Working towards a Core Strategy for Wiltshire

Wiltshire Core Strategy Submission Document

January 2012

Wiltshire Council
Where everybody matters

How to use this document

Section 2 of this pre-submission draft core strategy begins by describing the key characteristics of Wiltshire in a 'spatial portrait' of the area, and identifying six key strategic challenges which planning policy can assist in addressing. The spatial portrait and the key strategic challenges form the basis for the vision and strategic objectives which are set out in Chapter 3. The strategic objectives in turn provide a clear direction for the 'spatial strategy' and three overarching polices presented in section 4. Key local challenges and issues are contained within the community area spatial strategies presented in section 5. Finally there are a set of Wiltshire wide polices in section 6, which are required to complement the core polices in preceding sections and contribute to effective development management.

How to comment on this document

The Wiltshire Core Strategy has been subjected to two rounds of consultation since 2009, taking forward the work started by the former district councils. The pre-submission draft consultation provides the final opportunity for public consultation on changes to the Wiltshire Core Strategy document before it is submitted to the Secretary of State for an Examination in Public. In addition, appropriate policies from the South Wiltshire Core Strategy have been integrated into this document.

You now have the chance to tell us if the changes made to the strategy represents the right approach. If it is not the right approach you need to support the reasons why it is not on the following grounds - are the changes to the core strategy justified, effective and consistent with national policy?

1. **Justified** means that the changes to the documents must be:

   - founded on a robust and credible evidence base
   - the most appropriate strategy when considered against the reasonable alternatives

2. **Effective** means that the changes to the document must be:

   - deliverable
   - flexible
   - able to be monitored

2. **Consistent** with National Planning Policy as set out in a suite of Planning Policy Statements and Planning Policy Guidance notes (external link).

Further guidance on the requirements for submitting comments at this stage can be found on the council's website at www.wiltshire.gov.uk , local libraries and council offices.

Following this consultation the core strategy will be submitted to the Secretary of State. The core strategy will then be subject to an Examination in Public.

The consultation will close on 5pm, Monday 2nd April. The council has set up an interactive website, which enables those with access to the internet to respond to the consultation on-line. You are

strongly urged to respond in this way if you can, as it will ensure that your views are recorded accurately. This may be found at: www.wiltshire.gov.uk

Alternatively, comments may also be submitted by e-mail, using the form available at www.wiltshire.gov.uk to the Spatial Planning Team on spatialplanningpolicy@wiltshire.gov.uk

Comment forms are also available from council offices and libraries. Completed response forms should be sent to:

The Spatial Planning Team

Economy and Enterprise

Wiltshire Council

County Hall

Bythesea Road

Trowbridge

BA14 8JN

Please submit any views to Wiltshire Council using the above methods by 5:00pm on Monday 2nd April

Next steps

The representations received during this formal round of consultation will be passed to the planning inspectorate, who will appoint an inspector to conduct and examination in public, possibly later this year. The council will publish details of the examination in public on its website.

Contents

1. Introduction

A strategy focused on delivering stronger, more resilient communities.

1.0　　The vision for Wiltshire is to create stronger, more resilient communities[1]. This is all about people and places, fostering a sense of community belonging and self-sufficiency where communities can solve problems locally with the support of the public sector and partner bodies and organisations. The Wiltshire Core Strategy sets out a flexible and realistic framework within which local communities can work.

1.1　　The underpinning idea of the strategy is to strengthen communities, wherever possible, by maintaining and increasing the supply of jobs to ensure that Wiltshire remains strong and prosperous. The underlying principles of the strategy seek to manage future development to ensure that communities have an appropriate balance of jobs, services and facilities and homes. The strategy recognises that previous growth hasn't always been delivered in a proportionate manner whereby housing is delivered in settlements where there are insufficient employment opportunities leading to out commuting. Perhaps the key message from our communities during the preparation of this document was that whilst there was the understanding of the need for new homes there was little appetite for more homes, without the imbalance in local jobs and the infrastructure required to support growth, being addressed. The strategy therefore seeks to redress this imbalance and support a more sustainable pattern of development within Wiltshire.

1.2　　There are a number of key principles which underpin the strategy to help build more resilient communities, as follows:

- providing for the most sustainable pattern of development that minimises the need to travel and maximises the potential to use sustainable transport.
- creating the right environment to deliver economic growth, delivering the jobs Wiltshire's population needs locally, and taking a flexible and responsive approach to employment land delivery
- managing development to ensure that jobs and the right infrastructure are delivered at the right time to ensure that out commuting, in particular to areas outside of Wiltshire, is not increased and development does not have a detrimental impact on infrastructure
- working towards lowering Wiltshire's carbon footprint through the appropriate location of development, and through renewable energy and sustainable construction
- protecting and planning for the enhancement of the natural, historic and built environments, wherever possible, including maintaining, enhancing and expanding Wiltshire's network of green infrastructure to support the health and wellbeing of communities
- providing high quality, well designed development, and ensuring full local community involvement in planning for significant new proposals.

---

[1] Wiltshire Community Plan 2011 – 2026: People, places and promises.

2

- providing the framework to deliver appropriate community-led planning policy documents, including Neighbourhood Plans.

A strategy which places an emphasis on economic growth as the driving force behind meeting our objectives

1.3   Planning for job growth and meeting the needs of business are central to this Strategy. This plan puts in place policies which will help both attract new inward investment and help existing business meet their aspirations in Wiltshire, as well as providing the right environment for business start-ups. This will be achieved by ensuring new land is identified for job growth, allowing for redevelopment of outdated premises, safeguarding a range of employment sites to allow for choice and making sure that potential barriers to investment, such as inadequate infrastructure, are overcome. In addition, specific policies have been put in place to support the regeneration of Salisbury, Trowbridge and Chippenham through town centre regeneration, as well as recognition being given to the importance of the market towns and rural communities. Specific policies have been framed to support the changing role of the Military in Wiltshire.

1.4   Underpinning this strategy is the delivery of resilient communities; to be achieved through enhancing the economy in order to help secure a greater level of self containment in settlements and provide the jobs locally that Wiltshire's communities need. This is an economic led strategy.

1.5   By creating certainty and choice through land allocation, the strategy seeks to help capitalise on Wiltshire's pivotal location for growth and help facilitate delivery of the aims of the Swindon and Wiltshire Local Enterprise Partnership[2] which are as follows:

- 10,000 new private sector jobs created across Wiltshire and Swindon
- safeguarding of 8,000 jobs within existing business base
- achieving 85% coverage of super fast broadband
- using planning powers to build a supportive economic environment
- delivering regeneration in our primary population centres of Chippenham, Trowbridge and Salisbury
- allocation of strategic employment sites
- reduction in CO_2 emissions
- delivering resilient rural communities
- targeting growth in the tourism sector

A strategy which provides a framework for localism

1.6   The Core Strategy gives communities a solid framework within which appropriate community-led planning policy documents, including Neighbourhood Plans can be brought forward and communities themselves can decide how best to plan locally. Neighbourhood Plans are required to be in conformity with the Core Strategy and can develop policies and proposals to address local place-based issues. In this way the Wiltshire Core Strategy provides a clear overall strategic direction for development in Wiltshire, whilst enabling finer

---

[2] The Swindon and Wiltshire Local Enterprise Partnership Proposal 2011, page 2, Executive Summary.

detail to be determined through the neighbourhood planning process where appropriate. Neighbourhood Plans will form part of the development plan for Wiltshire, alongside, but not as a replacement for, the Wiltshire Core Strategy. The relationship between the Wiltshire Core Strategy and any community-led planning policy documents which may come forward is illustrated below. The community-led planning policy documents can include neighbourhood plans, neighbourhood development orders and community right to build. However, neighbourhood planning is optional, not compulsory. As such the council will work closely with communities to plan successfully and cost effectively for their areas by helping to identify the approach that best suits the needs of each individual community.
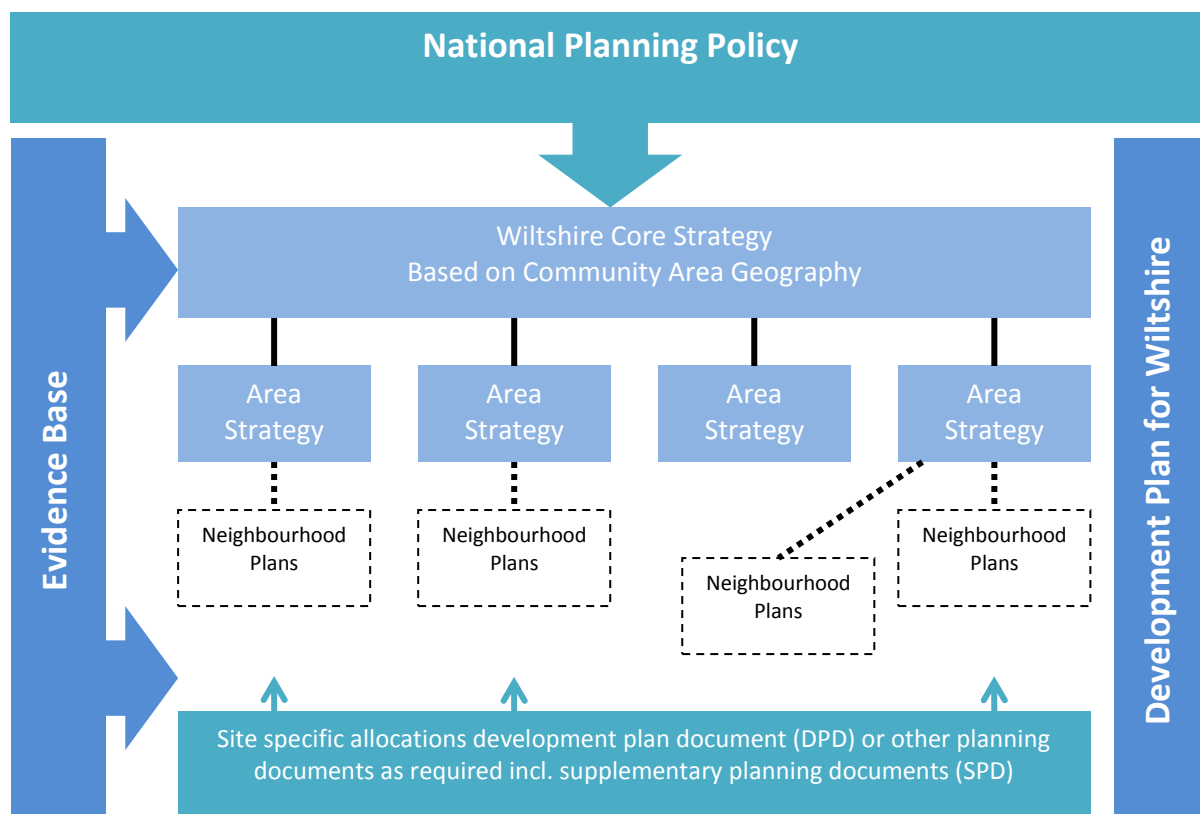
Fig.1 – Structure of the planning policy framework

A strategy that will help to deliver the objectives of the Wiltshire Community Plan, other plans and strategies

1.7   The Core Strategy provides a spatial expression of the Wiltshire Community Plan 2011-2026: People, places and promises, and will be focussed on delivering the three overarching priorities and the 17 key objectives of the Community Plan. The overarching priorities are to help build and protect resilient communities, through:

- creating an economy that is fit for the future;
- reducing disadvantage and inequalities; and
- tackling the causes and effects of climate change.

1.8   This Core Strategy sets out policies and proposals that will make an important contribution in delivering these priorities.

1.9   The Core Strategy has also been developed using other policies and strategies relating to the area and develops a spatial dimension to these plans and strategies and does not simply repeat them. The relationship between the Core Strategy and other documents is made explicit at relevant points throughout the document. These include:

- national planning policy
- the Wiltshire Community Plan: People, places and promises
- the Swindon and Wiltshire Local Enterprise Partnership Proposal
- strategies prepared by local communities such as community area plans and parish plans
- the Salisbury, Trowbridge and Chippenham town centre regeneration programmes
- Wiltshire's Joint Strategic Assessment
- heritage strategies such as Conservation Area Appraisals and the Stonehenge and Avebury World Heritage Site Management Plans
- strategies relating to specific geographic areas such as management plans for the Areas of Outstanding Natural Beauty
- forward work programmes of essential infrastructure providers

1.10   The Wiltshire Core Strategy covers the whole of the administrative area of Wiltshire Council, with the exception of the areas within the New Forest National Park and it incorporates the South Wiltshire Core Strategy, thus replacing stand alone versions of that document. The New Forest National Park Management Plan (2010 – 2015) was formally approved by the National Park Authority in December 2009 with the Authority's Core Strategy & Development Management Policies DPD adopted in December 2010. These plans cover the whole of the National Park, including the parts of the Park in South Wiltshire, and supersede the New Forest policies within the Salisbury District Local Plan 2003

A strategy that is based on an understanding of the community areas in Wiltshire

1.11   The area covered by the Wiltshire Core Strategy is shown on the map below and the Key Diagram on Page 29.

1.12   There are 18 established Community Area Boards across Wiltshire.. Membership of the Boards include elected Wiltshire councillors; city, town and parish councillors; police, fire and health services; business community; local community groups; community area partnerships; and young people's groups.. They provide opportunities for people to help shape the future of their local area. The Area Boards are a formal part of Wiltshire Council and work collaboratively to find solutions for local issues including traffic problems, facilities for young people, and affordable housing. Each Area Board covers a community area shown on the map below, with the exception of the South West Wiltshire Area Board, which covers the three community areas of Mere, Tisbury and Wilton.

5
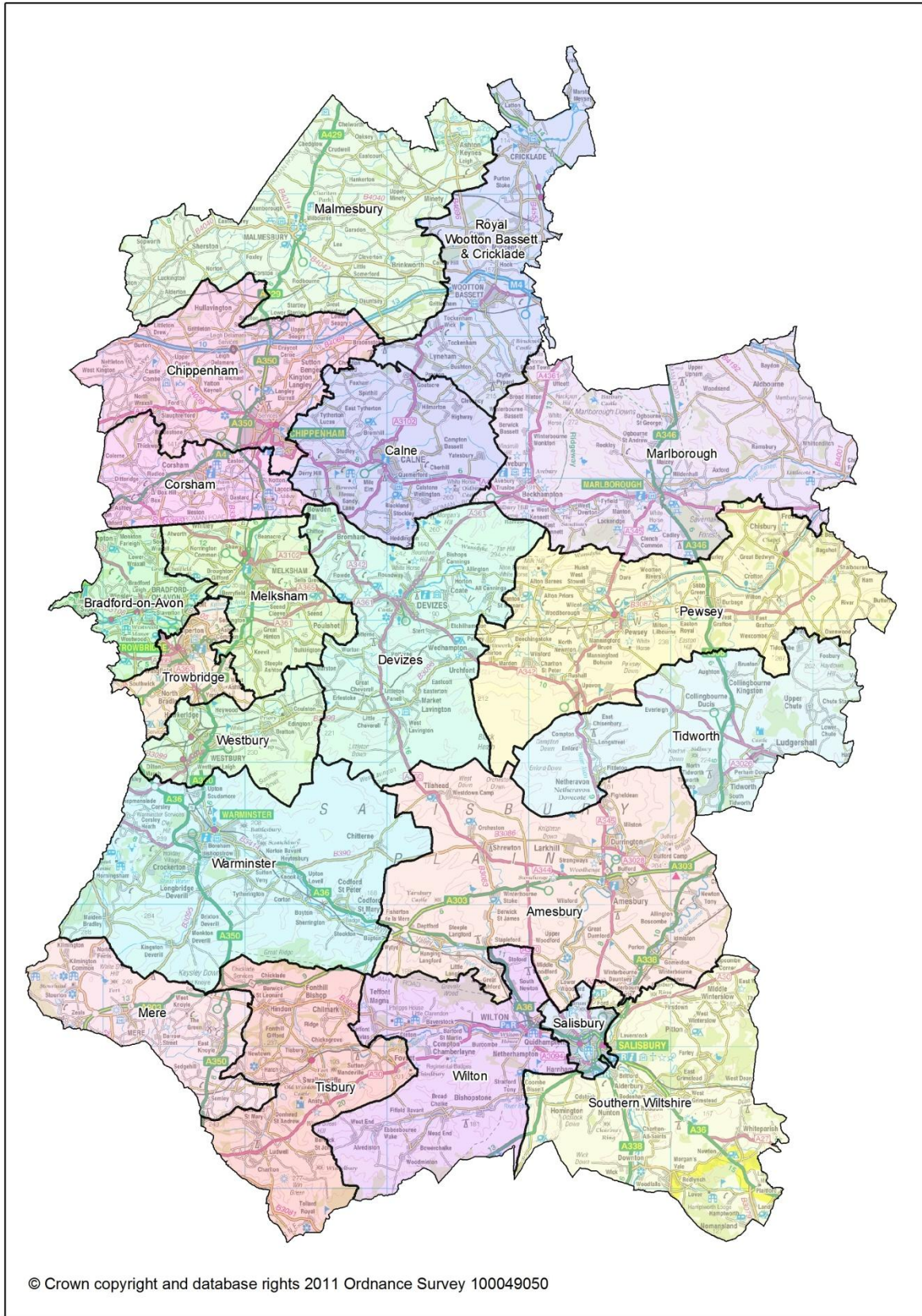
Map 1: Wiltshire's community areas

1.13   Co-ordinating strategies and plans around the established Community Areas is central to Wiltshire Council and its partners' commitment to empowering local people to have a greater role in what happens in their local communities. The Core Strategy includes a strategy for each of the community areas of Wiltshire, setting out how it is expected that these areas will change by 2026, and how this change will be delivered. Aligning the Core Strategy with the community areas in this way offers the opportunity for place shaping to be embedded within the local community and the benefits of development to be realised at a local level.

A strategy which will ensure that the most is made of Wiltshire's outstanding environments

1.14   From the North Wessex Downs, to the expanse of Salisbury Plain, from the historic settlements such as Lacock to the World Heritage Site of Stonehenge and Avebury, Wiltshire has one of the richest and most varied natural, historic and built environments to be found across the country. The evidence upon which this strategy is based clearly indicates that the quality of the environment is a key competitive advantage for Wiltshire in terms of attracting investment. While other parts of the country may have more readily available developable land, it is the quality of life that is a key attractor to investment in Wiltshire. Put simply the way that Wiltshire looks, is a key strength and the rich environments and heritage will be managed to act as a catalyst for the realisation of this strategy and not a barrier to it. This means the careful stewardship of our environmental assets so that growth is complimentary and does not erode the very qualities that make Wiltshire so attractive in the first place. The policies later in this strategy will demonstrate how this will be achieved and that the aims of attracting investment and caring for our environments are mutually compatible and that without carefully managed growth many of the opportunities to safeguard and strengthen our environmental assets will be lost.

A strategy based on firm evidence

1.15   In order to identify the challenges that Wiltshire faces and also in   demonstrating that the proposals in this strategy are deliverable an evidence base has been developed. A detailed collation of this evidence is provided in the series of Topic Papers[3], which support this strategy. Reference to the evidence has been indicated though the use of footnotes where ever relevant.

1.16   The evidence can be viewed at: www.wiltshire.gov.uk

---

[3] See Appendix B for list of Topic Papers

7

2. A spatial portrait of Wiltshire and the key challenges it faces

2.0   Wiltshire Council is one of the largest unitary authorities in England. The authority's area covers approximately 3,255 square kilometres and has a population of approximately 460,000 people. Wiltshire adjoins the higher tier local authorities of Dorset, Somerset, South Gloucestershire, Oxfordshire, West Berkshire, Hampshire, Swindon and Bath and North East Somerset. Wiltshire is a largely rural area encompassing many natural and historic features which make it distinctive, including parts of three Areas of Outstanding Natural Beauty, part of the New Forest National Park, over 16,000 listed buildings, over 240 conservation areas and a World Heritage Site. Wiltshire also includes an element of the Western Wiltshire Green Belt, which protects the openness of the countryside between Bath, Bradford on Avon and Trowbridge. The urban area of Swindon, while predominantly within Swindon Borough, has expanded into Wiltshire.. Deprivation is generally low and our communities benefit from safe environments. Wiltshire enjoys strong sub regional links and is within commutable distance of London, Bristol, Swindon, South Wales and the south coast.

Inset map labels: BIRMINGHAM, CARDIFF, LONDON

Herefordshire

Worcestershire

Cheltenham
Gloucester
Gloucestershire

Cirencester

South
Gloucestershire

Oxfordshire

Swindon
Swindon

Bristol

Chippenham

West Berkshire

Reading

Bath

Hungerford
Newbury

Bath & North
East Somerset

Trowbridge

Wiltshire

Basingstoke

Frome

Andover

Somerset

Salisbury

Hampshire

Shaftesbury

Dorset

Southampton

Portsmouth

Bournemouth and Poole

Isle of Wight

Weymouth

© Crown copyright and database rights 2012 Ordnance Survey 100049050

Council - 7 February 2012

Settlements

2.1   The largest settlements in Wiltshire are the historic cathedral city of Salisbury in the south, the county town of Trowbridge in the west, and the market town of Chippenham in the north. The city of Salisbury serves a large surrounding rural area. With its Cathedral and close proximity to the internationally famous World Heritage Site of Stonehenge, Salisbury is a very popular tourist destination. Trowbridge plays a role as an employment, administration and service centre for the west Wiltshire area, and has good transport links to many nearby settlements, including Bath and Bristol. Chippenham has a busy town centre and, in recent decades, an expanding urban area and is a focus for employment growth due to its proximity and good access to the M4 and rail links. It has direct transport links with Swindon, Bath, Bristol and London.

2.2   Aside from these three larger settlements there are also a number of market towns throughout the county. The market towns of Devizes and Marlborough are located in the eastern part of Wiltshire. Devizes is centrally located with an attractive town centre which is well regarded. Marlborough is popular for tourism, shopping and leisure as well as business. Calne, Corsham, Cricklade, Malmesbury and Royal Wootton Bassett in the north of Wiltshire, and Bradford on Avon, Melksham, Warminster and Westbury in the west. Amesbury has an important role as a service centre in the south Wiltshire area, providing a good level of services, shops and jobs, and Downton, Mere, Tisbury, Wilton, are local service centres in this area. The garrison towns of Tidworth and Ludgershall in the east are dominated by the presence of the Army which is the largest local employer.

2.3   Wiltshire also contains numerous villages and rural settlements: around half of the people living in Wiltshire live in towns or villages with fewer than 5,000 people, reflecting the rural nature of the county.

Cross border relationships

2.4   Wiltshire has important relationships with the surrounding large urban centres of Bath, Bristol, Swindon and Southampton, and lies completely within 115 miles of London. The larger centres provide a wider range of employment, leisure and cultural opportunities than can be found across Wiltshire and result in out-commuting of Wiltshire's residents for work[4] and leisure activities such as shopping[5]. Evidence also identifies that in some instances workers are commuting into Wiltshire, whilst residing in larger centres such as Bristol and Southampton[6] and this could be due to cheaper housing and enhanced leisure facilities providing a greater draw. The air and seaports related to these settlements are also widely used by Wiltshire residents.

---

[4] Table A2.17, appendix 2 of the Roger Tym Workspace and Employment Land Review identifies that 13,339 net residents out commute for work to Swindon, the majority of these being located in the former north Wiltshire area.

[5] Table 4.1, page 35 of the GVA Grimley Town Centre and Retail Study, March 2011 identifies that Swindon, Bath and Southampton have a combined market share of 25.7% across the study area whilst, Chippenham, Salisbury and Trowbridge account for only 14.7%, showing that a high proportion of expenditure is being lost to outside of Wiltshire.

[6] Table A2.17, appendix 2 of the Roger Tym Workspace and Employment Land Review identifies that 1,852 net workers commute from Bristol to West Wiltshire, whilst 580 net workers commute from Southampton to North Wiltshire.

2.5   There are also links between Wiltshire and the smaller settlements of Andover, Cirencester, Frome, Gillingham, Newbury, Shaftesbury, Yeovil, and the conurbation of Bournemouth and Poole. Many of these settlements again compete with Wiltshire but to a lesser extent, providing some degree of employment, services and facilities, especially to nearby towns and villages such as Cricklade. For example paragraph 4.3 of the GVA Town Centre and Retail study identifies that Poole, Cirencester, Newbury, Andover, Yeovil and Basingstoke are competing with Wiltshire in terms of retail.

2.6   The South East corner of Wiltshire bounds the New Forest National Park, and parts of the county lie within the National Park and fall under the jurisdiction of the National Park Authority for planning purposes. Development proposals in south Wiltshire will place pressure on the National Park, especially in terms of recreation and transport links. Care must therefore be taken to ensure that proposals do not have a detrimental impact on the National Park.

2.7   The proliferation of military camps across Salisbury Plain exerts a significant influence, both in terms of military/civilian employment opportunities and in civic and cultural activities. The rationalisation of these establishments as part of the 'Super Garrison' project will strengthen these influences. As well as the obvious impact of the population of the area, both from service and retired military personnel, there are additional benefits in terms of employment opportunities for civilian support staff, as well as additional support for local services and facilities.

2.8   The Key Diagram on page 279 identifies some of the key cross border relationships which will need to be taken into account when planning for Wiltshire.

The 6 key challenges for Wiltshire

2.9   There are six key 'strategic' challenges in Wiltshire that broadly apply across the whole county, which the Core Strategy can assist in addressing. The key challenges set out below form the basis for developing the 'strategic objectives' presented in the next section.

1. Economic development

2.10   Reducing levels of out commuting from many of Wiltshire's settlements is perhaps the most important strategic challenge in planning for the future of Wiltshire.

2.11   Wiltshire has net out-commuting flows to several employment centres beyond the county boundary. Evidence suggests that pay differentials are a major driver meaning that higher earners commute out of the county to work. Out-commuting may have some beneficial effect on the local economy through income earned outside the area being spent in Wiltshire, but this is far outweighed by the negative impacts on sustainability.

2.12   The key challenge is to improve the self-containment of the main settlements, to ensure that there are a range of appropriate employment opportunities available, reflecting the needs of inward investors and Wiltshire's communities. Delivering a good level of local opportunities close to the main centres of population will help reduce the need to commute out of Wiltshire to seek work. An important part of this challenge is to provide the correct amount

11

and type of employment provision to take account of the anticipated levels of growth[7]. It is also necessary to put in place contingency plans to ensure that the loss of major employers can be mitigated as exemplified by the potential closure of MOD establishments, such as the UKLF HQ at Wilton. In this way broadening the employment base and providing choice in the job market for Wiltshire's population is a key element of delivering resilient communities.

2. Climate change

2.13   Climate change is a central issue to be addressed by the Wiltshire Core Strategy. This necessitates both adapting to the consequences of unavoidable climate change and mitigating the causes by reducing Greenhouse Gas emissions. This strategy offers a significant opportunity to influence Greenhouse Gas emissions and has an important role in shaping communities that are resilient to the predicted impacts of climate change such as higher temperatures and increased flood risk. The basis of this strategy is to achieve sustainable patterns of development in order to reduce carbon emissions.

2.14   The climate in Wiltshire is changing and the challenge is to plan ahead to both mitigate the future consequences and play a meaningful part in trying to reverse the trends. For example, the latest projections indicate that annual mean temperature in the county will rise by between 1.2 and 1.7^{0}C by the 2020's (2010 to 2039) and by between 3.1 and 4.1^{0}C by the 2080s (2070 to 2099) [8] Particular vulnerabilities to extreme weather in Wiltshire have been identified and these include: high temperatures/ heat waves; wind; and excessive rainfall/ flooding.[9] Wiltshire's per capita carbon emissions are greater than for either the South West or for the UK[10]. In 2010, Wiltshire made the second lowest contribution to renewable electricity of all areas in the South West and the lowest contribution for renewable heat.[11]

3. Providing new homes

2.15   There is a challenge to plan for sufficient new homes to be delivered in Wiltshire to address housing requirements. Providing decent and affordable homes to complement the economic growth being promoted is a key challenge to improving the self-containment and resilience of Wiltshire's communities. These new homes will need to be delivered at appropriate sustainable locations and must be supported by necessary improvements to infrastructure. Within a predominantly rural area, with a limited amount of previously developed land for

---

[7] Level and type of growth is evidenced in Topic Paper 8, 'Employment', and The Wiltshire Workspace and Employment Land Review, by Roger Tym and Partners, November 2011, Section 5, page 52 onwards.

[8] These projections are based on the medium emissions scenario developed by the Intergovernmental Panel on Climate Change (IPCC) and use the United Kingdom Climate Projections 09 (UKCP09) tool developed by the Met Office Hadley Centre. See paragraph X of the Climate Change Topic Paper.

[9] see section X of the Climate Change Topic Paper.

[10] Department for Energy and Climate Change (2010). Local and regional CO_2 emissions estimates for 2005 - 2008 – Full dataset.

[11] Regen SW (2010) – Renewable electricity and heat projects in South West England.

redevelopment[12], the identification of the strategic growth sites to ensure an adequate supply of new homes is a also a challenge.

2.16   Wiltshire is a desirable place to live and, as the high level of out-commuting shows, it is also within easy reach of a number of large employment centres. A growing population and smaller household sizes are fuelling demand for new homes. Wiltshire also faces considerable inward migration pressures. For the period 1971 to 2001 the percentage increase of households for Wiltshire was higher than both that of the South West and of England as a whole. The type of housing within Wiltshire reflects the rural nature of the area as there is a higher percentage of detached properties than nationally. The gradual deterioration of affordability in Wiltshire has left many residents experiencing difficulty gaining access to the housing market, especially given the low household based income of certain areas. In 2011, the average house costs approximately 7.5 times the annual wage of Wiltshire's workplace employees and the age of the first time buyer is 38[13]. There are currently over 10,000 individuals on the council's housing waiting list, with Chippenham, Trowbridge and Devizes community areas having some of the highest levels of demand[14].

2.17   This strategy will need to ensure that policies and proposals respond to Wiltshire's changing demographics. Appropriate accommodation provision for the elderly, and the younger working age population, will need to be secured.

4. Planning for resilient communities

2.18   Wiltshire is a large and diverse part of the Country and the issues and challenges within it vary from place to place. It would be a mistake to develop a strategy which is based on a 'one size fits all' premise. The predominant rural character of Wiltshire means that transport choices to access a range of services are often extremely limited and especially in the more remote rural areas there is a reliance on the private motor car. Identifying the role that Wiltshire's settlements have with regard to the sustainable location of services, jobs and housing is an important consideration in trying to balance the needs of promoting a sustainable pattern of growth with the needs of more rural communities. A key challenge is to ensure that this Core Strategy responds to the distinctive character of specific places throughout Wiltshire and is effectively tailored to addressing their particular sets of problems.

2.19   Wiltshire has been one of the fastest growing populations in the country. Since 2001, the level of population growth has been above the national average; however, it is an ageing population which will have implications for the future economic base of the county. By 2026 there will be a higher proportion of the older age groups, including the over 85s. This part of the population is predicted to grow the fastest, by 89.4%, over the next 15 years, and it is also predicted that there will be double the number of older disabled people by 2026[15]. It is

---

[12] Previously developed land, often called brownfield land, is land that was developed but is now vacant or derelict, and land currently in use with known potential for redevelopment

[13] See Strategic Housing Market Assessment.

[14] On Wiltshire Council Housing Register on 31.12.11

[15] See Topic Paper 2, Housing, page 25, paragraphs 5.4 to 5.5 and Fig 3.

13

necessary to both plan for the needs of the ageing population, while also seeking the jobs and homes that can support a more diverse population encouraging economically active and younger people to live in the area.

2.20   Certain communities within Wiltshire experience social exclusion as a result of their isolation from essential services and facilities. This situation has been exacerbated through the decline in rural facilities which in turn has led to a greater reliance on the private car. Educational achievement within Wiltshire has continued to improve. However, there is a need to improve the level of skills beyond the age of 16 and to retain those skills within local communities.

2.21   This strategy will need to include measures that will help to address some of the social issues that affect Wiltshire's communities enabling them to help themselves and improve their quality of life, foster a sense of community belonging, safety, social inclusion and self-sufficiency. While this Core Strategy indicates those challenges which will need to be addressed, it will be a further challenge to the communities themselves to work with the Council and other partners to produce subsequent planning policy documents which will add detail to the overarching polices on a local basis.

5. Environmental quality

2.22   The challenge of safeguarding high quality environments whilst accommodating levels of growth to meet local need is demanding. The Core Strategy will need to ensure that Wiltshire's high quality built and natural environment is adequately protected, and that opportunities to enhance these significant assets are optimised. However it needs to go further and set out a proactive approach through which Wiltshire's rich environments and heritage will be managed to act as a catalyst for the realisation of this strategy and not a barrier to it. This means the careful stewardship of our environmental assets so that growth is complimentary and does not erode the very qualities that make Wiltshire so attractive in the first place. Simply put, a key challenge for the Core Strategy is to set out how protection of these environments will be achieved in a way which supports a positive strategy for growth, as they form the very heart of what Wiltshire has to offer to investors, visitors and the community.

6. Infrastructure

2.23   The Core Strategy will endeavour to ensure that adequate services and infrastructure provision, to meet the needs of Wiltshire's growing population and economy, is brought forward in a timely and responsive manner alongside new development proposals. Appropriate and sustainable modes of transport, highway improvements, water management, green spaces, power supply, high speed and affordable internet connectivity, access to emergency services, sustainable waste management facilities are all essential components of daily life and therefore critical to delivering our strategic goal of building more resilient communities. To ensure this is in place, new development will need to be supported by adequate physical, social and green infrastructure. The level of infrastructure provision will need to reflect growth and demand for services within Wiltshire's communities. The Core Strategy is supported by a detailed Infrastructure Delivery Plan[16],

---

16 See Wiltshire Infrastructure Delivery Plan, www.wilthsire.gov.uk

which broadly sets out what infrastructure is required to support growth. Where necessary the growth in this strategy will be phased to ensure essential infrastructure is delivered within a timescale to support development.

3. The Spatial vision for Wiltshire

3.1   The spatial vision provides direction for development within Wiltshire and is presented below. The Vision has helped to inform individual strategies for each of the community areas, to ensure that they address locally distinct challenges and opportunities. These are presented in Chapter 5 and are called the Area Strategies. These strategies have been informed by community aspirations and developed through extensive public engagement.

Spatial vision

By 2026 Wiltshire will have stronger, more resilient communities based on a sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Market towns and service centres will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel. In all settlements there will be an improvement in accessibility to local services, a greater feeling of security and the enhancement of a sense of community and place. This pattern of development, with a more sustainable approach towards transport and the generation and use of power and heat, will have contributed towards tackling climate change.

Employment, housing and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design. Wiltshire's important natural and built environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the County's heritage to promote cultural and lifestyle improvements as well as tourism for economic benefit.

Partnership working with communities will have helped plan effectively for local areas and allow communities to receive the benefit of managed growth, where appropriate.

Strategic objectives

3.2   A series of strategic objectives have been developed to deliver the vision for Wiltshire. The strategic objectives have been designed to marry up with the 6 key challenges that were identified in Chapter 2. These objectives are:

Strategic objective 1: delivering a thriving economy
Strategic objective 2: addressing climate change
Strategic objective 3: providing everyone with access to a decent, affordable home.
Strategic objective 4: helping to build resilient communities
Strategic objective 5: protecting and enhancing the natural, historic and built environment
Strategic objective 6: ensuring that adequate infrastructure is in place to support our communities**.**

16

3.3   These strategic objectives are all interlinked and will together assist in addressing both the three overarching priorities of the Wiltshire Community Plan and the six key challenges for planning in Wiltshire identified above.

Strategic objective 1: delivering a thriving economy

3.4   Wiltshire needs to encourage a buoyant and resilient local economy. The Core Strategy enables development to take place and encourages economic vitality, providing local jobs for Wiltshire's population, whilst ensuring that sustainable development objectives have been met. Residents within Wiltshire should have access to facilities and retail choice in convenient locations throughout Wiltshire. Employment and housing provision should seek to strengthen the role and function of established town centres to secure their future vitality and viability. Town centres should be regenerated and enhanced as necessary. They should fulfil the roles appropriate to their sizes and the communities they serve, and should complement one another. The potential of tourism should be realised as a major growth sector through capitalising on the quality of the environment and location Wiltshire benefits from.

Key outcomes

- land will have been identified in sustainable locations to provide for about 27,500 new jobs up to 2026 and significant progress to tackle the issue of out-commuting from Wiltshire will have been achieved
- where appropriate, existing employment sites will have been protected and the suitable intensification and regeneration of established employment sites will have taken place
- major regeneration projects for Salisbury, Chippenham and Trowbridge including those as set out in the respective Visions will have been delivered and the rural economy will have diversified where appropriate
- smaller business premises will have been provided to support business start ups
- redundant MoD land will, as far as possible, have been brought within the overall pattern of development
- Wiltshire will have secured sustainable growth of established and emerging employment sectors, building on existing strengths, including defence-related employment, bio-science, advanced manufacturing and business services
- potential for the expansion of green jobs will have been realised, particularly in relation to developing and installing renewable energy and energy efficiency technologies
- Wiltshire's tourism sector will have grown in a sustainable way, ensuring the protection and where possible enhancement of Wiltshire's environmental and heritage assets, including the delivery of new tourist accommodation and where appropriate the safeguarding of existing facilities
- appropriate retail, leisure and employment opportunities will have been located within town centres and planning applications for retail development will have been determined in line with the need to safeguard town centres
- good progress will have been made towards a broadened night-time economy within town centres, especially Chippenham, Salisbury and Trowbridge, which has been refocused to provide greater choice for families and tourists and respect the quality of life of residents

17

Strategic objective 2: addressing climate change

3.5   Climate change is possibly the greatest long-term challenge facing the world today. Tackling climate change is therefore a key Government priority for the planning system. Local authorities are uniquely placed to act on climate change and the planning system can help by contributing to delivering the most sustainable development and shaping communities that are resilient to the unavoidable consequences of a changing climate.

Key outcomes

- a sustainable pattern of development, including improvement to the self-containment levels of the main settlements and a reduction in the need to travel, will have contributed towards meeting climate change obligations
- the supply of energy and heat from renewable sources will have contributed towards meeting national targets and helped to address fuel poverty
- new development will have incorporated sustainable building practices and where possible will have contributed to improving the existing building stock
- high energy efficiency will have been incorporated into new buildings and development
- new developments will have incorporated appropriate adaptation and mitigation for climate change
- new development will be supported by sustainable waste management

Strategic objective 3: providing everyone with access to a decent, affordable home.

3.6   This Strategy makes provision for at least 37,000 new homes in Wiltshire in the plan period from 2006 to 2026. It sets out a plan for an appropriate mix of types, sizes and tenures, particularly to address affordable housing needs and will ensure a continuous supply of housing over the plan period that is aligned to job growth and the delivery of infrastructure.

Key outcomes

- new homes will have been delivered in the most sustainable locations and will have been designed to respect the local character and the primary focus of new housing development will have been at Trowbridge, Chippenham and Salisbury and the market towns
- more modest growth proportionate to the size of the settlement will have been delivered in smaller settlements, through community-led planning policy documents, including neighbourhood plans and partnership working with the local communities and the benefits from the development of new homes will have been successfully captured for local communities,
- development will have avoided encroachment on the Western Wiltshire Green Belt and the separate identity of the outlying villages to the west of Swindon protected,
- the strategy will have made significant progress towards addressing the shortfall in affordable homes across Wiltshire through ensuring a minimum of 40% of such homes will have been delivered in all new schemes of 5 or more houses.
- land will have been used efficiently and for all development to be low-carbon or zero-carbon will have been maximised

18

- a range of housing types and sizes will have been provided in order to help meet local needs for different groups of the population in a sustainable manner, including many new homes meeting the needs of an ageing population thereby allowing people to live for longer within their own communities
- new sites will have been provided for gypsies and travellers.
- changes in the accommodation of military personnel will have enabled better integration with the wider community

Strategic objective 4: helping to build resilient communities

3.7 This strategy will provide support for Wiltshire's communities, enabling them to help themselves and improve their quality of life, foster a sense of community belonging, safety, social inclusion and self-sufficiency.

Key outcomes

- where appropriate community-led planning policy documents, including Neighbourhood Plans will have been produced by communities which add detail to the overarching polices within the Core Strategy and ensures that the benefits from the new development will have been successfully captured for local communities
- new developments will have incorporated 'safe by design' standards
- a positive contribution will have been made to help areas of social exclusion, especially access to essential services and local facilities in the rural areas, which will have been improved
- strategic growth will have been matched by the provision of new educational and healthcare facilities where appropriate and high quality education services will have assisted in providing the trained employees necessary to deliver economic growth
- more effective planning controls will have resulted in the retention of existing facilities such as village shops and pubs including, where practicable, encouraging community management of such facilities through a pragmatic application of planning policy.
- significant progress will have been made towards addressing the identified shortfall in the range of sport, leisure and recreation facilities.

Strategic objective 5: : protecting and enhancing the natural, historic and built environment

3.8 Wiltshire's rich and diverse natural, historic and built environments are a significant asset and this strategy will be based on taking steps to use these as a catalyst to attract inward investment in a manner which as far as possible also protects and enhances them. The reuse of Wiltshire's limited amount of previously developed land should be maximised unless of high environmental value and the delivery of housing and employment growth needs to be carefully managed in a sustainable manner. This should include maintaining, enhancing and expanding Wiltshire's multi-functional green infrastructure network[17] , with wide-ranging benefits for both people and the environment.

3.9 Wiltshire contains some outstanding built heritage which is an important asset to be safeguarded and which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well-being. New development will need to respect and enhance Wiltshire's distinctive characteristics. Wiltshire also has a rich historic environment, including the Stonehenge and Avebury World Heritage Site and numerous sites of archaeological importance. These sites will be protected from inappropriate development.

Key outcomes

- where possible, development will have been directed away from our most sensitive and valuable natural assets, habitats and species[18], towards less sensitive locations
- new development will have contributed to delivery of the Wiltshire Biodiversity Action Plan (BAP) targets and protected, maintained and enhanced BAP habitats and species, particularly within areas identified for landscape scale conservation
- local biodiversity and wildlife corridors will have been incorporated into new development, maintaining and enhancing this resource for the future
- Wiltshire's network of multi-functional Green Infrastructure will have been maintained and enhanced to contribute towards achieving the vision set out in the Wiltshire Green Infrastructure Strategy
- the multi-functional Green Infrastructure network will have assisted Wiltshire in adapting to a changing climate, and in attracting business investment and tourism, enhancing the local economy, and promoting physical and social well-being
- good air quality will have been maintained and significant progress will have been made in treating areas of risk through the implementation of air quality management plans
- the quality and quantity of Wiltshire's groundwater and surface water features will have been improved, helping to achieve the objectives of the Water Framework Directive
- increased recreational pressures on sensitive wildlife will be effectively managed

---

[17] This network of Green Infrastructure will comprise both new and existing green spaces; walking, cycling and horse riding routes; parks, recreational spaces and play areas; water courses and water bodies; areas of high biodiversity value; and access and wildlife corridors, such as canals and rivers.

[18] including Special Protection Areas (SPAs), Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), Local Sites and other areas containing Biodiversity Action Plan (BAP) habitats

- the landscape character of Wiltshire will have been protected and enhanced, contributing to the delivery of landscape scale plans and projects
- features and areas of historical and cultural value will have been conserved and where possible enhanced, including the sensitive re-use of historical buildings will have taken place where appropriate
- Wiltshire's distinctive built heritage will have been used as the inspiration for new developments
- new development will have incorporated exceptional quality design which reflects local character and fosters community cohesion, and which reinforces Wiltshire as a desirable place in which to live and invest.
- archaeological sites and features will have been adequately protected
- the Outstanding Universal Value of the Stonehenge and Avebury World Heritage Site will have been protected from inappropriate development
- opportunities to significantly enhance Wiltshire's public realm will have been realised

Strategic objective 6: to ensure that infrastructure is in place to support communities.

3.10   The anticipated level of growth within Wiltshire will increase demand on local infrastructure services and facilities. The strategy will need to ensure that infrastructure requirements are appropriately planned, secured and implemented to ensure the timely delivery of development proposals. Social and physical infrastructure (e.g. transport improvements) can positively affect the environment, the economy and social well-being. The strategy will need to ensure that strategic and local transport needs are managed in a sustainable manner. The anticipated effects of climate change could potentially increase the frequency of flood events within Wiltshire. Development will need to appropriately address the risk of flooding and, where necessary, provide attenuation measures designed to adapt to the challenge of climate change.

Key outcomes

- provision of essential infrastructure, including, transport, water, energy, flood alleviation, sustainable urban drainage (SUDs), telecommunications affordable housing, education, health care, emergency services and waste and recycling, will have been coordinated and provided in timely manner within all new development
- appropriate place-shaping infrastructure, such as leisure and open space, green infrastructure, libraries, public art and cultural facilities, will have been secured on a priority basis
- there will have been effective partnership working between the council, other infrastructure providers and developers to facilitate infrastructure delivery and opportunities for the co-location and multifunctional use of existing and new infrastructure services and facilities will have been realised and appropriate contributions will have been secured from developers towards the cost of new and improved infrastructure
- existing infrastructure services and facilities will have been protected, unless they are no longer needed, or there is alternative provision elsewhere

21

- the provision of new or improved infrastructure will have been positively supported provided there is no detrimental environmental impact
- progress will have been made to ensure policies are helping to reduce greenhouse gas emissions associated with transport.
- a range of viable, efficient sustainable transport alternatives will have been provided to reduce reliance on the private motor vehicle, including effective choices for those people without access to a car and for the distribution of freight.
- a safer and more integrated transport system will have been provided that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors.
- sustainable transport alternatives will have been implemented in a manner which has reduced the impact of traffic on people's quality of life and Wiltshire's built and natural environment including enhancement of the public realm and street scene.
- Measures will have been implemented which reduce traffic delays and disruption, and improve journey time reliability on key routes.
- the use of existing transport infrastructure will have been optimised through effective design, management and maintenance.
- safety for all road users will have been improved, the number of casualties on Wiltshire's roads reduced and the impact of traffic speeds in towns and villages mitigated.
- barriers to transport and access for people with disabilities and mobility impairment will have been effectively removed.
- access to local jobs and services will have been improved
- strategic transport corridors within Wiltshire will have been safeguarded and, where appropriate, improved in a sustainable way
- the natural function of floodplains will have been maintained and enhanced and a sequential approach to flood risk will have been followed, with development being located first in areas of lowest risk
- the use of appropriate surface water management will have become a pre-requisite for development to ensure that flood risk is not increased elsewhere. Sustainable urban drainage systems (SUDs) will have been used in most cases
- proposals for new development will have reduced the overall risk of flooding through the appropriate implementation of climate change adaptation measures

22

4. Delivering the vision – the spatial strategy for Wiltshire

4.0   Setting out a clear Spatial Strategy is fundamental to the delivery of the vision and objectives. New development must deliver overall benefits to, and take account of, local distinctiveness and the character of Wiltshire. It should also be delivered in tandem with good quality infrastructure and services.

4.1   The challenge is to plan for growth whilst maintaining people's quality of life and protecting Wiltshire's high value environment.

4.2   The Spatial Strategy for Wiltshire consists of three key elements:

- Settlement Strategy - classifies Wiltshire's settlements based upon an understanding of their role and function
- Delivery Strategy - identifies the level of growth and how Wiltshire's settlements will develop in the most sustainable fashion
- Infrastructure Requirements – describes how infrastructure will be provided to support future development

4.3   The Spatial Strategy makes provision for the growth of around 27,500 jobs and at least 37,000 new homes from 2006 to 2026, including 178 ha of new employment land, beyond that already committed for general broad based employment uses to help deliver job growth and regeneration opportunities.

4.4   The strategy seeks to deliver the most sustainable level of growth, which does not exacerbate commuting, encourages a greater level of self containment and does not negatively impact on Wiltshire's exceptional environmental quality.

The promotion of sustainable development

4.5   The Spatial Strategy sets the foundations for how 'sustainable development' is defined and applied within Wiltshire. The Settlement Strategy (Core Policy 1) identifies the different tiers of settlements based on an understanding of the role and function of Wiltshire's settlements and how they interact with their immediate communities and their wider hinterland[19]. In doing so the Settlement Strategy, coupled with the Delivery Strategy (Core Policy 2), seeks to define where development will be the most sustainable across Wiltshire's settlements.

---

[19] The evidence which has informed this understanding of the role and function of settlements is set out in Topic Paper 3: Settlement Strategy which can be found at www.wiltshire.gov.uk

23

4.6   The Spatial Strategy and the following core policies contained in this document will ensure that development within Wiltshire helps to deliver a stronger economy, appropriate levels of housing and the careful use of natural resources. If a development proposal does not accord with the core strategy it is deemed unsustainable and will not be supported

4.7   The Spatial Strategy recognises the importance of delivering new jobs and infrastructure alongside future housing delivery. This will be achieved by ensuring that strategic sites, which are fundamental to the delivery of the strategic objectives, are brought forward through 'master plans' which are comprehensive and joined up. The council will also use legal agreements to ensure the appropriate timing of infrastructure to support homes and employment.

The settlement strategy

4.8   The main settlements in Wiltshire have seen their role as employment and service providers undergo gradual change. There is less reliance on traditional business sectors, which has altered the employment base across the county. In addition, easy access to larger settlements outside of Wiltshire, such as Bath and Swindon, together with a willingness to travel further to employment opportunities has led to an increase in net out-commuting. The provision and retention of services and facilities has been affected not only by the proximity to larger centres outside of Wiltshire but also changes in habits through growth in internet use for retail and service provision. Nevertheless, a number of settlements retain buoyant employment, retail and service economies.

4.9   Wiltshire is a predominantly rural area and its rural communities have also seen significant change. Although the high demand for new homes due to Wiltshire's attractive environment has led to development taking place, at the same time there has been a decline in employment opportunities, facilities and services in small towns and villages. Again this has been brought about by the ease of travel to larger centres for employment and other purposes.

4.10   The Settlement Strategy identifies four tiers of settlements:

        1. Principal Settlements
        2. Market Towns
        3. Local Service Centres
        4. Large and Small Villages

4.11   Wiltshire's Market Towns and Principal Settlements serve different strategic roles. These strategic roles have been identified though an assessment of their individual characteristics and functional relationships with their surrounding area. The results of this classification are set out in the Settlement Strategy (Core Policy 1) and then Core Policy 2 presents the way these settlements will develop in the future.

4.12   At the Principal Settlements, Market Towns, Local Service Centres and Large Villages which have settlement boundaries, as defined by former District Local Plans, these will be carried into this Strategy and retained. However, these settlement boundaries can be reviewed. It will be the prerogative of the community to carry out this review through an appropriate planning process which might include a neighbourhood plan.

24

4.13   The level of development at Local Service Centres will be closely linked to their current and future role of providing for a significant rural hinterland. This will consist of less development than that at the Principal Settlements and Market Towns. Developments at Local Service Centres in accordance with the Settlement Strategy should provide for local employment opportunities, improved communities facilities and/or affordable housing provision. This will safeguard the role of these settlements and support the more rural communities of Wiltshire

4.14   At the settlements identified as villages, a limited level of development will be supported in order to help retain the vitality of these communities. At Large Villages the existing settlement boundaries will be retained, and development will predominantly take the form of small housing and employment sites within the settlement boundaries. Small housing sites are defined as sites involving less than 10 dwellings (ie not a major application) Development outside the settlement boundary will be strictly controlled.   Relaxation of the boundaries will only be supported where it has been identified through a community-led planning policy document, such as a Neighbourhood Plan, which includes a review of the settlement boundary to identify new developable land to help meet the housing and employment needs of that community . In turn this could bring forward benefits to the local community such as improvements to the economy through the identification of land for employment purposes.

4.15   Any existing settlement boundaries for Small Villages and other small settlements not identified in the settlement strategy will be removed (these are listed in Appendix I), and there is a general presumption against development outside the defined limits of development of the Principal Settlements, Market Towns, Local Service Centres and Large Villages. However, some very modest development may be appropriate at Small Villages, to respond to local needs and to contribute to the vitality of rural communities. Any development at Small Villages will be carefully managed by Core Policy 2 and the other relevant polices of this plan.

4.16   Proposals for improved local employment opportunities, housing growth (over and above that allowed by this Core Strategy) and/or new services and facilities outside the defined limits of development will not be supported unless they arise through community-led planning documents, such as Neighbourhood Plans, which are endorsed by the local community and accord with the provision of this plan. In such circumstances villages may be able to become more sustainable and their status may change to that of 'Large Villages' as a result in subsequent reviews of the settlement strategy. The strategy does allow for carefully managed development outside of settlement boundaries in specific cases, such as new employment investment where there is an overriding strategic interest, or for other local circumstances such as providing affordable housing, allowing new tourist accommodation or supporting diversification of the rural economy (see Core Polices 34, 37, 44, and 48).

Core Policy 1 – Settlement Strategy

The settlement strategy identifies the settlements where sustainable development will take place to improve the lives of all those who live and work in Wiltshire.

The area strategies in Chapter 5 list the specific settlements which fall within each category.

Principal Settlements
Wiltshire's Principal Settlements are strategically important centres and the primary focus for development. This will safeguard and enhance their strategic roles as employment and service centres.

They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure meeting their economic potential in the most sustainable way to support better self containment.

The Principal Settlements are: Chippenham, Trowbridge and Salisbury.

Market Towns
Outside the Principal Settlements, Market Towns are defined as settlements that have the ability to support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities.

Market Towns have the potential for significant development that will increase the jobs and homes in each town in order to help sustain and where necessary enhance their services and facilities and promote better levels of self containment and viable sustainable communities.

The Market Towns are: Amesbury, Bradford-on-Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Tidworth and Ludgershall, Warminster, Westbury, and Royal Wootton Bassett.

Local Service Centres
Local Service Centres are defined as smaller towns and larger villages which serve a surrounding rural hinterland and possess a level of facilities and services that, together with improved local employment, provide the best opportunities outside the Market Towns for greater self containment.

Local Service Centres will provide for modest levels of development in order to safeguard their role and to deliver affordable housing.

The Local Service Centres are: Pewsey, Market Lavington, Cricklade, Tisbury, Mere, Downton and Wilton.

Large and Small Villages*
Large Villages are defined as settlements with a limited range of employment, services and facilities. Small Villages have a low level of services and facilities, and few employment opportunities.

Development at Large and Small Villages will be limited to that needed to help meet the housing needs of settlements and to improve employment opportunities, services and facilities.

The Large and Small Villages are: see area strategies, Chapter 5.

