

5. Community Area Spatial Strategies (DRAFT)

Applying the Spatial Strategy to Bradford on Avon Community Area

The Bradford on Avon Community Area is located in the west of Wiltshire. The majority of the community area is within the Western Wiltshire Greenbelt, and parts of the Area are also within the Cotswolds AONB.

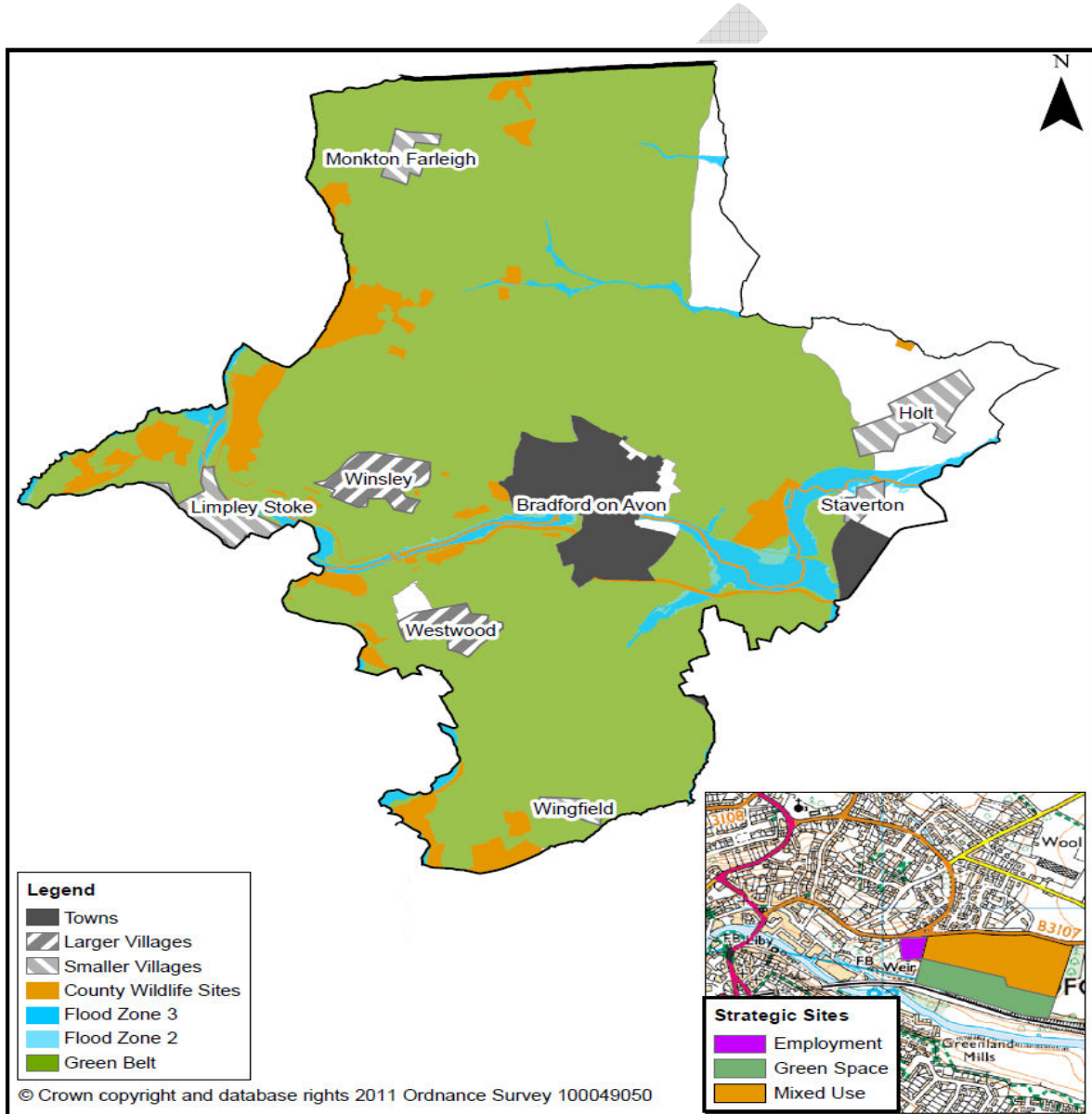
The historic town of Bradford-on-Avon is one of the smaller market towns in Wiltshire. The town features a number of important historic buildings, along with leisure facilities - such as the Kennet and Avon Canal and is a popular tourist destination. The town currently offers a low range and number of employment opportunities and a high level of out-commuting. In addition, although there is a range of specialist shops in the town, the overall retail offer serves only basic local needs. This may be partly addressed through the provision of an appropriate scale convenience store as part of the Kingston Mill development. There are issues with high traffic volumes and congestion in the town centre and an Air Quality Management Area is located from Mason's Lane through to Silver Street. There is a local aspiration for improvements to walking and cycling routes and a reduction in traffic intimidation by giving priority to pedestrians and the Bradford on Avon Historic Core Zone project aims to address some of these issues. The town has aspirations to become 'carbon neutral' by 2050.

Future development in Bradford on Avon should be on a modest scale and appropriately designed to deliver additional employment, thereby helping to improve the self containment of the town and achieve high sustainability standards.

Specific issues to be addressed in planning for the Bradford on Avon Community Area, include:

- The economic self containment of Bradford on Avon will be addressed through delivering employment growth as part of strategic development and retaining all existing employment sites.
- Ensuring strategic growth in Bradford on Avon meets high sustainability standards and delivering renewable energy will help contribute to the town's targets to be carbon neutral. Affordable housing will also be provided as part of the strategic growth as there is a high level of need in the town
- Housing development in Bradford on Avon should be phased for delivery towards the end of the plan period to allow current infrastructure deficiencies to be addressed. For example, the phasing of development will allow community initiatives to address pedestrian intimidation in the town centre to be implemented. Development should be planned so as to conserve and enhance the high quality built and natural environment in the community area.

- The loss of employment land in Bradford on Avon will not be supported, in accordance with Core Policy 22. New employment development will be supported as part of a sustainable mixed use allocation in accordance with Core Policy 21. This will help address the historic loss of employment land in the town due to market forces and the attractiveness of Bradford on Avon to retired people, second home owners and commuters, who have traditionally exerted pressure on former employment sites in the town to be converted to residential use.
- An 'area of opportunity' in Holt (designated in the West Wiltshire District Plan) will be protected as it continues to offer a suitable location for mixed use development in accordance with Core Policy 1.



Map of Bradford on Avon Community Area showing selected constraints and area of planned growth

How do we expect Bradford on Avon Community Area to change by 2026?

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 have been highly sustainable, contributing to the town'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.

Core Policy 4 – Spatial Strategy: Bradford on Avon Community Area

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

Market Towns:	Bradford on Avon
Larger Villages:	Holt; Westwood and Winsley
Smaller Villages:	Limpley Stoke; Monkton Farleigh; Staverton and Wingfield

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Treenwood Industrial Estate and Elm Cross Trading Estate

The following Rural Enterprise Area will be supported in accordance with Core Policy 2:
The former Dent's Glove Factory, Holt

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

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

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- High quality and sustainable urban extension to Bradford on Avon which complements the existing built form and provides environmental enhancement.
- 2-3 ha of employment land including space for an existing local firm to expand, increasing the opportunity for people to live and work in the town.
- 150 new homes including the provision of 40% as affordable housing.
- An exemplar for sustainable development and renewable energy for development in the rest of Wiltshire, including the provision of renewable energy generation capacity to meet carbon neutral standards (to be defined by Government) and a development that meets high sustainability standards.

Core Policy 4 – Spatial Strategy: Bradford on Avon Community Area (continued)

Development must ensure that:

- The setting of the Conservation Area, and The Hall and its park and garden is protected and where possible, enhanced.
- The environmental corridor of the River Avon is protected and enhanced.
- Survey and mitigation of the impacts on bats (including roosting and foraging grounds) associated with the Bradford on Avon and Bath Bats Special Area of Conservation (SAC); other protected species and local wildlife habitats / features associated with the river corridor.

Essential infrastructure requirements will include:

- Improvements to the junction of the B3107 and the B3109, and the potential widening of the B3107

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

Residential development should be phased to deliver a balanced and appropriate mix of affordable and market homes towards the end of plan period. Development proposals must ensure that all necessary infrastructure is delivered in a timely manner and employment growth is balanced alongside housing.

Delivery of Proposed Housing, Bradford on Avon Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Bradford-on-Avon Town	510	61	256	150	43
Remainder	160	62	30	0	68
Community Area Total	670	123	286	150	111

Infrastructure requirements

The Infrastructure Delivery Plan sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Bradford-on-Avon community area and, where indicated, for the allocated strategic site at Kingston Farm (Moulton Estate):

- Sustainable transport solution for the town centre, including a Improvements to the sewer system throughout the town, including dedicated pumping stations, upsizing of downstream sewers and rail and river crossings to the sewage treatment works, which is to the west of the strategic site
- Reinforcement of the low pressure gas mains in the town
- Financial contributions towards the expansion of the primary and secondary schools
- Expansion, or relocation to larger premises, of one or both of the GP surgeries in the town
- Expansion of the existing cemetery and provision of pedestrian links to the town centre

DRAFT

Applying the Spatial Strategy to Calne Community Area

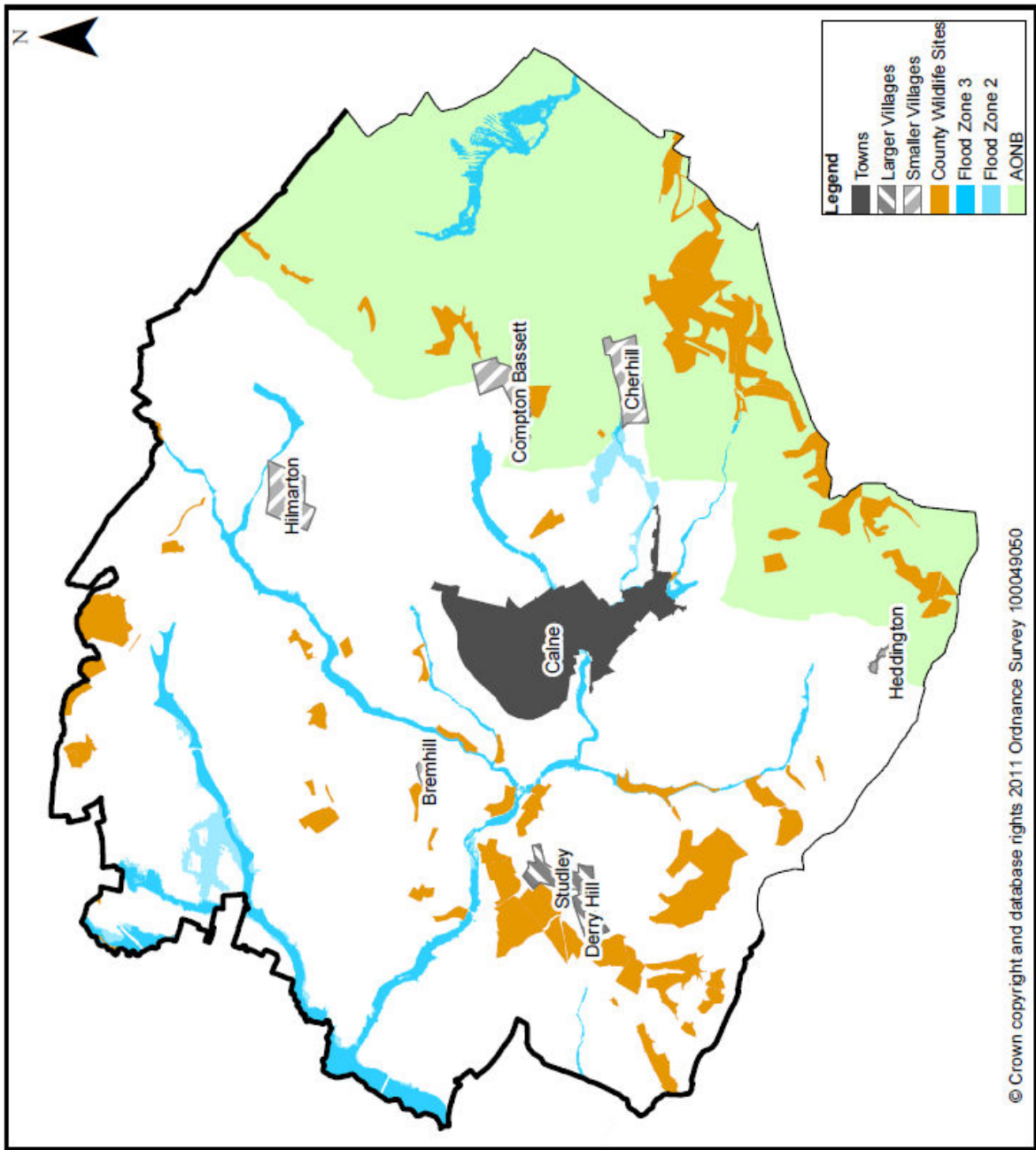
The Calne Community Area is located to the north of Wiltshire south of the M4 and contains the principal settlement of Calne, a market town, which is surrounded by a number of smaller rural settlements.

The close proximity of the area to the M4 has attracted key employers to Calne in the past and it is identified as a strategic employment location in Wiltshire. This close proximity to the M4, Swindon and Chippenham does however mean that the town has a low level of economic self-containment and people often travel elsewhere for jobs and services. However, Calne is one of the more affordable settlements in the county.

Development in Calne should support investment in services and town centre improvements, thereby maintaining the economic base in the town with mixed growth of employment alongside housing, thus improving the towns self containment.

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

- The community have commenced work on preparing a Town Plan for Calne which could be adopted as SPD in the future, or lay the foundations of a Neighbourhood Plan. This will identify projects to help strengthen the town centre and build on the success of recent regeneration projects.
- The town plan will investigate opportunities to address town centre traffic congestion and improve public transport access to the town centre. Any future development should also contribute to resolving this problem.
- Future housing growth should help deliver necessary infrastructure in the town, which has been lacking through historic development. In particular there is a lack of cultural and entertainment facilities on offer in Calne than for towns of comparable size.
- Potential for additional convenience retail has been identified in Calne. This should be directed to the centre area of the town to help improve the retail offer and the vitality and viability of the centre more widely.



Map of Calne Community Area showing selected constraints

How do we expect Calne Community Area to change by 2026?

Calne will be an active and attractive centre for the community area, offering a range of retail outlets accessible by public transport. The town will have services that are well-used, including entertainment and recreational facilities. People will feel safe and proud of Calne, and will benefit from its range of accommodation and good links with local businesses. Development will have supported the services and community facilities within the town to grow. People within the community area will have access to a range of jobs within the town, which will have helped in reducing the present high levels of out-commuting.

Core Policy 5 - Spatial Strategy: Calne Community Area

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

Market Towns:	Calne
Larger Villages:	Derry Hill and Studley
Smaller Villages:	Bremhill; Cherhill; Compton Bassett; Heddington and Hilmarton

Over the plan period, 3.2 ha of employment land will be provided:

Land East of Beaverbrook Farm and Portmarsh Industrial Estate	Saved North Wiltshire District Plan allocation	3.2 ha
---	--	--------

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Portmarsh Farm Industrial Estate and Station Road Industrial Estate

Over the plan period (2006 to 2026), 1,380 new homes will be provided, of which 1,240 should occur at Calne and 140 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Calne. Land for development in the Calne Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocation DPD.

Development should be phased to deliver homes over the full plan period in a balanced manner that will enable infrastructure and traffic congestion issues to be addressed.

Delivery of Proposed Housing 2006 to 2026, Calne Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Calne Town	1240	404	443	0	393
Remainder	140	67	9	0	64
Community Area Total	1380	471	452	0	457

Permission has been granted for 285 dwellings, following an appeal on land off Sandpit Lane. This development will deliver a significant proportion of the housing allocation for Calne.

In the past, a much higher level of growth was suggested for Calne to facilitate the development of an eastern distributor road to alleviate town centre traffic. However the scale of growth needed to deliver such a new road now would be much higher than is appropriate for the town. The actual level of growth proposed is on a much more organic scale and would not support the provision of this significant infrastructure. As a significant proportion of development has already come forward in the plan period, future development during the rest of the plan period will be phased to ensure that infrastructure provision appropriately supports development in the town.

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Calne community area:

- Traffic demand management scheme for Calne town centre
- Additional public transport provision to increase access to the town centre
- Ambulance standby point in a central location within the town
- Financial contributions towards primary and secondary schools

Applying the Spatial Strategy to Chippenham Community Area

Chippenham Community Area is located in the northern part of the county. It includes the principal town of Chippenham and a number of villages including Biddestone; Castle Combe; Kington St Michael, Hullavington and Yatton Keynell. The Community Area lies partly within the Cotswold AONB and contains several Sites of Special Scientific Interest.

Chippenham is one of the largest towns in Wiltshire. The town has excellent transport links, being in close proximity to the M4 and on the main Bristol to London railway route and as such is an attractive location to employers, but this also leads to significant levels of out-commuting. However, there is currently a significant shortfall in suitable land for employment growth and a failure to respond to this issue would result in existing and prospective employers moving elsewhere.

Chippenham is located within a rural setting and acts as an important service centre for a number of smaller villages within the community area and the surrounding towns and villages within north Wiltshire. The area is an attractive place to live and has several excellent schools. Although there is a relatively strong retail offer within the town, people from the catchment area are choosing to shop in other larger settlements, including Bath and Swindon, and as such the town centre retail offer in Chippenham should be strengthened.

