4 hectares t have been completed since 2011. There is a total of 2.5ha with consent as of 2017.

The Neighbourhood Plan states that both Crusader Park and Warminster Business Park are not operating at full capacity. Woodcock Industrial Estate is in need of urgent upgrade and it is considered to be run down.

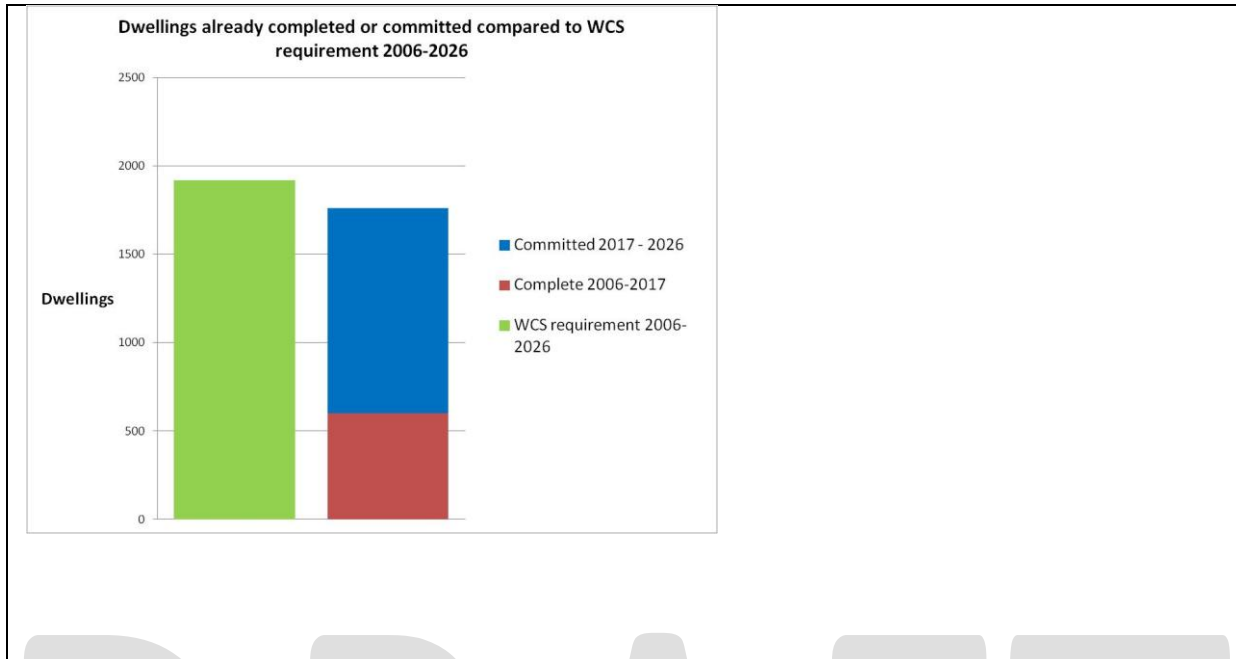
Town centre: The WCS suggests regeneration that encompasses the provision of suitable premises for larger format comparison retailers; rationalisation of parking provision; improvements to public transport connectivity and improved pedestrian linkages. The GVA Grimley Study (2015) states that there is catchment capacity for up to 2,000m² (net) of comparison goods floorspace required by 2026. The Neighbourhood Plan's town centre regeneration policy links with its strategy (see below).



Housing

House building has been below anticipated rates. One reason has been the complexity and resulting delay delivering the West Warminster Extension. Master planning for the site, however, indicates the site can accommodate significantly more homes than set out in the WCS. The town has a significant supply of land now already permitted or allocated.

Affordable housing was 55% of all homes built, in excess of target levels. The ratio of house price to earnings rose from 8.2 to 9.0 between 2011 and 2016. This ratio is below the average for settlements in Wiltshire.



Infrastructure

Transport: Town already has a bypass and good rail connections. Cross-town journeys, in particular travel to and from the secondary school, are a source of congestion. Some scope for modal shift on these local journeys through walking/cycling and bus improvements.