Targets: Qualitative: The delivery of levels of growth in conformity with the Settlement Strategy;
Monitoring and Review: AMR & housing trajectory, number of dwellings built in sustainable locations aligned with the Sustainable Settlement Strategy
Delivery Responsibility: Wiltshire Council, Development Industry, Strategic Partnerships.

* Large and small villages are treated together within policy CP1, yet the approach to each of these types of settlements is quite different within the supporting text (e.g. 4.14 and 4.15) – and within CP 2

The delivery strategy

4.17   The delivery strategy recognises that, in some settlements, new jobs have not necessarily been delivered alongside new homes. It therefore seeks to strengthen communities, wherever possible, by allowing appropriate growth to provide for the most sustainable pattern of development within Wiltshire which seeks to reduce the need to travel and help redress the imbalance between jobs and homes.

4.18   The underlying principles of the delivery strategy are to ensure that communities have a better balance of jobs, services and facilities and homes. This underlines the focus of the settlement strategy to support growth at the Principal Settlements of Chippenham, Trowbridge and Salisbury which provides the greatest opportunities within Wiltshire to deliver improved self containment and potential to generate job growth.

4.19   Wiltshire's proposed strategic housing requirement is set out against defined sub county areas as identified within the Wiltshire Strategic Housing Market Assessment (SHMA). However, in order to support the most sustainable pattern of growth, in line with the principles defined in Core Policy 1, requirements are provided for each Principal Settlement, Market Town and by Community Area within each Area Strategy.

Cirencester, Gloucester and Cheltenham

Swindon

Reading and London

Malmesbury

Royal Wootton Bassett

A346

Chippenham

Calne

Marlborough

Newbury

Corsham

Bath

Melksham

Bradford-on-Avon

Devizes

A350

Trowbridge

A338

Westbury

Tidworth and Ludgershall

Warminster

A36

A303

Amesbury

Andover

Taunton and South West

Salisbury and Wilton

Poole and Bournemouth

Southampton

Bristol

Key:

CP2 Housing market areas

West

East

South

CP59 Stonehenge and Avebury World Heritage Site

AONB

CP25 New Forest National Park

CP54 Cotswold Water Park

Motorways

CP53 Wilts and Berks Canal

Strategic transport routes

Strategic rail routes

Council – 7 February 2012

CP2 Strategic housing or mixed use site

CP2 Strategic employment site

Central area strategies

CP9 Chippenham Central Areas of Opportunity

CP21 Maltings Central Car Park

CP28 Trowbridge Central Areas of Opportunity

CP30 Trowbridge Low-Carbon, Renewable Energy Network

Site specific policies

CP5 Porton Down
CP16 Melksham Link Project
CP23 Old Sarum Airfield

CP1 Local service centres

CP1 Market towns

CP1 Principal settlements

Urban centres outside of Wiltshire

Urban centres not shown on map

4.20   The Delivery Strategy identifies around 178 ha of new strategic employment land[20] to supplement that already built since 2006 (the base date of the plan) or with planning permission at date of submission, to provide a range of sites and choice of locations across Wiltshire. The new employment land allocated responds to the need to provide for new jobs to provide for investment choice and to assist in meeting job creation targets of the Swindon and Wiltshire Local Enterprise Partnership. The allocation also allows the retention of existing jobs through facilitating the relocation of existing business to new sites within the locality and thereby allowing older, outdated employment stock to be redeveloped. This builds the necessary flexibility into the strategy.

4.21   The 178ha of new strategic employment land will be provided by a combination of the following types of sites:

- new strategic employment allocations;
- provision of employment land as part of mixed use urban extensions; and
- retained Local/District Plan allocations for employment land

4.22   At mixed use strategic sites there will be a focus on ensuring an appropriate phasing of development, so that jobs are provided in a timely manner alongside new homes. It is therefore a requirement that employment land will be delivered in the early stages of mixed use development proposals. This will be achieved through master planning and legal agreements, which will be need to accord with the development template identified for each site in Appendix A.

4.23   In planning for new homes, a number of sources have been identified to ensure a continuous supply of housing across the plan period. These sources of supply are detailed within Appendix C and include:

- strategic allocations made within this plan
- retained Local Plan allocations
- existing commitments
- regeneration projects, for example, those in Chippenham, Trowbridge and Salisbury
- business expansion pans[21]
- non-strategic sites identified through community-led planning policy documents, including Neighbourhood Plans.
- windfall sites in accordance with the delivery strategy

---

[20] B1, Offices, research and development of products and processes and light industry. B2 General industrial - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste). B8 Storage or distribution - This class includes open air storage.

[21] Housing supply has the potential to be delivered through a company relocating and freeing up their existing site, or rationalisation and retrenchment thereby freeing up land on their existing site, or indeed basing expansion on a mixed use development

29

4.24   Strategic allocations are set out within the area strategies. These sites are considered to be central to the delivery of the spatial strategy and strategic objectives for Wiltshire. The critical mass of development on some of these strategic sites will enable infrastructure to be provided that offers benefits beyond the scope of the development. In addition, opportunities to maximise the delivery of climate change adaptation and mitigation measures, such as the incorporation of sustainable building practices and on-site renewable energy and heat provision, will be pursued on these sites.

4.25   In order to direct development at a strategic level to the most suitable, sustainable locations and at appropriate times the area strategies outline a housing requirement for each community area including the Principal Settlements and Market Towns. While the Core Strategy only allocates sites that are strategically important for the delivery of the overall strategy for Wiltshire, additional specific sites (non-strategic allocations) may also need to be identified in accordance with the settlement strategy to ensure the delivery of the overall strategic housing requirement. This Strategy sets a clear framework for these to be delivered either through community-led planning policy documents, including Neighbourhood Plans or a Site Allocations Development Plan Documents. The area strategies identify some specific issues that must be considered when planning for these areas and these should be taken into account when assessments are carried out to identify specific sites for development in particular towns. This strategy has been designed to put into place a clear framework which, together with national policy, will facilitate the delivery of Community-led planning policy documents, including Neighbourhood Plans, at a local level which can indicate where and when development will be brought forward. It also provides the flexibility to allow subsequent planning documents, such as site specific allocations DPD to be brought forward by the Council, to deliver important development should the community not deliver their own plans.

4.26   The sources of supply have been assessed to ensure that there is a deliverable supply of housing (with additional contingency) relative to the targets for defined sub county areas, which are based on the Housing Market Area (HMA's) presented below.

Housing Market Area	Requirement
East Wiltshire	At least 5,500
North and West Wiltshire	At least 21,400
South Wiltshire	At least 9,900
West of Swindon	200[22]

Table 1 – New homes requirement by Housing Market Area

4.27   It is proposed that these Housing Market Areas will form the appropriate scale for disaggregation across Wiltshire, as they define areas within which the majority of household moves take place. Whilst within this document, Community Area and settlement housing requirements are provided, it is considered inappropriate to assess housing delivery at this

---

[22] * The West of Swindon does not form a HMA, but is excluded from the other HMAs as it does not meet the housing requirements of Wiltshire.

30

scale. This is due to the fact that the requirements within any area could be met within neighbouring areas without compromising the strategy. However, the proposed requirements will be used as a general guiding principle for land supply purposes. So for example, if Trowbridge had over-delivered relative to the identified requirement for the town, the over-delivery will begin to address the requirements of the surrounding areas. It would therefore be appropriate to count this over-delivery relative to the requirements in surrounding areas, such as Westbury. If land supply was assessed at a Community Area scale, without taking into account delivery across the broader HMA, then delivery could continue without a requirement being present for the HMA, or indeed for the Community Area, where delivery elsewhere has addressed this need.

4.28   Despite this being the appropriate scale for assessing land supply, the town and community area requirements should also be capable of being a material consideration to ensure that delivery is distributed broadly in line with the strategy. So in the above example, whilst it is appropriate for supply in Trowbridge to provide for some of the requirement of Westbury, it would be wholly inappropriate for the entirety of Westbury's requirement to be added to Trowbridge. Indeed, across the plan period, delivery should be in general conformity with the delivery strategy. Similarly, development that provides housing for the population of Swindon rather than that of Wiltshire should not be assessed against the Wiltshire housing requirement. Should any development beyond that already committed come forward in this location, this will be additional to the housing requirement for Wiltshire. A specific requirement has been made for the existing commitment at Moredon Bridge at the West of Swindon for 200 homes. Development in this area does not meet the requirement for Wiltshire and so this has been excluded from the defined Housing Market Areas. Furthermore, these 200 dwellings are an allowance rather than a requirement, and should they not be delivered on the identified site, there will be no requirement to find an alternative. The delivery strategy defines the level of growth appropriate within the built up area of small villages as infill. For the purposes of Core Policy 2, infill is defined as the filling of a small gap within the village that is only large enough for one dwelling. Exceptions to this approach will only be considered through the Neighbourhood Plan process.

31

Core Policy 2 – Delivery Strategy

In line with Core Policy 1, the delivery strategy seeks to deliver future development in the most sustainable manner by making provision for around **178 ha of new employment land** (over and above employment development which has already been built from 2006 to 2011 or had permission at April 2011) and at least **37,000 homes** in Wiltshire between 2006 and 2026.

This will be delivered in a sustainable pattern in a way that prioritises the release of employment land and the re-use of previously developed land to deliver regeneration opportunities, and to limit the need for development on Greenfield sites, with at least 35% of development taking place on previously developed land. Future development will also maximise community benefits, whilst minimising environmental and social impacts by applying the following delivery strategy

Within the defined limits of development

Within the limits of development, as defined within the proposals maps, there is a presumption in favour of sustainable development at the Principal Settlements, Market Towns, Local Service Centres and Large Villages.

Development outside of the limits of development will only be permitted where it has been identified through community-led planning policy documents including neighbourhood plans, or a subsequent development plan document which identifies specific sites for development. This development must be adjacent or well related to the limits of devlopment

Outside the defined limits of development

At the Small Villages development will be limited to infill within the existing built area. Proposals for development will be supported where they seek to meet local housing needs and/or employment, services and facilities provided that the development accords with all policies of the development plan and;

    i)   respects the existing character and form of the settlement;
    ii) the proposal does not elongate the village or impose development in sensitive landscape areas; and
    iii) does not consolidate an existing sporadic loose knit areas of development related to the settlement

Development proposals which do not accord to the delivery strategy are deemed unsustainable and as such will only be permitted in exceptional circumstances as set out within the succeeding core policies.

Strategic development

Development will be supported at the following sites in accordance with the area strategies and that meet the requirements set out in the Development Templates at appendix A:

Central Car Park, Salisbury	Up to 40,000 sq m retail and leisure floor space and 200 dwellings
Churchfields & engine Sheds, Salisbury	5 ha of retained employment land and 1100 dwellings
Drummond Park, Ludgershall	475 dwellings
East Chippenham	6ha of employment land and 700 dwellings
Former Imerys Quarry, Salisbury	4 ha of employment land
Fugglestone Red, Salisbury	8 ha of employment land and 1250 dwellings
Hampton Park, Salisbury	500 dwellings
Horton Road, Devizes	8.4ha of employment land
Kings Gate, Amesbury	1300 dwellings
Kingston Farm and Moulton Estate, Bradford on Avon	2-3ha of employment land and 150 dwellings
Longhedge (Old Sarum), Salisbury	8 ha of employment land and 800 dwellings
Mill Lane, Hawkeridge, Westbury	14.7ha of employment land
North Chippenham	2.5ha of employment land and 750 dwellings
Patterdown and Rowden, Chippenham	800 dwellings
Salisbury Road, Marlborough	220 dwellings
Showell Farm, Chippenham	18ha of employment land
South East Trowbridge	15ha of employment land and 2600 dwellings
Station Road, Westbury	250 dwellings
UKLF, Wilton	3 ha of employment land 450 dwellings
West of Warminster	6ha of employment land 900 dwellings

Core Policy 2 – Delivery Strategy (continued)

Master plans will be developed for each strategic site in partnership with the local community, local planning authority and the developer, to be subsequently approved by the Council as part of the planning application process. At mixed use strategic sites development should be phased to ensure employment land and appropriate infrastructure is brought forward during the early stages of development. The council will work closely with local communities to develop community-led planning policy documents, including Neighbourhood Plans and (or) subsequent development plan documents to identify further sites for development in line with the area strategies in Chapter 5. The supply of developable land to meet the strategic requirements of the delivery strategy will be monitored and managed*.

The 37,000 homes will be developed in sustainable locations in conformity with the distribution set out within the Table 1, against which the land supply situation will be assessed. A more detailed distribution is set out in the Community Area Strategies and development proposals should also be in general conformity with this. Development above and beyond the requirement will be supported when this is detailed through the neighbourhood planning process.

These sources of supply, together with development proposals which meet the requirements of the delivery strategy and the other core polices, contained herein, will meet the strategic employment and housing requirements of Wiltshire.

[*See Wiltshire Council Core Strategy Monitoring Framework]

Targets: Qualitative: The delivery of levels of growth in conformity with the Settlement Strategy;
Monitoring and Review: AMR & housing trajectory, number of dwellings built in sustainable locations aligned with the Sustainable Settlement Strategy
Delivery Responsibility: Wiltshire Council, Development Industry, Strategic Partnerships.

Delivering infrastructure requirements to support development

4.29   An appropriate and balanced mix of new development is essential for the long term prosperity of Wiltshire. The Core Strategy shapes where new development should be located and also manages the pressure relating to speculative proposals through policy. It will provide new homes, jobs, services and thereby support social, economic and environmental objectives. The impact of development on local communities and the fabric of the existing built and natural environment is an important consideration. Managing this impact involves protecting existing infrastructure and securing the timely investment of new infrastructure.

4.30   The council will work in partnership with internal and external infrastructure providers; neighbouring authorities; and the Local Enterprise Partnership to ensure that new or improved infrastructure, including that listed in the Infrastructure Delivery Plan and Schedule, is delivered prior to, or in conjunction with, new development.

4.31   The timely delivery of new infrastructure to support development proposals must be secured. In order to achieve this aim, the council will work with developers to prepare robust infrastructure delivery plans to support the overall master planning of strategic sites within the Core Strategy and/or planning application process. The delivery plan will need to be in place prior to the commencement of development and should be agreed by the council, other relevant infrastructure providers and developers. The scope of such plans will cover among other things: funding, phasing, accessibility and impact on the surrounding area.

4.32   In addition to managing the provision of the new infrastructure requirements of development proposals, the individual investment plans of infrastructure providers should be recognised and fully considered. It will be important that all new development proposals build safeguards into schemes to protect and enhance appropriate services and facilities, including: bus corridors, telecommunications equipment (particularly high speed broadband infrastructure), electricity power lines, high pressure gas mains, educational facilities, health facilities, flood protection measures, water treatment infrastructure, waste water treatment works and waste collection and management services.

4.33   Existing community services and facilities will be protected in line with Core Policy 49 and existing green infrastructure will be protected in line with Core Policy 52. To encourage the most effective use of existing and new infrastructure, co-location and multi-functional use of land and buildings for services and facilities will be supported in accordance with other policies of the Core Strategy. The provision of new or improved infrastructure will be positively supported, particularly where opportunities arise through redevelopment or regeneration in sustainable locations, provided that this has no detrimental impact on the environment and contributes towards mitigation and adaptation to climate change.

34

Securing the delivery of infrastructure

4.34   Where new development proposals require the delivery of infrastructure, priorities will be set to manage competing demands. The broad categories of prioritisation (ie essential infrastructure will be afforded the highest priority) are set out below, but the indicative list of infrastructure typologies should not be viewed as exhaustive, nor as being conveyed in a particular order of preference.

Infrastructure priority theme 1:

4.35   **Essential infrastructure (including but not limited to):**

- sustainable transport measures
- water, sewerage and electrical utilities and connecting services, including low-carbon and renewable energy
- flood alleviation and sustainable urban drainage schemes
- telecommunications facilities including fibre optic super-fast broadband connectivity services to serve local communities and the business community.
- education
- healthcare facilities
- emergency services
- waste management services such as recycling and collection facilities.
- Specific projects needed to ensure compliance with the Habitats Regulations

Infrastructure priority theme 2:

4.36   **Place-shaping infrastructure (including but not limited to):**

- community safety in the public realm
- maintenance and improvement of the county's heritage assets, including the storage of archaeological remains
- leisure and recreation provision
- open space and green infrastructure
- town centre management schemes
- employer engagement and training schemes
- cultural and community facilities
- libraries
- public art and streetscape feature
- cemetery provision.

4.37   The broad prioritisation of infrastructure provision has been designed to ensure that development proposals present solutions to address **essential** requirements first and then **place shaping** items next. This should not be taken to imply that place-shaping infrastructure is of lesser importance rather that the precise timing of providing it is not critical to the phasing of development. It may also be the case that a particular infrastructure

35

project might deliver multiple benefits. For example, a new landscaped pedestrian footpath or cycleway could deliver sustainable transport, green infrastructure and recreation improvements.

4.38   Every proposal will be dealt with on its merits and influenced by the detail presented in the council's Infrastructure Delivery Plan and Schedule.   These requirements will be sought in addition to other costs associated with development, such as affordable housing, on-site utilities infrastructure and transport access requirements.

4.39   The council will seek to ensure that the cost of providing necessary infrastructure will be met through the appropriate use of Planning Obligations and, once finalised and adopted, the Community Infrastructure Levy (CIL).   All such financial contributions will be registered and monitored to ensure that developers and local communities can see when and how money is spent in relation to infrastructure provision.   Agreement between the council, other relevant infrastructure providers, the community and developers over the extent and amount of developer contributions will be sought through the planning application process.

4.40   The council intends to charge CIL and will consult with local communities, infrastructure providers, developers and other key stakeholders to prepare a CIL Charging Schedule, which will set out the rate(s) of CIL to be charged on new development. Whereas section 106 agreements will, upon adoption of a CIL Charging Schedule, be restricted to funding mainly site-specific infrastructure and affordable housing, CIL will be used to pool contributions towards local and strategic infrastructure that will benefit a wider area than any one development in particular.

4.41   The council will also aim to secure funding from other streams. For example, the New Homes Bonus, which commenced in April 2011, is the match funding by central government of the additional council tax raised on new homes and empty properties brought back into use, with an additional amount for affordable homes, for the following six years. Money raised through the New Homes Bonus scheme could be utilised by the council to offset the cost of delivering public services and amenities with the overall aim of mitigating against the impact from increasing housing development and/ or population growth.

Core Policy 3 - Infrastructure requirements

All new development will be required to provide for the necessary on-site and, where appropriate, off-site infrastructure requirements arising from the proposal. Infrastructure requirements will be delivered directly by the developer and / or through an appropriate financial contribution prior to, or in conjunction with, new development. In ensuring the timely delivery of infrastructure, development proposals must demonstrate that full regard has been paid to the councils Infrastructure Delivery Plan and Schedule and all other relevant policies of this plan. Joint working with adjoining authorities will be encouraged to ensure that wider strategic infrastructure requirements are appropriately addressed.

In the event of competing demands for infrastructure provision, developer contributions will be sought in the following order of priority:

1. Essential infrastructure
2. Place-shaping infrastructure

All proposals for new development should be supported by an independent viability assessment. If the viability assessment adequately demonstrates that development proposals are unable to fund the full range of infrastructure requirements, then the council will:

i. prioritise seeking developer contributions in the order set out above, and
ii. use an appropriate mechanism to defer part of the developer contributions requirement to a later date, as agreed by all parties.

Delivery responsibility

This policy will be delivered by:

i. The direct provision of facilities and services by the council and its public and private sector partners, reflected in the Infrastructure Delivery Plan.
ii. The development management process. Planning conditions and planning obligations (largely through section 106 agreements) will be sought to mitigate the direct impact(s) of development, secure its implementation, control phasing where necessary, and to secure and contribute to the delivery of infrastructure made necessary by the development. The council will prepare a supplementary planning document that will provide more detail about its approach to securing developer contributions.
iii. Utilising developer contributions to provide enhancements to local facilities and services.
iv. Liaison through the Area Boards with town and parish councils and appropriate local stakeholders to identify community infrastructure requirements, help establish local priorities as well as develop / implement mechanisms for administering monies collected through Community Infrastructure Levy CIL and planning obligations in accordance with national and council policies.
v. Partnership work with infrastructure providers, neighbouring authorities and other stakeholders, to identify requirements for and to facilitate appropriate community infrastructure development.
vi. Upon adoption of the Community Infrastructure Levy (CIL) Charging Schedule, CIL will be used to pool developer contributions towards a wide range of new and improved infrastructure necessary to deliver new development.

5. Area Strategies

5.0   This Chapter explains what the spatial strategy, which is set out in core polices 1 and 2, means for the individual Community Areas of Wiltshire.

5.1   For clarity, the document sets out an Area Strategy for each of the Community Areas of Wiltshire, setting out how that area is expected to change by 2026, and how this change will be delivered.

5.2   Where Principal Settlements and Market Towns are referred to, it should be noted that reference is being made to their continuous urban areas that may be within more than one parish area. Similarly, there are places, notably Chippenham, Salisbury and Trowbridge, where the continuous extent of their existing urban areas and/or proposed urban extensions, fall within more than one community area. In such circumstances, the Community Area in which the majority of the settlement sits includes the policy relating to that settlement in full.

5.3   A brief explanation of the information presented in each Community Area Strategy is provided below.

Spatial portrait and specific issues

5.4   Each Area Strategy begins with a brief description of the area, followed by a list of specific issues to be addressed in planning for the area. This list focuses on those issues which planning policy can assist in addressing, such as the need to improve self-containment or to ensure appropriate phasing of development.

Community Area map

5.5   A map is presented, which shows the main settlements in the community area (Principal Settlements, Market Towns, Local Service Centres, and Large and Small Villages), as described in Core Policy 1. The map also shows selected constraints in the Community Area, such as areas Areas of Outstanding Natural Beauty (AONB's), areas of flood risk and Green Belt.

5.6   Specific development sites have been identified in some community areas, where new jobs and homes will be provided. In those community areas where new employment land and housing is proposed in the form of strategic sites, the location of these is shown on the map. The inset maps show indicative areas within each site for different types of development (employment, housing, mixed-use), and for areas of green space where built development will not take place. However, these inset maps are purely indicative, and each site will be subject to a master-planning process which will have community input.

38

Change expected by 2026

5.7   The Area Strategies set out how it is expected each Community Area to change in the period up to 2026. These statements can be read as a 'spatial vision' for the Community Area

Core policies

5.8   A Core Policy is presented for each area (additional core policies are provided in those areas with further specific issues to be addressed such as Amesbury, Chippenham and Salisbury). The Core Policy begins by setting out those settlements which have been identified as Principal Settlements, Market Towns, Local Service Centres, and Large and Small Villages in accordance with Core Policy 1 as appropriate within each community area.

5.9   The Core Policy identifies Principal Employment Areas in each Community Area, which are considered to be critical to the economic role of the relevant settlements and/or Wiltshire as a whole. These Principal Employment Areas will be protected in accordance with Core Policy 35.

5.10   The amount of new employment land and new homes to be provided in each Community Area over the plan period is set out within the relevant Core Policy. The level of new homes is the total over the plan period 2006 to 2026. Some of the proposed level of housing will have already been planned for or completed, as discussed below. Where strategic sites are identified then details of these sites are provided, along with specific requirements to be delivered as part of the development set out in the development templates in Appendix A.

Table of housing numbers

5.11   The Core Policy is followed by a table setting out the sources of housing which will together make up the total number of homes to be provided in the Community Area over the plan period between 2006 and 2026. The numbers within the table have been rounded to the nearest 5. The total homes to be provided can be considered as those already provided for, and those which still need to be provided for. The meanings of the column headings in the table of housing numbers are set out below:

Proposed requirement 2006-2026: this is the total number of new homes proposed between 2006 and 2026

Completions 2006-11: this is the number of new homes which have been built since 2006 (between 1 April 2006 and 31 March 2011).

Deliverable permitted sites: this column presents the number of homes which already have planning permission at 1 April 2011 and are expected to be delivered during the plan period. It also includes existing Local Plan allocations where these are considered deliverable and have been carried forward into the Strategy.

Strategic sites: this is the number of new homes which are being proposed to meet specific strategic needs for development within a settlement and are identified on the Community Area maps as Strategic Allocations.

39

Remainder to be identified: this is the number of new homes for which a specific location has not yet been identified. These could come forward as windfall sites within existing urban areas and/or as Greenfield sites on the edge of settlements that are identified through community led planning documents, including Neighbourhood Plans or a site allocations development plan document prepared by the Local Planning Authority with community input.

Community Area Strategies for Chippenham, Trowbridge, Salisbury Amesbury and Melksham

5.12   The Area Strategies for the Principal Settlements of Chippenham , Trowbridge and Salisbury include additional place-specific policies relating to the Chippenham Central Area of Opportunity, the Trowbridge Central Areas of Opportunity, the Trowbridge Low-Carbon, Renewable Energy Network, the City centre regeneration of Salisbury, the future of Old Sarum Aerodrome and reinforcement of the 40ft policy, which preserves the prominence of Salisbury Cathedral in the skyline of Salisbury. In the Amesbury Area Strategy there are specific policies related to facilitating a new visitor centre for Stonehenge and the future business needs at Porton Down. Whilst in the Melksham Area Strategy there is a policy to safeguard the route of the Melksham link canal.

Amesbury Area Strategy

Spatial information and context

5.13   The Amesbury Community Area comprises the town of Amesbury and surrounding parishes. Amesbury is situated some eight miles north of Salisbury with Salisbury Plain, a large military training area further to the north. It is located on the A303, a major arterial route from London to the West Country. The town is surrounded by an ancient landscape: it close to the Neolithic site of Stonehenge - a World Heritage Site (WHS), which attracts over a million visitors a year. Large areas around Salisbury Plain and nearby Porton Down are also designated as SPAs[23], to reflect their unique make-up, of what is one of Europe's last natural semi-dry grassland habitats.

5.14   Along with Durrington and Bulford and the associated military garrisons, Amesbury forms part of a group of settlements which have close links to one another, both geographically and functionally, and collectively make up a large population, almost half that of the city of Salisbury. These settlements provide a service centre for the Amesbury Community Area. Durrington, in spite of its size it lacks the strong identity of the south Wiltshire's smaller centres such as Mere and Tisbury. Bulford, with a population of about 5000, is closely interrelated to both Durrington and Amesbury and is heavily reliant on them for meeting its own needs relative to other comparably sized settlements in Wiltshire.

5.16   The last 15 years has seen the delivery of major growth in the Amesbury Community Area and two major employment sites continue to develop at Solstice Park and Porton Down. Solstice Park is an 64 hectare Business Park fronting the A303 at Amesbury and Porton Down is an international centre of excellence for biological research and health protection. Another key influence is the Ministry of Defence, with the airbase at Boscombe Down, a major research and development establishment, and the army garrisons at Larkhill, Bulford and Tilshead. There are exceptional local circumstances, which merit the continued support of existing employment land allocations at both Porton Down and Boscombe Down. Each of these employment sites is key to the south Wiltshire economy and makes an important contribution to the regional and national economy. The land identified should support science-based industry and research and facilitate the implementation of the Salisbury Research Triangle initiative.

The Strategy for the Amesbury Area

5.19   The strategy for the Amesbury Community Area is focused around managing significant growth, ensuring that the world class employers in the area can continue to expand and provide valued employment opportunities in the area.   The strategy for Amesbury seeks to make the town a more self-supporting community which has reduced the need to travel to larger urban centre's.

---

[23] Special Protection Area - A designated nature conservation area

41

Issues and considerations

5.20   Specific issues to be addressed in planning for the Amesbury Community Area, include:
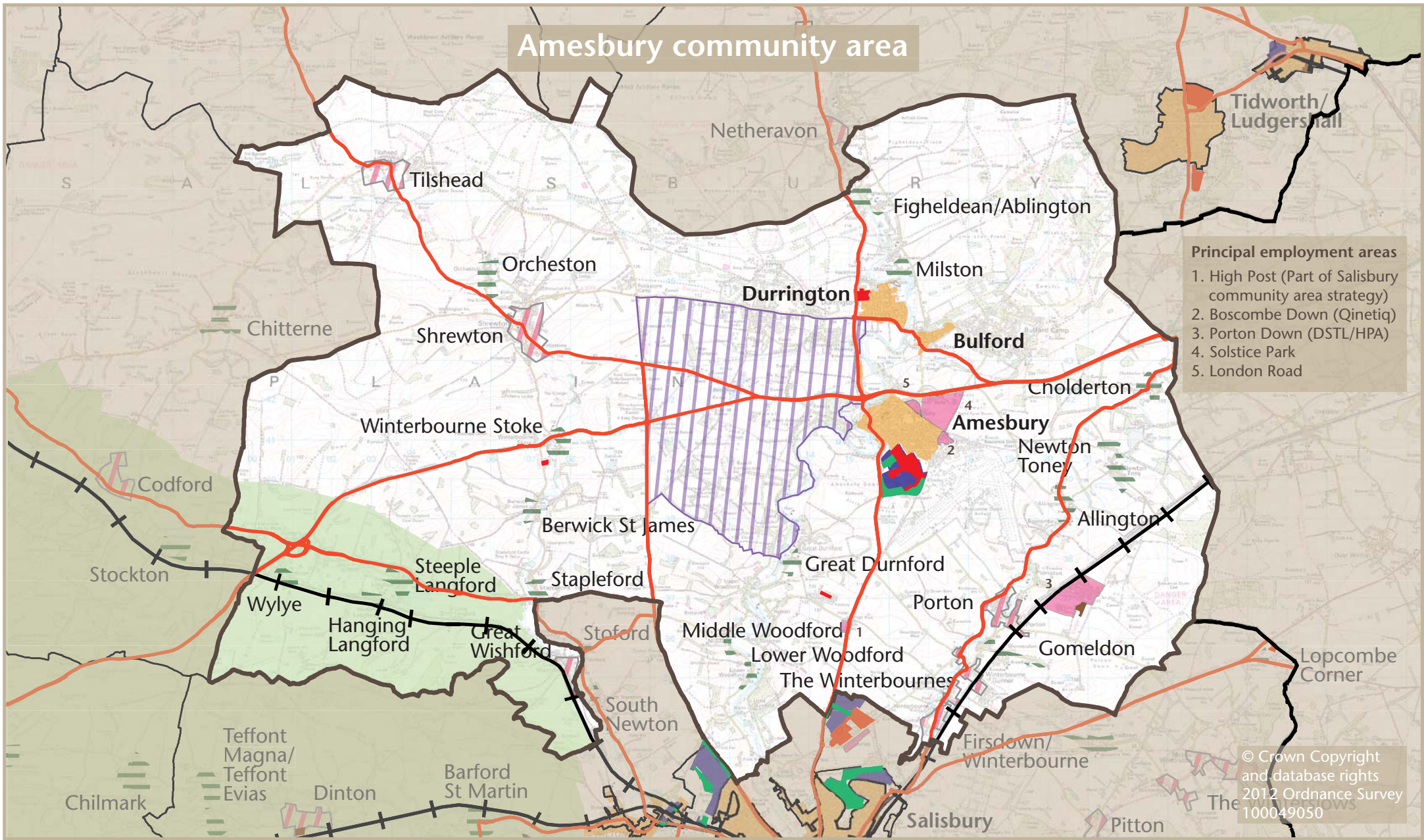
- the delivery of balanced growth in the community area focused around Amesbury which will help to facilitate the delivery of improved infrastructure and greater retail choice in the town
- ensuring that the strategically important employers at Porton Down, Boscombe Down and the MoD on Salisbury Plain can meet their future operational aspirations balanced against the protection of nationally important wildlife sites
- the MOD is one of the most significant employers in Wiltshire and makes an important contribution to its economy and to many communities across the county. The development of Britain's first 'Super Garrison' around the Salisbury Plain area is having far reaching implications for local communities and is attracting multi-million pound investment into the county. Although the Super-Garrison project will be supported overall, specific proposal sites will be assessed through a subsequent planning document
- a transport assessment is required for any major development proportionate to the scale of the proposal, in particular identifying appropriate mitigation against any significant impact on transport users, local communities and the environment
- the A303 corridor runs through the area and is a main arterial route from London to the South West. It suffers from problems, with intermittent stretches of single lane carriageway causing large delays at peak times. This has a knock-on effect on the attractiveness of the area for business and tourism investment. Studies have confirmed the need to overcome these problems by dualling the A303 along its length. Wiltshire Council will work collaboratively with agencies, such as the Highways Agency and the Department of Transport, to try and achieve an acceptable solution to the dualling of the A303
- the need to make Durrington and Bulford more self-contained. They will have more local services and facilities to meet their own needs, meaning that functionally these settlements are less reliant on Amesbury
- potential exists for further retail provision around the old Co-op store within Amesbury subject to meeting design requirements and the needs of the conservation area appraisal
- in Amesbury there are also concerns over the loss of A1 retail units especially to take-always. The vitality of the existing town centre will be protected by ensuring that the local centre at Kings Gate is commensurate with the day-to-day needs of the Archers and Kings Gate areas. Future policy proposals for the settlement will focus on assisting the existing town centre to continue to thrive, taking into account the impact of the recent approval of out of centre retail development
- delivery of improved visitor facilities at Stonehenge. The council will also continue to work with partners to ensure that any future improvements to the A303 do not compromise this important World Heritage Site (WHS)
- there is a challenge to improve public transport, pedestrian and cycle linkages to ensure that the residential growth areas have easy, convenient and safe access to town centre facilities and to improve the number of the surrounding villages which are well served by public transport choice to the main service centre at Amesbury
- an acceptable solution to the need for dualling the A303 is needed, which must incorporate environmental measures to mitigate impacts upon the Stonehenge WHS and other outstanding landscapes

42

- treating the perception and fear of crime and anti-social behaviour is a high priority and measures are needed to try and make people feel safer in their communities.
- despite the number of visitors Stonehenge attracts, Amesbury and the surrounding area see little economic benefit from it
- development around Amesbury should be carefully designed so as not to affect the Stonehenge World Heritage Site or its setting
- there is a shortage of amenity space in the area, especially Amesbury East and this shortfall needs to be addressed and contributions will be sought from the planned growth through provision of new Amenity space and commuted payments under saved policy R2
- development in the vicinity of the River Avon Special Area of Conservation (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation
- development which increases recreational pressure upon the Salisbury Plan Special Protection Area will be required to provide proportionate contributions to offset impacts through the Wessex Stone Curlew Project
- ongoing protection and enhancement of the Stone Curlew and calcareous grassland habitat at Porton Down must be secured through the implementation of a Integrated Business and Ecological Management System, to effectively mitigate potential impacts from further development at the site.
- Development within the community Area will need to conserve the designated landscape of Cranborne Chase and West Wiltshire Downs AONB and its setting, and where possible enhance its locally distinctive characteristics

How will the Amesbury Community Area change by 2026?

5.21   Amesbury will continue to be the focus of managed growth within the Community Area. The town will have a good choice of transport and provide a good range of services including retail and health, acting as an important service centre to many of the villages. It will have good levels of employment, including the specialist sectors within the MoD, QinetiQ at Boscombe Down and the scientific research at Porton Down.

5.22   Amesbury will be a thriving community reflecting the aspirations of its residents. It will be a place where people want to stay, attracting new residents, businesses and visitors alike. Managed growth will have provided new homes and jobs, which support improved services and retail choice and cements Amesbury's own specific identity as a self-supporting community which has reduced the need to travel to larger urban centres like Salisbury or other larger centres along the A303 corridor.

5.23   Durrington and Bulford will also have become more self-contained. They will have more services and facilities to meet their own needs, meaning that functionally these settlements are less reliant on Amesbury. Through working with partners, especially English Heritage and the National Trust a lasting solution to the long term stewardship of Stonehenge will have been realised, returning the monument to a setting more respectful of its status as an international icon and delivering tangible economic benefits. The other objectives of the 2009 Management Plan, such as improving access to the World Heritage Site, developing sustainable transport and improving the conservation of archaeological sites, will have been realised

43

Amesbury community area

Tidworth/Ludgershall

Netheravon

Tilshead

Figheldean/Ablington

Orcheston

Milston

Durrington

Chitterne

Shrewton

Bulford

Cholderton

Winterbourne Stoke

Amesbury

Newton Toney

Codford

Berwick St James

Allington

Great Durnford

Steeple Langford

Stapleford

Porton

Stockton

Wylye

Hanging Langford

Great Wishford

Stoford

Middle Woodford

Lower Woodford

The Winterbournes

Gomeldon

Lopcombe Corner

Teffont Magna/Teffont Evias

South Newton

Chilmark

Dinton

Barford St Martin

Firsdown/Winterbourne

Salisbury

Pitton

The Winterslows

Principal employment areas
1. High Post (Part of Salisbury community area strategy)
2. Boscombe Down (Qinetiq)
3. Porton Down (DSTL/HPA)
4. Solstice Park
5. London Road

Key

Principal settlements, market towns and local service centres

Local plan allocations

Principal employment areas

Significant permissions

Strategic sites

Indicative green spaces

AONB

Stonehenge and Avebury World Heritage Site

Large villages

Small villages

Main roads

Railway lines

Council 7 February 2012

Core Policy 4 – Spatial Strategy: Amesbury Community Area

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

Market Town:	Amesbury (including Bulford and Durrington)
Larger Villages:	Great Wishford; Porton; Shrewton; Tilshead and The Winterbournes.
Smaller Villages:	Allington; Berwick St James; Cholderton; Figheldean/ Ablington; Gomeldon; Great Durnford; Hanging Langford; Lower Woodford; Middle Woodford; Milston; Newton Toney; Orcheston; Stapleford; Steeple Langford; Winterbourne Stoke and Wylye.

The following Principal Employment Areas will be supported in accordance with Core Policy 35:Boscombe Down (Qinetiq); London Road; Porton Down (DSTL/ HPA); High Post and Solstice Park.

Over the plan period (2006 to 2026) 17 ha of new employment land and at least 2395 new homes will be provided. 2100 should occur at Amesbury, including land identified at Kings Gate, Amesbury for strategic growth:

Kings Gate, Amesbury	New strategic housing allocation	1300 dwellings
Boscombe Down	Saved Salisbury District Plan allocation	7 ha employment
Porton Down	Saved Salisbury District Plan allocation	10 ha employment*

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should meet any requirements as set out in the Development Templates shown by Appendix A.

295 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated within the Amesbury Community Area. Non strategic development in the Amesbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Amesbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.20 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

* The Salisbury Local Plan 2011 identifies a 5ha site at Porton Down in policy E8B. Paragraph 5.16 goes on to state '*The site at Porton Down is about 5 hectares as a first phase, although there is a further 5 hectares of adjoining land available if required in the future*'. The full 10ha is saved within Core Policy 4, although only the identified 5ha site is displayed on the maps.

Table 2: Delivery of Housing - Amesbury Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Amesbury, Bulford and Durrington	2100	650	375	1300	0
Remainder	295	95	30	0	170
Community Area Total	2395	745	405	1300	170*

*Amesbury, Bulford and Durrington have sufficient commitments to exceed the requirement. The excess of 14 dwellings should not detract from the requirement in the remainder and so the Community Area will over provide by 14.

Porton Down

5.24   The scientific community at Porton Down is a prized asset in Wiltshire. It comprises three organisations, the Defence Science and Technology Laboratory (DSTL), the Health Protection Agency (HPA) and the Porton Down Science Park operator, Tetricus. The Porton Down Science Park (PDSP) will be developed as both a science park and business incubation facility with an emphasis on the bioscience sector. Ten hectares were allocated at this site within the Salisbury District Plan 2003, which is saved by this Strategy.

5.25   In January 2007, the Council adopted the Porton Down Master Plan as an SPD to the saved Local Plan. The Master Plan has been reviewed as part of the production of this Strategy and is still relevant, effective and valued by all parties.

5.26   Porton Down is designated as an SPA, principally for its large population of the rare stone curlew. The site is also designated as an SAC for its chalk grassland habitat and population of butterflies. While all parties are working positively to mitigate the impacts of the Porton activity on habitats, currently the issue has been addressed in a piecemeal fashion, which is slowing the development process and threatening key habitats.

5.27   The Council is working with the Porton Down scientific community, Natural England appropriate conservation bodies to agree an IBEMS for the site. IBEM is an Integrated Business and Environment Strategy which seeks to offset known future business development with advanced mitigation through habitat management and creation. The Porton Down stakeholders have already undertaken substantial work towards this and continue to do so. DSTL have undertaken initial work and have established that there are threatened species of butterfly on the site and enhancements required to juniper plantations that all require urgent action. Further work is currently underway, examining invertebrates, bats and other small mammals. The IBEMS will also provide an opportunity to enhance the biodiversity of the site, irrespective of the SPA, SAC or SSSI.

Core Policy 5 – Porton Down

The Council strongly supports the principle of the future development of the Porton Down Science Campus for research and development purposes and will work with the principal site stakeholders to build on the work already undertaken to facilitate their business aspirations in accordance with Strategic Objective 3 of the Core Strategy. This work will also ensure that the long-term future of Porton Down is secured based on a coordinated approach.

One specific issue in relation to which coordination is required is wildlife management. The Council will thus work with all relevant interests to produce an Integrated Business and Environmental Strategy (IBEMS) for the Porton Down SAC, SPA and SSSI and the non-designated areas of the site that will be adopted as a Supplementary Planning Document. The IBEMS will seek to balance the existing and future economic and scientific significance of the site with safeguarding important nature conservation interests, together with enhancing biodiversity across the Porton Down site. In order to facilitate future development, the IBEMS will identify future proposed development and when this will take place, the broad impacts of this development and how (if possible) these impacts can be mitigated.

Proposals submitted in advance of the IBEMS being adopted as SPD, and stand alone projects not addressed in the IBEMS will need to adequately demonstrate that either alone or in combination with other plans or projects, they do not have significant impact on the integrity of the Porton Down SPA, SAC or SSSI; or that if they do adequate mitigation will be provided to ensure no adverse effect on site integrity.

Targets: % habitat at Porton Down in favourable condition. Specific species monitoring. Percentage of planning applications granted on the Porton Down site which contribute to the objectives of the IBEMS (target 100%).

Monitoring and Review: AMR, IBEMS when approved

Delivery Responsibility: Wiltshire Council, DSTL, HPA, PBTC, Natural England, Species specific organisations e.g. RSPB, BTO, Plantlife, Butterfly Conservation

47

Stonehenge

5.28   A new Stonehenge World Heritage Site Management Plan was published in January 2009. The Plan provides a long-term strategy to protect the World Heritage Site for present and future generations. The primary aim of the Plan is to protect the Outstanding Universal Value of the World Heritage Site. The Management Plan sets out many objectives for the World Heritage Site, such as improving the setting of Stonehenge and other prehistoric monuments, provide new visitor facilities, improving interpretation and access, and promoting sustainable transport. The Plan was endorsed in July 2009 by Wiltshire Council as a material consideration in determining planning applications affecting the Stonehenge half of the WHS and its setting.

5.29   Large numbers of overseas visitors, as well as domestic tourists, consider Stonehenge a "must see" attraction. However there is a lack of capital made on this unique opportunity locally. There is little evidence of the attraction having any real economic benefit for Amesbury or the surrounding villages. The presence of linked trips or tourists deciding to stay in the surrounding villages is all but absent.

5.30   Wiltshire Council will continue to be active partners in seeking a long term solution which mitigates the impacts of the roads, delivers a greatly enhanced visitor experience and returns the monument to a more tranquil chalk downland setting appropriate to its status.

5.31   Policy 6 sets criteria for development affecting the World Heritage Site.

Core Policy 6 – Stonehenge

New visitor facilities will be supported where they:

- return Stonehenge to a more respectful setting befitting its World Heritage Site status
- include measures to mitigate the negative impacts of the roads
- introduce a greatly enhanced visitor experience in a high quality visitor centre
- implement an environmentally sensitive method of managing visitors to and from Stonehenge
- include a tourist information element, which highlights other attractions and facilities on offer in the surrounding area and raises the profile of Wiltshire.

Targets: Successful implementation of a new scheme by the London Olympics in 2012
Monitoring and Review: AMR
Delivery Responsibility: English Heritage, National Trust, Wiltshire Council and partners

48

Bradford-on-Avon Area Strategy

Spatial information and context

5.32   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.

5.33   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 has a high level of out-commuting. In addition, although there is a range of specialist shops in the town, which help support the tourist industry, the overall retail offer serves only basic local needs. This has partly been addressed through the provision of a convenience store as part of the Kingston Mill development. The existing infrastructure in the town is under pressure, with schools and doctors surgeries at or near capacity. There are problems with high traffic volumes and congestion in the town centre and an Air Quality Management Area covers Market Street, Silver Street, Masons Lane and part of St Margaret's Street. There is a local aspiration for improvements to walking and cycling routes, including provision of a new footbridge linking the town centre and development at Kingston Mill, and for a reduction in traffic intimidation by giving priority to pedestrians. The Bradford-on-Avon Historic Core Zone project aims to address some of these issues. The community area has aspirations to become 'carbon neutral' by 2050[24].

5.34   Although Bradford-on-Avon is not identified as a strategic location for employment, the high levels of out-commuting indicate that development for business and employment uses should be encouraged to meet local needs. New employment provision will be provided at Kingston Farm (Moulton Estate) through a mixed use site. This additional provision will help improve the balance between housing and employment growth in the town, and offers the opportunity to improve self containment. It has been noted that Bradford-on-Avon faces a particular issue of the loss of employment land for housing. However, the current mix of small employers should ensure that Bradford-on-Avon is resistant to mass job losses resulting from a single business closure. Further loss of employment should be strongly resisted.

The strategy for the Bradford on Avon Area

5.35   The strategy for in Bradford-on-Avon is to provide growth on a modest scale and in order to deliver additional employment, thereby helping to improve the self containment of the town by providing jobs locally. Development will need to meet high standards of sustainable design and should incorporate renewable energy provision, to contribute to the town's aspirations to be carbon neutral.

---

[24] Bradford on Avon Community Area 2050 Carbon Neutral Declaration

Issues and considerations

5.36 Specific issues to be addressed in planning for the Bradford-on-Avon Community Area, include:
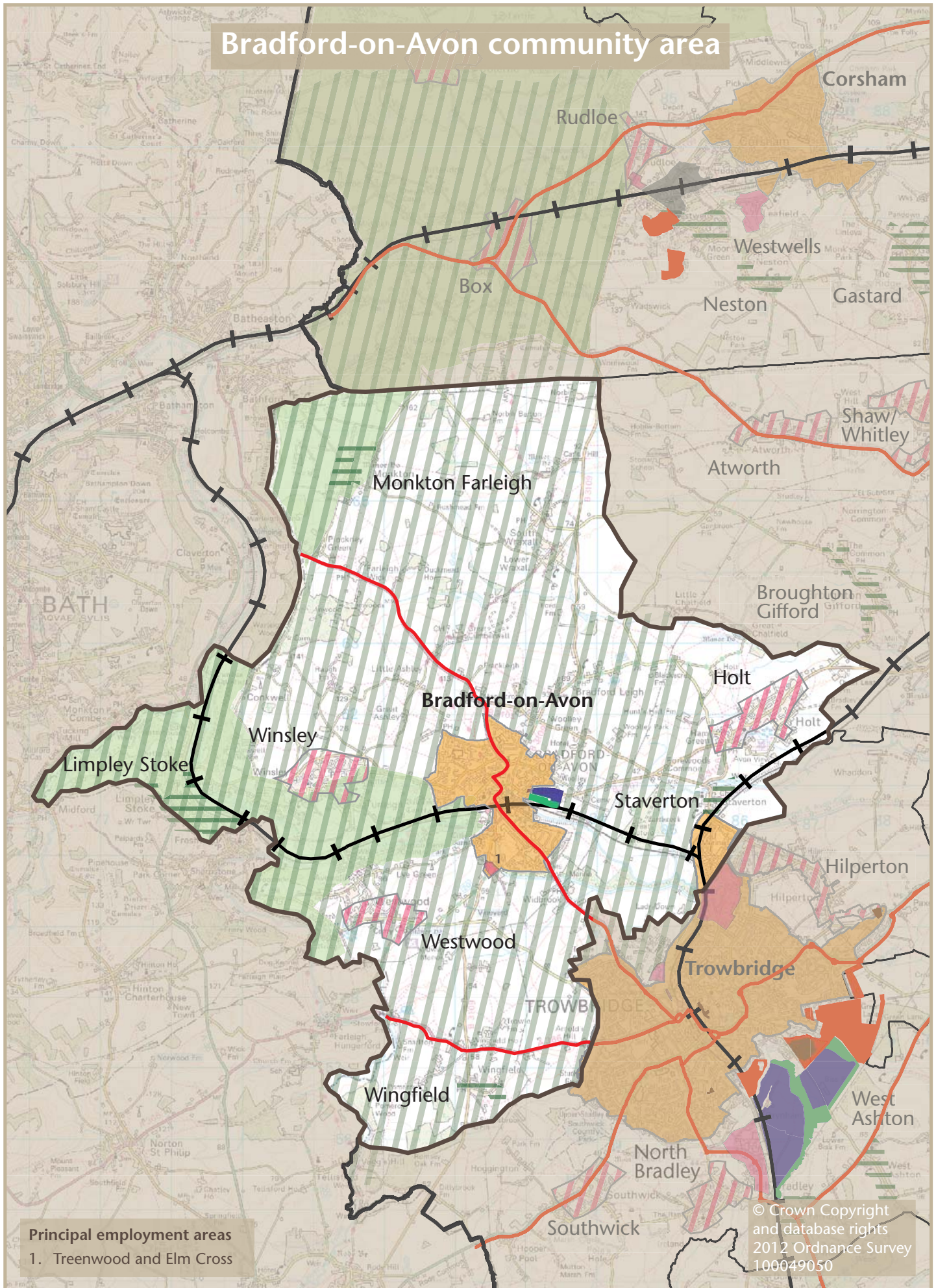
- the economic self containment of Bradford-on-Avon will be addressed through delivering employment growth as part of strategic development and retaining all existing employment sites
- strategic growth in Bradford-on-Avon will need to meet high standards of sustainable design and deliver renewable energy to 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 throughout the plan period to allow time for community initiatives to address pedestrian intimidation in the town centre to be implemented. This will also enable employment development to come forward in advance of further residential development, and will help to ensure a steady supply of new homes across the whole plan period
- the loss of employment land in Bradford-on-Avon will not be supported, in accordance with Core Policy 35. New employment development, in addition to the strategic allocation, will be supported. 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, which have exerted pressure on former employment sites in the town to be converted to residential use
- transport assessments is required for major applications must include an assessment of the likely future impacts of the Kingston Mills development and demonstrate how development will not exacerbate the existing AQMA. Consideration is also needed for any impacts from development on the high traffic volumes along the B3107 (Holt Road)
- development should be planned so as to conserve and enhance the high quality built and natural environment in the community area having particular regard to the potential constraints of the Green Belt and Cotswolds AONB. The high quality historic environment in the community area should be protected and where practicable, enhanced
- all development within the Community Area will need to conserve the designated landscape of the Cotswold AONB and its setting, and where possible enhance its locally distinctive characteristics
- development associated with the Kennet and Avon canal will need to protect and enhance its wildlife value, landscape setting and recreational use
- all development will be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the Bath and Bradford-on-Avon Bats Special Area of Conservation (SAC)
- developer contributions will be sought towards the expansion of the primary and secondary schools , and expansion or relocation to larger premises of one or both of the GP surgeries on the town

50

- an 'area of opportunity' in Holt (designated in the West Wiltshire District Plan) will be retained as it continues to offer a suitable location for mixed use development in accordance with Core Policy 1. Development of this site should be delivered through a comprehensive master planning process, and should be focused on providing live/work or local employment opportunities to help reduce the need for commuting
- Staverton is located in the Bradford-on-Avon Community Area, but adjoins Trowbridge and should be considered in relation to both Trowbridge and Bradford-on-Avon. The Area Strategy for Trowbridge plans for the continuous urban area of Trowbridge and so includes consideration for Staverton

How will the Bradford-on-Avon Community Area change by 2026?

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

51

Bradford-on-Avon community area

Corsham

Rudloe

Box

Westwells

Neston

Gastard

Shaw/Whitley

Atworth

Monkton Farleigh

Broughton Gifford

BATH

Holt

Holt

Winsley

Limpley Stoke

Bradford-on-Avon

Staverton

Hilperton

Westwood

Trowbridge

TROWBRIDGE

Wingfield

West Ashton

North Bradley

Southwick

Principal employment areas
1. Treenwood and Elm Cross

Council - 7 February 2012

Key

Principal settlements, market towns and local service centres	Principal employment areas
Local plan allocations	Significant permissions
	Strategic sites
Indicative green spaces	Canals
AONB	Large villages
Greenbelt	Small villages
	Main roads
	Railway lines
	MOD Corsham

Core Policy 7 – 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 35: Treenwood Industrial Estate and Elm Cross Trading Estate

Over the plan period (2006 to 2026), 2 to 3 ha of new employment land (in addition to that already delivered or committed) and at least 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 to 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 should meet any requirements as set out in the Development Templates shown by Appendix A.

160 homes will be provided in the rest of the community area. Non strategic development in the Bradford-on-Avon Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Bradford-on-Avon Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.36 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

53

Table 3: Delivery of Housing - Bradford-on-Avon Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Bradford-on-Avon Town	510	170	160	150	30
Remainder	160	75	20	0	65
Community Area Total	670	245	180	150	95

54

Calne Area Strategy

Spatial information and context

5.38   The Calne Community Area is located to the north of Wiltshire and is characterised by a high quality rural landscape which includes areas of the North Wessex Downs AONB. The area contains the Market Town of Calne which is surrounded by a number of smaller rural settlements.

5.39   Calne provides an important centre for the surrounding area, it features many historic buildings and has benefited from regeneration projects, including provision of a new library. However, further opportunities for regeneration remain and further development in Calne should be focussed on supporting investment in services and improvements in the town centre. There is some pressure on community health facilities in the town, with GP surgeries at or near capacity. In addition, the emergency services are looking for new or additional sites and additional cemetery capacity is required. 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.

The Strategy for the Calne Area

5.40   The strategy for Calne is to ensure that housing growth is carefully balanced with job creation and town centre improvement. A relatively high level of growth has been suggested for Calne in the past to help facilitate the delivery 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 higher than is appropriate for the town. The actual level of growth proposed is on a more organic scale and would not support the provision of this significant infrastructure. As a large proportion of development has already come forward in the plan period, future development during the remainder of the plan period should be phased to ensure that infrastructure and employment provision appropriately supports development in the town.