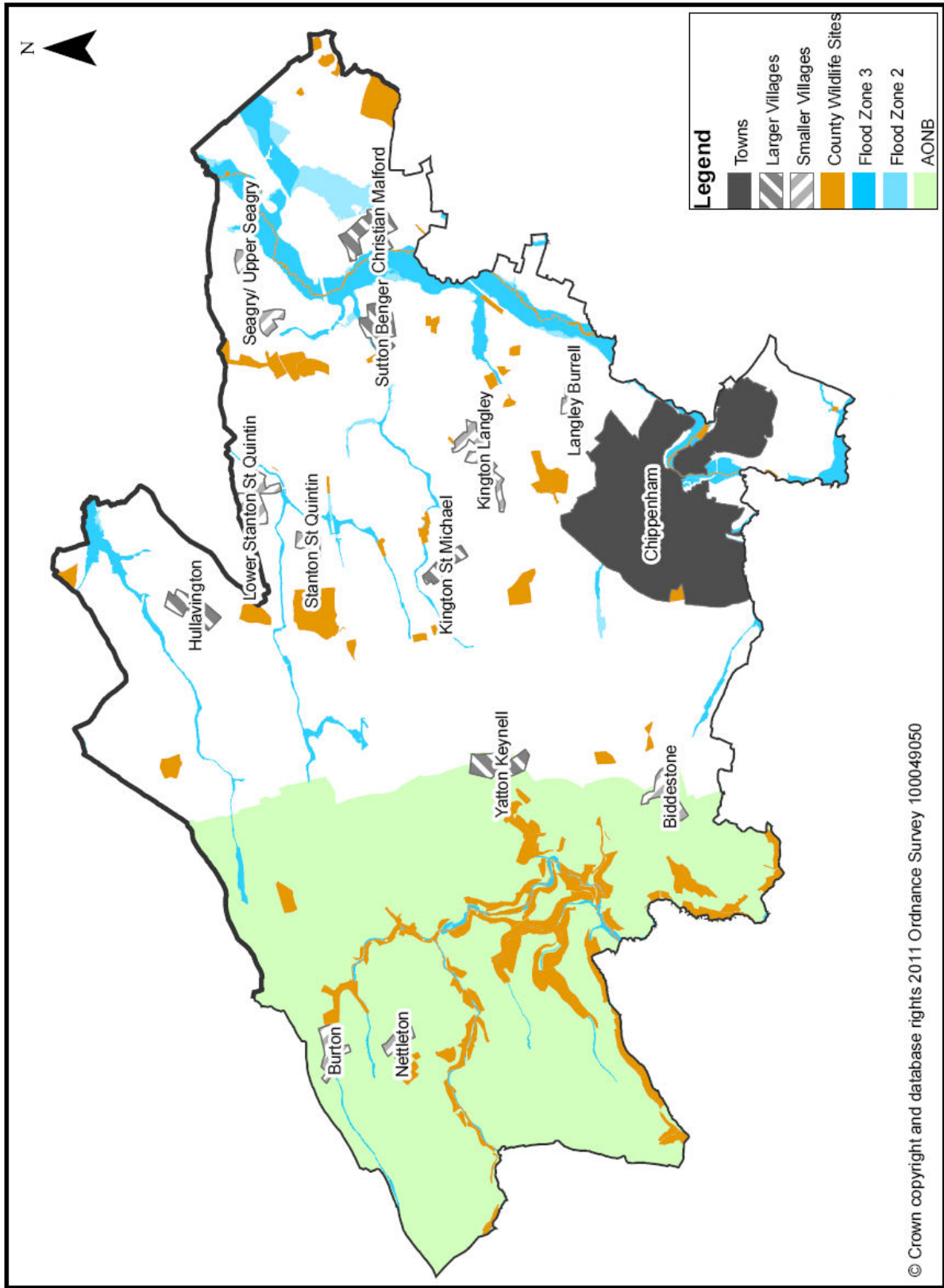


Figure 1: Chippenham Community Area Map including selected constraints

Specific issues that should be addressed in planning for the Chippenham Community Area include:

- The River Avon is an important asset for the town and should be better integrated with the town centre reflecting its differing roles as it flows through the town, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists.
- Chippenham has a net out-flow of commuters and future development should redress this.
- New employment provision in Chippenham should be seen as a priority. There is currently a shortage of suitable employment land for expansion of existing businesses to secure inward investment. This includes suitable workspaces for start-up businesses and business units.
- Chippenham's offer as a service centre needs to be enhanced, particularly the town centre for retail, leisure and the evening economy in order to reduce the outflow of shopping and leisure trips.
- Securing expansion to Chippenham's town centre and improved retail offer through redevelopment of the Bath Road Car Park/ Bridge Centre is key along with redevelopment of other smaller town centre sites and enhancement of the public realm and the market.
- Further out of centre retail in Chippenham could weaken the town centre and edge of town centre development needs to enhance the offer, not displace it or have a detrimental impact.
- Chippenham has limited brownfield opportunities within its urban area, although significant potential exists for regeneration within the central area.
- Many areas around Chippenham with potential for future development are constrained, particularly in relation to their environmental value or the need for significant highway improvements to unlock them. Careful consideration is needed to identify suitable urban extension sites, which could involve encroachment into the Calne and Corsham Community Areas.
- Although the outlying villages within the Community Area are identified as larger villages within the Settlement strategy, dormitory relationships will further constrain the type and level of development which should take place.
- There is a need to plan for the potential re-use of the Hullavington MOD site, which is designated as a conservation area and an important heritage asset should it become surplus to requirements.
- Former Chicken Factory site in Sutton Benger needs to be redeveloped and provides the opportunity to deliver local housing and to support rural services and new employment opportunities in the village.
- Provision of a shared site for GP, Fire, Police and Ambulance services at Chippenham to improve service delivery.
- Hardenhuish and Sheldon Secondary Schools are oversubscribed. Abbeyfield School has spare capacity, and in the short term could accommodate some additional school places. Further work is required to assess the need for a new secondary school or the expansion of Abbeyfield School over the plan period to 2026.
- The cemetery at Chippenham has limited remaining provision. Therefore, making new land available for cemetery provision should be considered;
- Public transport connectivity and pedestrian and cycling links to the town, town centre; Railway Station and Wiltshire College campuses needs to be improved including better integration of different modes.

- Essential infrastructure improvements are required to deliver benefits (health, safety, journey time predictability, town centre access, public transport efficiency) from improved movement of traffic around Chippenham.
- Appropriate flood mitigation measures including sustainable drainage will be required.
- Play provision in the town could be improved, including the delivery of a suitable site for a skate park.
- Existing electricity towerlines located to the east and south of Chippenham should be regarded as permanent features and avoided as part of any master planning of urban extensions to Chippenham.

How do we expect Chippenham Community Area to change by 2026?

A series of vision statements have been developed through the Chippenham Vision Board and Core Strategy consultation process to inform the future development of Chippenham, as follows:

- Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a Riverside Market Town surrounded by beautiful countryside and attractive villages.
- Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature. Its active riverfront combined with the historic centre, the market, pleasant parks and open spaces; provides a thriving artery and distinctive identity for the town.
- Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, range of leisure opportunities and access to housing.
- Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafes and restaurants and leisure facilities which are complemented by its programme of events, festivals and activities.
- Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.
- Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport

Spatial Strategy for Chippenham Community Area

Across the Chippenham Community Area, approximately 31.5 to 34 hectares of new employment land to support job growth and 4,500 new homes will be provided over the lifetime of this strategy (2006 to 2026), of which approximately 895 homes have already been built and a further 325 homes are committed and deliverable.

The town of Chippenham is a strategic employment location in Wiltshire and has been successful in retaining international employers in the manufacturing and service sector, including ICT services, rail systems and logistics. Given its locational strength and potential to attract inward investment into Wiltshire, the strategy is to develop the strategic employment role of Chippenham. Significant job growth will help to improve the self containment of the town and therefore Wiltshire. In order to ensure employment is accessible to the local population and a sustainable distribution and choice of employment sites will be provided at the town. Job growth should take place on existing sites within the urban area as well as edge of town sites.

To enable the delivery of job growth, new attractive employment sites should form part of mixed use urban extensions incorporating housing that are well integrated with the town. The proposed level of new homes is considered reasonable as it supports job growth in line with that across Wiltshire and will not lead to the exacerbation of out-commuting levels.

Balanced delivery of jobs and homes will improve the critical mass of the town thereby supporting improved services and helping to deliver enhanced infrastructure. This will further enhance the attractiveness of Chippenham as a location of choice for employers. .

Modest levels of development to meet local housing need and to support rural services and local employment opportunities will be appropriate in the villages.

Regeneration of Chippenham Central Area

Regeneration of the central area of Chippenham is a priority and a number of Local Plan sites in the town provide regeneration opportunities and are being carried forward into this strategy. The nature of development to come forward on these sites will be determined in accordance with Core Policy 6. This is being led by the Chippenham Vision Board representing key stakeholders in the town.

A Chippenham Central Area Masterplan will be developed to provide a framework for the delivery of the aspirations of local people as expressed through the vision statements for Chippenham.

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

- **A place to live and work** - Create a sustainable community through the provision of appropriate employment and business land in order to enable the opportunity of working locally and to reflect the needs of the local economy
- **The river as a defining and connecting feature of the town** - The River shall be the central feature of the town's identity. The river and riverside shall be improved and developed in sections that reflect its differing roles within the town environs. Major developments that

are near the river shall maximise the attractive incorporation and use of the river within the scheme, and shall not take place in stretches of the river with exceptional natural beauty.

- **A retail destination of choice** - The creation of a range of units to meet current and future retail business needs, improve the attractiveness of the town through public realm enhancements and focus the retail offer on the town centre
- **A vibrant business location** - The plan will seek to take advantage of the excellent rail and road links and Chippenham's position on the high tech corridor between London, Bristol and beyond.
- **An accessible town centre** - The plan will establish routes, public open spaces, buildings and landscape within a cohesive framework to create a lively visual and social environment focussed on linking all parts of the town with its centre.

Core Policy 6 - Chippenham Central Area of Opportunity

The redevelopment of the following sites will be delivered as follows:

- (i). Bath Road Car Park/Bridge Centre Site - to form a retail extension to the town centre;
- (ii). Langley Park and, Hygrade and Police Station Site - appropriate use of the sites to be planned for through the Chippenham Central Area Masterplan.

In addition, the River Avon Corridor will be enhanced for leisure and recreation uses and developed as an attractive cycle/pedestrian route connecting with the town centre. Any development in proximity to the corridor will be required to secure connections to and along the corridor.

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

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



Figure 2: Chippenham Central Area of Opportunity

Planning for new jobs and homes at Chippenham

Given the constraints of Chippenham and to ensure that jobs and homes are well connected to the town the strategy for Chippenham consists of dispersed strategic growth on a number of edge of town sites, to augment the delivery of brownfield opportunities within the existing urban area. The Strategy:

- Identifies suitable employment land for job growth and proposes to phase development to ensure that the jobs are able to come forward before significant new homes have been built;
- Recognises that the potential for future development is constrained in relation to environmental value or need for significant highway improvements;
- Acknowledges that it is necessary to plan for the delivery of new homes at the town, but in response to community concerns about the pace of growth and the need to deliver job growth to redress existing imbalances and provide infrastructure are the right time, that this should be appropriately phased across the plan period to come forward at a steady rate.

How the level of Greenfield allocations has been identified

Approximately 31.5 to 34 hectares of new employment land and 4,000 new homes are proposed at Chippenham between 2006 and 2026, of which approximately 785 homes have already been built between the years 2006 and 2010 and a further 270 homes are already committed at the town.

This leaves a residual of 2,945 new homes to be delivered over the remainder of the plan period, once completions and deliverable commitments are taken off, which equates to an annual requirement of approximately 185 dwellings per year from 2010 in addition to those sites currently committed.

The strategy supports the delivery of suitable brownfield sites in the town and seeks to capitalise on the opportunities they present to enhance the town and to deliver the key principles of the Vision for Chippenham. Therefore, in order to determine the level of new Greenfield sites that will be required at the town, consideration has been given to the potential to deliver homes on brownfield sites.

The brownfield potential of sites in Chippenham has been reviewed in the Strategic Housing Land Availability Assessment. This has identified an indicative number of 385 dwellings that could come forward on the following large sites: Works Site, Cocklebury Road (25 dwellings); Foundary Lane (also known as Langley Park - 250 dwellings); Hygrade Factory (55 dwellings); Middlefield Training Centre and 357 Hungerdown Road (55 dwellings). In addition, an allowance can also be made for a further 160 dwellings on small sites within Chippenham. This indicates that it is appropriate to make an allowance for a total brownfield potential of approximately 545 dwellings.

Currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of the town to provide the remaining 2400 dwellings of the requirement for new homes at the Town over the plan period.

Proposed Mixed-Use Allocations

Two options have been identified to provide 31.5 to 33 ha of new strategic employment land and 2,250 dwellings on strategic greenfield sites on the edge of Chippenham, to form high quality and sustainable urban extensions to the town. In addition, a non-strategic site is identified for 1 ha of employment land and 100 to 150 dwellings to enable the delivery of new homes early in the plan period.

Both options include land at North East Chippenham and an 'area of search' (a broad area of which only a proportion will be appropriate for the level of development proposed, the exact locations to be determined by a master plan for the site) to the South West of Chippenham. One option allows for the housing development to be dispersed more widely by including Land East of Chippenham and proposing a lower level of housing in the area of search to the South West of Chippenham.

The two options identified both include:

- (i) Non-strategic allocation on land South West of Abbeyfield School (Landers Field)
- (ii) Strategic Allocation North East Chippenham
- (iii) Area of Search South West Chippenham

These are described below, along with the East Chippenham Strategic Allocation proposed in Option 2.

(i) Land South West of Abbeyfield School (Landers Field)

This non-strategic site is a small greenfield infill opportunity and will provide between 100-150 new homes and approximately 1ha employment land. Abbeyfield School is a business and enterprise school with close links with local Chambers of Commerce. A small business enterprise zone, linked to the school, should be developed as a centre of excellence to facilitate dynamic and reciprocal links with local businesses to ensure direct pathways from education through to training through to employment. This will help encourage young people to stay within Wiltshire.

(ii) North East Chippenham

An area of land is identified to the North East of Chippenham which is proposed as a mixed-use strategic allocation. This land is situated north of Hill Corner and between Malmesbury Road and Mauds Heath Causeway. The site will provide 750 new homes and 2.5 ha employment land, and has the potential to commence delivery during Phase 1 of the plan period following the development of a master plan for the site. This site has the potential to link with the East Chippenham Strategic Allocation proposed in Option 2 and deliver a road bridge over the railway to improve transport connectivity around the town.

The site provides the opportunity to create an attractive and innovative gateway statement to the entrance of Chippenham through focusing employment provision at the western part of the site rather than housing. Of critical importance to the successful development of this site is the need to respect Birds Marsh Wood and its setting, which is highly valued by the local community.

(iii) South West Chippenham - Patterdown, Rowden, Showell and Hunters Moon Area

An area of search is identified to the South West of Chippenham, which is suitable for a sustainable mixed use urban extension. The site extends from the A350 in the west to the River Avon in the east. The land includes a new strategically important employment site at Showell Farm, which offers the best potential to provide for job growth at the town due to its location and easy access points adjacent to the A350. However, Showell Farm on its own is divorced from the town centre, and it therefore should form part of a high quality, sustainable urban extension to Chippenham, which is fully integrated to the existing town and town centre, including via the River Avon Corridor. Development will need to respect the open landscape of the Rowden Conservation Area and avoid the flood plain. The two options provide for different levels of new homes during the plan period, as follows.

- In Option 1, this site will provide 28ha employment land and up to 1,500 dwellings.
- In Option 2, this site will provide 28ha employment land and up to 800 dwellings.

The Showell Farm employment site will be delivered first, to be followed by the housing. The new homes will be delivered after 2016 as part of a Phase 2 of development at Chippenham.

The location of new homes and community uses will be determined through a master plan to be agreed between the community, Local Planning Authority and the developer.

(iv) East Chippenham

Option 2 identifies an area of land to the East of Chippenham which is suitable for a mixed use urban extension. The site is located east of the railway line and north of the existing Monkton Park estate and can provide 2.5 ha employment land and up to 700 houses. This site will be delivered after 2016 as part of a Phase 2 of development at Chippenham. Development of the site should secure a road bridge over the railway in conjunction with the proposed North East Chippenham proposed Strategic Allocation to improve transport connectivity around the town. Development of this site has the potential to enhance the River Avon corridor and its connectivity to the town centre via sustainable modes of travel.

Master plans will need to be developed for each Strategic Site Allocation and Area of Search identified to determine the form and layout of development, appropriate detailed phasing, as well as the community infrastructure that is required to support the sustainable development of these sites. The master plans will be developed and agreed between the local community, local planning authority and developer. Core Policy 7 sets out the Spatial Strategy for the Chippenham Community Area including the proposals for the strategic site options.

Core Policy 7 - the Spatial Strategy: Chippenham Community Area

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

Principal Town:	Chippenham
Larger Villages:	Christian Malford; Hullavington; Kington St Michael; Sutton Benger and Yatton Keynell.
Smaller Villages:	Biddlestone, Burton, Kington Langley, Langley Burrell, Lower Stanton, Stanton St Quintin, Nettleton & Seagry/Upper Seagry.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Bumpers Farm Industrial Estate; Langley Park; Methuen Park and Parsonage Way Industrial Estate.

Approximately 31.5 to 34 ha of new employment land and 4,500 new homes will be provided over the plan period (2006 to 2026) in the Chippenham Community Area as a whole, of which 4000 new homes should occur at Chippenham including 30.5 to 33 ha employment land and 2,250 new homes on strategic sites.

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

At Chippenham, the delivery of suitable brownfield sites in the town is supported, particularly where they provide the opportunity to maximise their use and to enhance the town in line with the Vision and Spatial Strategy.

A non-strategic site, land South West of Abbeyfield School (Landers Field), is identified to deliver new homes as part of a sustainable mixed use site including a business/enterprise centre linked to Abbeyfield School.

Site	Employment (Ha)	No. Dwellings
Land SW Abbeyfield School, also known as 'Landers Field'	1ha	100-150

Two strategic options have been identified to provide 2,250 new homes on the edge of Chippenham, to form high quality and sustainable urban extensions for the town. Development will be phased to commence in the following periods:

- Phase 1: Pre 2016
- Phase 2: Post 2016

This will enable the phasing and development of greenfield land to be amended if additional brownfield capacity is identified and becomes available in the town.

Core Policy 7 - the Spatial Strategy: Chippenham Community Area (continued)

The strategic options are as follows:

Option 1

	Employment (Ha)	No. Dwellings	Delivery
North East Chippenham Site Allocation	2.5	750	Phase 1
South West Chippenham Area of Search	28		Phase 1
		Up to 1500	Phase 2

Option 2

Site Allocation	Employment (ha)	No. Dwellings	
North East Chippenham	2.5	750	Phase 1
South West Chippenham Area of Search	28		Phase 1
		Up to 800	Phase 2
East Chippenham	2.5	Up to 700	Phase 2

The South West Chippenham Area of Search includes the Showell Farm strategic employment site. This site is to be delivered early in the plan period to ensure that employment land delivery is secured at Chippenham.

Each site will be brought forward in accordance with a masterplan to be developed with the local community, Local Planning Authority and developer. This will determine the number of new homes, community uses and location of development within the South West Chippenham Area of Search.

Core Policy 7 the Spatial Strategy: Chippenham Community Area (continued).

In master planning these sites, the following will also be delivered:

North East Chippenham

- Ensure the environment at Birds Marsh Wood is conserved and enhanced. A buffer zone between any development and Birds Marsh Wood is required to limit the impact of development on Birds Marsh Wood. Development will provide for the restoration of the woodland and the development of an educational centre on the site to secure its long term management, through the establishment of a social enterprise or similar sustainable mechanism.
- Delivery of employment provision on the western part of the site will form a gateway to mark the entrance to Chippenham and should be of outstanding design, incorporating buildings within a landscaped setting.
- For Option2, delivery of the road link across the railway in conjunction with East Chippenham site will be secured.

South West Chippenham – Patterdown, Rowden, Showell and Hunters Moon Area

- Development should secure the enhancement and protection of the Rowden Conservation Area and River Avon Corridor to manage the area's landscape quality and biodiversity, and promote recreational uses along with enhanced pedestrian and cycle access to the Town Centre. In particular, the Bristol River Avon is an important wildlife corridor which should be protected and enhanced.
- Part of the site is located within a safeguarded minerals zone. Further consideration should be given to the opportunity to extract the mineral in the area in phase with development e.g. as part of flood mitigation measures.

East Chippenham

- Development should secure the enhancement and protection of the area's landscape quality and biodiversity, and promote recreational uses, along with enhanced pedestrian and cycle access to the Town Centre along the River Avon. In particular, the Bristol River Avon is an important wildlife corridor which should be protected and enhanced.
- Delivery of a road link across the railway in conjunction with the North East Chippenham site will be secured.