Schools: Further growth beyond what is already planned would need to involve allocations large enough to provide new primary provision. Military personnel are likely to take any short-term capacity in the primary sector. The town's secondary school is at capacity with no room to expand. Continued growth would be likely to require a new secondary school site of substantial size to accommodate the large school.

Water Network: Wessex Water state that investment is committed for 2020/21 mainly to bring about phosphate reduction and that further investment will be likely to be required to improve capacity between 2025 – 2036.

Neighbourhood Plan

The Warminster Neighbourhood Plan was made in November 2016. It envisages the town entering a period of growth and guides development. It seeks to retain existing employment sites supporting new start up and the expansion of existing business. It also allocates two local green spaces and contains proposals to enhance youth-related facilities. It has a particular focus on the regeneration of the town centre and options involving the redevelopment at the central car park.

River Avon Nutrient Management Plan

The Nutrient Management Plan aims to reduce and manage phosphorus levels in the River Avon Special Area of Conservation (SAC), in accordance with international obligations, principally in the EU Habitats, Wild Birds and Water Framework Directives. It will also help to

facilitate development and change in the catchment of the river by ensuring that they do not add to the phosphorus load in the river in a way that might conflict with the conservation objectives for the SAC. The Plan includes an 'ambition target' for phosphate levels by 2021, an interim step to achieving favourable status. The Plan is currently under review.

Constraints

See map.

The overall potential for significant urban regeneration is high. A designated Area of Outstanding Natural Beauty lies to the south and west and land in military use around the town as well as the A36 create man-made barriers to urban expansion. Flood risk and surface water management issues are potential obstacles to development. Further development may also risk raising phosphate levels in the River Wyle to levels that have adverse effects on the River Avon SAC.