5.41   The strategy for Calne will help to maintain the economic base in the town with mixed growth of employment alongside housing, thus improving the self-containment of the settlement.

Issues and considerations

5.42   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 a Supplementary Planning Document (SPD) in the future, or lay the foundations of a Neighbourhood Plan. This will identify projects to help strengthen and regenerate the town centre and build on the success of recent regeneration projects.

55

The town plan will also investigate opportunities to address town centre traffic congestion and improve public transport access to the town centre

- consideration is needed for making greater use of the River Marden, which runs through the town centre, and could be utilised more successfully as an attractive feature of future regeneration projects, while also protecting and enhancing the important ecological value and landscape character of the river corridor
- a transport assessment required for major applications should includeinvestigations into identifying an appropriate solution to reducing the impact on traffic from the waste facilities located on the edge of Calne, which are a source of heavy vehicles
- developer contributions from future housing growth should also help to deliver infrastructure necessary in the town, which has not been delivered at an appropriate rate through historic development. In particular, there is a lack of cultural and entertainment facilities on offer in Calne compared to other towns of a similar size
- other infrastructure requirements include the need to expand the existing GP surgeries, and provide additional cemetery capacity. The fire and rescue service is also considering relocating closer to the North Beaversbrook Road area and so new facilities may be required
- potential for additional convenience retail has been identified for Calne in the Wiltshire Town Centre and Retail Study[25]. It is important that this is directed to the central area of the town to help improve the retail offer and the vitality and viability of the town centre
- the delivery of a proposed leisure campus in Calne will provide enhanced community facilities and could help to strengthen the overall offer of the town. It is very important that such facilities are also directed towards the town centre, where this is practicable
- non strategic growth should be brought forward in accordance with Core Policy 2 and phased throughout the plan period to deliver homes in a balanced manner that will enable infrastructure and traffic congestion issues to be addressed
- all development within the Community Area will need to conserve the designated landscape of the North Wessex Downs AONB and its setting, and where possible enhance its locally distinctive characteristics
- the eastern part of the Calne Community Area borders the Avebury section of the Stonehenge and Avebury World Heritage Site. It is therefore important that future development is sensitive to the setting of the World Heritage Site
- the historic alignment of the Wilts & Berks canal passes through Calne Community Area and will be safeguarded in accordance with CP
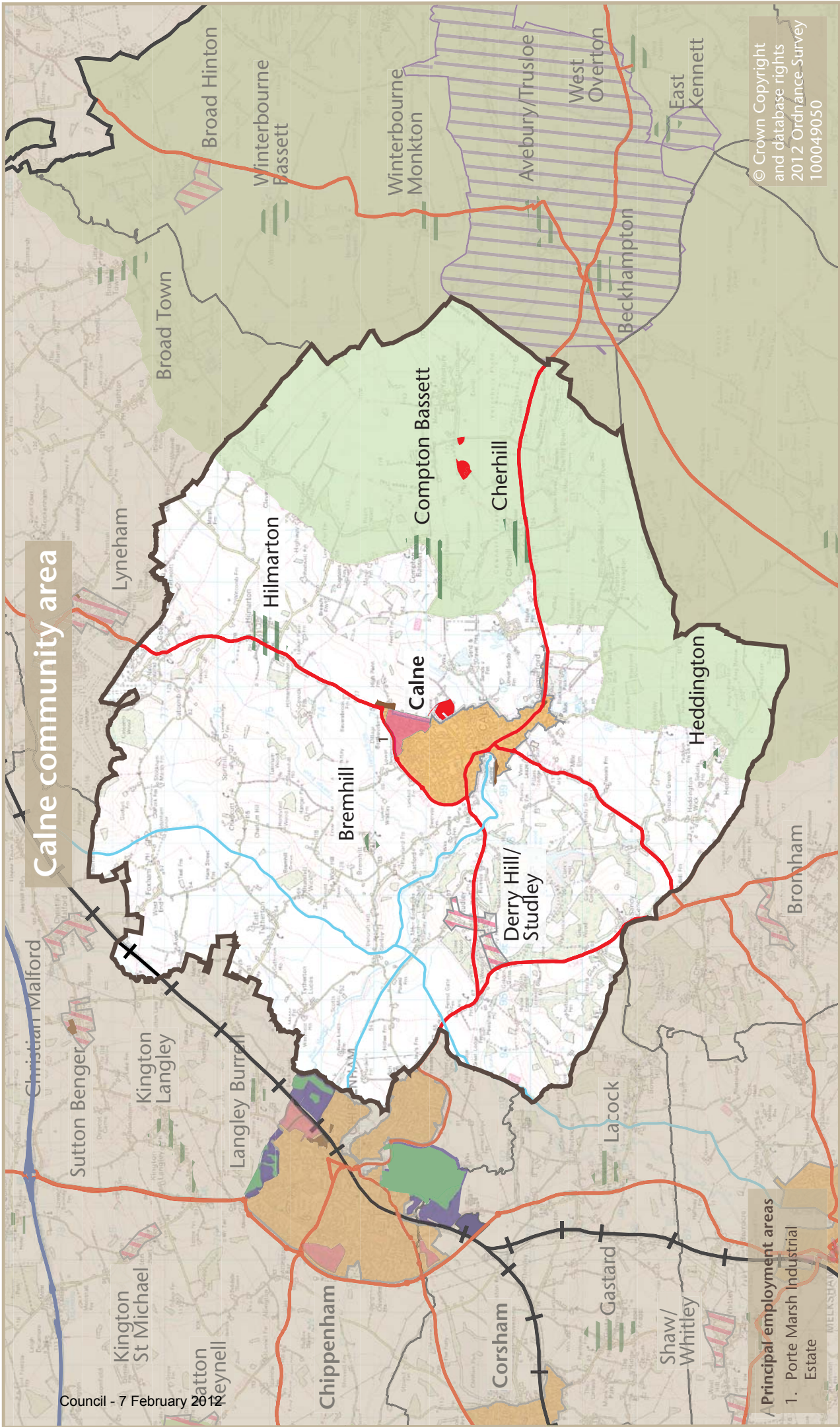
---

[25] Wiltshire Town Centre and Retail Study 2011

How will the Calne Community Area change by 2026?

5.43   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. The community will feel proud of Calne, and will benefit from its range of accommodation and good links with local businesses. Development will have supported the growth of services and community facilities within the town. People within the community area will have access to a range of jobs, which will have helped in reducing the present high levels of out-commuting. Progress will have been made towards the restored Wilts and Berks Canal and the River Avon will provide social, environmental and economic assets to the area as part of a wider green infrastructure network linking Calne with Chippenham and the wider countryside.

57

Calne community area

Council - 7 February 2012

Broad Hinton

Broad Town

Winterbourne Bassett

Winterbourne Monkton

Avebury/Trusloe

West Overton

East Kennett

Beckhampton

Lyneham

Hilmarton

Compton Bassett

Cherhill

Calne

Bremhill

Heddington

Derry Hill/Studley

Bronham

Christian Malford

Sutton Benger

Kington Langley

Langley Burrell

Kington St Michael

Sutton Reynell

Chippenham

Lacock

Corsham

Gastard

Shaw/Whitley

© Crown Copyright and database rights 2012 Ordnance Survey 100049050

Key

Principal settlements, market towns and local service centres

Principal employment areas

Local plan allocations

Indicative green spaces

Significant permissions

Strategic sites

Stonehenge and Avebury World Heritage Site

AONB

Large villages

Small villages

Main roads

Motorway

Railway lines

Canals

A Principal employment areas

1. Porte Marsh Industrial Estate

Core Policy 8 – 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/Studley
Smaller Villages:	Bremhill; Cherhill; Compton Bassett; Heddington and Hilmarton

Over the plan period, 6 hectares of employment will be provided, including:

Land East of Beversbrook Farm and Porte Marsh Industrial Estate	Saved North Wiltshire District Plan Allocation	3.2 hectares

The following Principal Employment Area will be supported in accordance with Core Policy 35: Porte Marsh Industrial Estate.

Over the plan period (2006 to 2026), at least 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. Non strategic development in the Calne Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Calne Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.42 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 4: Delivery of Housing - Calne Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Calne Town	1240	420	450	0	370
Remainder	140	65	35	0	40
Community Area Total	1380	485	485	0	410

59

Chippenham Area Strategy

Spatial information and context

5.44   Chippenham Community Area is located in the northern part of the county and includes the market town of Chippenham, which is identified in this strategy as a Principal Settlement. The community area lies partly within the Cotswold AONB and contains several Sites of Special Scientific Interest (SSSI).

5.45   Chippenham is located within a rural setting and acts as an important service centre for a number of 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 often choose to shop in other larger settlements, including Bath and Swindon, and as such the town centre retail offer in Chippenham should be strengthened.

5.46   Chippenham is one of the largest towns in Wiltshire and has excellent transport links, being in close proximity to the M4 and located on the main Bristol to London railway route. As such the town is an attractive location for employers, but this has also led to significant levels of out-commuting. As there is currently a shortfall of suitable land for employment growth in the town, a priority for this strategy is to ensure appropriate economic development takes place to prevent existing and prospective employers moving elsewhere. A failure to respond to this issue could lead to a loss of local employment at a time when some job losses are anticipated due to the current economic climate.

The strategy for the Chippenham Area

5.47   The strategy for Chippenham is based on delivering significant job growth, which will help to improve the self-containment of the town by providing more jobs for local people. To ensure employment is accessible to the local population a sustainable distribution and choice of employment sites will be provided at the town. They will form part of mixed use urban extensions, incorporating housing, that are well integrated with the town. 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 town.

Issues and considerations

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

- new employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting. New employment provision will be supported on the allocated strategic sites and on identified town centre regeneration/ brownfield opportunity sites
- housing development in Chippenham should be phased for delivery throughout the plan period. This will enable employment development to come forward in advance of
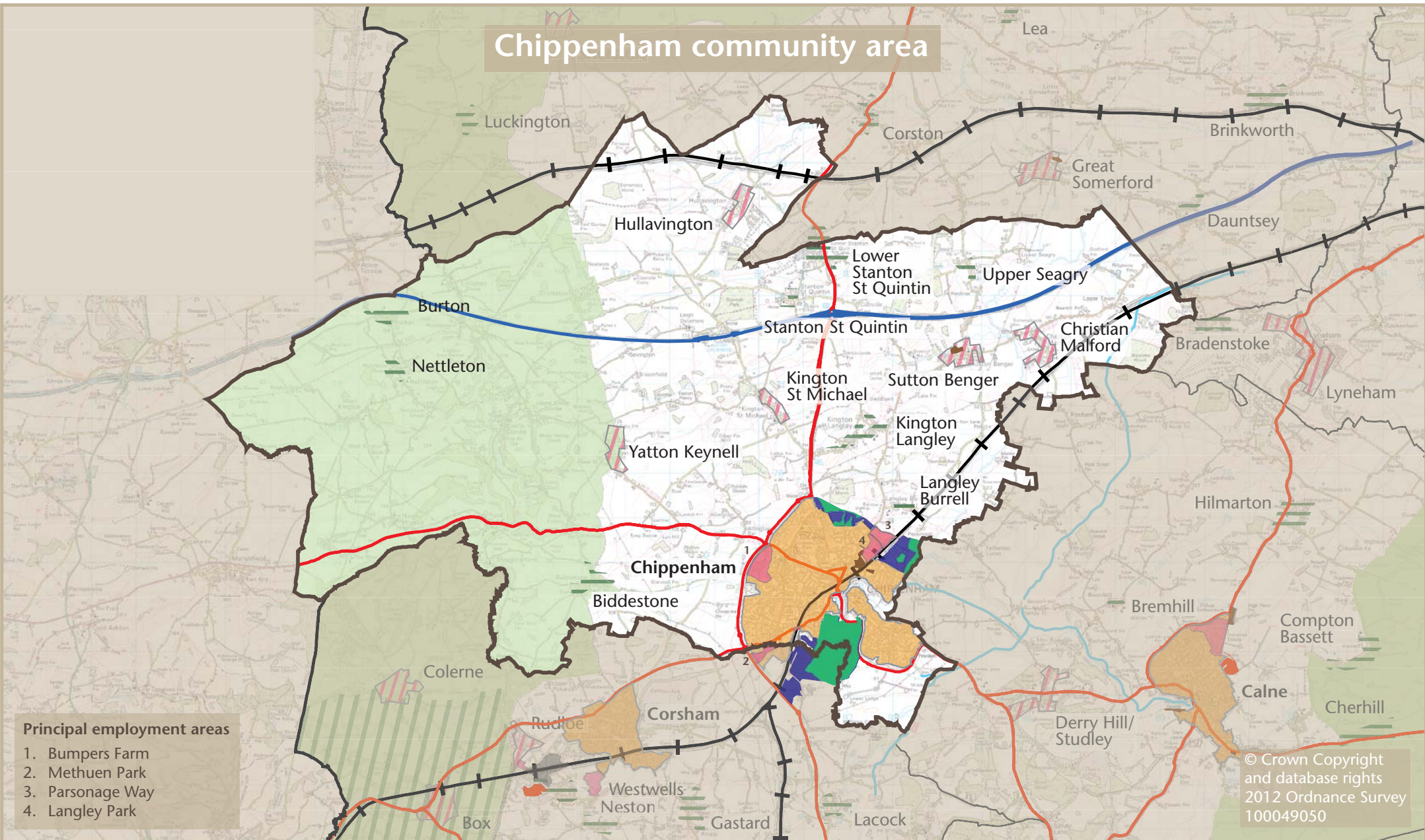
60

- further residential development, and will help to ensure a steady supply of new homes across the whole plan period
- Chippenham's offer as a service centre will 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 a priority along with redevelopment of other smaller town centre brownfield sites.
- further out of centre retail development in Chippenham would weaken the town centre and future provision should be focused in the central regeneration opportunity area. Any proposals for edge of town centre retail development should clearly demonstrate that the development would not have a detrimental impact on the town centre.
- 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
- the River Avon is an important asset for the town and the local environment, and will be better integrated with the town centre and urban extension as part of a green infrastructure strategy, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists
- all development within the Community Area will need to conserve the designated landscape of the Cotswold AONB and its setting, and where possible enhance its locally distinctive characteristics.
- development will, where possible, enhance the ecological value of the Birds Marsh Wood County Wildlife Site and Birds Marsh Meadow County Wildlife Site.
- there is a need to plan for the potential re-use of the Hullavington MoD site which became surplus to requirements. This site is designated as a conservation area and is an important heritage asset
- the 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
- a number of improvements are needed to infrastructure provision in Chippenham and these include the need for new GP, Fire, Police and Ambulance facilities. A shared site for such provision could offer an effective route to improved service delivery providing they are centrally located as practicable and in a sustainable and accessible location
- the existing Hardenhuish and Sheldon secondary schools are oversubscribed and further work is needed to assess either the need for a new secondary school in the town or the opportunity for expansion of Abbeyfield Secondary School. Secondary school provision should be integral to any proposed mixed use development in Chippenham
- further infrastructure requirements include the need for additional cemetery provision and improved facilities for the young, including a possible skate park for the town.
- Abbeyfield School is a business and enterprise school with close links with the 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 to encourage young people to stay within Wiltshire.
- Junction 17, M4 provides an opportunity for new employment provision in Wiltshire. These opportunities should be explored further in conjunction with the Wiltshire and Swindon Local Enterprise Partnership

61

How will the Chippenham Community Area change by 2026?

5.49   Chippenham's role as a strategic employment location will have been successful in retaining internationally renowned employers in the manufacturing and service sectors, including ICT, rail systems and logistics and future development will have been employment led. Job growth will have taken place on existing sites within the urban area, as well as on sustainable edge of town sites.

5.50   The town centre will have been improved, with an enhanced mix of retail, leisure and entertainment uses and greater integration with the River Avon, making Chippenham an attractive and popular centre. The River Avon will be a defining and connecting feature and its active riverfront combined with the historic centre, market, parks and open spaces will have provided a thriving artery and distinctive identity for the town.

5.51   The self-sufficient status of the town will have been improved, although its excellent transport connectivity will continue to be an asset to the town, making it a popular location for employers. Housing development will have been highly sustainable and balanced, with early delivery of key infrastructure, and key services and facilities in the town will have been improved. Young people will choose to stay to live and work in the town because of the employment opportunities, access to housing and other available facilities.

5.52   Modest levels of development to meet local housing need and to support rural services and local employment opportunities will have been delivered in the villages.

62

Chippenham community area

Lea

Luckington

Corston

Brinkworth

Great
Somerford

Hullavington

Dauntsey

Lower
Stanton
St Quintin

Upper Seagry

Burton

Stanton St Quintin

Christian
Malford

Bradenstoke

Nettleton

Kington
St Michael

Sutton Benger

Lyneham

Kington
Langley

Yatton Keynell

Langley
Burrell

Hilmarton

3

4

1

Chippenham

Biddestone

Bremhill

Compton
Bassett

2

Colerne

Calne

Cherhill

Corsham

Derry Hill/
Studley

© Crown Copyright
and database rights
2012 Ordnance Survey
100049050

Rudloe

Principal employment areas

1. Bumpers Farm
2. Methuen Park
3. Parsonage Way
4. Langley Park

Westwells
Neston

Box

Gastard

Lacock

Key   Principal settlements, market towns and local service centres

Local plan allocations

Principal employment areas

Significant permissions

Strategic sites

Indicative green spaces

AONB

Greenbelt

Canals

Large villages

Small villages

Main roads

Motorway

Railway lines

MOD Corsham

Regeneration of Chippenham Central Area

5.53   Regeneration of the central area of Chippenham is a priority and a number of North Wiltshire Local   Plan (2004) sites are saved by this strategy as they provide for excellent regeneration opportunities. The council will work with developers to ensure viable and comprehensive site solutions are delivered, which will secure investment in Chippenham. The nature of development to come forward on these sites will be determined in accordance with the key principles set out below and Core Policy 9. A Chippenham Central Area Master Plan will be developed to provide a more detailed framework for the delivery of alternative regeneration opportunity sites. If appropriate, this will be adopted as a Supplementary Planning Document (SPD)or via an alternative planning mechanism.

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

- **a place to live and work** – proposals should be for mixed use schemes and incorporate high quality design standards
- **the river as a defining and connecting feature of the town –** any proposals for development in the central opportunity area should demonstrate how they will contribute to enhancing the river as an attractive feature of the development, providing improved pedestrian and cycle routes, public open space and active riverside frontages.
- **a retail destination of choice –** retail proposals will be supported in the central opportunity area providing it is clearly demonstrated how the proposals will strengthen the retail offer of the town and not lead to fragmentation or a weakening of the existing offer.
- **a vibrant business location** – mixed use proposals will be supported, particularly including office development, if this is well integrated into high quality development schemes providing for a range of appropriate town centre uses.
- **an accessible town centre –** all proposals should establish appropriate high quality public realm and pedestrian and cycle routes to create a lively visual and social environment focused on linking all parts of the town with its centre.

Core Policy 9 - Chippenham Central Areas of Opportunity

The redevelopment of the following sites will be supported:

(i).   Bath Road Car Park/Bridge Centre Site - to form a retail extension to the town centre to provide a supermarket and comparison units.

(ii).   Langley Park -   to deliver a mixed use site solution for a key redevelopment opportunity area to support the retention of significant business uses on part of the site.

In addition, the River Avon Corridor will be enhanced for leisure and recreation uses in an environmentally sensitive manner and developed as an attractive cycle/pedestrian route connecting the town centre with the wider green infrastructure network, while conserving and enhancing its role as a wildlife corridor

Development will be delivered on opportunity sites elsewhere in the central area in accordance with the key principles listed in paragraph 5.48.
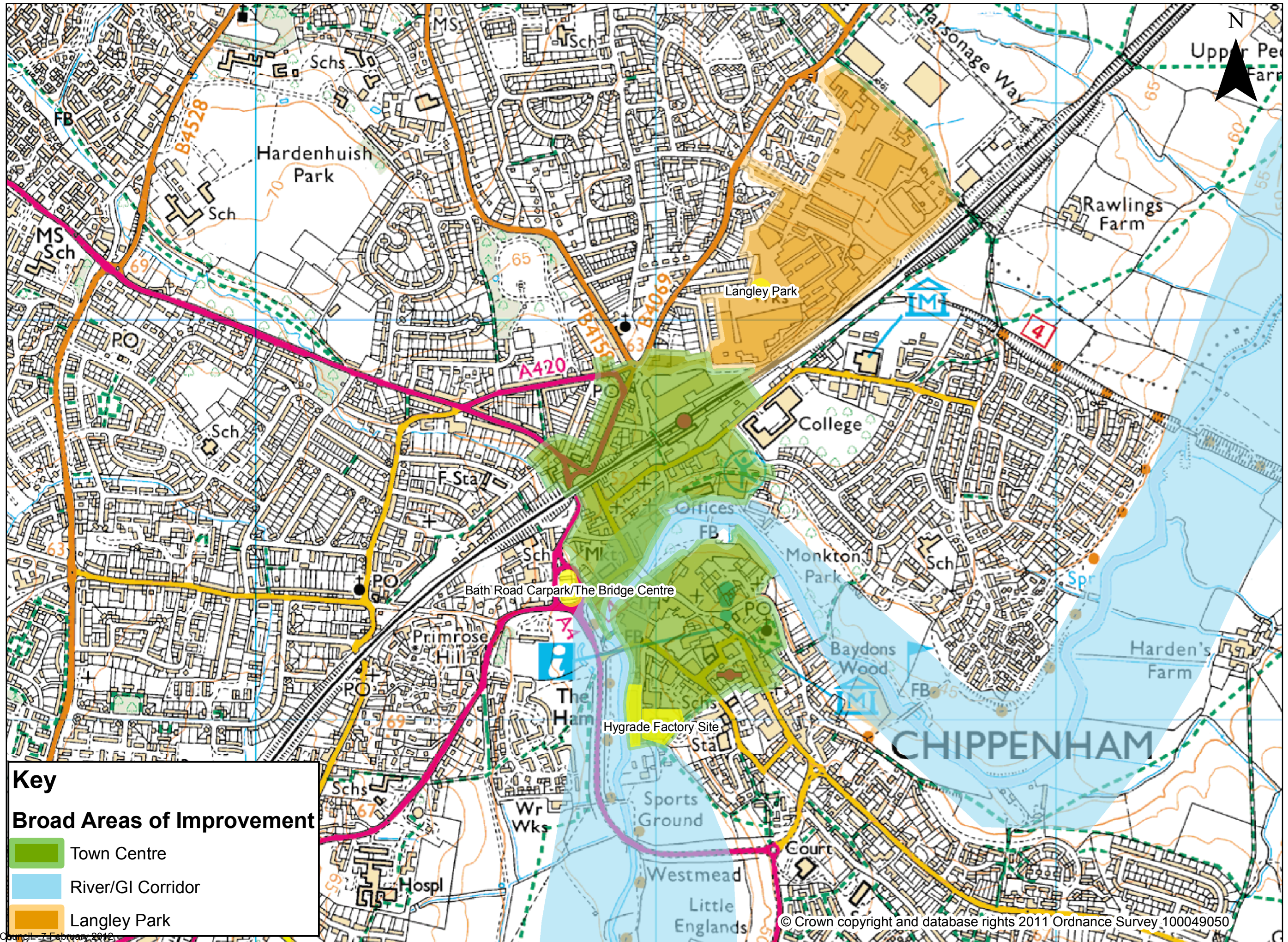
All proposals should meet high quality design and sustainability standards including exemplary public realm and strong pedestrian and sustainable transport links.

Targets: Planning permission granted and implemented redevelopment within plan period

Monitoring and Review: AMR

Delivery Responsibility: Developers, Wiltshire Council, community groups, service providers

Chippenham Central Area of Opportunity

Langley Park

Rawlings Farm

Upper Pe

Parsonage Way

Hardenhuish Park

MS Sch

College

Bath Road Carpark/The Bridge Centre

Offices

Monkton Park

Primrose Hill

The Ham

Hygrade Factory Site

Baydons Wood

Harden's Farm

CHIPPENHAM

Sports Ground

Westmead

Little Englands

Hospl

Key

Broad Areas of Improvement

🟩	Town Centre
🟦	River/GI Corridor
🟧	Langley Park

Council - 7 February 2012

Core Policy 10 - 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:	Biddestone, Burton, Kington Langley, Langley Burrell, Lower Stanton St Qunitin, Nettleton, Upper Seagry and Stanton St Quintin.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Bumpers Farm Industrial Estate; Methuen Park and Parsonage Way Industrial Estate.

Over the plan period (2006 to 2026), 26.5 ha of new employment land (in addition to that already provided or committed) and at least 4,500 new homes will be provided. 4,000 should occur at Chippenham, including the following land identified for strategic growth:

North Chippenham	2.5 ha employment	750 dwellings
Rawlings Green, East Chippenham	6 ha employment	700 dwellings
South West Chippenham	18 ha employment	800 dwellings

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should meet any requirements as set out in the Development Templates shown by Appendix A.

Land South-West of Abbeyfield School (Landers Field) is identified as a non-strategic site to deliver 100-150 homes and 1ha employment land as part of a sustainable mixed use site including a business/enterprise centre linked to Abbeyfield School. Further details will be developed through an SPD or alternative planning mechanism.

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

Development proposals in the Chippenham Community Area will need to demonstrate how those issues and considerations listed in paragraphs 5.48 and 5.54 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 5: Delivery of Housing 2006 to 2026, Chippenham Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Chippenham Town	4,000	855	415	2,400	330
Community Area Remainder	500	130	100	0	270
Community Area Total	4,500	985	515	2,400	605

Corsham Community Area Strategy

Spatial information and context

5.55   The Corsham Community Area is characterised by its rural setting, high quality landscape, and historic built environment. The area is located within the Cotswold AONB and the natural beauty of the area is also protected by the West Wiltshire Greenbelt. It has a number of extremely attractive buildings, in settlements such as Lacock village, a popular tourist destination.

5.56   The main settlement in the community area is the town of Corsham, which has seen considerable growth in recent years. The community area has strong economic relationships with the nearby major settlements of Bath and Chippenham, which offer higher order services, including for leisure and retail. However, despite the area's proximity to the M4 transport corridor, the transport network in the area is generally poor, characterised by a rural road network with limited rail connectivity.   Community and health facilities in Corsham are under pressure, with most GP surgeries at capacity. In addition, there is a need for a new cemetery. 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. These mines also support internationally important populations of roosting bats which utilise the landscape of the entire area and are protected by a Special Area of Conservation (SAC) designation.

5.57   Recent and historic growth around the Corsham and Rudloe area has been strongly influenced by the military. The area retains a large military site, MoD Corsham, 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.

The strategy for the Corsham Area

5.58   Corsham has not been identified as a location for new strategic employment growth. Corsham has a large existing employment base for a town of its size due to the presence of the MoD and continues to be a net importer of workers (more jobs available than total resident workers) yet also has relatively high levels of out-commuting. New employment development at the town should seek to improve the retention of workers, with the redevelopment of MoD Corsham, ensuring that Corsham will remain an important employment location in Wiltshire. Overall, the strategy supports some future growth to help facilitate the delivery of improved services and facilities in the community area.

Issues and considerations

5.59   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

69

- employment growth should be delivered in Corsham to complement the existing strong employment base (currently dominated by the military presence) and allow for economic diversification. There are particular opportunities in the area associated with specialist technologies that have developed within a number of sites in the area. These include Corsham Media Park which represents a significant permission with strategic value for Wiltshire

- the area contains a number of redundant MoD sites and proposals for the redevelopment of MOD sites which are well related to the town will be supported in accordance with Core Policy 37 (Military Establishments).. All major development sites coming forward in the wider Corsham area must clearly demonstrate that the proposal will be well integrated into the existing settlements and enhance the character of the area. A master plan should be prepared for each site in conjunction with the community

- there are opportunities for some additional comparison retail in Corsham to help to more effectively meet the needs of local residents and help reduce trips by car to other destinations. However, there is no scope for any additional convenience retail provision in the town

- the delivery of a proposed community campus in Corsham will provide enhanced community facilities in the town centre and help to strengthen the overall offer of the town

- developer contributions from future housing growth should also help to deliver infrastructure necessary in the town. In particular, additional community and health facilities are needed, along with additional cemetery provision. There is also a need for a permanent, centrally located, ambulance standby point in the town

- transport assessments required for major development should include identifying appropriate solutions to address capacity issues on the A4 and Bradford Road

- the bus network in the area lacks connectivity and 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 and should remain a priority. Improvements to bus services could help encourage a further shift away from car use and should form part of an integrated transport solution including cycling links between rural settlements and the Corsham town centre

- the re-use of historic buildings in Corsham will be encouraged to sustain and maintain the character and identity of the town as well as provide further employment and community facilities providing proposals are of high quality design and sensitive to the historic setting and designations. Opportunities for Corsham to be promoted as a tourist destination should also be explored

- the former MoD underground sites in the area are of international importance and development should be in accordance with the Historic Partnership Agreement (HPA) for the management of these sites

- all development within the Community Area will need to conserve the designated landscape of the Cotswold Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
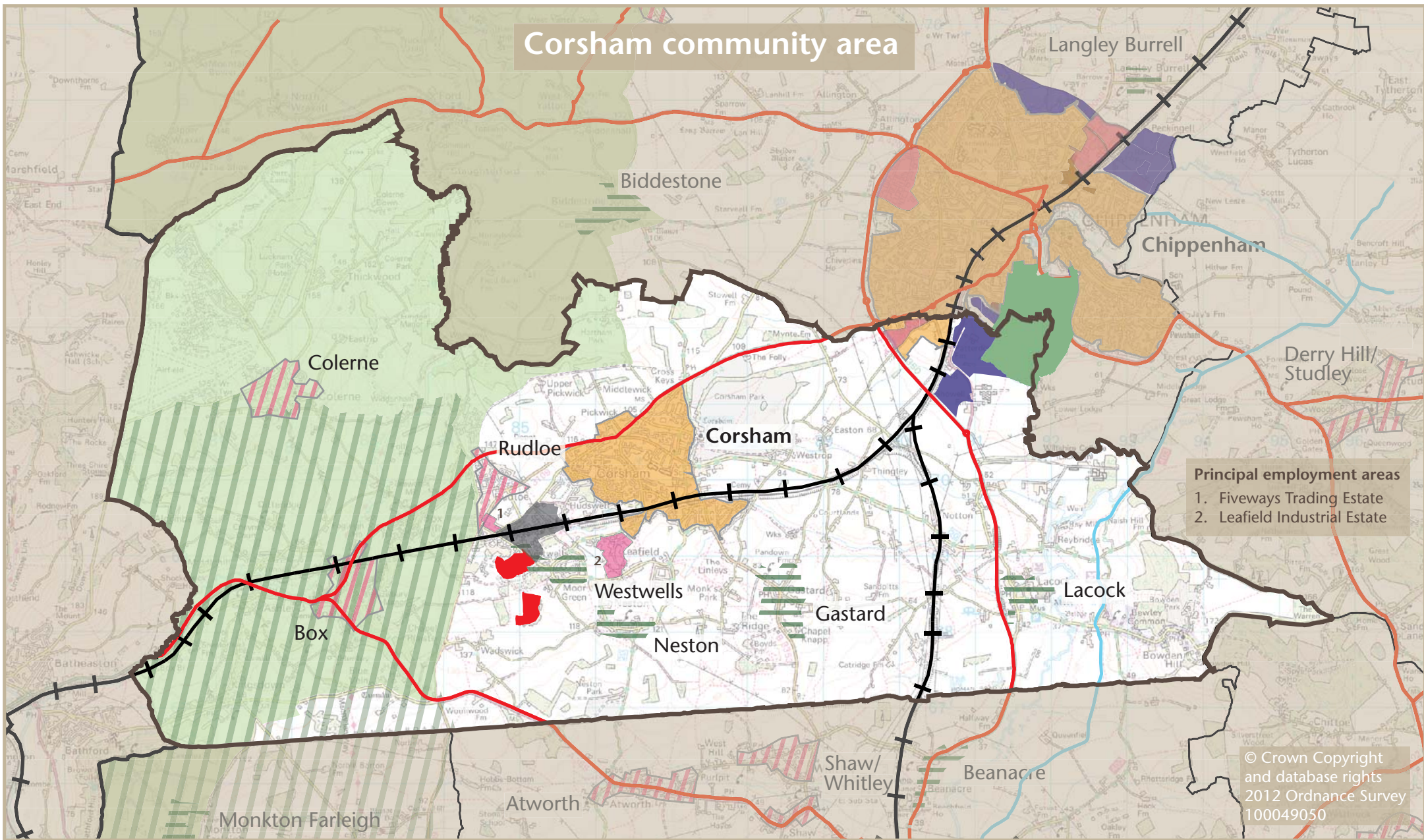
70

- all development will be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the Bath and Bradford-on-Avon Bats Special Area of Conservation (SAC)

How will the Corsham Community Area change by 2026?

5.60 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 MoD 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. The River Avon will provide a social, environmental and economic asset to the area as part of a wider green infrastructure network linking Corsham with Chippenham, Bath, and the wider countryside.

71

Corsham community area

Langley Burrell

Chippenham

Biddestone

Derry Hill/
Studley

Colerne

Rudloe

Corsham

Principal employment areas
1. Fiveways Trading Estate
2. Leafield Industrial Estate

Box

Westwells

Lacock

Gastard

Neston

Shaw/
Whitley

Beanacre

Monkton Farleigh

Atworth

Key

Principal settlements, market towns and local service centres	Principal employment areas	Indicative green spaces	Canals
Local plan allocations	Significant permissions	AONB	Large villages
	Strategic sites	Greenbelt	Small villages

Main roads
Railway lines
MOD Corsham

Council - 7 February 2012

Core Policy 11 - 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; Box and Rudloe
Smaller Villages:	Gastard; Lacock; Neston and Westwells

6 ha of employment land will be provided:

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Leafield Industrial Estate and Fiveways Trading Estate

Over the plan period (2006 to 2026), at least 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. Non strategic development in the Corsham Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Corsham Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.59 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 6: Delivery of Housing 2006 to 2026 - Corsham Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Corsham Town	1050	465	110	0	475
Remainder	150	65	325	0	0
Community Area Total	1200	530	435	0	475

73

Devizes Area Strategy

Spatial information and context

5.61   The Devizes Community Area is predominantly rural in character, containing a number of small villages and featuring a high quality landscape, lying partly within the North Wessex Downs AONB.

5.62   The main settlement within the community area is Devizes, which is one of the largest market towns in Wiltshire. The urban area of Devizes includes the administrative area of Devizes Town Council and parts of Bishops Cannings and Roundway parishes. 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.

5.63   Devizes is identified as a location for strategic employment growth. The town retains a large and varied employment base and should be resistant to job losses from single business closures. Devizes has a good record of attracting employers, although given its location and transport access, these have tended to be small to medium businesses catering for local networks. The success of Devizes as an employment location and the status of the town should enable it to continue to be a strategic location for new employment outside the principle employment growth areas of Wiltshire.

The strategy for the Devizes Area

5.64   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.

Issues and considerations

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

- traffic congestion is a major issue in Devizes and will be a significant consideration when discussing future growth in Devizes. A traffic simulation model has been developed to

74

better understand the potential impact of new development[26]. A Devizes Town Transport Strategy is being prepared by Wiltshire Council in consultation with representatives of the local community and will consider sustainable transport solutions to reduce congestion as well as possible upgrades to existing junctions. All developments in Devizes that have the potential to increase the number of vehicles on the Devizes road network will be expected to contribute to the implementation of this strategy

- air quality is becoming a major issue in Devizes. An Air Quality Management Area (AQMA) has been declared in relation to a discrete area around Shanes Castle. Other points along the A361 through Devizes are also being monitored and there are local concerns that these sites will also exceed the mandatory limits set by European Directive 2008/50. Measures to improve air quality in Devizes must be considered, particularly through actions arising from the Devizes Town Transport Strategy

- there is a long term aspiration in the Devizes Community Area to secure a railway station to serve the town. Locations at Lavington or Lydeway have been suggested. Opportunities to develop a strategy for rail access to Devizes should be explored during the plan period

- the rate of development in Devizes should reduce compared to recent trends in recognition of the need to improve local infrastructure before significant new development takes place. Non strategic growth should be brought forward in accordance with Core Policy 2 and phased throughout the plan period to deliver homes in a balanced manner that will enable infrastructure and traffic congestion issues to be addressed.

- developer contributions from future housing growth should also help to deliver infrastructure necessary in the town. In particular, capacity improvements are needed to the water supply network and the sewer system, including likely relocation of discharge points. A replacement is also needed to Devizes Ambulance Station

- the cultural heritage of Devizes is very important. Two potential regeneration sites, the Wharf and Assize Courts, present an opportunity to enhance and develop this historic heritage through development that encourages tourism, recreation and community uses whilst retaining the historic integrity of each site. Development could have a dramatic impact on Devizes Wharf. Therefore improvements to the public realm at the Wharf and guidance on appropriate development should be secured through the preparation of a supplementary planning document[27]

- 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. Recent research has concluded that Devizes is becoming less competitive

---

[26] Devizes Traffic Model: Local Model Validation Report, PFA Consulting, January 2012 and Devizes Traffic Model: 2026 Model Forecasting: Core Strategy Options Testing, PFA Consulting, January 2012

[27] Devizes Wharf Planning Brief, Draft Supplementary Planning Document, June 2011.

75

within Wiltshire and has identified scope for an additional 840 sqm of new small scale comparison floorspace by 2015, rising to 2125 sqm in 2020 to improve its competitiveness[28]. Within the primary shopping areas in Devizes, proposals for new comparison retail units will be supported provided the proposal is integrated with and provides enhancement to the existing fabric of the town centre and respects the historic character of the town

- 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 the future
- the loss of Greenspace within the town for development would undermine the character of Devizes.
- the rural identity of Bishops Cannings and Roundway parishes together with sites of biodiversity value are an important part of the landscape setting which helps define the character of Devizes
- all development within the Community Area will need to conserve the designated landscape of the North Wessex Downs AONB and its setting and where possible enhance its locally distinctive characteristics
- development associated with the Kennet and Avon canal will need to protect and enhance its wildlife value, landscape setting and recreational use
- the north eastern section of the Devizes Community Area borders the Avebury section of the Stonehenge and Avebury World Heritage Site and contains a number of its attributes of outstanding universal value. Development will be particularly sensitive to these and the setting of the World Heritage Site

How will the Devizes Community Area change by 2026?

5.66   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. The Kennet and Avon canal will continue to act as a vital social, environmental and economic asset to the area as part of a wider green infrastructure network linking Devizes Trowbridge, Bradford, Bath and the wider countryside.

---

[28] Wiltshire Town Centre and Retail Study 2011

Devizes community area

Derry Hill/Studley

Avebury/Trusloe

Heddington

Beckhampton

Bromham

Bishops Cannings

Rowde

All Cannings

Alton Barnes/Alton Priors

2
1
4 3
5

Devizes

Stanton St Bernard

Seend

Etchilhampton

Woodborough

Poulshot

8 6
7

Bulkington

Potterne

Hilcott Marden

Worton

Marston

Urchfont

Chirton

Great Cheverell

Easterton

Principal employment areas

1. Hopton IE
2. Hopton Park
3. Le Marchant TE
4. Folly Rd.
5. Police HQ
6. Nursteed IE
7. Mill Rd.
8. Banda TE

Erlestoke

West Lavington/Littleton Pannell

Market Lavington

S   A   L   I   S

Key — Principal settlements, market towns and local service centres

Council - 7 February 2012 Local plan allocations

Principal employment areas

Significant permissions

Strategic sites

AONB

Canals

Stonehenge and Avebury World Heritage Site

Large villages

Small villages

Main roads

Railway lines

Core Policy 12 - 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; Great Cheverell; Potterne; Urchfont; West Lavington / Littleton Pannell; Rowde and Worton
Smaller Villages:	All Cannings; Bishop Cannings; Easterton; Erlestoke; Etchilihampton and Marston

9.9 ha of employment land will be provided.

Land between A361 and Horton Road	New strategic employment allocation	8.4 ha
Nursteed 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 should be in accordance with the Development Templates shown by Appendix A:

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Banda Trading Estate; Folly Road; Hopton Industrial Estate; Hopton Park; Le Marchant Barracks; Mill Road; Nursteed Industrial Estate and Police Headquarters

Over the plan period (2006 to 2026), at least 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 Development Plan (NDP) or a Site Allocation Development Plan Document (DPD).

Development proposals in the Devizes Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.65 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

78

Table 7: Delivery of Housing 2006 to 2026 Devizes Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Devizes Town	1730	1070	255	0	405
Remainder	420	195	20	0	205
Community Area Total	2150	1265	275	0	610

Malmesbury Area Strategy

Spatial information and context

5.67   Malmesbury Community Area is located in the north of Wiltshire, it is predominantly rural in character and includes parts of the Cotswold AONB. The area has important functional links with Cirencester to the north and includes the market town of Malmesbury and a number of rural villages including Ashton Keynes, Crudwell, Great Somerford, Oaksey and Sherston.

5.68   The hill top town of Malmesbury is almost surrounded by the River Avon and contains an historic core which includes Malmesbury Abbey, Town Walls and Market Cross, and has an important role as a tourist destination. There is a small employment base in the town which is dominated by a single manufacturer, yet overall there is a pattern of net in-commuting to the town. Malmesbury is an important local retail centre for the surrounding rural area. 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. Malmesbury is also close to the Cotswold Water Park, which is an important tourist destination, and the former RAF Kemble (located on the border with Cotswold District Council and now called Kemble Business Park), which has developed into a Business Park.

The strategy for the Malmesbury Area

5.69   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. 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. 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.

Issues and considerations

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

- providing appropriate levels of housing in the town. Malmesbury has a high quality historic environment with few opportunities to bring forward new affordable homes on previously developed land. It is possible that a Greenfield site may need to be identified to provide for housing need in the community area and enable the local economic base to diversify. Such opportunities should be identified through a community-led neighbourhood plan or in accordance with Core Policy 2
- consideration for primary school places as the existing schools in the town are close to capacity. Collaborative work to prepare a neighbourhood plan should also carefully consider how primary school capacity can be satisfactorily resolved in a timely manner and integrated with any future housing growth

80

- developer contributions from future housing growth should also help to deliver other infrastructure necessary in the town. This may include contributing to the relocation of Malmesbury Fire Station from the town centre to the northern part of Tetbury Hill
- diversification of the employment base which 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 be considered, providing the scale of development is appropriate and sensitive to the historic environment, as described below
- 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, providing this contributes towards strengthening the town centre, be of high quality design and sensitive to the historic environment
- future development will be carefully managed to ensure the high quality built environment including the important historic assets - such as Malmesbury Abbey and Conservation Area, are protected. Future development should be of high quality design and well integrated with the existing built form and landscape setting of the town including using local materials where appropriate
- all development within the Community Area must conserve the designated landscape of the Cotswold Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- the Cotswold Water Park is a changing landscape and expanding recreational resource for the county and its visitors. Development in the Cotswold Water Park should contribute towards the objectives of the Vision and Implementation Plan for the area
- work is currently underway to prepare neighbourhood plans in the Malmesbury Community Area, and these should also inform future planning decisions.
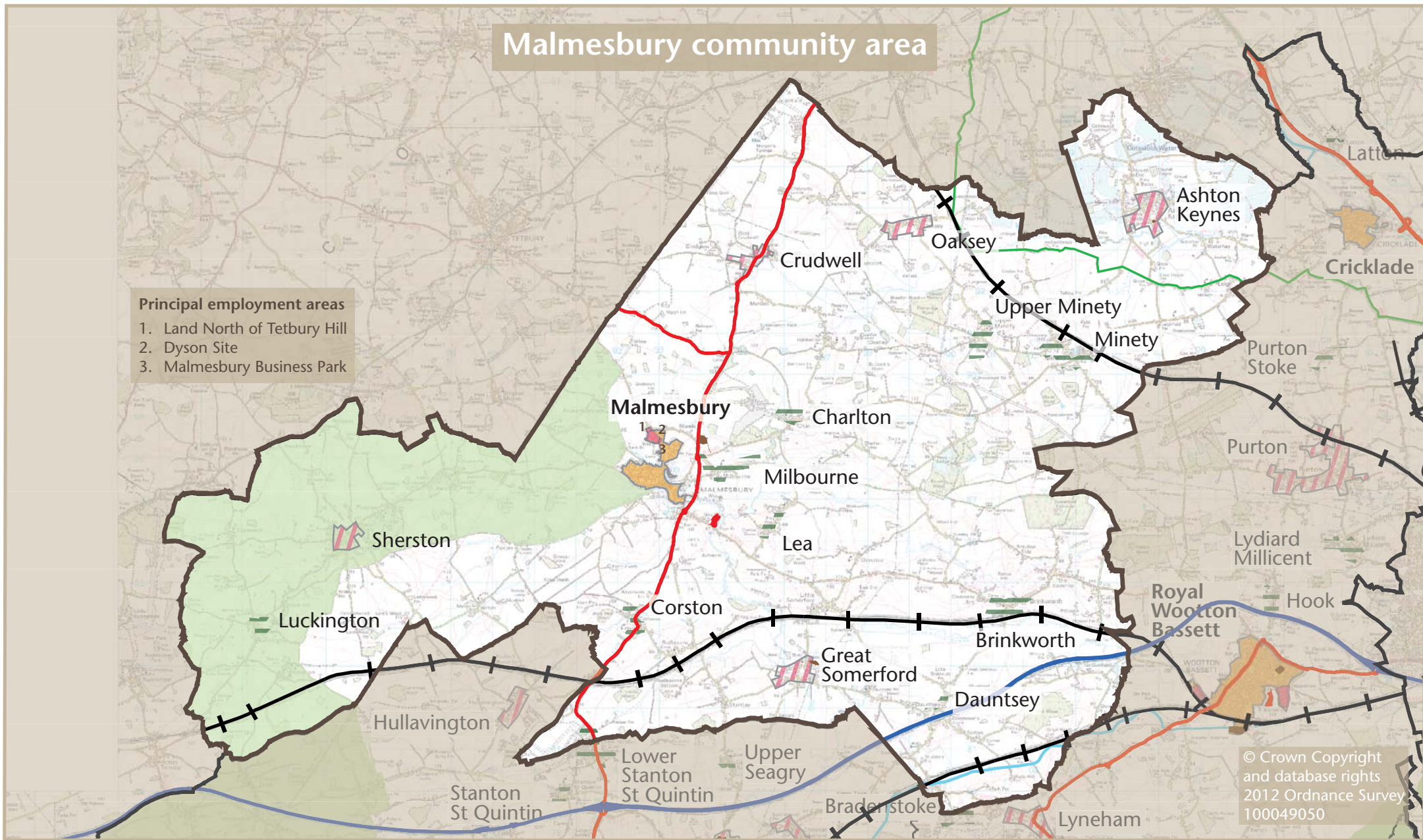
How will the Malmesbury Community Area change by 2026?

5.71   Development within the Malmesbury Community Area will have reflected and respected its high quality built and natural environment. The River Avon will be a social, environmental and economic asset to the area as part of a wider green infrastructure network linking Malmesbury with the wider countryside. The Cotswold Water Park will provide a recreational resource for local communities and visitors to the area. 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 have also widened its employment offer.

81

Malmesbury community area

Principal employment areas
1. Land North of Tetbury Hill
2. Dyson Site
3. Malmesbury Business Park

Latton

Cricklade

Ashton Keynes

Oaksey

Upper Minety

Minety

Purton Stoke

Crudwell

Purton

Malmesbury
1 2
3

Charlton

Milbourne

Lydiard Millicent

Lea

Sherston

Hook

Luckington

Corston

Brinkworth

Royal Wootton Bassett

Great Somerford

Dauntsey

Hullavington

Lower Stanton St Quintin

Upper Seagry

Stanton St Quintin

Bradenstoke

Lyneham

© Crown Copyright and database rights 2012 Ordnance Survey 100049050

Council - 7 February 2012

Key

Principal settlements, market towns and local service centres	Principal employment areas	AONB	Large villages	Main roads
Local plan allocations	Significant permissions	Canals	Small villages	Motorway
	Strategic sites	Cotswold Water Park		Railway lines

Core Policy 13 – 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; Dauntsey; Lea; Luckington; Milbourne; Minety and Upper Minety

5 ha of employment land will be provided, including:

Land North of Tetbury Hill	Saved North Wiltshire District Plan allocation	1 ha
Land at Garden Centre, Malmesbury	Saved North Wiltshire District Plan allocation	4 ha

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Malmesbury Business Park; Dyson Site; and Land North of Tetbury Hill.

Over the plan period (2006 to 2026), at least 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. Non strategic development in the Malmesbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Malmesbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.70 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 8: Delivery of Housing 2006 to 2026 - Malmesbury Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Malmesbury Town	760	405	85	0	270
Remainder	440	215	90	0	135
Community Area Total	1200	620	175	0	405

Marlborough Area Strategy

Spatial information and context

5.72   The Marlborough Community Area lies within an area of high quality landscape which is entirely within the North Wessex Downs AONB and includes the settlement of Avebury, which together with its surrounding landscape, 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 with a good amount of independent retailers. The town and surrounding area have 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 relatively high level of self-containment. Marlborough has a high average income above the national average, and some of the highest house prices in the county.

5.73   Marlborough is not identified as a location for new strategic employment growth however some employment should be delivered through the plan period. Marlborough has a relatively small but strong employment base with a reasonable level of self containment. The Marlborough Business Park has provided an important new location for employment growth and new business in Marlborough. Marlborough has some unusual employment patterns with a strong representation by the education sector and there is no indication that this sector will weaken in the planning period. Employment development in Marlborough should look to consolidate the existing employment base by encouraging small to medium sized businesses to fulfil a localised role.

The strategy for the Marlborough Area

5.74   The strategy for the Marlborough Community area will be to deliver housing growth appropriate to the scale of the town to help maintain and enhance Marlborough's role as a service and tourist centre; and help to meet local needs. Development will be planned to ensure minimal impact upon Marlborough's rich built, historic and landscape assets and to afford protection of the World Heritage Site and its setting.

Issues and considerations

5.75   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
   - proposals for retail provision outside of Marlborough are likely to have an adverse impact upon the town centre. As such any additional comparison retailing should be located within the town centre of Marlborough
   - the town currently has a narrow but strong economic base, catering for predominately local business needs. However, it is overshadowed by its proximity to Swindon , but is too far away to benefit from spin off activity. Due to its strong economic base and lack of current employment land supply evidence identifies that there is likely to be some

84

demand for new employment space[29]. the need 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. Extra childcare facilities are needed to support working parents and a replacement ambulance station is needed. There is an aspiration to merge the existing infant and junior schools in the town although extra capacity should be provided to cater for the long terms needs of 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

- proposals for the change of use of existing bed spaces provided in hotels or public houses to alternative uses will be resisted, unless it can be clearly demonstrated there is no longer a need for such a facility in its current use

- all development within the Community Area will need to conserve the designated landscape of the North Wessex Downs Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics

- the Outstanding Universal Value of the World Heritage Site will be protected from inappropriate development both within the Site and in its setting in accordance with Core Policy 59

- several sites of nature conservation importance lie in close proximity to the town, particularly Savernake Forest SSSI, River Kennet SSSI / CWS and Marlborough Railway Tunnel CWS; development will protect, and where possible, enhance the ecological value of these features. Survey and mitigation are required relating to the impacts on bats (including roosting and foraging grounds) associated with the Savernake Forest bat roost and other protected species and local wildlife habitats and features associated with the designated conservation areas

- the Great Western Community Forest will also be maintained and enhanced as a significant green infrastructure resource within and beyond the community area

---

[29] Wiltshire Workspace and Employment Land Review, Roger Tym and Partners, November 2011, para 5.49 and 6.28.

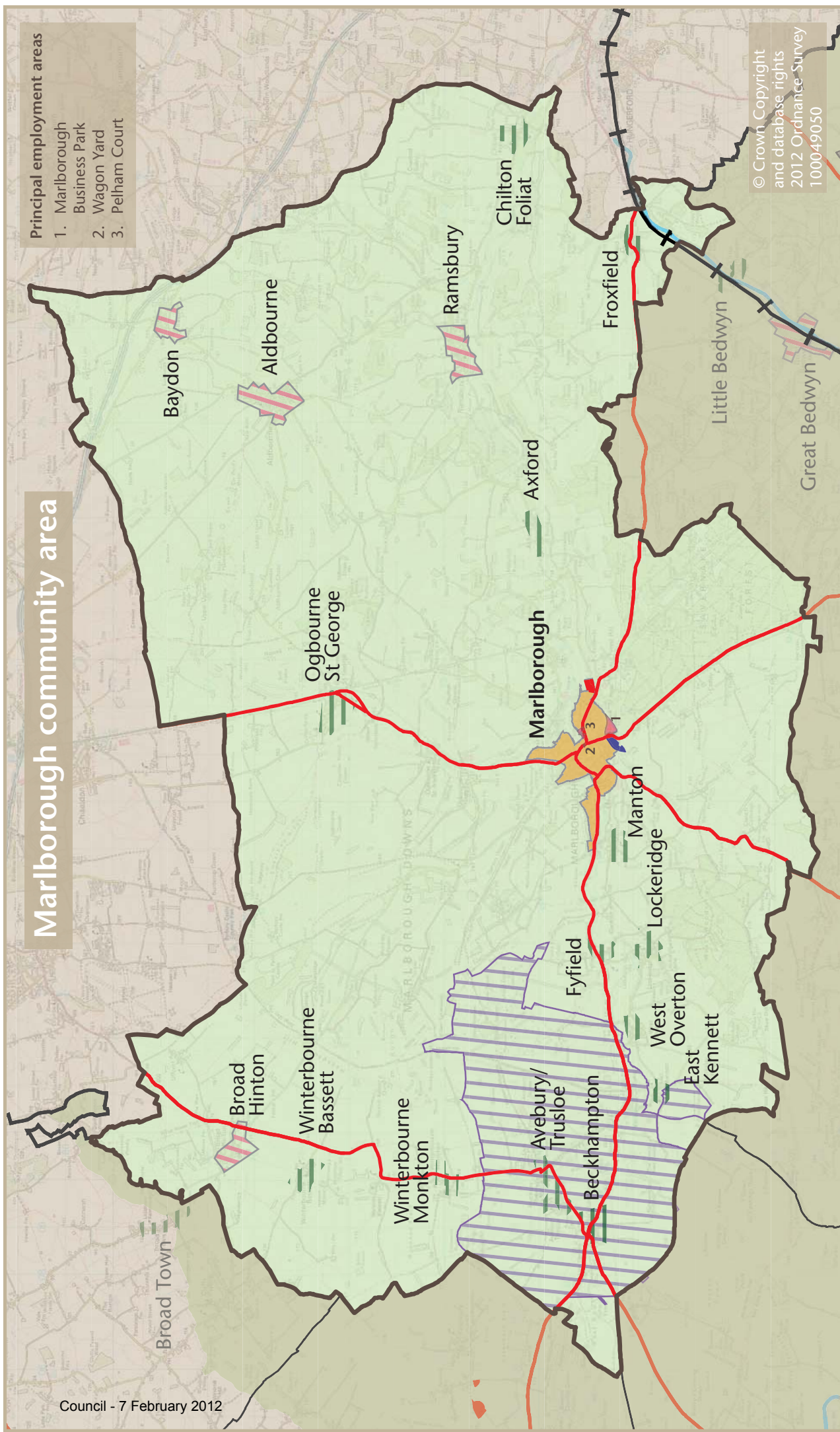# How will the Marlborough Community Area change by 2026?