Delivery of Proposed Housing 2006 to 2026, Chippenham Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Chippenham Town	4,000	785	270	2,250	695
Community Area Remainder	500	110	55	0	330
Community Area Total	4,500	895	325	2,250	1,030

DRAFT

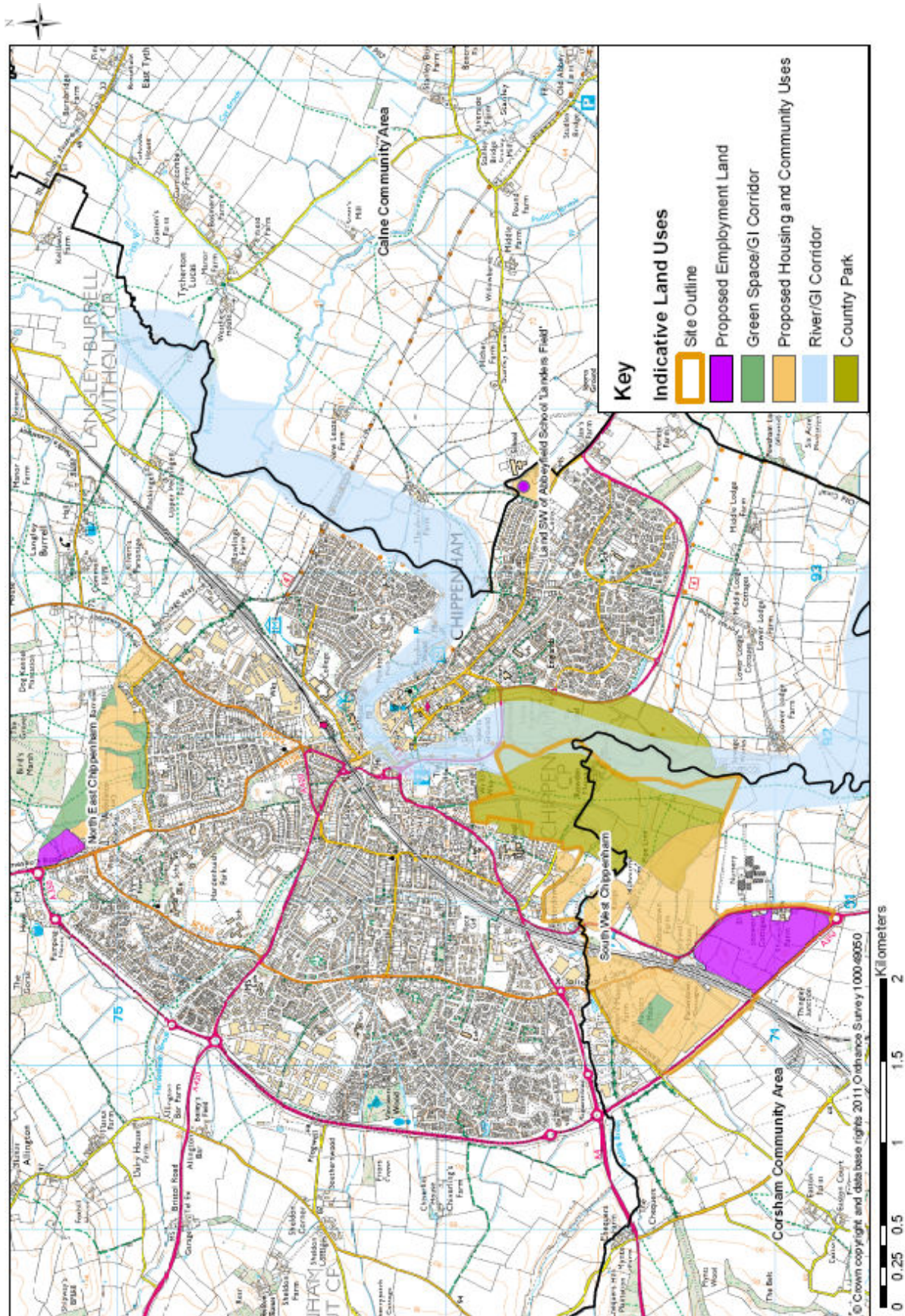


Figure 3: Chippenham Proposed Sites Option 1

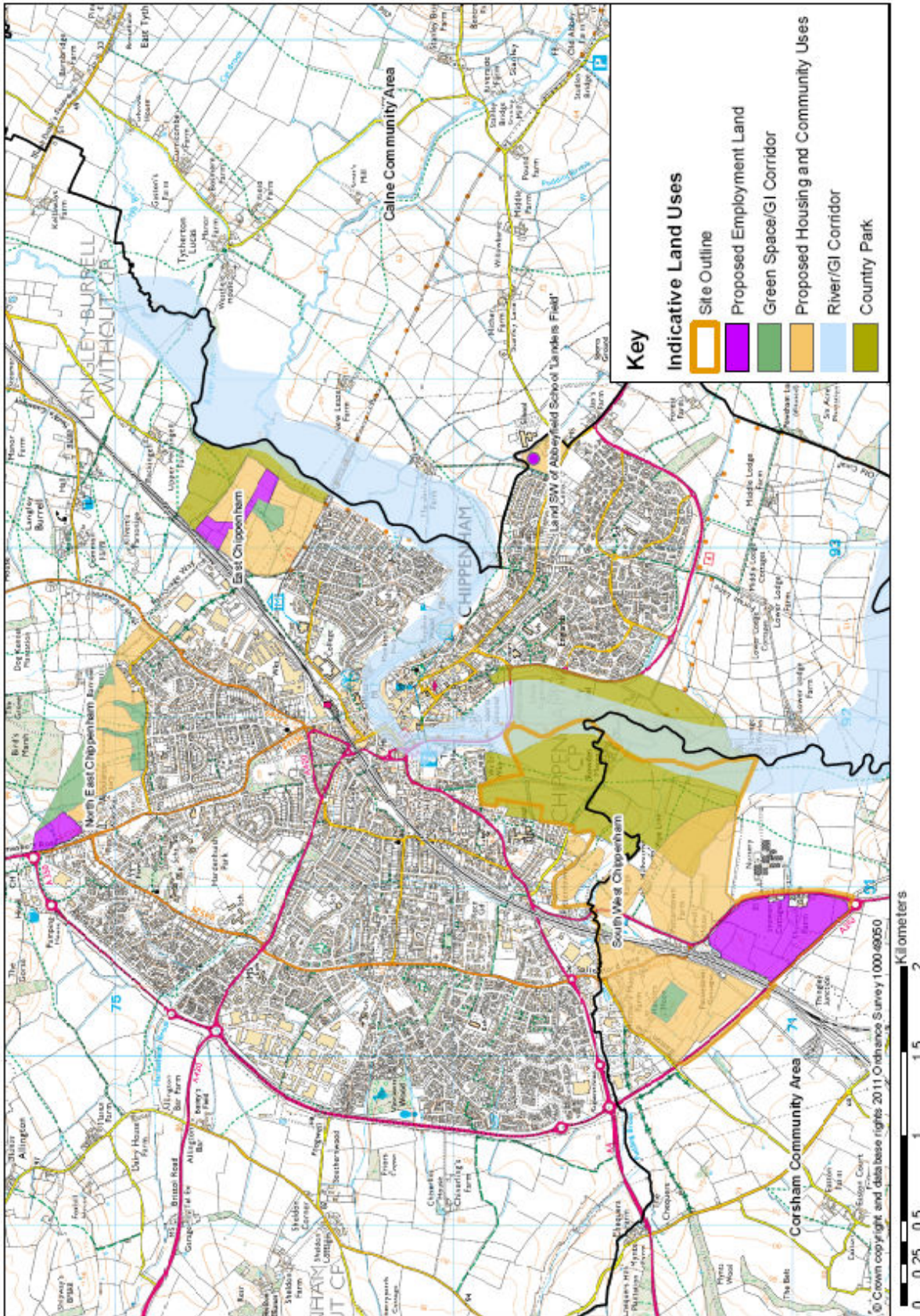


Figure 4: Chippenham Proposed Sites Option 2

Applying the Spatial Strategy to Corsham Community Area

The Corsham Community Area is characterised by its rural setting, located within the Cotswolds AONB. It has a number of attractive villages including Box, Colerne and Lacock. The main settlement is the town of Corsham, which has seen considerable growth in recent years. The community area has strong economic relationships with the major settlements of Bath and Chippenham, which offer higher order services, including considerable leisure and retail facilities. Despite the area's proximity to these settlements and the M4 transport corridor, the transport network in the area is generally poor, characterised by a rural road network and a distinct lack of rail connectivity. The outstanding natural beauty of the area is also protected by the West Wiltshire Greenbelt. The area uniquely includes a concentration of active and dormant underground mines around Corsham, Box and Gastard, which provide the famous Bath stone valued locally and beyond. The area has a number of extremely attractive buildings, including Lacock village, a popular tourist destination.

Recent and historic growth around the Corsham and Rudloe area has been strongly influenced by the military. The area retains a large military site, Basil Hill, which has been significantly upgraded to form a 'state of the art' operational facility. The military presence has led to the area being traditionally a net importer of workers. However, reductions in the size of the military facilities in the future may alter this situation.

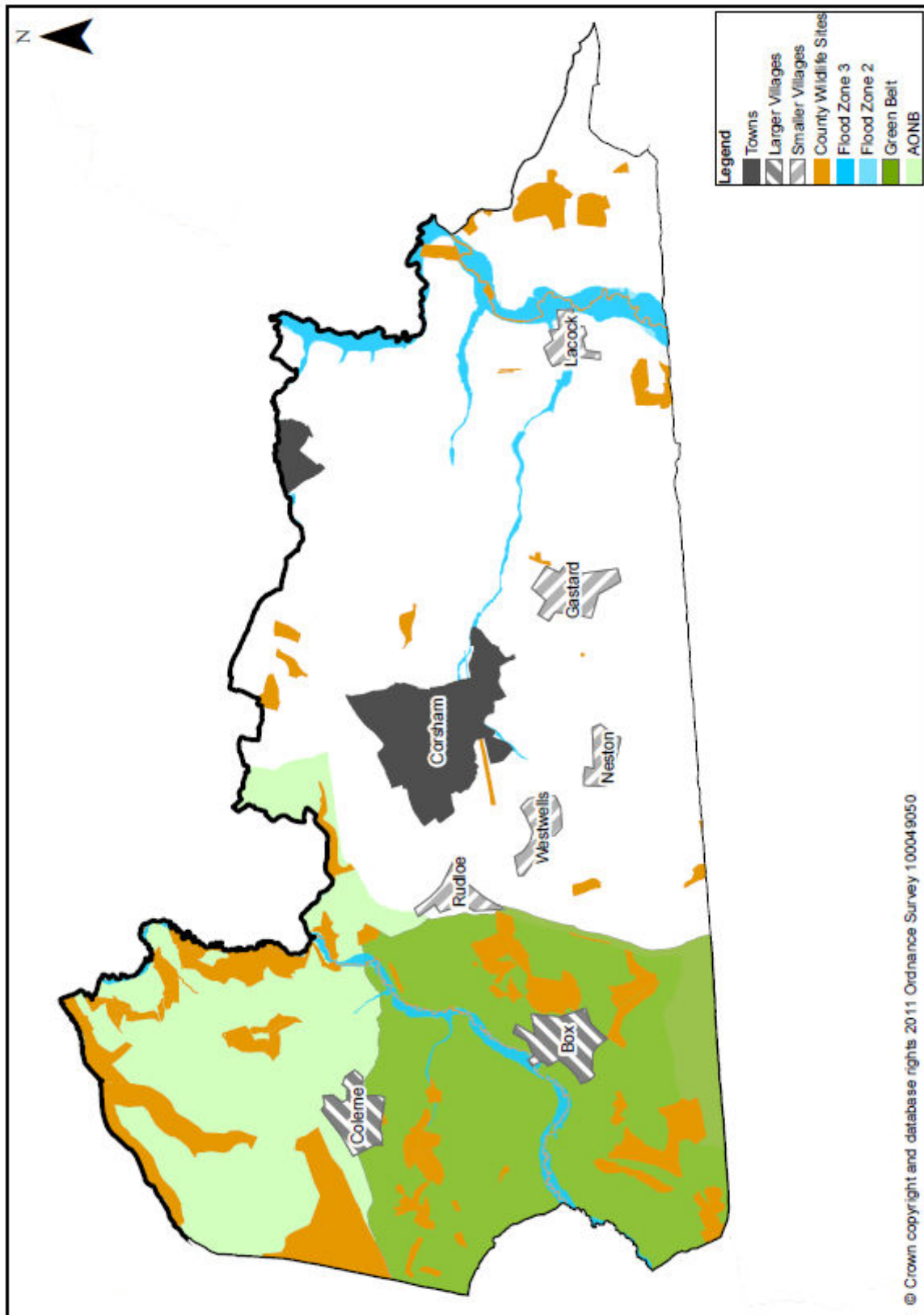
Future growth will help facilitate the delivery of improved services and facilities in the community area. This strategy provides a policy framework to ensure existing vacant brownfield sites are carefully considered to ensure they are re-used in a sustainable and balanced way.

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

- New growth in Corsham will be balanced with housing delivery alongside employment. This is particularly important as Corsham has seen significant housing growth in recent years which has not been accompanied by appropriate increases in services and facilities.
- Employment growth should be delivered in Corsham to complement the existing strong employment base (currently dominated by the military presence) and allow for some economic diversification. There are particular opportunities in the area associated with specialist technologies that have developed within a number of MOD sites in the area.
- It is important that any development of former MOD sites is carefully integrated with the wider community. Some losses of military employment have been experienced in the recent past and this strategy sets a policy framework to allow the redevelopment of these sites.
- There are opportunities for some additional comparison retail in Corsham as this would better cater for the needs of local residents and help reduce trips by car to other destinations. However, there is no scope for additional convenience retail provision at Corsham.
- The outstanding value of the landscape around the Cotswold AONB will be protected and opportunities for Corsham to be promoted as a tourist destination should also be explored.

- The delivery of a proposed leisure campus in Corsham will provide enhanced community facilities in the town centre and help to strengthen the overall offer of the town.
- Encouraging the re-use of historic buildings in Corsham to sustain and maintain the character and identity of the town as well as provide further employment and community facilities.
- The bus network in the area lacks connectivity and there is currently no railway station. This creates a reliance on the car to travel to work, yet highway capacity in and around Corsham is poor. Reopening the railway station could be a significant boost to local businesses but it is unrealistic to consider that this will occur within the plan period. Improvements to bus services could help encourage a further shift away from car use.

DRAFT



Map of Corsham Community Area showing selected constraints

How do we expect Corsham Community Area to change by 2026?

Development within the community area will have helped to improve the level of services and facilities in the area and have met local housing need. The unique nature of the villages will have been retained and Corsham will have further established itself as a tourist and employment destination. Redundant Ministry of Defence sites will have been successfully redeveloped in the most sustainable way and be closely integrated with the wider community following consultation and agreement with the local community.

Core Policy 8 - Spatial Strategy: Corsham Community Area

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

Market Towns:	Corsham
Larger Villages:	Colerne; and Box
Smaller Villages:	Gastard; Lacock; Neston; Rudloe and Westwells

3.3 ha of employment land will be provided:

Land east of Leaffield Industrial Estate	Saved North Wiltshire District Plan allocation	3.3 ha
--	--	--------

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Leaffield Industrial Estate and Fiveways Trading Estate

Over the plan period (2006 to 2026), 1,200 new homes will be provided of which 1,050 should occur at Corsham. 150 homes will be provided within the rest of the community area. There will be no strategic housing or employment allocations in Corsham. Land for development in the Corsham Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocation DPD.

Development proposals should be mixed, contributing a range of employment, comparison retail or other community services and helping to improve the self sufficiency of the town. Priority should be afforded to the re-use of brown field sites in accordance with national policy.

Proposals for the redevelopment of former MOD sites will be supported. Re-development of the redundant MOD sites at Copenacre and Rudloe should come forward together to ensure proposed uses are complementary. A master plan should be prepared for each site in conjunction with the community. It should be clearly demonstrated that the proposals will be well integrated to the existing settlement and provide enhancements to the character of the area.

Opportunities for additional comparison retail provision in the central area of Corsham will be supported providing it is clearly demonstrated how the proposals will integrate to the existing fabric of the town centre and provide enhancement to the town centre.

Delivery of Proposed Housing 2006 to 2026, Corsham Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Corsham Town	1050	457	102	0	491
Remainder	150	51	85	0	14
Community Area Total	1200	508	187	0	505

Infrastructure requirements

The Infrastructure Delivery Plan sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Corsham community area:

- Improved public transport connectivity, including more bus services, and pedestrian and cycling links between rural settlements and the Corsham town centre
- Long term capacity issues on the A4 and Bradford Road will be addressed with specific traffic solutions.
- Increase in town centre services and facilities, and employment opportunities
- Financial contributions towards expansion of primary school provision
- Ambulance standby point in a central location within the town

Applying the Spatial Strategy to Devizes Community Area

The Devizes Community Area is predominantly rural in nature and lies partly within the North Wessex Downs AONB, thereby largely dictating the local landscape setting.

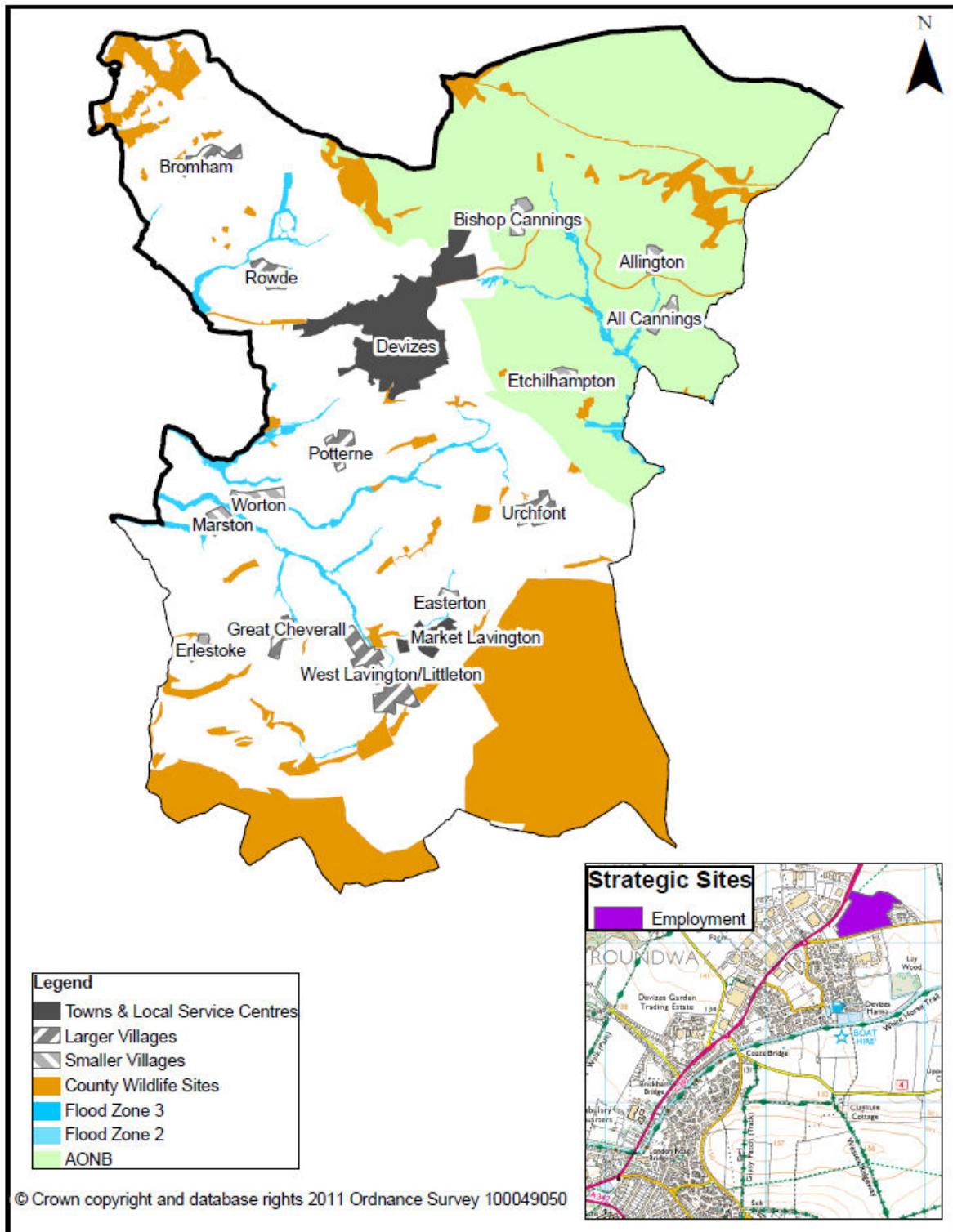
The main settlement within the community area is Devizes, which is one of the largest market towns in Wiltshire. Devizes has a well regarded town centre and has a good range of shopping and recreational facilities. Although not within a strategic transport corridor, Devizes is located on the crossroads of the A361 and A342, which serve as important links to Chippenham, Swindon and the M4. The town has historically been the focus for development within east Wiltshire and has a large and varied employment base with a relatively high level of residents living and working in the town.