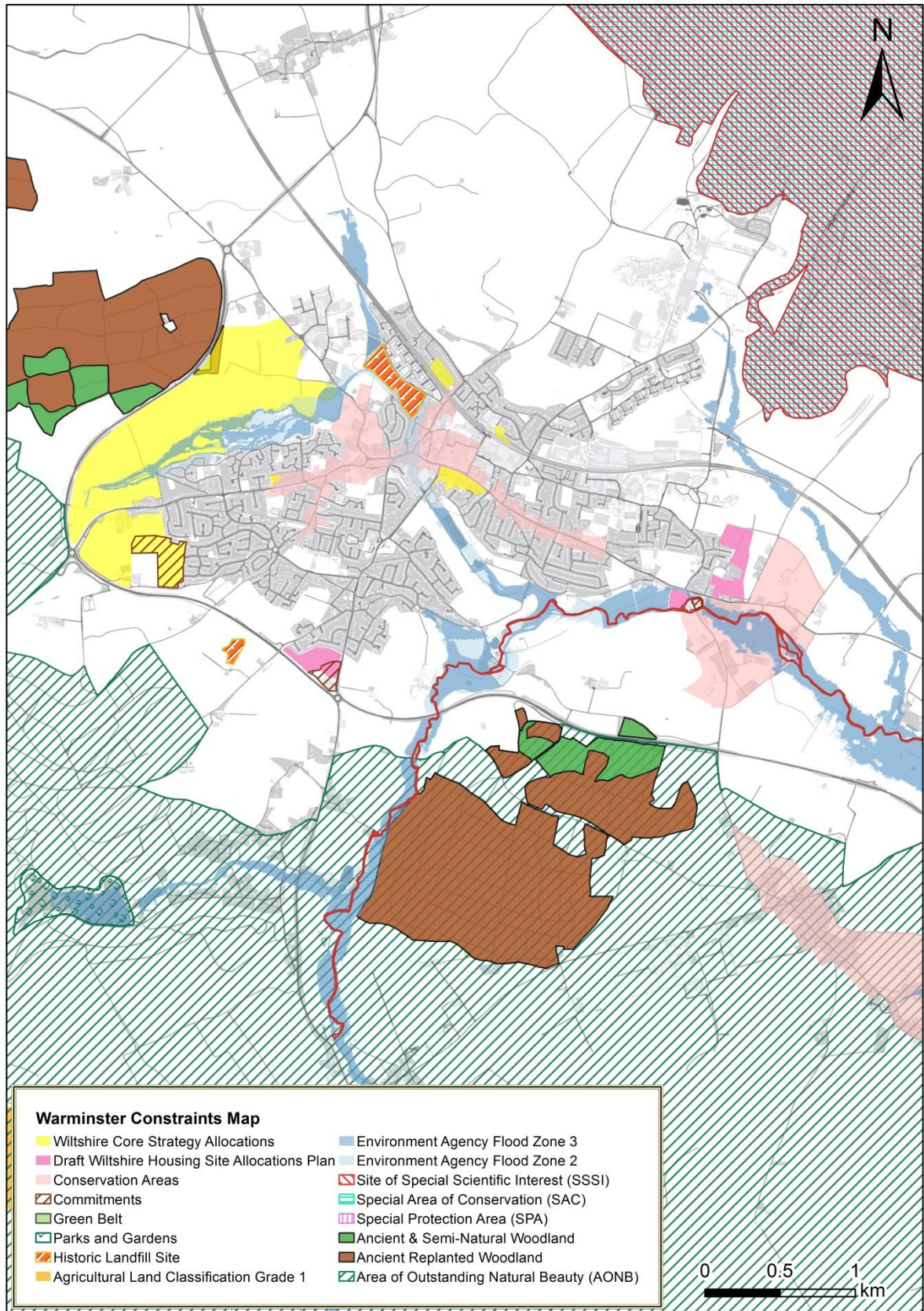
Settlement Strategic Issues

Key findings

- an increase in rates of house building has yet to materialise. However the West Urban Extension has greater capacity than set out in the WCS
- there are significant environmental constraints to further outward development
- growth might prioritise regeneration within the town
- new secondary school provision is required to underpin growth

Issues

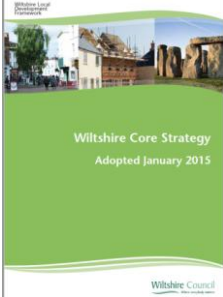
1. Where should the focus for growth be at Warminster alongside the West Urban Extension?



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Westbury

Westbury is an historic market town located in the west of Wiltshire between Trowbridge and Warminster. It is designated as a Market Town in the WCS.



Wiltshire Core Strategy
Adopted January 2015

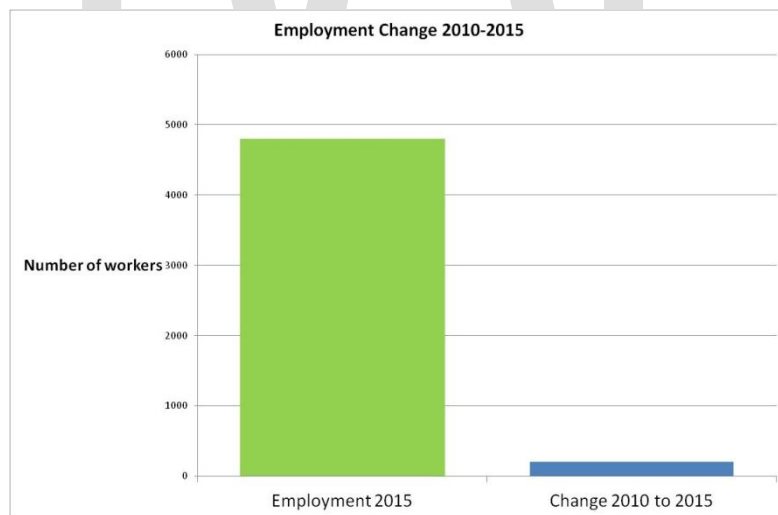
Wiltshire Council

The Wiltshire Core Strategy Vision

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

Economy

- Global paper manufacturer Welton Bibby & Baron relocated into the county, refurbishing and expanding premises at WWTE, bringing 300+ jobs; other investments included increased capacity at Arla Westbury Dairies, and the adjacent Hills Group MBT Plant (waste recycling) .
- Hawkeridge Business Park now has infrastructure connected and offers major job creation opportunities as a strategic employment location.