5.76   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. 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 protected and enhanced the community area's rich natural and historic assets including the Avebury element of the Stonehenge and Avebury World Heritage Site. The Kennet and Og Rivers and Savernake Forest will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure which will be used sustainably.

Marlborough community area

Council - 7 February 2012

Principal employment areas
1. Marlborough Business Park
2. Wagon Yard
3. Pelham Court

Baydon

Aldbourne

Ramsbury

Chilton Foliat

Froxfield

Little Bedwyn

Great Bedwyn

Axford

Ogbourne St George

Marlborough

Manton

Lockeridge

Fyfield

West Overton

East Kennett

Broad Hinton

Winterbourne Bassett

Winterbourne Monkton

Avebury/ Trusloe

Beckhampton

Broad Town

MARLBOROUGH DOWNS

Key

Principal settlements, market towns and local service centres

Principal employment areas

Significant permissions

Strategic sites

AONB

Canals

Stonehenge and Avebury World Heritage Site

Large villages

Small villages

Main roads

Railway lines

Core Policy 14 – 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; Beckhampton; Chilton Folliat; East Kennett; Froxfield; Fyfield; Lockeridge; Manton; Ogbourne St George; West Overton; Winterbourne Bassett; and Winterbourne Monkton

3 ha of employment land will be provided in Marlborough in the plan period.

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Marlborough Business Park; Pelham Court Site; and Wagon Yard.

Over the plan period (2006 to 2026), at least 850 new homes will be provided of which 610 should occur at Marlborough, including land identified to the west of Salisbury Road for strategic growth:

Land to the West of Salisbury Road	New strategic housing allocation	220 dwellings

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should meet any requirements as set out in the Development Templates shown by Appendix A:

240 homes will be provided in the rest of the community area. Non strategic development in the Marlborough Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Marlborough Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.75 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

88

Table 9: Delivery of Housing 2006 to 2026 - Marlborough Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Marlborough Town	610	210	150	220	30
Remainder	240	75	20	0	145
Community Area Total	850	285	170	220	175

Melksham Area Strategy

Spatial information and context

5.77 The Melksham Community Area is located in western Wiltshire and contains the market town of Melksham, one of the larger towns in the county. 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 and the retail offer has suffered for a number of years. Community and health facilities in Melksham are under pressure, with most GP surgeries at capacity, particularly to the west of the town. 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.

5.78 Melksham is identified as having an important strategic employment role. It is located on the A350 and forms part of the key A350 employment growth area. The town has a reasonably broad economic base and has historically been able to attract large employers. However a large number of jobs are provided by a single employer, which may leave the town vulnerable to mass job losses. Nevertheless, there are good opportunities to expand the employment base within Melksham.

The strategy for the Melksham Area

5.79 A high level of residential development is already proposed in Melksham, including a planned urban extension to the east of the town and this planned development 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.

Issues and considerations

5.80 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 this should assist in improving the setting of the historic environment. 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 located within or well related to the town centre to help promote and deliver the requisite regeneration. This should include consideration for how to best

90

provide for the proposed new community campus for the town, which would offer a number of services and facilities, including leisure uses

- there is limited scope for any further convenience retail provision in the town. However, there is some potential for expansion of comparison retailing, which should be focused in the central area of the town to support town centre regeneration. Any proposals for large format retail units should demonstrate how they would be integrated with and enhance the existing town centre businesses, incorporating high quality public realm and strong pedestrian linkages.

- further employment growth in Melksham will help to further diversify the employment base, providing protection against possible future changes in the employment market. The regeneration and improvement of existing employment sites, such as the Bowerhill Industrial Estate remains a priority

- it is important that any new development in the town has strong walking and cycling linkages to the town centre. There is local concern around the current opportunities to access the Melksham Oak School and new Asda store

- developer contributions from future housing growth should help to deliver infrastructure necessary in the town. In particular, there is a need to increase the capacity of GP surgeries, particularly towards the west of the town. Additional cemetery capacity is also needed

- 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 will be supported, as discussed below. This matter could be addressed through future town or neighbourhood planning work

- opportunities to enhance the riverside area in Melksham as an important leisure corridor could be integrated into plans for the canal and any regeneration proposals. However, any proposals will need to be carefully considered through a community-led process, such as a neighbourhood plan

- a need to improve public transport provision in the area has been identified including improving bus services, improving the railway station and examining whether the frequency of rail services could be increased

- Melksham and Bowerhill are considered together for the purposes of this strategy, and the housing growth identified for Melksham town will also serve to meet the needs of Bowerhill. Berryfield is considered separately and is identified as a small village. However, is it recognised that both Berryfield and Bowerhill have strong functional links to Melksham and have important individual characteristics which should be protected, where practicable

- development at Melksham should protect the historic environment and in particular should protect the historic setting of the Spa

- Shaw and Whitley are being planned for together due to their close proximity and the importance of ensuring future development is coordinated across the wider area.
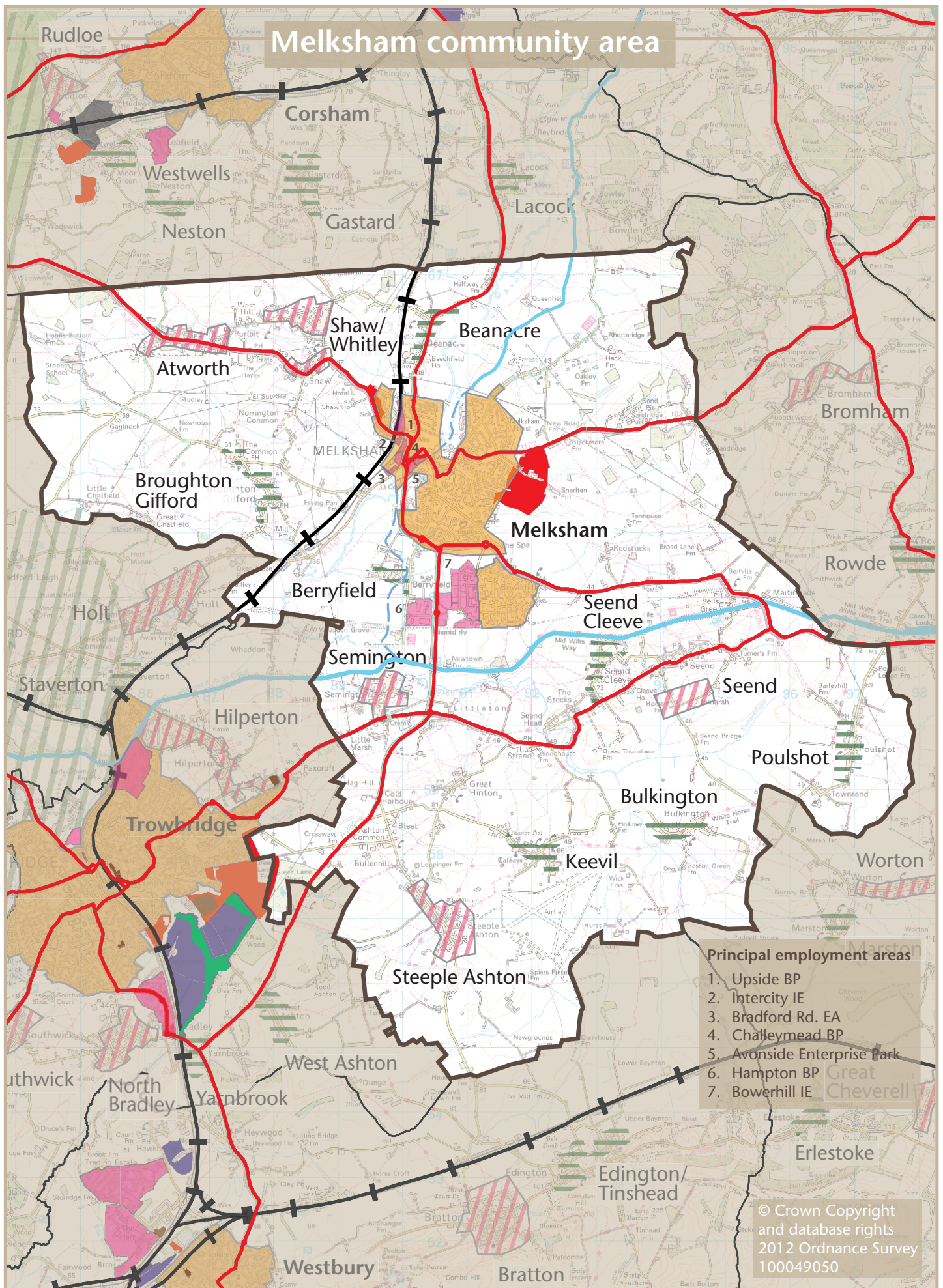
91

How will the Melksham Community Area change by 2026?

5.81   Melksham will be a thriving and accessible market town that respects its heritage and rural environment, whilst welcoming the expansion of local 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. The River Avon, Kennet and Avon Canal and the restored Wilts &Berks Canal will provide social, environmental and economic assets to the area as part of a sustainably used green infrastructure network.

92

Melksham community area

Rudloe
Corsham
Westwells
Neston
Gastard
Lacock

Shaw/ Whitley
Beanacre
Atworth

MELKSHAM
Broughton Gifford

Melksham

Bromham

Rowde

Berryfield

Seend Cleeve

Seend

Holt
Staverton
Hilperton

Semington

Poulshot

Trowbridge

Bulkington

Worton

Keevil

Steeple Ashton

Great Cheverell

West Ashton

North Bradley
Yarnbrook

Edington/ Tinshead

Erlestoke

Westbury
Bratton

Principal employment areas

1. Upside BP
2. Intercity IE
3. Bradford Rd. EA
4. Challeymead BP
5. Avonside Enterprise Park
6. Hampton BP
7. Bowerhill IE

Council - 7 February 2012.

Key

▨ Principal settlements, market towns and local service centres	▨ Principal employment areas	▨ Indicative green spaces
▨ Local plan allocations	▨ Significant permissions	▨ AONB
	▨ Strategic sites	▨ Greenbelt

— Canals
-- Proposed canal link
▨ Large villages

— Small villages
— Main roads
┼ Railway lines
▨ MOD Corsham

Core Policy 15 – 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; Seend; Semington; Shaw/Whitley and Steeple Ashton
Smaller Villages:	Beanacre; Berryfield; Broughton Gifford; Bulkington; Keevil; Poulshot and Seend Cleeve

6 ha of employment land will be provided, including:

Hampton Business Park	Saved West Wiltshire District Plan Allocation	Up to 6 hectares

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Bowerhill Industrial Estate; Hampton Business Park; Avonside Enterprise Park; Intercity Industrial Estate; Upside Business Park; Challeymead Business Park and Bradford Road employment area.

Over the plan period at least 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 the Melksham Community Area. Non strategic development in the Melksham Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Melksham Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.80 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

94

Table 10: Delivery of Housing - Melksham Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Melksham Town*	1930	460	865	0	605
Remainder	110	50	35	0	25
Community Area Total	2040	510	900	0	630

∗ The housing requirement for Melksham town includes Bowerhill, and could include dwellings provided within the Melksham Without Parish Council Area

Melksham link project

5.82 The proposed Melksham link project would provide a canal link to the south west of Melksham between the Kennet and Avon canal and the river Avon, and to the north east of Melksham between the river Avon and the historic alignment of the Wilts & Berks canal. The project provides a significant opportunity to improve the green infrastructure in the community area and provide a welcome boost to tourism, regeneration and the local economy. It also offers an opportunity to promote sustainable transport through the provision of walking and cycling routes. The canal project and the link to the river Avon could particularly assist with the regeneration of Melksham town centre, and this is something which should be considered further through a 'town plan' or similar document. The proposed route will be protected using the same approach as that for safeguarding historic canal alignments, as set out in Core Policy 53 (Wilts and Berks and Thames and Severn canals). Canal proposals along this route will need to demonstrate that particular concerns around water abstraction, water quality, biodiversity and flood risk have been fully addressed, and that adequate facilities for sewage disposal and waste collection will be provided. Canal proposals must also have regard to the status and objectives of the River Avon, as set out in the Severn River Basin Management Plan (2009) prepared under the Water Framework Directive.

Core Policy 16 – Melksham link project

The proposed route for the Melksham link canal, as identified on the proposals map, will be safeguarded from inappropriate development. Development should not prejudice the future use of the route as part of the Wilts & Berks canal restoration project. Proposals for the use of the route as part of the canal will need to demonstrate that the cultural, historic and natural environment will be protected and enhanced, with no overall adverse effect, and that adequate consideration has been given to potential impacts on ecology, landscape, flood risk, water resources (abstraction) and water quality. Proposals will also need to demonstrate that sufficient consideration has been given to the potential environmental impacts of both the Melksham scheme and the Wilts and Berks restoration project as a whole.

Targets No development by 2026 which has rendered implementation impracticable
Monitoring and Review: AMR
Delivery Responsibility: Wiltshire Council; Developers.

Mere Community Area Strategy

Spatial information

5.83   The Mere Community Area lies at the extreme western side of south Wiltshire and is predominately rural in character. A large part of the area is included within the Cranborne Chase and West Wiltshire Downs AONB.

5.84   Mere is the Local Service Centre for the area but settlements across the border in Dorset and Somerset, particularly Gillingham, also provide employment, education, retail, leisure and cultural opportunities. The A303 Trunk Road and A350 provide good routes across the area, particularly to and from Mere, Zeals and East Knoyle, but access to other settlements is not generally of a high standard. The nearest railway station is on the Salisbury to Exeter line, at Gillingham.

5.85   There are employment opportunities in Mere including some internationally and nationally renowned businesses, such as the Hill Brush Company. However, supporting further employment growth is also important to maintain the self sufficiency of the area. The National Trust house and ornamental gardens at Stourhead, which is one of the Trust's most visited properties, is located within the community area and contributes to the local economy by bringing tourists to the area and providing additional employment opportunities.

The strategy for the Mere Area

5.86   The strategy for the Mere Community Area is to provide for limited growth of both housing and employment to ensure development is balanced, thus helping to minimise out-commuting and also to provide support for local services and communities.

Issues and considerations

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

- there are no settlements that perform a secondary large village role and, the majority of growth will take place in Mere as the dominant settlement over the plan period
- some employment land allocated in Mere has not been taken up and good access to the A 303 may be seen as both a strength and a threat. As local wages are generally low and there is a predominance of out commuting, there is a risk Mere will become a 'dormitory' type settlement. Future growth therefore needs to be balanced with a good mix of housing and employment
- there are a number of businesses that have been within Mere for a number of years, providing important local jobs. However, their buildings and sites are old and not necessarily appropriate for modern business needs. Therefore, in Mere itself, where a business wishes to modernise and the proposal concerns loss of employment land of more than 0.25ha, redevelopment of the original site for alternate uses should be permitted. This is provided that the business and job numbers remain in Mere and the loss of site is replaced with employment land of similar size elsewhere in Mere, subject

96

to meeting other policies within the Development Plan

- although bus links to nearby towns such as Gillingham and Wincanton from Mere are generally good, opportunities to improve public transport connectivity need to be pursued for the more rural areas
- the need to address the shortage of affordable houses in the area by planning for some housing growth
- the area has a high quality natural and built environment and any future growth will be carefully managed in accordance with core strategy policies to ensure these assets are protected
- all developments within the Community Area will need to conserve the designated landscape of the Cranborne Chase and West Wiltshire Downs AONB and its setting, and where possible enhance its locally distinctive characteristics

How will the Mere Community Area change by 2026?

5.88   By 2026, the Mere Community Area will comprise thriving communities that reflect the aspirations of its residents. The area will have benefited from new housing and employment growth, managed in a way that delivers improved services and choice, and from the opportunities that this growth has attracted. In response to this challenge, Mere will continue to be the focus of appropriate levels of managed growth. It will provide a good range of services and good levels of employment.

5.89   The area will further benefit from the delivery of improved community facilities and better connectivity through improved footpaths, cycle ways and public transport choices. These developments will have been carried out in a manner that protects the built and natural heritage.

97

Mere community area

Kilmington

Stourton

Zeals

Mere

Mere

1

East Knoyle

Fonthill Bishop

Chilmark

Hindon

Fonthill Gifford

Tisbury

Swallowcliffe

Ansty

Semley/
Semley Station

Donhead St Andrew

Donhead St Mary

© Crown Copyright
and database rights
2012 Ordnance Survey
100049050

Key
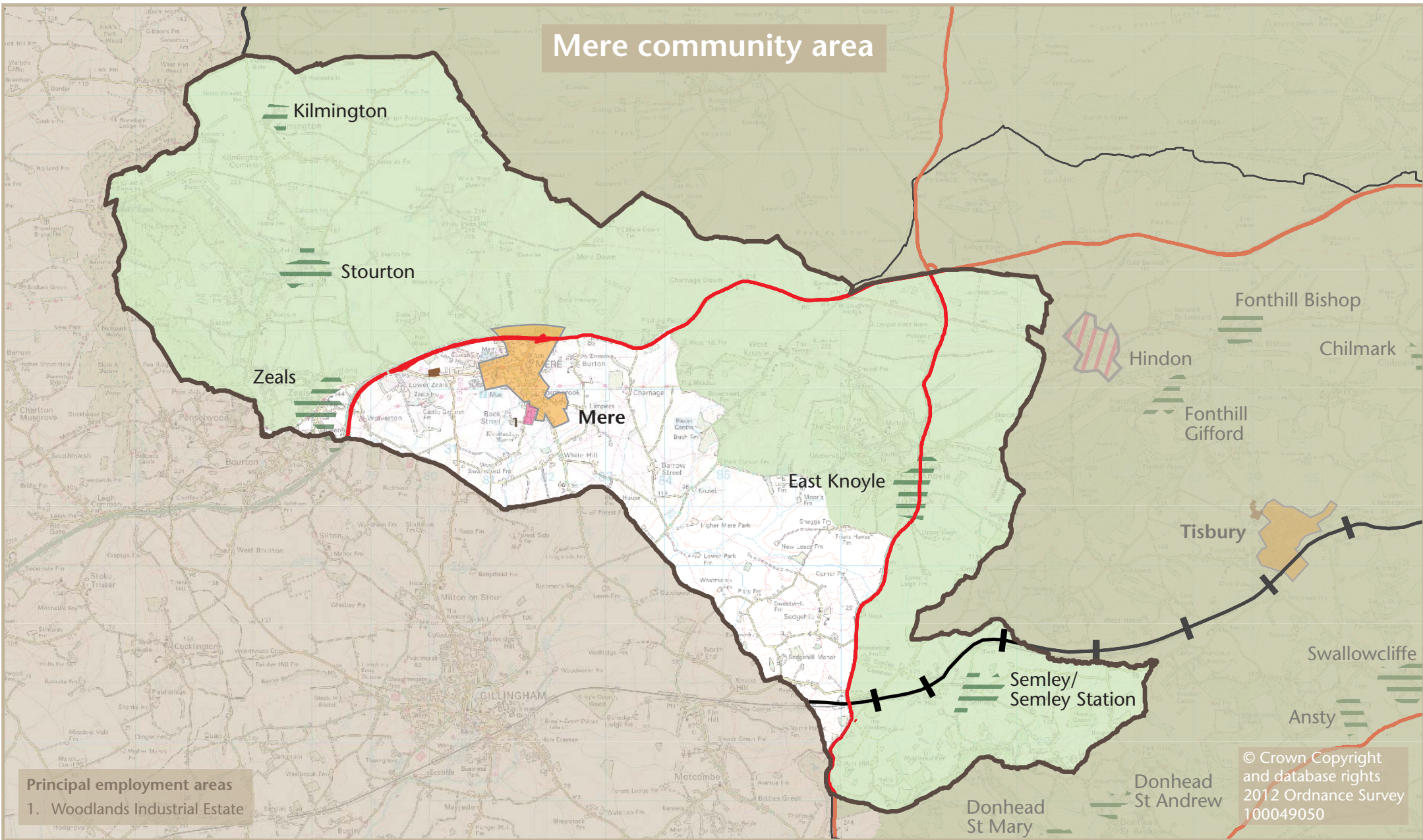
	Principal settlements, market towns and local service centres
	Local plan allocations
	AONB
	Large villages
	Small villages
	Main roads
	Railway lines

Core Policy 17 – Spatial Strategy: Mere Community Area

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

Local Service Centre: Mere

Smaller Villages: East Knoyle; Kilmington; Semley/ Semley Station; Stourton and Zeals

Over the plan period, 3 hectares of employment will be provided, including:

E12 Land at Mere	Saved Salisbury District Plan allocation	3 ha employment

The following Principal Employment Area will be supported in accordance with Core Policy 35: Woodlands Industrial Estate, Mere.

Over the plan period (2006 to 2026), at least 250 new homes will be provided, of which 200 should occur at Mere and 50 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in the Mere Community Area. Non strategic development in the Mere Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Mere Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.87 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 11: Delivery of Housing 2006 to 2026 - Mere Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Mere	200	95	25	0	80
Remainder	50	20	5	0	25
Community Area Total	250	115	30	0	105

Pewsey Area Strategy

Spatial information and context

5.90   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, and the Kennet and Avon Canal passes through the community area, providing a significant green infrastructure asset.

The strategy for the Pewsey Area

5.91   The strategy for Pewsey is to deliver a level of housing and employment provision which helps meet local need and support service and retail provision within the village. Pewsey will only receive modest amounts of growth appropriate to its needs. The role of Pewsey as a Local Service Centre will however be encouraged and strengthened and the allocation of modest growth in the community area will help to enhance employment, retail and service provision. Furthermore, there is an aspiration to promote Pewsey as a heritage village for tourism and proposals which positively contribute to this aspiration will be supported, providing they are of high quality design and well integrated with the existing built form and setting of the town including using local materials where appropriate

Issues and considerations

5.92   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 village is overshadowed by Marlborough and Devizes
- all development within the Community Area will need to conserve the designated landscape of the North Wessex Downs Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- development associated with the Kennet and Avon canal will need to protect and enhance its wildlife value, landscape setting and recreational use
- development in the vicinity of the River Avon (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation (SAC)
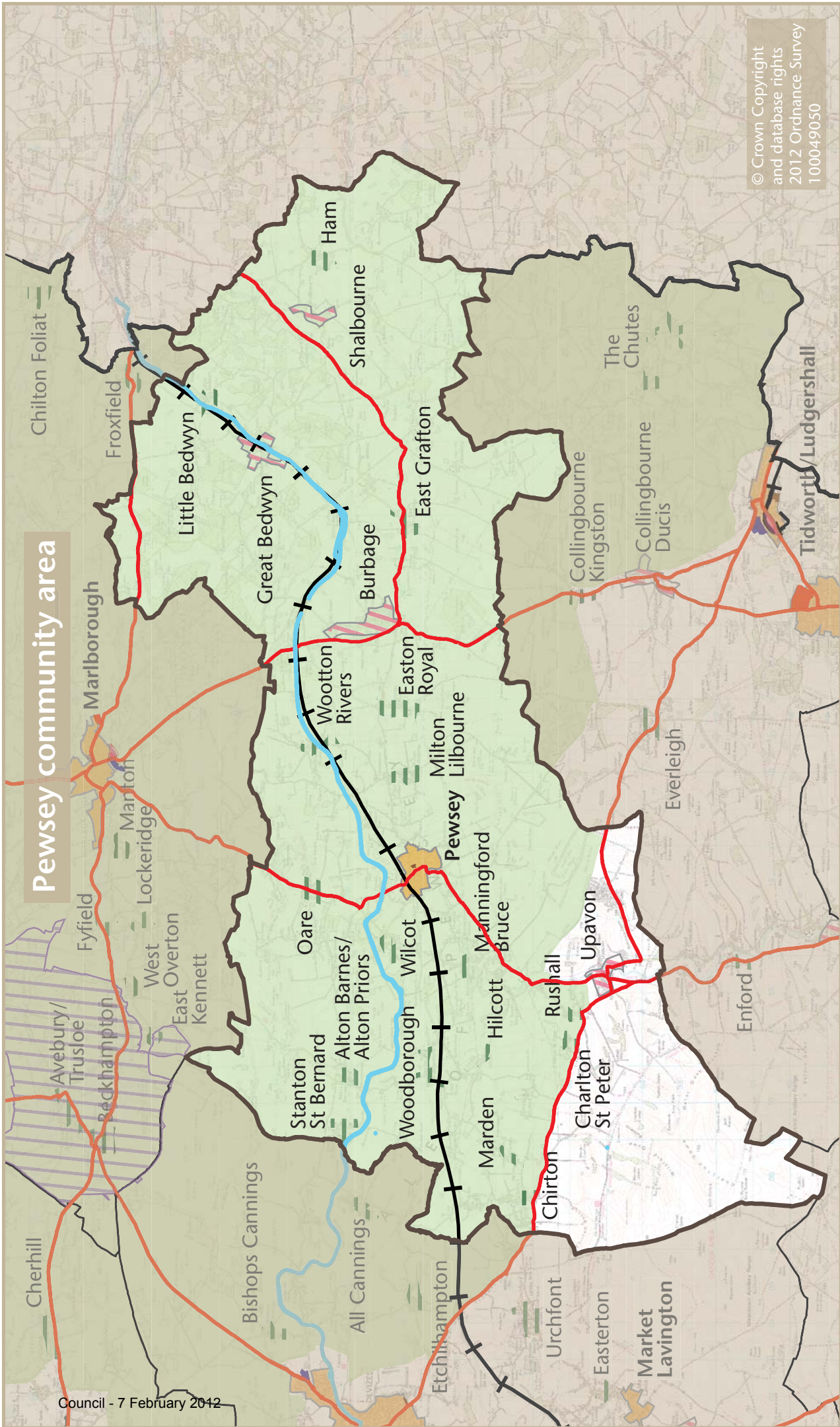
- development which increases recreational pressure upon the Salisbury Plain Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project
- the loss of small employment sites in Pewsey has been an issue in recent years. To mitigate this loss, opportunities to bring forward the saved local plan allocation for employment at Marlborough Road should be investigated through the neighbourhood plan process

How will the Pewsey Community Area change by 2026?

5.93   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. The Kennet and Avon Canal, the River Avon and Salisbury Plain will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure which will be used sustainably. Modest development will have been delivered, reflecting the role of Pewsey as a Local Service Centre within the community area.

Pewsey community area

Council - 7 February 2012

Chilton Foliat

Froxfield

Marlborough

Manton

Lockeridge

Fyfield

West Overton

East Overton Kennett

Avebury/ Truslow

Beckhampton

Cherhill

Bishops Cannings

All Cannings

Etchilhampton

Ham

Shalbourne

Little Bedwyn

Great Bedwyn

Burbage

East Grafton

Wootton Rivers

Easton Royal

Milton Lilbourne

Pewsey

Oare

Alton Barnes/ Alton Priors

Wilcot

Manningford Bruce

Stanton St Bernard

Woodborough

Hilcott

Marden

Rushall

Chirton

Charlton St Peter

Upavon

The Chutes

Collingbourne Kingston

Collingbourne Ducis

Tidworth/Ludgershall

Everleigh

Enford

Urchfont

Easterton

Market Lavington

© Crown Copyright and database rights 2012 Ordnance Survey 100049050

Key

Principal settlements, market towns and local service centres

Local plan allocations

Principal employment areas

Significant permissions

Strategic sites

AONB

Canals

Stonehenge and Avebury World Heritage Site

Large villages

Small villages

Main roads

Railway lines

Core Policy 18 - 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; Charlton St Peter; Chirton; East Grafton; Easton Royal; Ham; Hilcott; Little Bedwyn; Manningford Bruce; Marden; Milton Lilbourne; Oare; Rushall; Stanton St Bernard; Wilcot; Woodborough and Wootton Rivers

Over the plan period, 2 hectares of employment will be provided.

The following locally important rural employment sites will be supported in accordance with Core Policy 35: Salisbury Road Business Park,Marlborough Road and Broomcroft Road, Pewsey; Manor Farm, Manningford Bohune; Hitachi site, Burbage

At least 600 new homes will be provided in the community area. There will be no strategic housing or employment sites allocated in the Pewsey Community Area. Non strategic development in the Pewsey Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Pewsey Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.92 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 12: Delivery of Housing 2006 to 2026 - Pewsey Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified and
Community Area Total	600	195	120	0	285

Royal Wootton Bassett and Cricklade Area Strategy

Spatial information and context

5.94   The community area is predominately rural in character, containing many villages and has a strong landscape quality, containing parts of the North Wessex Downs AONB. The area is located in the north-east of Wiltshire and contains the historic market towns of Royal Wootton Bassett and Cricklade. Although of differing size, both of these settlements play an important role in the community area, not least because of the relationship they have with the nearby higher order centre of Swindon.

5.95   Royal 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. The town has therefore been identified as a location for new strategic employment growth, particularly to help reduce out-commuting, as the town currently has a dormitory role to Swindon. Although the town currently has a smaller employment base than might be expected for a town of its size it does have a varied employment base and should be relatively resilient to mass job losses.

5.96   A recent decision to maintain an MoD presence at RAF Lyneham, following the relocation of the RAF Hercules transport fleet, is a significant boost to the local economy. RAF Lyneham is a large UK military base located 4 miles to the south west of Royal Wootton Bassett, and strong links between the base and the town have been established over many decades. The continued MoD use of Lyneham is expected to have long term positive impacts on the local economy.

5.97   Although Cricklade is a smaller settlement, it nevertheless performs an important Local Service Centre role for the surrounding rural area. Some housing development is necessary in Cricklade to help facilitate the delivery of improvements to the retail offer and other facilities in the town.

The strategy for the Royal Wootton Bassett and Cricklade Area

5.98   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; no further strategic housing allocations are needed early in the plan period. Future growth should be brought forward in a balanced way to ensure infrastructure is delivered alongside housing.

Issues and considerations

5.99   Specific issues to be addressed in planning for the Royal Wootton Bassett and Cricklade Community Area, include:
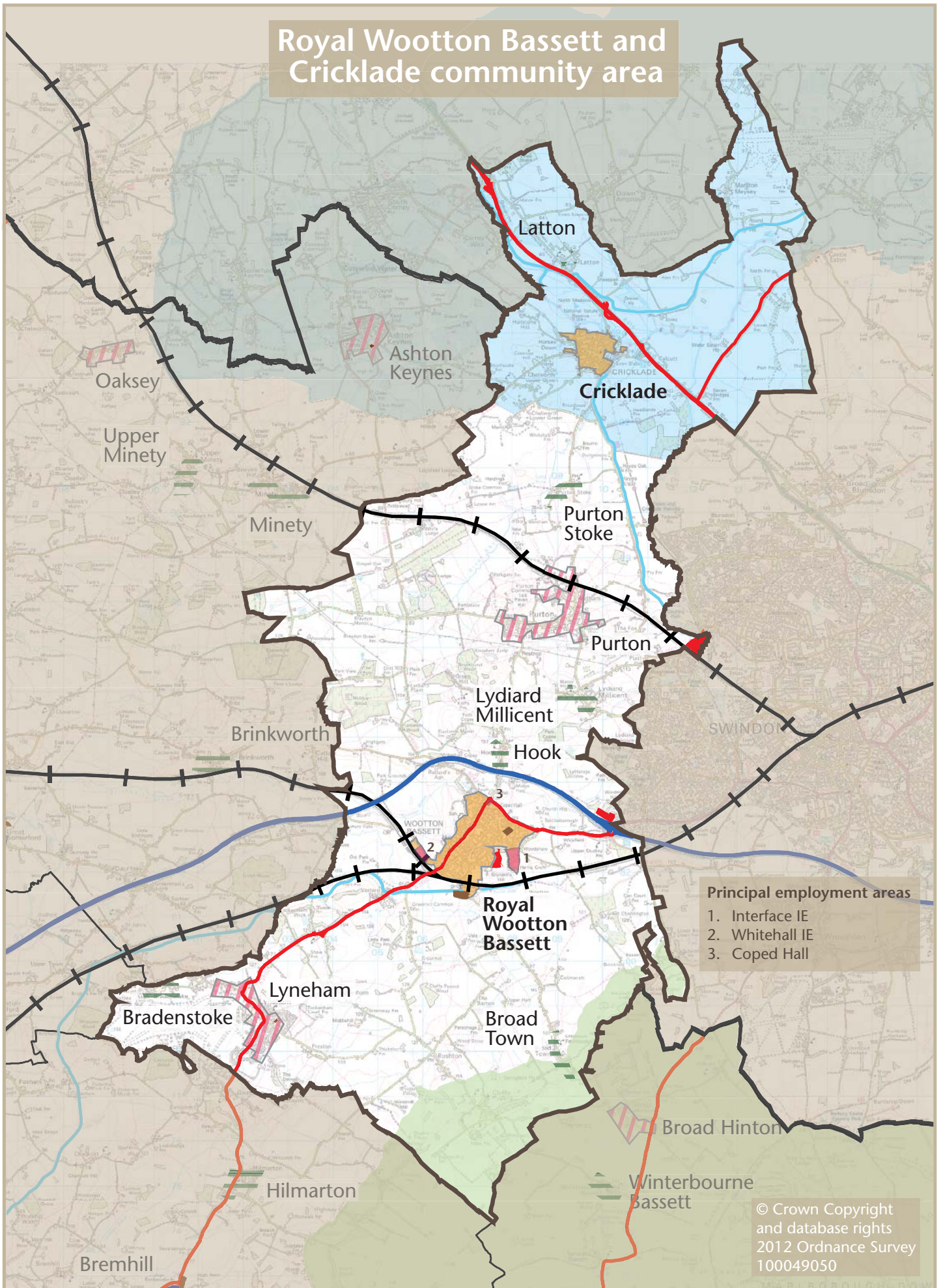
104

- non strategic growth should be brought forward in accordance with Core Policies 1 and 2 and phased throughout the plan period to deliver homes in a balanced manner that will enable infrastructure issues to be addressed

- developer contributions from future housing growth should help to deliver infrastructure necessary in the town. In particular, improved pedestrian and cycle linkages are needed between the town centres and local community facilities; to include enhancements to the Cricklade Country Way and a cycle way between Royal Wootton Bassett and Windmill Hill Business Park. Other infrastructure priorities include the completion of a Wessex Water scheme to reduce flood risk to areas in Royal Wootton Bassett, the expansion or re-location of one or both of the existing GP surgeries in the town, and additional fire and rescue provision in the west of Swindon area

- a mix of employment development alongside housing is also important and appropriate proposals for mixed development will be supported. Main food shopping trips from Royal 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 indentified. This would improve the retention of convenience trade in the town and its overall vitality

- work is ongoing to identify appropriate action to help address capacity issues associated with Junction 16 of the M4; any major development proposals should demonstrate how this matter has been taken into account and propose appropriate sustainable transport solutions to help address this problem

- the long established policy of protecting the distinct character and identity of the villages and settlements remains a priority for local communities. This applies particularly to the parts of the community area which adjoin the administrative area of Swindon Borough Council where there may be unplanned development pressure. The open countryside should be maintained to protect the character and identity of the area in accordance with Core Policy 51. The local community may also wish to consider this matter further in any future community-led neighbourhood planning work

- given the proximity of Swindon to the community area, planning for this area needs to be managed holistically to ensure development at Swindon is as balanced and sustainable as possible while also affording appropriate protection to rural areas. This matter is discussed further below

- there are a number of environmental constraints around Royal 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

- all relevant development within the Community Area will need to conserve the designated landscape of the North Wessex Downs AONB and its setting, and where possible enhance its locally distinctive characteristics

- the Cotswold Water Park is a changing landscape and expanding recreational resource for the county and its visitors. Development in the Cotswold Water Park should contribute towards the objectives of the Vision and Implementation Plan for the area

- 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 Wilts & Berks Canal
- the historic alignment of the Wilts & Berks and Thames & Severn canals pass through the community area and will be safeguarded in accordance with Core Policy 42 and the emerging Swindon Core Strategy.
- the Great Western Community Forest will also be maintained and enhanced as a significant infrastructure resource within and beyond the community area
- the proposed route of the Swindon and Cricklade Railway line will be protected from development between Mouldon Hill to Moredon Bridge Junction and the Swindon and Gloucester railway line

How will the Royal Wootton Bassett and Cricklade Community Area change by 2026?

5.100 Royal 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 Royal Wootton Bassett and Cricklade and the villages, especially those closest to Swindon will have been maintained and enhanced where appropriate. The retail offer of Royal 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 towns, which will have helped to alleviate the existing high levels of out-commuting. Along with the Rivers Key and Ray, the restored and enhanced Cricklade Country Way will provide social, environmental and economic assets to the area as part of a wider green infrastructure network linking Cricklade with Swindon and the Cotswold Water Park, which will continue to be a valuable recreational resource for visitors and local communities

Royal Wootton Bassett and Cricklade community area

Latton

Cricklade

Oaksey

Upper Minety

Minety

Ashton Keynes

Purton Stoke

Purton

Brinkworth

Lydiard Millicent

Hook

SWINDON

Royal Wootton Bassett

Lyneham

Bradenstoke

Broad Town

Hilmarton

Broad Hinton

Winterbourne Bassett

Bremhill

Principal employment areas

1. Interface IE
2. Whitehall IE
3. Coped Hall

© Crown Copyright and database rights 2012 Ordnance Survey 100049050

Key			
Principal settlements, market towns and local service centres	Principal employment areas	AONB	Large villages
		Canals	Small villages
Local plan allocations	Significant permissions		Main roads
	Cotswold Water Park		Motorway
			Railway lines

Council - 7 February 2012

Core Policy 19 - Spatial Strategy: Royal Wootton Bassett and Cricklade Community Area

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

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

5 ha of employment land will be provided, including:

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 35: Whitehill Industrial Estate; Interface Industrial Estate and Coped Hall Business Park.

Over the plan period (2006 to 2026), at least 1,250 new homes will be provided of which 920 should occur at Royal Wootton Bassett. 330 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in Royal Wootton Bassett or Cricklade. Non strategic development in the Royal Wootton Bassett and Cricklade Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Royal Wootton Bassett and Cricklade Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.99 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 13: Delivery of Housing 2006 to 2026 – Royal Wootton Bassett and Cricklade Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Royal Wootton Bassett Town	920	245	685	0	0
Remainder	330	165	50	0	115
Community Area Total	1250	410	735	0	115

Planning for Swindon

5.101 Although Swindon falls within a separate administrative area, its proximity to the Royal Wootton Bassett and Cricklade Community Area, means that planning for future growth in Swindon should be considered holistically and with appropriate cooperation between neighbouring authorities and involve the Wiltshire and Swindon Local Enterprise Partnership.

5.102 The strategy for future growth in Swindon is to support the most sustainable pattern and scale of development, ensuring that the level of new housing is more balanced with employment opportunities, to ensure Swindon is more self-contained and the need for commuting is reduced.

5.103 A comprehensive assessment of potential development sites around Swindon has been conducted jointly between Wiltshire Council and Swindon Borough Council to identify the most sustainable locations for development. These are outlined in the emerging Swindon Core Strategy[30]. The Study outlines which sites have been assessed and concludes that development to the West of Swindon, including within the Royal Wootton Bassett and Cricklade Community Area, is unnecessary and does not represent the most sustainable option for future growth in Swindon. However, there is a permitted site at Moredon Bridge, on the west of Swindon and an explicit allowance of 200 homes has been made for this development within the housing requirement.

---

[30] Swindon Borough Core Strategy and Development Management Policies 2026: *Swindon: Planning for our future:* Revised Proposed Submission Document March 2011, Theme 2, page 28 onwards available from www.swindon.gov.uk/corestrategy which has informed by 'Small scale urban extensions study' and the 'Swindon Market Area Housing Strategy' available from: http://www.swindon.gov.uk/ep/ep-planning/ep-planning-localdev/Pages/ep-planning-localdev-evidencebase.aspx

5.104 Furthermore, the emerging Swindon Core Strategy seeks to protect the countryside for its intrinsic character and beauty in accordance with Policy RA 3. This approach is consistent with the Wiltshire Core Strategy (Core Policy 51).

Salisbury Area Strategy

Spatial information and context

5.105 Salisbury is located in the south-east of Wiltshire, near the edge of Salisbury Plain and sits at the confluence of five rivers – the Nadder, Ebble, Wylye, Bourne and Avon. Salisbury railway station serves the city and is the crossing point between the West of England main line and the Wessex main line making it a regional interchange. The city is the main centre of south Wiltshire, acting as a focal point for a wide rural catchment with its influence stretching into parts of Hampshire and Dorset.

5.106 The presence of Salisbury Cathedral and the city's proximity to Stonehenge, make Salisbury an international tourist destination and this brings significant revenue to the city. A café culture has been encouraged around the Market Place and the markets, along with several museums, also attract many visitors to the city. The city provides leisure activities to people living in Salisbury and the surrounding area and in recent years, a swimming pool complex has been added at the Five Rivers Leisure Centre. Both St Edmund's Arts Centre and Salisbury Playhouse have also undergone major refurbishments.

5.107 Salisbury has experienced a historic undersupply of housing over recent years. Without delivering a step change in housing delivery the character of Salisbury will slide into the role of a dormitory settlement with an ageing population, lack of viable workforce, anti-competitive investment environment, declining retail sector and consequential environmentally harmful out-commuting. Sustainable growth with employment development alongside new housing is therefore needed in Salisbury whilst ensuring that no harm comes to the natural and built environment.

The Strategy for the Salisbury Area

5.108 The delivery of mixed-use, strategic sites will help to achieve more sustainable, resilient and self-contained communities, and provide a range of choices for investors and regeneration imperatives highlighted in the Salisbury Vision. The city centre is healthy and performing well but the historic character of Salisbury partially constrains expansion, there is also increasing competition from centres such as Bournemouth, Southampton and Winchester. The strategy for Salisbury seeks to take proactive steps to ensure that the city does not decline as a significant retail centre, whilst also ensuring balanced and sustainable housing and employment growth are provided to meet the long term needs of the city.

Issues and considerations

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

- ensuring that Salisbury can maintain its place as an important retail centre in the face of intense sub-regional competition, including from nearby centres such as Southampton, Bournemouth and Winchester

111

- significant enhancement to the retail core of Salisbury will be supported by setting a policy framework to develop the Central Car Park site to complement the historic street pattern of Salisbury, by providing additional retail floorspace and a choice of department stores
- the core strategy seeks to deliver 29 ha of employment land based on B1, B2 and B8 uses and up to 40,000 sq m gross external area retail and leisure floorspace. Evidence[31] suggests that for new jobs the market need is mainly for B1 business use (offices).
- the administrative boundaries around the city have led to a large proportion of the development allocations in this Core Strategy being located outside of the boundary of the city. Some are, for example, located on new Greenfield sites in the adjoining parishes which are within the Southern Wiltshire and Wilton Community Areas. These allocations are however considered to contribute towards the requirement for housing and employment for Salisbury and are included within this Salisbury Area Strategy
- the UKLF site is located within the Wilton Community Area, and is part of wider strategic growth for the area, the site will also help to contribute towards the employment needs of the Wilton area itself
- broad areas of search for future development around Salisbury are mapped in Topic Paper 19 (see map "Potential Areas for Strategic Growth in and around Salisbury/Wilton")[32]. If further land is required in the future, sites at Netherhampton and additional growth at Longhedge should be considered as part of the the Council's ongoing monitoring process
- development in the vicinity of the River Avon (Hampshire) must protect the habitats, species and processes which maintain the integrity of the Special Area of Conservation
- a mix of housing and employment growth will facilitate the delivery of improved infrastructure and community facilities in Salisbury through developer contributions. These will include expansion of the fire station to serve new development, and improvements to green infrastructure in the city. There is also a need for expansion of existing GP surgeries with a longer term aspiration for a new 'super surgery' to be provided, along with improvements to the sewer network, particularly to reduce vulnerability to flooding
- new secondary school capacity is also needed for Salisbury and this will initially be met through extension and rationalisation of the existing schools with a longer term aspiration for a new secondary school. New primary schools will be provided at strategic sites at Fugglestone Red, Hampton Park and Longhedge
- the cumulative impact of all strategic development sites at Salsibury will need to be considered in transport assessments for major developments.

---

[31] Review of Employment Projections and Land Requirements in south Wiltshire – January 2011

[32] As footnote above

112

How will the Salisbury Community Area change by 2026?

5.110   Salisbury will have developed its historic role as a thriving and prosperous city that is self-contained providing the necessary range of homes to support this role and offering a range of employment, retail, cultural and leisure facilities to a wide hinterland, stretching into Hampshire and Dorset. Its own distinct character will have been retained and enhanced through the successful implementation of the Salisbury Vision including schemes such as the Market Place enhancement.

5.111   Salisbury's tourism role will have been enhanced and there will be a lively café culture around the enhanced Market Square, along with improved leisure, arts and theatre facilities. Partnership working with the Cathedral authorities and English Heritage at Stonehenge on implementation of their respective management plans will have greatly enhanced Salisbury's reputation as a major international tourist destination.

5.112   The retail, leisure and cultural function of the city will have been greatly enhanced by the successful redevelopment of the Maltings/Central Park that is well integrated into the city centre, bringing benefits for the whole area. Significant growth in new homes and jobs will have been successfully integrated into the city in a manner that meets local needs. The highly valued views of the Salisbury roofscape and spire views will have been retained. The new homes balanced with the economic opportunities will have provided local opportunities to work and live in the local area and will have successfully reduced the amount of out-commuting.

113

Salisbury community area
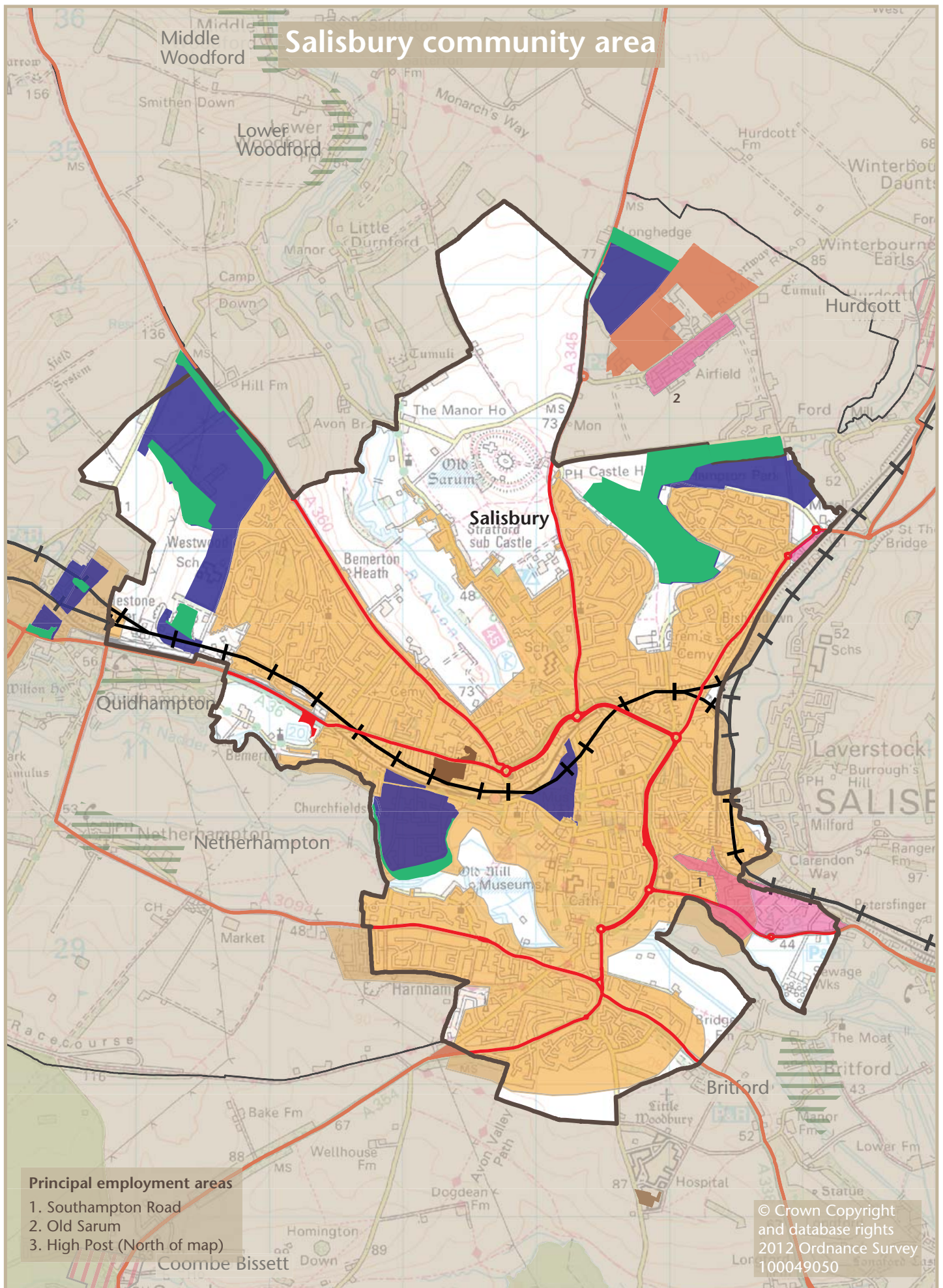
Principal employment areas

1. Southampton Road
2. Old Sarum
3. High Post (North of map)

© Crown Copyright
and database rights
2012 Ordnance Survey
100049050

Key

- Principal settlements, market towns and local service centres
- Local plan allocations
- Principal employment areas
- Significant permissions
- Strategic sites
- Indicative green spaces
- AONB
- Large villages
- Small villages
- Main roads
- Railway lines

Council - 7 February 2012

Core Policy 20 - Spatial Strategy: Salisbury Community Area

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

Principal Settlement: Salisbury

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Old Sarum and Southampton Road.

Over the plan period (2006 to 2026), 29 ha employment land and at least 6060 new homes will be provided within the Community Area, which should occur either within Salisbury or the town of Wilton, including land identified for strategic growth as described below:

Fugglestone Red	1250 dwellings	8 ha employment
Hampton Park	500 dwellings	0 ha employment
Longhedge (Old Sarum)	450 dwellings	8 ha employment
Churchfields and Engine Shed	1100 dwellings	5 ha employment
UKLF, Wilton	450 dwellings	3 ha employment
Central Car Park Retail and Leisure floorspace	200 dwellings	Up to 40,000 sq m gross external area
Former Imerys Quarry	0 dwellings	4 ha employment

The strategic allocations will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should deliver any requirements as set out in the Development Templates as shown by Appendix A.

Non strategic development in the Salisbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Salisbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.109 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 14: Delivery of Housing - Salisbury Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Salisbury*	6060	980	790	4000	290

*Housing numbers for Salisbury include those planned for the town of Wilton – the remainder of the Wilton Community Area is treated separately (see Wilton Area Strategy, page 165)

Salisbury Central Area Regeneration

5.113   The Salisbury Central Area Regeneration Programme comprises a number of brownfield development opportunities that have been identified as important to the future economic and social prosperity of the city. In simple terms, the programme will provide an improved quality of life for residents, an improved experience for visitors and an improved economic environment for businesses. It aims to do this by providing more office and employment space, a wider range of shops, more housing (particularly affordable housing), additional high quality hotels, improved cultural facilities, an improved public transport system, a much more attractive, 'green' and more pedestrian and cyclist friendly city.

5.114   The Salisbury Central Area Regeneration Sites also represent a key source of housing delivery. Although not classified as strategic sites (Core Policy 20), as there is uncertainty over the deliverability timescale, any development must be balanced with clear community, stakeholder and key landowners support. These sites will be brought forward through master planning in a similar way to the strategic sites in accordance with Core Policy 20. The sites where further work is needed include:
- Salt Lane (10 dwellings)
- Brown Street (15 dwellings)
- Bus Station (10 dwellings)
- Bus depot (25 dwellings)
- Southampton Road (750 dwellings)

5.115   Key projects are summarised below.

Longhedge
450 Dwellings
8ha Employment

Fugglestone Red
1250 Dwellings
8ha Employment

Imerys
4ha Employment

Hampton Park
500 Dwellings

SEE INSET MAP

UKLF
450 Dwellings
3ha Employment

Churchfields &
Engine Shed
1100 Dwellings,
Business and
Leisure use

Salisbury Central Area

INSET MAP

LEGEND

Primary Shopping Frontage

Secondary Shopping Area

Proposed area of development

Secondary Shopping Area and Proposed area of development overlap

Churchill Way West

Central Car Park

Fisherton Street

Market Place

New Street

Churchfields Industrial Estate/ Engine Shed Site

5.116   This existing employment site should be redeveloped into a mixed-use residential led scheme, to form a new neighbourhood in a sustainable location close to the city centre. This will provide 1100 homes and 5 ha of predominately B1 employment land, together with supporting infrastructure and community facilities (in accordance with Core Policy 20). Enough employment land supply is provided in the south Wiltshire area to enable the decant of Churchfields Industrial Estate, including employment land on a number of strategic sites included in this core strategy.

The Maltings and Central Car Park Site

5.117   This Strategy promotes the sensitive regeneration of a mixed-use retail led development on the Maltings and Central Car Park. Not only is the site sequentially preferable, but it also offers an excellent opportunity large enough to deliver the level of retail development needed for the city within a central location. Its proximity to the existing city centre means it can complement the existing centre rather than compete with it.   This will help contribute towards the continued viability and vibrancy of the whole of Salisbury City Centre and should incorporate an element of residential, office and leisure uses. It is important that the development on the Maltings and Central Car Park does not result in a decline of specialist, independent and other retailing elsewhere in the primary and secondary shopping areas. Comprehensive redevelopment of the area should therefore incorporate other regeneration projects, including:

- improved legibility created along and through the Market Walk to draw visitors to the Market Square and onwards
- improved legibility between Fisherton Street, the Playhouse and City Hall to the proposed new development through to a scheme such as the creation of 'Fisherton Square' as depicted in the Salisbury Vision Document
- the development is shown to nurture and support the existing retailers and can demonstrate how it will complement and boost existing patterns of trade and not have a detrimental impact upon them.
- the proposal will contribute towards a City Centre Retail Strategy to manage the transition of retail change within the city centre and ensure that the impact on the existing retail circuit is not undermined.

