



Working towards a Core Strategy for Wiltshire

Wiltshire Core Strategy Consultation Document

Consultation Statement
January 2012
Report

Wiltshire Council

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PART 2: Record of comments received (in separate volume available on the council's web site)

1. Introduction

- 1.1. The Wiltshire Core Strategy, when adopted, will provide the up-to-date strategic planning policy for Wiltshire and ensure that Wiltshire develops in the most sustainable way. The South Wiltshire Core Strategy, which is progressing ahead of the Wiltshire Core Strategy, will be subsumed into the emerging Wiltshire Core Strategy at the appropriate time to ensure delivery of a single core strategy for Wiltshire.
- 1.2. This report documents the activities that took place during March to August 2011 to involve the Wiltshire community in discussions to progress a core strategy for Wiltshire. There were two phases to this consultation. The first to consider the potential implications of the Localism Bill on developing the core strategy and the second to consider draft core policies for inclusion in the final Wiltshire Core Strategy. The table below illustrates how these consultations build upon the consultations previously carried out to develop the Wiltshire Core Strategy and the stages still to be completed.

Table 1: Stages of consultation in the production of the Wiltshire Core Strategy

Stage	Form of consultation	
Informal	Issues and options: A series of consultation papers prepared by former District Councils	May 07 – May 08
Informal	Wiltshire 2026: Consultation document to draw together the work already undertaken by former districts and develop a shared vision and objectives for Wiltshire including initial discussion of potential development sites	Autumn 09/ Winter 10
Informal	Localism events: To discuss the potential implications of the localism bill passing through parliament, neighbourhood planning and housing growth scenarios	March/April 2011
Informal	Wiltshire Core Strategy Consultation Document: Proposals for the level and location of new employment land and houses together with draft policies for controlling development	June/August 2011
Formal	Draft Wiltshire Core Strategy: Consultation prior to submission to the Secretary of State for consideration to test the 'soundness' of the plan and the evidence that supports it.	February/March 2012
Formal	Examination: Examination of the plan by an independent inspector in the form of topic based round table discussions.	Autumn 2012

- 1.3. The council's Statement of Community Involvement (SCI) was adopted in February 2010 and identifies several broad opportunities for community involvement in the preparation of development plan documents (p15, SCI):
- evidence gathering
 - early community involvement
 - draft document
 - publication/submission to the Secretary of State
 - independent examination

- 1.4. The consultations that took place between May 2007 and winter 2010 were a combination of evidence gathering and early community involvement. Those carried out during March and April 2011 (highlighted in Table 1) represent a continuation of the early community engagement stage of plan preparation whilst the consultations during June and August 2011 were working towards a draft core strategy, although still on an informal basis.

2. Localism meetings

Context

- 2.1 Consultation was completed on 'Wiltshire 2026 - Planning for the future of Wiltshire' January 2010, with the outcomes reported to Cabinet on 20 April 2010 (http://www.wiltshire.gov.uk/wiltshire_2026_consultation_methodology_and_output_report_august_2010.pdf). Wiltshire 2026 formed the first stage in the development of a Wiltshire-wide core strategy. The document was based on the community areas outside of south Wiltshire, alongside an overarching spatial strategy for Wiltshire as a whole. Wiltshire 2026 enabled us to identify with our communities what the issues, opportunities and challenges are in planning for jobs and homes in each community area. The number of jobs and homes to be planned for within the document were based on the latest version of the Draft Regional Spatial Strategy for the South West (draft RSS).
- 2.2 Since then the government has clearly stated its intention to revoke all regional spatial strategies and return decision making on future housing and employment growth to individual councils. The Localism Bill, published December 2010, took the first steps to implementing that intention and effectively introduced a policy gap for the preparation of the Wiltshire Core Strategy not only in terms of the overall supply of jobs and homes but also in many other policy areas such as carbon reduction, affordable housing and strategic transport. The Localism Bill also contains the basis for a new tier of plans within the development plan – neighbourhood plans. These were to be locally produced by individual communities and would create a tier of planning policy at this local level. Not surprisingly there was a considerable amount of local interest in the role and purpose of these plans.¹
- 2.3 Wiltshire Council concluded that these changes would have a profound effect on the content of the Wiltshire Core Strategy. In particular, it was considered contrary to the emerging priority of 'localism' to proceed to a submission draft of the core strategy which contained detailed proposals for housing and employment growth without further community involvement in the process.

Methodology

- 2.4 A series of open public meetings were arranged: one in each community area (see figure 1 and table 2). These meetings had a dual purpose:
 - in all community areas to inform the community regarding the emerging Localism Bill and its implications for neighbourhood planning and the emerging Wiltshire Core Strategy,

¹ Since the Localism meetings in March/April the government has published draft National Planning Policies which provide further information on the nature and role of neighbourhood plans.

- in the community areas in north and mid Wiltshire, following on from the Wiltshire 2026 consultation, to carry out further consultation on possible growth options for the various areas to inform emerging core strategy policy options.