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

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

- Future growth is constrained by congestion in the local highway network. Further research is being undertaken to understand traffic movements in Devizes which will build upon the research undertaken in 2007. However, some alleviation can be achieved through upgrades to existing junctions to be delivered in combination with current committed and future housing growth¹.
- Traffic congestion has led to several Air Quality Management Areas being declared in Devizes. Measures to improve air quality in Devizes need to be considered and could be seen as a constraint to further growth in the short term.
- The cultural heritage of Devizes is very important and the possible development of the Wharf and Assize Courts area presents an opportunity to enhance and develop these features of the town.
- The irregular street pattern in Devizes centre provides a unique and attractive retail environment, although it does also limit the potential for developing new larger format retailers. However, the development of the Central Car Park area could provide additional small scale comparison retail provision in Devizes, although this should be successfully integrated within the fabric of the town centre.
- Providing for a range of employment growth at Devizes will help to further diversify the existing offer in the town, ensuring that it remains an area of key economic importance in Wiltshire for future.

¹ Mouchel Parkman 2007. Devizes Traffic Model. To be revised and updated during 2011/12.



Map of Devides Community Area showing selected constraints and areas of planned growth

How do we expect Devizes Community Area to change by 2026?

Devizes will have a strengthened service centre role for employment, retail and community services within the community area and east Wiltshire. New residential, employment and retail development will have been delivered to support the town's high level of self-containment. Additional housing will have been provided to help meet the needs of local people. The resilience of the town will have been reinforced by strengthening its small business economy and development will have had regard to capacity constraints within the town's road network and air quality.

DRAFT

Core Policy 9 - Spatial Strategy: Devizes Community Area

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

Market Towns:	Devizes
Local Service Centre:	Market Lavington
Larger Villages:	Bromham; Potterne; Littleton Pannell; Great Chervell ; Urchfont; West Lavington and Worton
Smaller Villages:	All Cannings; Allington; Bishop Cannings; Easterton; Erlestoke; Etchilihampton; ; Marston and Rowde

9.9 ha of employment land will be provided:

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

The strategic employment allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- 8.4ha of employment land.
- Business park and incubator workspace function.

Development must ensure:

- Strategic landscape screening is required given the site's proximity to the North Wessex Downs AONB and as the site is visible at the entrance to Devizes from the north east.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Banda Trading Estate; Folly Road; Hopton Industrial Estate; Hopton Park; Le Marchant Barracks; Mill Road; Nurstead Industrial Estate and Police Headquarters

The following Rural Enterprise Area will be supported in accordance with Core Policy 2: Broadway, Market Lavington

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

Proposals for comparison retail at the Central Car Park site will be supported providing it is clearly demonstrated how this will be integrated with, and provide enhancement to, the fabric of the existing town centre.

Delivery of Proposed Housing 2006 to 2026, Devizes Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Devizes Town	1730	753	408	0	569
Remainder	420	192	19	0	209
Community Area Total	2150	945	427	0	778

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Devizes community area:

- Traffic demand management solution to road network capacity problems
- Reinforcement of the water supply network to convey water into the local Devizes service reservoir
- Reinforcement of the sewer system to the Potterne Sewage Treatment Works and likely relocation of discharge points due to possible tightening of the current consent to discharge conditions for the Devizes Sewage Treatment Works
- Financial contributions towards primary and secondary schools
- Replacement of Devizes Ambulance Station

Applying the Spatial Strategy to Malmesbury Community Area

Malmesbury Community Area is located in the north of Wiltshire, and is predominantly rural in character, including parts of the Cotswold AONB. It includes the market town of Malmesbury, which is surrounded by rural villages including Ashton Keynes, Sherston, Great Somerford and Luckington.

The hill top town of Malmesbury is almost surrounded by the River Avon and contains an historic core which includes Malmesbury Abbey and Market Cross, and has an important role as a tourist destination. There is a small employment base that is dominated by a single manufacturer, and the town is a net in-commuter. It is an important local retail centre for the surrounding rural area.

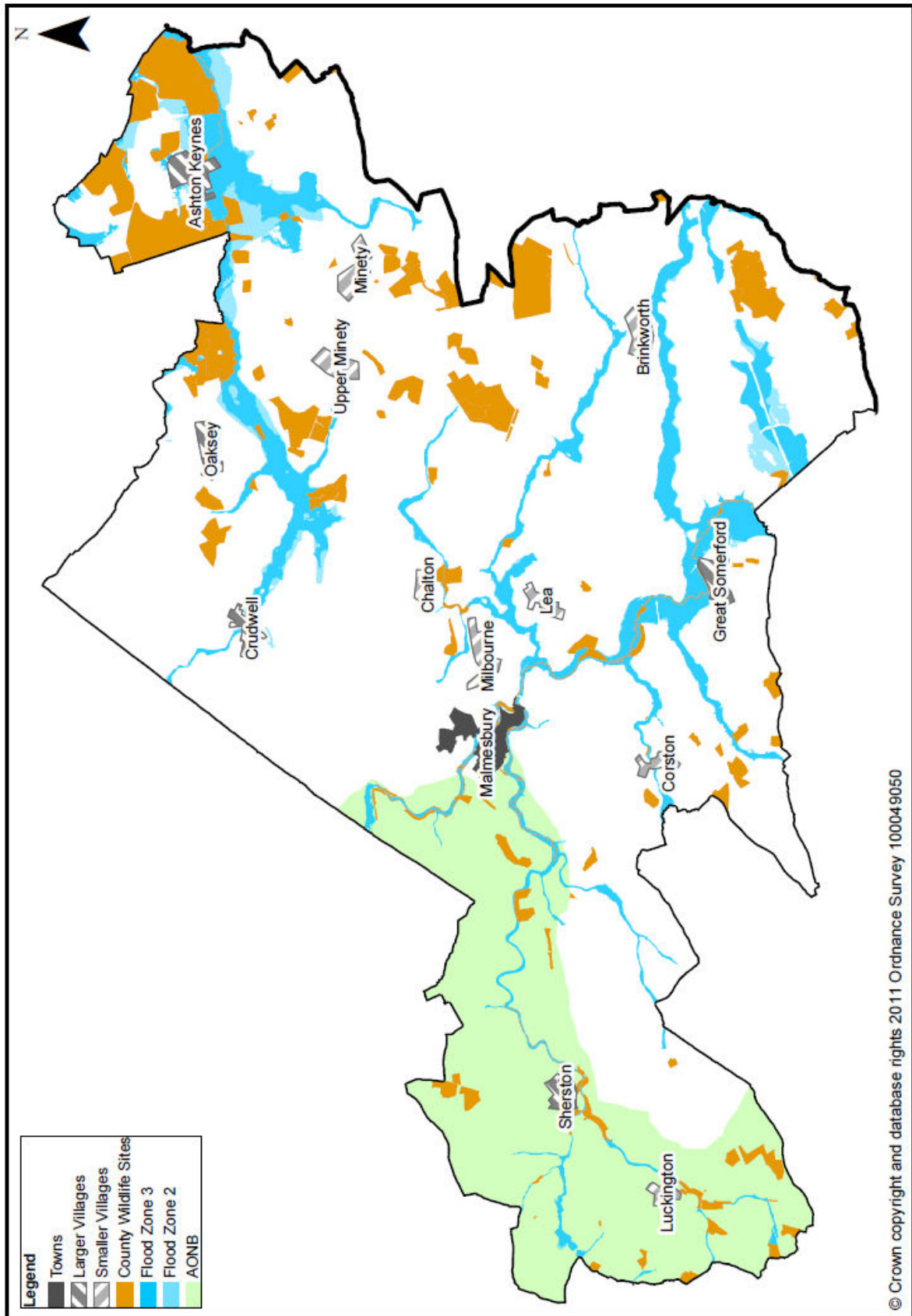
The strategy for Malmesbury is to support its role as an important tourist location in Wiltshire and local retail centre offering a range of shops and services for the wider community. There has been a high level of development in Malmesbury in recent years with 528 dwellings built since 2006 and 221 dwellings already committed in the community area (April 2010). Therefore, further development will be phased towards the latter half of the plan period in order to address local educational issues associated with capacity at existing schools. Given Malmesbury's rural location and the characteristics of the town, it is not realistic to plan for significant growth, but some new homes will contribute towards alleviating affordability issues in the area. It is important that some housing development occurs to meet local housing need and to support the employment, service and retail role that Malmesbury provides.

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

- The primary schools in the town are close to capacity. Phasing development towards the latter half of the plan period will enable a solution to this issue to be reached. Development should only come forward once sufficient primary school places can be provided.
- Diversification of the employment base will help to strengthen the local economy and reduce out-commuting. A more flexible approach to allow economic development on the edge of the town will therefore be considered.
- The town's proximity to the M4 and the A429 is a real asset and should provide the impetus required for attracting increased employment growth. However, future growth must be balanced, with economic development alongside housing and at a scale that is appropriate to maintaining the self sufficiency of the town.
- There is little capacity for additional convenience retail provision in Malmesbury. However, there has been market interest and as many residents from the town travel outside of the community area to shop, there may be scope for an appropriate scale of supermarket development at Malmesbury during the plan period. In order to minimise harm to the town centre and address existing town centre traffic congestion, work should be undertaken as part of any proposals to consider whether new supermarket provision could facilitate delivery of a park and ride facility.

- Future development will be carefully managed to ensure the high quality built environment including the important historic assets - such as Malmesbury Abbey, are protected. Future development should be of high quality design and well integrated with the existing built form of the town.

DRAFT



© Crown copyright and database rights 2011 Ordnance Survey 100049050

Map of Malmesbury Community Area showing selected constraints

DRAFT

How do we expect Malmesbury Community Area to change by 2026?

Development within the Malmesbury Community Area will have reflected and respected its high quality built and natural environment. The town of Malmesbury will continue to serve as an important service and employment centre for the Community Area. New development will have helped to meet local needs, while Malmesbury will also have widened its employment offer.

There is limited opportunity to bring forward new affordable housing and windfall potential at the town given the level of commitments and development already taking place. To enable the delivery of new affordable homes it may be appropriate to bring a greenfield site forward towards the end of the plan period. The appropriate mechanism for bringing this forward is set out in Core Policy 2.

The remaining housing requirement for the plan period reflects Malmesbury's rural setting and the high level of development that has occurred in recent years. The phasing of some new homes towards the latter half of the plan period also reflects the level of development that has already occurred and will enable a solution to be found to the current capacity issues in primary schools in the town. As Malmesbury has a high quality historic environment with few opportunities on previously developed land it is possible that a Greenfield site will need to be identified towards the latter half of the plan period to provide for housing need in the community area and enable the local economic base to diversify.

Infrastructure requirements

The Infrastructure Delivery Plan will set out the infrastructure necessary to deliver development proposed in the Core Strategy. Service providers have identified the following essential infrastructure requirements for the Malmesbury community area:

- Traffic demand management solution to congestion of the road network in the town centre
- Increased primary school capacity in the town.

Delivery of Housing 2006 to 2026 for Malmesbury Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Malmesbury Town	760	334	139	0	287
Remainder	440	194	94	0	152
Community Area Total	1200	528	233	0	439

Core Policy 10 – Spatial Strategy: Malmesbury Community Area

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

Market Towns:	Malmesbury
Larger Villages:	Ashton Keynes; Crudwell; Great Somerford; Oaksey and Sherston
Smaller Villages:	Brinkworth; Charlton; Corston; Lea; Luckington; Milbourne; Minety and Upper Minety

1 ha of employment land will be provided:

Land North of Tetbury Hill	Saved North Wiltshire District Plan allocation	1 ha
----------------------------	--	------

The following Principal Employment Areas will be supported in accordance with Core Policy 2:
Malmesbury Business Park; Dyson Site; Land North of Tetbury Hill

Over the plan period (2006 to 2026), 1,200 new homes will be provided of which 760 should occur at Malmesbury. 440 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Malmesbury. Land for development in the Malmesbury Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocations DPD.

If new edge of town green field development is required, this should be phased and only commence when sufficient provision of primary school places has been forthcoming.

Any proposals for major new retail development should contribute towards the enhancement of the town centre.

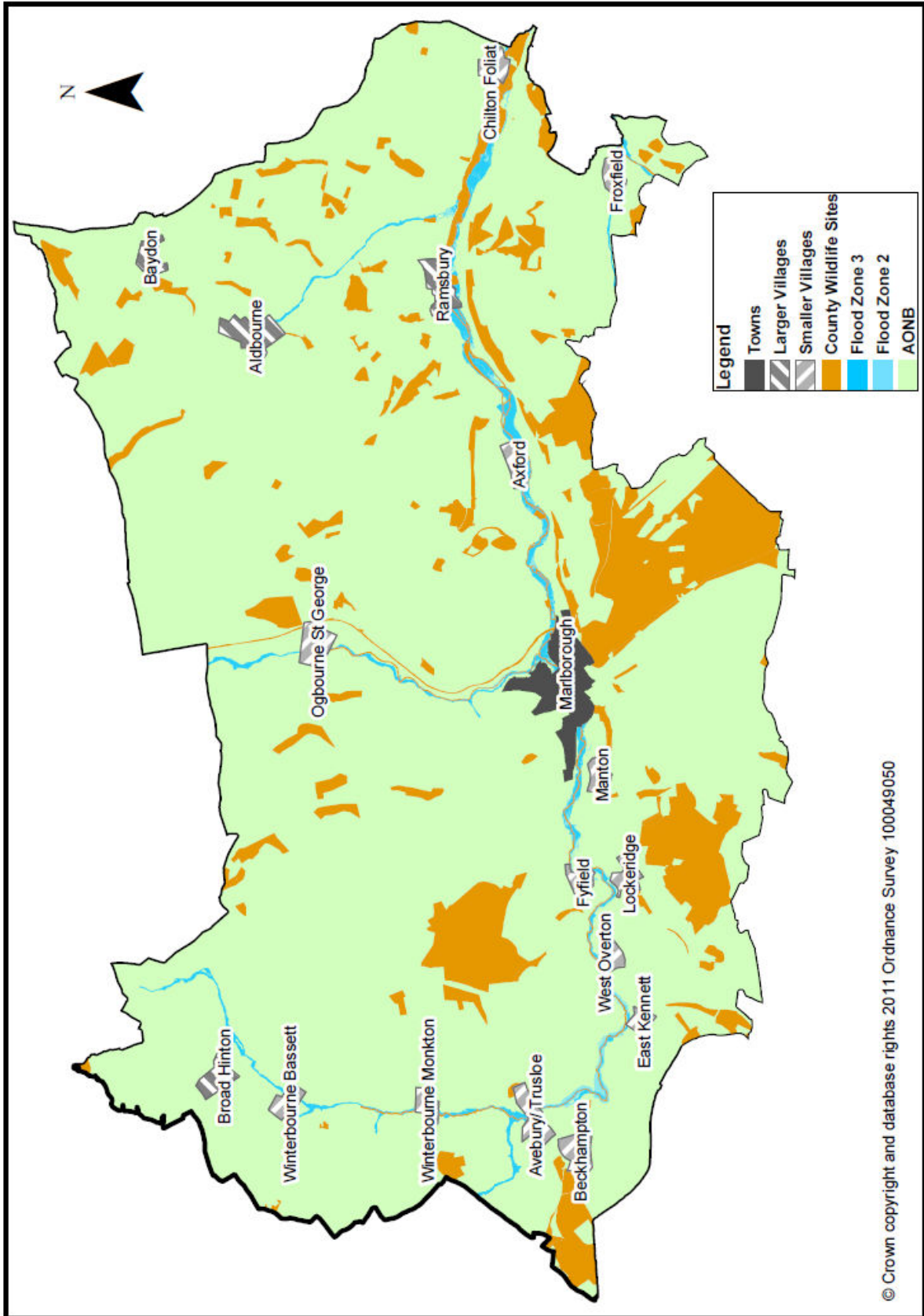
Applying the Spatial Strategy to Marlborough Community Area

The Marlborough community area lies within an area of high quality landscape, entirely within the North Wessex Downs AONB and includes the settlement of Avebury, which forms part of the Stonehenge and Avebury World Heritage Site. The market town of Marlborough has a rich built environment with an attractive and thriving retail centre focused mainly around the independent sector. The town has considerable tourism potential, which arguably, has yet to be fully harnessed. The town is also well regarded as a local employment location and benefits from being situated only eight miles from the M4. Marlborough has a high level of self-containment (51%), based on the 2001 Census and one of the highest levels of self-containment across Wiltshire towns. Marlborough has a high average income which is above the national average, although the community area also has some of the highest house prices in the county.

The strategy for the Marlborough Community Area will be to deliver modest growth to help maintain and enhance the town's role as a service and tourist centre; and to meet local needs. Despite extensive environmental constraints there is a reasonable amount of developable land in and around Marlborough which is well related to the existing built-up area, and which has the potential to deliver modest housing growth. Within the plan period, it is anticipated that land will be identified which relates well to the town, ensuring minimal impact upon Marlborough's rich built and landscape assets.

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

- The strategy supports Marlborough's town centre to continue to function as a prominent retail centre within east Wiltshire and serve as a locally important employment centre.
- No further convenience retail provision at Marlborough will be supported. It is important that any additional comparison retailing is located centrally to protect ongoing vitality of the town centre.
- The town currently has a narrow economic base, catering for predominately local needs. It is overshadowed by the Swindon offer, but is too far away to benefit from spin off activity. Demand for employment space in the town remains at a low level, but the council will continue to monitor the situation to ensure that a balance of employment and housing opportunities is achieved into the longer-term.
- Future development should help to deliver early improvements to the existing infrastructure in the town. This may be achieved through direct delivery mechanisms and / or financial contributions. The existing GP surgery in the town is at capacity and will need to expand to allow any further growth to proceed. There is an intention to merge the existing infant and junior schools in the town.
- Sustainable and measured growth throughout the plan period will also help to deliver affordable housing in the community area and improve access to open market housing. This will help to provide a local workforce for current and new employers moving to the area.
- The important and highly valued local landscape of the area and the setting of the existing settlements will continue to be protected and enhanced where appropriate.



Map of Marlborough Community Area showing selected constraints

How do we expect Marlborough Community Area to change by 2026?