118

Salisbury Skyline

5.118   The long-standing policy that limits the height of new buildings to not more than 12.2 metres (40ft) in order to protect views of the Cathedral and city roofscape has played a major part in preserving the unique character of the city. There is no evidence that it has had a retarding effect on Salisbury's economy. An independent appraisal and focus group with English Heritage concluded that its simplicity was a major contributory factor to this.[33] The policy requires slight modernisation to further clarify exceptional circumstances criteria, which have been too vague in the past.

---

[33] Review of the Salisbury Central Area "40ft Rule" Policy – Chris Blandford Associates, August 2008

Core Policy 22 - Salisbury Skyline

In the Salisbury Central Area as shown on the Proposals Map:

i.   new development will be restricted to a height that does not exceed 12.2 metres above ground level;

ii. decorative architectural features that positively contribute to the variety, form and character of the area's roofscape, skyline and silhouette may be allowed to exceed 12.2 metres in height where appropriate, provided that they do not result in any increase in usable floorspace;

iii. in exceptional circumstances, development in excess of 12.2 metres in height will be permitted, where it can be demonstrated to the satisfaction of the Local Planning Authority that the development:

    (a) would have no demonstrable harm on the roofscape of the city and/or views of the Cathedral;

    (b) would be essential for the long-term economic viability of the city; and

    (c) the height is required to ensure the development is making the most efficient use of the land.

Targets: No approval as exceptions to policy
Monitoring and Review: AMR
Delivery Responsibility: Wiltshire Council
Policies replaced: D6

Old Sarum Airfield

5.119   Old Sarum Airfield dates from the First World War and is one of the best preserved in the country as it has remaining technical buildings and three listed hangars, which still have a functional relationship to the grass airstrip. The facility is highly valued locally for the historical and recreational opportunities it provides. However, there are a number of issues relating to the site that this Core Strategy seeks to resolve.

5.120   The heritage value of the airfield has been damaged by the intrusion of functional late 20th century industrial sheds, which compromise its historic character. There are no controls over the level and intensity of flying activity from the airfield, and there has been a long history of complaints from local residents about the noise, which has been caused largely by aeroplanes flying over the city, in training circuits, especially during the summer months. While there is no local wish to prevent flying altogether, there is a desire to seek some control and strike an appropriate balance between the flying activity and amenity of Salisbury's residents.

5.121   This Strategy will allow sympathetic new development on the airfield perimeter, including high quality residential use, where it can be fully demonstrated that it will deliver the outcomes identified in the following policy.
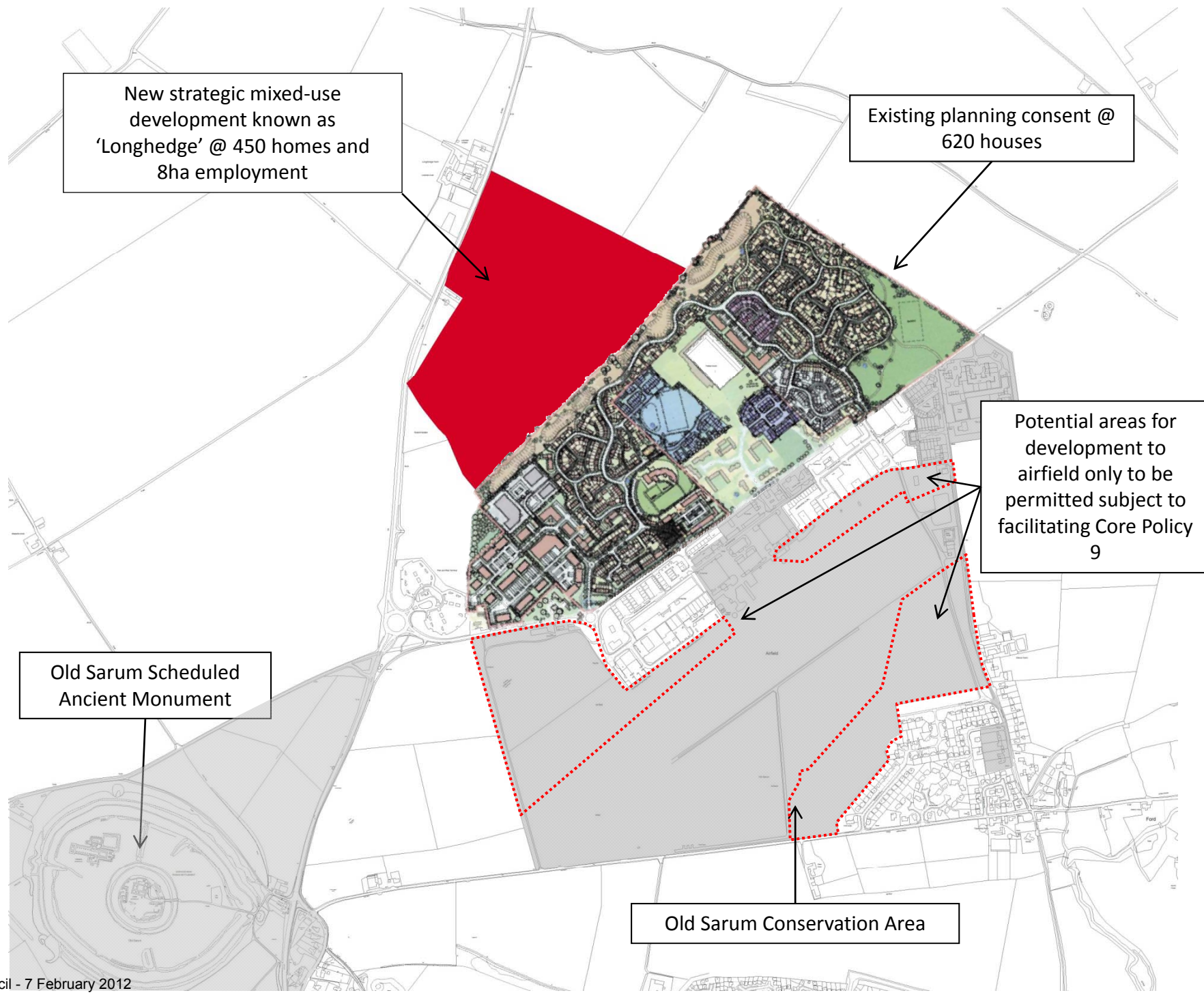
New strategic mixed-use development known as 'Longhedge' @ 450 homes and 8ha employment

Existing planning consent @ 620 houses

Potential areas for development to airfield only to be permitted subject to facilitating Core Policy 9

Old Sarum Scheduled Ancient Monument

Old Sarum Conservation Area

Council - 7 February 2012

Core Policy 23 - Old Sarum Airfield

New development will only be permitted on Old Sarum Airfield if it delivers the following:

- a long-term proactive strategy for the enhancement of the Conservation Area including management plan and public access and visitor/interpretive material on its historic relevance;
- a high quality strategic landscape improvement to mitigate impacts of existing intrusive buildings, to soften impacts when viewed both out and into the Conservation Area and from Old Sarum Scheduled Ancient Monument;
- the completion of a legal agreement (section 106) to agree reasonable controls over flying activity in the interests of the amenity of local residents;
- submission, agreement and implementation of a development master plan, which delivers a high quality development that takes opportunities to enhance the historic environment and protects the amenity of existing residents;
- retains and safeguards flying activity from the airfield;
- provides community benefit for the Old Sarum residents

Targets: Agreement of a management plan for Old Sarum conservation area and enhancements to the area. The retention of flying activity of the airfield with a reasonable degree of control in the interests of local amenity.
Monitoring and Review: AMR
Delivery Responsibility: Wiltshire Council

Southern Wiltshire Area Strategy

Spatial information and context

5.122   The Southern Wiltshire Community Area sits in the southeast corner of Wiltshire and the area contains parts of the New Forest National Park Authority, which is planned for separately[34]. Downton functions as a Local Service Centre for the area, yet the nearby city of Salisbury exerts a strong functional influence, especially over the more northern settlements such as Alderbury, Britford, Odstock and Bodenham. Salisbury therefore provides the main employment, retail, leisure and cultural centre for the area. The area also has good A-road connectivity to the south coast, and so the influence of larger centres such as Bournemouth and Southampton are also strong, especially for employment and retailing.

5.123   The Southern Wiltshire Community Area has four secondary schools, one in Downton and three in Laverstock, which include children from the Salisbury city catchment area and beyond. Statistically, the area is relatively affluent, but pockets of deprivation do exist.

5.124   Due to the highly constrained nature of Salisbury, it is inevitable that a significant proportion of the growth required to meet its long term needs will be located on greenfield sites on the edge of the city. Because the administrative boundaries are drawn tightly around the city, this will result in growth in several neighbouring parishes. Many development site options for growth have been considered but discounted due to many issues ranging from wildlife impacts in the Winterslow area to congestion on the A36 at Alderbury.

The strategy for the Southern Wiltshire Area

5.125   The strategy for the Southern Wiltshire Community Area is to provide for balanced growth of both housing and employment to deliver sustainable communities and help address the shortfall in affordable housing.

Issues and considerations

5.126   Specific issues to be addressed in planning for the Southern Wiltshire Community Area, include:

- strategic growth is not appropriate for the Southern Wiltshire Community Area. This is in part due to congestion on the A36, particularly at the Alderbury bypass, which has been raised by the Highways Agency

---

[34] See the New Forest National Park Core Strategy and Development Management Policies DPD at http://www.newforestnpa.gov.uk/planning/planning-policy/core-strategy
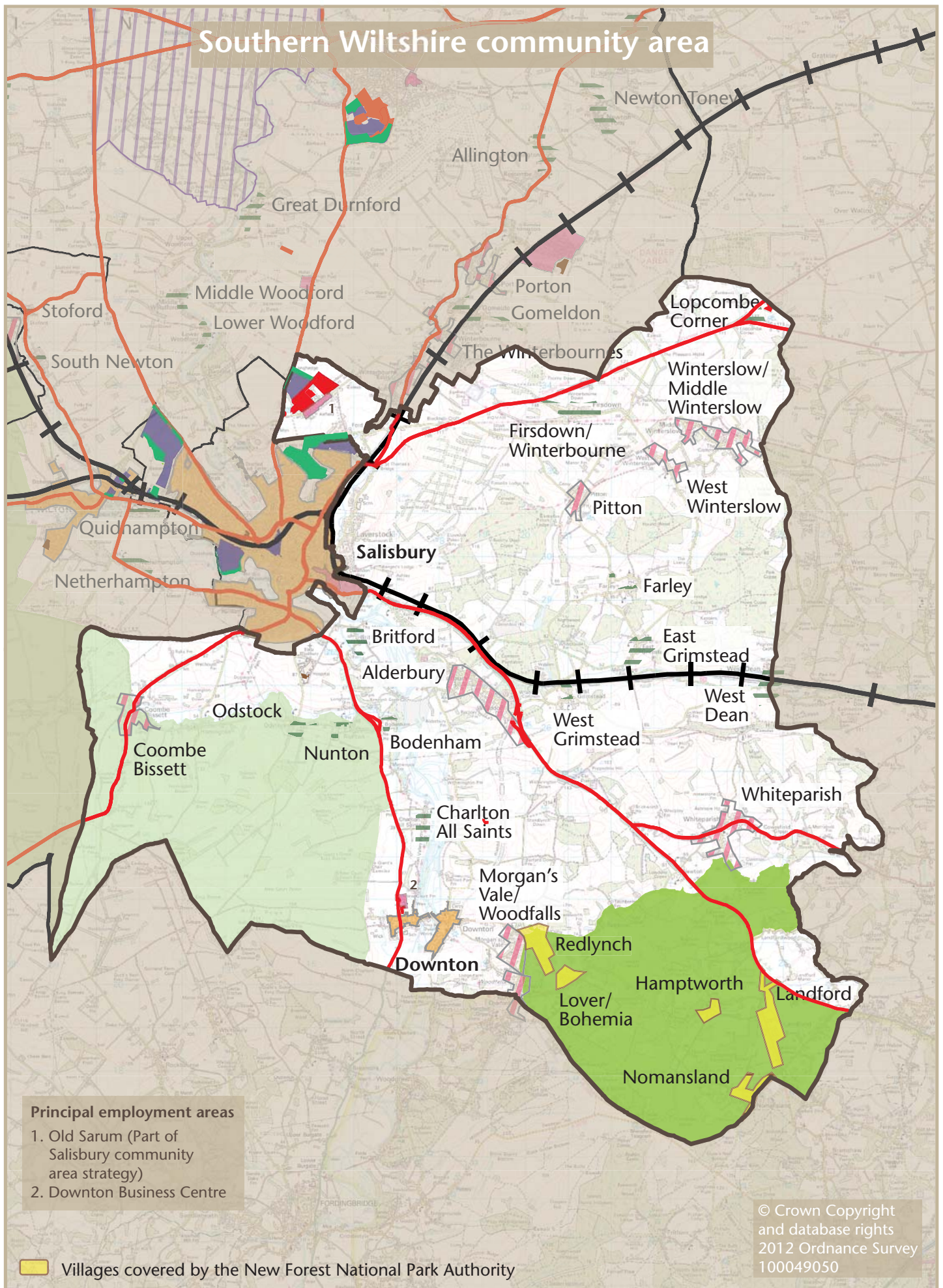
- two major growth sites have been identified in the parish of Laverstock which are described within the Salisbury Area Strategy, above. Details relating to these specific development sites will be outlined in a subsequent planning document
- a transport assessment is required for all major applications proportionate to the scale of development which must include an assessment of congestion on the A36, particularly the Alderbury bypass and how the development proposal would affect this issue
- some managed growth is necessary to support ongoing business growth and development, to ensure the existing strong employment opportunities in the area are maintained. Limited development will also help to address the shortfall in affordable housing in the area
- consideration should be given to the existing shortage of long-term beds in care homes
- the New Forest National Park is an important resource and so protecting the natural environment is a priority. The Core Strategy sets a policy framework to control development in neighbouring areas to the park from having a detrimental impact, and where such development would increase recreational pressures upon the Natura 2000 designations of the New Forest, mitigation will be required through the implementation of the Recreation Management Strategy. Development within the park area will be subject to a separate core strategy as described above
- ongoing protection and enhancement of the Stone Curlew and calcareous grassland habitat at Porton Down must be secured through the implementation of an Integrated Business and Ecological Management System, to effectively mitigate potential impacts from further development at the site
- development in the vicinity of the River Avon (Hampshire) must protect the habitats, species and processes which maintain the integrity of this Special Area of Conservation.
- development within the Community Area will need to conserve the designated landscape of Cranborne Chase and West Wiltshire Downs AONB and its setting, and where possible enhance its locally distinctive characteristics

How will the Southern Wiltshire Community Area change by 2026?

5.127   By 2026, the Southern Wiltshire Community Area will comprise thriving communities reflecting the aspirations of its residents. The area will be comfortable with its relationship with Salisbury and will have benefited from the opportunities that growth has attracted to provide new homes and jobs, in a managed way that delivers improved services and choice.

5.128   In response to this challenge, Downton will continue to be the focus of appropriate levels of managed growth. It will have a choice of transport and provide a good range of services, and good levels of employment. The need to grow Salisbury will have been recognised by the community, who will continue to benefit from the enhanced facilities and job opportunities that the City offers. The Area will further benefit from the delivery of improved community facilities and better connectivity through improved footpaths, cycle ways and public transport choices.

124

Southern Wiltshire community area

Newton Toney

Allington

Great Durnford

Middle Woodford

Stoford

Lower Woodford

South Newton

Porton

Gomeldon

The Winterbournes

Lopcombe Corner

Winterslow/ Middle Winterslow

Firsdown/ Winterbourne

West Winterslow

Pitton

Quidhampton

Salisbury

Netherhampton

Farley

Britford

East Grimstead

Alderbury

West Dean

Odstock

West Grimstead

Coombe Bissett

Nunton

Bodenham

Whiteparish

Charlton All Saints

Morgan's Vale/ Woodfalls

Redlynch

Downton

Hamptworth

Landford

Lover/ Bohemia

Nomansland

Principal employment areas

1. Old Sarum (Part of Salisbury community area strategy)
2. Downton Business Centre

© Crown Copyright and database rights 2012 Ordnance Survey 100049050

▢ Villages covered by the New Forest National Park Authority

Key				
▢ Principal settlements, market towns and local service centres	▬ Significant permissions	▢ Stonehenge and Avebury World Heritage Site	▨ Large villages	
	▬ Strategic sites	▢ New Forest National Park	▬ Small villages	
Council - 7 February 2012. ▢ Local plan allocations	▬ Indicative green spaces	▢ AONB	▬ Main roads	
			✛ Railway lines	

Core Policy 24 – Spatial Strategy: Southern Wiltshire Community Area

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

Local Service Centre:	Downton
Larger Villages:	Alderbury; Coombe Bissett; Morgan's Vale/Woodfalls; Pitton; Whiteparish and Winterslow/Middle Winterslow
Smaller Villages:	Bodenham; Britford; Charlton All Saints; East Grimstead; Farley; Firsdown/Winterbourne; Lopcombe Corner; Nunton; West Dean and West Grimstead, Odstock;

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Downton Business Centre.

Over the plan period (2006 to 2026) at least 555 new homes will be provided of which 190 should occur at Downton. 365 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated within the Southern Wiltshire Community Area. Non strategic development in the Southern Wiltshire Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Southern Wiltshire Community Area will need to demonstrate how those issues and considerations listed in paragraph 126 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 15: Delivery of Housing 2006 to 2026 – Southern Wiltshire Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Downton	190	45	10	0	135
Remainder	365	140	65	0	160
Community Area Total	555	185	75	0	295

New Forest National Park

5.129 The south-eastern boundary of the area covered by this Strategy overlaps with the New Forest National Park. Parts of the parishes of Redlynch, Landford and Whiteparish lie within the National Park and, although they are located in Wiltshire, these areas are under the New Forest National Park Authority ("NPA") for all planning purposes. The policies contained in this Strategy do not therefore apply to development within these areas.

5.130 The New Forest National Park Management Plan (2010 – 2015) was formally approved by the National Park Authority in December 2009 with the Authority's Core Strategy & Development Management Policies DPD adopted in December 2010. These plans cover the whole of the National Park, including the parts of the Park in South Wiltshire, and supersede the New Forest policies within the Salisbury District Local Plan 2003.

5.131 Some development in the remainder of south Wiltshire might impact on the National Park, and the NPA will continue to be consulted on proposals that are considered to potentially impact on their aims. It is also necessary for this Strategy to impose a policy to control the impact of development outside of the National Park.

5.132 It may also be the case that development in some areas of south Wiltshire may have an impact on the New Forest SPA and SAC that may need to be mitigated against through implementation of the New Forest Recreation Management Strategy. This is further discussed in Core Policy 50.

Core policy 25 – New Forest National Park

Development will only be permitted where it does not have a negative impact on the:

- conservation and enhancement of the unique character and environment of the New Forest National Park, and in particular the special qualities of its landscape, wildlife and cultural heritage;
- encouragement of understanding and enjoyment of the New Forest National Park's special qualities;
- social and economic well being of local communities in ways that sustain the National Park's special character

Targets: No approvals as exception to policy
Monitoring and review: Annual Monitoring Report; Liaison with National Park Authority
Delivery Responsibility: Wiltshire Council, New Forest National Park Authority

127

Tidworth Area Strategy

Spatial information and context

5.133   The Tidworth Community Area is located in the eastern part of Wiltshire. The area is predominantly rural in character and includes parts of 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. This complimentary role will enable a more sustainable community, where a mix of military and civilian employment, and shared facilities, serve a permanent population.

5.134   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 linking Wiltshire to the south-east and south-west of England.

The strategy for the Tidworth Area

5.135   Tidworth/Ludgershall is not identified as a location for new strategic employment growth. The employment mix in the town is dominated by the MoD and this causes there to be a number of unusual commuting patterns with a high percentage of people walking to work and a relatively good level of self containment. Nevertheless, there remains significant out-commuting with limited employment beyond jobs associated with the MoD. New employment at Tidworth and Ludgershall should concentrate on providing a range of opportunities to diversify the job market. Although not a strategic location for employment growth, Castledown Business Park is an important allocation that will fulfil the requirements of Tidworth/Ludgershall in the short and medium term.

5.136   The dominance of the military and the unique living and working practises of military life mean that the community area displays some unusual patterns and population profiles. The military lifestyle also has a fundamental effect on how people interact with higher order service centres around the area. As the Tidworth, Netheravon and Salisbury Garrisons have been designated as a 'Super Garrison', the military population in the area is expected to 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.
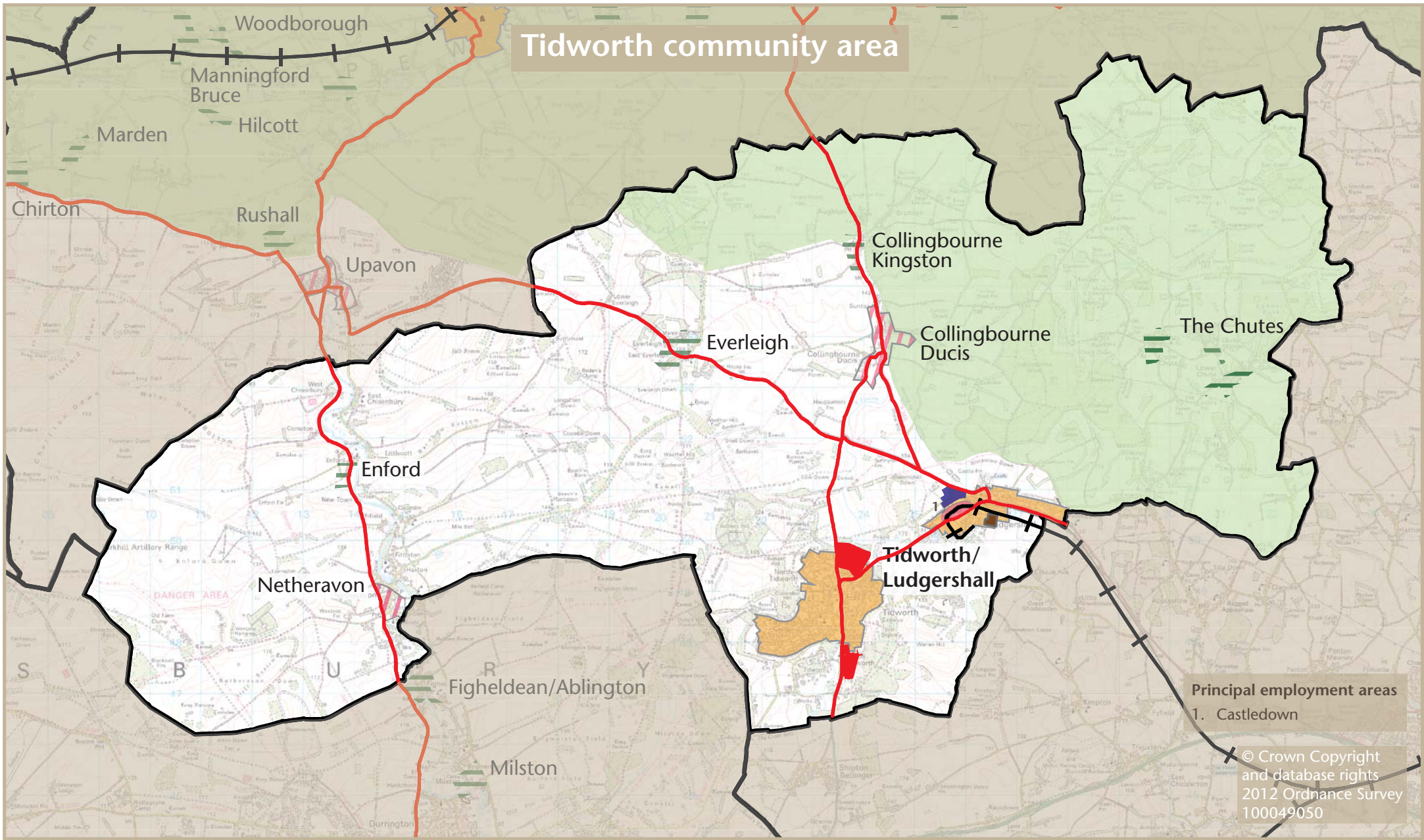
128

Issues and considerations

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

- employment growth will need to 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 SSSI, SPA and 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.

- developer contributions from future housing growth should also help to deliver infrastructure necessary in the town. In particular, a permanent and centrally located ambulance standby point is needed, along with additional infant and nursery places. In addition the fire and rescue service are considering relocating Ludgershall Fire Station to Tidworth and additional facilities may be required.

- development which increases recreational pressure upon the Salisbury Plain Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project.

- all development within the Community Area will need to conserve the designated landscape of the North Wessex Downs Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics.

- development in the vicinity of the River Avon (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation.

- further improvements to the retail offer of Tidworth and Ludgershall is a priorityto help improve the self-sufficiency of the area. Regeneration is particularly important as both town centres currently are poorly defined and suffer from a lack of continuity. The centres also have a generally weaker retail offer than for comparable sized nearby market towns. In planning for Tidworth and Ludgershall together, it is therefore important that any additional retail provision is directed to the central area of Tidworth to help improve the retail offer and the vitality and viability of the area overall. Ludgershall centre should be consolidated to provide for local needs.

- Sustainable traffic demand management and containment solutions will be needed to limit the impact of new development on the A303. Other improvements should include enhanced public transport connectivity, including a local bus service in Tidworth, and improved rights of way and cycling links between Tidworth and Ludgershall

129

How will the Tidworth Community Area change by 2026?

5.138 The settlements of Tidworth and Ludgershall will have developed their complementary roles and taken full advantage of opportunities to develop sustainable brownfield sites. 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 MoD sites will be carefully integrated into the needs of the wider community. The River Bourne Corridor, Salisbury Plain and Chute Forest will continue to provide social, environmental and economic assets to the area as part of a wider green infrastructure network which will be used and managed sustainably.

Tidworth community area

Woodborough

Manningford
Bruce

Hilcott

Marden

Chirton

Rushall

Upavon

Collingbourne
Kingston

Everleigh

Collingbourne
Ducis

The Chutes

Enford

Tidworth/
Ludgershall

Netheravon

Figheldean/Ablington

Milston

Principal employment areas

1. Castledown

© Crown Copyright
and database rights
2012 Ordnance Survey
100049050

Key

- Principal settlements, market towns and local service centres
- Local plan allocations

Council - 7 February 2012

- Principal employment areas
- Significant permissions
- Strategic sites

- AONB
- Large villages
- Small villages

- Main roads
- Railway lines

Core Policy 26 - Spatial Strategy: Tidworth Community Area

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

Market Towns:	Tidworth and Ludgershall
Larger Villages:	Collingbourne Ducis and Netheravon
Smaller Villages:	Chute Cadley/ Chute Standen; Collingbourne Kingston; Enford; Everleigh; Lower Chute and Upper 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 35: Castledown; Land North of Tidworth Road

Over the plan period (2006 to 2026), at least 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	475 dwellings

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should be in accordance with the Development Template shown by Appendix A.

150 homes will be provided in the rest of the community area. Non strategic development in the Tidworth Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Tidworth Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.137 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 16: Delivery of Housing 2006 to 2026 - Tidworth Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Tidworth and Ludgershall Town	1750	205	840	475	230
Remainder	150	70	10	0	70
Community Area Total	1900	275	850	475	300

Tisbury Area Strategy

Spatial information and context

5.139   The Tisbury Community Area is made up of 16 rural parishes within the Cranborne Chase and West Wiltshire Downs AONB. Tisbury is the Local Service Centre in the community area and lies to the west of Salisbury. However, the rural nature of the area and its proximity to neighbouring towns in Dorset, mean that many residents turn to towns such as Shaftesbury, Gillingham, and Wincanton, for their immediate day to day needs.

5.140   Tisbury benefits from excellent rail connections to Exeter and Salisbury, with a direct service to London Waterloo in less than two hours. There are also two A-roads passing through the area: the A303 running east to west and the A30 Salisbury to Shaftesbury road. Although Tisbury is close to these links, locally the road network is poor making it feel remote and car ownership and long-distance commuting are above average. This area is a very safe place to live with the lowest crime rates per person in the county. There are six primary schools in the area and two independent schools, but no secondary schools, with Shaftesbury and Gillingham mainly providing these for the area.

5.141   Although there is modest employment in Tisbury, the community feel that there are limited job opportunities and some employment land should be allocated but this should be small scale, well designed, and in keeping with the village and surrounding countryside. The scale of any employment development must also take into account the poor road access to the village.

The strategy for the Tisbury Area

5.142   The strategy for Tisbury Community Area is to provide for modest growth of both housing and employment to ensure development is balanced, thus helping to minimise out-commuting and also to provide support for local services and communities. Identifying suitable non-strategic allocations will include working closely with existing employers to ensure they have the potential to meet their future needs[35].

Issues and considerations

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

- it will be important to maintain Tisbury's role as a local employment centre and managed growth will be important, in close cooperation with local employers and to ensure any negative impacts are avoided
- although the area benefits from some good quality tourist accommodation, there is a lack of bed spaces, especially B&Bs. the Core Strategy will seek to ensure that modest new growth in Tisbury will be sympathetically designed and located so it blends with the

---

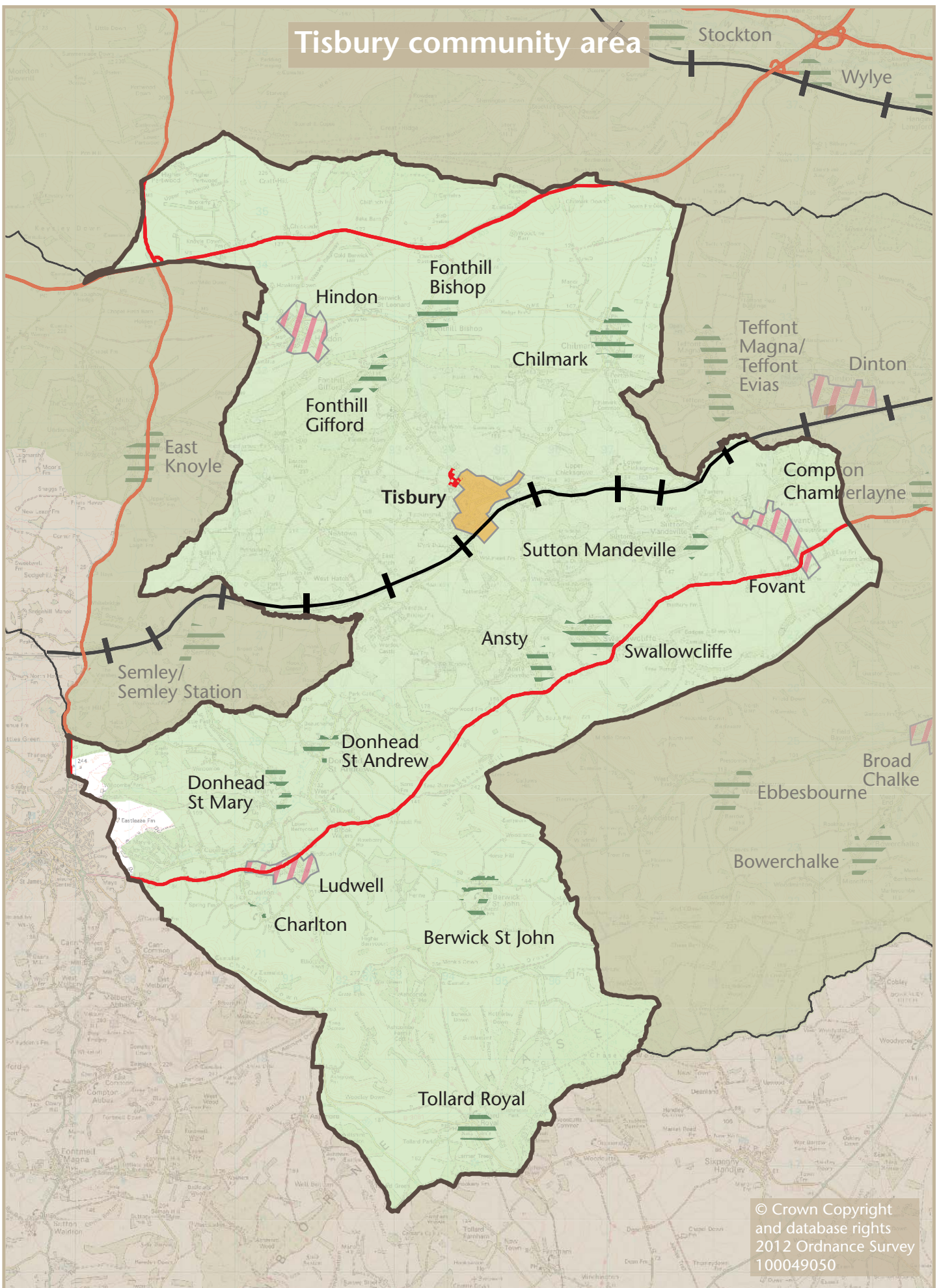[35] Salisbury District Employment Land Review (2007) (section 8)

village and takes account of the constraints presented by poor access roads and the sensitive landscape of the AONB.

- all development within the Community Area will need to conserve the designated landscape of Cranborne Chase and West Wiltshire Dows AONB and its setting, and where possible enhance its locally distinctive characteristics all development will be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the Chilmark Quarries Special Area of Conservation

How will Tisbury Community Area change by 2026?

5.144 Both housing and employment development will have helped to improve the self-sufficiency of the area and will have helped to reduce out-commuting. The services, facilities and retail that exist at Tisbury are important to local quality of life and convenience, and will have been protected and enhanced. Modest new growth in Tisbury will have been sympathetically designed and located so it blends with the village and takes account of the constraints presented by the poor access roads and the sensitive landscape of the AONB. The rural area outside of Tisbury will have changed little as new development will have been limited to modest levels appropriate to the scale of the settlements. The community area will benefit from increased tourism and new faster broadband provision will have helped to alleviate rural exclusion.

135

Tisbury community area

Stockton

Wylye

Fonthill Bishop

Hindon

Chilmark

Teffont Magna/ Teffont Evias

Dinton

Fonthill Gifford

East Knoyle

Compton Chamberlayne

Tisbury

Sutton Mandeville

Fovant

Ansty

Swallowcliffe

Semley/ Semley Station

Broad Chalke

Donhead St Andrew

Ebbesbourne

Donhead St Mary

Bowerchalke

Ludwell

Charlton

Berwick St John

Tollard Royal

Key	Principal settlements, market towns and local service centres	Local plan allocations	Large villages	Main roads
		Significant permissions	Small villages	Railway lines
		AONB		

Council - 7 February 2012

Core Policy 27 – Spatial Strategy: Tisbury Community Area

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

Local Service Centre:	Tisbury
Larger Villages:	Fovant; Hindon and Ludwell
Smaller Villages:	Ansty; Berwick St John; Charlton; Chilmark; Donhead St Andrew; Donhead St Mary; Fonthill Bishop; Fonthill Gifford; Sutton Mandeville; Swallowcliffe and Tollard Royal

Over the plan period, 1.4 hectares of employment will be provided, including:

Hindon Lane, Tisbury	Saved Salisbury District Plan allocation	1,4 ha employment

There are no Principal Employment Areas in the Tisbury Community Area.

Over the plan period (2006 to 2026), at least 420 new homes will be provided, of which 200 should occur at Tisbury and 200 homes will be provided in the rest of the community area. There will be no strategic housing sites allocated in the Tisbury Community Area. Non strategic development in the Tisbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Tisbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.143 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table 17: Delivery of Housing 2006 to 2026 - Tisbury Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Tisbury	200	60	100	0	40
Remainder	220	35	15	0	170
Community Area Total	420	95	115	0	210

137

Trowbridge Area Strategy

Spatial information and context

5.145   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 less than twenty miles 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 as 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.

The strategy for the Trowbridge Area

5.146   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. Employment and housing growth will help improve town centre vitality and deliver improved infrastructure that will enhance the attractiveness of Trowbridge for employers to locate to.

Issues and considerations

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

- developer contributions from future housing growth should help deliver infrastructure necessary in the town. In particular, improved doctors surgeries and facilities for emergency services are needed
- 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 throughout the plan period
- 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

138

- strategic growth at south-east Trowbridge will facilitate delivery of strategic 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 proposed urban extension and linked by a new road to recent developments at Paxcroft Mead and other planned development to the east of Trowbridge. This would help to address cross town traffic which is currently a problem as the only secondary schools are located to the west and south west of the town

- it is recognised that the villages surrounding Trowbridge, particularly Hilperton, Southwick North Bradley and West Ashton have separate and distinct identities as villages. Open countryside should be maintained to protect the character and identity of these villages as separate communities. The local communities may wish to consider this matter in more detail in any future community-led neighbourhood planning

- a master plan is being developed to 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 28. The Master Plan, amongst other things, delivers 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

- a transport assessment is required for all major applications proportionate to the scale of development which must include an assessment of the likely future implications of delivering the Hilperton Relief Road

- although the strategy is based around the Wiltshire community areas, it does plan for the continuous urban area of Trowbridge. Areas such as Staverton, which adjoins Trowbridge but is located within the Bradford on Avon Community Area, should therefore be considered both in relation to Trowbridge and Bradford on Avon

- although the regeneration of the Trowbridge Master Plan 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

- Trowbridge is well provided for in terms of its convenience retail offer and there is no capacity for additional major food retail during the plan period, as evidenced by the Wiltshire Town Centre and Retail Study[36]. 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 Master Plan sites (paragraph 5.150)

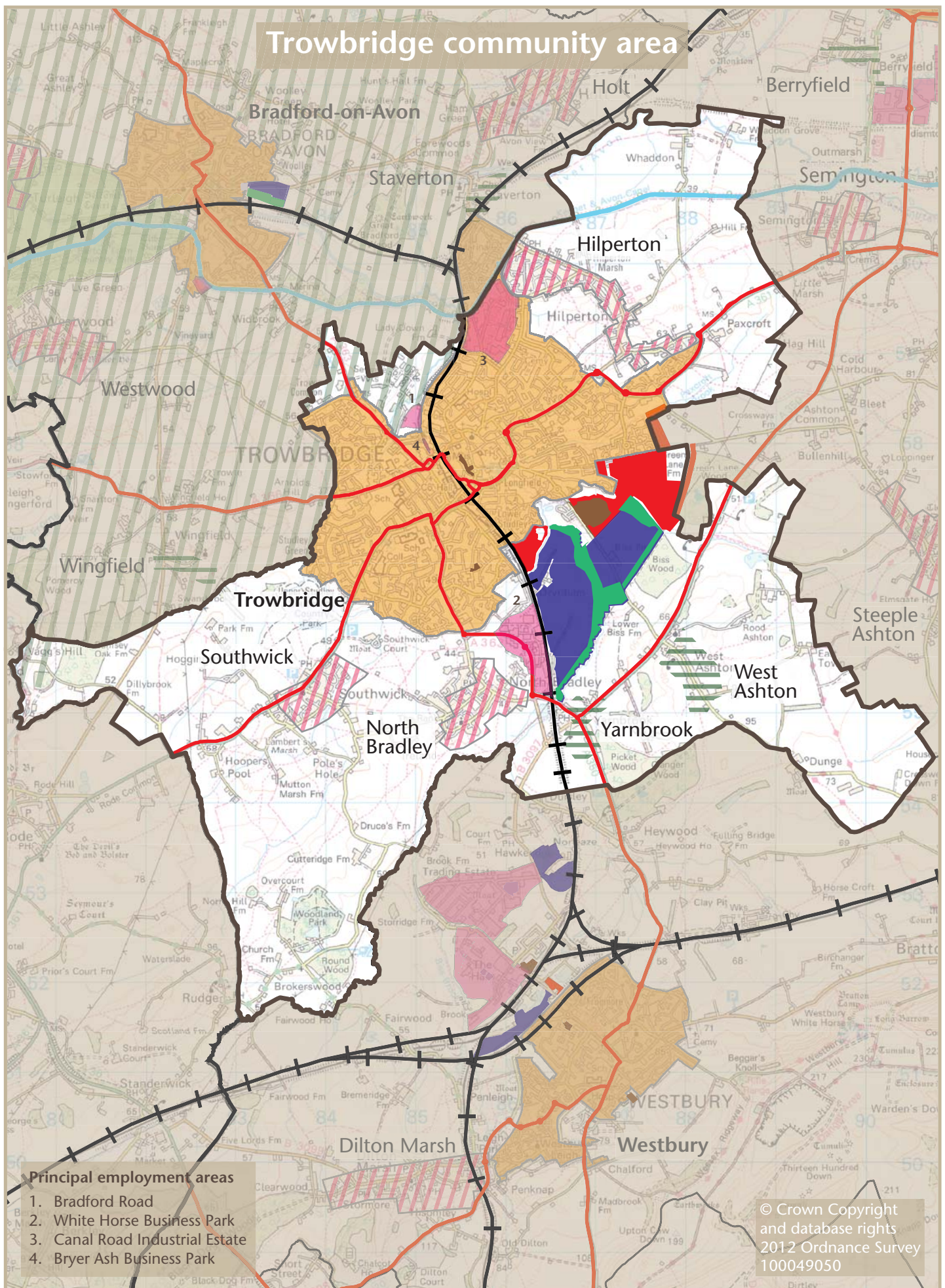[36] Wiltshire Town Centre and Retail Study 2011

- Trowbridge has a strong industrial heritage and features a number of key landmark buildings, including the Town Hall, mill buildings and a hierarchy of buildings associated with the cloth industry. Future development should have regard to this important heritage and ensure proposals enhance, rather than negatively impact on the existing townscape
- there are strong functional relationships 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
- improvement needs to be made to the River Biss to provide an attractive and important pedestrian corridor connecting different parts of the town centre and 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. In addition, woodland sites to the south-east of Trowbridge support a breeding population of Bechstein bats, associated with the Bath and Bradford-on-Avon Bats SAC; all development will need to protect these sites and ensure that connectivity with the SAC is retained
- land proposed for development to the south-east of Trowbridge has the opportunity to deliver biodiversity and general green infrastructure enhancements through new planting to link existing woodland sites, which will also contribute to the delivery of the Strategic Nature Area (SNA) for woodland in this area (Nature Map); and 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

How will Trowbridge Community Area change by 2026?

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

140

Trowbridge community area

Holt

Berryfield

Semington

Bradford-on-Avon

Staverton

Hilperton

Hilperton

Paxcroft

Whaddon

Westwood

TROWBRIDGE

Wingfield

Trowbridge

Southwick

Southwick

North Bradley

Yarnbrook

West Ashton

Steeple Ashton

Dilton Marsh

Westbury

WESTBURY

Principal employment areas

1. Bradford Road
2. White Horse Business Park
3. Canal Road Industrial Estate
4. Bryer Ash Business Park

Key

	Principal settlements, market towns and local service centres	Principal employment areas	Indicative green spaces
	Local plan allocations	Significant permissions	AONB
		Strategic sites	Greenbelt

Canals
Large villages
Small villages

Main roads
Railway lines

Council - 7 February 2012

Trowbridge Central Area Regeneration

5.149   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 34 and the emerging Trowbridge Town Centre Master Plan[37] which could be adopted as a Supplementary Planning Document once completed.

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

---

[37] Urban Practitioners, 2010. Transforming Trowbridge Master Plan Development Stage One – Scoping and Vision Study

1. **Town Centre – Retail and service core –** Expand the street-based character of the centre and to actively address the riverside. Improved the pedestrian links with Bythesea Road
2. **2a) Former Bowyers Site** – **Professional and High Density Housing** Business quarter, with opportunities for town centre housing on the northern part of the site. Improved public realm and relationship with the riverside

   2b) Stallard Street/ Wicker Hill/ Fore Street – **Professional/ service/ secondary retail** – Banks, building societies, offices and professional services are mixed with small retail units and residential above ground floor
3. **Station – Transport interchange –** Public realm enhancements, better links with the town centre and an improved interchange between rail and bus services
4. **River Way – Industrial area in transition –** Retain business/ employment focus, but seek to move away from heavy industry to improve the relationship with the town centre and the river corridor
5. **Broad Street – Residential –** Town centre style housing. Currently dominated by traffic this area needs an improved movement network and public realm enhancements
6. **Sainsbury's – Edge of town food retail -** Improved public realm and pedestrian linkages to the town centre
7. **East Trowbridge – Residential -** Town centre housing with improved pedestrian linkages required across County Way into the town centre
8. **Roundstone Street – Professional/ service/ secondary retail –** mixed edge of town area with a focus on professional functions and local services. Improved public realm which directly links into the retail centre.
9. **Polebarn Road and Yerbury Street – Residential/ service -** Gradual extension of residential character, strengthen connections to outlying areas
10. **Ashton Mill – Mixed industrial/ service -** Retention of existing uses and improve relationship with the river corridor.
11. **Trowbridge Park – Open space -** High standard public open space. Improved activity around the edges and a better relationship with the river corridor.
12. **Tesco – Edge of town food retail -** Improved connectivity with town centre
13. **Cradle Bridge – Riverside opportunity site -** Mixed uses development accommodating enterprise, leisure, housing and possibly retail. Create strong frontages and links with Trowbridge park and the riverside.
14. **Castle Street/ Court Street – Mixed use enterprise/ evening economy/ residential -** Mixed use quarter providing space for enterprise and creative industries and opening up of the river frontage
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 –** New vistas and routes need to be opened up linking County Hall with the 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 a stronger context for the station and improved gateway for the town

Core Policy 28 - Trowbridge Central 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 that 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 development[1] 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 41.

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

145

Core Policy 29 - 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:	Hilperton; North Bradley and Southwick
Smaller Villages:	West Ashton and Yarnbrook

The following Principal Employment Areas will be supported in accordance with Core Policy 35: Canal Road Industrial Estate; White Horse Business Park; West Ashton Road; Bryer Ash Business Park and Bradford Road.

Over the plan period (2006 to 2026), 25 ha employment land and at least 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, which extends towards the A350 to the south and the railway line to the west, for strategic growth.

West Ashton Road Saved West Wiltshire District Plan Allocation	10 ha	N/A
Ashton Park Urban Extension	15 ha employment	2600 dwellings

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should deliver any requirements as set out in the Development Templates as shown by Appendix A:

At least 140 homes will be provided in the rest of the community area over the plan period. Non strategic development in the Trowbridge Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Trowbridge Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.147 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

146

Table 18: Delivery of Housing 2006 to 2026 - Trowbridge Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Trowbridge Town *	5860	1335	1755	2600	170
Remainder	140	90	65	0	0
Community Area Total	6000	1425	1820	2600	170

* Housing numbers for Trowbridge include those planned for the village of Hilperton.

Trowbridge District Energy Network

5.151   The traditional distribution of energy from large non renewable power stations 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 significant opportunity has been identified for a district energy network to be established in the centre of Trowbridge[38]. Key opportunities include:

- a programme to substantially re-model County Hall, one of the main Wiltshire Council offices located close to the centre of Trowbridge commenced in 2011. County Hall could form a significant 'anchor' customer to a new energy network
- the Trowbridge Master Plan 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 Master Plan 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

5.152   The development of a district energy network in Trowbridge will be supported in accordance with Core Policies 28 and 41.

Core Policy 30 - 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 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 41. Connections to the Trowbridge energy network will be supported, in accordance with Core Policy 28.

[*]*The term 'major development' is taken to be as defined by the Town and Country Panning (Development Management Procedure) (England) Order 2010.*
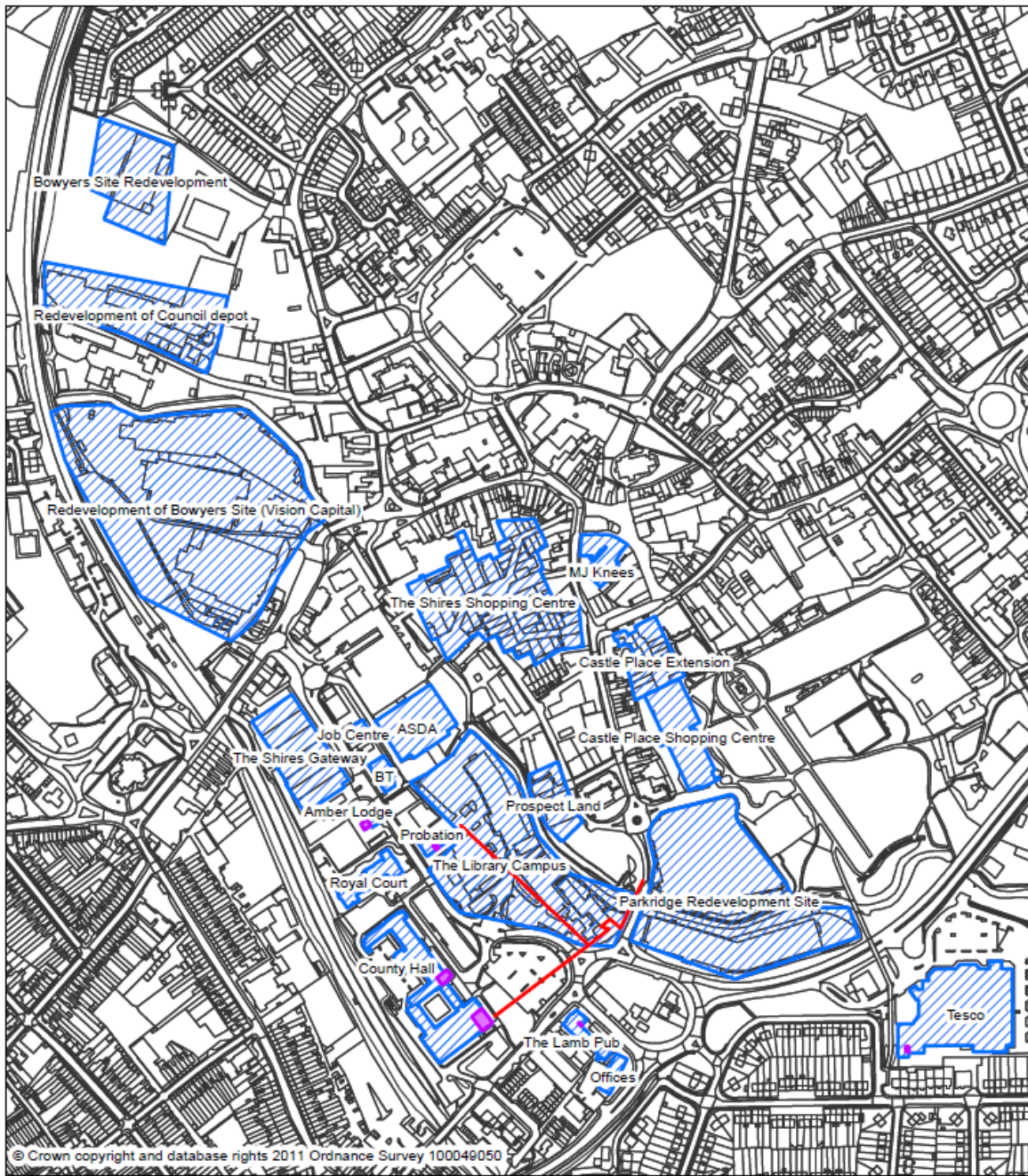
Fig 22: Trowbridge energy network area of potential[39]

---

[39] Trowbridge Combined Heat and Power/ District Heating System - Energy Study, June 2011

Warminster Area Strategy

Spatial information and context

5.153   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. Warminster has been identified as a location for new strategic employment growth. It is one of the larger market towns and has excellent road (A36/A350) and rail connectivity. The MoD continues to be the largest employer, but there are a number of other significant employers in the town. Although, there have been relatively high volumes of empty industrial units in Warminster during late 2000's, redevelopment of the town has recently stimulated more demand in the town centre. Overall, Warminster has the capacity to enhance its contribution to the employment base within Wiltshire.

The strategy for the Warminster Area

5.154   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. New employment development in Warminster supports the overall strategy of concentrating on accessible locations within the A350 corridor.

Issues and considerations

5.155   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 through developer contributions. These may include expansion of the fire station and ambulance service centre, which are either at capacity or in need of major refurbishment. There is also a need for expansion or relocation of existing GP surgeries, facilities for young people in the town are also particularly lacking, the library is in need of enhancement and further cemetery provision is needed
- the options for expanding primary and secondary school provision in Warminster need to be resolved. The Princecroft Primary School could be replaced on-site with a larger facility and Kingdown Secondary School may need to relocate because the schools existing site is constrained. Consideration for relocating the secondary school may be appropriate in any future community-led neighbourhood planning
- 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. A sustainable transport solution for pupils attending Kingdown Secondary School is required

149

- 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
- 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 County Wildlife Sites. New development will need to be carefully managed to ensure appropriate mitigation is implemented
- all development within the Community Area will need to conserve the designated landscape of the West Wiltshire and Cranborne Chase Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics
- development in the vicinity of the River Avon (Hampshire) or Salisbury Plain must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation
- development which increases recreational pressure upon the Salisbury Plain Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project
- concentrations of water phosphate in the River Wyle are high, derived from the sewage treatment works in the town and agricultural activity in the surrounding area. These current phosphate issues may lead to potential impacts on the River Avon Special Area of Conservation (SAC) located downstream. Any additional development must ensure that the impact of phosphates in the water system are pro-actively managed to ensure the current issues are addressed; a Nutrient Management Plan is being prepared to identify appropriate mitigation for this matter. Where the Environment Agency has concluded that increased discharges at a Sewage Treatment Works could not be fully mitigated through the Environmental Permitting Regime, all relevant development will provide effective mitigation where necessary, to ensure there are no detrimental impacts to the River Avon Special Area of Conservation in accordance with Core Policy 69.

How will Warminster Community Area change by 2026?

5.156 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 strengthe*n* the vitality and regeneration prospects for the town centre. Facilities for the young will have been improved. Warminster's role as a service and employment centre for the surrounding rural catchment will have been enhanced. The River Wyle and the woodlands at Longleat Park will continue to provide social, environmental and economic assets as part of a wider green infrastructure network.