Self-containment

	2001	2011	change
% of employed residents working in the town	45.5%	36.8%	-8.7%

The WCS allocates Land at Mill Lane, Hawkeridge for 14.7 ha and North Acre Industrial Estate for 3.8 ha. Land at Mill Lane, Hawkeridge forms an extension to West Wiltshire Trading Estate that has been almost fully developed.

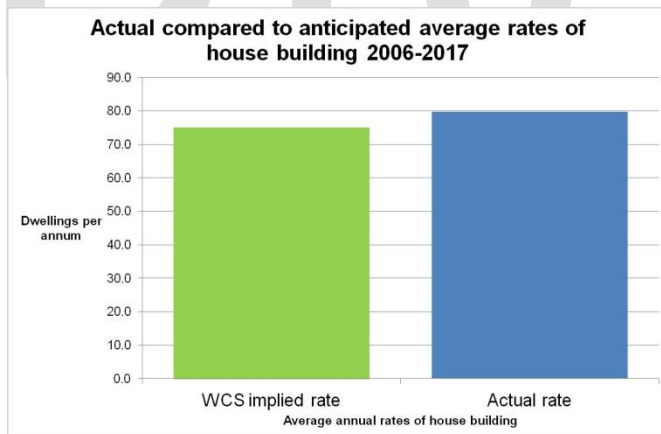
Since 2011, 8.3ha has been permitted of which 4.6ha has been completed. The largest completion (3.2 ha) retains an existing business. The largest committed sites (not implemented) are at Cory Way (West Wilts Trading Estate) for 0.8 ha floor space of B-use, and for 0.7 ha of B use space at Hawkeridge Business Park. A number of smaller permissions complement the picture.

The 2011 Employment Land Review suggests that land supply meets anticipated needs to 2026 and that Westbury fulfils a complementary role to Trowbridge providing space for employment, should it not come forward at Trowbridge as planned.

Town Centre: The WCS confirms that any large format retail expansion in Westbury is not appropriate, with the focus instead being on protecting the existing independent sector and enhancing the town centre with stronger linkages between areas which currently feel fragmented and by improving the public realm. The redevelopment of the High Street precinct will be supported, providing this incorporates high quality design, is sensitive to the historic character of Westbury and will clearly enhance and strengthen the existing independent retail sector in the town.

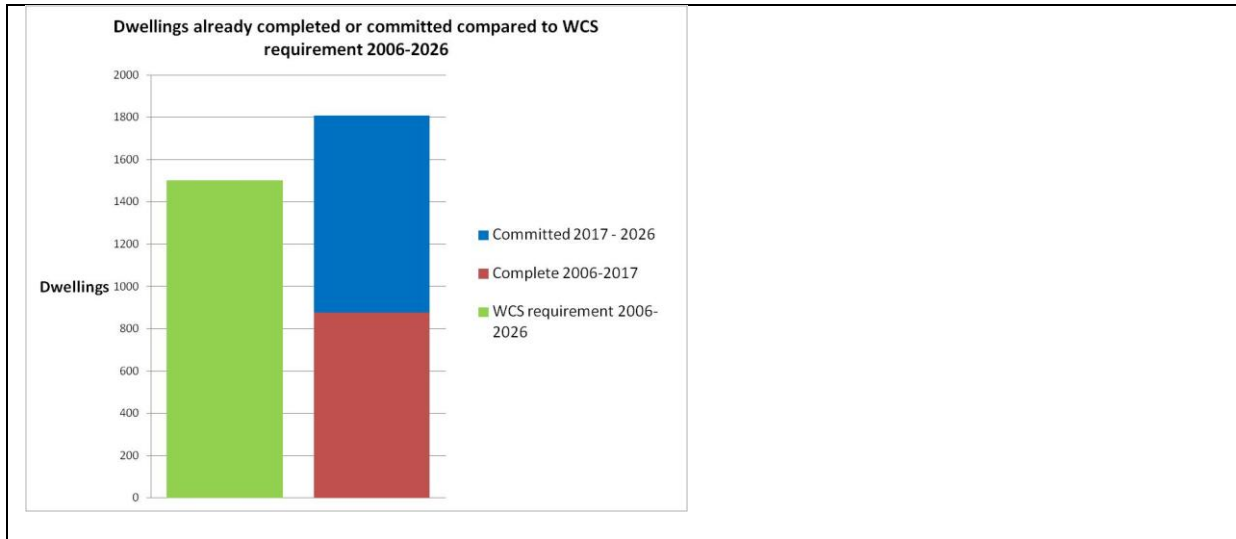
The Wiltshire Council Retail Review (2015) identifies no additional capacity for convenience retail at Westbury which conforms to the WCS strategy. There will be a small capacity for additional comparison goods retail by 2026 (406 sq m net).