Figure 1: Map of community areas in Wiltshire



Table 2: Localism events in north and mid Wiltshire

Area Board	Date	Venue
Chippenham	14th March	Neeld Hall
Malmesbury	22nd March	Malmesbury Secondary School
Trowbridge	24th March	Bridge House Stallard Street
Marlborough	30th March	Marlborough Town Hall
Wootton Bassett & Cricklade	4th April	Purton Village Hall
Calne	5th April	Calne Town Hall
Bradford on Avon	6th April	St Margaret's Hall
Pewsey	6th April	Burbage Village Hall
Devizes	7th April	Corn Exchange
Warminster	7th April	Corsley Centre
Tidworth	11th April	Community Centre
Westbury	12th April	Laverton Village Hall
Melksham	12th April	Seend Community Centre
Corsham	13th April	Town Hall

- 2.5 In southern Wiltshire the South Wiltshire Core Strategy was at an advanced stage of preparation and is being pursued to adoption separately (<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/southwiltshirecorestrategy.htm>). The policies and proposals in this document will be drawn into the Wiltshire Core Strategy at a later stage.
- 2.6 The events were hosted by the local Area Board. To raise awareness of the events, posters were distributed in the local area (see **Appendix 1** for examples of posters) and e-mails sent to everyone registered on the community area networks developed over the past two years by local community area managers. Town and Parish Councils were also informed and asked to extend the invitation as widely as possible.
- 2.7 The evening consisted of three presentations, two regarding Localism, and one on the core strategy and options for future housing growth. As each stage of the presentation was completed there was an opportunity for questions. (see **Appendix 2** – sample presentation in relation to neighbourhood planning and the Wiltshire core strategy) Once the presentations had been completed there was an opportunity for a wider discussion. Firstly on the issues to address in the core strategy appropriate to that community area and then to discuss the levels of housing growth to be included in the core strategy in the light of varying scenarios based on projections for natural growth, population led growth (including in migration) and economic led growth (the derivation of these scenarios is explained more fully in Appendix 3 to committee paper CM09287 available on the web site – <http://cms.wiltshire.gov.uk/ieListDocuments.aspx?CIId=141&MIId=5875&Ver=4>).
- 2.8 The attendees were asked to discuss two main points (using Wootton Bassett and Cricklade Community Area as an example):

- a. Are we addressing the right issues within the Core Strategy for the Wootton Bassett and Cricklade Community Area?
- b. Is the level of growth of 1,240 dwellings, over the plan period 2006-2026, for the Wootton Bassett & Cricklade Community Area too much, just right or not enough?

Outputs – Comments

- 2.9 A summary of the key messages in relation to the core strategy and the housing growth scenarios are provided in **Appendix 3**. The issues and approach to growth raised by participants were then used to inform the community area strategies included in the Wiltshire Core Strategy Consultation Document.
- 2.10 At many of the events there was a call for balanced and measured growth that is supported by the necessary infrastructure, this included the communities of Calne, Chippenham and Pewsey. In Devizes, Melksham, Tidworth and Ludgershall, Warminster and Westbury it was also stressed that development should be employment led. It is fair to say that all communities were concerned about timely infrastructure delivery. Certain communities raised issues particularly relevant to them, for example the dormitory role of Royal Wootton Bassett to Swindon, the sensitivity of the landscape around Marlborough, the reducing military presence in Corsham, the diversification of the employment base in Malmesbury, the need to support the vitality of the town centre in Westbury and air pollution in both Bradford on Avon and Devizes.

Outputs – Feedback

- 2.11 At most of the events attendees were asked to complete a short questionnaire about the quality of the event. These have been analysed and the main conclusions are:
- many of those attending felt there had been insufficient publicity for the events
 - there was too much information for one evening
 - at some events insufficient time was allowed for discussion
 - slides were criticised for being too detailed and difficult to read
 - too much 'jargon' on slides and used in presentations
 - presenters were sometimes criticised for not allowing a wider debate
 - housing figures used in slides were complicated and difficult to follow
 - support for the content of the presentations varied
 - location of events and venues used generally supported
 - welcomed the opportunity to have these debates, despite the flaws.
- 2.12 Many of these criticisms arise from the speed at which these events were organized. Once a decision had been made that it was important to have this extra round of discussions a very tight programme was devised to make sure the overall core strategy programme wasn't delayed further. (Work to develop locally derived housing and employment figures had only been added to the overall programme once the government's intention to revoke regional strategies was made clear.)

3. Wiltshire core strategy consultation document

Context

- 3.1 As explained above, given the Government's clear intention to abolish Regional Spatial Strategies; Wiltshire Council's responsibility for establishing the right level of jobs and homes within the area and the context of the emerging Localism agenda, an additional stage of full public consultation was proposed, before proceeding to a pre-submission draft of the Wiltshire core strategy.
- 3.2 The purpose of undertaking further consultation at this stage of the process was to allow public discussion on:
- the proposed employment land to deliver jobs in Wiltshire and the proposed number of homes required for Wiltshire over the period 2006 to 2026
 - a draft spatial strategy for Wiltshire to deliver this growth and ensure sustainable development takes place
 - emerging strategies for each community areas outside of south Wiltshire, including proposals for employment land and homes at the main settlements
 - core policies relating to other matters such as affordable housing and design of new developments.