150

Warminster community area
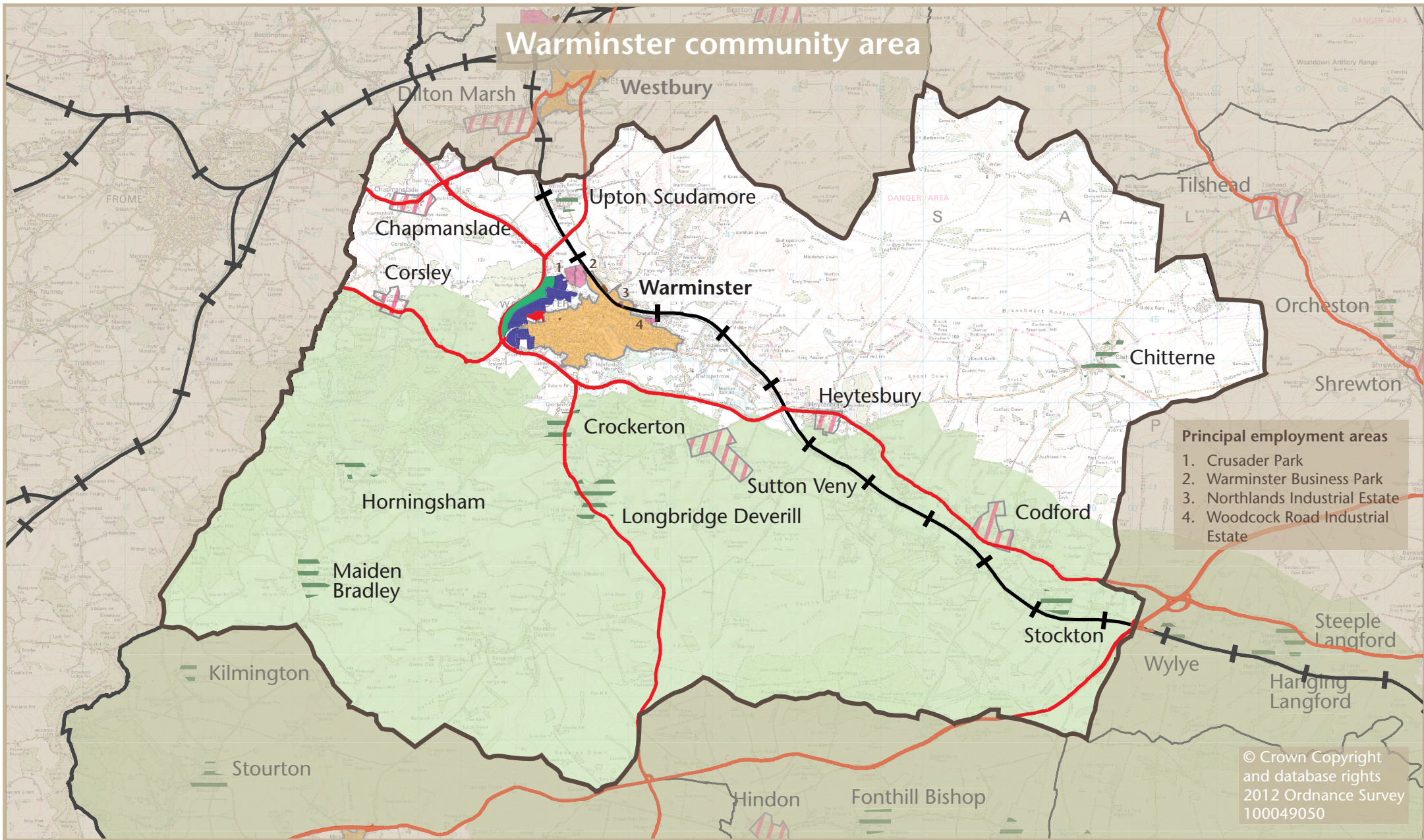
Principal employment areas

1. Crusader Park
2. Warminster Business Park
3. Northlands Industrial Estate
4. Woodcock Road Industrial Estate

Dilton Marsh

Westbury

Chapmanslade

Corsley

Upton Scudamore

Warminster

Chitterne

Heytesbury

Crockerton

Horningsham

Sutton Veny

Longbridge Deverill

Codford

Maiden Bradley

Stockton

Kilmington

Wylye

Steeple Langford

Hanging Langford

Stourton

Hindon

Fonthill Bishop

Tilshead

Orcheston

Shrewton

© Crown Copyright and database rights 2012 Ordnance Survey 100049050

Key

Principal settlements, market towns and local service centres	
Local plan allocations	
Principal employment areas	
Significant permissions	
Strategic sites	
Indicative green spaces	
AONB	
Large villages	
Small villages	
Greenbelt	
Main roads	
Railway lines	

Council - 7 February 2012

Warminster Town Plan

5.157　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 additional planning guidance 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.

5.158　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.

5.159　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 31 - 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; Stockton and Upton Scudamore

The following Principal Employment Areas will be supported in accordance with Core Policy 35: 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 (in addition to that already delivered or committed) and at least 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 should be in accordance with the Development Templates shown by Appendix A:

120 homes will be provided in the rest of the community area. Non strategic development in the Warminster Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Warminster Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.155 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

153

Table 19: Delivery of Housing 2006 to 2026 - Warminster Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Warminster Town	1650	325	245	900	180
Remainder	120	60	30	0	30
Community Area Total	1770	385	275	900	210

154

Westbury Area Strategy

Spatial information and context

5.160   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. The town has a good representation of independent retailers, which should be enhanced.

5.161   Westbury has been identified as a location for new strategic employment growth. The town's location between Warminster and Trowbridge allied with its position as a junction for rail travel makes it an accessible location and enhances its catchment. Furthermore, the employment base in Westbury should be relatively resilient to change. However, recent growth in housing has not as yet been matched by employment growth. The town has potential to be a key location for delivering economic development in Wiltshire and new employment development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.

The strategy for the Westbury Area

5.162   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.

Issues and considerations

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

- the strategic employment role of Westbury will be maintained and enhanced and a new strategic employment site is allocated at Hawkeridge to provide for a mix of uses. This site will provide much needed expansion to the employment base in the area. This development will deliver high quality landscaping and environmental standards in accordance with the Development Template set out in Appendix A
- 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 strategic housing growth at Station Road Westbury (former West Wiltshire housing allocation - H14 West Wiltshire District Plan[40]) will deliver an

---

[40] West Wiltshire District Plan First Alteration 2004

- enhanced gateway to the town, in addition to providing a new crossing of the railway line, thus alleviating traffic from Oldfield Road and providing a connection to Mane Way

- the strategic 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

- proposals for development in Westbury away from the Station Road site discussed above, 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. This should facilitate the delivery of town centre enhancement and improved community facilities through financial contributions. Any large format retail expansion in Westbury is not appropriate, as evidenced by the Wiltshire Town Centre and Retail Study[41], with the focus instead being on protecting the existing independent sector and enhancing the town centre with stronger linkages between areas which currently feel fragmented and by improving the public realm.

- the re-development of the High Street precinct will be supported, providing this incorporates high quality design, is sensitive to the historic character of Westbury and will clearly enhance and strengthen the existing independent retail sector in the town.

- Westbury suffers from traffic issues, including congestion from the A350 which runs through the town centre, which is also designated as an AQMA. Further detailed work is needed to identify appropriate mitigation measures to alleviate existing traffic related issues which should be undertaken in partnership with the community

- 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 best addressed through a subsequent Westbury Town or Neighbourhood Plan to be led by the community

- development in the vicinity of Salisbury Plain must protect the habitats, species and processes which maintain the integrity of the Special Area of Conservation, while development which increases recreational pressure upon the Special Protection Area will not be permitted unless proportionate contributions are made to offset impacts through the Wessex Stone Curlew Project

- 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
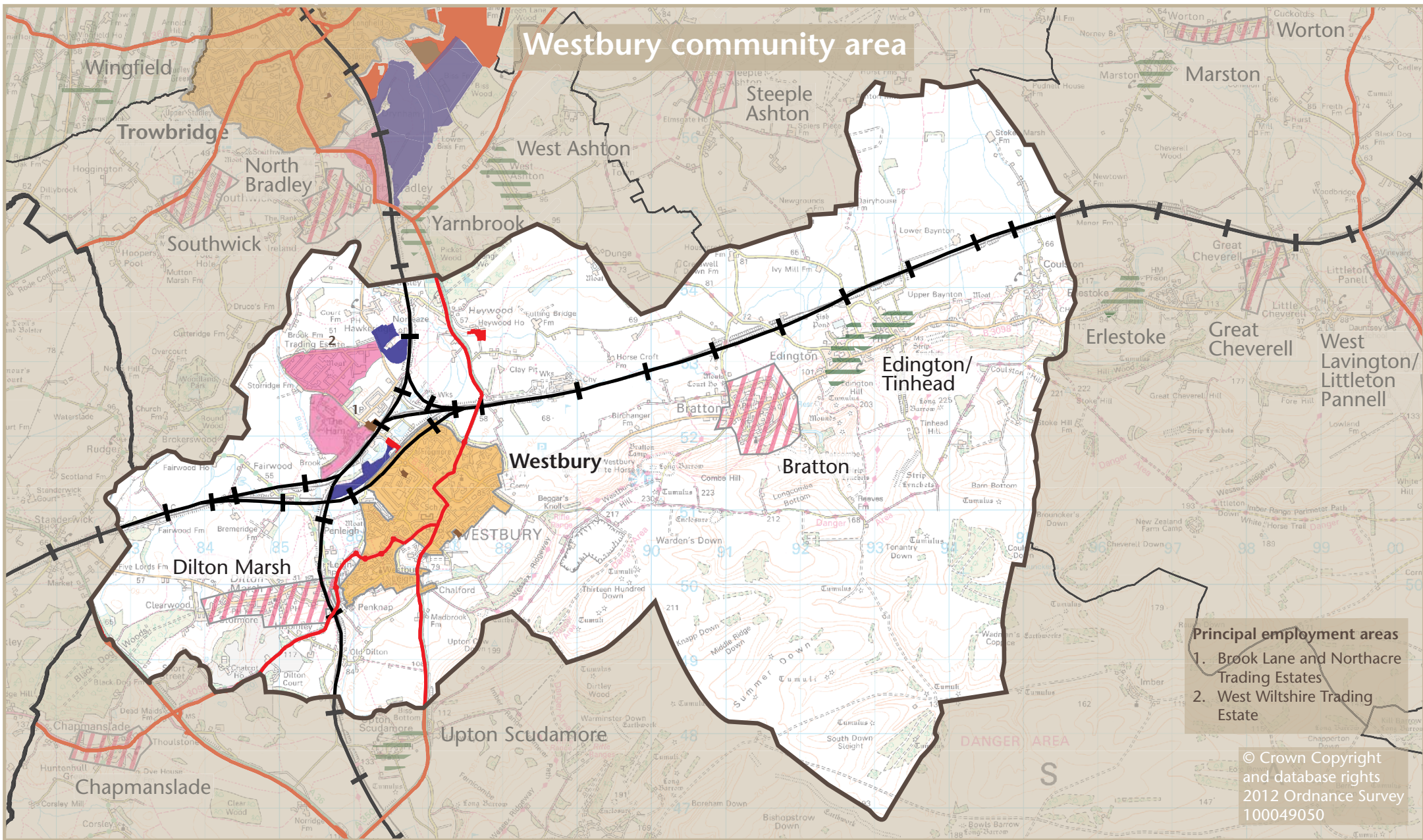
---

[41] Wiltshire Town Centre and Retail Study 2011.

How will the Westbury Community Area change by 2026?

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

Westbury community area

Wingfield

Trowbridge

North Bradley

Southwick

Yarnbrook

West Ashton

Steeple Ashton

Worton

Marston

Edington/ Tinhead

Edington

Bratton

Erlestoke

Great Cheverell

West Lavington/ Littleton Pannell

Westbury

WESTBURY

Bratton

Dilton Marsh

Upton Scudamore

Chapmanslade

Principal employment areas
1. Brook Lane and Northacre Trading Estates
2. West Wiltshire Trading Estate

Key

Principal settlements, market towns and local service centres	Principal employment areas	Greenbelt
Local plan allocations	Significant permissions	Large villages
	Strategic sites	Small villages

Main roads

Railway lines

Council - 7 February 2012

Westbury Town Centre Enhancement

5.165   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 additional planning guidance, 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, would help to substantially improve the central area of the town.

5.166   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 Study[42] 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.

---

[42] Urban Practitioners, 2011. Westbury Vision and Scoping Study

159

Core Policy 32 - 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/Tinhead

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 following Principal Employment Areas will be supported in accordance with Core Policy 35: West Wiltshire Trading Estate; Brook Lane Trading Estate and North Acre Industrial Estate

Over the plan period (2006 to 2026), at least 1,390 new homes will be provided, of which 1,290 should occur at Westbury, including land identified at Station Road for strategic growth:

Land at Station Road	New strategic housing allocation	250 dwellings

The strategic allocations will be brought forward through a master planning process agreed between the community, local planning authority and the developer and should be delivered in accordance with the Development Templates set out in Appendix A:

100 homes will be provided in the rest of the community area. Non strategic development in the Westbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Westbury Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.163 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

160

Table 20: Delivery of Housing 2006 to 2026 - Westbury Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Westbury Town	1290	515	225	250	300
Remainder	100	40	10	0	50
Community Area Total	1390	555	235	250	350

161

Wilton Area Strategy

Spatial information and context

5.167   The Wilton Community Area lies to the west of the city of Salisbury. The area is characterised by chains of settlements along the river valleys and main arterial roads emanating towards Salisbury and Wilton from Salisbury Plain and the south-western corner of the county, from Shaftesbury.

5.168   Wilton is the Local Service Centre for the Area, but Salisbury also provides significant employment, retail, leisure and cultural opportunities. One of Salisbury's park and ride sites is located in Wilton. There is good A-road connectivity through the area, although there is room for improvement in access to some of the rural settlements. The A36 and A30 meet at Wilton and much of the traffic is 'through traffic' going to Salisbury and beyond in the east or heading west to Shaftesbury or northwest towards Bath and Bristol. The nearest railway station is in Salisbury. The area is short of affordable housing and many key workers are deterred from coming to the area due to the difficulty in getting a foot on the property ladder[43].

5.169   The development of this core strategy has closely considered the functional relationship between the Wilton Community Area and the city of Salisbury. However, Wilton and the Wilton community area, have important and unique characteristics, needs and opportunities. Due to their close proximity and the importance of planning for the area holistically, the housing requirements for Salisbury outlined in this strategy include the town of Wilton. Strategic growth is proposed at the redundant UK Land Forces HQ site in Wilton, which is an important regeneration site capable of accommodating sustainable employment and housing for the local area.

The strategy for the Wilton Area

5.170   The strategy for the Wilton Community Area is focussed around ensuring balanced employment and housing growth which is appropriate to its location and protects the individuality of the area. This strategy seeks to ensure that growth will help to address the shortfall in affordable housing. Protecting the natural environment has also been identified as a top priority[44].

---

[43] Retail and Leisure Needs Study (2006, GVA Grimley) (appendix 1)
[44] Preferred Options Consultation Methodology and Output Report; Evolved Preferred Options Consultation Methodology and Output Report

Issues and considerations

5.171   Specific issues to be addressed in planning for the Wilton Community Area include:
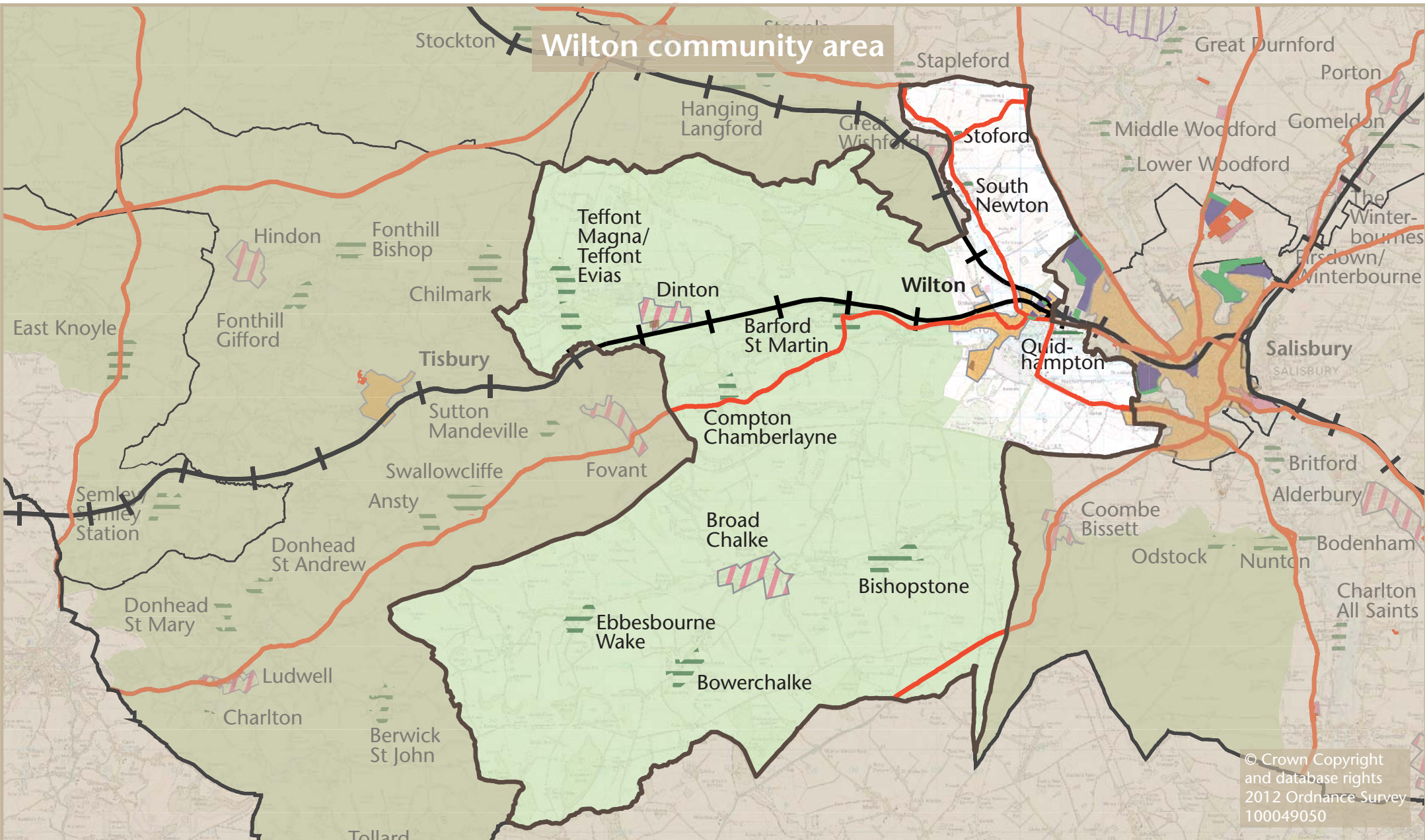
- the need to ensure that Wilton's character and individuality as the 'ancient capital of Wessex' is maintained and that the town retains its identity and does not coalesce with Salisbury. A landscape gap between the proposed developments at Salisbury and Wilton will be ensured via the master planning of the UKLF and Fugglestone Red sites. The challenge is to achieve more than just a 'physical gap'. The social dynamic and individuality of the two settlements should be maintained. Continued individuality needs to be achieved whilst maintaining key linkages and access between the two settlements and acknowledging that Salisbury does provide key services such as supermarket shopping
- the relocation of the MoD from the UKLF site in Wilton to Andover has resulted in the loss of some 1200 jobs as well as creating potential knock-on effects regarding the viability of services. This strategy seeks to offset these impacts through the strategic allocation on the UKLF site
- future work to identify additional sites to accommodate growth in the area should take account of the unique relationship between Wilton and Salisbury, as well as acknowledging the environmental capacity of the Wilton Community Area. It may be the case that Salisbury could help accommodate housing and employment growth needed in the Wilton area, in a more sustainable manner than this being located in Wilton itself
- the need to protect the built and natural environment of the community area, and to conserve and enhance views into and out of the Wilton Conservation Area including Wilton Park and House, as well as conserving the historic gateway to Wilton along The Avenue
- all development within the Community Area will need to conserve the designated landscape of Cranborne Chase AONB and its setting, and where possible enhance its locally distinctive characteristics
- development in the vicinity of the River Avon (Hampshire) or Perscombe Down must protect the habitats, species and processes which maintain the integrity of these Special Areas of Conservation

How will the Wilton Community Area change by 2026?

5.172   By 2026 the Wilton Community Area will be thriving, reflecting the aspirations of its residents. The area will be comfortable with its relationship with Salisbury and will have benefited from new homes and jobs and the opportunities that growth has attracted.

5.173   Growth in Salisbury will not have been seen as a threat, but will have benefited the Wilton Community Area by providing a range of high quality shops, services and facilities on its doorstep, whilst maintaining the physical separation vital to prevent any impression of coalescence. The area will further benefit from the delivery of improved community facilities and better connectivity through improved footpaths, cycle ways and public transport. All of these developments will have been carried out in a manner that protects the built and natural heritage.

163

Wilton community area

Stockton
Steeple
Stapleford
Hanging Langford
Great Wishford
Stoford
South Newton
Wilton
Quid-hampton
Salisbury
SALISBURY
Great Durnford
Porton
Middle Woodford
Gomeldon
Lower Woodford
Firsdown/Winterbourne
The Winter-bournes
Hindon
Fonthill Bishop
Chilmark
Teffont Magna/Teffont Evias
Dinton
Barford St Martin
East Knoyle
Fonthill Gifford
Tisbury
Sutton Mandeville
Compton Chamberlayne
Swallowcliffe
Ansty
Fovant
Broad Chalke
Bishopstone
Coombe Bissett
Odstock
Nunton
Britford
Alderbury
Bodenham
Charlton All Saints
Semley/Semley Station
Donhead St Andrew
Donhead St Mary
Ebbesbourne Wake
Bowerchalke
Ludwell
Charlton
Berwick St John
Tollard

© Crown Copyright and database rights 2012 Ordnance Survey 100049050

Key

- Principal settlements, market towns and local service centres
- Local plan allocations
- Principal employment areas
- Significant permissions
- Strategic sites
- Indicative green spaces
- AONB
- Stonehenge and Avebury World Heritage Site
- Large villages
- Small villages
- Main roads
- Railway lines

Council - 7 February 2012

Core Policy 33 - Spatial Strategy: Wilton Community Area

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

Local Service Centres:	Wilton
Larger Villages:	Broadchalk and Dinton
Smaller Villages:	Barford St Martin; Bishopstone; Bowerchalke (inc. Misselfore); Compton Chamberlayne; Ebbesbourne Wake; Quidhampton; South Newton; Stapleford; Stoford and Teffont Magna/Teffont Evias;

There are not any Principal Employment Areas in the Wilton Community Area.

At least 220 new homes will be provided in the community area. There will be no strategic housing or employment sites allocated in the Wilton Community Area. Non strategic development in the Wilton Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Wilton Community Area will need to demonstrate how those issues and considerations listed in paragraph 5.171 will be addressed.

Targets: See housing and employment numbers above; Reduction in local unemployment figures.
Monitoring and Review: AMR housing completions; NOMIS official labour market statistics.
Delivery Responsibility: Wiltshire Council; Developers.

Table21: Delivery of Housing 2006 to 2026 - Wilton Community Area

Area	Housing already provided for			Housing to be identified	
	Requirement 2006-26	Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Community Area Total*	220	80	45	0	95

*The Housing requirement for the town of Wilton is included within the Salisbury Area Strategy and forms part of planning for the City of

165

6. Delivering the spatial objectives: core policies

6.0   In addition to the three Core Polices set out in Chapter 4 of this document and those place specific polices as contained in the area strategies, the evidence upon which this strategy is based indicates the need for a number of polices which will be required to ensure delivery of the spatial objectives. These policies will apply across Wiltshire and are presented under each of the six strategic objectives, as follows:

Strategic objective 1: delivering a thriving economy
Strategic objective 2: addressing climate change
Strategic objective 3: providing everyone with access to a decent, affordable home
Strategic objective 4: helping to build resilient communities
Strategic objective 5: protecting and enhancing the natural, historic and built environment
Strategic objective 6: ensuring that adequate infrastructure is in place to support our communities**.**

166

Delivering strategic objective 1: delivering a thriving economy

6.1   The objective of delivering a resilient, sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs aligns with the emerging Swindon and Wiltshire Local Enterprise Partnership[45] which identifies the following priorities to deliver this goal:

- 10,000 new private sector jobs created (6,000 within Wiltshire)
- safeguarding of 8,000 jobs within existing business base
- achieving 85% coverage of super fast broadband
- using planning powers to build a supportive economic environment
- delivering regeneration in our primary population centres of Chippenham, Trowbridge and Salisbury
- allocation of strategic employment sites
- reduction on CO2 emissions
- delivering resilient rural communities
- targeting growth in the tourism sector

6.2   The Core Strategy aims to deliver 'an economy that is fit for the future'[46] that brings about the objectives of the Swindon and Wiltshire Local Enterprise Partnership partly through providing new strategic employment sites to support new business creation and attract inward investment. In addition, facilitating the relocation, modernisation and expansion of existing businesses will be important, as will assisting the delivery of regeneration sites in the Principal Settlements of Chippenham, Salisbury and Trowbridge. This will ensure that appropriate employment opportunities are available for Wiltshire's residents providing the opportunity for people to live and work locally, helping to reduce levels of out-commuting and increase the self-containment of settlements. Overall it will provide choice and flexibility for businesses. Support for rural based businesses is as important for Wiltshire as new investment in the main settlements.

6.3   This section includes policies which seek to:

- support the delivery of additional opportunities for employment provision, over and above those identified at allocated sites, in the Principal Settlements, Market Towns and Local Service Centres and for rural based businesses;
- protect existing employment sites where appropriate, particularly where these are considered critical to the economic role of the Principal Settlements and Market Towns;

---

[45] The Swindon and Wiltshire Local Enterprise Partnership Proposal 2011, 'The Pivotal Place for Growth in Southern England', page 2, Executive Summary.

[46] People, Places and Priorities: Wiltshire Community Plan 2011 – 2026, page 9

- support opportunities for the regeneration of brownfield sites in the Principal Settlements, Market Towns and Local Service Centres;
- support the appropriate reuse of redundant MoD facilities;
- protect the vitality and viability of town centres; and
- support appropriate proposals for tourism development and accommodation.

6.4   This core strategy plans for the provision of around 178 hectares (ha) of new strategic employment land over the plan period to 2026, to supplement that already built or granted planning permission between 2006 and 2011. The overall strategy for employment growth is set out in Core Policy 2, and specific sites are identified in the Area Strategies. The strategic sites allow for a range of employment choices in sustainable locations around Wiltshire's Principal Settlements and Market Towns. However they do not provide for all employment land that may be needed over the plan period and the Core Strategy also provides for additional employment opportunities to come forward. There may be proposals that arise during the plan period that are of exceptional strategic importance to the Wiltshire economy and do not strictly accord with the Strategy, which merit may consideration. In such circumstances, potential will be explored in conjunction with the Wiltshire and Swindon Local Enterprise Partnership, with consideration being given to the sub-regional context and impacts on the overall development strategy, in particular not undermining the delivery of the strategic employment sites already planned at settlements.

6.5   Whether the new allocated employment sites will be delivered alongside allocated housing sites or on their own, these sites will be master-planned to deliver a range of job types and unit size. The master plans will take into account the most recent Employment Land Review evidence and the needs of displaced businesses as a result of regeneration projects. Wiltshire's economy outside the Principal Settlements is based on a large number of small businesses and, as such, business units should predominantly be planned to meet this more local demand[47].

6.6   Sites will contribute to the delivery of flexible and affordable workspace across all the B uses, particularly small and start up units with some 'follow on' space,to provide continuing opportunities for small business, business start-ups and continuation. Start up or incubator units should be supported by shared business infrastructure relevant to the use class. Design and build options should also be considered and all businesses should prepare Green Travel Plans.

6.7   Research undertaken on behalf of the Wiltshire Military/Civilian Integration Programme[48] has identified the value that Wiltshire's significant military presence brings to the local economy. However, changing requirements mean that a number of MOD sites in Wiltshire could become surplus or due for release during the plan period. The Core Strategy's approach to the re-use of military establishments is set out in Core Policy 37.

---

[47] Evidence within the Roger Tym ELR (2011) (section 5 para 5.51) identifies that offices and businesses generally look for less than 185 sq m and for industrial / warehousing spec most look for less than 400 sq m

[48] www.wiltshire.gov.uk/mci-envisioning-the-future.pdf

Additional employment land

6.8   The evidence[49] indicates that Wiltshire does not have land available in the right location at the right time to meet business needs and this could result in Wiltshire losing business to other locations where a more favourable business and regulatory environment exists. Core Policy 34 therefore supports the delivery of opportunities for the provision of employment land that may come forward in the Principal Settlements, Market Towns and Local Service Centres of Wiltshire, in addition to the employment land which is allocated in the core strategy. These opportunities will need to be in the right location and support the strategy, role and function of the town, as identified in Core Policy 1 (settlement strategy) and in any community-led plans, including Neighbourhood Plans.

6.9   A number of target sectors[50] have been identified for Wiltshire in order to promote the move towards a higher-value economy. These include:

*   advanced engineering and manufacturing
*   business services.
*   bioscience
*   environmental technologies
*   food and drink
*   ICT and creative industries
*   agriculture and land-based industries
*   tourism

6.10   Proposals which support these target sectors will be supported providing they meet the requirements of Core Policy 34.

6.11   Core Policy 34 aims to support the rural way of life through the promotion of modern agricultural practices, appropriate diversification of the rural economy, and provision of broadband. The policy includes criteria to be met for proposals relating to the retention or expansion of existing businesses within or adjacent to the Principal Settlements, Market Towns, Local Service Centres and Large and Small Villages.

6.12   Core Policy 34 also includes an element of flexibility to allow new employment opportunities to come forward outside the Principal Settlements, Market Towns and Local Service Centres, and in addition to the employment land allocated by this core strategy, where such proposals are considered to be essential to the economic development of Wiltshire. Support for such proposals will be an exception to the general approach, and any applications of this nature will need to be determined by the relevant planning committee (and not by officers using delegated powers).

---

[49] Wiltshire Workspace and Employment Land Review – Draft – Roger Tym and Partners (Oct 2011, para 4.40)

[50] Draft Wiltshire Strategic Economic Partnership: interim Strategy for the Development of the Economy in Wiltshire 2011 -2015 (June 2011) and The Swindon and Wiltshire Local Enterprise Partnership Proposal – the Pivotal Place for Growth in Southern England.

Core Policy 34 – Additional employment Land

Proposals for employment development (use classes B1, B2 or B8) will be supported within the Principal Settlements, Market Towns and Local Service Centres, in addition to the employment land allocated in the Core Strategy. These opportunities will need to be in the right location and support the strategy, role and function of the town, as identified in Core Policy 1 (settlement strategy) and in any future community-led plans, including Neighbourhood Plans, where applicable.

Outside the Principal Settlements, Market Towns and Local Service Centres, developments that:

  i.   seek to retain or expand businesses currently located within or adjacent to the settlements identified in Core Policy 1; or
  ii. support sustainable farming and food production through allowing development required to adapt to modern agricultural practices and diversification; or
  iii. are for new rural based businesses within or adjacent to Large and Small Villages; or
  iv. are considered essential to the wider strategic interest of the economic development of Wiltshire, as determined by the council

Will be supported where they:

  v.   meet sustainable development objectives as set out in the polices of this Core Strategy; and
  vi.   are consistent in scale with their location, do not adversely affect nearby buildings and the surrounding area or detract from residential amenity; and
  vii. are supported by evidence that they are required to benefit the local economic and social needs; and
  viii. would not undermine the delivery of strategic employment allocations; and
  ix.   are supported by adequate infrastructure.

Targets: Deliver additional employment land beyond specific allocations at suitable locations; deliver employment land for higher value sectors; increase rural employment premises and encourage diversification.

Monitoring and Review: Quantum of employment land delivered, and quantum of land developed for employment by type to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, Development Industry.

Existing employment sites

6.13   Achieving the strategic objective to deliver a thriving economy which provides a range of job opportunities in Wiltshire depends on retaining the availability of and enhancing existing employment sites, as well as creating new opportunities in appropriate locations. The Core Strategy seeks to protect Wiltshire's most sustainable and valued employment areas by applying policies to favour employment uses on these sites. On some of these employment areas there are strong redevelopment pressures for other uses, notably residential and retail.

170

6.14   Principal Employment Areas have been identified in the Principal Settlements and Market Towns, as set out in the relevant area strategies in section 5. These Principal Employment Areas are considered to be critical to the economic role of these settlements and Wiltshire as a whole. In order to maintain a reasonable balance between jobs and homes to encourage self containment these Principal Employment Areas should be protected from alternative uses with their continued use and intensification for employment purposes (use classes B1, B2 and B8) encouraged, as set out in Core Policy 35.

6.15   It will also be important to retain existing employment uses outside the Principal Employment Areas to maintain diversity and choice of sites for employers and allow for local business expansion. However, it is important to acknowledge that some older employment areas may no longer be fit for purpose or that their role has changed, for example, from a primarily employment site to a trade centre site. Changes of use within sites can invigorate an area and act as a positive catalyst for change. The overall employment land target includes an allowance for the replacement of some sites. Therefore, in some circumstances it may be appropriate to allow for the redevelopment (in whole or part) of existing employment sites for an alternative use, particularly where the site is not required to remain in its current use to support the local economy in the area.

6.16   In demonstrating that a site has no long term and strategic requirement to remain in employment use the ability of the site to meet modern business needs must be considered, as well as its strategic value and contribution to the local and wider economy both currently and in the long term. An objective assessment must be made of the sites potential contribution to the economy, in line with other sites in the area; it must be shown that the site is no longer viable for its present or any other employment use and that, in addition, it has remained unsold or un-let for a substantial period of time (at least 6 months), following genuine and sustained attempts to sell or let it on reasonable terms for employment use, taking into account prevailing market conditions.

Core Policy 35 - Existing employment sites

Wiltshire's Principal Employment Areas (as listed in the Area Strategies) will be retained for employment purposes within use classes B1, B2 and B8 to safeguard their contribution to the Wiltshire economy and the role and function of individual towns. Proposals for renewal and intensification of the above employment uses within these areas will be supported.

Elsewhere within the principal settlements, market towns and local service centres proposals for the redevelopment of land or buildings previously or currently used for, or allocated for, activities falling within use classes B1, B2 and B8 must demonstrate that they meets at least one of the following criteria:

  i.   the proposed development will generate the same number, or more permanent jobs than could be expected from the existing, or any potential employment use; or
  ii.   where the proposal concerns loss of employment land of more than 0.25ha in the principal settlements, market towns or local service centres it is replaced with employment land of similar size elsewhere at that settlement; or
  iii.   it can be shown that the loss of a small proportion of employment floorspace would facilitate the redevelopment and continuation of employment uses on a greater part of the site, providing the same number or more permanent jobs than on the original whole site; or
  iv.   the site is not appropriate for the continuation of its present or any employment use due to a significant detriment to the environment or amenity of the area; or
  v.   there is valid evidence that the site has no long term and strategic requirement to remain in employment use; the ability of the site to meet modern business needs must be considered, as well as its strategic value and contribution to the local and wider economy both currently and in the long term. It must be shown that the site is no longer viable for its present or any other employment use and that, in addition, it has remained unsold or un-let for a substantial period of time (at least 6 months), following genuine and sustained attempts to sell or let it on reasonable terms for employment use, taking into account prevailing market conditions; or
  vi.   the change of use is to facilitate the relocation of an existing business from buildings that are no longer fit for purpose to more suitable premises elsewhere within a reasonable distance to facilitate the retention of employment.

Targets: Reduce loss of employment land.

Monitoring and Review: Quantum of employment land lost to non-employment development to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Economic regeneration

6.17   The Core Strategy supports regeneration opportunities and aims to maximise the re-use of previously developed land. The provision of economic development on previously developed land will therefore be supported.

6.18 The Salisbury, Chippenham and Trowbridge regeneration programmes provide a framework for co-ordinating and achieving the sustainable regeneration of the principal settlements. These identify a number of regeneration projects, focussed on the central areas, which are considered important to the future economic and social prosperity of the settlements. These projects are detailed in the Area Strategies.

6.19 Regeneration initiatives may also come forward in the Market Towns and Local Service Centres. The Core Strategy supports the development of community-led plans, including town plans and Neighbourhood Plans to support and facilitate economic regeneration in these settlements, and the preparation of master plans for specific sites may also be appropriate.

Core Policy 36 - Economic regeneration

Regeneration of brownfield sites will be supported in the Principal Settlements, Market Towns and Local Service Centres where the proposed uses help to deliver the overall strategy for that settlement, as identified in Core Policy 1 (Settlement Strategy) and in any future community-led plans, including Neighbourhood Plans, and/or enhance the vitality and viability of the town centre by introducing a range of active uses that do not compete with the existing town centre.

Targets: Increase proportion of development on brownfield and regeneration sites.

Monitoring and Review: Percentage of land developed for employment, by type, which is on previously development land, to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Military Establishments

6.20 Large areas of Wiltshire have been used by the military for training purposes throughout the last century. The presence of the military has brought many benefits, particularly to the environment and the economy. In recent years there has been a rationalisation of operational facilities and establishments. The MoD has significant assets across Wiltshire and there is a need to plan for important changes to existing facilities and address the challenge of finding appropriate re-use for redundant facilities.

6.21 The re-use of any significant redundant MoD sites will be determined through masterplans, developed with the Local Planning Authority in conjunction with the local community, in order to ensure the holistic planning of a site or sites in a locality, rather than piecemeal development. Significant sites are those that would be classed as major development. The preparation of the masterplan should normally occur in advance of site disposal by the MoD. Due to the rural nature of many MoD sites consideration should also be given to:

- the location of sites in terms of accessibility;
- the suitability for conversion and retention of existing buildings;
- infrastructure capacity including impacts on transportation routes;

173

- retaining areas of biodiversity, appropriate green space and landscaping measures; and
- consolidation of the buildings on a site and reversion of land to open countryside.

6.22 Applications for the development of operational facilities which conflict with other policies in the Core Strategy must be accompanied by a reasoned justification as to why the development should nonetheless be considered suitable[51].

Core Policy 37 - Military establishments

New development and changes of use at operational facilities that help enhance or sustain their operational capability will be supported.

Redevelopment, conversion or change of use of redundant MoD sites and buildings will be supported provided they are well related to an existing settlement in terms of both location and scale. Sites that are remote from settlements should only be considered where the existing buildings and infrastructure on the site are suitable for redevelopment, conversion or change of use. Redevelopment proposals will not exceed the existing building footprint and floorspace unless they are well located to an existing settlement. The focus will be on employment-led development and other uses should be determined through a masterplanning approach with the local community.

Development at operational or redundant sites should enhance the overall character of the site. All development at operational or redundant sites should mitigate any adverse impacts on local infrastructure, and not erode the character of the surrounding area. All proposals must ensure that the cultural and historical significance of the military facilities located on the site are understood and inform the scope of future development of that site.

Targets: Create masterplans for re-use of military sites as they become available.

Monitoring and Review: Number of adopted site masterplans to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, the MoD.

---

[51] Development affecting the Stonehenge and Avebury World Heritage Site and its setting should be considered in light of Core Policy 59.

Enhancing the vitality and viability of town centres

6.23   The Core Strategy seeks to enhance the vitality and viability of the town centres in Wiltshire through policies promoting the regeneration of central areas and delivery of new growth at settlements to support the vitality of centres. There is a challenge to ensure that the larger towns of Wiltshire, particularly the Principal Settlements of Chippenham, Salisbury and Trowbridge, strengthen their roles as shopping destinations to reduce the 'leakage' of trade to other larger competing centres such as Bath, Swindon and Southampton.

6.24   In line with government policy[52] town centres, as well as primary and secondary retail frontages, should be identified on the proposals map, with policies making clear which uses will be permitted in such locations. The larger centres of Chippenham, Salisbury and Trowbridge, and the Market Towns of Amesbury, Bradford on Avon, Calne, Corsham, Cricklade, Devizes, Malmesbury, Marlborough, Melksham, Warminster, Westbury and Royal Wootton Bassett, have designated frontages and corresponding policies in the relevant District/Local Plans, and these designations and policies will be carried forward. The relevant policies are as follows:

- Kennet Local Plan: Policies ED17 (Town centre development), ED18 (Prime shopping areas), ED19 (Devizes and Marlborough town centres) and ED20 (Retail development in Devizes town centre)
- North Wiltshire Local Plan: Policies R1 (Town centre primary frontage areas), R2 (Town centre secondary frontage areas) and R7 (Upper floors in town centres)
- Salisbury District Local Plan: Policies S1 (Primary frontages in Salisbury and Amesbury), S2 (Secondary shopping areas in Salisbury and Amesbury) and S3 (Location of retail development)
- West Wiltshire District Plan: Policies SP1 (Town centre shopping), SP4 (Primary retail frontages), SP5 (Secondary retail frontages), and TC1 (Upper floor uses in town centres)

Any necessary amendments to these frontages and corresponding policies will be identified through a subsequent planning policy document.

6.25   All Principal Settlements, Market Towns and Local Service Centres should have defined town centres or designated frontages and associated policies, and these need to be developed for Downton, Ludgershall, Market Lavington, Mere, Pewsey, Tidworth, Tisbury and Wilton[53]. Frontages and corresponding policies for these settlements will be developed through a subsequent planning policy document.

6.26   There is currently a national requirement that proposals for retail and leisure development with over 2,500 sq m gross floorspace, which are not in the town centre and not in accordance with an up to date development plan, should be accompanied by an assessment of impacts on centres. However, there is a concern in Wiltshire that a succession of planning

---

[52] Planning Policy Statement 4 (PPS4): Planning for sustainable economic growth

[53] The Kennet Local Plan defines Service Centres for Ludgershall, Market Lavington, Pewsey and Tidworth, and includes policy ED24 (New development in service centres) which relates to these areas. However, retail frontages are not currently identified at these settlements.

applications, each individually lower than the gross threshold set nationally, could have a cumulative adverse impact on town centres. Core Policy 38 therefore requires that all proposals for edge-of-centre or out-of-centre retail or leisure development, which are not within a Primary or Secondary Retail Frontage, are accompanied by an impact assessment, regardless of size. The impact assessment required will be proportionate to the scale of the proposed development.

6.27   Specific challenges and priorities relating to retail provision in the principal settlements and market towns are identified where appropriate in the Area Strategies.

6.28   In addition to retail development, it is also important that other services and facilities are retained in the central areas of the market towns, in order to maintain the vitality and viability of the town centres. The core strategy envisages that each market town develops more detailed local policy through neighbourhood planning or another similar process.

Core Policy 38 - Retail and leisure

All proposals for retail or leisure uses on sites which are not within a Primary or Secondary Retail Frontage, including extension of existing units, must be accompanied by an impact assessment which meets the requirement of national guidance and established best practice, and demonstrates that the proposal will not harm the vitality or viability of any nearby centres. All such proposals must also comply with the sequential approach, as set out in national guidance, to ensure that development is on the most central site available.

Targets: Reduce proportion of new retail development occurring outside Primary and Secondary Retail Frontages.

Monitoring and Review: Percentage of completed retail, office and leisure development occurring within town centres to be monitored through Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Achieving growth in Wiltshire's tourism sector

6.29   Tourism is important to Wiltshire's economy; and is worth over £779 million a year[54] . Wiltshire has a wealth of natural and heritage assets which attract visitors from home and abroad that range from one of the world's most famous and recognisable monuments, Stonehenge, to renowned attractions such as Longleat Safari and Adventure Park to country houses, museums and gardens. Rural countryside within the AONB's, Wiltshire's canal

---

[54] Value of Tourism in Wiltshire, South West Tourism, 2008, page 2
http://www.swtourismalliance.org.uk/files/download.php?m=documents&f=100419143804-8Wiltshiredistricts08.pdf

network, historic villages such as Lacock and farm and animal attractions also draw visitors to the area. Wiltshire is also well placed for visiting attractions such as the New Forest National Park, the Cotswolds, Bath Spa and the major resorts and beaches at Bournemouth and Poole. Wiltshire's built and natural environment is a key part of the tourism product and the future success of the area's tourism industry is, in many ways, dependent on the effective management and conservation of the environment.

Core Policy 39 - Tourist development

Proposals for tourist development of an appropriate scale, including attractions and tourist accommodation will be supported within the Principal Settlements and Market Towns, subject to a sequential assessment. Proposals for large-scale tourist development must be assessed against all the policies of this Core Strategy, including transport implications and how the proposal could assist rural regeneration and the well being of communities.

Outside the Principal Settlements and Market Towns, tourist and visitor facilities should be located in or close to Local Service Centres or Large and Small Villages and, where practicable, be located in existing or replacement buildings. Any proposal needs to carefully consider the need to protect landscapes and environmentally sensitive sites with the objective of providing adequate facilities, enhancing enjoyment and improving the financial viability of the attraction. If new buildings are required in the countryside for tourist development these should be directed towards the Local Service Centres and Large and Small Villages.

In exceptional cases development may be supported away from the Principal Settlements, Market Towns, Local Service Centres and Large and Small Villages where:

   i. there is evidence that the facilities are in conjunction with a particular countryside attraction;
   ii. no suitable alternative existing buildings or sites exist which are available for re-use;
   iii. the scale, design and use of the proposal is compatible with its wider landscape setting and would not detract from the character or appearance of the landscape or settlement and would not be detrimental to the amenities of residential areas;
   iv. the building is served by adequate access and infrastructure; and
   v. the site has reasonable access to local services and employment.

Extensions to existing facilities should be appropriate in scale to its location and help to ensure the future viability of the business, including farm diversification schemes.

Proposals for camping and touring caravan sites (including extensions) will be supported where they can be accommodated without adverse impact on the character and appearance of the landscape and meet criteria iii to v above.

Targets: Increase and improve facilities for sustainable tourism.

Monitoring and Review: Number of schemes permitted in line with the requirements of the policy, to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Hotels, Bed and Breakfasts, Guest Houses and Conference Facilities

6.30   There is a lack of both budget and high quality leisure accommodation within parts of Wiltshire, particularly to the south[55]. For example, Salisbury is less successful in attracting business visitors than other, similar destinations and does not have the conference facilities needed for large events. With respect to hotel facilities, planning permission has been too easily obtained for change of use of some hotels away from tourist provision, for example to residential use, and this is further exacerbating the shortfall in bed space.

Core Policy 40 - Hotels, bed and breakfasts, guest houses and conference facilities

Proposals for new hotels, bed and breakfasts, guesthouses or conference facilities within the Principal Settlements and Market Towns will be supported.

Proposals for new hotels, bed and breakfasts and guesthouses within Local Service Centres, and Large and Small Villages will be supported where the proposals are of an appropriate scale and character within the context of the immediate surroundings and the settlement as a whole.

Permission may exceptionally be granted for proposals for new hotels, bed and breakfasts and guest houses outside the settlements identified above, where proposals involve the conversion of buildings that for contextual, architectural, or historic reasons should be retained and would otherwise not be.

In all cases it must be demonstrated that proposals will:

i.   not have a detrimental impact on the vitality of Primary Shopping Frontages or the viability of existing hotels, bed and breakfasts, guesthouses or conference facilities; and
ii.   avoid unacceptable traffic generation.

Proposals for the change of use of existing bed spaces provided in hotels or public houses or conference facilities to alternative uses will be resisted, unless it can be clearly demonstrated there is no longer a need for such a facility in either its current use, or in any other form of tourism, leisure, arts, entertainment or cultural use.

Targets: Increase and improve facilities for sustainable tourism.

Monitoring and Review: Number of schemes permitted in line with the requirements of the policy, to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

---

[55] A Tourism Strategy for South Wiltshire (Action Plan: Incorporates Accommodation Facilities in Salisbury) (2005; The Market Research Group (para 11.1)

Delivering strategic objective 2: to address climate change

6.31   The Wiltshire Core Strategy will contribute to tackling climate change through a number of different areas of policy. The core strategy includes policies which will assist in:

- delivering the most sustainable patterns of development through focusing growth at the principal settlements and market towns, as set out by the settlement strategy. This helps to minimise the need for travel and ensures that jobs, homes and services are provided in the most accessible locations, particularly by public transport
- building communities which are resilient to the future impacts of a changing climate as well as other social or economic challenges. This will in part be addressed by ensuring that new development can withstand future changes in the climate and will add minimally to the carbon emissions of Wiltshire
- providing an adequate network of green infrastructure which helps to provide shading and so contributes to cooling in urban areas and also provides habitats to assist biodiversity adapt to a changing climate; as well as promoting healthier lifestyles with less reliance on the car by creating attractive informal recreational areas for walking and cycling
- ensuring more sustainable forms of transport are supported through the development of sustainable transport strategies, thus helping to reduce greenhouse gas emissions
- reducing the risk of flooding by ensuring that new development is neither vulnerable to flooding nor increases the risk of flooding elsewhere

6.32   The core policies contained within this section set out how the core strategy will ensure that development contributes towards:

- sustainable construction and low-carbon energy production; and
- stand alone renewable energy installations

People, Places and Priorities: Wiltshire Community Plan 2011 - 2026 sets an objective to: Significantly reduce domestic, business and transport carbon dioxide emissions across the county in line with national targets.

6.33   The government has pledged to reduce the UK's total carbon emissions by 34% by 2020, and for 15% of energy to be derived from renewable sources by 2020[56].

6.34   To achieve these aims three key actions will be necessary in Wiltshire:

- plan for new buildings that add only minimally to the existing energy demands of the county

[56] Climate Change Act (2008) and Department for Energy and Climate Change (2009) UK Renewable Energy Strategy

179

- commission large scale, renewable, decentralised energy generation technologies
- consider where carbon savings can be made from the existing building stock

6.35 To deliver almost 30 % of the projected electricity demand in Wiltshire in 2020 (in line with the UK Renewable Energy Strategy), an installed renewable energy capacity of around 367 Megawatts (MW) would be needed[57]. In January 2011, the installed renewable electricity capacity in Wiltshire was 11.1 MW[58].

6.36 The future impacts of climate change in Wiltshire have been investigated and new development needs to be planned to minimise future vulnerability to a changing climate[59]**.** Planning policy can make a significant contribution to tackling climate change and helping to meet government targets. This can apply both in terms of 'adaptation' – how we deal with the unavoidable consequences of a changing climate and 'mitigation' – how we help to reduce the overall severity of the long term impacts.

6.37 Core Policy 41 identifies how sustainable construction and low-carbon energy will be integral to all new development in Wiltshire. In doing so this policy sets the framework for meeting a number of national and local priorities that seek to achieve sustainable development. This policy will help to reduce Wiltshire's contribution to climate change through improved design and construction methods. In meeting the requirements of the policy, proposals will need to be sensitive to potential impacts on landscape, in particular the AONBs and the Stonehenge and Avebury World Heritage Site and its setting. Core Policies 51 (landscape) and 59 (the Stonehenge, Avebury and associated sites World Heritage Site and its setting) should be considered alongside Core Policy 41.

6.38 In the case of major developments, evidence is required from developers in the form of Sustainable Energy Strategies setting out how proposed developments will meet carbon reduction targets, and identifying how maximum targets can be achieved, particularly where lower cost solutions are viable (such as Combined Heat and Power). The text box below sets out the minimum information to be provided within a Sustainable Energy Strategy. Density and the number of residential units within a development scheme are important considerations in determining the practicality and viability of meeting carbon reduction targets, particularly for delivering district energy and heating. However other characteristics such as building mix, location, proximity to existing high density development and site specific opportunities for certain renewable energy technologies are also important considerations. These matters can only be assessed on a site by site basis and in many cases schemes of less than 500 residential units will have good viability.

6.39 The Council will support flexible mechanisms, such as allowable solutions for zero-carbon development, in line with the definition published by central government. However, due to the low level of renewable provision in Wiltshire and the need for new strategic growth in the period up to 2016 to add minimally to the carbon footprint of the county, the council will support off-site provision of renewable energy to contribute towards meetings zero-carbon

---

[57] Camco (2011) Wiltshire Sustainable Energy Planning Research

[58] RegenSW (2011) Renewable energy progress report: south west 2011 annual survey

[59] Wiltshire Council (2011) Working towards a core strategy for Wiltshire - Draft Topic Paper 1: Climate Change

standards. This will be subject to demonstration through the Sustainable Energy Strategy that the renewable energy provision is equivalent to the amount that would be needed to deliver carbon neutral development on-site. Any off-site renewable energy provision would need to be considered as standalone development and be in accordance with appropriate policies within this Core Strategy. The council will develop Wiltshire specific allowable solutions, to be in place by 2016, which will be published in a future planning policy document.

Sustainable energy strategies

The following minimum information should be provided within a Sustainable Energy Strategy for all major developments, as required by Core Policy 41:

Technical proposal - including the proportion of the target to be met following the energy hierarchy (energy efficiency, followed by on-site and then off-site measures). Details for each part of the proposal and details of any infrastructure needed, such as district heating, along with details for any phased delivery should also be included. The exploration of opportunities to support the development of low-carbon infrastructure to serve existing developments should be included.

Technical feasibility - including space availability, integration with building energy systems, impact on townscape, running hours of plant.

Financial viability - including capital costs and whole life cost taking into account market mechanisms such as feed in tariffs.

Deliverability - including opportunities and requirements for delivery of infrastructure through Energy Service Companies (ESCos).

Impact on overall viability - an assessment method, such as the Home and Communities Economic Viability model, should be used that will examine factors including land value, sale value, construction costs and other developer contributions.

181

Core Policy 41: Sustainable construction and low-carbon energy

Climate change adaptation

New development, building conversions, refurbishments and extensions will be encouraged to incorporate design measures to reduce energy demand. Development will be well insulated and designed to take advantage of natural light and heat from the sun and use natural air movement for ventilation, whilst maximising cooling in the summer. This should be achieved by use of the following means as practicable:

     i.   orientating windows of habitable rooms within 30 degrees of south and utilising southern slopes;

     ii.   locating windows at heights that allow lower sun angles in the winter and installing shading mechanisms to prevent overheating during summer months;

     iii.   using soft landscaping, including deciduous tree planting, to allow natural sun light to pass through during the winter months whilst providing shade in the summer;

     iv.   integrating passive ventilation, for example wind-catchers installed on roofs; and

     v.   planting green roofs to moderate the temperature of the building to avoid the need for mechanical heating and/or cooling systems

Sustainable construction

New homes (excluding extensions and conversions) will be required to achieve at least Level 3 (in full) of the Code for Sustainable Homes, progressing to Code Level 4 (in full) from 2013 and Level 5 (in full) from 2016[2].

