

Pewsey Neighbourhood Development Plan (NDP) 2006 - 2026



June 2015

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1.0 Introduction

- 1.1 The Localism Act invites communities led by a 'Qualifying Body', often the local Parish Council, to write Neighbourhood Development Plans (NDPs). Such plans set out how communities believe their area should be developed over a given period; for Pewsey, the NDP's plan period mirrors the Wiltshire Core Strategy, running from 2006 to 2026.
- 1.2 In April 2011 Pewsey Parish Council approved the setting up of an NDP Working Group under the chairmanship of the Parish Council Planning Committee Chairman. The NDP Working Group was charged with drafting an NDP for the Parish Council's consideration and to cover development in Pewsey up until 2026.

2.0 Planning Policy Context

- 2.1 The Wiltshire Core Strategy (WCS) (adopted January 2015), saved policies of the Kennet Local Plan and adopted policies of the Wiltshire and Swindon Minerals and Waste Development Framework form the current Local Plan for the area covered by the NDP. Care has been taken to ensure that the NDP is in broad conformity with the policies of these plans.
- 2.2 In terms of the overall WCS and saved policies of the Kennet Local Plan, the NDP takes forward their policies, especially the focus on sustainable development including the reinforcement of the self-containment of Pewsey and enhancement of its role as a Local Service Centre (LCS). Information on how the NDP relates to and takes forward the policies of the WCS, including saved policies, is discussed through the plan.
- 2.3 In terms of the overall thrust of WCS and saved policies of the Kennet Local Plan, the NDP reflects the same general approach; a desire to achieve sustainable development by permitting growth on carefully selected urban or suburban sites within the village boundary (WCS policies CP1, CP2, CP34, CP35 and CP39), ensuring adequate infrastructure (WCS policies CP3 and CP 61), providing housing and sufficient affordable housing (WCS policies CP2 and CP43), reinforcing Pewsey's role as a Local Service Centre (WCS policy CP2 and saved Kennet Local Plan policy ED24) and as a tourist attraction (WCS policies CP2, CP39, CP40 and saved Kennet Local Plan policy TR20), achieving growth without detriment to its character (WCS policy CP58), or to the wider environment including the AONB (WCS policies CP1, CP2, and CP51). Transport policy is taken forward in the NDP (e.g. WCS policies CP48, CP51, CP52, CP60 and CP61) which aims to reduce reliance on the car by improving self-containment of the village, and aims to improve access to sustainable modes.
- 2.4 Paragraph 216 of The National Planning Policy Framework (NPPF) provides guidance for emerging plans.
- 2.5 The saved policies from Kennet Local Plan remain extant until either deleted or incorporated into the WCS, through the partial review of the WCS. In November 2002 the Pewsey Village Design Statement was published and adopted as planning guidance by Kennet District Council. The saved policies of Kennet Local plan, the WCS, the Village Design Statement, the Pewsey Community Plan and the NPPF therefore make up the formal planning context for the NDP and have been used as reference in the preparation of this plan.
- 2.6 A Neighbourhood Area Designation Application dated 29th Jan 2013 was approved by Wiltshire Council following the statutory period of consultation, establishing the area of Pewsey Parish as the plan area for the NDP (Map 1). An NDP Scoping report for Pewsey was published in July 2013 and a Sustainability Appraisal, incorporating and Strategic Environmental Assessment, was published in 2014.

- 2.7 The longstanding policy of Pewsey Parish Council has been to contain development within the Pewsey village settlement boundary limits, defined as the Limits of Development (LoD) as set out in the WCS (Map 1).
- 2.8 The NDP will take forward the essence of the existing planning framework, providing for necessary growth in a sustainable way. In the Pewsey area this will mean adhering to Core Strategy and Parish Council requirements for development and providing for this within the LoD.

3.0 Physical Context

3.1 Pewsey is situated at the eastern end of the Vale of Pewsey within six miles of Marlborough (to the North) and fifteen miles of Devizes (to the west). It is the largest village within the Pewsey Community Area, which is made up of 26 smaller parishes. A plan of the Community Area is shown in Map 2.



3.2 The area is predominantly rural and agricultural in nature. It is located within the North Wessex Downs Area of Outstanding Natural Beauty (AONB).

Pewsey’s NDP area includes three Sites of Special Scientific Interest (SSSI) namely part of Jones’ Mill nature reserve along the River Avon to the east of Pewsey and along the river to the west at Sharcott and between Sharcott and Manningford Abbots.

The headwaters of the Hampshire Avon flow through the parish and the Kennet and Avon Canal crosses from east to west.

3.3 This eastern area of Wiltshire is world famous for sites of archaeological and historical interest, for example Stonehenge, the Avebury monuments and the white horses carved into the chalk hillsides. To the northeast is Savernake Forest, which is a well-known beauty spot. The village itself reflects local architectural and historic character, which contribute to the creation of a unique sense of place and identity. Pewsey village has a mixed architecture containing many listed buildings and buildings of special local interest. The village centre is a designated Conservation Area which is considered by English Heritage to be ‘At Risk’, primarily through gradual erosion from unsympathetic, modern development and the loss of features due to ad hoc alterations.

3.4 The Heritage, townscape and sense of place underpin the attractiveness of the area, including for tourism – an industry which plays a significant part in the local economy. This industry needs to be supported, for example by providing suitable and sufficient visitor accommodation but also by conserving and enhancing the natural and man-made beauty on which it ultimately depends.



3.5 The Kennet Local Plan shows the LoD around Pewsey village. This policy is retained in the Core Strategy (CP1), and is carried forward in the NDP. Development is therefore constrained and should continue to be within the built up form of the village as shown by this line, unless specifically stated in the Plan.

4.0 Area Covered by the Plan

4.1 The area covered by the plan has been agreed through public consultation as that of Pewsey Parish (Map 1). This is considered to be appropriate for the following reasons;

- The area is clearly defined with an existing, active Parish Council and community that give it a tried and tested administrative core, as well as a distinct identity.
- The physical geography of the parish makes it a logical planning unit. The development area is central with countryside at all borders, meaning the NDP is unlikely to have cross-boundary issues with neighbouring parishes.
- The function of Pewsey as a Local Service Centre could mean that it is likely to come under more development pressure than the surrounding villages. The Working Group believes a plan is needed specifically to address the issues that are likely to come from this functional role and take forward necessary growth in a manner that is sustainable and acceptable to the community.



5.0 Vision of the Plan

5.1 Pewsey has a pleasant natural environment with an exceptionally strong community spirit and enjoys high levels of local involvement. Although popular with tourists for its historic character and rural setting, it continues to be a living and working village which acts, and is designated as, a Service Centre for this part of The Pewsey Vale. Pewsey Parish has a total population of 4679 according to the 2011 Census. The village provides access to education, sport, health, social care, policing, retail and professional services. It has a railway station which serves London and the West Country.

5.2 Around 200 dwellings have been built in Pewsey in the last five years and sufficient employment sites have been provided within the village to satisfy demand in the recent past. The community believes that a moderate amount of development should continue within the village LoD to provide for both balanced residential and employment needs in accordance with the requirement outlined within the Wiltshire Core Strategy. This balanced approach between residential and other uses must underpin Pewsey's continued role as a provider of services to the village and surrounding areas, whilst not detracting from the quality of the village, its setting and the wider area within the parish boundaries and AONB.



5.3 Protecting the natural environment within and without the defined settlement is considered to be as important as protecting the local heritage. The village has a number of green areas used for both sport and recreation. These will not be reduced in number or size by any future development unless the loss results in some form of like-for-like or enhanced benefit elsewhere within the village.

Likewise listed and non-listed buildings and features that contribute positively and significantly to the character of the village will be preserved and enhanced.