Consultation methodology

- 3.3 The Wiltshire Statement of Community Involvement identifies the categories of consultation that should be considered at each stage of development plan document preparation. For the Wiltshire Core Strategy Consultation Document, the following methods were used:

Awareness raising

- Press and media
- Website
- Written material (posters, leaflets, flyers)
- Direct mail

Existing networks

- Area boards
- Libraries
- Parish and town councils
- Wiltshire Assembly (WA)

Direct involvement

- Drop-in events
- Questionnaire
- Consultation software
- Topic specific discussions

- 3.4 The consultation took place over an 8 week period from Monday 13th June to Monday 8th August 2011. A crucial element of the consultation was the production of the main consultation document and a dedicated web page for information and the submission

of comments. As part of the main consultation document questions were embedded within the text to focus comments on specific areas of concern (see below). Everyone was also invited to submit general comments in writing.

Question 1

Do you agree with the proposed settlement strategy set out in core policy 1? Are there any changes you would suggest?

Question 2

Do you agree with the proposed delivery strategy set out in core policy 2? Are there any changes you would suggest?

Question 3

Do you agree with the proposed approach to securing infrastructure set out in core policy 3? Are there any changes you would suggest?

Question 4

Do you agree with the proposed area of opportunity in Chippenham described in core policy 4? Are there any changes that you would suggest?

Question 5

Core policy 5 includes two options for the location of future growth in Chippenham. Please indicate which strategic option you would support and explain why. Are there additional infrastructure requirements to support development in Chippenham?

Questions 6

Do you agree with the proposed area of opportunity in Trowbridge described in core policy 6? Are there any changes that you would suggest?

Questions 7, 9 – 20

Are there any changes you would suggest to the spatial strategy set out for x community area? Are there any additional infrastructure requirements needed to support development in x community area?

Question 8

Do you support the proposed Trowbridge low carbon/renewable energy network outlined in core policy 8? Are there any changes that you would suggest?

Question 21

In addition to core policies 1-20, do the core policies set out in chapter 6 cover the right subjects? Are there any other subject areas that need to be considered? Are there any changes you would suggest to individual policies?

Question 22

Having read the consultation document are there any other comments you would like to make on the approach to or content of the consultation document and the emerging Wiltshire Core Strategy?

4. Details of process of stakeholder engagement

What	Purpose and brief comments	Copy available at:
Awareness raising		
Wiltshire core strategy consultation document	<p>The Wiltshire Core Strategy Consultation Document sets out how Wiltshire will provide the new jobs required by our economy and the new homes for our growing and ageing population whilst protecting Wiltshire's natural environment and strengthening our communities.</p> <p>The document has been shaped by previous consultations, but this is the first time the draft strategy and policies that will manage how Wiltshire develops have been brought together for consideration and comment by the wider community.</p> <p>The consultation document was supported by 17 topic papers which provided the background information used to inform the draft policies in proposals in the consultation document. These are all available on the web site.</p>	<p>See web link http://www.wiltshire.gov.uk/wiltshire_core_strategy_consultation_document_june_2011.pdf</p>
Advert in local press	<p>Placed in the local press to raise awareness of the consultation during the week commencing 13 June 2011. The advert drew attention to the events being planned</p> <ul style="list-style-type: none"> • Gazette and Herald • Andover Advertiser • Salisbury Journal • Wiltshire Times 	<p>Appendix 4 – copy of advert</p>
Press call	<p>To inform press in a positive way about the content of the Wiltshire core strategy consultation document and the purpose of the consultation. First press call was held on 19th May 2011 just before Cabinet considered the proposed consultation document with subsequent press releases just before each organised consultation event. There were a number of radio and TV interviews that stemmed from the press calls and press releases and several articles in local papers including an article in the Gazette and Herald on the impact of the core strategy proposals on traffic congestion and air pollution in Devizes on 27th May.</p>	<p>Appendix 4 – example of press releases.</p>