Housing



House building has been slightly higher than anticipated rates. The town has a significant supply of land already permitted or allocated. This exceeds current requirements to 2026.

Affordable housing was 39% of all homes built, consistent with target levels. The ratio of house price to earnings rose from 8.2 to 10.3 between 2011 and 2016. This ratio is below the average for settlements in Wiltshire.



Infrastructure

Transport: Traffic along the A350 through the town centre detracts from the attractiveness of the town centre, causes congestion and harms air quality. Industrial sites are detached from the town and need links to be improved. Development around the railway station would improve a gateway to the town and may help to alleviate traffic on Oldfield Road. There is some scope for modal shift on local journeys through walking/cycling and bus improvements, especially for trips to the railway station.

Schools: Continued growth beyond 2026 would need additional primary school provision. Further planned expansion of a primary school is needed to meet demand from existing known housing. Beyond that a new primary school will be required. Secondary school accommodation could possibly be extended, but not to any significant degree.

Water Network: Wessex Water state that investment is committed for 2019/20, mainly to improve phosphate reduction and that further investment will be likely to be required to improve capacity between 2025 – 2036.

Neighbourhood Plan

The Westbury Neighbourhood Plan Area covers the parish of Westbury as designated in April 2017. At the outlying villages, the Heywood and Dilton Marsh neighbourhood plans are currently under preparation but have not progressed sufficiently to be of material weight.

Constraints

See map.

The overall potential for significant urban regeneration is high. Compared to other settlements in the HMA, land around the town does not have significant or extensive environmental constraints. The main land allocations for employment are, however, quite detached from the main urban area.