6.0 Main Objectives of the Plan

The following objectives for the Pewsey NDP have been proposed by the Working Group and accepted by the Parish Council:

1. To manage development in accordance with the principles set out in the Core Strategy and the wishes of the community;
2. To ensure Pewsey maintains and enhances its role as a Service Centre;
3. To improve existing infrastructure both to support new development and to enhance that serving the existing village. To do so in a manner that respects the character and setting of the village;
4. To maintain and enhance all of the current green areas and sporting facilities;
5. To protect and enhance the character of the conservation area, and to ensure that any and all development complements the character and heritage of the AONB, local landscape, village and surrounding area and does not have a detrimental effect on Listed Buildings
6. To protect the special setting of the village within the wider AONB and to conserve and enhance the landscape within the parish boundary;
7. To enhance the economic sustainability of the village by ensuring that:
 - Sufficient employment sites are maintained and new sites are made available as necessary in appropriate locations;
 - Village centre retail and commercial spaces are retained and enhanced;
 - The current village-centre, ground floor retail, business or employment facilities are preserved;
 - Appropriate type and scale of employment, in particular tourism related, is encouraged;
 - There is a blend of housing, jobs and facilities to attract and retain younger people to ensure a balanced age profile within the area;
 - Existing transport links with the surrounding areas, towns and cities are improved;
 - Village infrastructure is improved through securing developer contributions;



8. To allow appropriate housing development on developable sites within the village LoD boundary.
9. To maintain and enhance the village character and to support the 'working village' ethos whilst retaining its hospitality to visitors of all ages.

7.0 Policies

This section of the Plan contains the policies that, together with the Core Strategy and the Framework, will manage development in the area until 2026. There are policies to cover Development Strategy, Economy, Natural Environment, Housing, Transport, Heritage and Developer Contributions.

- 7.1 The policies of the Pewsey NDP stem directly from the public consultation that underpinned the Vision (and subsequent Objectives) and have also been drafted to carry forward the NPPF and the planning policies of the Wiltshire Core Strategy. The policies of the NDP originate from the Vision and address the Objectives by their effects on controlling the development of the Area. In order to make the linkage clear, each policy is preceded by a section detailing the relevant connections. The following text then explains the origin and intentions of the policy.

7.2 Policy Theme 1 – Development Strategy

Development Strategy Context:	References:
Pewsey NDP Objectives	1, 2, 6
Wiltshire Core Strategy	CP1, CP2, CP18, CP44, CP50, CP51
National Planning Policy Framework	7,11,14,17,55,109,111,113,115

7.3 The Background and Intention

It is the wish of the community that development should be directed to within the existing village boundary as defined by the Limit of Development (LoD). Similarly the community wishes to see brownfield sites developed in preference to greenfield ones. However the plan recognises the need to retain flexibility while controlling development in the interests of sustainability. For this reason, the plan imposes a presumption in favour of development within the LoD, subject to compliance with other policies of the plan. As required by the NPPF, this leaves open the possibility of limited development outside the boundary. This may come forward through a site allocation DPD, through a neighbourhood plan or a rural exceptions site as defined by the Core Strategy.

Theme 1: Policy 1 - Development Strategy	<ol style="list-style-type: none"> i. Development on greenfield sites will only be permitted where no developable (*) brownfield sites are available. ii. Development will take place only on developable sites within the village LoD (as defined on Maps 1 & 3). However development outside the LoD may be acceptable in exceptional circumstances where both of the following apply; <ul style="list-style-type: none"> • no suitable site exists within the LoD • the development is brought forward through a sites allocations development plan document or through a neighbourhood plan or as a rural exceptions site defined by the Core Strategy.
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* NPPF Note 12: To be considered developable, sites should be in a suitable location for housing development and there should be a reasonable prospect that the site is available and could be viably developed at the point envisaged

7.4 Justification

The policy is designed to ensure that development is sustainable by:

- making the most efficient use of land
- by protecting the countryside, especially the AONB from unnecessary inappropriate development
- by focusing investment within the village, to enable regeneration and enhancement.

7.5 Policy Theme 2 - Economy

Economy, Context:	References:
Pewsey NDP Objectives	Objectives 2, 7 and 9
Wiltshire Core Strategy	CP2, CP3, CP 18, CP34, CP35, CP36, CP39, CP40, CP49
National Planning Policy Framework	Paragraphs 7, 17, 18-28, 160, 183-185

7.6 The Background and Intention

Pewsey is often referred to as ‘a working village’ and it is important that there is a healthy local economy to ensure its continued vitality and balanced housing growth. Maintaining such an economy requires the continued support of existing businesses and opportunities for fresh enterprises. Location of employment sites within the village is considered to be a key element of sustainability, both economically and environmentally e.g. by retaining wealth within the community and by reducing the need to travel.

7.7 Businesses provide employment for those who live and wish to work in the village. In order to accommodate this, sufficient housing, including affordable housing, is needed. The intention is to ensure that young people who work in, or have a family connection to, Pewsey will be able to afford to live in the village and thus enable it to continue to thrive as a mixed and vibrant community.

The community also wishes to encourage improvements to business infrastructure such as faster broadband, which will be supported, provided this does not conflict with other Plan policies. Small business premises will also be encouraged on suitable, brownfield land.

7.8 The plan policies are intended to support a robust economy by:

- Ensuring that there are sufficient employment sites to balance future residential growth;
- Retaining and enhancing the retail and office space in the village centre and preventing development that would reduce this;
- Supporting the regeneration of the village centre, especially on brownfield sites;
- Supporting Wiltshire Council’s ‘Campus Project’;
- Improving and enhancing the number of services being provided;

- Offering adult education and perhaps facilities for sixth form education;
- Promoting and encouraging tourism by encouraging suitable employment opportunities which add value to the local economy;
- Supporting the provision of suitable accommodation for both tourists and short stay visitors;
- Preserving and enhancing the built character and natural environment of the NDP plan area, which underpins its attractiveness for investment.

<p>Theme 2: Policy 2A - The Economy</p>	<p>i. Development and expansion of appropriate business uses on the following sites, as shown on Map 4, will be supported:</p> <ul style="list-style-type: none"> • Fordbrook Business Centre • Fordbrook Industrial Estate • Salisbury Road <p>ii. Mixed use developments will be encouraged subject to being acceptable in accordance with other policies of the plan. (Developers should consider including live/work and home office options for all housing schemes).</p> <p>iii. Business use may be acceptable on windfall sites and through conversion and adaptation of existing buildings subject to being acceptable in terms of other policies of the plan.</p>
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7.9 Justification

It is considered essential that the total amount of commercial space is retained and preferably expanded in order to retain and if possible improve Pewsey's self-containment and sustainability by reducing the need to travel as its population grows. It is the policy of the plan to provide employment land from sites allocated in the WCS. However, the plan recognises the need for flexibility in delivering these needs and welcomes appropriate small scale business development, as well as moderate scale mixed use developments at appropriate locations in the Parish.

7.10 There are three main existing employment sites in Pewsey: Fordbrook Business Centre, Fordbrook Industrial Estate and Salisbury Road to the south (Map 4). The Salisbury Road site, together with the identified Marlborough Road site is considered together as Policy 2B of this plan, below.

7.11 Although not full, the Fordbrook sites are reaching capacity. Given an economic upturn and/or significant housing development they might be unable to support the overall sustainability aim of retaining balanced employment and residential growth. There is limited potential to extend the Fordbrook Industrial Estate and the adjacent Phillip's Yard.

7.12 Improvements to business infrastructure, such as faster broadband, will be supported provided they do not conflict with other plan policies. Small business premises will also be encouraged on suitable, brownfield land.