What	Purpose and brief comments	Copy available at:
Poster and 'Pull ups'	A poster was circulated to the council's main offices in Trowbridge (County Hall and Bradley Road), Devizes, Salisbury and Chippenham and to all libraries advertising the consultation. These advertised the dates of the programmed exhibitions and contained contact details for further information. A large version of the poster in the form of a 'pull up' was also displayed in the council's main offices in Trowbridge (County Hall and Bradley Road), Devizes, Salisbury and Chippenham.	Appendix 5 – example posters
Web site	All information was made available on the council's web site from 13 June 2011.	www.wiltshire.gov.uk/wcsconsult2011
Letters/ E-mails	<p>To inform people already on the council's database of the consultation</p> <p>The letter went to all parish and town councils (within Wiltshire and adjoining Wiltshire), all Wiltshire Council Councillors, all Community Area Partnerships, main statutory consultees (RA, NE, EA) and site promoters in SHLAA. The complete list ran to some 5500 organisations and people.</p> <p>List of organisations and people contacted can be found in the on line data base</p>	<p>Copy of letter:</p> <p>http://www.wiltshire.gov.uk/wiltshire_core_strategy_consultation_document_letter.pdf</p>
Existing networks		
Area boards	<p>At area board meetings a short chairman's announcement was made to draw attention to the Wiltshire Core Strategy Consultation Document, the period for consultation and the events to be held locally for people to meet officers and find out more.</p> <p>Area board managers were also asked to distribute electronic versions of the A4 flyer to their network</p>	<p>Comments received at two cake sales recorded at Appendix 6</p>

What	Purpose and brief comments	Copy available at:
	<p>of contacts.</p> <p>Devizes Area Board had the display material available to view during their meeting on 18th July 2011</p> <p>Calne Area Board had the display material available in local community shop in Calne following the Calne event</p> <p>Bradford on Avon Area Board arranged for officers to attend two cake sales to raise awareness about the core strategy consultation and discuss local issues. These were at Fitzmaurice Primary School on Friday 10 June 2011 and Christ Church Primary School cake sale: Friday 17 June 2011</p>	
Wiltshire assembly	<p>A small display was used in the 'market place' entrance to the Wiltshire Assembly held at Centre Parcs on the 9 June 2011 to raise awareness of the forthcoming consultation. Officers were present to answer questions on the proposals contained within the Wiltshire Core Strategy Consultation Document.</p>	<p>Appendix 7 – Copy of display boards at Wiltshire Assembly and in libraries</p>
Libraries	<p>All libraries acted as a point of reference for viewing copies of the consultation documents and had questionnaires available and posters advertising dates of the local drop in events.</p> <p>In addition a small display was erected in the larger libraries in the county for the duration of the consultation to provide further information. These were:</p> <p>Chippenham, Devizes, Malmesbury, Trowbridge, Salisbury, Royal Wootton Bassett</p>	<p>Appendix 8 – Copy of display boards at Wiltshire Assembly and in listed libraries</p>
Town and Parish Council's	<p>Town and parish councils were contacted directly by letter and asked to display a small poster about the exhibition. They were also informed via the council's electronic parish newsletter.</p> <p>Cricklade Town Council hosted a copy of the display boards available in libraries for the majority of the consultation period in their offices.</p>	<p>Appendix 5 – Poster</p> <p>Appendix 8 – Parish newsletter</p>

What	Purpose and brief comments	Copy available at:
Direct involvement		
Drop in events	<p>A 'market place' event was held in each community area where officers were available to discuss the content of the WCSCD. The events at least included a display in relation to proposals for that community area in the WCSCD and information on proposals in the Waste Site Allocations DPD for that area. In some locations representatives from local groups proposing neighbourhood plans or topic specific issues were also present. For example a display about air quality was included at the Devizes event and information on neighbourhood planning was available at the Westbury event.</p> <p>List of the times and dates for meetings can be found at the end of this table.</p> <p>Copies of the display material, handouts and additional information available are on the council's web site.</p>	<p>http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/wiltshirecorestrategy/wcsconsult2011.htm</p>
Consultation software	An on line consultation portal was used to enable quick and easy submission of comments.	
Topic based discussion	Where possible opportunities were taken to hold subject specific debates about the core strategy with existing partnerships within Wiltshire. These included discussions with Transforming Trowbridge (28 th June), North and Mid Wiltshire Economic Partnerships (30 th June) Wiltshire Environmental alliance (7 th July) and Wiltshire Sustainability Working Group (21 st July)	
Questionnaire	<p>A questionnaire was available on line, in libraries and on request.</p> <p>Copy of response form available at: http://www.wiltshire.gov.uk/wiltshire_core_strategy_consultation_document_june_2011_response_form.pdf</p>	