A modest and sustainable level of development within the community area will have provided for a range of housing appropriate to the local needs and incomes of residents. Delivery of services to the population will have been improved making the most effective use of available resources. The community area will have continued to benefit from high standards of housing, health, education and culture in the context of a growing economy in the area as a whole. Development will have been sympathetic to the community area's rich natural and historical assets including the Avebury element of the Stonehenge and Avebury World Heritage Sites.

Core Policy 11 - Spatial Strategy: Marlborough Community Area

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

Market Towns:	Marlborough
Larger Villages:	Aldbourne; Baydon; Broad Hinton and Ramsbury
Smaller Villages:	Avebury/ Trusloe; Axford; Beckampton; Chilton Folliat; East Kennett; Froxfield; Fyfield; Lockeridge; Manton; Monkton; Ogbourne St George; West Overton; Winterbourne Bassett; Winterbourne Monkton

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Marlborough Business Park; Pelham Court and Wagon Yard

The following Rural Enterprise Areas will be supported in accordance with Core Policy 2: Elm Tree Farm, Manton and Hill Drop Lane, Ramsbury

Over the plan period (2006 to 2026), 850 new homes will be provided of which 610 should occur at Marlborough. 240 homes will be provided in the rest of the community area. Land for development in the Marlborough Community Area will consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocations DPD.

Delivery of Proposed Housing 2006 to 2026, Marlborough Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Marlborough Town	610	145	177	0	288
Remainder	240	49	38	0	153
Community Area Total	850	194	215	0	441

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Marlborough community area:

- Extra childcare facilities in the town to support working parents
- Expansion of existing GP surgery in the town
- Proposed new primary school to replace infant and junior schools in the town likely to provide extra capacity for only a few years
- Replacement of existing ambulance station

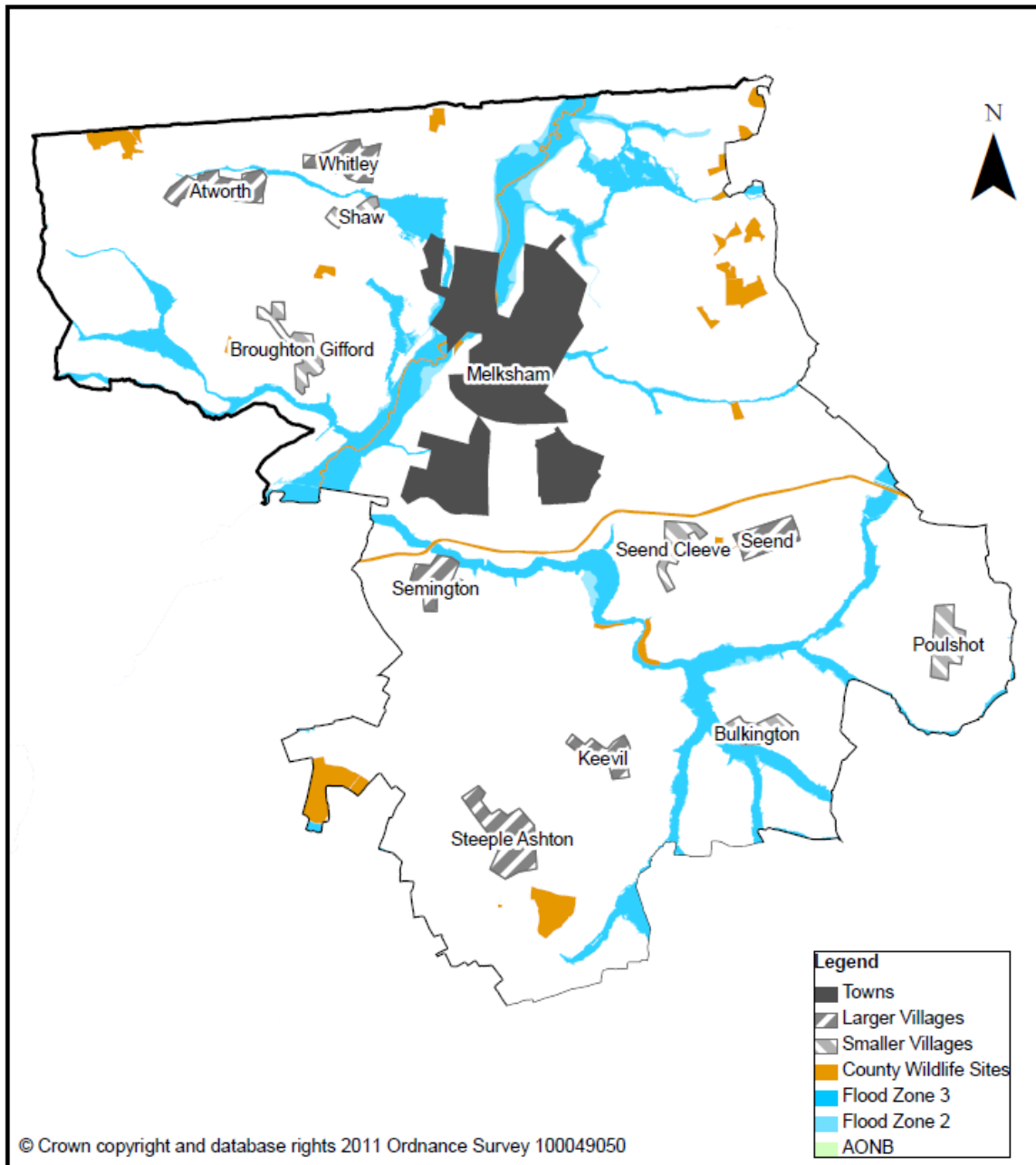
Applying the Spatial Strategy to Melksham Community Area

The Melksham Community Area is located in western Wiltshire and contains the market town of Melksham, one of the larger towns in the county. A number of villages lie close to the town, and the community area also includes a Special Landscape Area (SLA) associated with the Bowood and Spye Park Estates. Melksham benefits from strong links by road with the larger centres of Trowbridge and Chippenham and the regionally significant A350 runs through the town from north to south. There are a large number of historic buildings within Melksham, but the town centre is in need of regeneration as the retail offer has suffered for a number of years. Although Melksham has a relatively strong existing employment base, and has the capacity for future employment growth, there is a high degree of economic out-commuting. Large numbers of residents travel to work in the nearby larger centres of Trowbridge, Chippenham and Bath, as well as smaller centres such as Calne, Corsham and Devizes.

As high level of residential development is already proposed in Melksham, including a planned urban extension of around 700 dwellings to the east of the town, additional large scale growth within the town is inappropriate. The planned development to the east of the town, and those permitted at other sites, will go some way towards addressing the future affordable housing need in the town. The strategy for Melksham will be to ensure an appropriate and balanced mix of housing and employment growth is managed to provide contributions to town centre improvement and delivery of enhanced services in the town.

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

- Residential growth in Melksham should help address the shortfall in affordable housing and contribute towards delivering improved infrastructure. In particular, growth should contribute towards town centre regeneration and the revitalisation of the retail and employment offer.
- Improving Melksham's town centre is a priority and the preparation of a Town Plan or similar document (e.g. Neighbourhood Plan), may provide a useful step to help achieve the aspirations of the local community. Wherever possible, key community services and facilities should be retained in the town centre to help promote and deliver the requisite regeneration in accordance with national planning policy.
- Although, there is limited scope for any further convenience retail provision in the town, there is potential for expansion of comparison retailing, although to support town centre regeneration, this should be focused in the central area of the town.
- Further employment growth in Melksham will help to provide a more diversified employment base. The town currently benefits from a large number of jobs being provided by a single employer and so may be vulnerable to possible future changes in the employment market.
- It is important that any new development in the town has strong walking and, cycling linkages to the town centre. There is particular local concern around access to the Melksham Oaks school and new Asda store, which are both located in edge of town locations.
- The proposed restoration of the Wilts & Berks Canal provides an opportunity to promote tourism within the town and provide linkages with the nearby Kennet and Avon Canal, an important leisure corridor. Opportunities to maximise the benefit of the canal restoration could be addressed through future town planning / Neighbourhood Planning work.



Map of Melksham Community Area showing selected constraints

How do we expect Melksham Community Area to change by 2026?

Melksham will be a thriving and accessible market town that respects its heritage and rural environment, whilst welcoming the expansion of local and inward investment from new high quality businesses. The town's employment base will have been strengthened helping to improve its economic self- containment. Inward investment will also help support regeneration ambitions for the town centre, taking full advantage of its canal and riverside location.

Melksham Town Centre Regeneration

Regeneration of Melksham town centre is a priority, and this should include a focus on improving the setting of the historic environment. The preparation of a 'Town Plan', which could be adopted as SPD, or other similar document (e.g. a Neighbourhood Plan), may offer an opportunity to assist in the delivery of town centre regeneration. Wherever possible, key community services and facilities should be retained in the town centre to assist with regeneration aims for the town in accordance with national planning policy. The proposed restoration of the Wilts & Berks Canal also offers a significant opportunity to improve green infrastructure provision within the community area and provide a welcome boost to tourism and regeneration. The Wilts & Berks Canal Partnership has identified a preferred route for a new canal link between the Kennet and Avon Canal and the River Avon, to pass to the west of Melksham and east of Berryfield. These proposals will be supported providing any outstanding barriers to its delivery are appropriately resolved.

Core Policy 12 - Spatial Strategy: Melksham Community Area

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

Market Towns:	Melksham
Larger Villages:	Atworth; Keevil; ; Seend; Semington; Steeple Ashton and Whitley
Smaller Villages:	Broughton Gifford; Bulkington; poulshot; Seend Cleeve and Shaw

4 ha of employment land will be provided:

Hampton Business Park	Saved West Wiltshire District Plan Allocation	4 ha
-----------------------	---	------

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Bowerhill Industrial Estate; Hampton Business Park; Avonside Enterprise Park; Intercity Industrial Estate; Upside Business Park; Challemead Business Park and Bradford Road employment area

The following Rural Enterprise Area will be supported in accordance with Core Policy 2: Sells Green

Over the plan period, 2,040 new homes will be provided of which 1,930 should occur at Melksham. 110 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated within Melksham. Land for residential development in the Melksham Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocation DPD.

Proposals for new residential development should clearly demonstrate how they will contribute towards town centre regeneration and enhancement.

Delivery of Proposed Housing 2006 to 2026, Melksham Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Melksham Town	1930	309	885	0	736
Remainder	110	27	48	0	35
Community Area	2040	336	933	0	771

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Melksham community area:

- Traffic demand management solution to increase road network capacity
- Improvements to water supply and sewer networks
- Increased public transport connectivity, including improvements to rail and bus services
- Maintenance and enhancement of rights of way and cycle networks in the town, particularly around the new school and new Asda store developments, both of which are in edge of town locations
- Enhancement of the River Avon corridor, which passes through the town centre
- Restoration of the Wilts & Berks Canal to promote tourism and link with the nearby Kennet & Avon Canal, an important leisure corridor

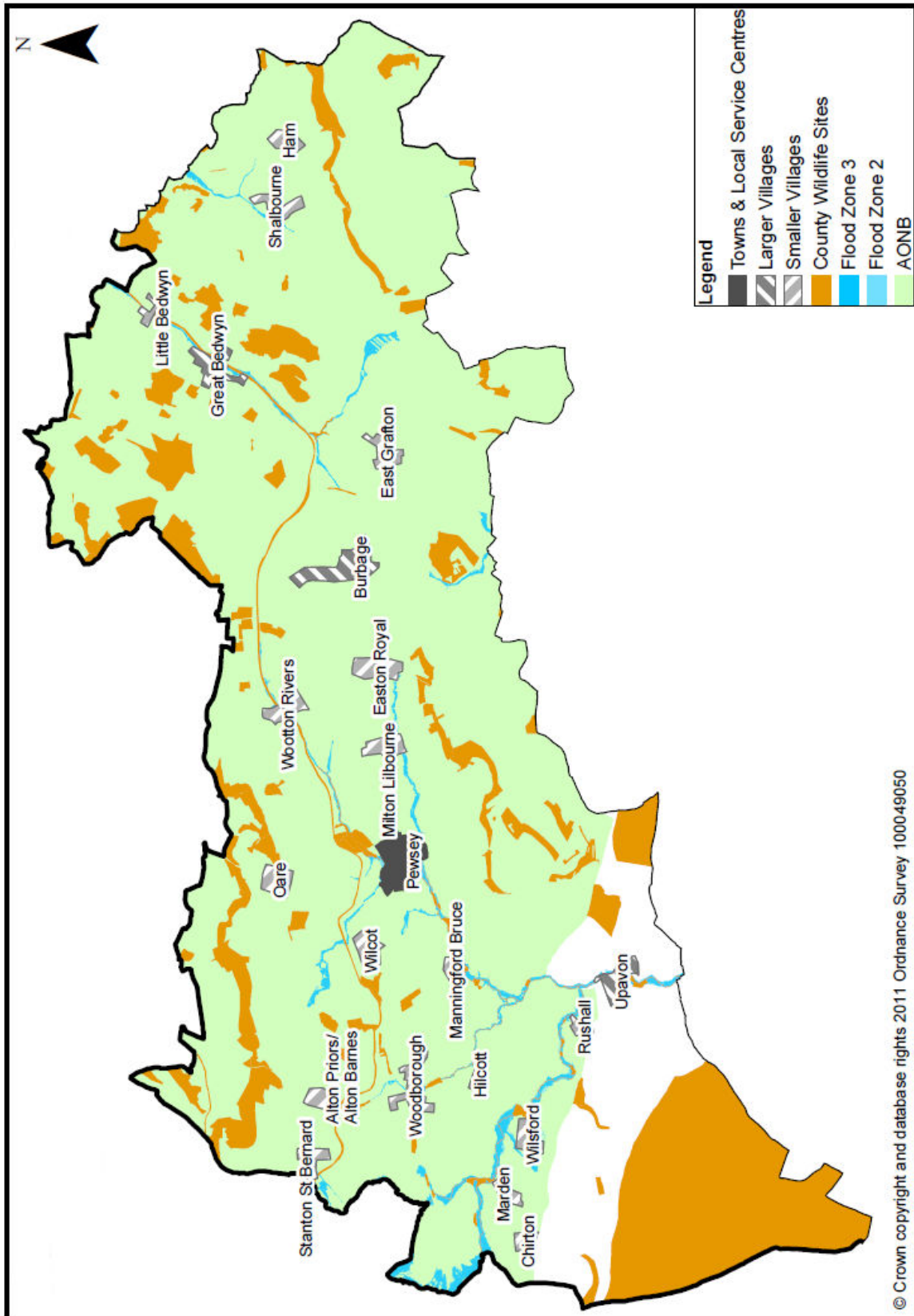
Applying the Spatial Strategy to Pewsey Community Area

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

The strategy for Pewsey is to deliver a level of housing provision which helps meet local need and support service and retail provision within the town. Pewsey will only receive modest amounts of growth appropriate to its needs.

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

- The level of housing and employment growth in Pewsey will be appropriate to its role; in particular it lacks the critical mass in terms of population and existing employment to accommodate significant amounts of housing or employment. In retail and employment terms, the town is overshadowed by Marlborough and Devizes.
- The role of Pewsey as a Local Service Centre will be encouraged and strengthened and the allocation of some growth in the community area will help to enhance employment, retail and service provision.
- The community area has exceptional landscape qualities, recognised through a proportion of its area falling within the North Wessex Downs AONB. Furthermore, there is an aspiration to promote Pewsey as a heritage village for tourism.



Map of Pewsey Community Area showing selected constraints

How do we expect Pewsey Community Area to change by 2026?

The Community Area will have continued to enjoy an attractive natural environment with a strong community spirit and local involvement. Pewsey's cultural heritage will have been enhanced through the redevelopment of the Broomcroft site. The tourist industry in the area will have been developed in a manner compatible with Wiltshire's character and in line with the principles of sustainable development. Modest development will have been delivered, reflecting the role of Pewsey as a Local Service Centre within the community area.

Core Policy 13 - Spatial Strategy: Pewsey Community Area

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

Local Service Centres:	Pewsey
Larger Villages:	Burbage; Great Bedwyn; Shalbourne and Upavon
Smaller Villages:	Alton Priors/ Alton Barnes; Chirton; East Grafton; Easton Royal; Ham; Hilcott; Little Bedwyn; Manningford Bruce; Marden; Milton Lilbourne; Oare; Rushall; Stanton St Bernard; Wilcot; Wilsford; Woodborough and Wootton Rivers

The following Rural Enterprise Areas will be supported in accordance with Core Policy 2:
Salisbury Road Business Park; Manor Farm, Pewsey; Manningford Bohune Hitachi and Burbage

600 new homes will be provided in the community area. There will be no strategic housing or employment sites allocated in Pewsey. Land for development in the Pewsey Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocation DPD.

Delivery of Proposed Housing 2006 to 2026, Pewsey Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified and
Community Area Total	600	214	68	0	318

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers will identify the essential infrastructure requirements for the Pewsey community area.

Applying the Spatial Strategy to Tidworth and Ludgershall Community Area

The Tidworth Community Area is located in the eastern part of Wiltshire. The area is predominantly rural in character and includes parts of the Salisbury Plain and the North Wessex Downs AONB. The two main towns in the community area, Tidworth and Ludgershall, have complimentary roles and are being planned for jointly to help them develop a number of shared facilities and resources. The identification of their complimentary role will enable a more sustainable community, where a mix of military and civilian employment, and shared facilities, serve a permanent population.

The Tidworth Community Area is dominated by the presence of the military, being by far the largest local employer, utilising large parts of Salisbury Plain as a training area. Although Tidworth and Ludgershall provide local centres, Andover and Salisbury offer the majority of higher order services and facilities, such as hospitals and cinemas, and public transport in the area is based around access to these centres. The A303 is located just south of the community area and is a strategic transport route to the south-west of England.

The dominance of the military and the unique living and working practises of military life mean that the community area displays some unusual patterns in terms of population profiles. The military lifestyle also has a fundamental effect on how people interact with higher order service centres around the area. The strategy for the community area will help deliver a more integrated and sustainable community in this area. Housing and employment growth will help deliver improvements to infrastructure in the community area and reduce out-commuting. Future employment development will be focused on providing a diversified employment base to reduce the existing reliance on the MOD.