<p>Theme 2: Policy 2B - The Economy Marlborough Road and Salisbury Road Sites</p>	<p>i. A mixed use development comprising residential development and a minimum of 0.5 hectares of employment uses on land at Marlborough Road as identified on Map 4 will be permitted.</p> <p>ii. A minimum of 1.5 hectares of employment land on land at Salisbury Road Business site as identified on Map 4 will be permitted subject to the development demonstrating that account has been taken of the North Wessex Downs AONB Management Plan and that development protects, conserves and where possible enhances landscape character. Therefore the development of this site must include high quality design and landscape measures to ensure that the development is satisfactorily integrated into the landscape. The development should not have a harmful effect on traffic in the area.</p>
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7.13 Justification

The saved policy position from the Kennet Local Plan (saved policy ED5) and the adopted Wiltshire Core Strategy (CP18) both refer to an employment site at Marlborough Road, to the north of the station. The NDP welcomes employment development at this location but, aware of the likely pressures on land for housing, particularly when the economy upturns, is concerned to build in additional flexibility.

7.14 Policy 2B therefore permits mixed use development at the Marlborough Road site and envisages an expansion of the Salisbury Road site to compensate for lost employment land at Marlborough Road.

7.15 The Wiltshire Workspace and Employment Land Review 2011 concluded that 1.9ha of employment land would be needed for Pewsey up until 2026. Land available at Marlborough Road (1.66 ha) and for an extension to Salisbury Road (up to 2 ha) exceeds this requirement.

7.16 The Marlborough Road site would be suitable for housing in many respects and is well located next to sustainable transport modes, in particular the railway station. However, on this site a ribbon of B1 employment uses immediately adjacent to the line would be acceptable, perhaps with B2 and B8 uses between these and any housing. In total it is anticipated that approximately 0.5 hectares of land could be given over to employment uses on the site.

7.17 Any development of the Marlborough Road site will constitute a Major Development. The NDP requires early discussion with the community and expects any Masterplan and/or application to include a Statement of Community Involvement.

7.18 Development of the extension to the Salisbury Road must be appropriately landscaped and not result in significant harm to the AONB or significantly increase the volume of traffic in the area. It must be acceptable in terms of all other policies of this plan.



<p>Theme 2: Policy 3 - The Economy Service Centre Provision</p>	<ul style="list-style-type: none"> i. Development of services and community facilities that enhance the role of Pewsey as a Service Centre will be welcomed, subject to being acceptable in terms of other policies of the Development Plan. ii. Conversion of residential properties for provision of services, including retail will be permitted subject to being acceptable in terms of other policies of the Development Plan. iii. Conversion of properties currently used as offices, retail or employment uses to residential use will not normally be permitted.
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7.19 Justification

Pewsey acts as a Service Centre for the surrounding community and is designated as such in the Core Strategy (CP18). The services are a mixture of public, retail and professional, providing employment for those living in the NDP plan area and for those who commute to and from it.

7.20 The presence of these facilities is considered central to the overall sustainability of Pewsey. A balance between employment and housing reduces the need to travel, as well as promoting vitality and viability of the settlement. It is therefore vital to the economic future and to local employment that such services and the locations from which they operate are maintained and encouraged.

7.21 It is important that there is the capacity within the plan to accommodate development which will enhance Pewsey's Service Centre role to the benefit of the local community and the wider area. The anticipated increase in the Salisbury Plain Garrison will mean more military personnel some of whom will use Pewsey's services. The plan is therefore generally supportive of improvements in facilities, infrastructure and employment and opposed to their loss or deterioration.

7.22 The Wiltshire Council Campus Project is designed to centralise public and some community services throughout the County and is relevant to Pewsey. In Pewsey the facilities will be focussed on two sites – the Library and the Leisure Centre. The project gives the opportunity to provide adult education facilities. Work is expected to start in 2014/15. This project includes a possible move of Pewsey Police Station from the village centre to the Leisure Centre. If this takes place it would leave a site in the village centre available for development. The Fire and Rescue Service located next to the current police station will remain as a retained force which needs to minimise reporting time when called into action.

7.23 The Leisure Centre is close to Pewsey Vale School. The Campus Project will benefit the school by providing improved sports facilities and additional community space. Privately run retail outlets, together with the supermarkets, (Spar and Co-Op) make up the village centre. These are interspersed with professional



services including Bank, Solicitors office, Doctor's Surgery, Dental Surgery and the Post Office etc. The Plan opposes the conversion of these village centre premises to residential accommodation and supports improvements and, where appropriate, an increase in number. Subject to lack of conflict with other policies, the plan supports the extension and expansion of existing businesses, especially where this will mean the creation of new or the safeguarding of existing jobs.

7.24 There are three schools in Pewsey. The Primary School, the Secondary (Pewsey Vale) School and St Francis (private primary/prep) all draw pupils from the parish and surrounding areas. There is no sixth form education which means that those pupils who wish to carry on their learning have to travel. The schools are considered to be an important part of community life as well as underpinning the sustainability of the settlement by reducing the need to travel. Proposals from the Educational Authority to expand educational facilities would be strongly supported.



7.25 This Service Centre Policy supports suitable employment, retail or service development that will regenerate or enhance the village centre providing it respects the historic buildings and Conservation Area. Such development could provide enhanced ground floor retail or office space. Second floor residential accommodation is considered acceptable especially if it is small and affordable and provides security to the outlet. The conversion of retail or office space to residential at ground floor however is considered unacceptable and will be strongly resisted.

7.26 Any scheme to regenerate the village centre must preserve or enhance the character of the Conservation Area. Additionally design should be of a high standard as required by this plan and the Village Design Statement whilst being complementary to the surroundings in terms of form, type, scale and materials.

<p>Theme 2: Policy 4 - The Economy: Tourism Development</p>	<p>i. Proposals for sustainable tourism development will be supported, providing there is no conflict with other policies of the Development Plan.</p>
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7.27 Justification

Pewsey lies in an AONB and is blessed with numerous attractions: scenic, historic, architectural, natural and archaeological, and as such is popular with visitors, with the potential to attract more. In particular, local features such as Savernake Forest and the Kennet and Avon canal are used or visited all year round. The Heritage Centre has recently been refurbished and acts as a local museum, run by volunteers.

There is capacity to do more to capitalise on these assets, which already make a valuable contribution to the local economy.

7.28 The village and surrounding area are not able to provide sufficient overnight accommodation for visitors and this reduces their per capita spend. Subject to planning considerations regarding local impact, expansion of tourist accommodation would be supported. There is a need to promote the area as a sustainable tourist attraction, this is currently being actively addressed by the Community Partnership and the Chamber of Commerce.

7.29 The plan aims to support the provision of overnight tourist accommodation and to support initiatives which promote tourism and related employment, using the surrounding area.

7.30 Policy Theme 3 - Natural Environment (See Appendix 5: Map 5)

Policy Origin	Reference
Pewsey NDP Objectives	Objective 4
Wiltshire Core Strategy	CP18, CP50, CP52
National Planning Policy Framework	Paragraphs 7, 70, 76 109-118, 183-185

7.31 The Background and Intention

Pewsey is situated in the Vale of Pewsey - a broad valley running east/ west between escarpments to the north and south. This is a unique environmental area of chalk hills and flat, highly fertile soils in the Vale, encompassing an agricultural plain of some significance. It is vital that this natural environment is not adversely affected by development. All design should minimise the impact of new buildings on the environment, green open space, landscape and wildlife habitats. This is an issue of conservation, preservation and enhancement for both humans and wildlife.



7.32 Within the parish, itself totally within the AONB, there are areas of green space. These are valued for various reasons but include human use for recreation, e.g. sporting facilities such as football and rugby grounds, bowls and tennis clubs and as habitat for wildlife. Often they also make a contribution to landscape and townscape value as well, being part of the quintessentially rural character of Pewsey. These areas are described at (Map 5)

7.33 Examples of combined and harmonious human and natural use include The Grove and The Scotchel, which are nature reserves through which there are paths for walking. Also included under this heading are two well-used allotment areas. There are five children’s play areas spread throughout the village.