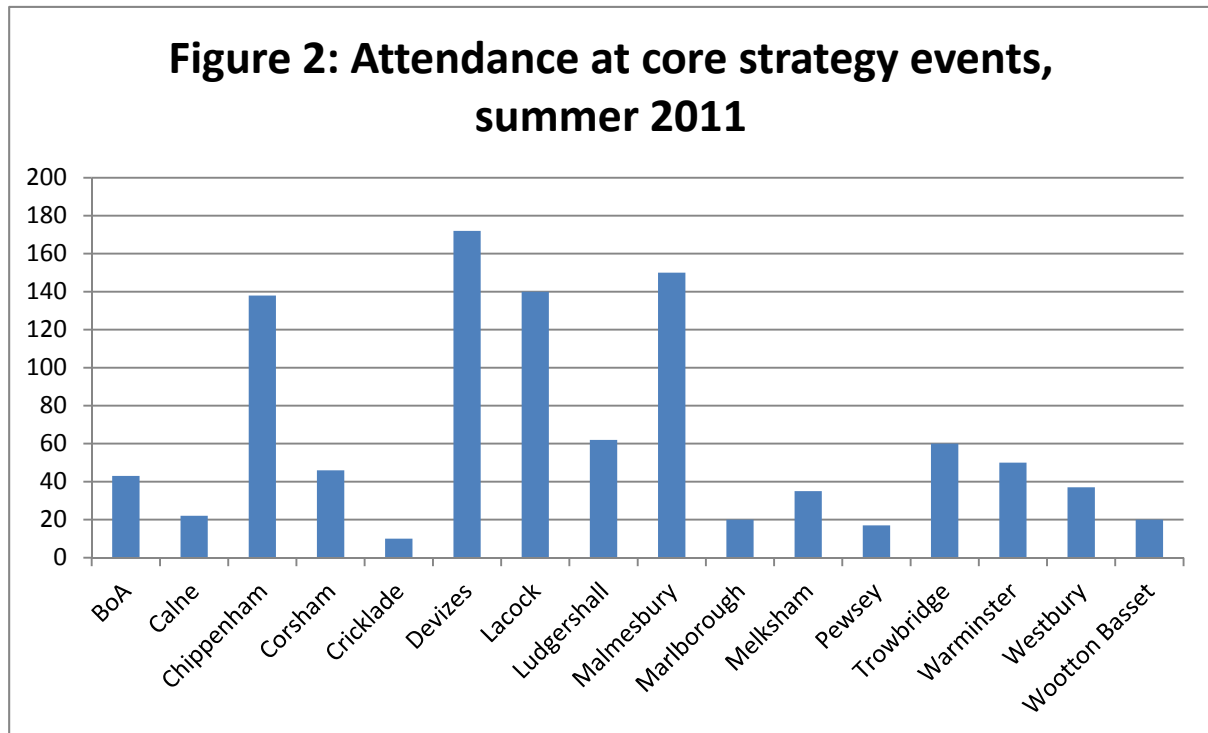
Table 3: List of venues for core strategy consultation ‘drop in’ events

Community Area	Date	Day	Venue	Time
Westbury	24th June	Fri	Paragon Hall, Westbury	2-8pm
Bradford on Avon	28th June	Tues	St Margrets Hall	2-8pm
Marlborough	29th June	Weds	Marlborough Town Hall	2-8pm
Salisbury	29th June	Weds	Guildhall, Salisbury	2-8pm
Corsham	04th July	Mon	Methuen Hall, Corsham	2-8pm
Pewsey	05th July	Tues	Bouverie Hall, Pewsey	2-8pm
Melksham	05th July	Tues	Assembly Hall	2-8pm
Chippenham	06th July	Weds	Neeld Hall	2-8pm
Amesbury	07th July	Thurs	Antrobus House	2-8pm
Devizes	11th July	Mon	Ceres Hall, Corn Exchange	2-8pm
South West Wilts	12th July	Tues	Nadder Hall, Tisbury	2-8pm
Trowbridge	13th July	Weds	Bridge House, Trowbridge	2-8pm
Corsham	13th July	Weds	Lackock Village Hall	2-8pm
Southern Wiltshire	14th July	Thurs	Downton Memorial Hall	2-8pm
Warminster	14th July	Thurs	Warminster Library	2-7pm
Calne	15th July	Friday	Calne Town Hall	2-8pm
Malmesbury	18th July	Mon	Wesleyan Hall, Town Hall	2-8pm
Wootton Bassett & Cricklade	18th July	Mon	Wootton Bassett Library	2-8pm
Tidworth & Ludgershall	20th July	Weds	Memorial Hall, Ludgershall	2-8pm
Wootton Bassett & Cricklade	21 st July	Thurs	Cricklade town council offices	2-7 pm