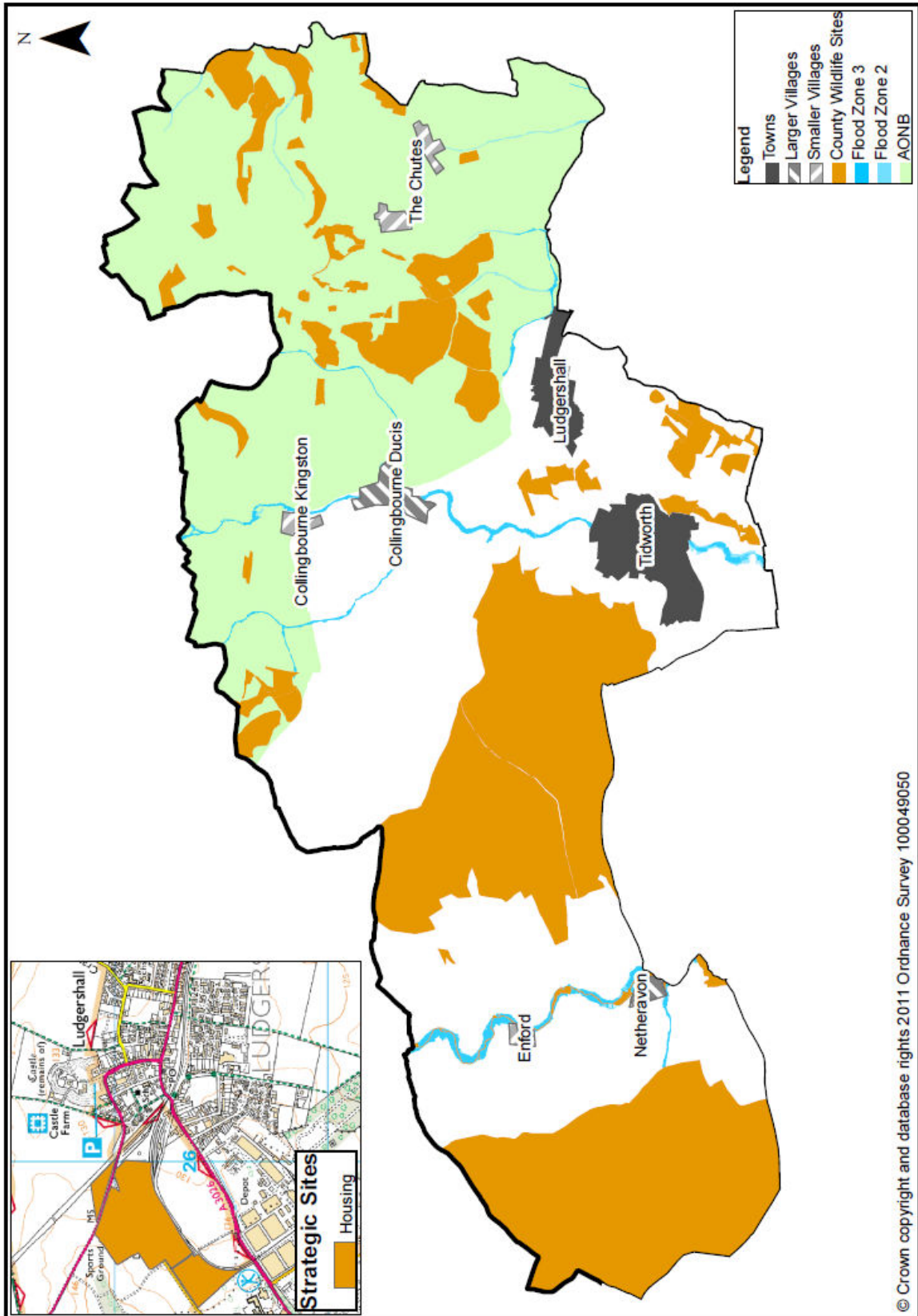
Specific issues to be addressed in planning for the Tidworth and Ludgershall Community Area, include:

- As the Tidworth, Netheravon and Salisbury Garrisons have been designated as a 'Super Garrison', the military population in the area is expected grow and new military housing is planned. Military personnel are also likely to remain in the area for longer. This strategy will help to deliver wider improvements to services and facilities in the community area and thus contribute to the integration of the civilian and military community.
- Employment growth will be provided to help diversify the economic base, thus reducing the reliance on the MOD, but also allowing opportunities for related industries to locate to the area and benefit from being co-located with specialist military services. The areas excellent road connectivity adds to its attractiveness to employers.
- The reuse of brownfield military land will be a priority to support sustainable local employment growth. This will be particularly important as there is currently a shortage of quality employment premises for small and medium sized enterprises including incubation facilities and managed workspaces in the area.
- The use of brownfield land will also enable the protection of sensitive areas around the community area including the Salisbury Plain SAC and the North Wessex Downs AONB.

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

- Further improvements to the retail offer of Tidworth and Ludgershall is a priority for this strategy to help improve the self-sufficiency of the area. Regeneration of town centre is particularly important as it is currently poorly defined and suffers from a lack of continuity associated with an overall lack of design standards within certain areas. These centres also have a generally weaker retail offer than for comparable sized nearby market towns

DRAFT



Map of Tidworth and Ludgershall Community Area showing selected constraints and areas of planned growth

How do we expect Tidworth and Ludgershall Community Area to change by 2026?

The settlements of Tidworth and Ludgershall will have developed their complementary roles and taken full advantage of the A303. Growth will have reflected the need to create a more balanced community and act as a catalyst to attract inward investment with new employment opportunities complimenting those provided by the MOD. The future of existing and former Ministry of Defence sites will be carefully integrated into the needs of the wider community.

Core Policy 14 - Spatial Strategy: Tidworth and Ludgershall Community Area

Development in the Tidworth and Ludgershall Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

Market Towns:	Tidworth and Ludgershall
Larger Villages:	Netheravon and Collingbourne Ducis
Smaller Villages:	Collingbourne Kingston; Enford; Chute Cadley/ Chute Standen and Lower Chute

12 ha of employment land will be provided:

Land North of Tidworth Road	Saved Kennet District Plan Allocation	12 ha
-----------------------------	---------------------------------------	-------

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Castledown; Land North of Tidworth Road

The following Rural Enterprise Area will be supported in accordance with Core Policy 2: Collingbourne Ducis

Over the plan period (2006 to 2026), 1,900 new homes will be provided of which 1,750 should occur at Tidworth and Ludgershall, including land identified at Drummond Park (MSA Depot) Ludgershall for strategic growth:

Drummond Park (MSA) Depot	550 dwellings
---------------------------	---------------

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

Core Policy 14 - Spatial Strategy: Tidworth and Ludgershall Community Area (continued)

The development should form a high quality and sustainable urban extension to Ludgershall which complements and enhances the existing built form and provides environmental improvement. 150 homes will be provided in the rest of the community area.

Proposals for additional retail provision in Tidworth and Ludgershall will be supported providing they are centrally located, clearly integrated with the existing centres and provide significant enhancement to the existing offer.

Proposals for residential and employment growth should prioritise the re-use of brownfield sites. Proposals for Greenfield development will not be supported unless it can be demonstrated that alternative brownfield sites are not viable and cannot be delivered.

Delivery of Proposed Housing 2006 to 2026, Tidworth and Ludgershall Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Tidworth and Ludgershall Town	1750	222	722	550	256
Remainder	150	64	43	0	73
Community Area Total	1900	286	735	550	329

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Tidworth community area and, where indicated, for the allocated strategic sites – one in Tidworth and two in Ludgershall:

- Sustainable traffic demand management and containment solutions to limit the impact of new development on the A303
- Improved public transport connectivity, including a local bus service in Tidworth, and improved rights of way and cycling links between Tidworth and Ludgershall
- On-going need for childcare in the Tidworth/ Bulford area
- New primary schools at Tidworth and Ludgershall and financial contributions toward secondary schools
- Expansion of two existing GP surgeries to accommodate future development
- Expansion of fire and rescue service facilities in Ludgershall, covering Tidworth as well
- Permanent ambulance standby point in the Tidworth area to serve new development
- Expansion of Tidworth cemetery with pedestrian links to the town centre

Applying the Spatial Strategy to Trowbridge Community Area

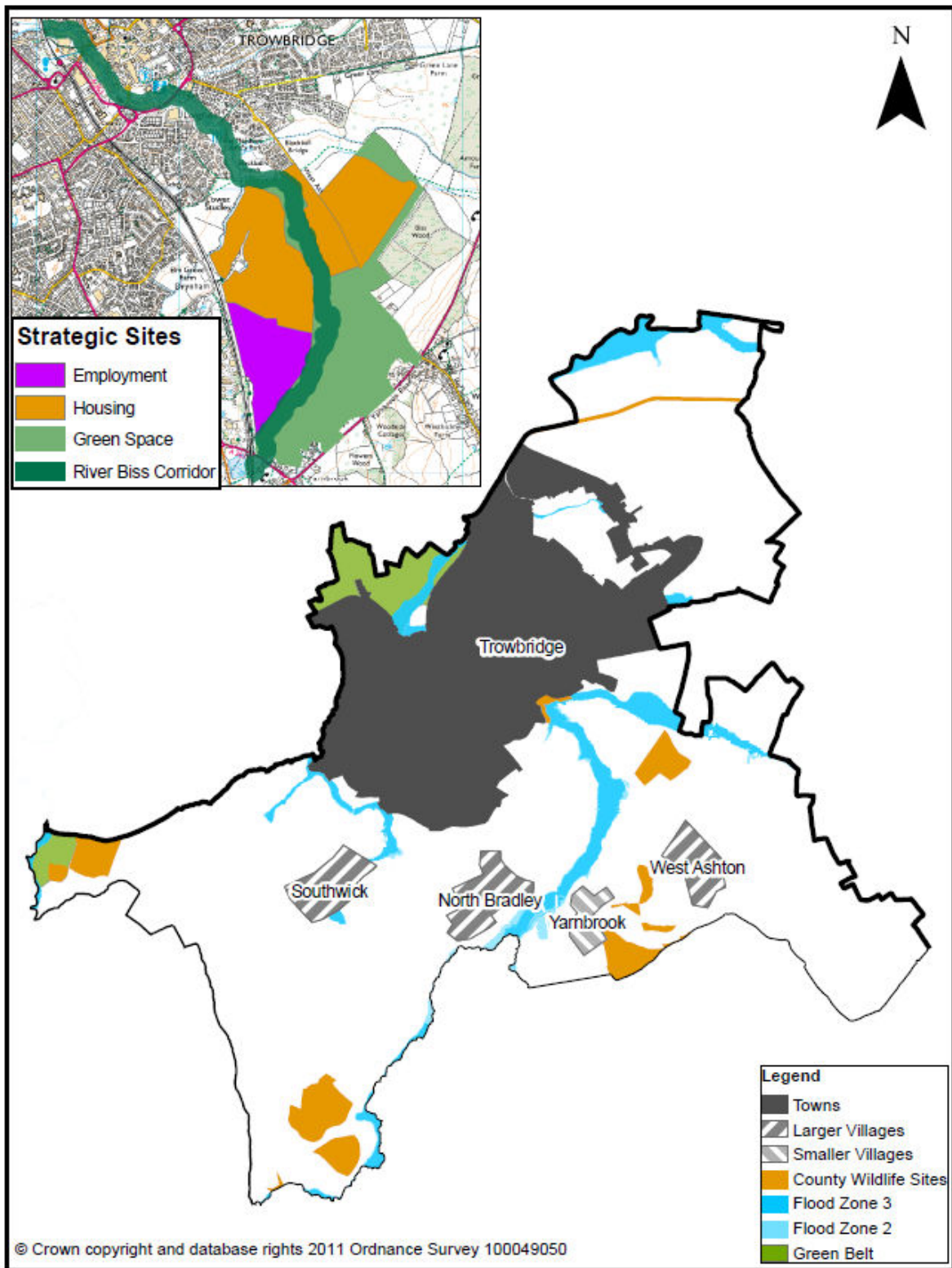
Trowbridge has a strong industrial heritage and as the County Town of Wiltshire maintains an important strategic role. It has good transport links to many nearby settlements including Bath and Bristol and is only 30 minutes from the M4. The town has good rail connectivity to the west, via Bath and Bristol and the south, via Westbury and Southampton. The strategically important A350 links Trowbridge with the M4 and the south coast. Trowbridge plays an important role as an employment, administration and service centre for Wiltshire. The town does however suffer from a lack of infrastructure, particularly leisure, entertainment and cultural facilities. Improvements associated with the need to better integrate the various modes of public transport are also needed, including the potential for a fundamental re-design of the railway station and the gateway to the town centre. The regeneration of the central area of Trowbridge is a priority for the council, the Town Council and local businesses.

It is important that Trowbridge grows to strengthen its principal service centre role and deliver improved infrastructure and facilities in the town. Sustainable growth with employment development alongside new housing is needed both within the central area of the town and in the form of an urban extension, which is fully integrated with the town centre. New employment land will be allocated to create new jobs and strengthen the town's role as a strategic employment centre for the wider west Wiltshire area. Housing and employment growth will help improve town centre vitality and deliver improved infrastructure that will enhance the attractiveness of Trowbridge for employers to locate to. Since 2006, 1075 new homes have been built and a further 1,646 are committed within the Community Area (April 2010).

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

- Housing growth in the town will help to deliver improved community facilities such as doctor's surgeries and facilities for emergency services.
- Delivering housing growth will also strengthen the viability for new and improved entertainment and cultural facilities in the town, such as a cinema. Ensuring growth is balanced between the central and edge of town areas will also deliver an improved evening economy, such as restaurants in the town centre, particularly adjacent to the River Biss corridor. Town centre growth should be a priority with Greenfield development being phased towards the end of the plan period.
- Strategic growth at south-east Trowbridge will facilitate delivery of significant and focussed improvements to the A350, particularly at Yarnbrook and West Ashton where existing junction arrangements are over capacity. This is currently a source of traffic congestion and improvements will have a significant benefit to the town.
- There is a requirement to provide a secondary school to the south-east of Trowbridge, to serve the urban extension and linked by a new road to recent developments at Paxcroft Mead and the West Ashton Road to the east of Trowbridge, will help to address cross town traffic which is currently a problem as the only secondary schools are located to the south of the town.

- The Trowbridge Vision will deliver improvements to the central area of Trowbridge through regenerating key sites and the Wiltshire Core Strategy provides support for this work through Core Policy 18. The Vision will, amongst other things, deliver improvements to the rail station providing a new gateway to Trowbridge and improved public transport connectivity. The regeneration of centrally located vacant sites will improve the services and facilities the town needs and provide new employment uses. Sustainable and coherent regeneration of Trowbridge town centre is needed, to maximise the potential of vacant sites, to improve pedestrian linkages and to enhance the quality of the public realm.
- Improvement needs to be made to the River Biss corridor to provide an attractive corridor connecting the town centre with the Ashton Park Urban Extension. The River Biss is currently an under-utilised resource and new development within the town must contribute to improving connectivity with the river and thereby improve the character of this important green corridor.
- All development in Trowbridge should be sensitive to constraints, such as the local County Wildlife Sites, SSSIs, Ancient Woodland, the Western Wiltshire Greenbelt and areas at risk of flooding. Land proposed for development to the south-east of Trowbridge is relatively unconstrained and there are opportunities to deliver biodiversity and general green infrastructure enhancements through the provision of open space; improvements along the River Biss corridor to the central area of Trowbridge; and by reducing the risk of flooding in the town.
- Trowbridge is well provided for in terms of its convenience retail offer and there is no capacity for major convenience retail during the plan period. There is however, considerable opportunity for additional comparison provision. Recent edge of centre retail development in Trowbridge has led to the repositioning of the town centre and future development should be focused in central locations around the Trowbridge Vision sites described below.
- Strategic growth in Trowbridge will create the environment to attract investment in skilled jobs including office development and supporting infrastructure -including hotel accommodation. Additional employment provision will also facilitate the improvements of existing low quality trading estates.
- There are strong functional interrelationships between Trowbridge, Frome and Westbury, particularly for retail. Strategic growth in Trowbridge can strengthen the employment role of Trowbridge for the wider area and provide a complimentary retail offer to that provided by the nearby higher order centre of Bath.
- Although the regeneration of the Trowbridge Vision sites provides an opportunity to deliver improved leisure facilities (e.g. a new leisure centre), further work is needed to investigate how additional formal sports pitches and courts provision can be delivered in the town.



Map of the Trowbridge Community Area showing selected constraints and areas of planned growth

How do we expect Trowbridge Community Area to change by 2026?

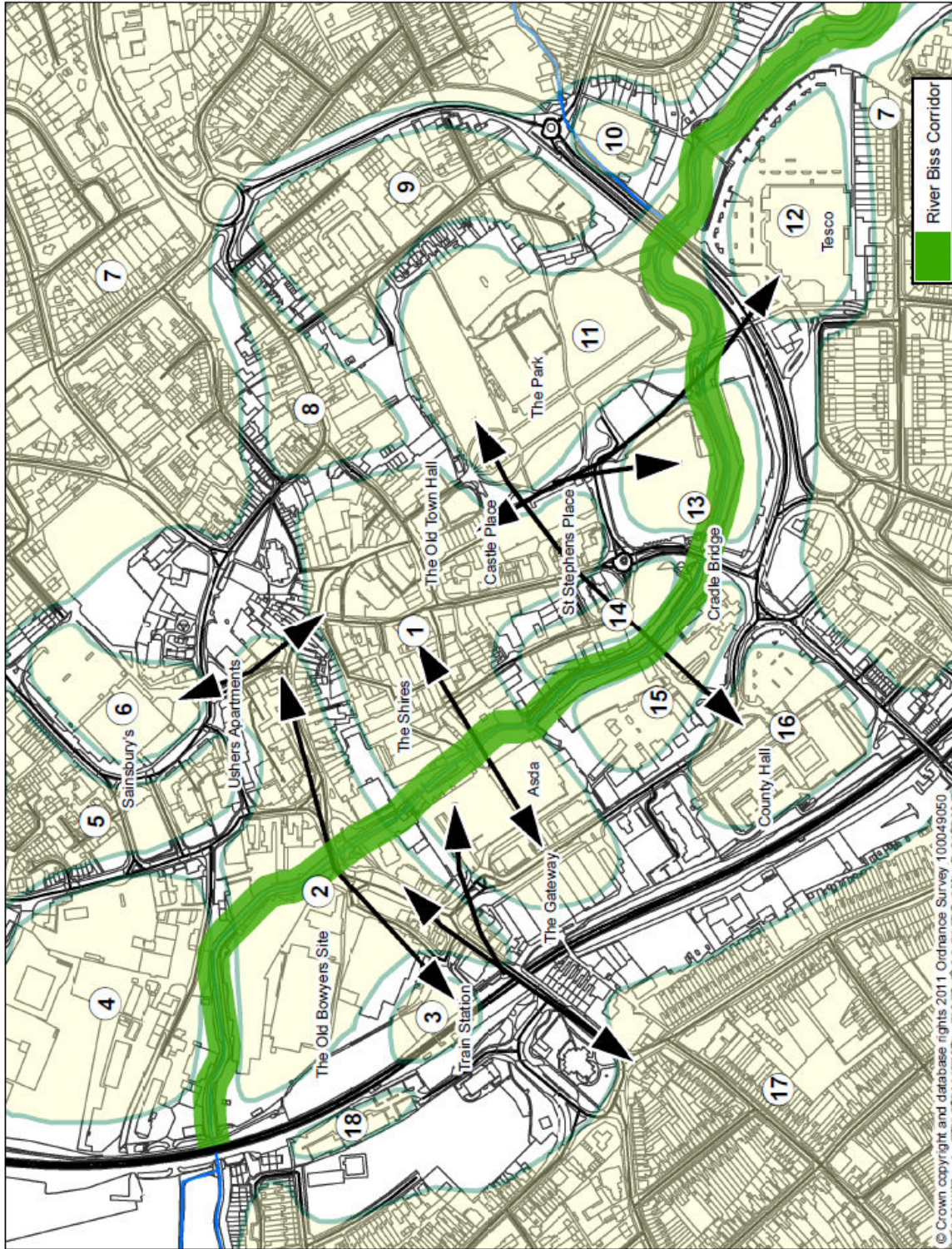
The role of Trowbridge as an employment, administration and strategic service centre will be strengthened. A Strategy for growth will provide the catalyst for private sector investment into the town to deliver improved infrastructure. Improved entertainment, leisure and cultural facilities will have 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 focussed road infrastructure improvements will have been made to the A350 and the location of a new secondary school to the south-west 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.

The Trowbridge Vision

The regeneration of the central area of Trowbridge is a priority and a number of development sites have been identified. The development of these sites should incorporate a sustainable mix of retail, leisure, business and residential uses and be compatible with Core Policy 18 and the emerging Trowbridge Town Centre Master Plan² which will be adopted as a Supplementary Planning Document once completed.