7.34 Some, though not all of the valued areas are officially designated and protected. For example, part of Jones’ Mill, where historically the fields were flooded meadows and, more latterly watercress beds through which the River Avon flows, is recorded as a Site of Special Scientific Interest (SSSI). Pewsey Down is a County Wildlife Site and lies to the south of the village, where its White Horse carved into the hillside overlooks the houses below. (Map 5)



7.35 The Kennet and Avon Canal has attractive moorings at Pewsey Wharf. The River Avon – a world class chalk stream – has a huge diversity of flora and fauna. It rises to the east of Pewsey and its headwaters flow through the village, the parish and onwards south through the Vale and into Hampshire. In Pewsey Parish there are three areas designated as

SSSI's along its borders. Both river and canal contribute to the scenic and environmental quality of the area and provide opportunities for employment and recreation. There is, as in much of Pewsey Vale, good quality agricultural land which should be safeguarded from development in accordance with National policy.

7.36 The intention of NDP policy is to safeguard and positively enhance green open spaces, recreational area, fine landscapes and habitats for the benefit of both the human community but also for local wildlife and flora. The use of CIL to improve or enhance the natural environment in these areas may be made, or 106 contributions may be sought from developers. For example, Hurly Stream and other green areas such as the Scotchel and the Grove could benefit.

7.37 No development should have a detrimental effect on the habitat of protected species. Protected species should be conserved and enhanced wherever possible. Probable effects of proposals on wildlife will be assessed on a site by site basis by suitably qualified experts, and where protected species are involved a survey will be required, depending on the advice of the County Ecologist.

<p>Theme 3: Policy 5 - The Natural Environment</p>	<ol style="list-style-type: none"> 1. Where appropriate, development should seek to maintain and if possible enhance wildlife habitat through suitable landscaping and green infrastructure. This may involve off-site and on-site works. Local Priorities include: Improvement works to The Scotchel, The Grove and The River Avon, such as: <ul style="list-style-type: none"> • New southern boundary fence to the Scotchel. • Resurfacing the Scotchel footpath. • Clearing and rebuilding banks of the River Avon where it passes through the village. 2. Proposals for enhancement of landscape and nature, by incorporating features at the design stage, will be considered favourably. Specific priorities in Pewsey include: <ul style="list-style-type: none"> • River Avon including the head waters. • Jones's Mill (SSSI) • The Scotchel • All Tree Preservation Orders (TPOs) • The Kennet and Avon Canal and Wharf • The Rectory Grove • Two Allotment sites • The Sports fields • Pewsey Hill and the White Horse • Martinsell Hill and its Bronze Age fort
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7.39 Justification

The rich and diverse natural environment of Pewsey, including flora and fauna, landscape and human recreational space, which together form the rural setting of the village, is highly valued by the community and this has been reinforced by consultation responses. Some elements of this are protected under formal designations.

7.40 The underlying aim of the NDP is to ensure that all future development within Pewsey NDP area is sustainable. This means creating a village that is better and richer at the end of the plan period than it was at the beginning. This will be considered in terms of:

- Flora and fauna conservation and, wherever possible, enhancement. In particular development will be required to retain as many existing trees as possible, especially mature specimen trees;
- Human life quality, including mental wellbeing and physical health (for example through provision of recreation, green open space, fine views and allotments);
- Conservation of natural resources including good quality agricultural land and all greenfield land, recognising that the supply is finite;

7.41 Policy Theme 4 – Housing (Map 4)

Policy Origin	Reference
Pewsey NDP Objectives	Objectives 1, 6, 7, 8 and 9
Wiltshire Core Strategy	CP1, CP2, CP18, CP41, CP43, CP44, CP45, CP46, CP48, CP57, CP58, CP67
National Planning Policy Framework	Paragraphs 7, 17, 47-55, 56-66, 128-141, 183- 185

7.42 Background and Intention

The housing requirement for the Pewsey Community Area as a whole is set out in the Core Strategy (CP18). Approximately 600 dwellings are stated to be required within this entire Community Area between 2006 and 2026.

7.43 Within Pewsey Parish, there is one settlement identified in the Core Strategy, namely Pewsey Village a designated Local Service Centre. Pewsey Village will therefore be expected to take the majority of development and growth. Appendix 1 sets out the approach to the identification of housing sites within the NDP and is for information purposes only.

7.44 It is the intention that:

- The plan ensures that sufficient housing is provided for market needs;
- All housing will be built within the Limit of Development unless exceptional circumstances require otherwise, in accordance with this Plan and Wiltshire Core Strategy. Sites are proposed at:
 - Marlborough Road (Mixed Use)
 - The Old Hospital Site
- Sufficient affordable housing as evidenced in accordance with the Wiltshire Core Strategy and of an appropriate mix and type are provided, see also Appendix 3.

- Good quality design will be a pre-requisite that respects the vernacular and is of appropriate local materials. New housing should be built to high environmental standards and, where possible, provide a proportion of energy needs by renewable means. Self-build of an acceptable standard and design will be encouraged.
- The high environmental standards for new homes should include limiting their impact on the environment and in particular their CO2 emissions.
- Innovative solutions to energy and water needs (including drainage) will be viewed positively, providing such features are architecturally and environmentally acceptable, including amenity and visual impact.
- Development proposals should demonstrate an awareness of likely impact of climate change. They must demonstrate both how they propose to reduce and withstand such impacts.
- Proposals for housing will be required to demonstrate how they are acceptable in flood risk terms by means of a Flood Risk Assessment.
- Affordable housing provided will be occupied in accordance with Wiltshire Council's Affordable Housing Allocation Policy including criteria on any change of occupants. The occupancy will be secured by means of Section 106 Agreements.

Theme 4: Policy 6 - Housing	<p>1 New housing development is acceptable in principle on approximately 1 hectare of land at Marlborough Road together with a minimum of 0.5 hectare of employment land identified by Policy 2B and on the Old Hospital Phase 3 site. Both sites are identified on Map 4. Both sites are indicated in Appendix 1.</p> <p>2 The provision of affordable housing will be in line with Wiltshire's Core Strategy Policy.</p>
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7.45 Justification

An assessment of the number of sites available and an estimate of the possible capacity for houses is set out in Appendix 1 (for information purposes only). Detailed discussion can also be found in the accompanying SA.

- 7.46 At the request of Pewsey Parish Council, a housing survey was carried out between May and June 2013 in order to provide information on the current affordable housing requirements in the Parish. The findings of this survey are summarised at Appendix 2 which includes a discussion of Housing for the Elderly.

7.47 Policy Theme 5 - Transport

Policy Origin	Reference
Pewsey NDP Objectives	Objectives 1 and 7
Wiltshire Core Strategy	CP18, CP60, CP61, CP65, CP66
National Planning Policy Framework	Paragraphs 7, 17, 29-40, 75, 183-185

7.48 The Background and Intention

Pewsey is in the centre of a rural area and is at the intersection of the National Cycle Routes 4 and 45. The car is often the most practical means of transport. Alternatively, there is a regular bus service to larger towns like Salisbury, Swindon and Marlborough plus an 'on demand' service for outlying communities in the Vale. Pewsey has a main-line station which provides a fast service to London in approximately an hour. This is a popular commuter service for people living in Pewsey and those from the surrounding Vale.

7.49 Pewsey is not on a designated freight route (Wiltshire Freight Strategy) and is surrounded by minor rural roads that link with the A345 which runs north/south and the B3087 (leading to the A346 and A338) which runs east/west through the village. These roads are not designed or made for HGVs, which can do a significant amount of damage to the surface, corners and shoulders. Disproportionate increases in vehicle movement (especially heavy traffic) resulting from any proposed development must be avoided in the absence of significant improvements to road infrastructure. Conversely, through traffic is considered to be of benefit to the village and the Plan strongly opposes any proposal to create a bypass.

7.50 It is intended that policy will:

- Oppose developments that significantly increase road movements, especially heavy goods traffic;
- Ensure that all development promotes sustainable modes of transport where possible and helps reduce the need to travel;
- Ensure that any new 2 or more bedroom dwellings will have a minimum of two off-road parking spaces;
- Require business development to provide some off-road parking for customers and staff;
- Require developer contributions to improve transport issues, for example provide a cheaper alternative to the station car park and better pedestrian access to the station.
- Strongly support the continuation of the current train service to London and the South West.