Settlement Strategic Issues

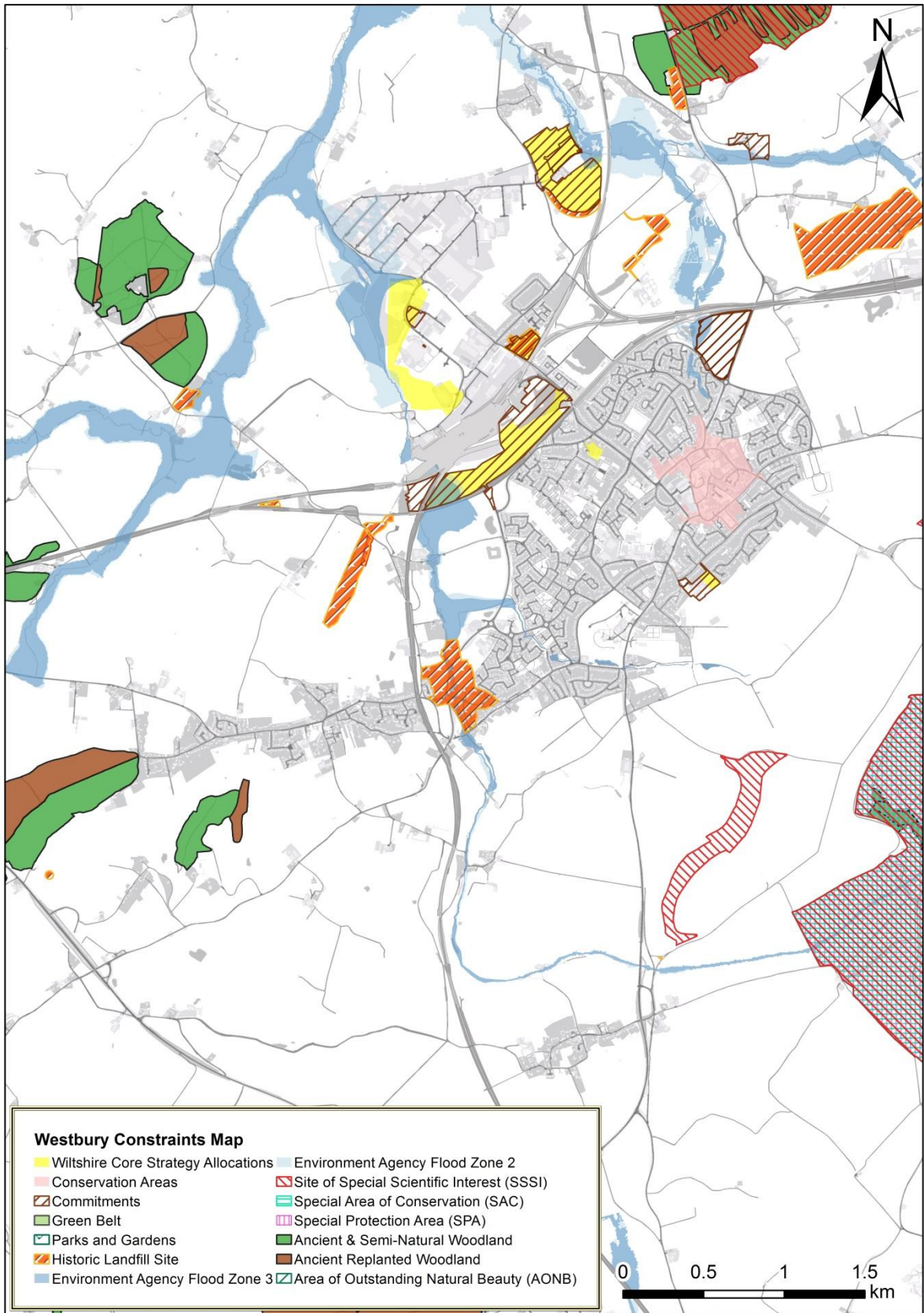
Key findings

- The rate of housing development has slowed as intended although there is land already committed that could exceed the WCS indicative requirement if it was all developed by 2026
- Employment land provision has played a strategic role whilst development in Trowbridge has been delayed
- Improvements within the town, around the railway and to the town centre have not yet taken place
- The potential for development around the town is comparatively unimpeded by environmental constraints

Issues

1. Should Westbury become a greater focus for growth or maintain a strategy of consolidation?
2. How can improvements to the town centre and around the railway station be brought forward? What other measures could enhance the vitality and viability of the town centre and improve local infrastructure?

DRAFT



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Trowbridge Housing Market Area – Strategic Issues

Settlements in the Trowbridge HMA have experienced the most marked reduction in self-containment over the period 2001 to 2011. Studies point to relationships between the settlements, such as by business development at Westbury reacting to restricted supply at Trowbridge. Relationships with other settlements further afield also need to be examined to better understand commuting patterns.

Important elements of the WCS have not come to fruition at the pace originally envisaged; some because of their complexity (Ashton Park and West Warminster Urban Extension). This has affected both greenfield and some brownfield sites.

Strategic issues for the HMA at this stage are:

- The SHMA suggest a modest increase in housing needs, but a surplus workers compared to jobs within the area, should housing needs be met in the HMA? And if not where else?
- Should the extent of the green belt be reviewed to enable development needs to be met?
- What are relationships (1) between settlements within the HMA and (2) with settlements outside; and how might transport infrastructure attract inward investment or influence commuting patterns?