5. Wiltshire Core Strategy Consultation Document Outputs

Attendance

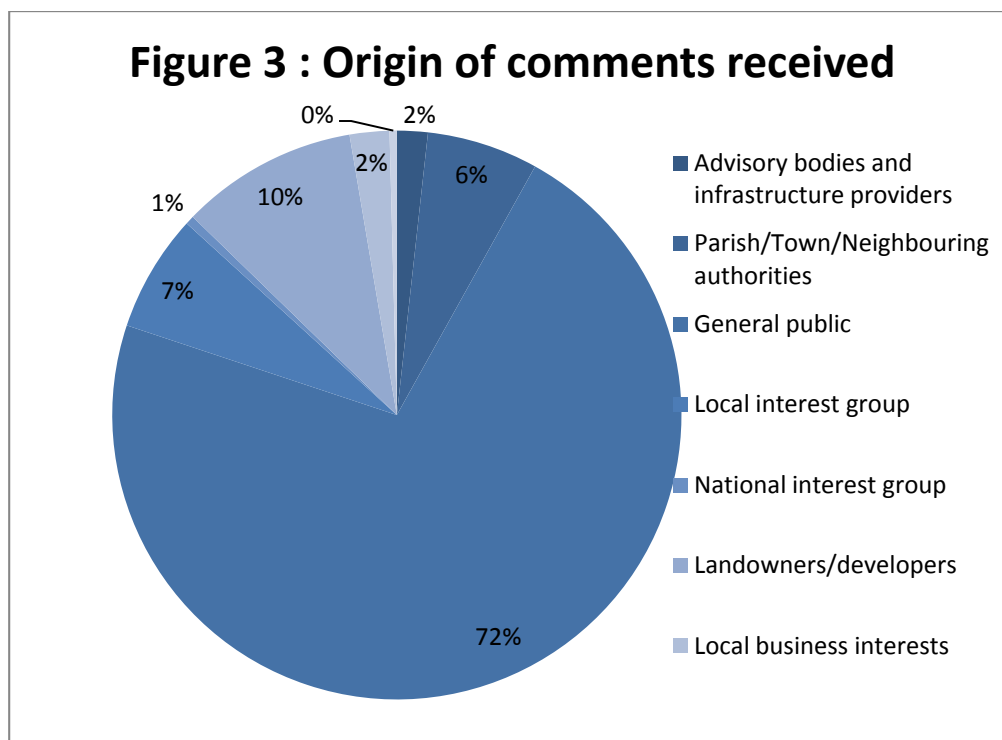
- 5.1 Figure 2, below, demonstrates that attendance at the planned events in north and central Wiltshire was varied. Locations where there was more public concern about the proposals in the Wiltshire Core Strategy Consultation Document appear to have the highest attendance eg Chippenham, Devizes, Lackock and Malmesbury. Where proposals appear less controversial attendance was low eg Marlborough, Pewsey, and Calne. In south Wilts there was very limited attendance at events. The main discussions revolved around the waste consultation and progress in relation to the evolving South Wiltshire core strategy.



Note: the attendance at Cricklade was only recorded until 5pm

Nature of respondents

- 5.2 In all the council received letters of comment from 1201 different organisations and individuals which resulted in 2760 separate comments. Of these 6% per cent were from parish/town councils, 7% per cent from local interest groups such as the Corsham Station Campaign, Trust for Devizes and the Showell Protection Group and 72% from individuals. A full list of respondents is set out at [Appendix 9](#).



Nature of responses

5.3 Analysis of all the comments received is included in Part 2 of the Statement of Community Involvement. It includes initial responses by officers to the comments made. **Appendix 10** includes a schedule for each of the community areas highlighting the main issues raised in that community area and suggested changes to be included in the draft core strategy being prepared for submission to the secretary of state. The key issues raised are summarised in Table 4, below. The list is not exclusive as other issues may have been raised in the detailed schedules in Part 2 of the Statement of Consultation.

Table 4 : Summary of key issues raised in each community area

Community Area	Theme/key issues
Bradford on Avon	Infrastructure, traffic, strategic sites, transport, Holt and the area of opportunity, employment, historic character/landscape / distinctive character of BonA, phasing of development, tourism/canal, flood risk, Staverton/ CA definition, Cotswolds AONB, retail/town centre, housing numbers, green infrastructure, impacts of development at Trowbridge.
Calne	Natural environment, non-strategic sites, housing numbers, phasing, campus, employment, town centre, transport, spatial strategy.
Chippenham	Powerlines, phasing, River Avon corridor, housing numbers, a place to live and work, Wilts and Berks canal, definition of the Chippenham central area of improvement
Corsham	Status of Rudloe, relationship between community areas, overarching amendments, cycle network, core policy wording, clarity of plans, relationship between Corsham and Neston, Weswells & Rudloe, infrastructure, green infrastructure, transport,

	SuDs, MoD sites, Leaffield employment allocation, Spring Technology/Corsham Media Park
Devizes	Air quality, congestion, overall housing numbers, retail, Potterne sewerage treatment works, railway station, character of Devizes, landscape setting, need for an employment allocation, employment allocation Horton road, alternative strategic allocations, green space, Assize Courts and Devizes Wharf
Malmesbury	Education, housing growth, empty homes, non-strategic sites, design, natural environment, employment, transport, context, spatial strategy.
Marlborough	Community facilities / infrastructure, vehicle movement, natural environment, world heritage Site, retail, residential development.
Melksham	Housing numbers, settlement strategy, infrastructure, economy, strategic sites, Wilts & Berks Canal, town centre regeneration / town plan, Lacock, retail, transport, phasing of development.
Pewsey	Vehicle movements, natural environment, drafting errors
Tidworth and Ludgershall	AONB, status of Everleigh, transport, Drummond Park, water cycle study, sewage, CP17
Trowbridge	Policy wording, education, wildlife, housing numbers, transport, retail, Hilperton, housing requirement, infrastructure, maps, Southwick country park, design, Hilperton relief road, electricity supply, areas liable to flood, additional site, national policy, viability.
Warminster	Non strategic sites, landscape, strategic site, settlement hierarchy
Westbury	Transport, landscape, strategic site, parking charges, neighbourhood plans, town/village boundaries
Wootton Bassett and Cricklade	Status of Lydiard Millicent, Purton and Bradenstoke, rural buffer, village boundaries, relationship between Cricklade and Wootton Bassett and villages, transport