Theme 5: Policy 7 – Transport	<ul style="list-style-type: none"> i New development in the village will usually be required to provide off-street car parking as part of the development, or conveniently located near to it. The amount needed will be assessed on a case-by-case basis and take into account the type of development, its location and its impact on the overall parking provision in the village. ii New development should encourage and enable the use of sustainable transport modes and alternatives to the car. iii Developer contributions will be sought to provide new or improved transport related
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	<p>infrastructure.</p> <p>iv. Proposals that improve parking facilities and provide and enhance safe and suitable access to the train station will be supported.</p>
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7.51 There is a mainline railway station, with services to the South west and Paddington. The running time to London is about an hour. This is an important facility for those who live in the Pewsey area and work further away. Commuters add much to the socio/economic activity in the village. However, employment within the village that better balances the needs of resident workers will be supported to encourage self-containment. The station currently provides car parking facilities that are considered expensive and a cheaper alternative would be welcomed.



7.52 To access the station yard from the village, pedestrians currently have to cross a busy road at a corner on a rise without any safety measure from approaching traffic. A pedestrian crossing has been proposed for some years but the necessary finance has not been available. This requirement has been assessed by Wiltshire Highways and the solution involves the use of five sets of traffic lights at a cost of a quarter of a million pounds. Another possible solution may involve the use of a longer, but safer, route with suitable directional signage. Developer contributions may be sought to finance or part-finance an acceptable solution.

7.53 Policy Theme 6 – Heritage (Map 3)

Policy Origin	Reference
Pewsey NDP Objectives	Objectives 1,5,7,9
Wiltshire Core Strategy	57,58
National Planning Policy Framework	17, 28, 57-58, 60-61, 126-141

7.54 The Background and Intention

Pewsey has a mixture of architectural styles with a unifying emphasis on the local vernacular, including local materials such as decorative brickwork, stone, thatch, slate, clay pan tile and timber. Scale, with the exception of some key buildings, is small and typical of that in a large rural village. It is important that any new houses should continue this careful combination of local styles, design features and themes while remaining open to high quality modern designs, especially where these reflect the highest environmental standards and are not discordant with their neighbours.



7.55 The centre of Pewsey is covered by two designated Conservation Areas (CAs); the Pewsey Conservation Area which covers the historic village core and the Wilcot Road Conservation area (CA) (Map 3). There are also a number of Grade II Listed Buildings scattered throughout the NDP area. The Church is the only Grade I Listed Building. (Map 6)

7.56 The Whatley Drive development, off Broomcroft Road, is on one of the last remaining building sites of any size within the Conservation Area. The sites now identified for possible development are not within the Conservation Area, or within the curtilage of listed buildings. It is considered important that that this plan excludes development which might have an adverse effect on any of the heritage assets. New buildings should contribute to the diversity and individuality of the village, whilst reflecting local character and distinctiveness.



<p>Theme 6: Policy 8 - Heritage</p>	<ul style="list-style-type: none"> i. Proposals within the Conservation Areas, or which are likely to affect its setting should demonstrate how they have reflected the advice of the following in the design and location of buildings: <ul style="list-style-type: none"> • Pewsey Conservation Area Appraisal (2009) • Pewsey Village Design Statement (2007) ii. Within the Conservation Area a higher standard of design and construction will be required, particularly in terms of detailing and use of good quality local and traditional materials. iii. Proposals which include the sensitive conservation of listed buildings or the enhancement of the designated Conservation Areas, especially the public realm and elements identified as being 'at risk' will be welcomed.
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7.57 Justification

Pewsey’s attractiveness and appeal depends on the quality of the build and natural environment and the character of traditional local building styles, including local materials. During the last three decades significant damage to the village, especially to the Conservation Areas and to the character has occurred, mainly due to insensitive development and piecemeal changes such as loss of historic detail e.g. in terms of finials, mouldings and cast iron guttering, replacement of traditional windows and doors with PVC, loss of traditional roof covering materials, installation of crude modern porches, loss of chimneys, installation of satellite dishes and loss of and damage to boundary walls in brick and stone.

7.58 This gradual degradation has been particularly noticeable in the Wilcot Road area and has led to this Conservation Area being declared 'At Risk' by English Heritage.

The Pewsey Conservation Area Appraisal and Management Plan has also identified structures “at risk”. The purpose of this policy is to reverse this trend, improve the quality of the village as a whole especially the Conservation Areas and protect Listed Buildings and their settings. To this end all new development will need to be of a higher than normal standard in terms of design, blending harmoniously with neighbours and should use high quality, local and traditional materials.

7.59 Policy Theme 7 - Developer Contributions

Policy Origin	Reference
Pewsey NDP Objectives	3, 4, 7
Wiltshire Core Strategy	CP3
National Planning Policy Framework	21,35,70,114,117

7.60 The Background and Intention

Developers may be required to contribute towards the provision of local infrastructure and to mitigate impacts of development proposals in order to make them acceptable in planning terms, in accordance with National and Core Strategy policy. This may include both CIL contributions and those made by section 106 agreement.

Theme 7: Policy 9 - Developer Contributions	<p>In Pewsey, developer contributions may be sought to deal with site specific issues and the wider need for local infrastructure.</p> <p>Local priorities include:</p> <ul style="list-style-type: none"> • Transport related infrastructure, • Re-fencing the Scotchel boundary along Broomcroft Road, • Refurbishing historic structures including the Arch to the north of the High Street, the Glass’ tomb and the stone table to the Miller’s chest tomb - both in the churchyard. These repairs are noted in the Pewsey Conservation Area Character Appraisal, • Extension of two Consulting Rooms to Pewsey Surgery to accommodate additional patients resulting from housing developments, • To improve or enhance the Conservation Area, • To provide pedestrian crossings at Manor Court and Broomcroft Road for safety of residents, • To improve the water catchment channels, for example Hurley Stream and the River Avon. • To maintain and improve community
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	<p>meeting places like the Bouverie Hall, Scout Hut, Wesleyan Hall and the Leisure Centre.</p> <ul style="list-style-type: none"> • Improve sporting facilities like the football, rugby, bowls and tennis Club pavilions.
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7.61 Justification

As a service centre, Pewsey requires more investment in order to help retain and, where possible, enhance this function. It is considered to be fair that fresh development, especially that likely to place significant new demands on infrastructure should help to meet the costs of construction and maintaining it. At the same time, requirements should not be so onerous that they render schemes unviable.

In Pewsey the key areas where investment is needed are set out in the policy above.

The Heritage Centre



Before

After

A



Appendix 1: Housing development sites within the Limits of Development (LoD) in Pewsey Village June 2014 (for information only)

A review of potential housing sites within the LoD has been undertaken. The basis for this was an analysis carried out in February 2014 based on figures provided by Wiltshire Council which showed that, of the 600 houses allocated for Pewsey Community Area in the Core Strategy to be delivered by 2026, 411 had been built or are developable on allocated sites. (256 homes have in fact already been built in Pewsey Parish alone).

This leaves 189 to be identified in the Community Area as a whole (600 minus 411). Approximately 104 (60%) (A proportion similar to other Service Centres) are considered appropriate for Pewsey village since this is the Service Centre and much of the remaining Community Area is rural. The dwellings can be accommodated within the village LoD to reinforce its role as Service Centre and to avoid building on the AONB.

Of the 104 remaining to be identified:

The following sites have been granted Planning Permission:

- Southcott (10)
- Stratton Rd site (4)
- High Street next to Martins shop (2)
- Broadfield site (4)
- 54 Ball Road (2)

Total 22 Dwellings

This leaves a requirement for 104 minus 22 = 82.

In assessing sites for these dwellings, the following were considered:

- Sites subject to a planning application
- Developable sites identified in the 2012 SHLAA that are within the LoD.