Conversions of property to residential use will not be permitted unless BREEAM's Homes "Very Good" standards are achieved[2].

All non residential development will be required to achieve the relevant BREEAM "Very Good" standards from 2013, rising to the relevant BREEAM "Excellent" standards from 2019[2].

Existing buildings

Retrofitting measures to improve the energy performance of existing buildings will be encouraged in accordance with the following hierarchy:

     vi   reduce energy consumption through energy efficiency measures;

     vii   use renewable or low-carbon energy from a local/district source; and

     viii   use building-integrated renewable or low-carbon technologies.

Opportunities should be sought to facilitate carbon reduction through retrofitting at whole street or neighbourhood scales to reduce individual costs, improve viability and support coordinated programmes for improvement.

Core Policy 41 (continued)

Renewable and low-carbon energy

All proposals for major development[3] will be required to submit a Sustainable Energy Strategy alongside the planning application outlining the low-carbon strategy for the proposal. It is expected that proposals for larger scale residential development of 500 units or more will be viable to meet zero-carbon standards from 2013[4]. Where this is not deliverable, the Sustainable Energy Strategy should clearly demonstrate why this is not achievable.

In all cases, including those listed above, proposals relating to historic buildings, Listed Buildings and buildings within Conservation Areas and World Heritage Sites should ensure that appropriate sensitive approaches and materials are used. Safeguarding of the special character of heritage assets should be in accordance with appropriate national policy and established best practice[1].

In all cases the impact of these requirements on the viability of development will be taken into consideration.

[1]*Detailed design guidance will be prepared by the Council to assist with the selection of appropriate technologies and will cover sustainable construction and low-carbon energy generation, including appropriate approaches for historic buildings and buildings within Conservation Areas.*

[2]*For residential development post-construction Code for Sustainable Homes assessments will be required which must be undertaken by an accredited assessor. For conversions and for non residential development an appropriate post-construction BREEAM assessment will be required which must also be undertaken by an accredited assessor. Replacements for the BREEAM standards are being developed and this policy will apply the equivalent replacement standards. The policy will also apply to any future replacements to the Code for Sustainable Homes.*

[3]*The term 'major development' is taken to be as defined by the Town and Country Panning (Development Management Procedure) (England) Order 2010.*

[4]*The term 'zero-carbon' will be in accordance with the definition published by central government.*

Targets: All new development meeting the targets set by the policy.

Monitoring and review: Percentage new development meeting the targets set out in the policy to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council, Development Industry.

Standalone renewable energy installations

6.40   Core Policy 42 identifies how standalone renewable energy installations, of all types, will be encouraged and supported. The policy focuses on the key criteria that will be used to judge applications, and gives a clear criteria-based framework to encourage greater investment by the renewable energy industry within Wiltshire. This policy applies to all types of standalone

183

renewable energy, including wind turbines, biomass generators, anaerobic digestion plants and other energy from waste technologies, hydropower turbines, and ground mounted solar photovoltaic arrays. Applications for energy from waste should also be compatible with Policy WCS3 of the Wiltshire and Swindon Waste Core Strategy 2006-2026.

6.41   The development of most standalone renewable energy installations within Wiltshire will require careful consideration due to their potential visual and landscape impacts, especially in designated or sensitive landscapes, including AONBs and the Stonehenge and Avebury World Heritage Site and its setting. Core policies 51 and 59, which relate to landscape and the World Heritage Site, should be considered alongside this policy. The size, location and design of renewable energy schemes should be informed by a landscape character assessment, alongside other key environmental issues as set out in Core Policy 42. This should help reduce the potential for conflict and delay when determining planning applications.

Core Policy 42: Standalone renewable energy installations

Proposals for standalone renewable energy schemes will be supported subject to satisfactory resolution of all site specific constraints. In particular, proposals will need to demonstrate how impacts on the following factors have been satisfactorily assessed and taken into account:

   i.   the landscape, particularly in and around AONBs;

   ii.   the Western Wiltshire Green Belt;

   iii.   the New Forest National Park;

   iv.   biodiversity;

   v.   the historic environment including the Stonehenge and Avebury World Heritage Site and its setting;

   vi.   use of the local transport network; and

   vii.   residential amenity, including noise, odour and visual amenity.

Applicants will not be required to justify the overall need for renewable energy development, either in a national or local context.

Targets: Increase the amount of renewable energy capacity in Wiltshire.

Monitoring and review: Renewable energy capacity (MW) installed by type, to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Delivering strategic objective 3: to provide everyone with access to a decent, affordable home.

6.42   Perhaps the biggest contribution that can be made in Wiltshire to addressing disadvantage and inequality is through providing everyone with access to a decent and affordable home. One of the key issues facing Wiltshire is the provision of new housing to help meet the needs of its communities. Core Policy 2 identifies the requirement for 37,000 new homes to be provided over the plan period including affordable homes. The supply of affordable housing is a particular issue within Wiltshire which has been exacerbated by rising house prices in recent years. It is critical that any new homes benefit new and existing communities by:

- ensuring new homes are available, affordable and appropriate, in particular to help newly forming households and young people to stay in Wiltshire's communities
- delivering the right types of homes to support good health and social well being, including sufficient accommodation for Wiltshire's ageing population
- providing infrastructure improvements alongside new housing including new health care facilities and education provision

People, Places and Priorities: Wiltshire Community Plan 2011 - 2026 sets an objective to: Address the lack of affordable housing, including social housing and shared ownership opportunities, by building new housing, bringing empty homes back into use, and through any other means that may become available to meet housing need.

6.43   This means building the right homes in the right places at the right time in order to develop more balanced communities where people can live and work locally. It's also critical that new housing developments provide for the necessary services and infrastructure to create thriving communities, and that they are built to high environmental standards and are well designed. It is also vital that a significant proportion of new housing is affordable. New jobs must be aligned to the delivery of new homes otherwise we are in danger of encouraging more commuting and congestion on roads and consequential environmental harm, as well as increased maintenance on Wiltshire's highway network leading to increased liability for the council and the taxpayer. Only by delivering both homes at the right price and a range of job opportunities can young people in Wiltshire be retained and the long term development of the economy supported. At the same time, the right kind of housing is needed for the ageing population.

Providing affordable homes

6.44   Core Policy 43 sets out when affordable housing provision will be required and indicates the proportions which will be sought from open market housing development. Both housing and planning policies will be used to promote the delivery of new affordable homes. This policy intends to provide a clear and robust planning policy framework for all those involved in the delivery of affordable housing. It is anticipated that this strategy will deliver at least 10,000

185

new affordable homes within the plan period, of which 2640 have been delivered at 1 April 2011.

6.45   In addition, all affordable housing units must be developed to the latest Housing Corporation standards.

6.46   Appropriate tenure and affordability, are key to meeting housing needs and to developing mixed, balanced and inclusive communities. The provision of affordable housing linked to open market housing development must be realistic, with regard to economic viability, but flexible to variations between sites and changes in market conditions over the plan period. The need for and type of affordable housing will be reviewed regularly throughout the plan period in line with good practice, and revised targets will be determined depending on the prevailing housing need and market conditions at the time, following a public consultation period. If appropriate, detailed guidance will be produced by the council in relation to the delivery of affordable housing including the appropriate assessment of viability and appropriate development standards where appropriate.

6.47   The policy has regard to the practicalities of provision on small sites. While developments of 5 units and above will be expected to make provision on-site, for sites of 4 dwellings or less no contribution will be sought. Where the policy generates a requirement which does not equate to a whole unit the calculation will be rounded to the nearest whole affordable housing unit.

Core Policy 43 - Providing affordable homes

Provision

Affordable housing provision of 40% (net) will be provided on sites of 5 or more dwellings. Only in exceptional circumstances, where it can be proven that on-site delivery is not possible, will a commuted sum be considered.

The provision of affordable housing may vary on a site-by-site basis taking into account evidence of local need, mix of affordable housing proposed and where appropriate, the viability of the development. All affordable housing will be subject to an appropriate legal agreement with the Council.

This level of provision should be delivered with nil public subsidy, unless otherwise agreed by the council.

Tenure

Tenure will be negotiated on a site-by-site basis to reflect the nature of the development and local needs as set out in Core Policy 45 (Meeting Wiltshire's housing needs).

On site distribution and standards

Affordable housing units will be dispersed throughout a development and designed to a high quality, so as to be indistinguishable from other development. In determining the level of integration that can be achieved consideration will be given to the practicalities of management and maintenance associated with the proposal whilst still ensuring affordability, particularly in developments of flats.

Targets: Deliver 40% of housing on sites of 5 dwellings or more as affordable units.

Monitoring and Review: Quantum of affordable housing delivered and percentage of planning permissions for 5 dwellings or more with 40% or more affordable housing. To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, Development Industry, Strategic Partnerships, RSL's.

Rural exception sites

6.48 Core Policy 44 allows for the allocation of or granting of planning permission for small sites comprising of affordable housing only as an exception to normal policies. The policy sets out the criteria against which such proposals will be evaluated and under what circumstances schemes solely for affordable housing may be permitted.

6.49 In doing so the core strategy recognises the particular difficulties in securing an adequate supply of affordable housing for local needs in rural areas. As an exception to normal policy therefore, and where it can be demonstrated that a proposed development will meet a particular locally generated need that cannot be accommodated in any other way, the council may permit small scale residential development (10 dwellings or less) outside but adjoining the development limits of Local Service Centres and Large Villages, or adjacent to the existing built area of Small Villages.

6.50 In exceptional circumstances and as a departure to national policy the council may also consider exception site development that includes cross-subsidy from open market sales on the same site. However, in considering such schemes the applicant would need to demonstrate to the council's satisfaction that the open market element is essential to the delivery of the development. A full open book financial appraisal will be required to accompany any application. The land values in the detailed financial appraisal should be benchmarked against those for agricultural land in the local area and historic values of exception sites.

6.51 If required, detailed guidance will be developed by the council in relation to the application of this exception policy including the appropriate assessment of viability.

Core Policy 44 – Rural exceptions sites

At settlements defined as Local Service Centres, Large and Small Villages (Core Policy 1), and those not identified within the settlement strategy, a proactive approach to the provision of affordable housing will be sought in conjunction with Parish Councils and working with local communities and other parties. This exception to policy allows housing for local need to be permitted, solely for affordable housing, provided that:

i. the proposal has clear support from the local community;
ii. the housing is being delivered to meet an identified and genuine local need;
iii. the proposal is within, adjoining or well related to the existing settlement;
iv. environmental considerations will not be compromised;
v. the proposal consists of 10 dwellings or fewer;
vi. employment and services are accessible from the site;
vii. its scale and type is appropriate to the nature of the settlement and will respect the character and setting of that settlement; and
viii. the affordable housing provided under this policy will always be available for defined local needs, both initially and on subsequent change of occupant.

Cross-subsidy

In exceptional circumstances a proportion of market housing may be considered appropriate where it can be demonstrated that the site would be unviable, as an exception site that meets the above criteria, without cross-subsidy. It should be recognised that the inclusion of open market housing will not normally be supported. In these exceptional circumstances:

i. the majority of the development is for affordable housing;
ii. it has been demonstrated through detailed financial appraisal that the scale of the market housing component is essential for the successful delivery of the development and is based on reasonable land values as an exception site;
iii. no additional subsidy for the scheme and its affordable housing delivery is required; and
iv. that any new market housing approved on this basis should be for occupation as a principal residence.

Targets: Deliver affordable housing in appropriate locations.

Monitoring and Review: Number of schemes permitted in line with the policy, to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, Development Industry, Strategic Partnerships, RSL's.

189

Meeting Wiltshire's housing needs

6.52 It is fundamental to the success of this strategy that the right types of homes are delivered. Core Policy 45 provides the basis for considering dwelling type, density and mix of housing to be built. The consideration of local housing need is important to the quality of life for residents within Wiltshire. All people should have access to a good home irrespective of their personal circumstances. That means providing an appropriate range of dwellings in terms of size and price, from one bedroom apartments to large family homes.

> **People, Places and Priorities:** Wiltshire Community Plan 2011 – 2026 looks to ensure high quality design within future development and with specific regard to housing requirements seeks: *…the creation of sufficient adapted housing, extra care accommodation and residential care and nursing home facilities to meet expected demand.*

6.53 The Wiltshire Strategic Housing Market Assessment (SHMA) identifies the accommodation needs of different groups within Wiltshire helping ensure that the needs of Wiltshire's local communities can be addressed. The Wiltshire SHMA should be considered alongside Core Policy 45[60]. The mix of housing provided will vary from site to site but the aim should be to provide a range of types and sizes of homes that take account of the existing housing needs in the area.

---

[60] Wiltshire Strategic Housing Market Assessment 2011

Core Policy 45 - Meeting Wiltshire's housing needs

Type, mix and size

New housing, both market and affordable, must be well designed to address local housing need incorporating a range of different types, tenures and sizes of homes to create mixed and balanced communities.

Housing size and type, including any distinction between flats and houses, will be expected to reflect that of the demonstrable need for the community within which a site is located. The Wiltshire Strategic Housing Market Assessment identifies the housing needs of Wiltshire. Any variation to this will need to be justified through the production of new, sound evidence from either an updated Strategic Housing Market Assessment or other credible evidence source.

In relation to affordable housing other sources of credible evidence include the council's housing register and local needs surveys.

Targets: A reduction in need in all types of dwellings.

Monitoring and Review: Strategic Housing Market Assessments. Tenure mix of housing developments and amount of specialist accommodation delivered to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, Development Industry, Strategic Partnerships, RSL's.

Meeting the needs of Wiltshire's vulnerable and older people

6.54   Wiltshire has an ageing population, more so than the national average, and this needs to be taken into account when planning for new housing. This Strategy plans for the care of the elderly within their local communities, so people can continue to enjoy life in their own homes for as long as possible. If and when this is no longer possible, there is a need to ensure there are alternative facilities where people can continue to enjoy living in their local area with the level of care they require provided.

6.55   Core Policy 46 seeks to address the issue of an ageing population, which is particularly important in Wiltshire by ensuring that there is adequate provision of specialist accommodation, such as extra care housing[61].

6.56   Wiltshire has an ageing population profile and research also suggests that many older people across Wiltshire continue to live at home. Lifetime Homes are designed to allow dwellings to meet the changing needs of their occupiers over time and enable people to stay in their own homes for longer. The provision of Lifetime Homes will play an important role in meeting future housing needs and this is also reflected in Core Policy 46. Furthermore an

---

[61] Wiltshire's Older People Accommodation Development Strategy 2011

191

adequate supply of homes to meet the needs of the population will allow for churn within the housing stock at all levels of the market.

Core Policy 46 - Meeting the needs of Wiltshire's vulnerable and older people

The provision, in suitable locations, of new housing to meet the specific needs of vulnerable and older people will be required. Wherever practicable, accommodation should seek to deliver and promote independent living.

Older people

Housing schemes should assist older people to live securely and independently within their communities. Residential development must ensure that layout, form and orientation consider adaptability to change as an integral part of design at the outset, in a way that integrates all households into the community.

The Council will also encourage the provision of homes which incorporate 'Lifetime Homes Standards' so that they can be readily adapted to meet the needs of older people and those with disabilities. Developers will be required to demonstrate how their proposals respond to the needs of an ageing population.

192

Core Policy 46 (continued)

Specialist accommodation

The provision of sufficient new accommodation for Wiltshire's older people will be supported, including:

    i.   nursing accommodation
    ii. residential homes
    iii. extra care facilities

Proposals for extra care accommodation to be sold or let on the open market are not considered exempt from the need to provide affordable housing. Therefore proposals for extra care accommodation will be expected to provide an affordable housing contribution in line with Core Policy 43.

Provision of homes and accommodation for vulnerable people will be supported, including but not limited to:

    i.   people with learning disabilities
    ii. people with mental health issues
    iii. homeless people and rough sleepers
    iv. young at risk and care leavers

Such accommodation should be provided in sustainable locations, where there is an identified need, within settlements identified in Core Policy 1 (normally in the Principal Settlements and Market Towns) where there is good access to services and facilities.

In exceptional circumstances, the provision of specialist accommodation outside but adjacent to defined limits of development at the Principal Settlements and Market Towns will be considered, provided that:

    v.   a genuine, and evidenced, local need is justified; and
    vi.   environmental considerations will not be compromised; and
    vii. facilities and services are accessible from the site; and
    viii. its scale and type is appropriate to the nature of the settlement and will respect the character and setting of that settlement

Targets: Deliver specialist housing in response to local needs in appropriate locations.

Monitoring and Review: Percentage of residential development that accords with Lifetime Homes Standards and amount of specialist accommodation delivered, to be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, Development Industry, Strategic Partnerships.

Making provision for gypsies and travellers

6.57   Provision should be made to help meet the accommodation needs of all of Wiltshire's communities, including the Gypsy and Traveller community and travelling showpeople, who normally reside in or travel through the county. The development of new permanent and transit Gypsy and Traveller caravan sites in suitable and sustainable locations will be considered in accordance with the criteria set out in Core Policy 47. Topic Paper 16: Gypsies and Travellers provides an outline of how the requirement for new pitches has been determined and the basis of the criteria proposed.

6.58   The provision of new transit pitches will enable pitches to be provided to meet the needs of Gypsies and Travellers who come to the area but have no permanent place to stay or are travelling through the area. A network of Emergency Stopping Places will also be investigated to help meet the need for transit pitches and provide the travelling community with a range of options. This approach may be particularly suitable for New Travellers who rely less on the need for permanent residential pitches.

6.59   The council will use national policy and a criteria-based approach to identify the most suitable sites for Gypsy and Traveller pitches. A Gypsy and Travellers Site Allocation Development Plan Document will be prepared to add policy detail to the interpretation and implementation of Core Policy 47 and identify specific sites to deliver the pitch requirements set out within it[62]. Applications that are submitted before the DPD is prepared will be assessed against the general criteria set in Core Policy 47

6.60   In 2011, the government published a draft Planning Policy Statement[63] on planning for traveller sites which includes the general principle of aligning planning policy on traveller sites more closely with that for other forms of housing. It also requires the council to demonstrate a five year supply of pitches against a long term target based on clear evidence. Core Policy 47 reflects this approach by introducing a set of criteria against which potential sites will be tested and identifying a requirement for new pitches to 2021. The criteria have regard to local amenity, access to facilities and impact on the landscape in a similar way to policies for general housing.

6.61   A review of the 2006 Gypsy and Traveller Accommodation Needs Assessment (GTAA) was undertaken in November 2011.[64] As a result a need for 44 additional residential pitches over the next five years (2011-2016) in Wiltshire has been identified. A projection of anticipated need between 2016-2021 has also been identified with approximately 38 residential pitches required. The review of need took into consideration the supply of permanent pitch provision since April 2006 (see Table 22 below) and evidence presented by

---

[62] The Council consulted on an 'Issues and General approach' to Gypsies and Travellers in April 2010. The detailed, criteria based approach set out in that report will be carried forward to the Site Allocations DPD and become the basis for the assessment of sites.

[63] A draft National Planning Policy Framework (NPPF) was also published during the summer 2011. The policy content of the draft PPS on planning for traveller sites is to be subsumed into the final version of the NPPF.

[64] Topic Paper 16: Gypsies and Travellersprovides a detailed explanation of the methodology used for the review.

the July 2011 caravan count. The preference in meeting need in the future is for small, private sites.

Table 22: Supply of permanent accommodation for Gypsies and Travellers, April 2006 to November 2011

Housing Market Area	Permitted (April 06 to Nov-2011)	With temporary permission Dec 11	Applications pending Dec 11
West Wiltshire*	67	3	10
South Wiltshire	1	2	8
East Wiltshire	0	0	0
Total	68	5	18

* Includes North Wiltshire

195

Core Policy 47 - Meeting the needs of Gypsies and Travellers

Provision should be made for 82 permanent pitches for Gypsies and Travellers, 25 transit pitches and 5 plots for Travelling Showpeople during the period 20011 to 2021. Permanent and transit pitches should be distributed and phased as follows:

Housing Market Area	Proposed Requirement (2011-16)	Proposed Requirement (2016-2021)	Transit provision 20011-2021
West*	9	20	10
South	33	17	8
East	2	1	7
Total	44	38	25

Proposals for new Gypsy and Traveller pitches or Travelling Showpeople plots/yards will only be granted where there is no conflict with other planning policies and where no barrier to development exists. New development should be situated in sustainable locations, with preference generally given to previously developed land or a vacant or derelict site in need of renewal. Proposals must satisfy the following general criteria:

i.   no significant barriers to development exist in terms of flooding, poor drainage, poor ground stability or proximity to other hazardous land or installation where conventional housing would not be suitable; and

ii.   it is served by a safe and convenient vehicular and pedestrian access. The proposal should not result in significant hazard to other road users; and

iii.   the site can be properly serviced and is supplied with essential services, such as water, power, sewerage and drainage, and waste disposal. The site must also be large enough to provide adequate vehicle parking, including circulation space, along with residential amenity and play areas; and

iv.   it is located in or near to existing settlements within reasonable distance of a range of local services and community facilities, in particular schools and essential health services. (This will be defined in detail in the methodology outlined in the Site Allocations DPD; and

v.   it will not have an unacceptable impact on the character and appearance of the landscape and the amenity of neighbouring properties, and is sensitively designed to mitigate any impact on its surroundings

In assessing sites for Travelling Showpeople or where mixed-uses are proposed:

i.   the site and its surrounding context are suitable for mixed residential and business uses, including storage required and/or land required for exercising animals, and would not result in an unacceptable loss of amenity and adverse impact on the safety and amenity of the site's occupants and neighbouring properties.

It is recommended that pre-application advice is sought on all proposals for new Gypsy and Traveller pitches or Traveller Showpeople plots/yards. Early engagement with the local community is recommended to ensure sites are developed sensitively to their context.

Targets: Net increase in pitches; Gypsy and Traveller site allocation DPD adopted.
Monitoring and Review: Number of approved Gypsy and Traveller pitches to be monitored through Wiltshire Monitoring Framework.
Delivery Responsibility: Wiltshire Council, Strategic Partnerships**.**

* Includes North Wiltshire

Delivering strategic objective 4: helping to build resilient communities

6.62   The policies contained within this section aim to improve quality of life in Wiltshire, foster a sense of community belonging, improve safety, social inclusion and self-sufficiency, and ensure that appropriate facilities are available. Core Policy 48, together with Core Policy 34, seeks to support rural life and sets out certain circumstances under which development in rural areas will be supported, whilst Core Policy 49 seeks to safeguard the existing services and facilities which are integral to Wiltshire's communities.

6.63   The Core Strategy, as a whole, will make a positive contribution to delivering the outcomes sought in Strategic Objective 4, to help build resilient communities. It can be considered as a spatial representation of the Wiltshire Community Plan. Many of the issues within the Community Plan are complex and will need a wide range of actions from many partners to be effectively addressed. The Core Strategy will assist in building resilient communities through the following actions:

- addressing social exclusion through focussing new development at the most sustainable locations with a range of local services and facilities, reducing the need to travel
- delivering a step-change in affordable housing delivery and putting in place the necessary strategy to support good economic growth
- facilitating educational opportunities by ensuring that new growth is supported by new school capacity
- protecting existing services and facilities
- supporting appropriate development in rural areas to help maintain the vitality and viability of small settlements and the countryside
- ensuring that growth is supported by the provision of community facilities such as shops, open space, recreational facilities and community centres

Supporting rural life

6.64   Core Policy 48 explains the approach that will be taken to support rural communities, outside the limits of development of Principal Settlements, Market Towns, Local Service Centres and Large Villages and outside the existing built areas of Small Villages. The policy is based on the following key objectives:

- protecting the countryside and maintaining its local distinctiveness
- supporting the sensitive reuse of built assets to help meet local needs
- supporting improved access between places and to services
- supporting the community in taking ownership of local services

6.65   Residential development will not normally be permitted in the countryside unless it meets the requirements of Core Policy 44 (rural exceptions sites). However, additional dwellings may be justified in certain circumstances when they are required in the interests of supporting rural employment, for example in association with equestrian activities when worker accommodation is needed onsite. In view of the exceptional circumstances

197

applications will be securitised thoroughly and opportunities for accommodation within nearby settlements must be considered initially.

6.66   Proposals to convert redundant buildings for employment, tourism or residential uses will need to fulfil the requirements set out in Core Policy 48. Local needs for employment or housing should be demonstrated through reference to the Core Strategy evidence base or another credible evidence source.

6.67   Improving accessibility between places within the countryside may sometimes mean that development requiring planning permission is required, such as new roads, cycle routes, gates, signposts and bus shelters. Some telecommunications works may also fall into this category. In such cases, Core Policy 48 introduces a presumption in favour of such works which can greatly benefit rural areas, where these are environmentally acceptable. Core Policy 48 also identifies measures to support community ownership of local shops, pubs and other services where this is appropriate to retain the facility. Core Policy 49 provides further details on the protection of existing community services and facilities.

198

Core Policy 48 – Supporting rural life

Dwellings required to meet the employment needs of rural areas

Outside the defined limits of development of the Principal Settlements, Market Towns, Local Service Centres and Large Villages, and outside the existing built areas of Small Villages, proposals for residential development will only be supported where these meet the accommodation needs required to enable workers to live at or in the immediate vicinity of their place of work in the interests of agriculture or forestry or other employment essential to the countryside.

Improving access to services and improving infrastructure

Proposals which will focus on improving accessibility between towns and villages, helping to reduce social exclusion, isolation and rural deprivation, such as transport and infrastructure improvements, will be supported where the development will not be to the detriment of the local environment or local residents.

Reuse of redundant agricultural buildings

Proposals to convert redundant agricultural buildings for employment and tourism uses will be supported where it satisfies the following criteria:

i. the buildings have architectural merit, are structurally sound and capable of conversion without major rebuilding, and only modest extension or modification which preserves the character of the original building; and
ii. the reuse would lead to the viable long-term safeguarding of a heritage asset; and
iii. the use would not detract from the character or appearance of the landscape or settlement and would not be detrimental to the amenities of residential areas; and
iv. the building can be served by adequate access and infrastructure; and
v. the site has reasonable access to local services ; and
vi. the use meets identified local needs for employment

In exceptional circumstances, where there is clear evidence that employment or tourism uses can not be made viable, residential development may be appropriate where it meets the above criteria and has reasonable access to employment.

199

Community ownership

Community ownership and /or management of local shops, pubs and other services will be supported where appropriate to retain a local facility through the following measures:

    vii. development proposals for the adaptation of a building, such as sub-division or change of use, will be supported where these are necessary to allow a viable continued use;

    viii. appropriately scaled enabling development will be considered, where this is environmentally acceptable and justified through a supporting viability study, and where it can help maintain and enhance the community uses provided;

    ix. the facility may be protected from loss of its current use until such time as the community has had a realistic opportunity to take control of the asset.

New shops

New shops in villages will be supported where they are small in scale and would not threaten the viability of nearby centres. Farm shops will be supported where they utilise existing buildings, are small in scale and cause no unacceptable impact on nearby village shops or the character of the area.

Targets: 85% superfast broadband coverage across Wiltshire by 2026, increase number of permissions granted for appropriate conversion, maintain or increase number of facilities in rural settlements, reduction in number of listed buildings on the 'at risk register'.

Monitoring and Review: Rural Facilities Survey, Wiltshire Council Business Plan (2011-2015) and Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council, local communities, service providers.

Community and rural facilities - supporting the post office, shop and public house

6.68   Local facilities and services are a vital part of the smaller settlements of Wiltshire but despite this there has been a continued decline in many of these services. Overall, there has been a decline in rural post offices and petrol filling stations, and a more gradual decline in health facilities and general stores (although mobile stores are increasing). The threat to local services is exemplified in the national trend for closure of public houses which is reflected in Wiltshire. Public houses are important to the fabric of village life. There has been little evidence of the diversification into joint facilities as promoted nationally. It seems inevitable that this trend will continue unless we can produce two fold measures based on firstly improving their viability by striving for sustainable communities, encouraging diversification and by taking a hard line on change of use applications. However the latter will not work without the former.

6.69   There is a need to protect and encourage the development of rural services and facilities in Wiltshire to ensure that settlements, particularly those named in this Strategy, can still meet

some of the day to day needs of the people who live in them. Core Policy 34 (additional employment land) seeks to support the diversification of the rural economy, whilst Core Policy 48 (supporting rural life) seeks to support rural life by allowing appropriate development to take place in the rural areas. Core Policy 49 is complimentary to core policies 34 and 48, and seeks to protect existing services and community facilities in Wiltshire.

Core Policy 49 – Protection of services and community facilities

Proposals involving the loss of a community service or facility will only be supported where it can be demonstrated that the site/ building is no longer viable for an alternative community use. Preference will be given to retaining the existing use in the first instance, then for an alternative community use. Where this is not possible, a mixed use, which still retains a substantial portion of the community facility/service, will be supported. Redevelopment for non-community service/ facility use will only be permitted as a last resort and where all other options have been exhausted.

In order for such proposals to be supported, a comprehensive marketing plan will need to be undertaken and the details submitted with any planning application. Only where it can be demonstrated that all preferable options have been exhausted will a change of use to a non-community use be considered. This marketing plan will, at the very minimum:

   i.   be undertaken for at least 6 months; and
   ii.   be as open and as flexible as possible with respect to alternative community use; and
   iii. establish appropriate prices for the sale or lease of the site or building, which reflect the current or new community use, condition of the premises and the location of the site; and
   iv.   demonstrate the marketing has taken into account the hierarchy of preferred uses stated above;
   v.   clearly record all the marketing undertaken and details of respondents, in a manner capable of verification; and
   vi.   provide details of any advertisements including date of publication and periods of advertisement;
   vii. offer the lease of the site without restrictive rent review and tenancy conditions, or other restrictions which would prejudice the reuse as a community facility; and
   viii. demonstrate contact with previously interested parties, whose interest may have been discouraged by onerous conditions previously set out

Targets: Retention of existing facilities and services.

Monitoring and Review: Rural Facilities Survey and Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Delivering strategic objective 5: protecting and enhancing the natural, historic and built environment

Biodiversity and Geodiversity

6.70 Wiltshire's natural environment is one of its greatest assets and includes a particularly large proportion of the UK's biodiversity, including some of Europe and the UK's most significant sites which are protected by national policy and statutory legislation (and therefore not generally addressed in this core strategy). However the valuable natural environment includes not only protected sites, but also local sites such as County Wildlife Sites, Protected Road Verges and Local Geological Sites, and other features of nature conservation value including:

- species and habitats of conservation concern (including those listed on the national and Wiltshire Biodiversity Action Plans);
- areas of habitat with restoration potential (particularly those identified on the South West Nature Map or through other landscape scale projects);
- features providing an ecological function for wildlife such as foraging, resting and breeding places, particularly wildlife corridors of all scales which provide ecological connectivity allowing species to move through the landscape and support ecosystem functions.

6.71 Collectively these sites and natural features make up the local ecological networks necessary to underpin and maintain a healthy natural environment. Core Policy 50 seeks to ensure protection and enhancement of these sites and features, and is necessary to help halt and reverse current negative trends and meet new challenges particularly from climate change adaptation and pressures associated with the increasing population.

6.72 It is vital that all stages of sustainable development are informed by relevant ecological information, from site selection and design to planning decisions and long-term management. All effects should be considered, including positive and negative, direct and indirect, cumulative, and on and offsite impacts over the lifetime of the development (including construction, operational and restoration phases), also giving consideration to disturbance effects such as noise, lighting, recreational pressures, trampling, traffic, domestic pets, vandalism etc. All effects upon the natural environment should be addressed sequentially in accordance with the principle of the 'mitigation hierarchy':

- avoid e.g. site location, buffers
- reduce, moderate, minimise
- rescue e.g. translocation
- repair, reinstate, restore
- compensate or offset.

6.73 Compensation is a last resort, but will be necessary in some instances where other approaches cannot guarantee 'no net loss' of biodiversity and any unavoidable losses are

202

outweighed by other sustainability considerations. Such measures should be delivered within the development site where possible; however where this is not feasible it may be more appropriate to deliver offsite measures through legal agreements and landscape scale projects. Appropriate compensatory measures should demonstrate no net loss of the relevant local biodiversity resource in the short and long-term, and be delivered as close to the development site as possible to avoid the degradation of local ecological networks or 'ecosystem services'[1].

6.74   Sustainable development also provides opportunities to enhance the natural environment for wildlife and Wiltshire's communities, particularly through landscaping, public open space, Sustainable Urban Drainage Systems and features of the built environment e.g. bird and bat boxes. Such measures should contribute to delivery of relevant Biodiversity Action Plan (BAP) targets, but also be tailored to local landscape character (see Core Policy 51). Development may also open up opportunities to bring degraded or neglected features back into favourable condition through sensitive management to encourage wildlife; such restoration will be particularly valuable where it contributes towards landscape scale projects. Additional guidance will be produced to help clarify appropriate avoidance, mitigation, compensation and enhancement measures to demonstrate compliance with Core Policy 50, which should be proportionate to the scale of development.

6.75   Compensation for increased recreational disturbance at Special Protection Areas (SPAs) will be achieved through securing management in those areas. For development within 15km of Salisbury Plain this will best be achieved through the Wessex Stone Curlew Project (WSCP), which delivers targeted advice to the Ministry of Defence and private tenants on the location and management of Stone Curlew nest sites. For development within 7km of the New Forest SPA mitigation will be best addressed through the Recreation Management Strategy (RMS) for the area. Proportionate developer contributions toward implementation of the WSCP and the RMS will be sought in line with Core Policy 3 (infrastructure) and the Infrastructure Delivery Plan. The use of Suitable Alternative Natural Greenspace (SANGs) is unlikely to be successful for attracting people away from these sites given their high intrinsic appeal and unique characteristics, and would only be acceptable in cases where a particularly large or high quality SANGs can be secured. However in most cases this is unlikely to be cost effective. Wiltshire Council is developing guidance for development surrounding the Bath and Bradford Bats SAC and associated roost sites. This will include guidance for developers and planners, and a procedure to ensure that any likely significant effects upon the SAC are identified and assessed at the application stage. Any development that would have an adverse effect on the integrity of a European nature conservation site will not be in accordance with the Core Strategy

---

[1] Ecosystem services are best defined through the work of the UK National Ecosystem Assessment
http://uknea.unep-wcmc.org/

Core Policy 50 - Biodiversity and geodiversity

Local sites

Sustainable development will avoid direct and indirect impacts upon local sites through sensitive site location and layout, and by maintaining sufficient buffers and ecological connectivity with the wider environment. Damage or disturbance to local sites will generally be unacceptable, other than in exceptional circumstances where it has been demonstrated that such impacts:

  i.   cannot reasonably be avoided;
  ii. are reduced as far as possible;
  iii. are outweighed by other planning considerations in the public interest; and
  iv. where appropriate compensation measures can be secured through planning obligations or agreements.

Development proposals affecting local sites must contribute to their favourable management in the long-term.

Protection

Development proposals must demonstrate how they protect, and where possible enhance, features of nature conservation and geological value as part of the design rational. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term. Where it has been demonstrated that such features cannot be retained, removal or damage shall only be acceptable in circumstances where the anticipated ecological impacts have been mitigated as far as possible and appropriate compensatory measures can be secured to ensure no net loss of the local biodiversity resource, and secure the integrity of local ecological networks and provision of ecosystem services.

Biodiversity enhancement

All development should seek opportunities to enhance biodiversity. Major development in particular must include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats, ecological networks and ecosystem services. Such enhancement measures will contribute to the objectives and targets of the Biodiversity Action Plan (BAP), particularly through landscape scale projects, and be relevant to the local landscape character.

Disturbance

All development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development.

Development likely to increase recreational pressure on Special Protection Areas (SPAs) will be required to deliver an appropriate level of mitigation to offset any potential impacts. Suitable mitigation strategies will include securing management measures for designated features of Salisbury Plain, New Forest National Park and surrounding areas. Designated features include Habitats Directive Annex I habitats and Annex II species. Provision of an appropriate area of Suitable Alternative Natural Greenspace to deter public use of Natura 2000 sites will only be acceptable in exceptional circumstances.

Such measures shall be secured through reasonable and proportionate planning obligations and agreements.

Core Policy 50 (continued)

Targets: No net loss of biodiversity through development.

Monitoring and review: Percentage of consented applications affecting nature conservation features for which an Ecological Mitigation/Management Plan is i) secured through condition and ii) implemented. To be monitored through Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council, Development Industry.

Landscape

6.76   The European Landscape Convention promotes landscape protection, management and planning, and applies to all landscapes, towns and villages, as well as open countryside; the coast and inland areas; and ordinary or even degraded landscapes, as well as those that are afforded protection. Development on the edges of towns and villages will be broadly controlled in line with Core Policy 3 (Delivery Strategy), however the principal pressure on the landscape arising from new development is erosion of the separate identity, character, visual and functional amenity of settlements and their setting, and impacts on the open countryside. Another challenge is to allow for appropriate development while having full regard to the conservation objectives of the most highly valued landscapes including the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) and the Stonehenge and Avebury World Heritage Site (WHS).

6.77   Core Policy 51 seeks to protect, conserve and enhance Wiltshire's distinctive landscape character. The term 'landscape' here is used to refer to both the built, historic and natural environment in urban, peri-urban and rural areas. There are currently ten Landscape Character Assessments (LCA's) which cover Wiltshire, and these will be used for the purposes of implementing this policy until they are replaced:

- Wiltshire Landscape Character Assessment (1:50,000) (2005)
- North Wiltshire Landscape Character Assessment (1:25,000) (2004)
- South Wiltshire Landscape Character Assessment (1:25,000) (2008)
- Kennet Landscape Character Assessment (1:25,000) (1999) and adopted Kennet Landscape Conservation Strategy (2005)
- West Wiltshire Landscape Character Assessment (1:25,000) (2007)
- North Wessex Downs AONB Landscape Character Assessment (1:25,000) (2002)
- Cotswolds AONB Landscape Character Assessment (1:50,000) (2004)
- Cranborne Chase and West Wiltshire Downs Landscape Character Assessment (1:25,000) (2003)
- Cotswold Water Park Integrated Landscape Character Assessment (1:25,000) (2009)
- Salisbury Plain Training Area Landscape Character Assessment (1:25,000) (2003)

6.78   Work will be undertaken to consolidate these LCAs into a single Landscape Strategy for Wiltshire. Other assessments and studies which may be relevant include landscape sensitivity studies and historic landscape characterisation work.

6.79   The national significance of the landscape of Wiltshire is acknowledged in the designation of 44% of the area administered by Wiltshire Council as an AONB while a small area of the NFNP is also present within the south of the county. Development within these areas will largely be managed in accordance with national policy. However Core Policy 40 also addresses development outside these areas which could affect the setting of these highly valued landscapes. The current Management Plans for these areas are as follows:

- Cranborne Chase and West Wiltshire Downs AONB Management Plan 2009 – 2014
- North Wessex Downs AONB Management Plan 2009 – 2014
- Cotswolds AONB Management Plan 2008 – 2013
- New Forest Management Plan 2010 – 2015

6.80   Proposals for development within or affecting the AONBs or NFNP will be expected to have regard to these, or any revised or replacement Management Plans. Other documents prepared by the AONBs or NFNP may also be relevant, including position statements, woodland and biodiversity strategies, landscape sensitivity and tranquillity studies, and the landscape character assessments listed above. Development affecting the Stonehenge and Avebury World Heritage Site and its setting should be considered in light of Core Policy 59.

6.81   Core Policy 51 refers to development within the setting of an AONB or national park; setting is considered to be all of the surroundings from which a designated landscape can be experienced, or which can be experienced from the designated landscape. Its extent is not fixed and may change as the landscape and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the natural beauty of a landscape, and may affect the ability to appreciate it.

6.82   There is a need to protect the distinct character and identity of the villages and settlements in Wiltshire, and a particular issue has been highlighted in those parts of the Royal Wootton Bassett and Cricklade Community Area which adjoin the administrative area of Swindon Borough Council, where there may be additional development pressure. The separate identity of these settlements should be protected in line with Core Policy 51. The local community may also wish to consider this matter further in any future community-led plan, such as a neighbourhood plan.

6.83   The emerging Wiltshire Landscape Strategy will review the need for Special Landscape Areas (SLAs) in Wiltshire, and if necessary, also clarify their special characteristics and boundaries. In the interim they will continue to be protected under relevant saved local plan policies, and if evidence demonstrates the need for SLAs these policies will be superseded by a Wiltshire-wide policy.

6.84   The extent of the Western Wiltshire Green Belt is shown on the proposals map. The purpose of the Green Belt is to check the expansion of towns in the area, principally Bristol and Bath, and to safeguard surrounding countryside, and its particular objectives are to:

- maintain the open character of undeveloped land adjacent to Bath, Trowbridge and Bradford on Avon
- prevent the coalescence of Bradford on Avon with Trowbridge or the villages to the east of Bath
- limit the spread of development along the A4 between Batheaston and Corsham; and
- protect the setting and historic character of Bradford on Avon

Applications for development within the Green Belt will be determined in accordance with national planning policy and any relevant saved local plan policies in Appendix D.

Core Policy 51 - Landscape

Development should protect, conserve and where possible enhance landscape character and must not have an unacceptable impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been considered:

i. the locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies; and
ii. the locally distinctive character of settlements and their landscape settings; and
iii. the separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe; and
iv. visually sensitive skylines, soils, geological and topographical features; and
v. landscape features of cultural, historic and heritage value; and
vi. important views and visual amenity; and
vii. tranquillity and the need to protect against intrusion from light pollution, noise, and motion; and
viii. landscape functions including places to live, work, relax and recreate

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) or Stonehenge and Avebury World Heritage Site (WHS) shall have regard to the relevant Management Plans for these areas. Proposals for development outside of an AONB that is sufficiently prominent (in terms of its siting or scale) to have an impact on the area's natural beauty, must also demonstrate that it would not adversely affect its setting.

Targets: Minimise harmful impacts from development on landscape character.

Monitoring and review: Percentage of developments approved against professional landscape advice to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council, Development Industry.

208

Green Infrastructure

6.85   The Wiltshire-wide green infrastructure network includes both new and existing amenity green spaces; green roofs, street planting and Sustainable Urban Drainage Systems (SUDS); walking, cycling and horse riding routes; parks, recreational spaces and play areas; water courses, water bodies and flood plains; woodlands and forests; areas of high biodiversity value; and access and wildlife corridors, such as inland waterways and rivers, and road and railway corridors. The maintenance and enhancement of this multi-functional green infrastructure network will enhance the health and well-being of Wiltshire communities, assist Wiltshire in adapting to a changing climate, attract business investment and tourism, reduce the likelihood of flooding, improve sustainable access to and interpretation of the historic environment, and protect and enhance Wiltshire's natural environment and historic landscapes.

6.86   The maintenance and enhancement of Wiltshire's green infrastructure network will be crucial in helping to ensure that the growth set out in this Core Strategy can be delivered in a sustainable manner. In particular, the development proposed in this strategy will necessitate a particular focus on maintaining and improving green infrastructure within the Principal Settlements and Market Towns, particularly along the river and canal corridors. Development also offers potential opportunities to enhance linkages between the towns and the countryside. Core Policy 52 seeks to protect and enhance the green infrastructure network in Wiltshire.

6.87   The Wiltshire Green Infrastructure Strategy will define Wiltshire's existing green infrastructure network , and provide the long term vision, objectives, policy framework, and delivery plan for the enhancement of the network. It will also identify the priorities for the improvement of the network. The strategy will emphasise the need to maintain the integrity of green infrastructure across administrative boundaries. Much of the strategy will be delivered through project and partnership working at the local, county and sub regional levels. The strategy is currently in preparation and will be delivered through a partnership of key stakeholders and individuals (Wiltshire Green Infrastructure Partnership). The council will take a key role in the preparation and delivery of the strategy, and Core Policy 52 will be delivered in line with the emerging strategy.

6.88   A number of key priorities for the enhancement of the strategic green infrastructure network in Wiltshire have already been identified, including:

- the delivery of green infrastructure within the Cricklade Country Way, in line with the Green Infrastructure Plan for the Cricklade Country Way
- the continued restoration and enhancement of the canal network in Wiltshire.
- the delivery of green infrastructure in the Cotswold Water Park, through the delivery of relevant objectives set out in the Cotswold Water Park Strategic Review and Implementation Plan (Master Plan)
- the delivery of the objectives of the Great Western Community Forest Plan.
- the maintenance and enhancement of existing country parks, and the provision of new country parks in strategic locations
- improvements to the rights of way network across Wiltshire to maintain access to the countryside and improve the quality of routes, through the delivery of relevant objectives set out in the Rights of Way Improvement Plan

209

- the development and improvement of sub-regional green corridors, including river corridors

6.89   This list of priorities is not exclusive, and will be refined and extended as appropriate through the Wiltshire Green Infrastructure Strategy.

6.90   Core Policy 52 supports the delivery of green infrastructure projects and initiatives. The planning and delivery of these projects will need to address any potential negative environmental impacts, particularly in relation to disturbance of wildlife, flood risk, water quality, landscape character, and tranquillity.

6.91   Development will need to make provision for accessible open spaces (such as parks, play areas, sports pitches and allotments) in accordance with the adopted Wiltshire Open Space Standards. Four sets of open space standards are currently in operation across Wiltshire, with different standards applying in each of the former district areas, and these currently form the Wiltshire Open Space Standards. A new set of standards will be developed to provide a consistent approach across Wiltshire. Once adopted, these Wiltshire-wide standards will be used on a case by case basis to determine the amount and type of open space provision that will be required to accompany new development. The open space standards covering the former district areas will be used for the purposes of Core Policy 52 until such time as the new Wiltshire-wide standards are adopted.

6.92   Appropriate long term management of green infrastructure is essential, and developers will be required to contribute to this through the provision of measures including financial contributions, management schemes and management plans.

6.93   In determining green infrastructure provision for major developments[66], developers will be expected to audit the current provision in and around the development site and prepare a statement demonstrating how this will be retained and enhanced as a result of the development process. A standardised Green Infrastructure Audit template will be developed to assist developers in assessing existing and required provision. It may also be appropriate to undertake an audit of green infrastructure when a number of smaller developments are planned in a particular area, which could have a cumulative impact on the GI network. In these circumstances the need for an audit will be considered on a case-by-case basis.

6.94   Alongside the requirement to provide accessible open spaces, appropriate contributions will also be sought towards the delivery of specific green infrastructure projects and initiatives, as set out in the Wiltshire Green Infrastructure Strategy. Appropriate contributions towards these projects will be determined in line with Core Policy 3 (Infrastructure).

---

[66] *The term 'major development' is taken to be as defined by the Town and Country Panning (Development Management Procedure) (England) Order 2010.*

210

Core Policy 52: Green infrastructure

Development shall make provision for the retention and enhancement of Wiltshire's Green Infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:

- retain and enhance existing on site green infrastructure; and
- make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards; and
- put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development; and
- provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy; and
- identify opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required.

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process.

Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation.

Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers.

Targets: Increase quantity and quality of green infrastructure, and deliver key green infrastructure projects.

Monitoring and review: Progress against outputs and targets of the Wiltshire Green Infrastructure Strategy.

Delivery responsibility: Wiltshire Council and key stakeholders.

211

Canals

6.95   Canals are an important part of Wiltshire's green infrastructure network and provide recreational opportunities for boating and walking and green corridors for wildlife as well as playing a role in conveying flood water. The canal network in Wiltshire includes part of the fully restored Kennet and Avon Canal, and parts of the partially restored Thames and Severn Canal and Wilts and Berks Canal (including the North Wilts Branch). When canal restoration is complete, an impressive 'Wessex Ring' will be formed, comprising the three canal systems, linking to other parts of the UK canal network.

6.96   Core Policy 53 supports the restoration of the historic canal network in Wiltshire, which provides considerable opportunities to enhance green infrastructure in the area.

Wilts and Berks and Thames and Severn Canals

6.97   The historic alignment of the Wilts and Berks Canal runs broadly on a south west to north east axis through northern Wiltshire, passing Melksham and Royal Wootton Bassett, and includes the North Wilts Branch which runs between Swindon and Cricklade. The historic alignment of the Thames and Severn Canal skirts the north west boundary of Wiltshire, passing Latton and Marston Meysey. Both historic alignments are shown on the proposals map.

6.98   The council supports in principle the restoration of the Wilts and Berks and Thames and Severn Canals. Restored canals can bring significant benefits in terms of attracting visitors to Wiltshire, contributing to the local economy, promoting sustainable transport through the provision of walking and cycling routes and providing an important element of the strategic green infrastructure network. The restored canal network will provide opportunities for standing open water and marginal habitat.

6.99   However, any proposals will need to demonstrate that the potential impacts of restoration on the existing wildlife and natural environment have been fully considered, both locally and as part of the whole restoration scheme, with an overview of the overall balance of positive and negative impacts. Proposals will need to demonstrate that adequate facilities for sewage disposal and waste collection will be provided. Canal restoration proposals must also have regard to the status and objectives of relevant existing waterbodies in the area, as set out in the Severn River Basin Management Plan (2009) and the South West River Basin Management Plan (2009), which were prepared under the Water Framework Directive. The preparation of 'master plans' or similar documents will be particularly supported as a means of considering the likely overall impacts of the canal restoration schemes, maximising potential benefits, and minimising or mitigating any likely negative effects.

6.100 The historic alignment of the Wilts and Berks canal through Melksham is no longer suitable for reinstatement as a canal, and an alternative route has been identified (see Core Policy 16: Melksham Link Project). However, the historic line through Melksham can still be followed, and the council will support its identification and historical significance by signage where appropriate. Other parts of the original line of the Wilts and Berks canal also have potential for interpretation, particularly the junction with the Kennet and Avon Canal at Semington, and the council will support the development of a footpath network based on a

212

restored canal towpath linking with other appropriate rights of way where the canal has been lost under development.

Kennet and Avon Canal

6.101 The Kennet and Avon canal is a significant asset within Wiltshire's green infrastructure network, and the canal's landscape and natural environment will be protected and enhanced through Core Policies 50 (biodiversity and geodiversity), 51 (landscape) and 52 (green infrastructure). There are two existing policies relating to the Kennet and Avon canal which will continue to be saved. The relevant policies are as follows:

- West Wiltshire Leisure and Recreation DPD: Policy WR2 (Kennet and Avon)
- Kennet Local Plan: Policy TR2 (facilities for boat users on the Kennet and Avon canal).

6.102 The British Waterways Conservation Plan for the Kennet and Avon Canal (October 2000) and the Public Transport and Visitor Management Plan for the Kennet and Avon Canal (1999) provide non-statutory guidance on the conservation and management of the canal, and the provision of facilities for management of visitors to the waterway. These documents will be treated as material considerations when making decisions on planning applications relating to the canal.

Residential moorings

6.103 Residential boats provide a form of housing within Wiltshire and moored boats can be considered as an inherent feature of canals. Itinerant boaters are recognised as forming part of the travelling community in Wiltshire. Planning applications for residential moorings will be considered on their merits, taking into account potential impacts on landscape alongside all other relevant planning considerations. An holistic approach to identifying residential moorings may be appropriate whereby multiple applications relating to a stretch of canal can be considered together.

213

Core Policy 53: Wilts and Berks and Thames and Severn canals

The restoration and reconstruction of the Wilts and Berks and Thames and Severn canals as navigable waterways is supported in principle. The historic alignments of the Wilts and Berks, including the North Wilts Branch, and Thames and Severn canals, as identified on the proposals map, will be safeguarded with a view to their long-term re-establishment as navigable waterways.

These alignments will be safeguarded by:

 i.   Not permitting development likely to destroy the canal alignment or its associated structures, or likely to make restoration more difficult; and
 ii.   Ensuring that where the canal is affected by development, the alignment is protected or an alternative alignment is provided.

Proposals will be permitted that are designed to develop the canal's recreational and nature conservation potential, in particular, the use of the old line of the canal for walking, cycling and interpretation.

Proposals for the reinstatement of canal along these historic alignments will need to demonstrate that the cultural, historic and natural environment will be protected and enhanced, with no overall adverse effect, and that potential impacts on ecology, landscape, flood risk, water resources (abstraction) and water quality have been fully assessed and taken into account. Proposals for the reinstatement of discrete sections of the canal will also need to demonstrate that the potential environmental impacts of the restoration project as a whole have been assessed and taken into account.

Targets: Restoration of the canals and prevention of inappropriate development along the historic canal alignments.

Monitoring and review: Number of applications permitted contrary to the policy and length of completed waterway to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

214

Cotswold Water Park

6.104   The Cotswold Water Park (CWP) is an area of more than 140 lakes set in 40 square miles of Wiltshire and Gloucestershire, including parts of the Malmesbury and Royal Wootton Bassett and Cricklade Community Areas. The lakes have been created from decades of sand and gravel extraction. Set to continue for many years, this activity will result in the creation of further lakes in the future. This unique landscape has evolved in response to a complex interplay of physical and human influences, and will continue to change throughout the plan period. The extensive network of lakes, rights of way, recreational activities and nature study areas in the Cotswold Water Park already provides a significant green infrastructure asset for the communities of Wiltshire, Gloucestershire, Oxfordshire and visitors from further afield, and could achieve even greater potential. However this will need to be delivered in a sustainable manner which addresses the Cotswold Water Parks unique combination of land use pressures, environmental and heritage sensitivities, and community aspirations for the area.

6.105   Core Policy 54 supports the provision of outdoor or water-based sports, leisure and recreation facilities in the Cotswold Water Park area. Proposals for tourist accommodation will be assessed against Core Policies 39 (tourist development) and 40 (hotels, bed and breakfasts, guest houses and conference facilities).

6.106   Outdoor and water-based sports, leisure and recreation developments provide important opportunities to contribute to the sustainable growth of the Cotswold Water Park and support its communities, helping to achieve the vision set out in the Cotswold Water Park Vision and Implementation Plan. Such development is vitally important to improve both visitors' and local residents' enjoyment of the area's unique characteristics and stimulate the local economy, however this should not come at the cost of a loss of public accessibility.

6.107   Development also offers opportunities to enhance the natural environment of the area through sensitive and well informed landscape design and management, and even where onsite opportunities are limited, developer contributions towards landscape and biodiversity programmes within the park can help to deliver such gains. Relevant Landscape Character Assessments and Biodiversity Action Plans should be consulted and used to inform any such landscape and biodiversity enhancement proposals.