- 5.4 In relation to core policies relating to individual topics comments received during consultation are considered in the related topic paper. For example comments on the transport policies in the Wiltshire core strategy consultation document are summarised in the transport topic paper. The outcome of the review of comments on the thematic policies is summarised at [Appendix 13](#) where amendments to policies as a consequence of consultation are set out.

Summary of comments at exhibitions

- 5.5 A summary of the comments received verbally at each of the exhibitions is included at [Appendix 11](#). In most areas comments reflected those received in writing during the consultation period and summarised in Table 4 above.

Photo 1: St Margret's Hall, Bradford on Avon



Photo 2: Neeld Hall, Chippenham



Photo 3: Corn Exchange, Devizes



6. Comments received after the close of consultation

- 6.1 The consultation on the Wiltshire Core Strategy Consultation Document closed on 8th August 2011. However, all the comments submitted and recorded in the consultation portal remained available to view, for information. This prompted a number of additional comments to be submitted in response to comments submitted during the consultation. Generally these related to the promotion of alternative sites for allocation in the core strategy.
- 6.2 In Devizes there was considerable local concern expressing views against proposed allocations at Coate Bridge and NE of Roundway Park. **Appendix 12** summarises these comments. Although not submitted during the official consultation period they represent local opinion on potential alternative development to that proposed in the consultation document.

7. Conclusions on comments received

- 7.1 **Appendix 13** includes an overview of all the policies in the Wiltshire core strategy consultation document and summarises the main changes made to each policy. The table also signposts where the amended policy will appear in the Wiltshire Core Strategy Submission document. Set out below are the significant changes proposed as a result of consultation.
- 7.2 **Settlement strategy**
 Policy now simply states the settlement strategy and the specific settlements which fall within each category. Details relating to the type and scale of development are now presented within core policy 2. The status of some settlements has been changed as follows:

Melksham CA	<ul style="list-style-type: none"> • Beanacre, Berryfield and Keevil are now named as small villages • Shaw & Whitley have been clustered to one large village
Tidworth CA	<ul style="list-style-type: none"> • Everleigh is now named a small village
Trowbridge CA	<ul style="list-style-type: none"> • Hilperton now named as a large village • West Ashton named as a small village not a large village
Royal Wootton Bassett and Cricklade	<ul style="list-style-type: none"> • Lydiard Millicent added as a small village
Corsham CA	<ul style="list-style-type: none"> • Rudloe now named as a large village
Devizes CA	<ul style="list-style-type: none"> • Rowde now named as a large village

All community area spatial strategies now have a direct link between policy and the list of issues and constraints identified in the supporting text.

7.3 Housing

- No change to the overall housing requirement for Wiltshire of 37,000 new homes over the period 2006 to 2026 but now expressed as a minimum rather than a maximum figure.

- Phasing element of Wiltshire housing requirement removed but policies strengthened to ensure phasing is introduced on mixed use strategic sites to bring employment elements forward ahead of housing.
- No new strategic sites identified in Calne, Devizes, Malmesbury, Melksham, Royal Wootton Bassett or Warminster.
- A new strategic housing site is identified in Marlborough at Salisbury Road.
- A new strategic housing site is identified at Station Road, Westbury.
- Housing sites confirmed at North Chippenham, Rawlings Green (east Chippenham) and south-west Chippenham.
- Strategic housing or mixed use sites allocated in the consultation document confirmed at Bradford on Avon, Tidworth, Ludgershall, Trowbridge and Warminster.
- Accommodation for Gypsies and Travellers amended to 82 new permanent pitches for the period 2011-2021 from 93 over the period 2006-2016.
- All proposed strategic housing sites are listed in core policy CP2 and linked to development templates which provide further detail on how each site should be developed.

7.4 **Employment**

- The amount of new employment land to be provided is confirmed as 178 ha.
- 26.5 ha of new employment land to be provided in Chippenham.
- 25ha of new employment land to be provided in Trowbridge (including former West Wilts local plan allocation) which is lower than the 30ha previously proposed.
- Other strategic employment allocations proposed in the consultation document retained.
- All proposed strategic employment sites are listed in core policy CP2 with links to development templates which set out in more detail how each site should be developed.

7.5 New policies introduced in relation to:

- air quality
- safeguarding a route for a Melksham canal link
- recognising the role of tourism to the economy
- supporting hotels, bed and breakfasts, guest houses and conference facilities
- the restoration and reconstruction of the Wilts and Berks, Thames and Severn canals
- supporting the Cotswold Water Park
- protecting water resources
- contaminated land
- supporting rural life.