Sites Subject to an Outstanding Planning Applications are:

- Dewey's River Street site 9
- Behind the Crown Inn 14

Total 23

The total requirement then falls to 82 minus 23 = 59. In fact this requirement is exceeded by the sites identified by the NDP. These are as follows:

- Estimated dwellings involving redevelopment of village centre 12
- Estimated Windfall allocation sites between 2014 and 2026 (Wiltshire Council estimate for the Community Area is 6.3/year which equals 75.6 dwellings for 12 yrs. Pewsey village allocation is therefore $75.6 \times 60\% = 45$ dwellings. Subtract 29 dwelling for which there are applications above leaves an estimated Windfall quota of 16 dwellings 16
- Local Allocated Sites in the Pewsey NDP (Developable SHLAA sites):

Marlborough Road site 49
Old Hospital Phase III site 9*

Total 86

Sites Granted Planning Permission	22
Outstanding Applications	23
Estimated dwellings involving redevelopment of village centre	12
Windfall	16
Marlborough Road site	49
Old Hospital Phase III site	9*
Total Identified	<u>131</u>
Requirement	<u>104</u>
Plan exceeds requirement by	27

It can be seen that the above calculations demonstrate that Pewsey can more than meet the housing requirements of the Core Strategy, by this calculation and that all necessary development for housing can be achieved on sites within the Limits of Development (the village boundary).

Monitoring will take place to ensure that sites remain deliverable and an adequate supply going forward is maintained.

The figures used above and the calculated requirement for a further 82 houses in the NDP area as at July 2014 agree with those in the Wiltshire Council Housing Land Supply Statement of April 2014.

* As at September 2014 the developer's actual estimate is for 25 dwellings on this site. This would yield a total of 43 dwellings over and above the published Core Strategy requirement for Pewsey.

Appendix 2: Wiltshire Council Housing Survey

A housing survey was carried out between May and June 2013 at the request of Pewsey Parish Council to provide information on the current affordable housing requirements in the parish. The response to the survey was very high, indicating a high level of concern about this issue among the local community. Key findings are set out below. The report should be read alongside other information including Wiltshire Council's Housing Register and the Strategic Housing Market Assessment.

- The majority of respondents were owner-occupiers (73.6%), while (16.8%) live in socially rented properties.
- A third of respondents live in two bed-room properties and another third in three bed-room properties.
- Just under (50%) travel less than ten miles to work, the remainder more. This is a reflection that Pewsey with its good communication links, bus and train, offers suitable accommodation to those who wish to commute.
- The majority (74.8%) of respondents support new homes being built in the parish while 25.2% were opposed.
- The type of house required was, in order of preference, semi-detached, terraced, detached, bungalow, and flat.
- Respondents considered that there is a lack of suitable housing in Pewsey, especially for young people and those with a family in the village. The expressed need was mainly for one, two or three bedroom houses, with two bedrooms ranked the highest.

Accommodation for the elderly

Although there is a slowly increasing elderly population in Pewsey, the Housing Survey shows that there is no specific additional requirement for dwellings for older people in Pewsey. At present there are two warden-supported facilities and one that offers elderly care within the village. In addition, the new Whatley development has accommodation specifically designed for retired owners. However, mindful of the ageing population and in accordance with the community's wish to provide housing for all sections of the community, the plan is not opposed in principle to further development of housing for the elderly.

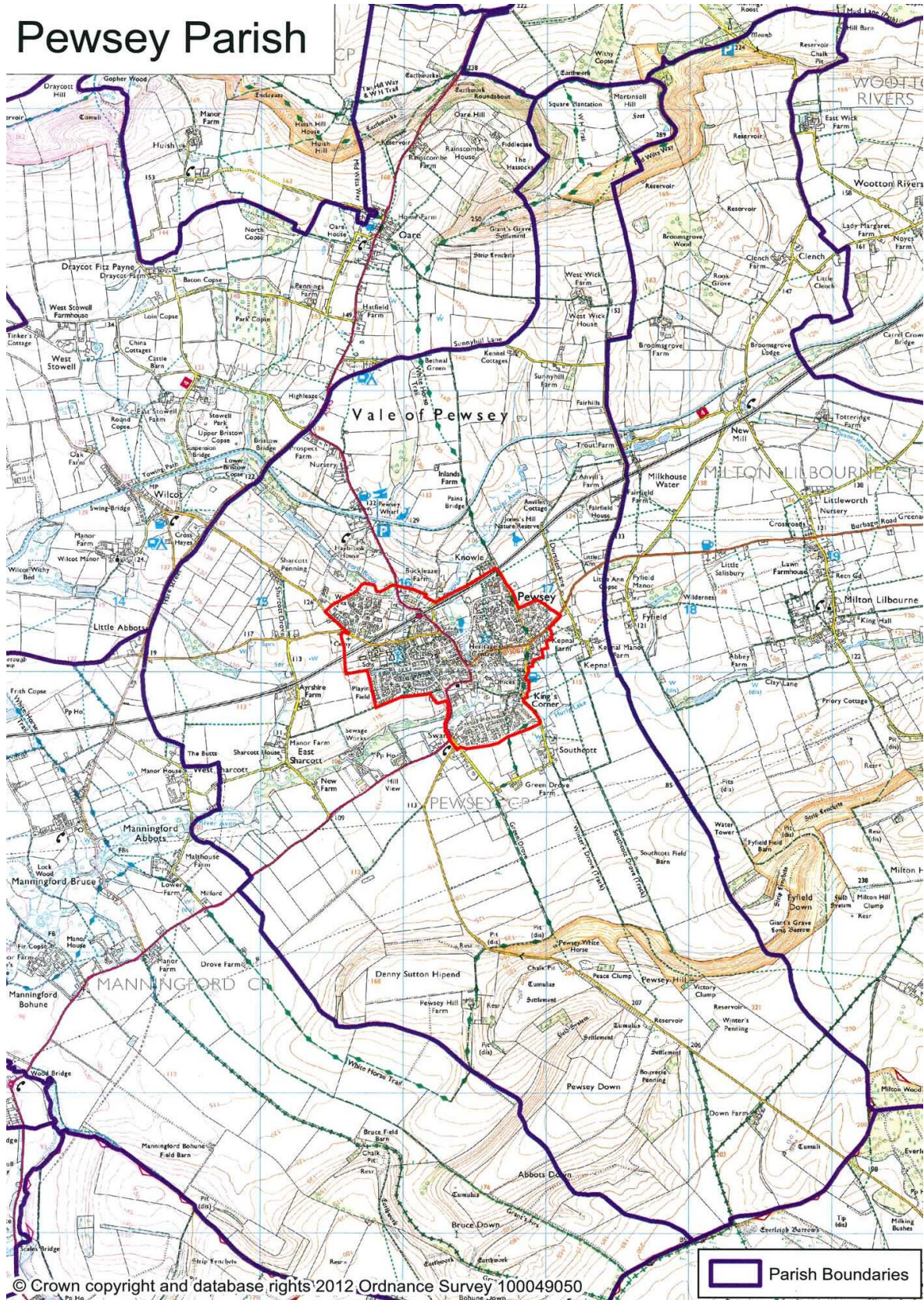
Appendix 3: Pewsey Parish Council Policy Information

1. Parking within the village is free as a deliberate policy of the Parish Council to support the local economy.
2. The current direct train service to London is strongly supported.
3. Where possible and in accordance with Wiltshire Council's Affordable Housing Allocation Policy, affordable housing will be used for local people.