The Trowbridge Vision identifies 18 character areas (areas of opportunity) which are shown on the following map and are described in more detail below:

² Urban Practitioners, 2010. Transforming Trowbridge Master plan Development Stage One – Scoping and Vision Study



Trowbridge Vision Areas of Opportunity

1. **Town Centre – Retail and service core** - Improved pedestrian connections between the Shires entrance and Bythesea Road
2. **Stallard Street/ Wicker Hill/ Fore Street – Professional/ service/ higher density housing (northern part)** - Mix of residential development providing both affordable and private housing and business development with strong river frontages
3. **Station – Transport interchange** - Enhanced public transport interchange with strong pedestrian links to town centre
4. **River Way – Industrial area in transition** - Gradual de-industrialisation and move away from heavy industry
5. **Broad Street – Residential** - Town centre housing with improved pedestrian linkages to town centre
6. **Sainsbury's – Edge of town food retail** - Improved public realm and pedestrian linkages to town centre
7. **East Trowbridge – Residential** - Town centre housing with improved pedestrian linkages to town centre
8. **Roundstone Street – Professional/ service** - Strong public realm, focus on professional functions and local services
9. **Polebarn Road – Residential/ professional/ service** - Gradual extension of residential character, stronger connections to outlying areas
10. **Ashton Mill – Mixed industrial/ service** - Retention and improve linkages with river corridor.
11. **Trowbridge Park – Open space** - Improved access and frontages with improved pedestrian linkages
12. **Tesco – Edge of town food retail** - Improved connectivity with town centre
13. **Cradle Bridge – Riverside opportunity site** - Mixed enterprise, retail, leisure and housing opportunity with strong frontages and links to Trowbridge park and town centre
14. **Castle Street/ Court Street – Mixed use enterprise/ evening economy/ residential** - Mixed use quarter providing space for enterprise and creative industries
15. **Riverside – Leisure/ service** - New leisure quarter, including sports and leisure facilities with high quality public realm, river frontages and strong pedestrian linkages to the town centre
16. **County Hall – Civic** - Improved linkages to town centre
17. **West Trowbridge – Residential** - Town centre housing with improved pedestrian linkages to town centre
18. **Bryer Ash Business Park - Business** - Mixed use development providing stronger context for the station and improved gateway for the town

Core Policy 15 - Trowbridge Vision Areas of Opportunity

1. High quality and sustainable development will be permitted on the areas of opportunity identified in the Trowbridge Town Centre Master Plan providing proposals fully reflect those uses set out within the Master Plan and contribute to the wider vision for the town centre.
2. Proposals should meet high quality design and sustainability standards including exemplary public realm and strong pedestrian and sustainable travel linkages as set out in the Master Plan.
3. Proposals for major development¹ must be designed with the ability to connect to the Trowbridge energy network. Where this is deemed not to be viable, the evidence for this should be fully demonstrated within the Sustainable Energy Strategy as set out by Core Policy x.

¹The term 'major development' is taken to be as defined by the Town and Country Planning (Development Management Procedure) (England) Order 2010.

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous "Wiltshire 2026" consultation identified the following essential infrastructure requirements for the Trowbridge Community Area:

- Improvements and reinforcement of the sewer system, which dates from the 1970s, involving new routes to the sewage treatment works, which are to the west of the town
- Reinforcement of the primary electricity sub-stations in Trowbridge
- Relocation of Trowbridge Further Education College to a more central location in the town, possibly as part of a town centre regeneration scheme
- Need for extra childcare provision in West Ashton area
- New secondary school to the east of the town
- Improvement of the town centre public realm, particularly in proximity to the River Biss corridor
- Expansion or relocation of GP surgeries in Trowbridge, which have capacity issues, with the possible need for a new surgery
- Extra fire and rescue service infrastructure and an additional ambulance standby point
- A second cemetery site likely to be needed in the Trowbridge area, as the existing site is surrounded by housing and unable to expand

Core Policy 16 - Spatial Strategy: Trowbridge Community Area

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

Principal Settlement:	Trowbridge
Larger Villages:	North Bradley; Southwick and West Ashton
Smaller Villages:	Yarnbrook

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Platinum Motor Park; Canal Road Industrial Estate; White Horse Business Park; Bryer Ash Business Park and Bradford Road.

Over the plan period (2006 to 2026), 30 ha employment land and 6000 new homes will be provided within the Community Area, of which 5,860 dwellings should occur at Trowbridge, including land identified to the south east of Trowbridge, bounded by the A350 to the south and the railway line to the west, for strategic growth.

Ashton Park Urban Extension	30 ha employment	2650 dwellings
-----------------------------	------------------	----------------

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver:

- A high quality, sustainable and mixed urban extension that is integrated with the existing town and town centre.
- 30 ha of employment land.
- 2650 new homes including the provision of 40% as affordable housing.

Development must ensure:

- The protection and enhancement of the environment including the expansion of the existing County Wildlife Site.
- Buffers are provided between development and environmentally designated areas including the adjacent ancient woodland.
- Migratory corridors, particularly those used by Bechstein Bats, should be protected and enhanced.
- Flood mitigation is provided including an appropriate sustainable drainage scheme, designed to improve existing capacity.

Core Policy 17 - Spatial Strategy: Trowbridge Community Area (continued)

Essential infrastructure requirements will include:

- Improvements to the A350, particularly at Yarnbrook and West Ashton, and sustainable transport solution to through town traffic
- Improved public transport connectivity and pedestrian and cycling linkages to the town centre

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

Delivery of Proposed Housing 2006 to 2026, Trowbridge Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Trowbridge Town	5860	998	1829	2650	383
Remainder	140	77	14	0	49
Community Area Total	6000	1075	1843	2650	432

Trowbridge District Energy Network

Energy has traditionally been distributed from large power stations. However, this process is not efficient when it comes to minimising greenhouse gases. Significant losses of energy occur through its transmission over long distances, and the heat generated when electricity is generated is wasted. Generating energy (which may consist of electricity, heat and cooling) in close proximity to the customer, can substantially reduce emissions, and therefore help to meet targets for tackling climate change in Wiltshire.

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

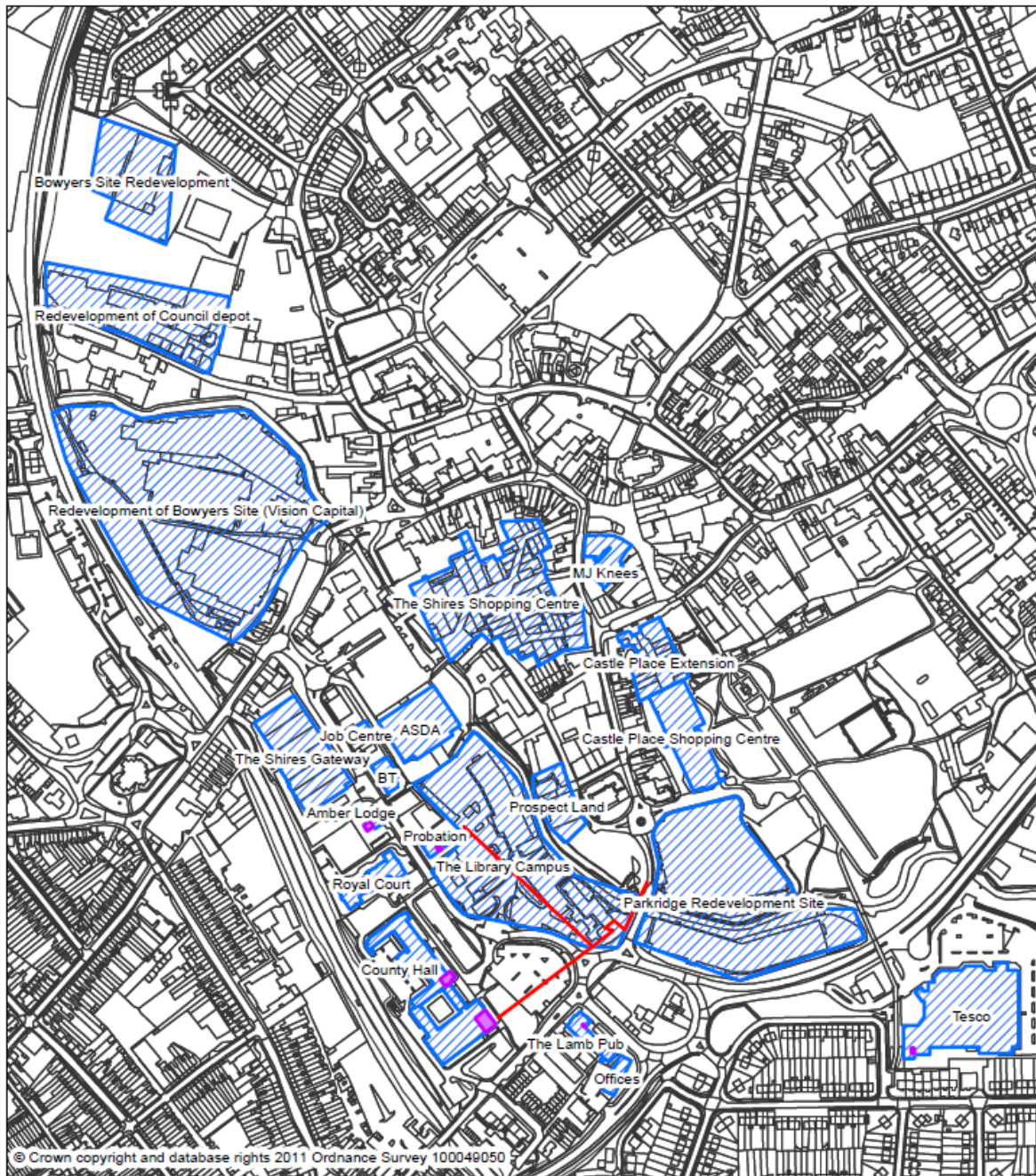
The development of a district energy network in Trowbridge will be supported in accordance with Core Policies x and x.

Core Policy 18 - Trowbridge Low-Carbon, Renewable Energy Network

1. The development of a low-carbon renewable district energy/ heat network in Trowbridge will be encouraged and supported.
2. For major development ¹ and within the identified area of potential (refer to accompanying map), proposals for development should give consideration for the future routeing of piping (electricity/ heat/ cooling), for network expansion and for the development of energy hubs. Applications for development must demonstrate how these matters have been considered in preparing the proposal and be set out in the Sustainable Energy Strategy as required by Core Policy x. Connections to the Trowbridge energy network will be supported, in accordance with Core Policy x.

¹The term 'major development' is taken to be as defined by the Town and Country Planning (Development Management Procedure) (England) Order 2010.

DRAFT



Trowbridge energy network area of potential

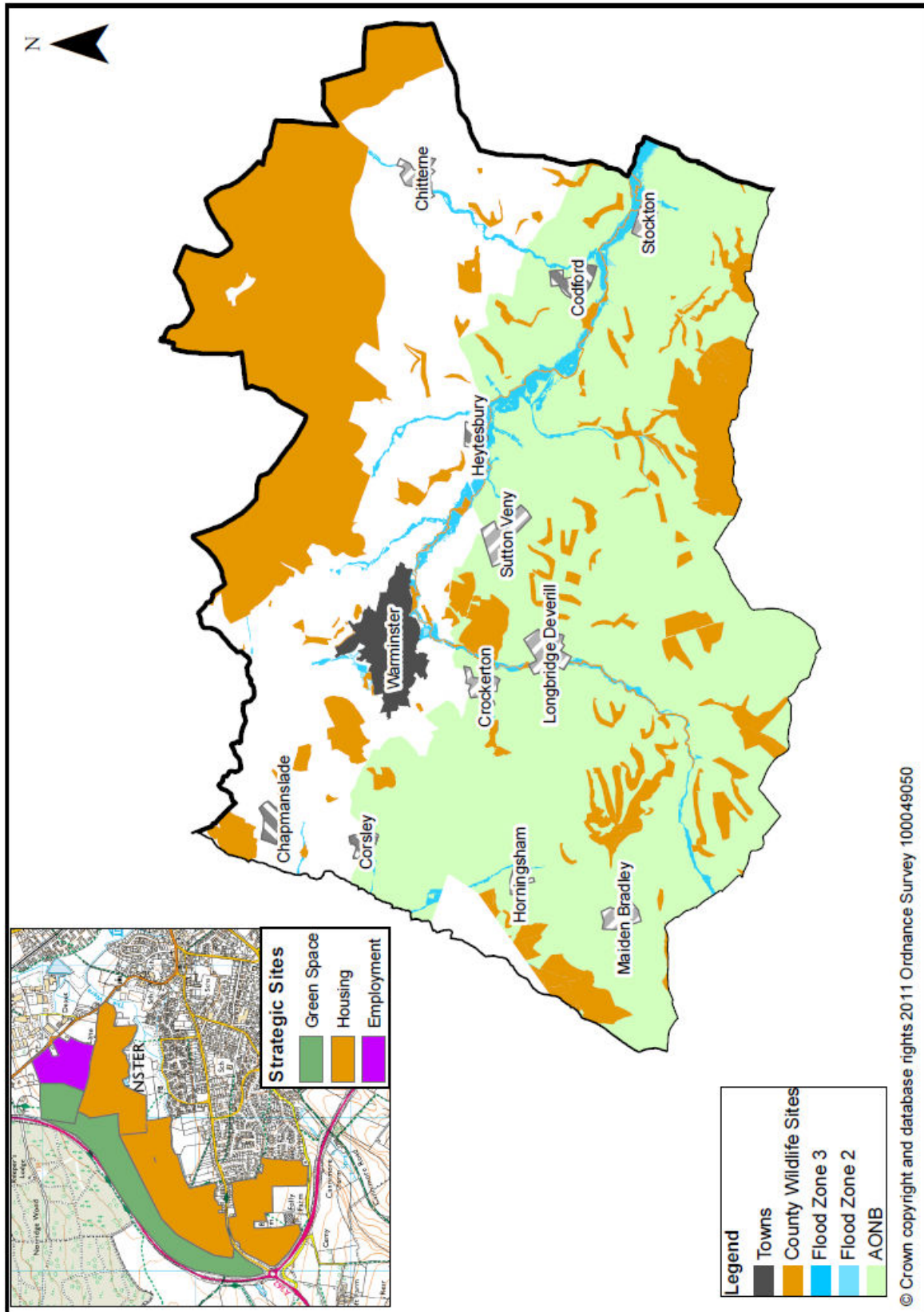
Applying the Spatial Strategy to Warminster Community Area

The historic town of Warminster is surrounded by a high quality landscape, with Salisbury plain to the east. The town has an attractive town centre, which functions as an important hub for a number of nearby rural settlements. The town itself is one of the larger employment centres in the county. Warminster is located near two regionally significant transport corridors, the A36 and the Cardiff to Portsmouth railway line.

The town has a range of successful employment areas, although a particular need for further expansion has been identified and the town will be the location of strategic employment growth to allow its potential to be fulfilled. There is a high dependency on the MOD for employment which is the largest employer in the town although there are also several other significant local employers. The level of historic housing development in the town has been lower than for comparative towns and some growth will help to deliver improved services needed in the town. The strategy for Warminster is to increase the level of employment, town centre retail and service provision, along with residential development, as part of sustainable growth.

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

- A mix of housing and employment growth will facilitate the delivery of improved community facilities in Warminster. These may include expansion of the fire station and, ambulance service centre which are either at capacity or in need of major refurbishment. Facilities for young people in the town are also particularly lacking and the library is in need of enhancement.
- It is essential that housing development to the west of Warminster facilitates the early delivery of employment growth, allowing an increased supply of jobs for local people. However, existing issues associated with traffic congestion and cross-town traffic will need to be addressed and carefully managed.
- Warminster has limited locational opportunities for new development due to a range of environmental constraints, such as the Cranborne Chase and West Wiltshire Downs AONB, a Special Landscape Area, a number of SSSI's and a County Wildlife Site. New development will need to be carefully managed to ensure appropriate mitigation is implemented and provides an opportunity to enhance existing capacity for surface water capacity to reduce flood risk.
- Concentrations of water phosphate are high, derived from the sewage treatment works in the town and agricultural activity in the surrounding area. The current phosphate issues may lead to potential impacts on the River Avon Special Area of Conservation located downstream. Any additional development to the west of the town must ensure that the impact of phosphates in the water system are pro-actively managed to ensure current deficiencies are addressed. A Phosphate Management Plan will be required to address potential impacts in accordance with Core Policy 44.



Map of the Warminster Community Area showing selected constraints and areas of planned growth

How do we expect Warminster Community Area to change by 2026?

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.

Warminster Town Plan

Regeneration of the central area of Warminster is identified as a priority and a Town Plan is being prepared, which is being led by the community. This may be adopted as SPD (or a Neighbourhood Plan) in the future. As it stands, the focus for the Town Plan is to strengthen and re-define the identity of the retail core of the town centre, including:

- the provision of suitable premises for larger format comparison retailers;
- rationalisation of parking provision;
- improvements to public transport connectivity; and
- improved pedestrian linkages.

The proposals set out in the Warminster Town Plan are supported by the council. Proposals for the Central Car Park site, in particular, provide an opportunity to effectively integrate new comparison retail provision within the existing fabric of Warminster town centre. It is clear that the car park area is currently under-used and offers a unique opportunity to improve the retail offer to enhance the vitality and viability of the town centre overall.

Where possible, key community services and facilities should be retained in the town centre, to assist with the aims of enhancing the central area of the town, in accordance with national planning policy.

Core Policy 19 - Spatial Strategy: Warminster Community Area

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

Market Towns:	Warminster
Larger Villages:	Chapmanslade; Codford; Corsley; Heytesbury; and Sutton Veny
Smaller Villages:	Chitterne; Crockerton; Horningsham; Longbridge Deverill; Maiden Bradley and Stockton

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Crusader Park; Warminster Business Park; Woodcock Road Industrial Estate and Northlands Industrial Estate

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

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

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- A high quality, sustainable and mixed use urban extension that is integrated with the existing town and town centre.
- 6 ha of employment land.
- 900 new homes including the provision of 40% as affordable housing.

Core Policy 19 - Spatial Strategy: Warminster Community Area (continued)

Development must ensure:

- The environment should be conserved and enhancement of the County Wildlife Site, the development of a wetland corridor and appropriate protection for areas of high ecological value.
- Buffers are provided between development and environmentally designated areas including the nearby ancient woodland.
- Flood mitigation is provided including providing sustainable drainage which will improve existing capacity. Contributions will also be needed to increase the capacity of the drainage network to ensure flood risk is not increased elsewhere as a consequence from development.
- Contributions are made towards a Phosphates Management Plan. In line with this plan development cannot proceed until suitable mitigation is provided that will ensure the development does not pose a threat to the River Avon Special Area of Conservation, in accordance with Core Policy 44.
- The setting and views to the West Wiltshire Downs Area of Outstanding Natural Beauty must be protected.

Essential infrastructure requirements will include:

- Sustainable transport solution for pupils attending Kingdown Secondary School
- Appropriate highway connectivity through the development linking the A3414 and A362 to ensure development does not negatively impact on traffic along West Street.

120 homes will be provided in the rest of the community area.

Proposals set out within the Warminster Town Plan will be supported, providing they are consistent with the policy framework set out in the Wiltshire Core Strategy. Proposals for new comparison retail provision on the Central Car Park site will be supported providing it is clearly demonstrated how the proposals integrate with the existing fabric of the town centre, provides high quality public realm and pedestrian linkages and provides enhancement to the existing central area.