6.108   Several settlements within Cotswolds Water Park are of significant heritage value as recognised through Conservation Area designations, while all settlements have a unique character which contributes to the area's sense of place. Development could potentially impact upon this character through inappropriate design or a loss of tranquillity, particularly associated with noisy activities. Such development will need to be located, designed and managed sensitively to ensure the unique character and the tranquil setting of these settlements is maintained. The area's valuable built heritage also extends well beyond these settlements to include monuments, henges, hill forts, roman villas, canals and railways, and while development could potentially impact upon these features if not carefully planned, certain development proposals will also provide opportunities to improve the enjoyment of such heritage features.

6.109   The unique character of the Cotswold Water Park and its communities could face challenges in the future including increased visitor traffic, pressure on utilities capacity and increased

risk from climate change, particularly flooding. In order to build and maintain sustainable and resilient communities there is a need and desire for the Cotswold Water Park to be an exemplar of sustainability, and this should be reflected in all proposals for sports, leisure and recreation facilities in the area.

Core policy 54: Cotswold Water Park

In the Cotswold Water Park, proposals for outdoor or water-based sports, leisure and recreation based development will be supported where they help transform the area to an informal recreation and leisure resource for Wiltshire residents and visitors in line with the key objectives of the Cotswold Water Park Vision and Implementation Plan. Proposals for any such development must meet the following criteria:

i.   increase or enhance public accessibility and enjoyment of the lakes and countryside;
ii.   contribute towards the local economy in the Cotswold Water Park;
iii. strengthen the local landscape character and engender a sense of place;
iv.   contribute towards enhancement of biodiversity within the Cotswold Water Park;
v.   retain the character of individual settlements including the tranquillity of their settings;
vi.   protect the Cotswold Water Park's built heritage, and enhance accessibility and interpretation of such features where possible;
vii. demonstrate high levels of sustainability, particularly including sustainable building design, accessibility by sustainable transport modes and sustainable drainage systems.

Targets: Delivery of the objectives of the Cotswold Water Park Vision and Implementation Plan.

Monitoring and review: Number of permissions granted in line with the requirements of the policy to be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

216

Air Quality

6.110   Air quality in Wiltshire is predominantly good with the majority of the County having clean unpolluted air. There are however a small number of locations where the combination of traffic, road layout and geography has resulted in exceedences of the annual average for nitrogen dioxide (NO_2) and fine particulates (PM_{10}).

6.111   It is recognized that improving air quality in these specific locations is difficult due to the increased use and reliance on private motor vehicles. This strategy seeks to contribute to addressing this issue through a multifaceted approach which includes locating new development where there is a viable range of transport choices, seeking to boost the self-containment of settlements to reduce commuter flows and through seeking to utilize the benefits from managed development and growth to take the opportunities to help address the areas where particular problems occur. This latter solution will be delivered through developer contributions.

6.112   In order to help developers and communities overcome this issue the Council has produced a comprehensive Air Quality Strategy, which is a high level guiding document to inform policy and direction across a range of council services with the aim to improve air quality. The Air Quality Strategy[1] is a key document which identifies the importance of good air quality to the people of Wiltshire. It provides a focus and mechanism to promote communication and cooperation between the council, external organisations and the community to address localised areas of poor air quality in the area. It includes a 17 point plan which focuses on strategic actions to help deliver improved air quality

> **Air Quality Strategy for Wiltshire, main aim:**
>
> *'Wiltshire Council working collaboratively will seek to maintain the good air quality in the county and strive to deliver improvements in areas where air quality fails national objectives in order to protect public health and the environment'*

6.113   Core Policy 55 below requires that all development which either because of the size, nature or location will have the potential to exacerbate known areas of poor air quality, is required to overcome this barrier to development by demonstrating the measures they will take to help mitigate these impacts. In line with the Air Quality Strategy, additional guidance incorporating a developer's toolkit, will be produced which will give positive advice to prospective developers on how to address the issue of air quality effectively so their investment can go ahead[2]. Development which could potentially impact upon Natura 2000 sites through contributions to aerial deposition e.g. industrial process within 10km of a SAC, will require an assessment of the likely impacts in accordance with published guidance. Where mitigation is required this may be delivered through a Local Emissions Strategy.

---

[1] Air Quality Strategy for Wiltshire 2011-2015 (adopted December 2011)

[2] Air Quality Strategy for Wiltshire, Strategic Action Plan, Action No 3, page 32.

Core Policy 55: Air Quality

Development proposals which by virtue of their scale, nature or location are likely to exacerbate existing areas of poor air quality, will need to demonstrate that measures can be taken to effectively mitigate emission levels in order to protect public health, environmental quality and amenity. Mitigation measures should demonstrate how they will make a positive contribution to the aims of the Air Quality Strategy for Wiltshire and may include:

  i. landscaping, bunding or separation to increase distance from highways and junctions;
  ii. possible traffic management or highway improvements to be agreed with the local authority;
  iii. abatement technology and incorporating site layout / separation and other conditions in site planning;
  iv. traffic routing, site management, site layout and phasing

Targets: no applications permitted contrary to the advice of Wiltshire Council on the grounds of air pollution that cannot be mitigated.

Monitoring and Review: Air Quality Strategy Implementation Plan

Delivery Responsibility: Wiltshire Council.

Contaminated Land

6.114   Wiltshire generally has good or excellent land quality but our industrial heritage means that there are many sites which have had one or more industrial or commercial uses which may have resulted in soil and water contamination that may need to be addressed.

6.115   Sites which pose a current and imminent hazard to health buildings, water or the environment can be managed under the contaminated land provisions of the Environmental Protection Act 1990.

6.116   The vast majority of sites which may be subject to contamination are however cleaned up as part of the redevelopment process. It is essential to ensure that the development of these brownfield sites leaves them safe and suitable for the new use.

218

> **In controlling land contamination risks via the planning system, government guidance states that:**
>
> 'The principal planning objective is to ensure that any unacceptable risks to human health, buildings and other property and the natural and historical environment from the contaminated condition of land are identified so that appropriate action can be considered and then taken to address those risks' (Planning Policy Statement 23: Planning and Pollution Control, Annex 2)

6.117 The implementation of satisfactory investigation, risk assessment, remediation and validation of these sites is managed through the Planning process.

6.118 Achievement of this objective should assist in providing the necessary confidence to owners and occupiers of land, after development, about its condition and hence its standing in relation to relevant environmental protection regimes including Part IIA of the Environmental Protection Act 1990.

6.119 On a precautionary basis, the possibility of contamination should be assumed when considering planning applications in relation to all land subject to or adjacent to previous industrial use and also where uses are being considered that are particularly sensitive to contamination, for example, housing, schools, hospitals and children's play areas. Contamination should also be considered when preparing planning policy documents, including neighbourhood plans and masterplans.

6.120 The council has adopted an Inspection Strategy for Contaminated Land[69] which specifically addresses the approach the council is taking to land covered by the Part IIA regime. The principles of risk assessment and site categorisation contained within the Inspection Strategy are also useful when considering the re-use of land through the planning process.

6.121 Core Policy 56 requires that all development which either because of its nature or location may be on or adjacent to land or water affected by historic contamination overcomes this barrier to development by demonstrating the measures that will be taken to help mitigate these impacts. The nature and extent of the mitigation measures necessary will be site specific and the council's requirements will be proportionate and reasonable. In line with the Inspection Strategy additional guidance will be prepared to assist developers in effectively addressing the issue of land contamination.

---

[69] Wiltshire Council Inspection Strategy for Contaminated Land (2010): www.wiltshire.gov.uk/contaminatedland

Core Policy 56: Contaminated land

Development proposals which are likely to be on or adjacent to land which may have been subject to contamination will need to demonstrate that measures can be taken to effectively mitigate the impacts of land contamination on public health, environmental quality, the built environment and amenity.

Developers will be required to demonstrate that the development site is, or will be, made suitable for the proposed final use and will need to provide one or more of the following documents.

    i.   detailed site history identifying possibly contaminative uses;
    ii.   site characterisation: The nature and extent of any contamination and the hazards and risks posed;
    iii.   detailed remediation scheme: Including methodology and quality assurance.
    iv.   methodology to report unexpected contamination;
    v.   methodology to ensure verification of remedial works;
    vi.   details of long term monitoring and maintenance proposals (where necessary)

The need for, type and complexity of reports will depend on the specific site.

Targets: no applications permitted contrary to the advice of Wiltshire Council on the grounds of contaminated land that cannot be mitigated.

Monitoring and Review: Inspection Strategy for Contaminated Land

Delivery Responsibility: Wiltshire Council.

Safeguarding and promoting a high quality built and historic environment

6.122   Wiltshire is a diverse county with distinctive characteristics related in a large part to its historic environment which includes heritage assets of international, national and local significance. Wiltshire has many market towns and villages set in large expanses of countryside. Steep hillsides and river valleys also create prominent long views and skylines which help to define Wiltshire's settlements. Historic centres are highly valued and form the focus of each town and village. Continued demand for housing means Wiltshire's towns have grown significantly over time.

6.123   The historic environment includes both archaeological and built heritage assets and their settings, a large number of conservation areas and historic parks and gardens as well as the Stonehenge and Avebury World Heritage Site. It creates visual richness and adds value to the built environment and wider countryside.

6.124   Policies addressing the design of new development will play an important role in maintaining Wiltshire's high quality environment.

6.125   Development needs to be carefully planned to ensure that valuable features and characteristics are protected and enhanced. The subsequent core policies set out how the Core Strategy will ensure that development contributes towards:

- achieving high quality buildings and spaces that reinforce a sense of identity
- well integrated development which makes a positive contribution to the character of Wiltshire's urban and rural environments by complementing valuable contextual features and buildings
- protection and enhancement of Wiltshire's heritage assets
- ensuring that places with national and international designations receive the highest level of protection

Ensuring high quality design and place shaping outcomes

6.126   Good design helps to provide a sense of place, creates or reinforces local distinctiveness, promotes community cohesiveness and social well being. Wiltshire has a rich built heritage and its vibrant towns and villages are set within large expanses of open countryside which is valued for its tranquillity and beauty as well as its environmental value. Enhancing the character of Wiltshire's countryside and settlements is of the utmost importance and, in order to do this development must be informed by a thorough understanding of the locality and the development site.

6.127   The layout and design of new developments must also be based on a thorough understanding of the site itself and its wider context, and seek to maximise the benefits of the sites characteristics. This will require careful consideration of the site layout. No two sites share the same landscapes, contours, relationship with surrounding buildings, street pattern, and features. The proximity of poor quality or indistinct development is not a justification for standard or poor design solutions. New development should integrate into its surroundings whilst seeking to enhance the overall character of the locality.

221

6.128   Careful consideration of topography can enhance the design of a new development in a number of ways including the creation or enhancement views into or within a site, creating attractive skylines through the use of building heights in parallel with contours, ensuring appropriate drainage arrangements, the retention of established planting and trees which can visually enhance a development, ensuring an appropriate relationship with the wider landscape, both visually and in terms of activity and the creation of wildlife corridors.

6.129   High quality design will be required for all new developments from building extensions through to major developments. This policy sets out a range of issues which all developers will need to take into account when designing each individual scheme. Proposals will need to be accompanied by appropriate information to demonstrate compliance with Core Policy 57, including a design and access statement when this is required by the Local Validation Checklist[70].

6.130   Density is interlinked with design and it is essential that imaginative design solutions are encouraged to achieve higher density levels were appropriate although the density of development should rightly be a product of a robust site assessment which responds positively to Wiltshire's exceptional environmental quality.

6.131   In demonstrating that proposals will be sympathetic to and conserve historic buildings and historic landscapes applicants should have consideration to the requirements of Core Policy 58 (ensuring the conservation of the historic environment).

---

[70] Checklist produced by the Council, which explains what type and level information is required to support different types of planning application. See www.wiltshire.gov.uk

222

Core Policy 57 - Ensuring high quality design and place shaping

A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complimentary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

i. enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the exiting pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced;

ii. the retention and enhancement of existing important landscaping and natural features, (for example trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development;

iii. responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials streetscape and rooflines to effectively integrate the building into its setting;

iv. being sympathetic to and conserving historic buildings and historic landscapes;

v. the maximisation of opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41;

vi. making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area;

vii. having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing; vibration; and pollution (such as light intrusion, noise, smoke, fumes, effluent, waste or litter);

viii. incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site;

ix. ensuring that new roads and other rights of way are designed to have due regard to maintaining and where possible enhancing the appearance, character, setting and accessibility of existing townscape and which uses the design of new streets, parking, building heights and architectural detailing to enforce character and legibility;

x. the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials;

xi. taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future;

xii. the use of high standards of building materials, finishes and landscaping, including the provision of street furniture and public art where appropriate;

xiii. in the case of major developments, ensuring they are accompanied by a detailed design statement and master plan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place

Core Policy 57 (continued)

Targets: High standard of design achieved in all new developments.

Monitoring and review: To be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

Ensuring effective conservation of the historic environment

6.132   Core Policy 58 aims to ensure that Wiltshire's important monuments, sites and landscapes and areas of historic and built heritage significance are protected and enhanced in order that they continue to make an important contribution to Wiltshire's environment and quality of life.

6.133   Heritage assets include:

- Listed Buildings
- Conservation Areas
- Scheduled Ancient Monuments
- Registered Parks and Gardens
- Registered battlefields
- World Heritage Sites
- Non-designated heritage assets such as buildings and archaeological sites of regional and local interest.

6.134   Designation of a Conservation Area, listed building, or scheduled ancient monument does not preclude the possibility of new development and the Council is committed to working pragmatically with owners to find positive solutions which will allow adaptation of such buildings to reflect modern living aspirations. Such alterations will only be acceptable where they are consistent with the conservation of a heritage asset's significance. Consequently, it is expected that development will be of the highest standard in order to maintain and enhance the quality of the area or building, and be sensitive to its character and appearance. In considering applications for new development in such areas, the Council will seek to ensure that the form, scale, design and materials of new buildings are complementary to the historic context.

6.135   It is anticipated that additional planning guidance will be developed which will include zoning or constraint mapping to aid in the application of Core Policy 58.

6.136   Applicants are expected to take account and adequately respond, where appropriate, to management plans and other strategies. The preparation of management plans and other proactive strategies such as Heritage Partnership Agreements will be encouraged to support policy delivery.

224

6.137   The Infrastructure Delivery Plan sets out the requirement for additional museum storage space for the sustainable preservation of archaeological finds and archives.

6.138   The Council will continue to keep under review Conservation Areas in the District and where appropriate, designate new areas. Appraisals of Conservation Areas will define the boundaries and analyse the special architectural and historic interest of the area.

6.139   The individual area strategies identify specific distinct heritage assets, conservation challenges, and where appropriate, specific opportunities.

Core Policy 58 - Ensuring the conservation of the historic environment

Development should protect, conserve and where possible enhance the historic environment, and should not have an unacceptable impact on the historic environment, particularly where this could be avoided or mitigated.

Designated historic assets and their settings will be conserved, and where appropriate enhanced, including:

    i.   archaeological remains and their setting;
    ii. the World Heritage Site;
    iii. buildings and structures of special architectural or historic interest and their settings;
    iv. the special character or appearance of conservation areas and their settings;
    v. historic parks and gardens and their setting;
    vi. important landscapes and townscapes;

Development will be required to conserve and seek opportunities to enhance structures and areas of heritage significance throughout Wiltshire, including the character, setting and cultural significance of designated and other locally or regionally significant non-designated heritage assets, including:

    vii. the sensitive re-use of redundant and under-used historic buildings and areas which are consistent with their conservation especially in relation to the viable re-use of heritage assets at risk.
    viii. opportunities to enhance Wiltshire's historic public realm by ensuring that all development, including transport and infrastructure work, is sensitive to the historic environment.

Distinctive elements of Wiltshire's historic environment, which creates a sense of local character and identity and variation across the county, will be conserved, enhanced and their potential to contribute towards wider social, cultural, economic and environmental benefits will be exploited, including:

    ix. the individual and distinctive character and appearance of Wiltshire's historic market towns and villages
    x. nationally significant prehistoric archaeological monuments and landscapes
    xi. the Stonehenge and Avebury World Heritage Site
    xii. historic buildings and structures related to the textile industry
    xiii. historic rural structures including threshing barns, granaries, malt houses, dovecots and stables
    xiv. ecclesiastical sites including churches, chapels and monuments
    xv. the historic Great Western Railway and associated structures
    xvi. the historic waterways and associated structures including canals and river courses
    xvii. heritage assets associated with the military

Targets: No increase in Buildings at Risk (BAR), no loss of listed buildings.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

226

The Stonehenge and Avebury World Heritage Site and its setting

6.140   Wiltshire's World Heritage Site is a designated heritage asset of the highest international and national significance. The United Kingdom, as a signatory to the Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO, 1972) is obliged to protect, conserve and present the Outstanding Universal Value (OUV) of the World Heritage Site and ensure that it is transmitted to future generations. This obligation should therefore be given precedence in decisions on development management. World Heritage Site status offers the potential of considerable social and economic gains for Wiltshire in areas such as sustainable tourism however this will require careful and sensitive management to protect the OUV of the Site

6.141   The Stonehenge, Avebury and Associated Sites World Heritage Site was inscribed on the UNESCO World Heritage list in 1986 for its OUV, comprising its significance, authenticity and integrity. The OUV of the World Heritage Site requires protection and where appropriate enhancement. Not all aspects of the Site contribute to OUV and the UNESCO Statement of OUV as well as the World Heritage Site Plans for Stonehenge and Avebury are a critical resource in reaching decisions relating to the significance of its elements.

6.142   In summary, the World Heritage Site is internationally important for its complexes of outstanding prehistoric monuments. The two stone circles at Stonehenge and Avebury, together with inter-related monuments, and their associated landscapes, demonstrate Neolithic and Bronze Age ceremonial and mortuary practices from around 2,000 years of continuous use and monument building.   The excellent survival of monuments provides evidence of the creative and technological achievements of the period. Their careful siting in relation to the astronomical alignments, topography and other monuments provides further insight while their continuing prominence today underlines how this period of monument building shaped the landscape. The World Heritage Site is a landscape without parallel at a national and international level and one of Wiltshire's highest quality environments.

6.143   The setting of the World Heritage Site beyond its designated boundary also requires protection as inappropriate development here can have an adverse impact on the OUV of the Site. The setting is the surrounding in which the World Heritage Site is experienced. It includes a range of elements such as views and historical, landscape and cultural relationships. The setting of the World Heritage Site is not precisely defined and will vary depending on the nature and visibility of the proposal. A future setting study will provide further information and a preferred methodology for the assessment of proposed development for its potential impact on OUV. Light pollution and skyglow which could adversely affect the OUV of the site must be adequately addressed through the careful management of development

6.144   The World Heritage Site consists of two areas of approximately 25 square kilometres centred on Stonehenge and Avebury. Each area has its own discrete landscape setting. Core Policy 59 covers both halves of the World Heritage Site which have similar requirements for protection and enhancement. Saved local plan policies (policies TR6, TR8 and TR9 of the Kennet Local Plan 2011) and Core Policy 6 (Stonehenge) reflect the specific local context, opportunities and challenges for the different halves of the World Heritage Site. In addition separate management plans set out strategies and actions needed for the successful

227

conservation and management of the OUV of the Site alongside other relevant values and interests including tourism, farming, nature conservation, research, education and the quality of life of the community. These Management Plans are a key material consideration in the planning process, which has a major role in their implementation.   Indicators to monitor the implementation of the actions identified appear in both Management Plans.

6.145   In considering Core Policy 59 particular reference should be made to the statement of OUV for the World Heritage Site and the relevant World Heritage Site Management Plan[71]. Applicants will be required to demonstrate that full account has been taken of the impact of the proposals upon the World Heritage Site and its setting and that those proposals will have no adverse affect upon its OUV. Development proposals which fall within the World Heritages Site boundary, or potentially impact upon its setting, should convey this accountability principally within the design and access statement related to the proposal.

6.146   Due consideration should be given to environmental impact assessment (EIA) regulations which list World Heritage Sites as among the 'sensitive areas' where lower thresholds apply to the assessment of the need for EIA. The recent ICOMOS guidance on heritage impact assessments for Cultural World Heritage Properties (2010) offers advice on the process of historic impact assessment (HIA) for cultural World Heritage Sites which is designed to assess impact on the OUV[72].

6.147   Additional planning guidance will be developed to help ensure the effective implementation of Core Policy 59[73]. Based on the Management Plans and additional studies required, additional guidance will assist in articulating the spatial implications of protecting and enhancing OUV both within the World Heritage Site and its setting. This will include considering the use of Article 4 Directions to address permitted development rights that may have an adverse effect on OUV.

---

[71] http://www.eng-h.gov.uk/archcom/projects/summarys/html98_9/2257aveb.htm

http://www.english-heritage.org.uk/daysout/properties/stonehenge/world-heritage-sites/stonehenge-management-plan/

[72] http://www.international.icomos.org/world_heritage/HIA_20110201.pdf

[73] See Draft Statement of Outstanding Universal Value, as submitted by Stonehenge Steering Group to UNESCO, February 2011, which states: 'The protection of the WHS and its setting from inappropriate development should be continued through the introduction of a Supplementary Planning Document for the WHS'.http://www.wiltshire.gov.uk/artsheritageandlibraries/museumhistoryheritage/worldheritagesite/stonehengeandaveburysouv.htm

Core Policy 59 – The Stonehenge, Avebury and associated sites World Heritage Site and its setting

The Outstanding Universal Value (OUV) of the World Heritage Site and its setting will be protected and enhanced by:

i.   giving precedence to the protection of the OUV of the World Heritage Site and its setting;
ii. development not adversely affecting the OUV of the World Heritage Site, its significance, authenticity or integrity, or its setting. This includes the physical fabric, character, appearance, setting or views into or out of the World Heritage Site;
iii. seeking opportunities to support and sustain the positive management of the OUV of the World Heritage Site through development that delivers improved conservation, presentation and interpretation andreduces the negative impact of traffic and visitor pressure;
iv. requiring developments to demonstrate that full account has been taken of their impact upon the OUV of the World Heritage Site and its setting. Proposals will need to demonstrate that the development will have no individual, cumulative or consequential adverse affect upon the OUV. Consideration of opportunities for enhancing OUV should also be demonstrated.. This will include proposals for climate change mitigation and renewable energy schemes;

Targets: Progress towards objectives of the adopted WHS Management Plans

Monitoring and Review: WHS Co-ordinators.

Delivery Responsibility: Wiltshire Council.

229

Delivering strategic objective 6: to ensure that essential infrastructure is in place to support our communities.

6.148   This strategy places emphasis on ensuring that essential infrastructure is delivered as required by Core Policy 3 in Chapter 4 above. This policy is further supported by the Infrastructure Delivery Plan which will be published to accompany the draft Wiltshire Core Strategy.

Promoting sustainable forms of transport

6.149   Transport features either directly or indirectly in a number of the challenges and objectives of the Core Strategy. To help resolve these challenges and achieve the objectives, a sustainable transport system needs to be developed for Wiltshire.

Core Policy 60: Sustainable Transport

The Council will use its planning and transport powers to help reduce the need to travel, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire.

This will be achieved by:

i. planning developments in accessible locations
ii. promoting sustainable transport alternatives to the use of the private car
iii. maintaining and selectively improving the local transport network in accordance with its functional importance and in partnership with other transport planning bodies, service providers and the business community
iv. promoting appropriate demand management measures
v. influencing the routing of freight within and through the county
vi. assessing and where necessary mitigating the impact of developments on transport users, local communities and the environment.

As both the local planning authority and local transport authority, the council will use its planning and transport powers to develop, maintain and improve a sustainable transport system for Wiltshire. The way in which this will be achieved is set out in the remaining policies in this chapter in association with other relevant plans including the community plan, local development framework and local transport plan.

Targets: Increase in use of sustainable transport modes.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Transport and Development

6.150   New development can potentially have both a positive and negative impact on transport. It is for this reason that the transport impacts of new developments need to be assessed in accordance with national guidance ('Guidance on Transport Assessments', March 2007, DCLG/DfT).

6.151   Planning developments in locations that are or can be made accessible means that communities can access their needs (e.g. shops, schools and employment) easily and without always needing a car. Providing good accessibility can also change people's travel behaviour towards more sustainable transport alternatives such as walking, cycling and public transport.

6.152   In the past, however, some new developments have not always catered (e.g. by having layouts which are bus friendly) or provided (e.g. by having convenient cycle storage) for the needs of sustainable transport users or operators. This is no longer acceptable. Therefore, as part of a required transport assessment, it must be demonstrated that the needs of all

231

transport users (where relevant) have been considered in accordance with the identified hierarchy.

6.153   A key consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for all road users.

6.154   In these times of 'just in time' deliveries, the failure to provide adequate loading/unloading facilities in developments can lead to congestion, safety, community and environmental impacts as Heavy Goods Vehicles (HGVs) seek to park on the highway or elsewhere while waiting for allocated delivery time slots.

Core Policy 61: Transport and Development

New development should be located and designed to reduce the need to travel and to encourage the use of sustainable transport alternatives.

As part of a required transport assessment, the following must be demonstrated:

   i.   that consideration has been given to the needs of all transport users (where relevant) according to the following hierarchy:
  a. visually impaired and other disabled people
  b. pedestrians
  c. cyclists
  d. public transport
  e. goods vehicles
  f. powered two-wheelers
  g. private cars
  ii.   that the proposal is capable of being served by safe access to the highway network
 iii.   that fit for purpose and safe loading/unloading facilities can be provided where these are required as part of the normal functioning of the development.

Where appropriate, contributions will be sought towards sustainable transport improvements and travel plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.

Targets: All developments complying with the policy.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Development impacts on the transport network

6.155   All new development is required to assess the transport issues related to that development. Where a development will have significant transport implications, the council will require a

232

transport assessment to be prepared and submitted alongside a planning application in accordance with national guidance.

6.156   Developers will be required to make a contribution towards sustainable transport improvements as part of their development proposal. The required transport assessment will help determine what is needed in each case.

6.157   Developers will also be required to submit a travel plan with planning applications which are likely to have significant transport implications. The travel plan should aim to promote more sustainable forms of transport including, where relevant, more sustainable freight delivery and routing arrangements. The detailed requirements for travel plans will be set out in an additional planning guidance.

6.158   Outside of built-up areas, proposals that involve a new direct access onto the national primary route network will not be permitted in order to assist with traffic flow and reduce risk. Exceptions will only be made where the type of development is such that it requires a primary route location, such as a roadside service facility.

Core Policy 62: Development Impacts on the Transport Network

Developments should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages.

Proposals for new development should not be accessed directly from the national primary route network outside built-up areas, unless an over-riding need can be demonstrated.

Targets: All developments complying with the policy.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Transport Strategies

6.159   Core Policy 1 focuses development growth primarily in the principle settlements of Chippenham, Trowbridge and Salisbury. To support their enhanced strategic employment and service roles, and better self containment, packages of integrated transport measures will be developed and implemented.

6.160   The Wiltshire Community Plan sets out that the council and its partners need to:

"Provide a safer and more integrated transport system that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks, especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors".

233

Given this challenging objective, as part of each transport strategy, the council will need to consider a range of measures based on a 'ladder of interventions' that seek to 'nudge' people and businesses to make more sustainable transport choices.

Core Policy 63: Transport Strategies

Packages of integrated transport measures will be identified in Chippenham, Trowbridge and Salisbury to help facilitate sustainable development growth. The packages will seek to achieve a major shift to sustainable transport by helping to reduce reliance on the private car and by improving sustainable transport alternatives.

Each of the packages will consider the implementation of the following:

    i.   new and improved networks of routes for pedestrians and cyclists
    ii.   enhanced public transport services and facilities
    iii. traffic management measures
    iv.   demand management measures
    v.   selective road improvements
    vi.   interchange enhancements that are accessible by all
    vii. smarter choices measures.

These will be supported and implemented through developer contributions, LTP funding and joint working with partners and others.

Transport strategies may also be developed for other urban and rural areas in the Plan area.

Targets: Implementation of schemes in Chippenham, Trowbridge and Salisbury within the plan period.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Demand Management

6.161   Demand management forms an important and essential part of an integrated approach to helping reduce reliance on the private car and encouraging the use of more sustainable alternatives.

6.162   A parking study, commissioned by the council in January 2010, included a comprehensive review of parking standards, charges and policy within both the Plan Area and neighbouring areas. The resulting LTP3 Car Parking Strategy was adopted by the council in February 2011 and includes the following policies:

234

- PS1 – Overall management
- PS2 – Managing the council's parking stock
- PS3 – Parking charges
- PS4 – Private non-residential parking standards
- PS5 – Managing publicly available private non-residential parking
- PS6 – Residential parking standards
- PS7 – Parking enforcement
- PS8 – Residents' parking zones
- PS9 – Visitor attraction parking
- PS10 – Park and ride
- PS11 – Parking at railway stations
- PS12 – Improving access and use
- PS13 - Workplace parking levy
- PS14 – Residents' overspill parking

6.163 Along with parking, traffic management measures are a key component of any integrated approach to transport planning. They can enhance the management and efficiency of the highway network and encourage the use of sustainable transport modes through a variety of measures such as the reallocation of road space, speed controls, pedestrian crossing facilities and intelligent transport systems. The implementation of any traffic management scheme will only be made after its effect on the surrounding highway network has been considered.

6.164 Charging measures, such as road user charging and the workplace levy, may become important tools in reducing traffic growth and encouraging the use of sustainable transport modes over the Plan period. However, given the predominantly rural nature of Wiltshire, it is unlikely that these types of measures would have a significant impact on traffic levels outside of the principal settlement areas.

235

Core Policy 64: Demand Management

Demand management measures will be promoted where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives. These measures include:

i. Car parking management - efficiently and effectively managing the car parking stock through the implementation of appropriate supply, maintenance, charging and enforcement measures. These measures include:
    a. Public car parking charges – parking charges will be set taking account of a number of factors including the service role and strength of the local economy, the utilisation of existing parking spaces, the availability of sustainable transport modes and parking charges in neighbouring areas.
    b. Private non-residential parking standards – the provision of parking associated with new private non-residential development will be limited to maximum parking standards (except for disabled parking spaces). These maximum standards will be reduced to reflect local circumstances and the relative accessibility by sustainable transport modes in accordance with an accessibility framework.
    c. Managing publicly available private non-residential parking – there will be a presumption that any planning application which includes provision for publicly available private non-residential parking will be required to provide an accompanying car park management plan and, subject to a case-by-case analysis, to implement parking restrictions and charges consistent with those of council run car parks in the local area.
    d. Residential parking standards – the provision of car parking associated with well designed new residential development will be based on minimum parking standards. In determining the appropriate mix of parking types, the presumption will be that unallocated communal parking will be included in the majority of new residential development. Reduced residential parking requirements will be considered where there are significant urban design or heritage issues, where parking demand is likely to be low or where any parking overspill can be controlled.
ii. Traffic management measures - traffic management measures will be developed to promote sustainable transport alternatives, reduce reliance on the car, lower the risk of accidents and improve the environment.
iii. Charging measures – opportunities for charging measures, such as road user charging and the workplace levy, will be kept under review.

Targets: Increase percentage of completed non-residential development complying with car parking standards.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Movement of Goods

6.165   The way in which an efficient and flexible freight distribution system supports economic vibrancy and growth cannot be at the expense of local communities or the environment. The council recognises this and takes seriously the need to achieve a more sustainable distribution of freight that balances the needs of the economy, local communities and the environment.

Core Policy 65: Movement of Goods

The Council and its partners will seek to achieve a sustainable freight distribution system which makes the most efficient use of road, rail and water networks. In particular:

i.   Developments which generate large volumes of freight traffic or involve the movement of bulk materials should make use of rail or water transport for freight movements wherever practical.

ii.   Where carriage of freight by rail and water is not realistic, encouragement will be given for Heavy Goods Vehicle (HGVs) traffic to use those roads where a minimum of community and environmental impacts will occur, principally the advisory freight network. Where problems caused by HGVs making unnecessary and undesirable use of routes are identified (other than on advisory freight routes), freight management measures will be considered.

iii.   Overnight lorry parking should be provided in the vicinity of the advisory freight network, either where demand can be demonstrated or to alleviate nuisance caused in local communities.

iv.   The provision of intermodal and other rail freight terminals in suitable areas will be supported and land required for realistic proposals will be protected from inappropriate development.

Targets: Increase in the proportion of HGVs using the advisory freight network compared with A and B roads in general.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Strategic Transport Network

6.166   The function of the strategic transport network is primarily to cater for the efficient movement of inter-urban and long-distance trips. In doing so, the strategic transport network can support the vision and objectives of the Core Strategy.

6.167   The A350 corridor links five major towns in the west of the Plan Area including the principal settlements of Chippenham and Trowbridge. The corridor is made up of the A350 national

237

primary route between the A303 and M4, and the rail line between Warminster and Chippenham.

6.168 The A350 primary route carries the highest volume of traffic and HGV movements on the county's non-trunk road primary routes. Because of its strategic importance, and the locally significant traffic growth that has occurred in the last ten years, the route will be selectively improved to maintain and enhance journey time reliability. The proposed improvements to the A350 primary route, including those at Yarnbrook/West Ashton where journey times are unreliable, will provide significant relief and environmental benefits, particularly for local residents, and the improved standard of provision of this road will aid the employment growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.

6.169 Road improvements on non-trunk road national primary routes will be restricted to single carriageway enhancements to achieve positive road safety and environmental benefits, unless there is a need to provide continuity with existing standards and this can be achieved without unacceptable impacts on the natural environment.

6.170 Work will be undertaken, in conjunction with the Department for Transport, train operating companies and other agencies, to support the opening and improvement of local rail stations and the provision of additional rail services where these facilitate short distance passenger journeys such as those wholly within Wiltshire or to destinations in adjacent areas. Where appropriate, the council will consider financially supporting such initiatives. Priority will be given to new stations at Corsham and Royal Wootton Bassett and an improved service at Melksham. Developments that would prevent realistic rail proposals such as these would be refused planning permission.

Core Policy 66: Strategic Transport Network

Work will be undertaken in conjunction with the Highways Agency, Network Rail, transport operators and other agencies, that will seek to develop and improve the strategic transport network to support the objectives and policies in the core strategy and local transport plan.

The strategic transport network is shown on the key diagram:

1) The national primary route network
2) The strategic advisory freight route network
3) The key bus route network
4) The rail network.

In particular, the strategic transport network along the A350 corridor will be maintained, managed and selectively improved to assist employment growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.

The following improvements to enhance the strategic network will be progressed:

   i.   The A350 national primary route at Yarnbrook/West Ashton will be improved. The improvement works necessary will be identified through further study work.
   ii. The development and/or improvement of the following rail stations will be promoted and encouraged:
        a. Corsham rail station
        b. Melksham rail station
        c. Royal Wootton Bassett rail station.

Targets: Completion of projects identified.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Flood Risk

6.171   The Strategic Housing Land Availability Assessment (SHLAA) demonstrates that there is sufficient land available in Flood Zone 1, the zone of least risk, to meet the proposed housing requirement of 37,000 new homes for the area. The strategy therefore favours housing development in Flood Zone 1 over areas of higher risk as identified by the Strategic Flood Risk Assessment (SFRA).

6.172   Proposals put forward in areas of higher risk (Flood Zones 2 and 3) will need to be supported by clear evidence that no lower risk alternative sites are available. The findings of the SHLAA

239

will carry considerable weight when testing the suitability of proposals put forward in higher risk areas.

6.173   The core strategy supports a sustainable approach to surface water drainage, and development will be expected to incorporate Sustainable Urban Drainage Systems (SUDS) such as rainwater harvesting, green roofs, permeable paving, and ponds, wetlands and swales, wherever possible. The provision of green infrastructure, including woodland, should also be considered as a measure to reduce surface water run-off. Prospective developers will be expected to follow the 'surface water management train' approach recommended by the Environment Agency (see Sustainable Drainage Systems: an introduction, published by the Environment Agency). This involves a three-step process, considering first reducing the quantity of run-off, then slowing velocity of run-off to allow settlement filtering and infiltration, and finally providing passive treatment to collected surface water before discharge into groundwater or to a watercourse. It is considered that all developments will be able to incorporate measures to reduce the quantity of run-off, but site specific geological or soil conditions may mean that measures to reduce run-off velocity and provide passive treatment would not be appropriate. Where this is the case, proposals will be expected to demonstrate why the use of such measures is not appropriate on the site in question.

6.174   In addition to the requirement for development to provide SUDs, any opportunities to reinstate or create additional natural, functional floodplain through the development process will be encouraged.

Core Policy 67 - Flood Risk

Development proposed in Flood Zones 2 and 3 as identified within the Strategic Flood Risk Assessment will need to refer to the Strategic Housing Land Availability Assessment when providing evidence to the local planning authority in order to apply the Sequential Test in line with the requirements of national policy and established best practice.

All new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (Sustainable Urban Drainage) unless site or environmental conditions make these measures unsuitable.

Targets: Decrease in the proportion of applications granted in areas of high flood risk, compared with Flood Zone 1.

Monitoring and review: To be monitored through the Wiltshire Monitoring Framework.

Delivery responsibility: Wiltshire Council.

240

Water Resources

6.175   The appropriate management of water resources is vital to ensuring that water quantity and quality of water resources are maintained and improved throughout Wiltshire. Three River Basin Management Plans have been prepared to meet the requirements of the Water Framework Directive for Wiltshire and surrounding areas: the Severn River Basin Management Plan (2009) covering the Bristol Avon catchment, South West River Basin Management Plan (2009) covering the Hampshire Avon catchment and Thames River Basin Management Plan (2009) covering the Upper Kennet and Upper Thames catchments. These documents set out the necessary objectives and actions for these catchments in order to meet the requirements of the Water Framework Directive.

6.176   Catchment Abstraction Management Strategies indicate that many of Wiltshire's rivers are over abstracted or over licensed (particularly the Hampshire Avon and Upper Kennet), putting stresses on the natural environment of these rivers that are likely to be exacerbated in the future due to climate change. It is therefore important that new development uses water efficiently to limit these environmental stresses; the Code for Sustainable Homes provides water efficiency standards for new homes that are already widely applied, and Core Policy 41 (presented earlier in the document) sets levels of the code to be met by new homes, while Core Policy 68 requires that water efficiency measures are also incorporated within non-residential development. In addition to these requirements, the council will maintain dialogue with infrastructure providers and neighbouring planning authorities to ensure an overall improvement to critical water resources, and to ensure that development proposals can be serviced without increasing the pressure on existing natural systems or prejudicing the delivery of Water Framework Directive targets. The Infrastructure Delivery Plan will highlight and address issues relating to water provision.

6.177   Several settlements within Wiltshire and our surrounding counties rely on our significant groundwater resources for an adequate supply of fresh, clean drinking water. The EA has identified and mapped a number of these resources according to their significance and vulnerability to pollutants, with categories including Source Protection Zones (1-3), Safeguard Zones and Water Protection Zones. The EA advocates a risk based approach to protection of these groundwater resources, as set out in the document 'Groundwater Protection: Policy and Practice', and planning should aim to reinforce the application of this approach.

241

Core Policy 68 - Water Resources

Development must not prejudice the delivery of the actions and targets of the relevant River Basin Management Plan, and should contribute towards their delivery where possible.

Non-residential development will be required to incorporate water efficiency measures. Developers will be expected to submit details of how water efficiency has been taken into account during the design of proposals.

Development proposals within a Source Protection Zone, Safeguard Zone or Water Protection Zone must assess any risk to groundwater resources and demonstrate that these would be protected throughout the construction and operational phases of development.

Targets: Incorporation of water efficiency measures in all non-residential development.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Protection of the River Avon SAC

6.178   The Hampshire Avon is an internationally important chalk river which has been designated as a Special Area of Conservation (SAC) for its sensitive habitats and populations of fish and molluscs. The catchment covers over half the county and the river and its tributaries flow through many of Wiltshire's towns and villages. Development in close proximity to the river has the potential to have a detrimental effect upon its qualifying features through direct damage, sedimentation, pollution, disturbance, or changes to its hydrological regime. Most of these impacts can be avoided or mitigated through the use of buffer zones, access management, habitat management and construction method statements, and Wiltshire Council has developed a standard procedure for dealing with most of these issues in association with the River Avon Planning Forum.

6.179   Currently, phosphate concentrations exceed the appropriate targets required in the Conservation Objectives for the River Avon SAC over a number of reaches, and the HRA of the core strategy (and that of the RSS) has highlighted the potential for likely significant effects upon the River Avon SAC through elevated phosphate levels from additional sewage discharges in the catchment. Whilst significant improvements have recently been made to a number of Sewage Treatment Works (STWs), in parts of the catchment sewage discharges remain a significant source of phosphorus to the River Avon and these improvements will not be sufficient on their own to achieve full compliance with SAC water quality targets for all STWs.

6.180   To ensure compliance with the requirements of the Habitats Regulations and Water Framework Directive, new development around the River Avon SAC catchment must not (alone or in combination) result in non compliance with SAC water quality targets or

242

compound existing problems of target exceedance in those parts of the catchment already failing SAC standards. Furthermore, new development must not preclude achievement of conservation objectives for the SAC over the long term. Compliance with the appropriate P targets will generally be attained through the Environmental Permitting regime, however where this is not possible, compliance may be achieved through the implementation of a long term Nutrient Management Plan (NMP). To this end, a NMP is being developed to provide an agreed strategy for reducing key pollution sources across the Avon.

6.181   Developer led measures or financial contributions to help implement the NMP could be secured through Section 106 or CIL contributions for implementing the relevant NMP, or through on or near site measures to be agreed by the LPA (in consultation with the EA and local utility providers as necessary). The NMP will be used to calculate reasonable and proportionate developer contributions and will clearly set out how these will be spent to deliver the required level of long-term P reduction across the catchment. An important principle is that developers are only required to offset the P arising from proposed new development and contributions would not be used to reduce historic pollution. Where development would discharge to an existing environmental permit which the EA has confirmed as being Habitats Regulations compliant without the need for phosphate offsetting, no contribution or mitigation measures would be necessary.

Core Policy 69 – Protection of the River Avon SAC

In order to avoid and reduce potential environmental effects on the River Avon SAC, development will need to incorporate measures during construction and operation to avoid and prevent pollution and mitigate potential disturbance effects; appropriate schemes of mitigation may include consideration of suitable buffer zones along watercourses, habitat enhancements and river access management measures. All development within 20m of the river banks should submit a Construction Management Plan to the Local Planning Authority to ensure measures proposed during construction are satisfactory.

Where additional sewage discharges to a STW cannot be accommodated without measures to offset phosphate loading, development will be required to undertake proportionate mitigation measures to demonstrate that the proposals would have no likely significant effects upon the SAC.

Targets: All development to be in compliance with the policy.

Monitoring and Review: To be monitored through the Wiltshire Monitoring Framework.

Delivery Responsibility: Wiltshire Council.

Chapter 7: Monitoring and Review

7.0   The Core Strategy is designed to be flexible and contain appropriate levels of contingency, so that it can effectively respond to events if necessary. However, it will be essential to monitor the effectiveness of the strategy, so that action can be taken to address any issues which may arise. A key example of this is that the strategy enables local communities to decide where development may be most appropriate through the preparation of community-led planning documents such as neighbourhood plans. However, if neighbourhood plans do not come forward then it may be necessary to identify further sites through a Site Allocations Development Plan Document, in order to ensure that sufficient jobs and homes are delivered to meet Wiltshire's needs.

Wiltshire Monitoring Framework

7.1   The Wiltshire Monitoring Framework has been published alongside the Core Strategy, and will be used to check on the effectiveness of the Core Policies and whether they are delivering sustainable development. The Monitoring Framework will be used to ask whether the policy is working, whether it is delivering the underlying objectives of the policy, and what the significant effects of this are. It sets out objectives and targets for each policy, and identifies the indicators which will be used to assess progress against these. The Wiltshire Monitoring Framework will ensure that the Core Strategy is steered by a continuous process of 'plan, monitor, manage'.

Annual Monitoring Report

7.2   An annual report will be prepared to analyse the impacts of the Core Policies, and assess progress against the targets identified in the Wiltshire Monitoring Framework. This Annual Monitoring Report (AMR) will include monitoring of the Core Policies and also information relating to the Infrastructure Delivery Plan (IDP) and the Sustainability Appraisal (SA).

7.3   The AMR will include the following:

- assessment of efficacy of policy using output, significant effect and contextual indicators
- consideration of significant and unforeseen effects, using indicators defined in the SA Report, providing a picture of how the sustainability criteria of the area are evolving
- consideration of infrastructure delivery, including analysis of Community Infrastructure Levy (CIL) and Section 106 receipts
- recommendations for policy review and mitigation of significant effects if required in response to the policy, SA and IDP analyses

Council - 7 February 2012

Chapter 8. Glossary and Common Acronyms

Glossary

Ancient Woodland (AW)	Land that has had continuous woodland cover since 1600AD as designated by Natural England.
Annual Monitoring Report (AMR)	A report to assess the implementation of the Local Development Scheme and the extent to which policies in Local Development Documents are being achieved, as required by the Planning and Compulsory Purchase Act Order 2004.
Area Action Plan (AAP)	A development plan document covering a specific area focusing on the implementation of policies for key areas of opportunity, change or conservation.
Area of Outstanding Natural Beauty (AONB)	An area of countryside with significant landscape value as designated by Natural England.
Building for Life assessments (BFL)	Measures the design quality of new housing developments
Community Infrastructure Levy (CiL)	A proposed levy, which can be charged by Local Authorities, on most types of new development in their area. CIL charges will be based on simple formulae which relate to the size and character of the development.
Community Strategy	A strategy prepared by a local authority to improve local quality of life and aspirations, under the Local Government Act 2000.
Contextual Indicator	Describes the wider social, environmental and economic background in which the Local; Development Framework operates.
Core Strategy	A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy.
Department for Children, Schools and Families (DCSF)	The government department responsible for education.
Department for Communities and Local Government (DCLG)	The government department responsible for planning policy.
Development Plan	Consists of the Regional Spatial Strategy and development plan documents.
Development Plan Document (DPD)	Outlines the key development goals of the Local Development Framework.

245

Draft National Planning Policy Framework (NPPF)	The draft National Planning Policy Framework was published on 25 July 2011 for consultation. This is a key part of the government's reforms to make the planning system less complex and more accessible, and to promote sustainable growth.
Evidence Base	Information in support of local development documents.
Examination in Public (EiP)	An independent examination of draft plans.
Government Office for the South West (GOSW)	The GOSW closed in 2011. The government's regional office acted as the first point of contact for submitting documents to the Secretary of State.
Gypsy and Traveller Accommodation Assessment (GTAA)	An assessment of the accommodation needs of gypsies and travellers
Indices of Multiple Deprivation (IMD)	An indicative measure of deprivation for small areas across England.
Lifetime Homes Standard	The Lifetime Homes standard is a set of 16 design criteria that provide a model for building accessible and adaptable homes. The design features aim to support the changing needs of individuals and families at different stages of life.
Local Area Agreement (LAA)	Agreements between local partners and central government
Local Development Document (LDD)	The documents that set out planning policies for specific topics or areas, which make up the Local Development Framework.
Local Development Framework (LDF)	A portfolio of local development documents including all those policies forming the framework for future development.
Local Development Scheme (LDS)	A timetable for the preparation of local development documents.
Local Indicator	A locally defined indicator that monitors the consequences of local planning policies.
Local Nature Reserve (LNR)	Places with wildlife or geological features that are of special interest locally as declared by the Local Authority.
Local Plan	The statutory plan that preceded the Local Development Framework. In the current intervening period some policies have been saved from these plans.
Local Strategic Partnership (LSP)	A non-statutory, multi-agency body which matches local authority boundaries and aims to bring together different parts of the public, private, community and voluntary sectors at a local level.

Localism Bill	The Localism Bill (external link) was introduced to Parliament on 13 December 2010, and was given Royal Assent on 15 November 2011, becoming an Act.This Bill seeks to shift power from central government back into the hands of individuals, communities and councils.
National Core Output Indicator (NCOI)	Set by the Office of the Deputy Prime Minister to monitor performance against nationally defined targets in response to national policy.
National Park	An area of land protected from most development and pollution.
Natural England	A non-departmental public body responsible for ensuring that England's natural environment is protected and improved.
Neighbourhood planning	The Localism Act, which received Royal Assent on November 15 2011, introduced new rights and powers to allow local communities to shape new development by coming together to prepare neighbourhood plans.
Office for National Statistics (ONS)	The executive office of the UK Statistics Authority charged with the collection and publication of statistics.
Office of the Deputy Prime Minister (ODPM)	The precedent of the Department for Communities and Local Government.
Planning Inspectorate (PINS)	The government agency responsible for scheduling independent examinations.
Planning Policy Guidance (PPG)	The precedents of Planning Policy Statements.
Planning Policy Statement (PPS)	A series of documents setting out the government's national land use planning policies.
Proposals Map	A local development document which illustrates on a base map all the policies and proposals contained in the development plan documents.
Regional Planning Guidance (RPG)	The precedent of the Regional Spatial Strategy.
Regional Spatial Strategy (RSS)	A regional level planning framework for the regions of England, outside London where spatial planning is the responsibility of the Mayor. They were introduced in 2004. Their revocation was announced by the Conservative/Liberal Democrat coalition government on 6 July 2010.
Regionally Important Geological or Geo-morphological Site (RIGS)	Important sites for geology and geo-morphology outside of statutorily protected land as identified by the local authority.
Renewable energy	Renewable energy covers those energy flows that occur naturally and repeatedly in the environment, from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass.

247

Saved Plan	Those policies within the adopted Local Plan and Structure Plan that have been saved beyond the expiry date by the Secretary of State.
Scheduled Ancient Monument (SAM)	Those monuments that are given legal protection by being scheduled by English Heritage.
Significant Effects Indicator	Indicators identified within the Sustainability Appraisal or Strategic Environmental Assessment, to monitor sustainability effects of local policy implementation.
Site of Special Scientific Interest (SSSI)	The basic building blocks of site based nature conservation legislation including the very best wildlife and geological sites, as designated by Natural England.
South West Regional Assembly (SWRA)	A partnership of members from local authorities across the South West and representatives from various other organisations with an interest in the regions' well-being.
Special Area of Conservation (SAC)	Areas which have been given special protection under the European Union's Habitat Directive, as identified by Natural England.
Special Landscape Area (SLA)	A non-statutory landscape designation as defined by the local authority.
Special Protection Area (SPA)	Strictly protected sites classified for wild and vulnerable birds.
Statement of Community Involvement (SCI)	A document setting out how the authority will consult and involve the public at every stage in the production of the Local Development Framework.
Strategic Environmental Assessment (SEA)	An assessment of certain plans and policies on the environment.
Strategic Housing Land Availability Assessment (SHLAA)	A survey of the sources of potential housing supply, and assessment of delivery criteria to provide an assessment of potential deliverable supply.
Strategic Housing Market Assessment (SHMA)	A survey to find out housing need and demand
Strategically Significant Cities and Towns (SSCT)	Those settlements which play a critical strategic role either regionally or sub-regionally, as identified in the draft Regional Spatial Strategy.
Supplementary Planning Document (SPD)	A local development document which provides additional advice and information relating to a specific policy or proposal in a development plan document.
Sustainability Appraisal (SA)	An appraisal of the impacts of policies and proposals on economic, social and environmental issues.
Sustainable urban drainage systems (SUDS)	A sequence of management practices and control structures designed to drain surface water in a more sustainable fashion than some conventional techniques.

248

Wiltshire and Swindon Structure Plan 2016	The currently adopted development plan, which will be replaced by the Regional Spatial Strategy and development plan documents.
Wiltshire Council	Unitary authority for Wiltshire as of 1 April 2009.
World Heritage Site (WHS)	A cultural, natural or historical site of outstanding universal value designated by the UNESCO World Heritage Site Committee.

Acronyms

AA   Appropriate Assessment

AAP   Area Action Plan

AGS   Amenity Greenspace

AMR   Annual Monitoring Report

AONB   Area of Outstanding Natural Beauty

AQMA   Air Quality Management Area

BAP   Biodiversity Action Plan

CPA   Children's Play Area

CPO   Compulsory Purchase Order

CROW   Countryside and rights of Way Act

CLG   Communities and Local Government (Department for)

CWS   County Wildlife Site

DC   Development Control

DEFRA   Department for the Environment, Food and Rural Affairs

DPD   Development Plan Document

DSTL   Defence and Science Technical Laboratory

EA   Environmental Assessment Environment Agency

EIA   Environmental Impact Assessment

EIP	Examination in Public
EU	European Union
FE	Form Entry
GDP	General Development Order
GI	Green Infrastructure
GOSE	Government Office for the South East
GOSW	Government Office for the South West
HMA	Housing Market Area
HPA	Health Protection Agency
HRA	Habitats Regulations Assessment
IDP	Integrated Delivery Plan
IMD	Indices of Multiple Deprivation
LCA	Landscape Character Area
LDF	Local Development Framework
LDD	Local Development Document
LDO	Local Development Order
LDS	Local Development Scheme
LEP	Local Economic Partnership
LNR	Local Nature Reserve
LP	Local Plan
LPA	Local Planning Authority
LSP	Local Strategic Partnership
LTP	Local Transport Plan
MCI	Military Civilian Integration Programme
MOD	Ministry of Defence

250

MUGA	Multi Use Games Area
MWDF	Minerals and Waste Development Framework
N2K	Natura 2000
NHS	National Heath Service
NFNPA	New Forest National Park Authority
NPA	National Park Authority
ONS	Office for National Statistics
PCT	Primary Care Trust
PD	Permitted Development
PDSP	Porton Down Science Park
PINS	Planning Inspectorate
POS	Public Open Space
PPG	Planning Policy Guidance
PPS	Planning Policy Statement
PROW	Public Right of Way
RDA	Regional Development Agency
RIGS	Regionally Important Geological Site
RPB	Regional Planning body
RPG	Regional Planning Guidance
RSL	Registered Social Landlord
RSPB	Royal Society for the Protection of Birds
RSS	Regional Spatial Strategy
SA	Sustainability Appraisal
SAC	Special Area of Conservation
SAM	Scheduled Ancient Monument

251

SCI	Statement of Community Involvement
SEA	Strategic Environmental Assessment
SFRA	Strategic Flood Risk Assessment
SHLAA	Strategic Housing Land Availability Assessment
SLA	Special Landscape Area
SOA	Super Output Area
SPA	Special Protection Area
SPD	Supplementary Planning Document
SPG	Supplementary Planning Guidance
SSA	Site Specific Allocations
SSSI	Site of Special Scientific Interest
SW	South West
SWRA	South West Regional Assembly
TA	Transport Assessment
TPO	Tree Preservation Order
TTWA	Travel to Work Area
WHS	World Heritage Site

252