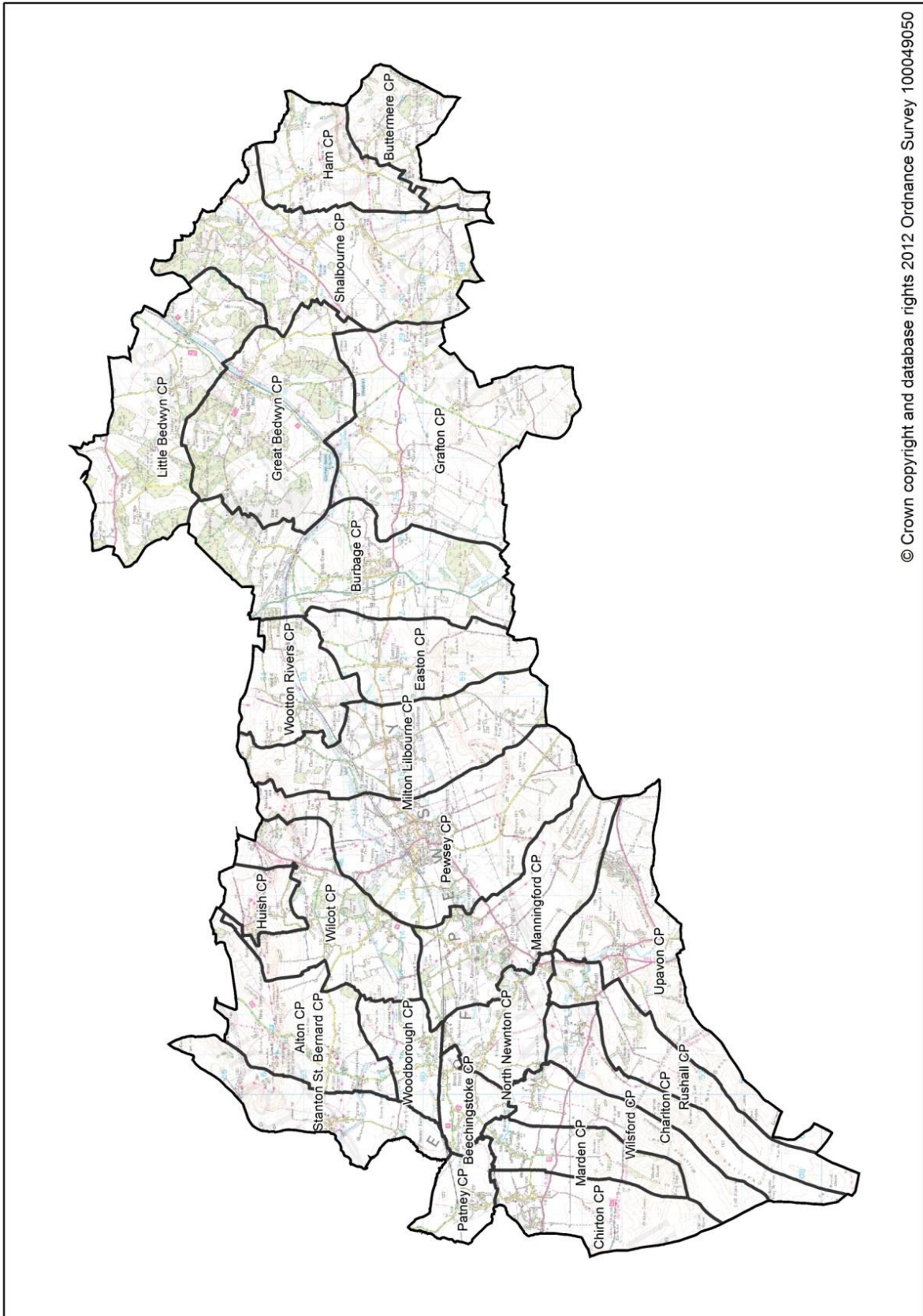
MAPS

Map 1: Pewsey Parish with the Limit of Development in Red. (See also Map 3 for greater detail.)