Delivery of Proposed Housing 2006 to 2026, Warminster Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Warminster Town	1650	172	390	900	188
Remainder	120	53	28	0	39
Community Area Total	1770	225	418	900	227

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Warminster community area:

- Relocation of existing GP surgery, temporarily based in the hospital, to meet demand
- Relocation of existing library building, possibly through a town centre regeneration scheme
- Redevelopment of Warminster Police Station
- Expansion and/ or redevelopment of Warminster Fire Station
- Increased provision of youth facilities within the town

Applying the Spatial Strategy to Westbury Community Area

Westbury is an historic market town located in the west of Wiltshire between Trowbridge and Warminster. Although the town is smaller than other nearby settlements - including Frome, it has a significant employment base of strategic value and enjoys excellent rail connectivity, with direct links to Bristol, London, Portsmouth and Exeter. The town has seen significant housing development in the past which has not been matched by an appropriate provision of services, facilities and new jobs. Although the town has strong independent retailers, larger retailers are lacking.

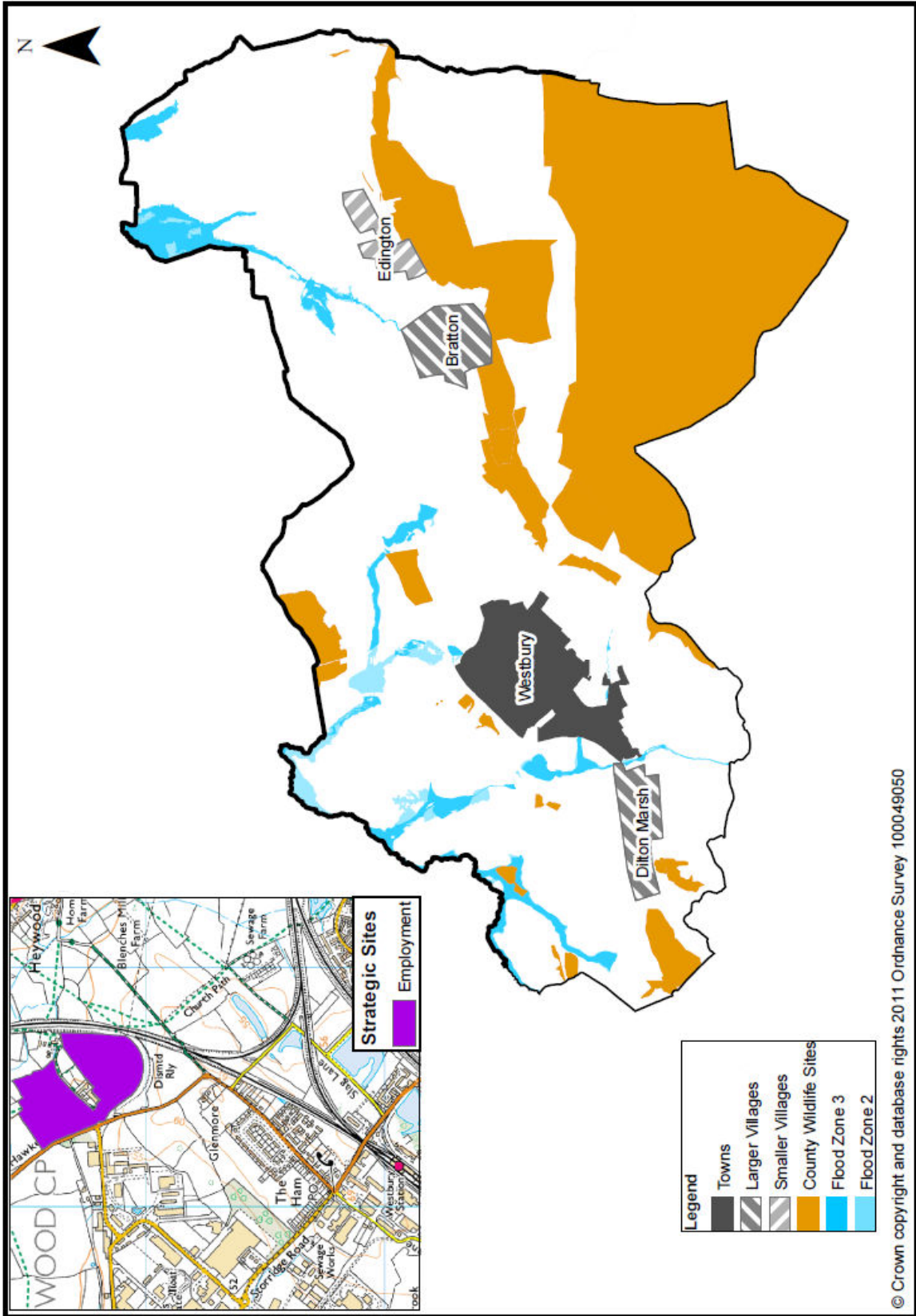
The strategy for Westbury will deliver a reduction in housing growth compared to historic trends, with a focus on improving facilities, services and job creation. Existing employment in Westbury will be protected and expanded to reflect the wider strategic needs of west Wiltshire. Overall, the town should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

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

- The strategic employment role of Westbury will be maintained and enhanced. Linkages between the town and the industrial sites located to the north of the town will be strengthened through developing the area in proximity to the railway station.
- The delivery of a saved housing allocation in close proximity to the railway station will help deliver an enhanced gateway to the town, in addition to providing a new crossing of the railway line, thus alleviating traffic from Oldfield Road.
- Development around Westbury railway station should also deliver improved access, particularly for buses with improved and integrated public transport connectivity; quality pedestrian and cycle linkages with the town centre and high quality public space with exemplar design.
- The de-allocation of an employment site at Station Road (West Wiltshire District Plan) will allow greater flexibility in considering the use of this land and thus help to improve the deliverability of development in the area as a whole.
- The focus for development away from Station Road will be to help facilitate the delivery of town centre enhancement and improved community facilities through financial contributions. 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. These issues are being addressed more directly through a Town Planning process which is being led by the community.
- Westbury suffers from traffic issues associated with the A350 which runs through the town centre and is designated as an AQMA. Overcoming this issue will be challenging following the rejection of a proposed bypass at public inquiry.
- The provision of a new secondary school in Westbury could help deliver improved services, such as sports facilities with additional public access. However, the possible relocation of the existing school and identifying suitable funding opportunities needs further detailed assessment. This matter may be addressed through a subsequent Westbury Town or Neighbourhood Plan to be led by the community.

- Ensuring the future of the former Lafarge cement works is appropriately resolved including:
 - the potential for continuing a cement manufacturing base on site;
 - the appropriate demolition of redundant buildings and restoration of the site;
 - the satisfactory restoration of the former chalk and clay quarries (including long-term aftercare arrangements); and
 - appropriate alternative uses for land within the footprint of the former cement works

DRAFT



Map of Westbury Community Area showing selected constraints and areas of planned growth

How do we expect Westbury Community Area to change by 2026?

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 saved local plan allocation at Station Road will have helped to deliver public realm enhancements, particular 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.

Westbury Town Centre Enhancement

The enhancement of Westbury town centre is a priority for the community who are leading a town planning process. The preparation of a 'Town Plan', which could be adopted as SPD, or other similar document (e.g. a Neighbourhood Plan) may offer an opportunity to assist in the delivery of town centre enhancement. The town has a strong independent retail sector and contains many important historical buildings. However, the central area of the town currently feels fragmented and its quality overall is weakened by the post war shopping arcade, which is not in character with the rest of the town centre. Re-developing and shaping the High Street precinct with a more organic street pattern containing a mix of uses, mainly retail and residential, would help to substantially improve the central area of the town.

Contributions from future development should be focused on delivering enhancement to the town centre in line with the emerging community led town planning work. A Westbury Vision and Scoping Study³ identifies a number of key recommendations for strengthening the town centre. Where possible, key community services and facilities should be retained in the town centre, to assist with the aims of enhancing the central area of the town, in accordance with national planning policy.

³ Urban Practitioners, 2011. Westbury Vision and Scoping Study

Core Policy 20 - Spatial Strategy: Westbury Community Area

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

Market Towns:	Westbury
Larger Villages:	Dilton Marsh and Bratton
Smaller Villages:	Edington

18.5 ha of employment land will be provided:

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

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- 14.7ha of employment land.
- Business park function.

Development must ensure:

- Investigation and mitigation of any impacts on the habitat for Great Crested Newts, water voles, reptiles, badgers and bats.
- Effective access to the site must be provided off Hawkeridge Road.
- Flood mitigation should be provided.

Essential infrastructure requirements will include:

- Effective public transport links should be provided to the town centre of Westbury.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: West Wiltshire Trading Estate; Brook Lane Trading Estate and North Acre Industrial Estate

Core Policy 20 - Spatial Strategy: Westbury Community Area (continued)

Over the plan period (2006 to 2026), 1,390 new homes will be provided of which 1,290 should occur at Westbury. There will be no strategic housing sites allocated within Westbury. 100 homes will be provided in the rest of the community area. Land for residential development in the Westbury Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocation DPD.

Proposals for mixed use development on the saved West Wiltshire Local Plan - Station Road allocation will be supported providing it will deliver a new road crossing of the railway to connect Station Road and the A3098 and clearly demonstrate enhancement of the area as described in the supporting text.

Proposals for development in Westbury should demonstrate how they will contribute to the enhancement of the central area of the town, in accordance with the community led town planning process. The re-development of the High Street precinct will be supported, providing this provides a high quality traditional street pattern and is in keeping with the historic character of Westbury. It should be demonstrated how any new retailing proposed would not negatively impact on the vitality of the existing retail offer.

Delivery of Proposed Housing 2006 to 2026, Westbury Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Westbury Town	1290	468	323	0	499
Remainder	100	35	14	0	51
Community Area Total	1390	503	337	0	550

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Westbury community area:

- Sustainable transport solution to traffic congestion on the A350, which runs through the town centre and is designated as an AQMA
- Expansion or relocation of Matravers Secondary School because of capacity issues
- Financial contributions towards primary school provision
- Improvements to town centre public realm
- Strengthening of linkages between town and industrial sites to the north
- Increased provision of entertainment and cultural facilities
- Need for new childcare places in Leigh Park

Applying the Spatial Strategy to Wootton Bassett and Cricklade Community Area

The community area is located in the north-east of Wiltshire and contains the historic market towns of Wootton Bassett and Cricklade. Wootton Bassett is the largest town within the community area, located approximately 6 miles from Swindon and 2 miles from the M4, and as such is ideally located to develop into an important employment centre. However, the town currently functions as a dormitory settlement to Swindon and experiences high levels of out-commuting.

Cricklade is a small settlement which performs a role as a local service centre. Although improvements to the retail and other facilities in the town would be welcome, some housing development would also be needed to create a critical mass to support any improvements.

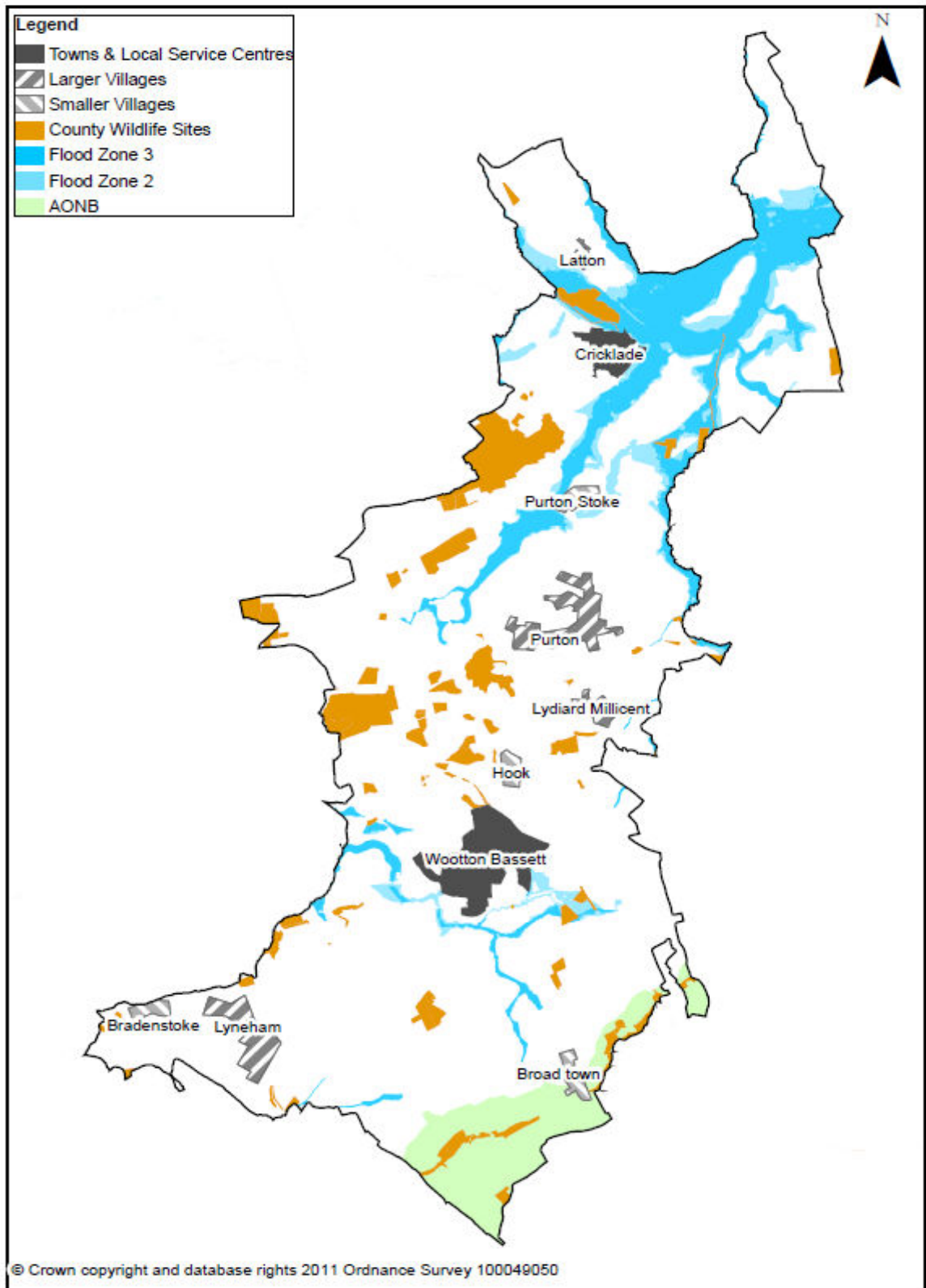
RAF Lyneham, a significant UK military base, is located 4 miles to the south west of Wootton Bassett, and strong links between the base and the town exist. However, RAF Lyneham as an operational facility for the RAF is set to close by September 2012 and with its future use unclear, the impact on Wootton Bassett and the surrounding area may be significant. Lyneham itself is dominated by the RAF base and has a relatively small population and employment base outside of the military presence.

Wootton Bassett will be the location of strategic employment growth to help reduce out commuting. Housing growth in the main settlements will help improve their vitality and create a critical mass to deliver improvements in infrastructure. However, given that there are a number of existing outstanding housing commitments; future housing growth in the town should be phased to enable infrastructure delivery alongside housing growth. Specific issues to be addressed in planning for the Wootton Bassett and Cricklade Community Area, include:

- Housing growth in the community area will help deliver affordable housing to respond to the identified need.
- Development in Wootton Bassett provides an opportunity to help improve the existing poor provision of pedestrian and cycle linkages in the town.
- As Wootton Bassett is located close to the M4 it provides an excellent location for future employment growth. However, this should be balanced to improve the mix of employment opportunities in the town and thereby help reduce out-commuting.
- A mix of employment development alongside housing is also important for Cricklade and appropriate proposals for mixed development will be supported. Main food shopping trips from Wootton Bassett are currently lost to neighbouring towns, including Calne and so the development of additional convenience retail in the town may be appropriate if a suitable site is identified. This would improve the retention of convenience trade in the town.
- Identifying appropriate future uses of RAF Lyneham will be investigated through a separate Development Plan Document to be led by the local community.
- There are a number of environmental constraints around Wootton Bassett, including areas prone to flooding and a SSSI to the south which will need to be considered and appropriately protected before selecting any sites for future housing growth.

- Further work is needed to identify how improvements to the recreational facilities in the community area can be delivered. These include Ballards' Ash Sports Hub, Cricklade Country Way and the restoration of the Wiltshire and Berkshire Canal.
- The community area may be seen as being at risk from expansion of the nearby higher order centre of Swindon. Protecting the open countryside, which is prized by the local community, is therefore an important objective for this strategy.

DRAFT



Map of Wootton Bassett and Cricklade Community Area showing selected constraints

How do we expect Wootton Bassett and Cricklade Community Area to change by 2026?

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

The closure of Ministry of Defence sites, and in particular RAF Lyneham, will have been managed to ensure the best outcomes for the local community and economy.

Core Policy 21 - Spatial Strategy: Wootton Bassett and Cricklade Community Area

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

Market Towns:	Wootton Bassett
Local Service Centre:	Cricklade
Larger Villages:	Lydiard Millicent; Lyneham and Purton
Smaller Villages:	Bradenstoke; Broad Town; Hook; Latton and Purton Stoke

3.7 ha of employment land will be provided:

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

The following Principal Employment Areas will be supported in accordance with Core Policy 2: Whitehill Industrial Estate; Interface Industrial Estate and Coped Hall Business Park

Over the plan period (2006 to 2026), 1,250 new homes will be provided of which 920 should occur at Wootton Bassett. 330 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Wootton Bassett or Cricklade. Land for development in the Wootton Bassett and Cricklade Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a Site Allocation DPD.

Residential development should be phased to deliver homes over the full plan period in a balanced manner that will ensure infrastructure and employment growth are delivered alongside housing. Proposals for new retail development in Wootton Bassett will be supported where it will contribute to the enhancement of the town centre.

Delivery of Proposed Housing 2006 to 2026, Wootton Bassett and Cricklade Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Wootton Bassett Town	920	153	559	0	208
Remainder	330	130	66	0	134
Community Area Total	1250	283	625	0	342

RAF Lyneham

RAF Lyneham has been the home of the UK's military air transportation fleet for several decades and strong links between the local community and the base have been established. It is important the future of RAF Lyneham is considered in relation to the needs of the wider community and that any future uses are appropriate and well integrated with Wootton Bassett and surrounding villages. Although, Core Policy 25 provides a framework for ensuring the options for reuse of MOD sites are comprehensively addressed, given the importance of RAF Lyneham to the local community, its reuse should also be addressed through a separate planning policy document e.g. Supplementary Planning Document.

Infrastructure requirements

The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous "Wiltshire 2026" consultation identified the following essential infrastructure requirements for the Wootton Bassett and Cricklade community area:

- Sustainable transport solution to high level of out-commuting to Swindon, via Junction 16 of the M4
- Completion of Wessex Water scheme to improve problems with flooding in Wootton Bassett
- Impact of Wootton Bassett Sewage Treatment Works on water quality may require likely relocation of discharge points due to possible tightening of the current consent to discharge conditions
- Financial contributions towards primary school provision
- Expansion or relocation of one or both of the two existing GP surgeries in Wootton Bassett
- Extra fire and rescue service infrastructure, particularly as a result of any West of Swindon development
- Improved pedestrian and cycling linkages with town centres and local community facilities – such as the Cricklade Country Way
- Improved recreational facilities, including Ballards' Ash Sports Hub, Cricklade Country Way and the restoration of the Wiltshire and Berkshire Canal