8. **Lessons learned**

8.1 A number of issues were raised about the consultation that should be addressed in future consultations. Issues raised included:

- the complexity of the consultation document and the need for plain English
- the complexity of the on line consultation portal
- the amount of publicity

- the limited number of events in each community area
- the availability of hard copies of the main consultation document.

However there was some support for the intention to make as much of the evidence base available as possible at the time of consultation to help provide background to how policies were developed and some recognition of the amount of work summarised in the consultation document.

8.2 Table 5 below, provides examples of some of the comments received.

Table 5 – Sample comments on the consultation process

Bere, Mrs S	Welcome the publication of this document. I'm appreciative of both of the amount of work which has been involved in producing this document and its technical papers, and of the opportunity to comment.
Bishops Cannings Parish Council	BCPC considers that the document is so empty of sufficiently detailed content that an adequate response is impossible. There also appears to be a lack of an acceptable level of publicity on the document and its contents.
Clark, Cllr E	This consultation 'web site' is very cumbersome to navigate around. I would imagine that many residents will try to find where they should leave their comments but give-up before they manage to navigate their way there. That is assuming that they have 'registered' in the first place. Are you trying to discourage residents from taking part in this exercise? Is there any way to find out how many people have viewed this document but not left a comment?
Feather, Mr D	In view of the implications of the proposals on the County I feel that your single day exhibitions in each of the towns are not sufficient. For example, I am interested primarily in Trowbridge and yet I cannot make your single exhibition day. If you are truly searching out the views of as many people as possible I would have expected more publicity and that 3 or 4 days in each town would have been more appropriate. Fortunately I have knowledge of the availability of the document on line and the stamina to read through it.
Graham, Dr A H D	The online system for comments is difficult to use. The document is too verbose for any member of the public to be able to understand and contribute to this consultation. I'm sure it is fine for full-time planning staff and councillors, but it needs to be made simpler for the public.
Gorford, Mr P	Simplify the strategy - if it cannot be communicated to normal people in 10 minutes of speech or at most on 2 sides of A4 we are wasting everyone's time.
Leadbeater, Mr C	I am late into this process, and as such have not been able to digest much of the content. Were I a holder of a Degree in Town and Country Planning, perhaps the oblique, political and non-specific use of much of the language could be de-coded in a meaningful way. However, I am not - so I have to try and articulate frustration and some anger and dismay in a cohesive manner.
Little, C	General comment: If you really wish to get local people to comment meaningfully on your Core Strategy, you will have to make it much easier for them to support/object specific points. The present document is a masterpiece of obscurity.

Llewellyn, Mrs L	The consultation process is not user-friendly. Future stages of consultation will need to consider how to engage ordinary people without requiring them to become planning experts overnight! I am left feeling that my views are unlikely to make any difference in the face of pressure to develop and changes in government policy. Instead I am expected to accept that development is in the public interest and economics takes priority over climate change.
Malmesbury Civic Trust	For the record, while I registered to use the on-line response, I found it rather frustrating to use and have therefore reverted to a more traditional method.
Minety Parish Council	It has to be noted that a hard copy of the document would have been very useful and would have produced more comments. It is easy to highlight sections and insert markers for discussion in a hard copy and this is impossible to do for Councillors reading the document independently online.
Robson, Mrs L	Word on the street is that every consultation is pointless and a waste of time and money. Whatever it is you want to do, it will go ahead regardless of how many valid objections are raised. It is basically a talking shop with a one way street at the end. As our Dear Maggie, said this lady is not for turning, neither are any of the planning committees.
Warwick, Mr B	I would like to make a request for consultation documents to be in plain simple English. Even the departmental title Spatial Planning is not a readily understood in the public domain.

8.3 It is important that Wiltshire Council accurately report on comments received during consultation and that any amendments and alterations made to the emerging plan as a consequence of consultation is clearly stated. The purpose of this document is to bridge the gap between the content of the Wiltshire core strategy consultation document and the draft core strategy to be published for consultation early in 2012. Members of the public, groups and organisations that have commented on emerging planning policies need to see that their involvement can and does make a difference. It is equally important to explain why some changes and amendments have not been made. These are explained in Part 2 of the statement of community involvement.

8.4 For the next period of consultation the council need to build on this experience. Some suggested actions include:

To further raise awareness – more press coverage, easy to understand public notices as well as formal notices in the press, wider use of libraries for the duration of the consultation, greater use of the parish network.

To improve ‘plain English’ – non technical summary of the core strategy, proof reading by a ‘non’ planner, document available by place or theme on the web site rather than as a complete document.

To improve web access – clear introductory page within consultation portal which provides a step by step guide on how to submit comments, de-clutter web page, quick links from the front page of the Wiltshire web site for the duration of the consultation.

This document was published by the Spatial Plans team, Wiltshire Council, Economy and Enterprise.

For further information please visit the following website:

<http://consult.wiltshire.gov.uk/portal>