Pewsey Parish

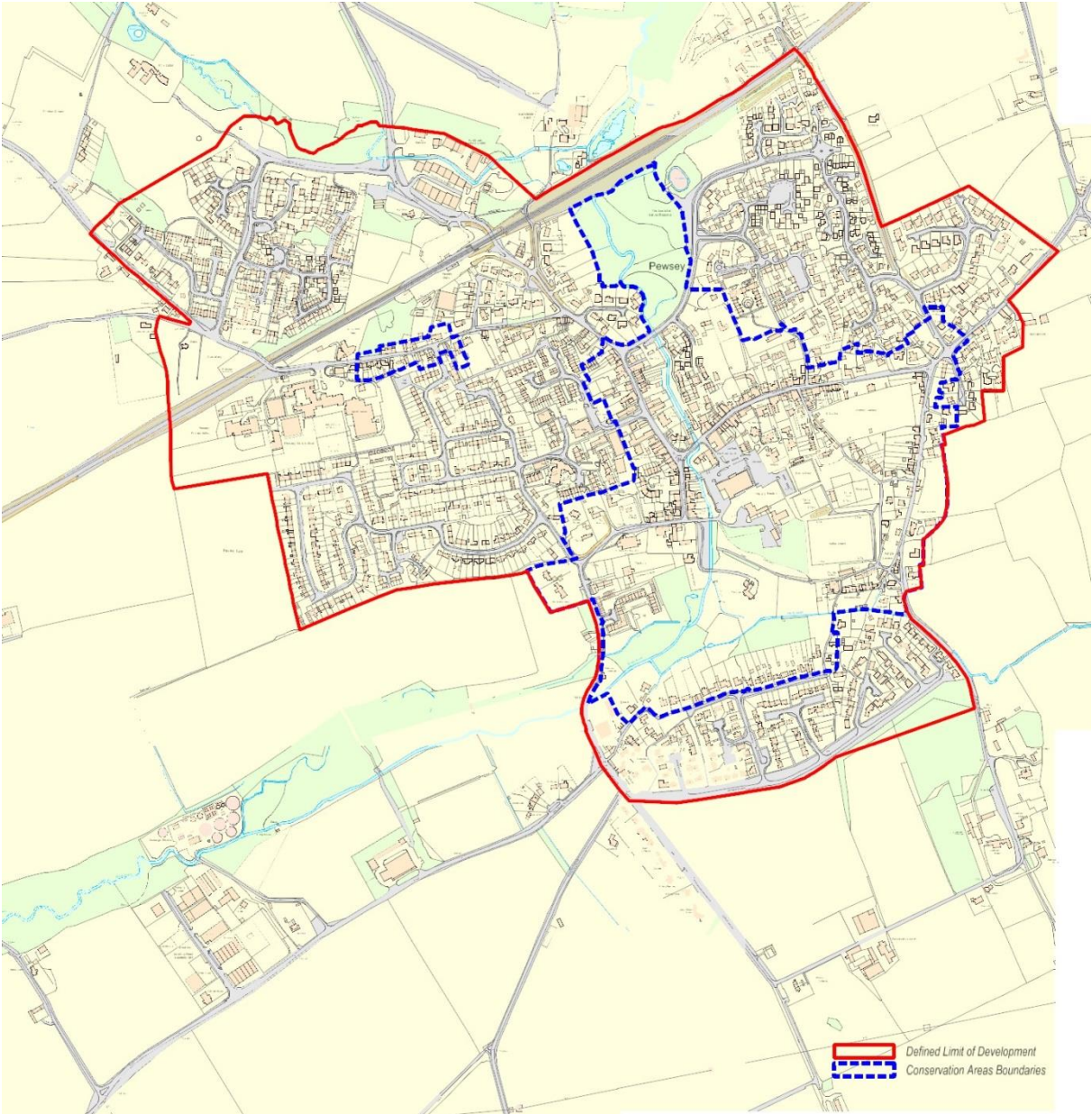


Map 2: Pewsey Community Area

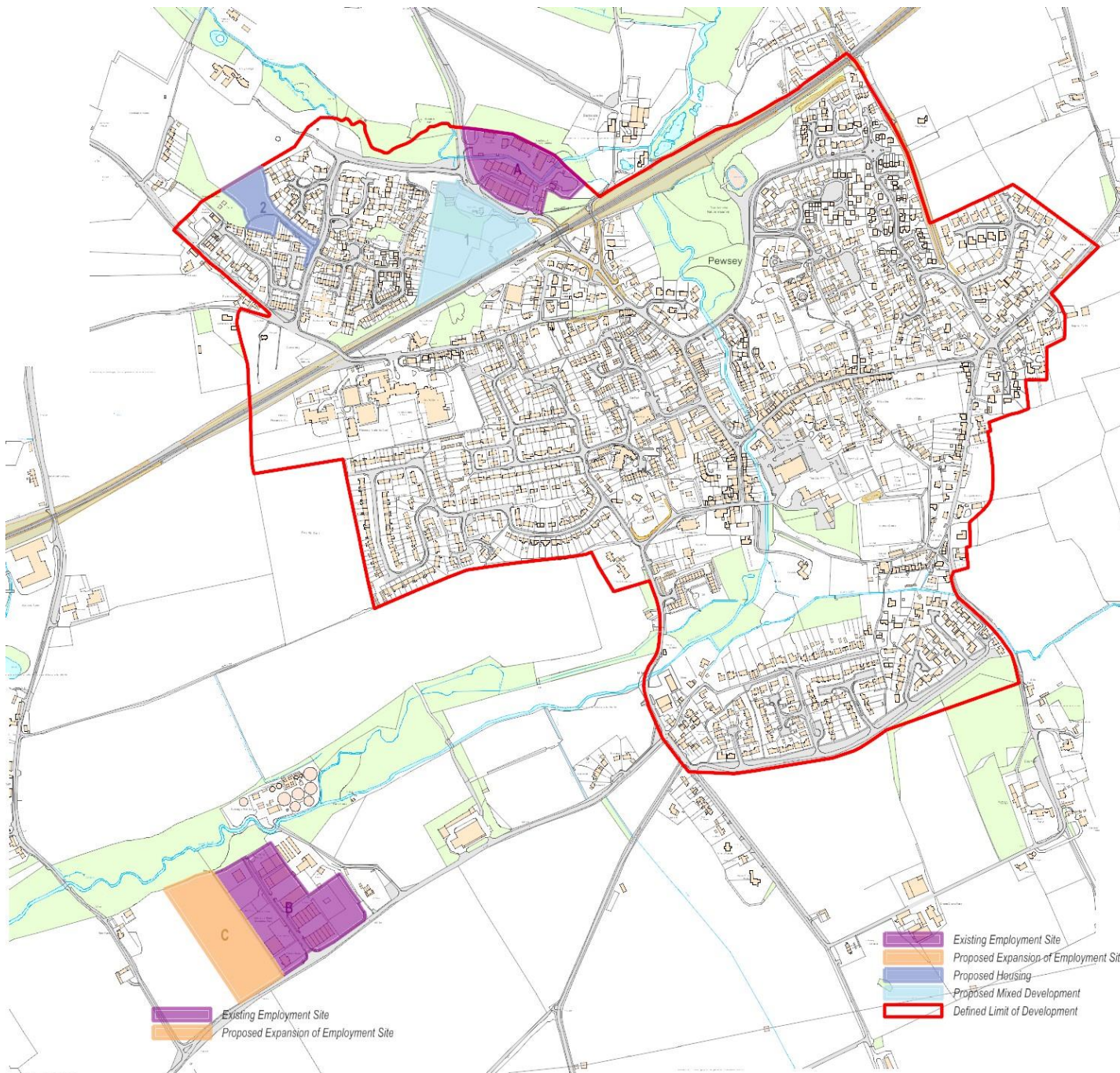


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Map 3: Pewsey Conservation Areas and Limit of Development



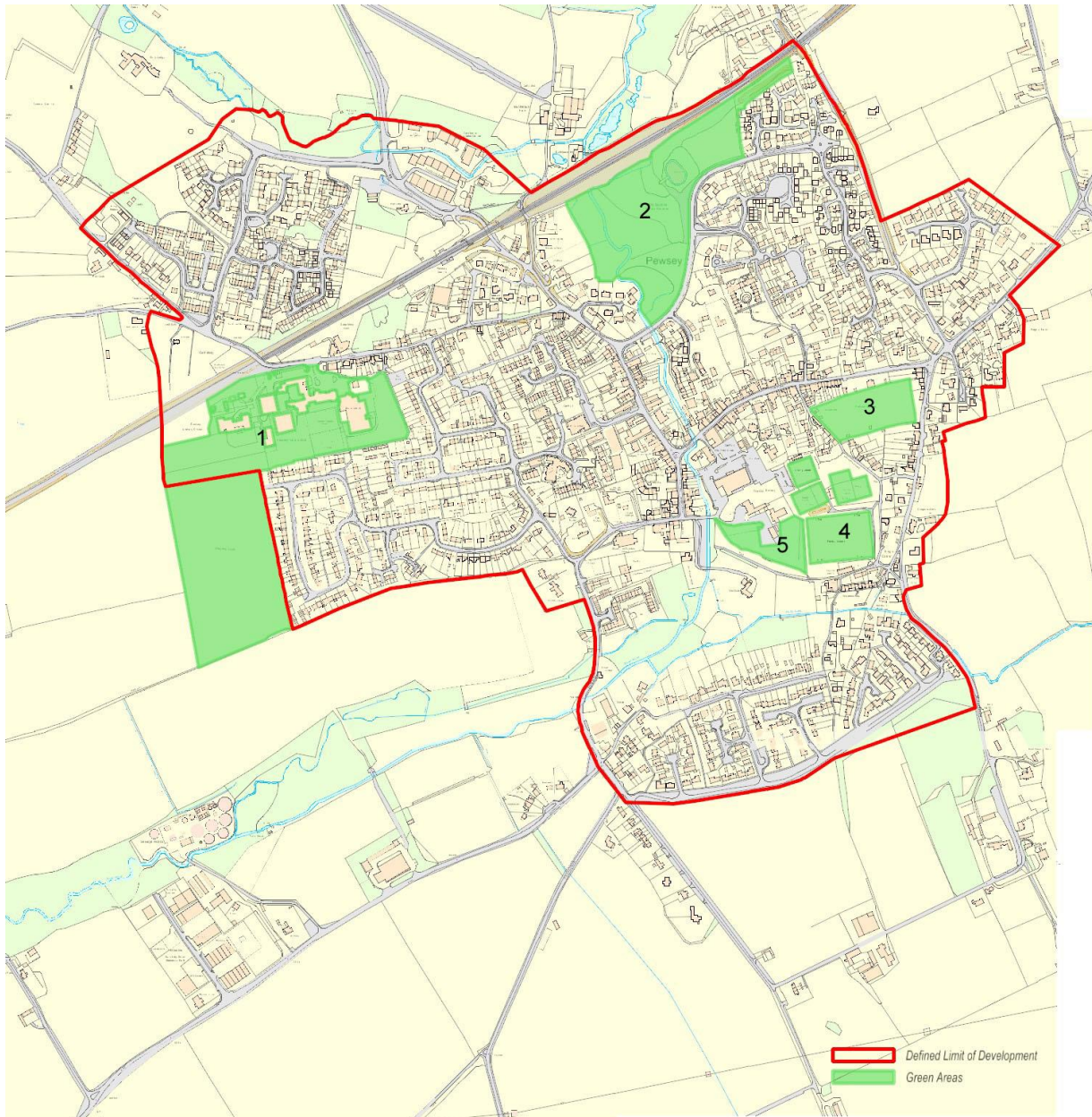
Map 4: Pewsey Employment and Housing Sites



Key

1. Marlborough Road mixed site
 2. Old Hospital site: Phase 3
- A. Fordbrook Business site
 - B. Salisbury Road Business site
 - C. Extension to Salisbury Road Business site

Map 5: Green Areas for Sport and Recreation



Key

1. School playing fields
2. Scotchell
3. Allotments
4. Recreation Area – football, tennis, bowls
5. Rectory Grove

Map 6: Conservation Areas and Listed Buildings

